

# Mobile Apps in Hong Kong

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## Abstracts

Mobile Apps in Hong Kong

### SUMMARY

Mobile Apps in Hong Kong 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 Hong Kong mobile apps market is expected to generate total revenues of \$1.9bn in 2018, representing a compound annual growth rate (CAGR) of 3.6% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$1.5bn, equivalent to 79% of the market's overall value.

The highest grossing apps on the Apple App Store and Google Play Store in Hong Kong as of December 2018 include gaming app BFB, Captain Tsubasa: Dream Team, and Rise of Civilizations, suggesting that games are the most

popular apps in the country in terms of spending.

## **SCOPE**

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

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

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 Hong Kong mobile apps market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Alibaba Group Holding Limited

Alphabet Inc

Facebook, Inc.

Tencent Holdings Limited

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