

Mobile Phone Apps - UK - October 2013

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“Apps starting out and struggling to reach the visibility and critical mass of users that would allow them to exist on a freemium model may wish to begin as premium, shifting to freemium at a later stage in their development, when they have achieved a large enough base of free users to generate a paying core substantial enough to make the model financially rewarding.”

– Samuel Gee, Technology Analyst

This report looks at the following areas:

- Is it still worth releasing non-Freemium apps?
- Where will the next sweeping market innovations come from?
- How can the consumer's advert experience best be optimised?
- What should developers be aware of with the decline of BlackBerry?

With the increasing presence of smartphones seeping into all industries, usage of apps for a variety of different activities has increased throughout 2012. Consumers are now also starting to pay for apps differently, with free downloads becoming the norm, further monetised by in-app purchases. In this report, Mintel will examine what categories of apps consumers download, how much they spend on apps and in-app purchases, how frequently they search for new apps to download, their attitudes towards adverts in apps and their attitudes towards shopping using apps.

This report looks at mobile phone apps – or apps designed specifically for use with smartphone devices.

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