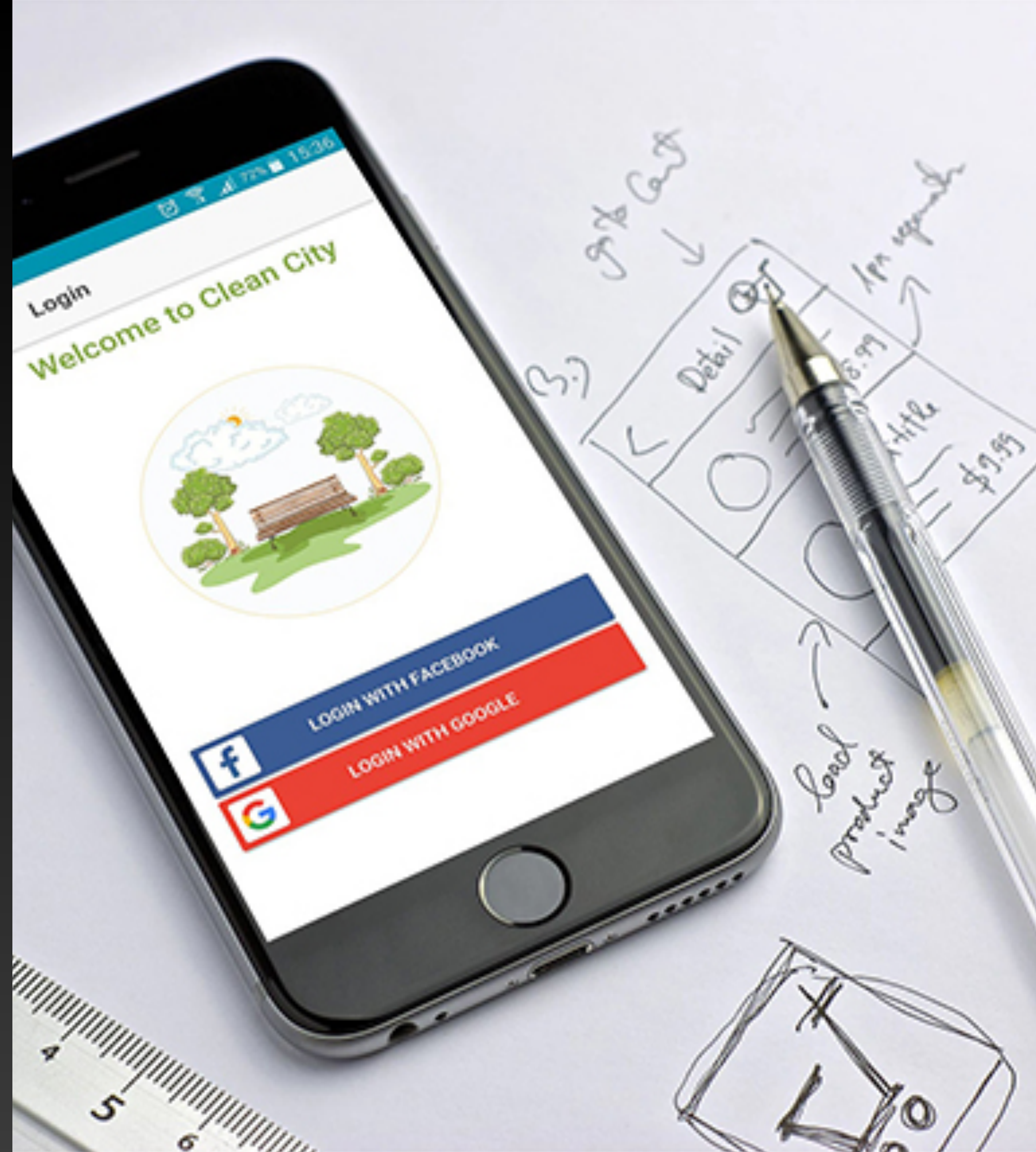


Mercado de Apps

Marduk Pérez de Lara Domínguez

Temas

- Paradigma de desarrollo
- Tienda de aplicaciones
- Nuevos perfiles
- Prospectiva



