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MarketLine Advantage
Five Forces Analysis

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United States - Mobile Apps
Essential resource for top-line data and analysis covering the United States mobile apps market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

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Asia-Pacific - Mobile Apps
Essential resource for top-line data and analysis covering the Asia-Pacific mobile apps market.
Executive Summary

Market value
The United States mobile apps market grew by 16.8% in 2016 to reach a value of $197,377 million.

Market value forecast
In 2021, the United States mobile apps market is forecast to have a value of $139,253.3 million, an increase of 29.7% since 2016.

Market volume
The United States mobile apps market grew by 14.4% in 2016 to reach a volume of 866,635.2 thousand applications.

Market volume forecast
In 2021, the United States mobile apps market is forecast to have a volume of 1,194,636.2 thousand applications, an increase of 39.4% since 2016.

Category segmentation
Branding is the largest segment of the mobile apps market in the United States, accounting for 71.6% of the market's total value.
Five Forces Analysis

The mobile apps market will be analyzed taking mobile application development companies as players. The key buyers will be taken as individual consumers and advertisers, and software and hardware companies as the key suppliers.

Summary

Figure 7: Forces driving competition in the mobile apps market in the United States, 2016

Source: MARKETLINE
Questions?

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