

Mobile Enterprise Application Market by Software (Accounting & Finance, ERP, Communication & Collaboration, and CRM), Operating System (Android, iOS, and Windows), Type of App, Organization Size, Industry Vertical, and Region - Global Forecast to 2021

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Abstracts

“Boost in connectivity and productivity of both employees and enterprises is driving the growth of the mobile enterprise application market”

MarketsandMarkets: The mobile enterprise application market size is estimated to grow from USD 48.24 billion in 2016 to USD 98.03 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 15.24% from 2016 to 2021. Increase in smartphone penetration, boost in connectivity and productivity of both employees and organizations, increasing demand for real-time information capture, and organizations' continued focus to make their business processes mobile-ready due to increase in mobile workforce are some of the driving forces in the mobile enterprise application market. Difficulties in adoption of technology by ground level workforce and complexities in interoperability & cross-platform implementation would be the restraining factors for the mobile enterprise application market.

“Among the software, ERP software to have the maximum market size during the forecast period”

Enterprise Resource Planning (ERP) software segment among the software is expected to hold the largest market share during the forecast period 2016 to 2021 as it helps enterprises increase their operational efficiencies, improves communication and

collaboration, anytime access to information, instant access to work center, and improves workforce productivity.

This growth is primarily driven by the growth in Banking, Financial and Insurance (BFSI), manufacturing & automotive, and energy & utilities industries.

“BFSI vertical is expected to dominate the mobile enterprise application market during the forecast period”

Mobile enterprise application services have been used across various industry verticals, including government, BFSI, manufacturing & automotive, healthcare & life sciences, education, and retail. The BFSI vertical is expected to hold the largest market share during the forecast period. Banks, insurance, and financial organizations use mobile enterprise apps to improve their employees' productivity and boost connectivity with clients and customers.

“Asia-Pacific (APAC) is expected to grow at the highest rate during the forecast period”

APAC is expected to hold the largest market share in the mobile enterprise application market during the forecast period 2016 to 2021. This is because of large scale acceptance of mobile enterprise application solution and services by the enterprises. There are several factors driving the impressive growth in the APAC region, such as rapid economic developments, globalization and foreign direct investments, increasing penetration of smartphones, and internet adoptions in workforce.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key people. The break-up of profiles of primary participants is given below:

By Company: Tier 1: 26%, Tier 2: 41%, and Tier 3: 33%

By Designation: C level: 30%, Director level:20%, and Others: 50%

By Region: North America: 33%, APAC: 50%, and Europe: 17%

Various key vendors profiled in the report are as follows:

1. IBM corporation (U.S.)
2. AT&T (U.S.)
3. Tata Consultancy Services (India)
4. Infosys Limited (India)
5. BlackBerry Limited (Canada)
6. SAP SE (Germany)
7. Salesforce.com, Inc. (U.S.)
8. Oracle Corporation (U.S.)
9. Capgemini (France)
10. Accenture (U.S.)
11. HCL Technologies (India)
12. Deloitte (U.S.)

Scope of the Report

The report segments the mobile enterprise application market on the basis of software, which includes account & finance, ERP, communication & collaboration, Customer Relationship Management (CRM), mCommerce, business analytics, mobile learning, supply chain management, productivity tools, human capital management, and others (business processes, IT management, and sales force automation). It also segments the types of apps, such as native, hybrid & web; organization sizes comprises small and medium enterprises & large enterprises; operating systems include Android, iOS, Windows, and others (BlackBerry and Symbian); verticals such as BFSI, government, manufacturing & automotive, education, healthcare & life sciences, media & entertainment, energy & utility, retail, transportation & logistics, and others (oil & gas, real estate, and IT & Telecom); regions include North America, Europe, APAC, Middle East & Africa (MEA), and Latin America.

Reason to Buy the Report

To get a comprehensive overview of the global mobile enterprise application market

To gain wide-ranging information about the top players in this market sphere, their product portfolios, and key strategies adopted by them

To gain insights of the major countries/regions in which the mobile enterprise application market is flourishing in various industries

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