

Mobile Apps Global Industry Guide 2014-2023

<https://marketpublishers.com/r/M75C7639C46EN.html>

Date: February 2020

Pages: 340

Price: US\$ 1,495.00 (Single User License)

ID: M75C7639C46EN

Abstracts

Mobile Apps Global Industry Guide 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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive Landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL MOBILE APPS

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators
- 3.7. Country data

4 MOBILE APPS IN ASIA-PACIFIC

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

5 MOBILE APPS IN EUROPE

- 5.1. Market Overview
- 5.2. Market Data

- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators
- 5.7. Country data

6 MOBILE APPS IN FRANCE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators
- 6.7. Country data

7 MOBILE APPS IN GERMANY

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators
- 7.7. Country data

8 MOBILE APPS IN ITALY

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators
- 8.7. Country data

9 MOBILE APPS IN JAPAN

- 9.1. Market Overview

- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators
- 9.7. Country data

10 MOBILE APPS IN AUSTRALIA

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators
- 10.7. Country data

11 MOBILE APPS IN CANADA

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators
- 11.7. Country data

12 MOBILE APPS IN CHINA

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators
- 12.7. Country data

13 MOBILE APPS IN THE NETHERLANDS

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators
- 13.7. Country data

14 MOBILE APPS IN SPAIN

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators
- 14.7. Country data

15 MOBILE APPS IN THE UNITED KINGDOM

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators
- 15.7. Country data

16 MOBILE APPS IN THE UNITED STATES

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators
- 16.7. Country data

17 COMPANY PROFILES

- 17.1. Naver Corp
- 17.2. Kakao Corp
- 17.3. Beijing ByteDance Technology Co Ltd
- 17.4. Mail.Ru Group Ltd
- 17.5. Deezer SA
- 17.6. Yahoo Japan Corporation
- 17.7. Line Corp
- 17.8. Foxtel Management Pty Ltd
- 17.9. Tencent Holdings Limited
- 17.10. Alibaba Group Holding Limited
- 17.11. Baidu, Inc.
- 17.12. SINA Corporation
- 17.13. Roofoods Limited
- 17.14. Monzo Bank Ltd
- 17.15. Alphabet Inc
- 17.16. Facebook Inc.
- 17.17. Spotify AB
- 17.18. Apple Inc
- 17.19. Snap Inc
- 17.20. Netflix Inc.
- 17.21. Amazon.com, Inc.
- 17.22. The Walt Disney Company

18 APPENDIX

List Of Tables

LIST OF TABLES

Table 1: Global mobile apps market value: \$ billion, 2014-18
Table 2: Global mobile apps market category segmentation: \$ billion, 2018
Table 3: Global mobile apps market geography segmentation: \$ billion, 2018
Table 4: Global mobile apps market value forecast: \$ billion, 2018-23
Table 5: Global size of population (million), 2014-18
Table 6: Global gdp (constant 2005 prices, \$ billion), 2014-18
Table 7: Global gdp (current prices, \$ billion), 2014-18
Table 8: Global inflation, 2014-18
Table 9: Global consumer price index (absolute), 2014-18
Table 10: Global exchange rate, 2014-18
Table 11: Asia-Pacific mobile apps market value: \$ billion, 2014-18
Table 12: Asia-Pacific mobile apps market category segmentation: \$ billion, 2018
Table 13: Asia-Pacific mobile apps market geography segmentation: \$ billion, 2018
Table 14: Asia-Pacific mobile apps market value forecast: \$ billion, 2018-23
Table 15: Europe mobile apps market value: \$ billion, 2014-18
Table 16: Europe mobile apps market category segmentation: \$ billion, 2018
Table 17: Europe mobile apps market geography segmentation: \$ billion, 2018
Table 18: Europe mobile apps market value forecast: \$ billion, 2018-23
Table 19: Europe size of population (million), 2014-18
Table 20: Europe gdp (constant 2005 prices, \$ billion), 2014-18
Table 21: Europe gdp (current prices, \$ billion), 2014-18
Table 22: Europe inflation, 2014-18
Table 23: Europe consumer price index (absolute), 2014-18
Table 24: Europe exchange rate, 2014-18
Table 25: France mobile apps market value: \$ million, 2014-18
Table 26: France mobile apps market category segmentation: \$ million, 2018
Table 27: France mobile apps market geography segmentation: \$ million, 2018
Table 28: France mobile apps market value forecast: \$ million, 2018-23
Table 29: France size of population (million), 2014-18
Table 30: France gdp (constant 2005 prices, \$ billion), 2014-18
Table 31: France gdp (current prices, \$ billion), 2014-18
Table 32: France inflation, 2014-18
Table 33: France consumer price index (absolute), 2014-18
Table 34: France exchange rate, 2014-18
Table 35: Germany mobile apps market value: \$ million, 2014-18

