

Mobile Apps - US - October 2016

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"Mobile app use is ever-present, with most consumers using apps daily or often several times day. Apps allow brands from all industries to provide consumers with tools to make their lives more convenient or simply as a way to stay informed and entertained."

- Ali Lipson, Director – Retail & Apparel, Technology and Automotive

This report looks at the following areas:

- Convenience and communication are primary roles for apps
- App usage is a daily ritual
- Advertisements struggle to gain influence

Advertisers have a challenge influencing mobile app users, as word of mouth and recommendations remain the primary drivers of influence. Demographics play a key role in how consumers discover and use mobile apps and what features they are looking for.

For the purposes of this Report, Mintel has used the following definitions:

Mobile apps include any programs that can be downloaded to a mobile device or that come preprogrammed on phones or tablets, but not mobile websites accessed via a browser. For example, using the YouTube app that was downloaded from an app store would be considered using a mobile app, but accessing YouTube from the mobile Safari or Chrome browsers is not considered using the YouTube app.

This report builds on the analysis presented in Mintel's *Mobile Apps – US, October 2015, October 2014 and September 2013*.

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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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