

Mobile Apps Global Industry Guide 2017

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Abstracts

Mobile Apps Global Industry Guide 2017

SUMMARY

Global 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 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.

Volumes represent the average number of active mobile users using application or non-messaging services - individuals can therefore be double-counted if they have more than one subscription.

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 2016 exchange rates.

The global mobile apps market generated total revenues of \$415.1bn in 2017, representing a compound annual growth rate (CAGR) of 13% between 2013 and 2017.

Market consumption volume increased with a CAGR of 11.9% between 2013 and 2017, to reach a total of 8,659.5 million applications in 2017.

The growth deceleration of the global market in 2017 is a trend that is set to become evident in all main markets-regions, namely the Asia-Pacific, the European and the US. In detail, as the adoption of smartphone and mobile internet in developed markets has reached a maturity stage in most developed markets, whilst developing markets have also become significantly penetrated, the growth pace of demand and monetization are to slow overall.

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 by both value and volume

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?

Contents

EXECUTIVE SUMMARY

Market value

Market value forecast

Market volume

Market volume forecast

Category segmentation

Geography segmentation

Introduction

What is this report about?

Who is the target reader?

How to use this report

Definitions

Global Mobile Apps

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Mobile Apps in Asia-Pacific

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Mobile Apps in Europe

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Mobile Apps in France

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Macroeconomic indicators

Mobile Apps in Germany
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in Italy
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in Japan
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in Australia
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in Canada
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in China
Market Overview
Market Data
Market Segmentation

Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in The Netherlands
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in Spain
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in The United Kingdom
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Mobile Apps in The United States
Market Overview
Market Data
Market Segmentation
Market outlook
Five forces analysis
Macroeconomic indicators
Company Profiles
Leading Companies
Appendix
Methodology
About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Global mobile apps market value: \$ billion, 2013–17

Table 2: Global mobile apps market volume: million downloaded applications, 2013–17

Table 3: Global mobile apps market category segmentation: \$ billion, 2017

Table 4: Global mobile apps market geography segmentation: \$ billion, 2017

Table 5: Global mobile apps market value forecast: \$ billion, 2017–22

Table 6: Global mobile apps market volume forecast: million downloaded applications, 2017–22

Table 7: Asia-Pacific mobile apps market value: \$ billion, 2013–17

Table 8: Asia-Pacific mobile apps market volume: million downloaded applications, 2013–17

Table 9: Asia-Pacific mobile apps market category segmentation: \$ billion, 2017

Table 10: Asia-Pacific mobile apps market geography segmentation: \$ billion, 2017

Table 11: Asia-Pacific mobile apps market value forecast: \$ billion, 2017–22

Table 12: Asia-Pacific mobile apps market volume forecast: million downloaded applications, 2017–22

Table 13: Europe mobile apps market value: \$ billion, 2013–17

Table 14: Europe mobile apps market volume: million downloaded applications, 2013–17

Table 15: Europe mobile apps market category segmentation: \$ billion, 2017

Table 16: Europe mobile apps market geography segmentation: \$ billion, 2017

Table 17: Europe mobile apps market value forecast: \$ billion, 2017–22

Table 18: Europe mobile apps market volume forecast: million downloaded applications, 2017–22

Table 19: France mobile apps market value: \$ million, 2013–17

Table 20: France mobile apps market volume: million downloaded applications, 2013–17

Table 21: France mobile apps market category segmentation: \$ million, 2017

Table 22: France mobile apps market geography segmentation: \$ million, 2017

Table 23: France mobile apps market value forecast: \$ million, 2017–22

Table 24: France mobile apps market volume forecast: million downloaded applications, 2017–22

Table 25: France size of population (million), 2013–17

Table 26: France gdp (constant 2005 prices, \$ billion), 2013–17

Table 27: France gdp (current prices, \$ billion), 2013–17

Table 28: France inflation, 2013–17

Table 29: France consumer price index (absolute), 2013–17

Table 30: France exchange rate, 2013–17

Table 31: Germany mobile apps market value: \$ million, 2013–17

Table 32: Germany mobile apps market volume: million downloaded applications, 2013–17