Paradigma de desarrollo



Tiendas de apps

2.2 millones de apps



2.8 millones de apps



Tiendas de apps



Profiles



Project Manager
UX Designer
Technical Writer/ Business Analyst
Developer
QA Tester
Marketing and Sales

<https://www.atimi.com/the-roles-of-a-mobile-application-development-team/>

<https://www.westagilelabs.com/blog/application-developer-roles-and-responsibilities/>

Profiles

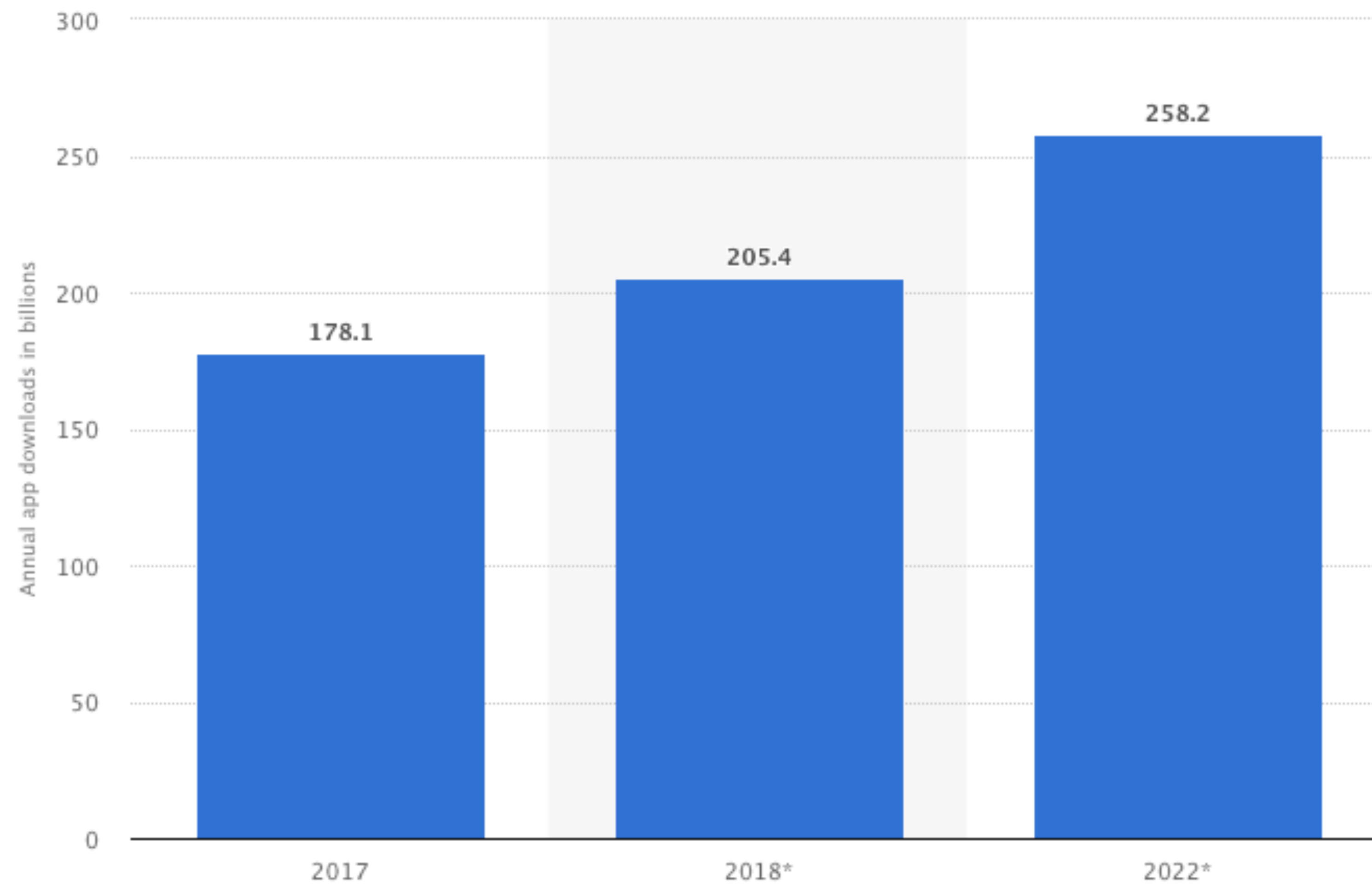
Front End
Backend
Full-stack
Mobile
Game
Data Scientist
DevOps
Embedded
Test
Security

