

Mobile Apps in Malaysia

<https://marketpublishers.com/r/ME8EA5F22ABEN.html>

Date: December 2018

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: ME8EA5F22ABEN

Abstracts

Mobile Apps in Malaysia

SUMMARY

Mobile Apps in Malaysia 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 Malaysian mobile apps market is expected to generate total revenues of \$2.7bn in 2018, representing a compound annual growth rate (CAGR) of 7.7% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$1.9bn, equivalent to 69.5% of the market's overall value.

An increasing adoption of smartphones and mobile internet in Malaysia has induced demand for mobile apps in recent years.

SCOPE

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

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

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 Malaysia mobile apps market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Malaysia'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.
Grab
Tencent Holdings Limited
Macroeconomic Indicators
Country data
Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Malaysia mobile apps market value: \$ million, 2014-18(e)
- Table 2: Malaysia mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Malaysia mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Malaysia 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: Grab: key facts
- Table 12: Tencent Holdings Limited: key facts
- Table 13: Tencent Holdings Limited: key financials (\$)
- Table 14: Tencent Holdings Limited: key financials (CNY)
- Table 15: Tencent Holdings Limited: key financial ratios
- Table 16: Malaysia size of population (million), 2014-18
- Table 17: Malaysia gdp (constant 2005 prices, \$ billion), 2014-18
- Table 18: Malaysia gdp (current prices, \$ billion), 2014-18
- Table 19: Malaysia inflation, 2014-18
- Table 20: Malaysia consumer price index (absolute), 2014-18
- Table 21: Malaysia exchange rate, 2013-17

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

Figure 15: Tencent Holdings Limited: revenues & profitability

Figure 16: Tencent Holdings Limited: assets & liabilities

COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Grab

Tencent Holdings Limited

I would like to order

Product name: Mobile Apps in Malaysia

Product link: <https://marketpublishers.com/r/ME8EA5F22ABEN.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/ME8EA5F22ABEN.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