

Mobile Apps - Canada - May 2018

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As mobile devices become more and more important to consumers, it's the apps that have been at the root of the user experience. These software applications allow users to do everything from chatting with friends and ordering cabs, to paying bills and playing video games. Today, there are literally millions of mobile apps available to consumers who own a smartphone or tablet.

This report looks at the following areas:

The confluence of high demand, evolving innovation and a low willingness from consumers to actually pay for apps creates a unique, dynamic market. The primary focus of this Report will be to gain a better understanding of the mobile app market and how consumers use apps. Its findings are based on the results of Mintel's exclusive research and will help navigate a mobile app market that is unlike any other consumer product today – with the goal of uncovering opportunities for growth in this fast-paced industry.

- **Most consumers aren't willing to pay for mobile apps**
- **Device storage space can be a hurdle for app downloads**
- **Security and data tracking are concerns for app 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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