

# Mobile Apps in Peru

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## Abstracts

Mobile Apps in Peru

### SUMMARY

Mobile Apps in Peru 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 Peruvian mobile apps market is expected to generate total revenues of \$1.4bn in 2018, representing a compound annual growth rate (CAGR) of 20.7% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$898m, equivalent to 65.1% of the market's overall value.

The expected growth of the market over the forecast period is due to the pending adoption of smartphones.

## **SCOPE**

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

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

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 Peru mobile apps market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Peru'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  
ContextLogic Inc.  
Facebook, Inc.  
Spotify AB  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Peru mobile apps market value: \$ million, 2014-18(e)
- Table 2: Peru mobile apps market category segmentation: \$ million, 2018(e)
- Table 3: Peru mobile apps market geography segmentation: \$ million, 2018(e)
- Table 4: Peru 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: ContextLogic Inc.: key facts
- Table 9: Facebook, Inc.: key facts
- Table 10: Facebook, Inc.: key financials (\$)
- Table 11: Facebook, Inc.: key financial ratios
- Table 12: Spotify AB: key facts
- Table 13: Peru size of population (million), 2014-18
- Table 14: Peru gdp (constant 2005 prices, \$ billion), 2014-18
- Table 15: Peru gdp (current prices, \$ billion), 2014-18
- Table 16: Peru inflation, 2014-18
- Table 17: Peru consumer price index (absolute), 2014-18
- Table 18: Peru exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

ContextLogic Inc.

Facebook, Inc.

Spotify AB

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