

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. How do disruptors' strategies or products differ from the leading firms?

8 COMPANY PROFILES

- 8.1. Alphabet Inc
- 8.2. Facebook, Inc.
- 8.3. Reliance Jio Infocomm Ltd
- 8.4. Snap Inc
- 8.5. The Walt Disney Company
- 8.6. Beijing ByteDance Technology Co Ltd
- 8.7. Spotify AB
- 8.8. Apple Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: India mobile apps market value: \$ million, 2014-18
- Table 2: India mobile apps market category segmentation: \$ million, 2018
- Table 3: India mobile apps market geography segmentation: \$ million, 2018
- Table 4: India mobile apps market value forecast: \$ million, 2018-23
- Table 5: Alphabet Inc: key facts
- Table 6: Alphabet Inc: Annual Financial Ratios
- Table 7: Alphabet Inc: Key Employees
- Table 8: Facebook, Inc.: key facts
- Table 9: Facebook, Inc.: Annual Financial Ratios
- Table 10: Facebook, Inc.: Key Employees
- Table 11: Facebook, Inc.: Key Employees Continued
- Table 12: Reliance Jio Infocomm Ltd: key facts
- Table 13: Reliance Jio Infocomm Ltd: Key Employees
- Table 14: Snap Inc: key facts
- Table 15: Snap Inc: Annual Financial Ratios
- Table 16: Snap Inc: Key Employees
- Table 17: The Walt Disney Company: key facts
- Table 18: The Walt Disney Company: Annual Financial Ratios
- Table 19: The Walt Disney Company: Key Employees
- Table 20: The Walt Disney Company: Key Employees Continued
- Table 21: Beijing ByteDance Technology Co Ltd: key facts
- Table 22: Beijing ByteDance Technology Co Ltd: Key Employees
- Table 23: Spotify AB: key facts
- Table 24: Spotify AB: Key Employees
- Table 25: Apple Inc: key facts
- Table 26: Apple Inc: Annual Financial Ratios
- Table 27: Apple Inc: Key Employees
- Table 28: Apple Inc: Key Employees Continued
- Table 29: India size of population (million), 2014-18
- Table 30: India gdp (constant 2005 prices, \$ billion), 2014-18
- Table 31: India gdp (current prices, \$ billion), 2014-18
- Table 32: India inflation, 2014-18
- Table 33: India consumer price index (absolute), 2014-18
- Table 34: India exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: India mobile apps market value: \$ million, 2014-18

Figure 2: India mobile apps market category segmentation: % share, by value, 2018

Figure 3: India mobile apps market geography segmentation: % share, by value, 2018

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

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

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

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

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

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

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

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

I would like to order

Product name: Mobile Apps in India

Product link: <https://marketpublishers.com/r/MC6EE7F84D8EN.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/MC6EE7F84D8EN.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