

# Mobile Apps Global Industry Almanac 2014-2023

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## Abstracts

Mobile Apps Global Industry Almanac 2014-2023

### SUMMARY

Global Mobile Apps industry profile provides top-line qualitative and quantitative summary information including: Market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the Market.

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 and leading companies.

### KEY HIGHLIGHTS

The mobile applications market is valued using a bottom-up approach that takes into consideration the average number of user and/or accounts of a particular technology in a given year and the average monthly revenue per subscription (ARPS) during that same year. Non-recurring fees such as activation fees are not accounted for. Revenues are exclusive of VAT.

The market is segmented into ringtones, graphics/images, games, browsing/WAP, video, music and other mobile applications (data cards/modems).

Any currency conversions have been carried out using constant annual average 2018 exchange rates.

The global mobile apps market had total revenues of \$443.0bn in 2018, representing a compound annual growth rate (CAGR) of 9% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$307.1bn, equivalent to 69.3% of the market's overall value.

The market varies considerably with developed markets tending to have growth driven by increased penetration on a relatively stalled customer base, whereas developing economies have a rapidly expanding customer base.

## SCOPE

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

## REASONS TO BUY

What was the size of the global mobile apps Market by value in 2018?

What will be the size of the global mobile apps Market in 2023?

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?



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