Table 36: Germany mobile apps market category segmentation: \$ million, 2018
Table 37: Germany mobile apps market geography segmentation: \$ million, 2018
Table 38: Germany mobile apps market value forecast: \$ million, 2018-23
Table 39: Germany size of population (million), 2014-18
Table 40: Germany gdp (constant 2005 prices, \$ billion), 2014-18
Table 41: Germany gdp (current prices, \$ billion), 2014-18
Table 42: Germany inflation, 2014-18
Table 43: Germany consumer price index (absolute), 2014-18
Table 44: Germany exchange rate, 2014-18
Table 45: Italy mobile apps market value: \$ million, 2014-18
Table 46: Italy mobile apps market category segmentation: \$ million, 2018
Table 47: Italy mobile apps market geography segmentation: \$ million, 2018
Table 48: Italy mobile apps market value forecast: \$ million, 2018-23
Table 49: Italy size of population (million), 2014-18
Table 50: Italy gdp (constant 2005 prices, \$ billion), 2014-18
Table 51: Italy gdp (current prices, \$ billion), 2014-18
Table 52: Italy inflation, 2014-18
Table 53: Italy consumer price index (absolute), 2014-18
Table 54: Italy exchange rate, 2014-18
Table 55: Japan mobile apps market value: \$ billion, 2014-18
Table 56: Japan mobile apps market category segmentation: \$ billion, 2018
Table 57: Japan mobile apps market geography segmentation: \$ billion, 2018
Table 58: Japan mobile apps market value forecast: \$ billion, 2018-23
Table 59: Japan size of population (million), 2014-18
Table 60: Japan gdp (constant 2005 prices, \$ billion), 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Global mobile apps market value: \$ billion, 2014-18

Figure 2: Global mobile apps market category segmentation: % share, by value, 2018

Figure 3: Global mobile apps market geography segmentation: % share, by value, 2018

Figure 4: Global mobile apps market value forecast: \$ billion, 2018-23

Figure 5: Forces driving competition in the global mobile apps market, 2018

Figure 6: Drivers of buyer power in the global mobile apps market, 2018

Figure 7: Drivers of supplier power in the global mobile apps market, 2018

Figure 8: Factors influencing the likelihood of new entrants in the global mobile apps market, 2018

Figure 9: Factors influencing the threat of substitutes in the global mobile apps market, 2018

Figure 10: Drivers of degree of rivalry in the global mobile apps market, 2018

Figure 11: Asia-Pacific mobile apps market value: \$ billion, 2014-18

Figure 12: Asia-Pacific mobile apps market category segmentation: % share, by value, 2018

Figure 13: Asia-Pacific mobile apps market geography segmentation: % share, by value, 2018

Figure 14: Asia-Pacific mobile apps market value forecast: \$ billion, 2018-23

Figure 15: Forces driving competition in the mobile apps market in Asia-Pacific, 2018

Figure 16: Drivers of buyer power in the mobile apps market in Asia-Pacific, 2018

Figure 17: Drivers of supplier power in the mobile apps market in Asia-Pacific, 2018

Figure 18: Factors influencing the likelihood of new entrants in the mobile apps market in Asia-Pacific, 2018

Figure 19: Factors influencing the threat of substitutes in the mobile apps market in Asia-Pacific, 2018

Figure 20: Drivers of degree of rivalry in the mobile apps market in Asia-Pacific, 2018

Figure 21: Europe mobile apps market value: \$ billion, 2014-18

Figure 22: Europe mobile apps market category segmentation: % share, by value, 2018

Figure 23: Europe mobile apps market geography segmentation: % share, by value, 2018

Figure 24: Europe mobile apps market value forecast: \$ billion, 2018-23

Figure 25: Forces driving competition in the mobile apps market in Europe, 2018

Figure 26: Drivers of buyer power in the mobile apps market in Europe, 2018

Figure 27: Drivers of supplier power in the mobile apps market in Europe, 2018

Figure 28: Factors influencing the likelihood of new entrants in the mobile apps market

in Europe, 2018

Figure 29: Factors influencing the threat of substitutes in the mobile apps market in Europe, 2018

Figure 30: Drivers of degree of rivalry in the mobile apps market in Europe, 2018

Figure 31: France mobile apps market value: \$ million, 2014-18

Figure 32: France mobile apps market category segmentation: % share, by value, 2018

Figure 33: France mobile apps market geography segmentation: % share, by value, 2018

Figure 34: France mobile apps market value forecast: \$ million, 2018-23

Figure 35: Forces driving competition in the mobile apps market in France, 2018

Figure 36: Drivers of buyer power in the mobile apps market in France, 2018

Figure 37: Drivers of supplier power in the mobile apps market in France, 2018

Figure 38: Factors influencing the likelihood of new entrants in the mobile apps market in France, 2018

Figure 39: Factors influencing the threat of substitutes in the mobile apps market in France, 2018

Figure 40: Drivers of degree of rivalry in the mobile apps market in France, 2018

Figure 41: Germany mobile apps market value: \$ million, 2014-18

Figure 42: Germany mobile apps market category segmentation: % share, by value, 2018

Figure 43: Germany mobile apps market geography segmentation: % share, by value, 2018

Figure 44: Germany mobile apps market value forecast: \$ million, 2018-23

Figure 45: Forces driving competition in the mobile apps market in Germany, 2018

Figure 46: Drivers of buyer power in the mobile apps market in Germany, 2018

Figure 47: Drivers of supplier power in the mobile apps market in Germany, 2018

Figure 48: Factors influencing the likelihood of new entrants in the mobile apps market in Germany, 2018

Figure 49: Factors influencing the threat of substitutes in the mobile apps market in Germany, 2018

Figure 50: Drivers of degree of rivalry in the mobile apps market in Germany, 2018

Figure 51: Italy mobile apps market value: \$ million, 2014-18

Figure 52: Italy mobile apps market category segmentation: % share, by value, 2018

Figure 53: Italy mobile apps market geography segmentation: % share, by value, 2018

Figure 54: Italy mobile apps market value forecast: \$ million, 2018-23

Figure 55: Forces driving competition in the mobile apps market in Italy, 2018

Figure 56: Drivers of buyer power in the mobile apps market in Italy, 2018

Figure 57: Drivers of supplier power in the mobile apps market in Italy, 2018

Figure 58: Factors influencing the likelihood of new entrants in the mobile apps market

in Italy, 2018

Figure 59: Factors influencing the threat of substitutes in the mobile apps market in Italy, 2018

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