Mobile Application Development (CSC 303)

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Introduction to Mobile Applications

➢What are mobile applications?

➢Purpose of Mobile Apps.

➢Relevance

Importance of Mobile Applications

➢User Engagement

➢Business Growth

➢Innovation

➢Accessibilty

Growth of Mobile Devices

➢**Market Size:** As of 2024, there are approximately 7.9 billion mobile device connections globally, outnumbering the world's population.Business Growth

➢**Smartphone Penetration:** Over 6.5 billion people use smartphones, accounting for more than 80% of the global population.

➢**Annual Growth:** The mobile device market has seen a compound annual growth rate (CAGR) of around 3% over the past five years.

➢**Device Types:** Growth spans across smartphones, tablets, wearables, and IoT devices, contributing to the interconnected digital ecosystem.

Growth of Mobile Devices

➢ **Global Users:** In 2024, there are over 6.8 billion unique mobile users, a significant increase from 5.27 billion in 2021.

➢ **Internet Access:** Mobile phones are the primary gateway to the internet for more than 60% of the global population.

➢ **Regional Growth:** Asia-Pacific is leading in mobile user growth, with India and China contributing the largest shares.

➢ **Digital Economy:** Mobile users are driving the digital economy, with mobile commerce (m-commerce) expected to surpass $4.5 trillion globally by the end of 2024.

Mobile Platforms

➢**Major Platforms:**

➢**Android:** Dominates the market with a share of around 72.2%, due to its open-source nature and widespread availability.

➢**iOS:** Holds approximately 27.3% of the market, known for its security, user experience, and affluent user base.Internet Access: Mobile phones are the primary gateway to the internet for more than 60% of the global population.

➢**Other Platforms**: Include less popular platforms like KaiOS and HarmonyOS,

➢**App Stores:** Google Play and Apple App Store

| Android	iOS	Samsung	Unknown	KaiOS	Windows
71.67%	27.73%	0.35%	0.11%	0.08%	0.02%

Mobile Operating System Market Share Worldwide - August 2024

Recent Statistics on Mobile Usage

➢**App Downloads:** In 2023, global app downloads reached over 230 billion, with users spending an average of 4.8 hours per day on mobile apps.

➢**Revenue Growth:** Mobile app revenue is projected to hit $935 billion by the end of 2024, up from $693 billion in 2021.

➢**Social Media:** Over 4.7 billion people use social media, with 99% accessing platforms via mobile devices.

➢**5G Adoption:** By 2024, around 1.5 billion people will be using 5G networks, significantly enhancing mobile app performance.

Recent Statistics on Mobile Usage
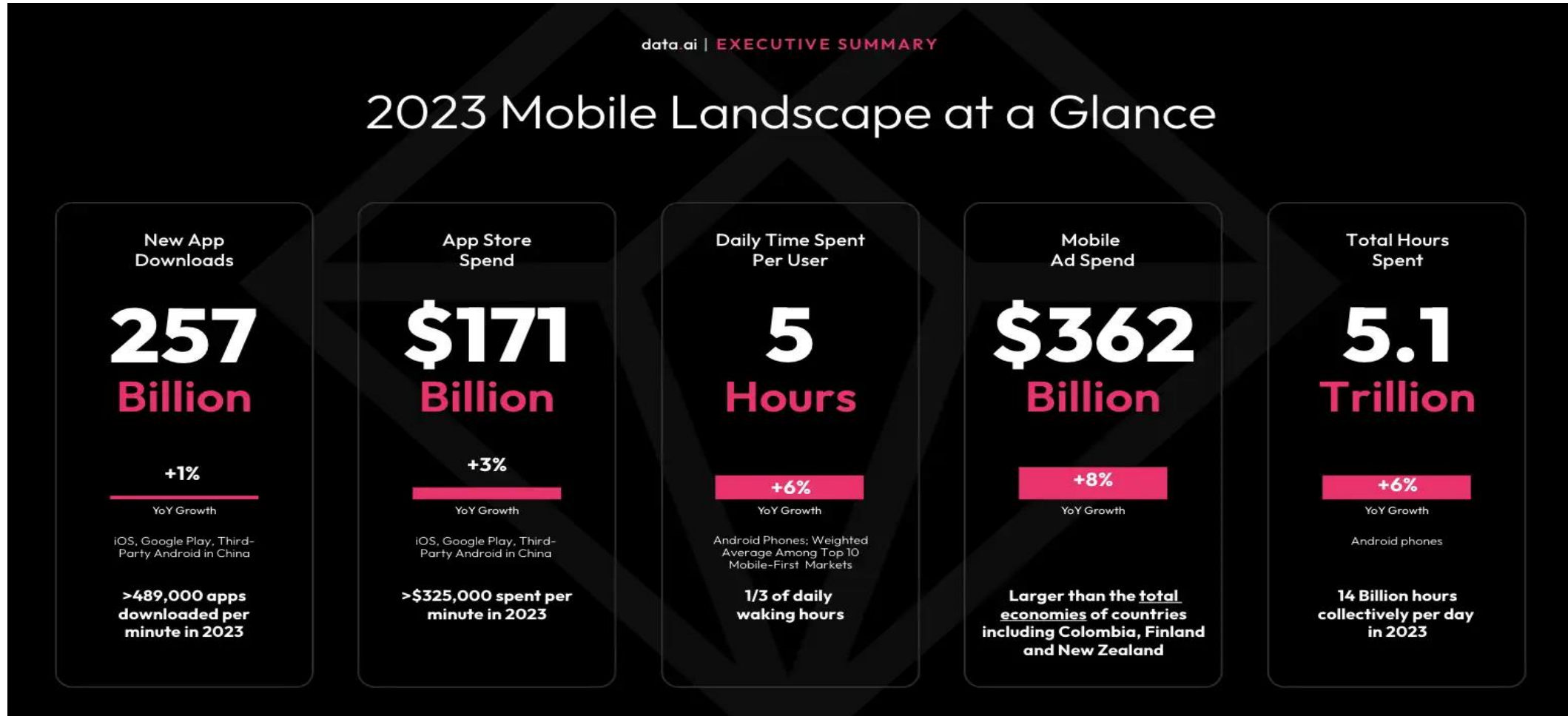
Future Trends in Mobile Applications and Platforms

➢**Artificial Intelligence**

➢**Augmented Reality**

➢**Privacy and Security**

➢**Cross Platform development**

Top 10 Digital Trends: January 2024

https://www.youtube.com/watch?v=0MTg0LIwikU

References

Global Mobile Device Connections([Link](#))

Smartphone Penetration([Link](#))

Unique Mobile Users([link](#))

Mobile Commerce Growth:([Link](#))

Mobile Platforms Market Share([Link](#))

Global App Downloads: ([Link](#))