Mobile App Development Market Reach USD 606.1 Billion at 13.1% CAGR by 2032 Globally

WILMINGTON, DE, UNITED STATES, October 23, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Mobile App Development Market Reach USD 606.1 Billion at 13.1% CAGR by 2032 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global mobile app development market was valued at $195.7 billion in 2023, and is projected to reach $606.1 billion by 2032, growing at a CAGR of 13.1% from 2024 to 2032.

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Driving Factors

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.

Market Segmentation

The mobile application development market is segmented into platform, store type, application, and region. On the basis of platform, the market is divided into IOS, android, and Windows. On the basis of store type, the market is divided into Google Store, Apple Store, and others. On the basis of application, the market is divided into gaming, BFSI, retail, airlines, media & entertainment, education, transport, hotels & restaurants, and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Players

The major players operating in the mobile app development industry include 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 and so on.

If you have any questions, Please feel free to contact our analyst at: https://www.alliedmarketresearch.com/connect-to-analyst/A323724

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. 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.

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. 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 & entrainment 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.

Recent Key Strategies and Developments

 In May 2024, iQOO officially confirmed the launch of the iQOO Neo9S Pro, following teasers hinting at its inclusion of the new MediaTek Dimensity 9300+ chipset. The phone is expected to arrive on May 20th, 2024. For comparison, the iQOO Neo9 Pro boasts a sleek design with options for a glass front and back, or a silicone polymer back. It offers dual SIM capability for added convenience. The phone features a stunning LTPO AMOLED display with a 144Hz refresh rate, HDR10+ support, and impressive brightness levels. Its large 6.78-inch screen provides an immersive viewing experience.

 In October 2023, Japanese video game developer Capcom, who developed Resident Evil Village, is officially available on Apple iPhone 15 Pro variants and iPads powered with M1 and M2 chips. This game is available on the Apple App Store for iOS and iPadOS. It is a high-end survival AAA title which requires iOS 17 or later and Apple’s latest A17 Pro chip on iPhones and iPadOS 17 or later with M1 or M2 chip on iPads.

 In August 2023, the Karnataka government planned to launch its own mobile app to aggregate autorickshaws and taxis on the lines of Ola and Uber. The announcement was made by Transport Minister, R Ramalinga Reddy, following a series of meetings with representatives from various transportation sectors, including autos, taxis, contract and stage carriage vehicle owners, tourist operators, and private bus operators.

 In August 2020, Microsoft recently announced it completed the acquisition of Nuance Communication, a speech recognition company and leading provider of conversational artificial intelligence to enhance healthcare artificial intelligence.

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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 market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

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