

# Global Mobile Enterprise Application Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

The mobile enterprise application platform is a comprehensive set of services and products for enabling the development of mobile applications. This application helps organizations to organize their business processes and spread their brands for greater communication with workforces and clients. The global mobile enterprise application market is expected to grow at a CAGR of around 14% from 2017 to 2025.

Based on application, the market is divided into financial, documentation, planning, communication, CRM, security, ERP, and others. On the basis of enterprises, it is categorized into large and small & medium enterprises (SME). According to industries, it is categorized into banking, financial services & insurance (BFSI), government, healthcare, manufacturing, energy & utility, retail, media & entertainment, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Increasing demand for real-time information capture

Rise in trend of Bring Your Own Device (BYOD) which allow employees to make use of their personal devices to access enterprise data

Restraints:

Complexities in interoperability and cross-platform implementation

High cost incurred in training, development, and maintenance

## **MARKET PLAYERS:**

The top players in the global mobile enterprise application market include AT&T, IBM Corporation, BlackBerry Limited, Tata Consultancy Services, Infosys Limited, SAP SE, Salesforce.com, Inc., Oracle Corporation, Accenture, and Capgemini.

## **KEY TAKEAWAYS**

## **MARKET LANDSCAPE**

By Application

Financial

Documentation

Planning

Communication

CRM

Security

ERP

Others

By Enterprise

Large

Small & Medium

By Industry Vertical

BFSI

Government

Healthcare

Manufacturing

Energy & Utilities

Retail

Media & Entertainment

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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