India Mobile Application Market is projected to grow at a CAGR of 60.7% during 2014-2020

Market Research Report on India Mobile Application Market

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Report Sellers has added a new market research report "Mobile Application Market in India 2017" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.

The global app market size in terms of value is projected to grow at a CAGR of 19.7% during 2015- 2020. India houses a huge population and a significant portion of that population use internet for entertainment and productivity. Entertainment usage largely consists of social networking, web media access such as music and videos, online games, downloading via file sharing sites. Gaming apps are the most prominent with 45% market share,

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followed by social networking (5%), health and fitness (5%), and lifestyle apps (5%). On the other hand productivity usage includes data mining, cloud computing services, Voice-over-IP (VoIP), video conferencing, enterprise mobility to name few. Mobile app business is powered by three models paid, in-app purchase and advertising. With in-app purchase mobile app users can install an app for free and then later pay for additional functionality or to remove an embedded app, thereby allowing app revenue to grow year after year. The main drivers for the increase in app revenue are subscription-based revenue models, music streaming apps, video streaming apps and dating apps.

Growth in the smartphone market, increase in mobile internet users, growth in e-commerce adoption and convenience in using apps are key factors promoting app adoption across the country. Key players in the Indian app market include AppsStudioz Technologies Pvt. Ltd., AppsSuadz Technologies Pvt. Ltd., Chrome Infotech Technology Pvt. Ltd., Contus Support Interactive Pvt. Ltd., Cygnet Infotech Pvt. Ltd., Hidden Brains InfoTech Pvt. Ltd., Konstant Infosolutions Pvt. Ltd., OpenXcell Technolabs Pvt. Ltd., Quburst Technologies Pvt. Ltd. and Techahead Software Pvt. Ltd. Mobile applications are rapidly gaining popularity due to abundant availability of mobile devices and newer device adoption such as Tablet PC. With more and more publishers including the mainstream software companies entering the market and projection of mobile device adoption to grow by manifold, the mobile app market is expected to witness

significant growth in India.

Browse through the complete description and in-depth TOC on "India Mobile Application Market"
https://www.reportsellers.com/market-research-report/Mobile-Application-Market-in-India-2017

Report Scope:

•Overview of the mobile application market global and forecasted mobile app market size over 2015 to 2020e
•Overview of the mobile application market in India and forecasted mobile app market size over 2014 to 2020e
•App characteristics
•Evolution of mobile app platform and classification of mobile apps
•Advantages of mobile apps for consumers and business entities
•Market segmentation
•Growth in time spent on app downloads
•Overview of Android apps
•Popular E-Commerce apps
•Qualitative analysis of the major drivers and challenges affecting the market
•Analysis of the competitive landscape and detailed profiles of major public and private players

Reasons to buy:

•Get a broad understanding of the mobile app market in India
•Be informed regarding the different types mobile application and popular mobile apps in India
•Strategize marketing, market-entry, market expansion, and other business plans by understanding factors influencing growth in the market
•Be informed about the internet penetration and smartphone shipments in India
•Be informed regarding the key recent developments in the field of mobile applications and the prime opportunity areas

Companies Mentioned

Private Companies
1. AppsStudioz Technologies Pvt. Ltd.
2. AppsSuadz Technologies Pvt. Ltd.
3. Chrome Infotech Technology Pvt. Ltd.
4. Contus Support Interactive Pvt. Ltd.
5. Cygnet Infotech Pvt. Ltd.
6. Hidden Brains InfoTech Pvt. Ltd.
7. Konstant Infosolutions Pvt. Ltd.
8. OpenXcell Technolabs Pvt. Ltd.
9. Qburst Technologies Pvt. Ltd.
10. Techahead Software Pvt. Ltd.

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