

# Global Mobile Apps Industry Profile & Value Chain Analysis

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## Abstracts

Global Mobile Apps Industry Profile & Value Chain Analysis

### SUMMARY

Global mobile apps industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value and supply chain analysis reveals the business activities which comprise the global mobile apps value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value chain. Key value/supply chain stages analyzed include app development, app distribution and end users

### SYNOPSIS

Essential resource for top-line data and analysis covering the global mobile apps market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The global mobile apps market grew by 8.2% in 2017 to reach a value of \$415.1 billion.

The global mobile apps market grew by 9.7% in 2017 to reach a volume of 8,659.5 million downloaded applications.

Asia-Pacific accounts for 43% of the global mobile apps market value.

Profitable app development requires more than just technical know-how - the companies must understand their target audience and keep up with trends.

While the average smartphone user will normally get apps from a native store, there are more people turning towards alternative sources

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the mobile apps market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global mobile apps market

Leading company profiles reveal details of key mobile apps players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global mobile apps market with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global mobile apps market value/supply chain

See examples of companies active at each stage of the global mobile apps market value/supply chain

Examine trends and burning issues impacting the global mobile apps market value/supply chain

## **REASONS TO BUY**

What was the size of the global mobile apps market by value in 2017?

What will be the size of the global mobile apps market in 2022?

What factors are affecting the strength of competition in the global mobile apps market?

How has the market performed over the last five years?

What are the main segments that make up the global mobile apps market?

Who are the top competitors in the global mobile apps market?

What are the key stages and sub-stages of the global mobile apps market value/supply chain?

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