

# Mobile Apps in Europe

<https://marketpublishers.com/r/MCB663B4CF4EN.html>

Date: December 2019

Pages: 66

Price: US\$ 350.00 (Single User License)

ID: MCB663B4CF4EN

## Abstracts

Mobile Apps in Europe

### SUMMARY

Mobile Apps in Europe 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 European mobile apps market had total revenues of \$80.9bn in 2018, representing a compound annual growth rate (CAGR) of 10.6% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$56.8bn, equivalent to 70.2% of the market's overall value.

Removal of EU mobile roaming charges in 2017 has meant that travelling customers can browse the internet and use apps without fear of being subject to hidden charges; this has likely been beneficial to the market.

## SCOPE

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

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

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 Europe mobile apps market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Europe's mobile apps market?

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Spotify AB

Apple Inc

Snap Inc

Facebook, Inc.

Mail.Ru Group Ltd

Deezer SA

Roofoods Limited

Monzo Bank Ltd

Amazon.com, Inc.

Netflix, Inc.

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