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Mobile Apps in Asia-Pacific

https://marketpublishers.com/r/MDA3945EE15EN.html
Date: December 2019
Pages: 65
Price: US$ 350.00 (Single User License)
ID: MDA3945EE15EN

Abstracts

Mobile Apps in Asia-Pacific

SUMMARY

Mobile Apps in Asia-Pacific 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.

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 Asia-Pacific mobile apps market had total revenues of $196.9bn in 2018, representing a compound annual growth rate (CAGR) of 8.2% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of $131.5bn, equivalent to 66.8% of the market's overall value.

Highly developed markets such as Japan and South Korea have growth driven by increased penetration on a relatively stalled customer base, whereas developing economies have a rapidly expanding customer base.

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SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the mobile apps market in Asia-Pacific

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 Asia-Pacific mobile apps market with five year forecasts

REASONS TO BUY

What was the size of the Asia-Pacific mobile apps market by value in 2018?

What will be the size of the Asia-Pacific mobile apps market in 2023?

What factors are affecting the strength of competition in the Asia-Pacific mobile apps market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific's mobile apps market?

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COMPANIES MENTIONED

Facebook, Inc.
Naver Corp
Alibaba Group Holding Limited
Baidu, Inc.
SINA Corporation
Tencent Holdings Limited
Alphabet Inc
Apple Inc
Kakao Corp
Beijing ByteDance Technology Co Ltd

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