

Mobile Apps in South Korea

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Abstracts

Mobile Apps in South Korea

SUMMARY

Mobile Apps in South Korea 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 Korean mobile apps market had total revenues of \$12.9bn in 2018, representing a compound annual growth rate (CAGR) of 7.2% between 2014 and 2018.

The browsing/WAP segment was the market's most lucrative in 2018, with total revenues of \$10.8bn, equivalent to 83.6% of the market's overall value.

The South Korean mobile apps market is in an advanced stage of development driven by increased penetration on a relatively stalled customer base.

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 Korea

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

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 Korea mobile apps market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up South Korea'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. Naver Corp
- 8.4. Kakao Corp
- 8.5. Netflix, Inc.
- 8.6. Tencent Holdings Limited

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: South Korea mobile apps market value: \$ million, 2014-18
Table 2: South Korea mobile apps market category segmentation: \$ million, 2018
Table 3: South Korea mobile apps market geography segmentation: \$ million, 2018
Table 4: South Korea 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: Naver Corp: key facts
Table 13: Naver Corp: Annual Financial Ratios
Table 14: Naver Corp: Key Employees
Table 15: Kakao Corp: key facts
Table 16: Kakao Corp: Annual Financial Ratios
Table 17: Kakao Corp: Key Employees
Table 18: Netflix, Inc.: key facts
Table 19: Netflix, Inc.: Annual Financial Ratios
Table 20: Netflix, Inc.: Key Employees
Table 21: Tencent Holdings Limited: key facts
Table 22: Tencent Holdings Limited: Annual Financial Ratios
Table 23: Tencent Holdings Limited: Key Employees
Table 24: Tencent Holdings Limited: Key Employees Continued
Table 25: South Korea size of population (million), 2014-18
Table 26: South Korea gdp (constant 2005 prices, \$ billion), 2014-18
Table 27: South Korea gdp (current prices, \$ billion), 2014-18
Table 28: South Korea inflation, 2014-18
Table 29: South Korea consumer price index (absolute), 2014-18
Table 30: South Korea exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

COMPANIES MENTIONED

Alphabet Inc

Facebook, Inc.

Naver Corp

Kakao Corp

Netflix, Inc.

Tencent Holdings Limited

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