

# Mobile Apps in Australia

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## Abstracts

Mobile Apps in Australia

### SUMMARY

Mobile Apps in Australia 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 Australian mobile apps market had total revenues of \$8,109.1m in 2018, representing a compound annual growth rate (CAGR) of 5.2% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$4.4bn, equivalent to 54.3% of the market's overall value.

The increasing penetration of smartphones and mobile internet has resulted in growth in the market, with a reported 81% Australian adult smartphone ownership.

## SCOPE

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

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

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 Australia mobile apps market with five year forecasts

## REASONS TO BUY

What was the size of the Australia mobile apps market by value in 2018?

What will be the size of the Australia mobile apps market in 2023?

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

How has the market performed over the last five years?

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### COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Spotify AB

Apple Inc

Snap Inc

Netflix, Inc.

Foxtel Management Pty Ltd

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