

Mobile Apps in Hong Kong

<https://marketpublishers.com/r/M0854514669EN.html>

Date: December 2018

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: M0854514669EN

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?

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
Alibaba Group Holding Limited
Alphabet Inc
Facebook, Inc.
Tencent Holdings Limited
Macroeconomic Indicators
Country data
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Hong Kong mobile apps market value: \$ million, 2014-18(e)
- Table 2: Hong Kong mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Hong Kong mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Hong Kong mobile apps market value forecast: \$ million, 2018-23
- Table 5: Alibaba Group Holding Limited: key facts
- Table 6: Alibaba Group Holding Limited: key financials (\$)
- Table 7: Alibaba Group Holding Limited: key financials (CNY)
- Table 8: Alibaba Group Holding Limited: key financial ratios
- Table 9: Alphabet Inc: key facts
- Table 10: Alphabet Inc: key financials (\$)
- Table 11: Alphabet Inc: key financial ratios
- Table 12: Facebook, Inc.: key facts
- Table 13: Facebook, Inc.: key financials (\$)
- Table 14: Facebook, Inc.: key financial ratios
- Table 15: Tencent Holdings Limited: key facts
- Table 16: Tencent Holdings Limited: key financials (\$)
- Table 17: Tencent Holdings Limited: key financials (CNY)
- Table 18: Tencent Holdings Limited: key financial ratios
- Table 19: Hong Kong size of population (million), 2014-18
- Table 20: Hong Kong gdp (constant 2005 prices, \$ billion), 2014-18
- Table 21: Hong Kong gdp (current prices, \$ billion), 2014-18
- Table 22: Hong Kong inflation, 2014-18
- Table 23: Hong Kong consumer price index (absolute), 2014-18
- Table 24: Hong Kong exchange rate, 2013-17

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

Figure 11: Alibaba Group Holding Limited: revenues & profitability

Figure 12: Alibaba Group Holding Limited: assets & liabilities

Figure 13: Alphabet Inc: revenues & profitability

Figure 14: Alphabet Inc: assets & liabilities

Figure 15: Facebook, Inc.: revenues & profitability

Figure 16: Facebook, Inc.: assets & liabilities

Figure 17: Tencent Holdings Limited: revenues & profitability

Figure 18: Tencent Holdings Limited: assets & liabilities

COMPANIES MENTIONED

Alibaba Group Holding Limited

Alphabet Inc

Facebook, Inc.

Tencent Holdings Limited

I would like to order

Product name: Mobile Apps in Hong Kong

Product link: <https://marketpublishers.com/r/M0854514669EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M0854514669EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970