

# Mobile Apps in Taiwan

<https://marketpublishers.com/r/M793D3C069AEN.html>

Date: December 2018

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: M793D3C069AEN

## Abstracts

Mobile Apps in Taiwan

### SUMMARY

Mobile Apps in Taiwan 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 Taiwanese mobile apps market is expected to generate total revenues of \$4.8bn in 2018, representing a compound annual growth rate (CAGR) of 11% between 2014 and 2018.

The browsing/WAP segment is expected to be the market's most lucrative in 2018, with total revenues of \$4.2bn, equivalent to 88.1% of the market's overall value.

The browsing segment is particularly lucrative in Taiwan because the country is renowned for consuming large amounts of mobile data, far exceeding even South Korea and Singapore.

## SCOPE

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

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

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 Taiwan mobile apps market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Taiwan'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  
Cheetah Mobile Inc.  
Facebook, Inc.  
NAVER Corporation  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Taiwan mobile apps market value: \$ million, 2014-18(e)
Table 2: Taiwan mobile apps market category segmentation: \$ million, 2018(e)
Table 3: Taiwan mobile apps market geography segmentation: \$ million, 2018(e)
Table 4: Taiwan 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: Cheetah Mobile Inc.: key facts
Table 9: Cheetah Mobile Inc.: key financials (\$)
Table 10: Cheetah Mobile Inc.: key financials (CNY)
Table 11: Cheetah Mobile Inc.: key financial ratios
Table 12: Facebook, Inc.: key facts
Table 13: Facebook, Inc.: key financials (\$)
Table 14: Facebook, Inc.: key financial ratios
Table 15: NAVER Corporation: key facts
Table 16: Taiwan size of population (million), 2014-18
Table 17: Taiwan gdp (constant 2005 prices, \$ billion), 2014-18
Table 18: Taiwan gdp (current prices, \$ billion), 2014-18
Table 19: Taiwan inflation, 2014-18
Table 20: Taiwan consumer price index (absolute), 2014-18
Table 21: Taiwan exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

Figure 11: Alphabet Inc: revenues & profitability

Figure 12: Alphabet Inc: assets & liabilities

Figure 13: Cheetah Mobile Inc.: revenues & profitability

Figure 14: Cheetah Mobile Inc.: assets & liabilities

Figure 15: Facebook, Inc.: revenues & profitability

Figure 16: Facebook, Inc.: assets & liabilities

### COMPANIES MENTIONED

Alphabet Inc

Cheetah Mobile Inc.

Facebook, Inc.

NAVER Corporation

## I would like to order

Product name: Mobile Apps in Taiwan

Product link: <https://marketpublishers.com/r/M793D3C069AEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M793D3C069AEN.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**

Customer 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