Project Manager
UX Designer
Technical Writer/ Business Analyst
Developer
QA Tester
Marketing and Sales

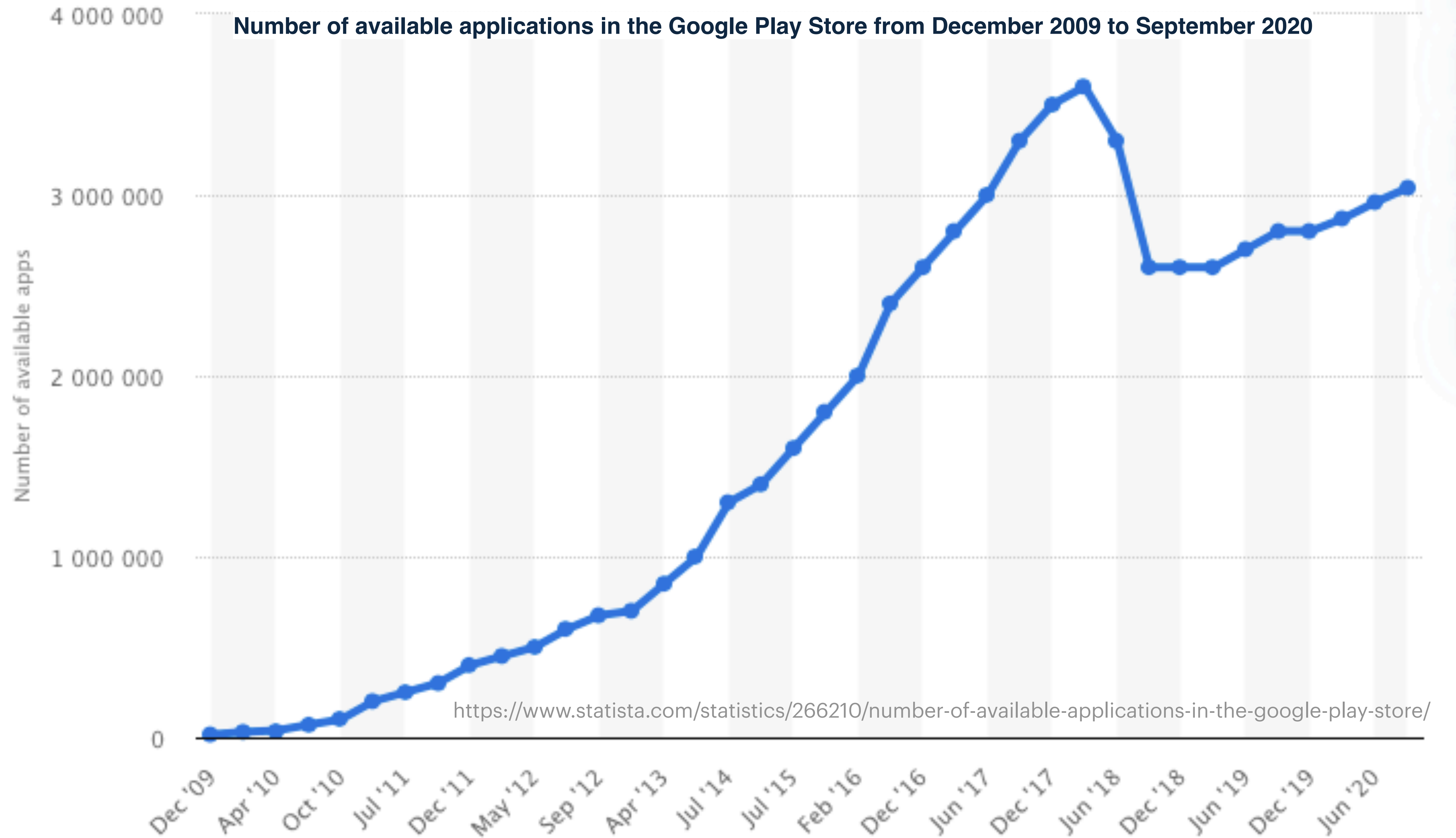
<https://www.atimi.com/the-roles-of-a-mobile-application-development-team/>

