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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 $392,253.3 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 1,154,036.2 thousand applications, an increase of 39.4% since 2016.

Category segmentation
Browser-based is the largest segment of the mobile apps market in the United States, accounting for 71.6% of the market's total value.
Questions?

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