
Description: This report presents expansive analysis of the growing and dynamic market for cross platform mobile development tools. This is the third edition of our research service and includes market forecasts, strategy analysis, an objective developer survey, and year to year comparisons.

The Cross Platform Mobile Development Tools market is beginning to mature as revenue growth slows. We expect the market to grow from $3.2 billion US dollars in 2013 to $3.6 US dollars in 2014, representing a 14% growth rate. This is a decrease from the 97% rate we saw in 2013.

A variety of factors contribute to this trend:

- Increased popularity of native apps – Developers are still struggling with the limitations of cross platform development. The performance of web technologies and access to device level functionality are cited by developers as significant challenges, pushing them toward native app development.
- Growth of mobile developer population is slowing – The percentage of mobile developers with less than one year experience is decreasing, indicating the rate at which new developers entering the field is decelerating.
- Diminishing productivity returns – Developers are reporting less efficiency gains when using cross platform mobile development tools compared to previous years. The drop is eroding the perceived value of tools.
- Spending per developer is dropping – The investment made on mobile development tools on a per developer basis has dropped over the past 14 months.

This study covers cross platform mobile development tools that enable developers to write applications, using a variety of languages that run on multiple mobile operating systems with minimal code changes.

From a geographic perspective, the large and increasingly technical populations in the Asia Pacific region present the greatest opportunity for mobile development tools vendors. The enterprise is also an important market segment contributing representing the vast majority of revenues for tools vendors.

A shortage of native developers within the enterprise is continuing to help drive growth for cross platform mobile development tools. This shortage is also changing industry dynamics. As IT departments are challenged to fulfill line of business managers requests for apps, application development is becoming more distributed with less control centered in the IT department. This shift is requiring unique strategies to target both the IT managers and line of business developers. Vendors are evolving business models and distribution strategies to better reach and serve diverse buyers and influencers across the enterprise.

Cross platform development tool vendors are also expanding their portfolio of offerings. Vendors can no longer focus on a single development approach but need to embrace various tools and services to support users with a range of skills. As vendors embrace multiple approaches they are also bringing to market a variety of auxiliary services to support their clients in building, supporting, managing, and improving their cross platform apps. These services include analytics, testing services, back-end services, MVC and MVVC frameworks, and enterprise mobility management services.

Acceptance of cloud based tools is also growing. Vendors began offering cloud service a few years ago and enterprises initially were hesitant to risk managing data and software in the cloud. As the general cloud trend takes hold across the enterprise, progressive companies are embracing the cloud model for cross platform mobile development tools and services.

New entrants and open source frameworks are also emerging providing lighter frameworks built from scratch for mobile app development. Ionic Framework is one tool that is gaining significant traction in the market.

With the market becoming more competitive, sound strategies and precise execution will vital to successful growth.
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