

# Mobile Apps in the Netherlands

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## Abstracts

Mobile Apps in the Netherlands

### SUMMARY

Mobile Apps in the Netherlands 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 Dutch mobile apps market had total revenues of \$2.5bn in 2018, representing a compound annual growth rate (CAGR) of 1.1% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$2.2bn, equivalent to 88.6% of the market's overall value.

In the historic period all segments have declined in value, except the browsing/WAP segment which has seen weak growth.

## SCOPE

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

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

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 Netherlands mobile apps market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the Netherlands'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. Amazon.com, Inc.
- 8.8. The Walt Disney Company

## **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: Netherlands mobile apps market value: \$ million, 2014-18
- Table 2: Netherlands mobile apps market category segmentation: \$ million, 2018
- Table 3: Netherlands mobile apps market geography segmentation: \$ million, 2018
- Table 4: Netherlands 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: Amazon.com, Inc.: key facts
- Table 25: Amazon.com, Inc.: Annual Financial Ratios
- Table 26: Amazon.com, Inc.: Key Employees
- Table 27: The Walt Disney Company: key facts
- Table 28: The Walt Disney Company: Annual Financial Ratios
- Table 29: The Walt Disney Company: Key Employees
- Table 30: The Walt Disney Company: Key Employees Continued
- Table 31: Netherlands size of population (million), 2014-18
- Table 32: Netherlands gdp (constant 2005 prices, \$ billion), 2014-18
- Table 33: Netherlands gdp (current prices, \$ billion), 2014-18
- Table 34: Netherlands inflation, 2014-18
- Table 35: Netherlands consumer price index (absolute), 2014-18

Table 36: Netherlands exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

### COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Spotify AB

Apple Inc

Snap Inc

Netflix, Inc.

Amazon.com, Inc.

The Walt Disney Company

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