+44 20 8123 2220
info@marketpublishers.com

Mobile Apps in South Africa

https://marketpublishers.com/r/M9509F2B6F4EN.html
Date: December 2019
Pages: 51
Price: US$ 350.00 (Single User License)
ID: M9509F2B6F4EN

Abstracts

Mobile Apps in South Africa

SUMMARY

Mobile Apps in South Africa 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 South African Mobile Apps market had total revenues of $4.0bn in 2018, representing a compound annual growth rate (CAGR) of 12.8% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of $1.8bn, equivalent to 45.6% of the market's overall value.

All segments, except for ringtones, have shown increasing value since 2014. This demonstrates how the South African market still is as long way off reaching maturity.

+44 20 8123 2220
info@marketpublishers.com

SCOPE

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

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

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 South Africa mobile apps market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up South Africa's mobile apps market?

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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.

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

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: South Africa mobile apps market value: $ million, 2014-18
Table 2: South Africa mobile apps market category segmentation: $ million, 2018
Table 3: South Africa mobile apps market geography segmentation: $ million, 2018
Table 4: South Africa 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: South Africa size of population (million), 2014-18
Table 25: South Africa gdp (constant 2005 prices, $ billion), 2014-18
Table 26: South Africa gdp (current prices, $ billion), 2014-18
Table 27: South Africa inflation, 2014-18
Table 28: South Africa consumer price index (absolute), 2014-18
Table 29: South Africa exchange rate, 2014-18

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: South Africa mobile apps market value: $ million, 2014-18
Figure 2: South Africa mobile apps market category segmentation: % share, by value, 2018
Figure 3: South Africa mobile apps market geography segmentation: % share, by value, 2018
Figure 4: South Africa mobile apps market value forecast: $ million, 2018-23
Figure 5: Forces driving competition in the mobile apps market in South Africa, 2018
Figure 6: Drivers of buyer power in the mobile apps market in South Africa, 2018
Figure 7: Drivers of supplier power in the mobile apps market in South Africa, 2018
Figure 8: Factors influencing the likelihood of new entrants in the mobile apps market in South Africa, 2018
Figure 9: Factors influencing the threat of substitutes in the mobile apps market in South Africa, 2018
Figure 10: Drivers of degree of rivalry in the mobile apps market in South Africa, 2018

COMPANIES MENTIONED

Alphabet Inc
Facebook, Inc.
Spotify AB
Apple Inc
Snap Inc
Netflix, Inc.

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Mobile Apps in South Africa
Product link: https://marketpublishers.com/r/M9509F2B6F4EN.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/M9509F2B6F4EN.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

Custumer 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