Mobile Technologies: Global Markets

Description: The global market for mobile applications was valued at nearly $10.9 billion in 2015. This market is expected to increase from $12.2 billion in 2016 to nearly $24.0 billion in 2021 at a compound annual growth rate (CAGR) of 14.4% for 2016-2021.

This report provides:

- An overview of the global market for mobile technologies.
- Analyses of global market trends, with data from 2015, 2016, and projections of compound annual growth rates (CAGRs) through 2021.
- Exploration of the total available market for mobile applications and segmentation by category.
- Discussion of key software development platforms
- Breakdowns by key features of the SDK, popular CPU architectures and models
- Examination of the marketplace for mobile applications by pricing strategies and business models, and by gaming, multimedia, and personal use.
- Profiles of major players in the industry.

This report segments mobile applications by the most popular operating systems in the market: Android, iOS and Windows. For each segment, the report provides estimated total market, number of applications, and average revenue per application.

The following is provided for each segment:

- Definition of technical details.
- Overall market description.
- Comparison with other segments.
- Growth forecast and market trends.
- Business models.
- Key players and market share.

The goal of the report is to provide readers with the following:

- Understanding of the underlying operating system and how it shapes the market.
- Knowledge of various software development kits offered by manufacturers to develop applications.
- Knowledge of business models used in different market segments.
- Understanding of the market potential for each segment and projections for the next five years.

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