

2020-2025 Global Mobile Application Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Mobile Application is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers. Mobile apps are designed with consideration for the demands and constraints of the devices and also to take advantage of any specialized capabilities they have. A gaming app, for example, might take advantage of the iPhone's accelerometer. Mobile apps are sometimes categorized according to whether they are web-based or native apps, which are created specifically for a given platform. A third category, hybrid apps, combines elements of both native and Web apps.

This report elaborates the market size, market characteristics, and market growth of the Mobile Application industry, and breaks down according to the type, application, and consumption area of Mobile Application. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Mobile Application in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Mobile Application market covered in Chapter 13:

BlackBerry Ltd

Opera Software

Apple Inc.

Hewlett Packard Enterprise Development LP

Adept Business Solutions

SAP SE

Microsoft
China Mobile Limited
Leeway Hertz
Google LLC
Fueled
IBM Corporation
Samsung Electronics Co. Ltd.

In Chapter 6, on the basis of types, the Mobile Application market from 2015 to 2025 is primarily split into:

Native (On-deck)
Third-party (Off-deck)

In Chapter 7, on the basis of applications, the Mobile Application market from 2015 to 2025 covers:

Games and Entertainment
Productivity
Social and Personalization
Music Audio and Lifestyle
Travel and Navigation
Others (Business, Finance and Utilities)

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany

UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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