

# Mobile Apps in Israel

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## Abstracts

Mobile Apps in Israel

### SUMMARY

Mobile Apps in Israel 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 Israeli mobile apps market is expected to generate total revenues of \$1.0bn in 2018, representing a compound annual growth rate (CAGR) of 8.1% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$836.7m, equivalent to 80% of the market's overall value.

The market is set to be driven by increasing monetization rates, as demand will grow at a slower pace.

## **SCOPE**

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

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

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 Israel mobile apps market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Israel'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  
Cheetah Mobile Inc.  
Facebook, Inc.  
Microsoft Corporation  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Israel mobile apps market value: \$ million, 2014-18(e)
- Table 2: Israel mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Israel mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Israel 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: Cheetah Mobile Inc.: key facts
- Table 9: Cheetah Mobile Inc.: key financials (\$)
- Table 10: Cheetah Mobile Inc.: key financials (CNY)
- Table 11: Cheetah Mobile 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: Microsoft Corporation: key facts
- Table 16: Microsoft Corporation: key financials (\$)
- Table 17: Microsoft Corporation: key financial ratios
- Table 18: Israel size of population (million), 2014-18
- Table 19: Israel gdp (constant 2005 prices, \$ billion), 2014-18
- Table 20: Israel gdp (current prices, \$ billion), 2014-18
- Table 21: Israel inflation, 2014-18
- Table 22: Israel consumer price index (absolute), 2014-18
- Table 23: Israel exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

Figure 11: Alphabet Inc: revenues & profitability

Figure 12: Alphabet Inc: assets & liabilities

Figure 13: Cheetah Mobile Inc.: revenues & profitability

Figure 14: Cheetah Mobile Inc.: assets & liabilities

Figure 15: Facebook, Inc.: revenues & profitability

Figure 16: Facebook, Inc.: assets & liabilities

Figure 17: Microsoft Corporation: revenues & profitability

Figure 18: Microsoft Corporation: assets & liabilities

### COMPANIES MENTIONED

Alphabet Inc

Cheetah Mobile Inc.

Facebook, Inc.

Microsoft Corporation

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