Mobile App Development Market Outlook: Challenges and Opportunities Ahead | To Reach $606.1 Billion

Rise in industry-specific applications is further expected to create lucrative opportunities for the growth of the global market.

WILMINGTON, DE, UNITED STATES, July 1, 2025 /EINPresswire.com/ -- According to the report, the mobile app development market was valued at $195.7 billion in 2023, and is estimated to reach $606.1 billion by 2032, growing at a CAGR of 13.1% from 2024 to 2032.

Report Insights

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CAGR 13.1%

2024 2025 2026 2027 2028 2029 2030 2031 2032

Mobile App Development Market
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Mobile App Development Market Share

The mobile application development market refers to the industry focused on creating software applications specifically designed for use on mobile devices such as smartphones and tablets. This market encompasses a wide range of activities, including designing, developing, testing, and deploying mobile applications across various platforms such as iOS, Android, and Windows. With the increasing popularity and widespread adoption of mobile devices, the demand for innovative and user-friendly mobile applications has surged, driving the growth of this market.

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Increase in smartphone penetration and technological advancements are the factors expected to propel the growth of the global mobile application development market. However, the market is becoming increasingly saturated and increasing competition is anticipated to hamper the growth of the global market.

By store type, the Google play store segment accounted for the largest share in 2023, of the mobile application development market revenue, owing to the widespread use of Android devices across various price ranges, making it accessible to a larger audience. Android's open-source nature allows for more flexibility and customization for developers, leading to a diverse

range of apps available on the platform, which is further expected to propel the overall market growth.

However, the Apple store segment is expected to attain the largest CAGR from 2024 to 2032 and is projected to maintain its lead position during the forecast period, owing to the increasing volume of digital documents and the need for secure and organized document storage and retrieval. Law firms are recognizing the importance of efficient document management systems to enhance collaboration, compliance, and overall productivity, which is driving the growth of this segment in the global mobile application development market.

By platform, the IOS segment accounted for the largest share in 2023 of the mobile application development market revenue, owing to the popularity of Apple devices such as iPhones and iPads. Many users prefer IOS for its sleek design, user-friendly interface, and strong security features, which is further expected to propel the overall market growth.

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However, the Android segment is expected to attain the largest CAGR from 2024 to 2032 and is projected to maintain its lead position during the forecast period, owing to the loyal customer base of Apple users who value the premium quality, security, and seamless integration of apps within the Apple ecosystem. Additionally, Apple's strict app review process ensures high-quality standards, attracting developers and users similarly. Thereby, driving the growth of this segment in the global mobile application development market.

By application, the gaming segment accounted for the largest share in 2023, owing to the widespread popularity of mobile gaming among users of all ages. Mobile games offer entertainment, engagement, and social interaction, making them a favorite pastime for many people. The constant innovation in mobile gaming technology, including augmented reality and multiplayer features, continues to attract a large audience, which is further expected to propel the overall market growth.

However, the media & entertainment segment is expected to attain the largest CAGR from 2024 to 2032 and is projected to maintain its lead position during the forecast period, owing to the increasing demand for streaming services, music apps, and digital content consumption on mobile devices. With the rise of platforms such as Netflix, Spotify, and social media apps, users are increasingly turning to their mobile devices for entertainment, which is driving the growth of this segment in the global mobile application development market.

By region, North America held the highest market share in terms of revenue in 2023, owing to the high smartphone penetration rate in the region, along with a tech-savvy population that is quick to adopt new mobile technologies. North America is home to major tech hubs such as Silicon Valley, which foster innovation and drive the development of cutting-edge mobile

applications and is anticipated to propel the growth of the market in this region.

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However, Asia-Pacific is projected to attain the highest CAGR from 2024 to 2032, owing to rapidly expanding smartphone market in countries such as China, India, and South Korea. These countries have large populations with increasing disposable income, leading to a surge in smartphone ownership and mobile internet usage. The Asia-Pacific region is also witnessing a rise in mobile app development talent and investment, leading to innovation and growth in the mobile application market, which is further expected to contribute to the growth of the market in this region.

Leading Market Players: -

Apple Inc.
CA Technologies
China Mobile Limited
Cognizant, Google LLC
Hewlett Packard Enterprise Development LP
Intellectsoft
International Business Machines Corporation
Microsoft Corporation
Verbat Technologies
Amazon
Google Inc.

The report provides a detailed analysis of these key players in the mobile application development market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different countries. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

Recent Development:

1. In August 2023, IBM expanded its collaboration with Microsoft to help joint clients accelerate the deployment of generative AI - and deliver a new offering that will provide clients with the expertise and technology they need to innovate their business processes and scale generative AI effectively. IBM Consulting, in collaboration with Microsoft, will focus on helping clients to implement and scale Azure OpenAI Service. The new IBM Consulting Azure OpenAI Service offering, which is available on Azure Marketplace, is a fully managed AI service that allows developers and data scientists to apply powerful large language models, including their GPT and Codex series. It aims to help businesses define an adoption strategy and an initial set of specific

and value-add generative AI use cases.

2. In November 2023, Invent, Amazon Web Services (AWS), an Amazon.com, Inc. company expanded partnership with Salesforce, deepening product integrations across data and artificial intelligence (AI), and for the first time offering select Salesforce products on the AWS Marketplace. The expanded agreement makes it easier for customers to seamlessly and securely manage their data across Salesforce and AWS, and safely and responsibly infuse the latest generative AI technologies into their applications and workflows.

3. In April 2020, MobileIron, the company that introduced the industry's first mobile-centric, zero trust platform for the enterprise, acquired incapptic Connect, a leader in mobile automation app release software based in Berlin, Germany and Warsaw, Poland, to accelerate the mobile app release journey for enterprise customers. MobileIron's unified endpoint management (UEM) platform integrates with incapptic Connect software to help customers quickly develop, deploy and secure in-house business apps, resulting in increased productivity and business innovation.

4. In January 2020, Google acquired AppSheet, a six-year-old Seattle startup that enables customers to build and distribute applications without writing a line of code. AppSheet complements Google Cloud's strategy to reimagine the application development space with a platform that helps enterprises innovate with no-code development, workflow automation, application integration and API management as they modernize their business processes in the cloud, ' says Amit Zavery, Google Cloud's vice business application platform.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Other Trending Report:

1. Gaming Software Market

2. Business Process Management Market

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm the utmost data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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