

# Mobile Apps in Finland

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## Abstracts

Mobile Apps in Finland

### SUMMARY

Mobile Apps in Finland industry profile provides top-line qualitative and quantitative summary information including: market size (value 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.

### 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 Finnish mobile apps market is expected to generate total revenues of \$1.2bn in 2018, representing a compound annual growth rate (CAGR) of 10.2% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$901.6m, equivalent to 74.3% of the market's overall value.

The scrapping of EU mobile roaming charges in 2017 means that travelling consumers have been able to browse the internet and interact with apps without fear of being subject to hidden charges and 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 Finland

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

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 Finland mobile apps market with five year forecasts

## **REASONS TO BUY**

What was the size of the Finland mobile apps market by value in 2017?

What will be the size of the Finland mobile apps market in 2022?

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

How has the market performed over the last five years?

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

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Alphabet Inc  
Facebook, Inc.  
Sanoma Corporation  
Snap Inc  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Finland mobile apps market value: \$ million, 2014-18(e)
- Table 2: Finland mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Finland mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Finland mobile apps market value forecast: \$ million, 2018-23
- Table 5: Alphabet Inc: key facts
- Table 6: Alphabet Inc: key financials (\$)
- Table 7: Alphabet Inc: key financial ratios
- Table 8: Facebook, Inc.: key facts
- Table 9: Facebook, Inc.: key financials (\$)
- Table 10: Facebook, Inc.: key financial ratios
- Table 11: Sanoma Corporation: key facts
- Table 12: Sanoma Corporation: key financials (\$)
- Table 13: Sanoma Corporation: key financials (€)
- Table 14: Sanoma Corporation: key financial ratios
- Table 15: Snap Inc: key facts
- Table 16: Finland size of population (million), 2014-18
- Table 17: Finland gdp (constant 2005 prices, \$ billion), 2014-18
- Table 18: Finland gdp (current prices, \$ billion), 2014-18
- Table 19: Finland inflation, 2014-18
- Table 20: Finland consumer price index (absolute), 2014-18
- Table 21: Finland exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

Figure 1: Finland mobile apps market value: \$ million, 2014-18(e)

Figure 2: Finland mobile apps market category segmentation: % share, by value, 2018(e)

Figure 3: Finland mobile apps market geography segmentation: % share, by value, 2018(e)

Figure 4: Finland mobile apps market value forecast: \$ million, 2018-23

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

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

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

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

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

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

Figure 11: Alphabet Inc: revenues & profitability

Figure 12: Alphabet Inc: assets & liabilities

Figure 13: Facebook, Inc.: revenues & profitability

Figure 14: Facebook, Inc.: assets & liabilities

Figure 15: Sanoma Corporation: revenues & profitability

Figure 16: Sanoma Corporation: assets & liabilities

### COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Sanoma Corporation

Snap Inc

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