Global Mobile Application Development Market, by Platform (IOS, Android), by Application (E-commerce, Banking, Entertainment (Gaming, Media), Education, Government Agencies, Airline Industry) - Forecast 2022

Market Synopsis of Mobile App Development Market:

Market Scenario:
Growing dependency over smartphones has increased opportunities for IT industries to provide mobile apps for various applications to the users. Mobile applications are termed as software which runs on smartphones, tablets, and other devices such as internet TV and home automation devices. IOS and android are the major platforms for which most of the mobile apps is been developed by software developers. The market of mobile application is based on fastest growth in IoT market as it allows seizing more information which is used to optimize and improve the application features used by end-consumers.

The major factor that drives the growth of Mobile App Development market is high market penetration of smartphones, growing IoT market, and high usage of mobile apps especially for applications such as games, media, e-commerce and social networking. However, lack of technical expertise and high cost involvement in app development are the major restraints of market growth.

Globally the market for Mobile App Development market is expected to grow at the rate of more than ~14% from 2016 to 2022.


![Graph](image-url)

Study Objective of Mobile App Development Market:

- To provide detailed analysis of the market structure along with forecast for the next five years of the various segments and sub-segments of the global Mobile App Development Market.
To provide insights about factors affecting the market growth.
To analyze the Mobile App Development Market based on various factors- porters five force analysis, mega trend analysis, macroeconomic indicators etc.
To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
To provide country level analysis of the market with respect to the current market size and future prospective.
To provide country level analysis of the market for segment by platform, by application and sub-segments.
To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Mobile App Development Market.

Key Players for Mobile App Development Market:
Some of the major players in Global Mobile App Development Market include Facebook, Inc. (U.S.), Google, Inc. (U.S.), Microsoft Corporation (U.S.), IBM corporation (U.S.), Apple, Inc. (U.S.), Amazon, Inc. (U.S.), Kony, Inc. (U.S.), Verivo software, Inc. (U.S.), Infosys, Ltd. (India), and Wipro Corporation (India) among others.

Segments for Mobile App Development Market:
Global Mobile App Development Market can be segmented as follows:

Segmentation by Platform: IOS, and Android.

Segmentation by Application: Entertainment (Gaming and media), banking, retail, airlines, e-commerce, education, government agencies and social networking among others.

Target Audience:
- Mobile application providers
- Entertainment industry
- Education industry
- Research and consulting firms
- Small and large enterprises
- Government agencies

Regional Analysis of Mobile App Development Market:
North America is dominating the Global Mobile App Development Market with the largest market share in the region due to high market penetration of IOS devices and presence of major IT industries and therefore is expected to grow with highest revenue by 2022. Mobile App Development Market in Asia-Pacific market is expected to grow at with a highest CAGR as high adoption of smartphone market has projected strong growth in countries such as India, China, and Indonesia among others in the region.

Contents:
1. Report prologue
2. Introduction
   2.1 Definition
   2.2 Scope of the study
      2.2.1 Research objective
      2.2.2 Assumptions
      2.2.3 Limitations
2.3 Market structure

3. Research Methodology
3.1 Research process
3.2 Primary research
3.3 Secondary research
3.4 Market size estimation
3.5 Forecast model

4. Market Dynamics
4.1 Drivers
4.2 Restraints
4.3 Opportunities
4.4 Challenges
4.5 Macroeconomic Indicators

5. Market factor analysis
5.1 Value chain analysis/Supply chain analysis
5.2 Porters five forces
5.2.1. Bargaining Power of suppliers
5.2.2. Bargaining Power of Customer
5.2.3. Intensity of Competitor’s
5.2.4. Threat of New Entrants
5.2.5 Threat of Substitutes

6.1. Introduction
6.2. Market Sub-segments
6.2.1. IOS
6.2.2. Android

7. Global Mobile Application Development Market, by Application
7.1. Introduction
7.2. Market Sub-segments
7.2.1. Entertainment
7.2.2. Banking
7.2.3. Retail
7.2.4. Airlines
7.2.5. E-commerce
7.2.6. Education
7.2.7. Government agencies
7.2.8. Social Networking
7.2.9. Others

8. Global Mobile Application Development Market, by Region
8.1. Introduction
8.1.1. North America
8.1.1. U.S.
8.1.2. Europe
8.1.2.1. Germany
8.1.2.2. France
8.1.2.3. UK
8.1.2.4. Italy
8.1.2.5. Spain
8.1.2.6. Rest of Europe
8.1.3. Asia-Pacific
8.1.3.1. Japan
8.1.3.2. China
8.1.3.3. India
8.1.3.4. South Korea
8.1.3.5. Rest of Asia-Pacific
8.1.4. Middle East & Africa

9. Competitive landscape
9.1. Introduction
9.1.1. Mergers & Acquisitions
9.1.2. Collaborations
9.1.3. Releases/New Product launches
9.1.4. Other (Expansion/ Updates/Partnerships)

10. Company profile

10.1 Facebook, Inc. (U.S.)
10.1.1. Company Overview
10.1.2. Product/Business Segment Overview
10.1.3. Financials
10.1.4. Key Developments

10.2 Google, Inc. (U.S.)
10.2.1. Company Overview
10.2.2. Product/Business Segment Overview
10.2.3. Financials
10.2.4. Key Developments

10.3 Microsoft Corporation (U.S.)
10.3.1. Company Overview
10.3.2. Product/Business Segment Overview
10.3.3. Financials
10.3.4. Key Developments

10.4 IBM corporation (U.S.)
10.4.1. Company Overview
10.4.2. Product/Business Segment Overview
10.4.3. Financials
10.4.4. Key Developments

10.5 Apple, Inc. (U.S.)
10.5.1. Company Overview
10.5.2. Product/Business Segment Overview
10.5.3. Financials
10.5.4. Key Developments

10.6 Amazon, Inc. (U.S.)
10.6.1. Company Overview
10.6.2. Product/Business Segment Overview
10.6.3. Financials
10.6.4. Key Developments

10.7 Kony, Inc. (U.S.)
10.7.1. Company Overview
10.7.2. Product/Business Segment Overview
10.7.3. Financials
10.7.4. Key Developments

10.8 Verivo software, Inc. (U.S.)
10.8.1. Company Overview
10.8.2. Product/Business Segment Overview
10.8.3. Financials
10.8.4. Key Developments

10.9 Infosys, Ltd. (India)
10.9.1. Company Overview
10.9.2. Product/Business Segment Overview
10.9.3. Financials
10.9.4. Key Developments

10.10 Wipro Corporation (India)
10.10.1. Company Overview
10.10.2. Product/Business Segment Overview
10.10.3. Financials
10.10.4. Key Developments

11. MRFR Conclusion

12. Appendix

List of Figures

Figure 1 Research Process
Figure 2 Drivers Of Global Mobile Application Development Market
Figure 3 Global Mobile Application Development Market: By Platform (%)
Figure 4 Global Mobile Application Development Market: By Application (%)
Figure 5 Global Mobile Application Development Market Share By Region (2016 & 2022) (%)
Figure 6 North America Mobile Application Development Market, By Platform (%)