Table 33: Germany mobile apps market category segmentation: \$ million, 2017

Table 34: Germany mobile apps market geography segmentation: \$ million, 2017

Table 35: Germany mobile apps market value forecast: \$ million, 2017–22

Table 36: Germany mobile apps market volume forecast: million downloaded applications, 2017–22

Table 37: Germany size of population (million), 2013–17

Table 38: Germany gdp (constant 2005 prices, \$ billion), 2013–17

Table 39: Germany gdp (current prices, \$ billion), 2013–17

Table 40: Germany inflation, 2013–17

Table 41: Germany consumer price index (absolute), 2013–17

Table 42: Germany exchange rate, 2013–17

Table 43: Italy mobile apps market value: \$ million, 2013–17

Table 44: Italy mobile apps market volume: thousand downloaded applications, 2013–17

Table 45: Italy mobile apps market category segmentation: \$ million, 2017

Table 46: Italy mobile apps market geography segmentation: \$ million, 2017

Table 47: Italy mobile apps market value forecast: \$ million, 2017–22

Table 48: Italy mobile apps market volume forecast: thousand downloaded applications, 2017–22

Table 49: Italy size of population (million), 2013–17

Table 50: Italy gdp (constant 2005 prices, \$ billion), 2013–17

Table 51: Italy gdp (current prices, \$ billion), 2013–17

Table 52: Italy inflation, 2013–17

Table 53: Italy consumer price index (absolute), 2013–17

Table 54: Italy exchange rate, 2013–17

Table 55: Japan mobile apps market value: \$ billion, 2013–17

Table 56: Japan mobile apps market volume: million downloaded applications, 2013–17

Table 57: Japan mobile apps market category segmentation: \$ billion, 2017

Table 58: Japan mobile apps market geography segmentation: \$ billion, 2017

Table 59: Japan mobile apps market value forecast: \$ billion, 2017–22

Table 60: Japan mobile apps market volume forecast: million downloaded applications, 2017–22

Table 61: Japan size of population (million), 2013–17

Table 62: Japan gdp (constant 2005 prices, \$ billion), 2013–17

Table 63: Japan gdp (current prices, \$ billion), 2013–17

Table 64: Japan inflation, 2013–17

Table 65: Japan consumer price index (absolute), 2013–17

Table 66: Japan exchange rate, 2013–17

Table 67: Australia mobile apps market value: \$ million, 2013–17

Table 68: Australia mobile apps market volume: thousand downloaded applications, 2013–17

Table 69: Australia mobile apps market category segmentation: \$ million, 2017

Table 70: Australia mobile apps market geography segmentation: \$ million, 2017

Table 71: Australia mobile apps market value forecast: \$ million, 2017–22

Table 72: Australia mobile apps market volume forecast: thousand downloaded applications, 2017–22

Table 73: Australia size of population (million), 2013–17

Table 74: Australia gdp (constant 2005 prices, \$ billion), 2013–17

Table 75: Australia gdp (current prices, \$ billion), 2013–17

About

Market value

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

In 2022, the global mobile apps market is forecast to have a value of \$576.6 billion, an increase of 38.9% since 2017.

Market volume

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

In 2022, the global mobile apps market is forecast to have a volume of 12,768.6 million downloaded applications, an increase of 47.5% since 2017.

Rapid adoption of smartphones and mobile internet worldwide, especially in the Asia-Pacific market has induced demand for apps. In fact, China, as well as ASEAN countries witnessed immense double-digit growth rates, both in terms of volumes and values, as these countries had plenty of room for that adoption to emerge, given the increasing digital literacy and rising income of their population that facilitated this trend.

Additionally, it was also the outstanding performance of the US market that boosted the growth of the global market in recent years, driven by increasing monetization rates. On the other hand, the growth of the European market was modest as European consumers have been conservative on app spending, even though demand has been growing at strong rates in terms of volumes.

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