

# Mobile Apps in Mexico

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## Abstracts

Mobile Apps in Mexico

### SUMMARY

Mobile Apps in Mexico 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 Mexican mobile apps market had total revenues of \$5,498.8m in 2018, representing a compound annual growth rate (CAGR) of 11.4% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$3.8bn, equivalent to 69.6% of the market's overall value.

The browser segment is the most valuable as consumers will use a browser frequently and revenue can be generated by search engines and advertising.

## SCOPE

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

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

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 Mexico mobile apps market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Mexico'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. Spotify AB
- 8.4. Apple Inc
- 8.5. Snap Inc
- 8.6. Netflix, Inc.
- 8.7. Grupo Televisa S.A.B.

## **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: Mexico mobile apps market value: \$ million, 2014-18
Table 2: Mexico mobile apps market category segmentation: \$ million, 2018
Table 3: Mexico mobile apps market geography segmentation: \$ million, 2018
Table 4: Mexico 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: Spotify AB: key facts
Table 13: Spotify AB: Key Employees
Table 14: Apple Inc: key facts
Table 15: Apple Inc: Annual Financial Ratios
Table 16: Apple Inc: Key Employees
Table 17: Apple Inc: Key Employees Continued
Table 18: Snap Inc: key facts
Table 19: Snap Inc: Annual Financial Ratios
Table 20: Snap Inc: Key Employees
Table 21: Netflix, Inc.: key facts
Table 22: Netflix, Inc.: Annual Financial Ratios
Table 23: Netflix, Inc.: Key Employees
Table 24: Grupo Televisa S.A.B.: key facts
Table 25: Grupo Televisa S.A.B.: Annual Financial Ratios
Table 26: Grupo Televisa S.A.B.: Key Employees
Table 27: Grupo Televisa S.A.B.: Key Employees Continued
Table 28: Mexico size of population (million), 2014-18
Table 29: Mexico gdp (constant 2005 prices, \$ billion), 2014-18
Table 30: Mexico gdp (current prices, \$ billion), 2014-18
Table 31: Mexico inflation, 2014-18
Table 32: Mexico consumer price index (absolute), 2014-18
Table 33: Mexico exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Spotify AB

Apple Inc

Snap Inc

Netflix, Inc.

Grupo Televisa S.A.B.

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