Mobile Phone Apps - UK - June 2012

Report Price: £1750 / $2758 / €2087

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"A number of developers have been experimenting with web applications over 2011 and into 2012. These applications serve three primary purposes: to provide a unified user experience across platforms; to retain control of customer information and the customer journey; and to avoid paying a service charge to the owner of the smartphone or tablet ecosystem on which a native application might be hosted. Mobile-optimised websites will not be appropriate for every offering, but they are likely to increase dramatically in number over 2012 and 2013 as web technologies become more powerful."

– Samuel Gee, technology analyst

In this report we answer the key questions:

- **How can developers approach consumers who will only download free apps?**
- **How will the predicted growth of Windows Phone 7 devices change the market?**
- **Will tablets change how developers interact with smartphone applications?**
- **Are web applications likely to supplant dedicated device applications?**

This report considers the sale of applications running on smartphones. These applications can cover a number of categories, and can either be self-contained (where all the data utilised by the application are stored permanently on the user's device) or can be portals to web-based information pulled down onto the device as and when the user requires it (eg social networking applications).

Although this report is primarily concerned with smartphone applications, due to the similar nature of smartphone and tablet applications some analysis is given over to tablet devices and tablet applications, in both the Internal Market Environment section of the report and in the exclusive consumer research carried out by Mintel. The consumer research specifically examines in places the amount spent on mobile device applications (including tablet applications and portable media player applications). However, all market size estimations, category breakdowns and market segmentation data are solely relevant to smartphone applications only. Portable media player owners were also included in the base of our consumer research, but are not included in the analysis.

'Web-apps' are applications run through webpages that look to mimic the functionality of native device applications.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA:	+44 (0)20 7778 7151
Americas:	+1 (312) 932 0600
APAC:	+61 (0)2 8284 8100