

# Mobile Apps in Ireland

<https://marketpublishers.com/r/MEC54FA38EAEN.html>

Date: December 2018

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: MEC54FA38EAEN

## Abstracts

Mobile Apps in Ireland

### SUMMARY

Mobile Apps in Ireland 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 Irish mobile apps market is forecast to generate total revenues of \$1.1bn in 2018, representing a compound annual rate of change (CARC) of -0.1% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$1bn, equivalent to 86.6% of the market's overall value.

The increasing smartphone and mobile internet adoption in Ireland in recent years has induced demand for 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 Ireland

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

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 Ireland mobile apps market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Ireland'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.  
Snap Inc  
Voodoo  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Ireland mobile apps market value: \$ million, 2014-18(e)
- Table 2: Ireland mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Ireland mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Ireland 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: Snap Inc: key facts
- Table 12: Voodoo: key facts
- Table 13: Ireland size of population (million), 2014-18
- Table 14: Ireland gdp (constant 2005 prices, \$ billion), 2014-18
- Table 15: Ireland gdp (current prices, \$ billion), 2014-18
- Table 16: Ireland inflation, 2014-18
- Table 17: Ireland consumer price index (absolute), 2014-18
- Table 18: Ireland exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

- Figure 1: Ireland mobile apps market value: \$ million, 2014-18(e)
- Figure 2: Ireland mobile apps market category segmentation: % share, by value, 2018(e)
- Figure 3: Ireland mobile apps market geography segmentation: % share, by value, 2018(e)
- Figure 4: Ireland mobile apps market value forecast: \$ million, 2018-23
- Figure 5: Forces driving competition in the mobile apps market in Ireland, 2018
- Figure 6: Drivers of buyer power in the mobile apps market in Ireland, 2018
- Figure 7: Drivers of supplier power in the mobile apps market in Ireland, 2018
- Figure 8: Factors influencing the likelihood of new entrants in the mobile apps market in Ireland, 2018
- Figure 9: Factors influencing the threat of substitutes in the mobile apps market in Ireland, 2018
- Figure 10: Drivers of degree of rivalry in the mobile apps market in Ireland, 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

### COMPANIES MENTIONED

Alphabet Inc  
Facebook, Inc.  
Snap Inc  
Voodoo

## I would like to order

Product name: Mobile Apps in Ireland

Product link: <https://marketpublishers.com/r/MEC54FA38EAEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MEC54FA38EAEN.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