

Mobile Device Apps - China - October 2016

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“Apps should be adapted to more devices besides smartphones and tablets. For in-app advertisements, native advertising that fits both the device and consumers’ habits when using apps can enhance efficiency. Consumers do look for various functions on apps, and integrating mobile apps allow consumers to have easy access to niche apps and services.”

– Terra Xu, Senior Research Analyst

This report looks at the following areas:

- Are mobile apps coming to an end?
- Native advertising, a way to enhance in-app advertisements
- Adapting apps to more devices

Penetration of smart TVs has enjoyed an increase in 2016 while ownership of tablets has witnessed a decrease. Apps should be adapted to more devices besides smartphones and tablets.

Consumers are open to in-app advertisements, and native advertising helps brands enhance efficiency, as long as it fits both the device and consumers’ habits when using the app.

Penetration of different types of app remains stable with a moderate increase. Consumers are downloading more apps on smartphones compared with 2015, and only 20% of surveyed consumers are frustrated about downloading too many apps. This means consumers do look for various functions to be done via apps. Leading players such as Apple, Google and Tencent are allowing people to use multiple apps within just one app. The integration of apps can help consumers easily discover and use the niche apps, while at the same time helping already popular apps further retain their users.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

The implications

Native advertising, a way to enhance in-app advertisements

The facts

The implications

Adapting apps to more devices

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The implications

The Market – What You Need to Know

Usage of smartphones and smart TVs increases

Wider coverage of networks, increasing speed and lower fees drive growth of 4G users

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Wider coverage of networks, increasing speed and lower fees drive growth of 4G users

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The Consumer – What You Need to Know

- Smart TV sees increase while tablet faces challenge
- Loyal iOS users are fans of music, game, finance, shopping and food
- Penetration of mobile apps sees moderate increase
- Heavy user profile of popular types of app
- Heavy users of health apps are motivated
- Consumers download more apps on smartphones, fewer on tablets
- Reviews matter to young people when downloading apps
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- More on smartphones, fewer on tablets

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