

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

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