

Mobile Apps BRIC (Brazil, Russia, India, China) Industry Guide 2017

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Abstracts

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SUMMARY

The BRIC Mobile Apps industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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.

SYNOPSIS

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

KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the mobile apps industry and had a total market value of \$98,623.7 million in 2017. China was the fastest growing country with a CAGR of 18.4% over the 2013-17 period.

Within the mobile apps industry, China is the leading country among the BRIC nations with market revenues of \$80,025.7 million in 2017. This was followed by Brazil, India and Russia with a value of \$8,000.1, \$7,062.8, and \$3,535.1 million, respectively.

China is expected to lead the mobile apps industry in the BRIC nations with a value of \$1,13,265.2 million in 2022, followed by Brazil, India, Russia with expected values of \$10,731.7, \$8,512.7 and \$5,953.3 million, respectively.

SCOPE

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

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

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

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

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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