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Progressive Web Application Market- Global Industry Size, Share, Trends, Opportunities, and Forecast 2018-2028F Segmented By Business Type (Business to Business and Business to Consumer), By Deployment (Web Based, Server Based), By Offering (Services, Tools & Libraries), By Application (Dynamic Web Application, Static Web Application), By End-User (Small & Medium-sized Enterprises, Larger Enterprises), By Industry (E-Commerce, BFSI, Media & Entertainment, Healthcare, Travel & Tourism, Others), By Region, Competition

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Abstracts

Progressive web application market is expected to grow during the forecast period, owing to the following factors such as increasing demand from small & medium enterprises, cost-effective method, increasing adoption in online business models, and surge in the number of mobile phone users.

Online applications known as Progressive Web Applications (PWAs) give users a native app-like experience by integrating service workers, and other web-platform characteristics with progressive enhancement. Users of PWAs can benefit from install ability, progressive enhancement, responsive design, re-engagement, link ability, discoverability, network independence, and security.

Progressive Web Application Market: Drivers

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Increasing Demand from SMEs- Small businesses are gradually turning to apps to improve business performance, create sales leads, obtain new business, keep existing customers, and promote their brand. As a result, progressive web apps have emerged as the go-to technology for startups and small and medium enterprises. PWAs help small businesses to achieve a lot of their goals efficiently and with reduced expenditure. Additionally, progressive web applications provide numerous benefits to SMEs such as less storage space requirement, high performance, providing offline access, offer business with the capability of push notifications, improved app security, multitude of features, no installation require, needs no manual updates, low development cost, etc, which positively augment the growth of global progressive web application market.

Cost-Effective Approach- A mobile app can be expensive, especially for new or small businesses. PWA development is much cheaper than traditional app development and gives companies a better way to get a positive return on investment (ROI). Moreover, the maintenance costs of a PWA are also lower than those of a native app. So, it significantly reduces the amount of efforts that developers provide, and as a result, the cost to create a PWA decreases. Therefore, this factor increases the growth of global progressive web application market.

Increasing Adoption in Online Business Models- In the age of digitalization and the high adoption of online apps, progressive web apps offer a great workaround to mobile user’s typical problems. PWA apps occupy significantly less space being lighter in size. High adoption of online apps and growth of digitalization is likely to drive the market during the forecast period. The latest technological development has resulted in a shift towards progressive web apps. Big brands are using PWAs to expand their customer base. For instance, the ever-growing eCommerce industry and the rise of mobile usage, progressive web apps (PWAs) are quickly becoming a popular solution for online retailers.

Rising Social Networking Applications- The internet currently functions as a rolling ball in both the workplace and daily life thanks to the advent of digitisation, with more people gravitating towards social media, each day. In the current digital era, social media has become a crucial part of everyone's lives. It helps people form closer relationships with others, and networking apps are now demonstrating their value. Moreover, Social networking apps, including games, have always been a popular way for people to improve their social lives and connect with others. Social networking apps are effective at assisting people in coping with isolation and a lack of opportunities to socialize with friends, talk face-to-face, or participate in group events. Hence, with the rising social

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networking applications, the global progressive web application market is likely to grow during the forecast period.

Progressive Web Application Market: Challenges

Limited Software & Hardware Support- Many device features such as Bluetooth and the phone's camera and memory cannot be accessed by PWAs, unlike mobile apps. It makes PWAs unable to perform several functions that are otherwise possible with mobile apps. Furthermore, even developers are not able to access the full capacity of the device with progressive web apps. Despite being an important requirement for most apps, the clipboard or file system within a PWA is not accessible. When developers don't have access to the right tools, PWA development gets more challenging. Hence, due to limited hardware and software support, the global progressive web application market growth may be hampered during the forecast period.

Lack of Download Opportunities- Lack of download opportunities are another major PWA challenge in which PWA apps cannot be directly downloaded from app stores. Though a PWA is discoverable on search engines, it still lacks opportunities for broader reach via app stores. PWAs are even shareable via URLs. However, when it comes to apps, users have a conventional way of thinking. App store is the first place they'll look for to download or install an app. Therefore, due to the lack of download opportunities, the demand for progressive web application will restrain.

Restrictions on Advanced Features- Unlike native apps, progressive web apps have restricted access to the advanced features to fully replace the native applications such as NFC or Bluetooth communication modules. Hence, they are not used in the Internet of Things, or software that integrates with devices like smartwatches.

