

Mobile Application Development Platform Market Trends, Industry Overview, Growth, Demand and Forecast During 2023-2028

The demand for mobile application development platforms as businesses need to provide secure and efficient mobile apps.

SHERIDAN, WYOMING, UNITED STATES, June 26, 2023 /EINPresswire.com/ -- How Big is the Mobile Application Development Platform Market ? :

IMARC Group's latest research report, titled "Mobile Application Development Platform Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028,"

offers a comprehensive analysis of the industry, which comprises insights on the [mobile application development platform market growth](#). The report also includes competitor and regional analysis, and contemporary advancements in the market. the global mobile application development platform market size reached US\$ 9.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.8 Billion by 2028, exhibiting a growth rate (CAGR) of 23.5% during 2023-2028.

What is Mobile Application Development Platform ? :

A mobile application development platform (MADP) refers to a software solution that enables businesses to design, develop, and deploy mobile applications across multiple platforms, such as iOS and Android, using a single codebase. It offers a comprehensive suite of tools and frameworks that streamline app development, allowing businesses to create mobile applications more efficiently and cost-effectively. It typically offers integrated development environments (IDEs), pre-built templates, drag-and-drop interfaces, and back-end services integration. It empowers organizations to build robust, feature-rich mobile apps without extensive coding knowledge.



Mobile Application Development Platform Market

It caters to businesses of all sizes and industries, from startups to enterprises, and provides the flexibility and scalability required to meet the evolving demands of the mobile app market. Presently, the increasing use of smartphones and escalating demand for mobile applications across various industries due to the rising need of businesses to deliver personalized experiences, drive customer loyalty, and generate revenue.

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Who are the key Players Operating in the Industry ? :

- Appcelerator Inc. (Axway Inc.)
- Hewlett Packard Enterprise Company
- International Business Machines Corporation
- Microsoft Corporation
- MicroStrategy Incorporated
- Oracle Corporation
- Salesforce.com Inc
- SAP SE
- Temenos AG
- ViaSat Inc

What are the Growth Prospects and Trends in the Mobile Application Development Platform Industry ? :

Moreover, the rising culture of bring-your-own-device (BYOD) in workplaces has augmented the demand for mobile application development platforms as businesses need to provide secure and efficient mobile apps that facilitate productivity and collaboration due to the rising use of personal mobile devices for work-related tasks by employees. Apart from this, rising low-code and no-code app development platforms that enable citizen developers, individuals without extensive coding experience, to create mobile applications using visual interfaces and pre-built components are propelling the market growth.

Additionally, escalating demand for cross-platform app development solutions has accelerated the adoption rate of mobile application development platforms. Besides this, businesses aim to reach a wider audience by launching their apps on multiple operating systems. In line with this, the rising use of MADPs, which facilitates this process by providing tools for code sharing and platform-specific optimizations, has catalyzed market growth. Furthermore, rising integration with IoT devices and leveraging AI capabilities within mobile apps to deliver innovative and connected experiences to their users are contributing to the market growth.

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Key Market Segmentation:

Breakup by Deployment Type:

- Cloud-Based
- On-Premises

Breakup by Application:

- Network Security
- Web Security
- Email Security
- Database and Cloud Security
- Others

Breakup by Organization Size:

- Small and Medium Enterprises
- Large Enterprises

Breakup by End Use Industry:

- BFSI
- Aerospace and Defense
- Healthcare
- IT and Telecom
- Retail
- Travel and Hospitality
- Media and Entertainment
- Others

Breakup by Region:

- North America (United States, Canada)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

Key Highlights of the Report:

- Market Performance (2017-2022)

- Market Outlook (2023-2028)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

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