

Mobile Apps in India

<https://marketpublishers.com/r/MC6EE7F84D8EN.html>

Date: December 2019

Pages: 59

Price: US\$ 350.00 (Single User License)

ID: MC6EE7F84D8EN

Abstracts

Mobile Apps in India

SUMMARY

Mobile Apps in India 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 Indian mobile apps market had total revenues of \$19.6bn in 2018, representing a compound annual rate of change (CARC) of -3.1% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$8.2bn, equivalent to 42% of the market's overall value.

The rising penetration of smartphones in India has increased demand for mobile apps, but a lack of monetization in the market and a vast array of freeware apps have resulted in a lack of demand for paid apps.

SCOPE

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

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

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 India mobile apps market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Reliance Jio Infocomm Ltd

Snap Inc

The Walt Disney Company

Beijing ByteDance Technology Co Ltd

Spotify AB

Apple Inc

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