Progressive Web Application Market: Trends

Increased Mobile Adoption- The rising use of PWAs on mobile devices is a significant development. Companies have been working to create PWAs that can provide consumers with an app-like experience while maintaining compatibility with a variety of platforms and devices as mobile usage keeps growing. Businesses will be able to reach more users than ever before and provide more engaging experiences across more channels. As a result, the demand for progressive web application is expected to exponentially rise during the forecast period.

Voice And AI- Another trend is the emergence of voice assistants and AI technology in

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PWAs. In order to allow users to engage with a website using their voice, Google has already developed tools like a natural language processor that can be integrated into already-existing websites and applications. For companies wishing to connect with their customers on a deeper level and offer quicker service and resolution times, this convenience could prove to be extremely helpful.

Impact Of COVID-19 On Global Progressive Web Application Market:

The global progressive web application market has started to capitalize on the shift in consumer behaviour induced by the coronavirus pandemic, exploiting it to its full potential. Changed consumer behaviour as a result of the pandemic, as well as recent advancements in digitalization, provide many companies with a once-in-a-lifetime opportunity to expand and prosper. In these tough times, organizations of all sizes are looking to seize this opportunity to appeal to people across digital channels, from start-ups to existing businesses. For instance, during the pandemic, progressive web applications have proven to be a lifesaver and a much-needed companion amid lockdowns and social isolation. People can fulfil their daily needs and maintain their composure in these extremely difficult times by using various on-demand applications.

The public’s enthusiasm for the progressive web applications opportunities that arose during the pandemic, leads us to conclude that COVID-19 has sparked a new wave of digitalization. This surge of digitalization, combined with continuing shifts in the software development industry, has stopped us from collapsing. Consumer behaviour, shopping patterns, and ways of socializing and functioning have all changed as a result of the ongoing disruption, and progressive web applications have primarily helped keep everyone’s schedule intact. People have been able to adapt to this modern reality thanks to the widespread availability of mobile apps. They have been able to make this adjustment due to the growing digitalization facilitated by smartphones and progressive web applications, including online banking, healthcare, online shopping, dating, digital payments, gaming, and e-learning apps. In short, due to the strict conditions of lockdown, shutdown, and quarantine, the global progressive web applications market will grow like never before.

Market Segments

The global Progressive Web Application market is segmented into business type, deployment, offering, application, end-user, industry, and region. Based on business type, the market is segmented into business to business and business to consumer. Based on deployment, the market is segmented into web based and server based.

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Based on offering, the market is segmented into services and tools & libraries. Based on application, the market is segmented into dynamic web applications and static web applications. Based on end-user, the market is segmented into small & medium-sized enterprises and larger enterprises. Based on industry, the market is segmented into E-Commerce, BFSI, media & entertainment, healthcare, travel & tourism, and others.

Market Players

Major market players in the global progressive web application market are Microsoft Corporation, Altoros Systems, Inc., IBM Corporation, Hidden Brains Infotech, Nine Hertz India Private Limited, Octal IT Solution LLP, CMARIX TechnoLabs Pvt. Ltd., Concetto Labs Software Services Private Limited, Deligence Technologies Pvt Ltd., Sparx IT Solutions.

Report Scope:

In this report, Global progressive web application market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Progressive Web Application Market, By Business Type:

Business to Business

Business to Consumer

Progressive Web Application Market, By Deployment:

Web Based

Server Based

Progressive Web Application Market, By Offering:

Services

Tools & Libraries

Progressive Web Application Market, By Application:

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- Dynamic Web Application
- Static Web Application

Progressive Web Application Market, By End-User:

- Small & Medium-sized Enterprises
- Larger Enterprises

Progressive Web Application Market, By Industry:

- E-Commerce
- BFSI
- Media & Entertainment
- Healthcare
- Travel & Tourism
- Others

Progressive Web Application Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Asia pacific
  - China

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- India
- Japan
- South Korea
- Philippines

Europe

- Germany
- Italy
- UK
- France
- Spain

Middle East & Africa

- UAE
- Saudi Arabia
- South Africa

South America

- Brazil
- Argentina
- Colombia

Competitive Landscape

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Company Profiles: Detailed analysis of the major companies present in Global Progressive Web Application Market.

Available Customizations:

Global progressive web application market with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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