<https://www.westagilelabs.com/blog/application-developer-roles-and-responsibilities/>

Prospektiva



Number of available applications in the Google Play Store from December 2009 to September 2020



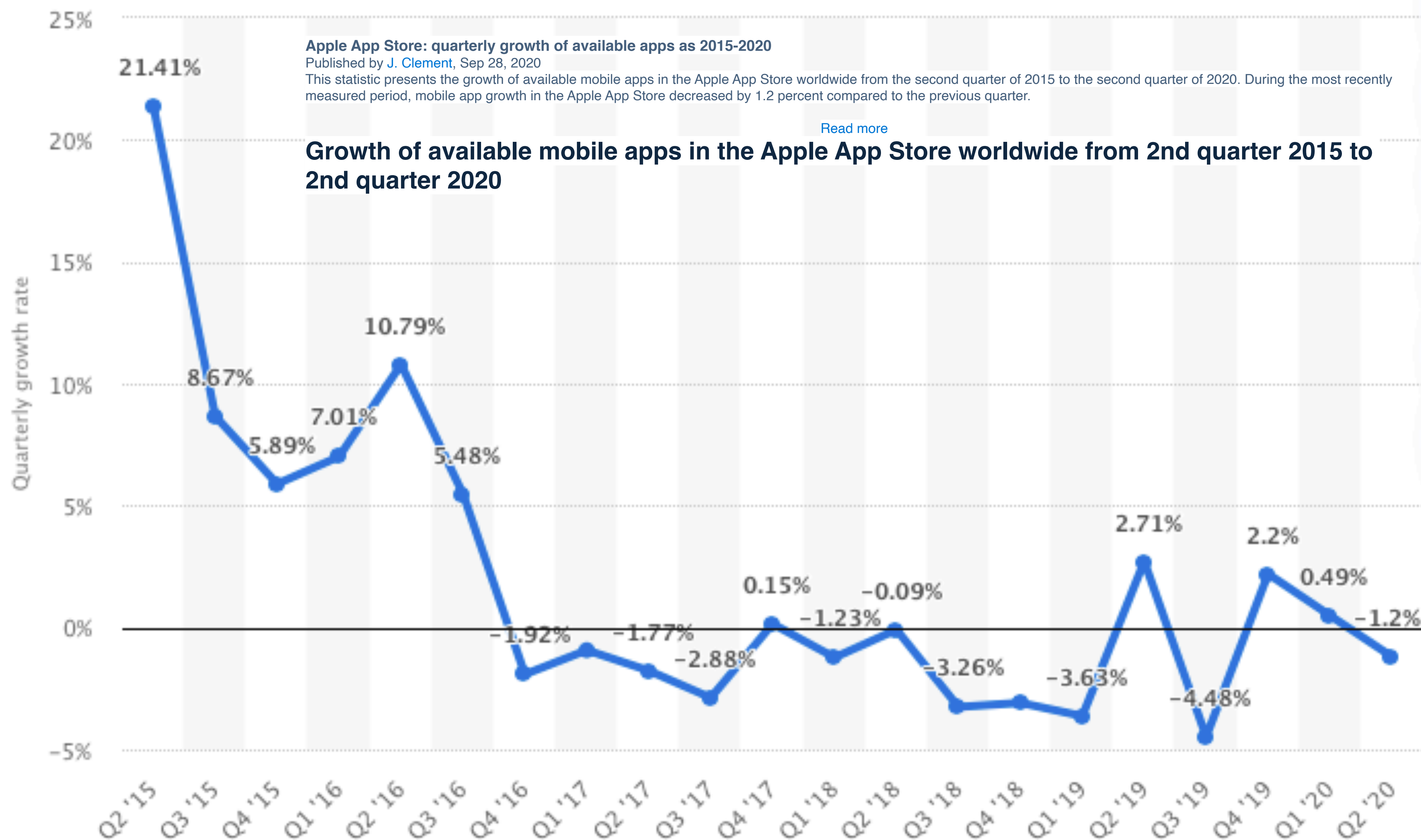
Apple App Store: quarterly growth of available apps as 2015-2020

Published by [J. Clement](#), Sep 28, 2020

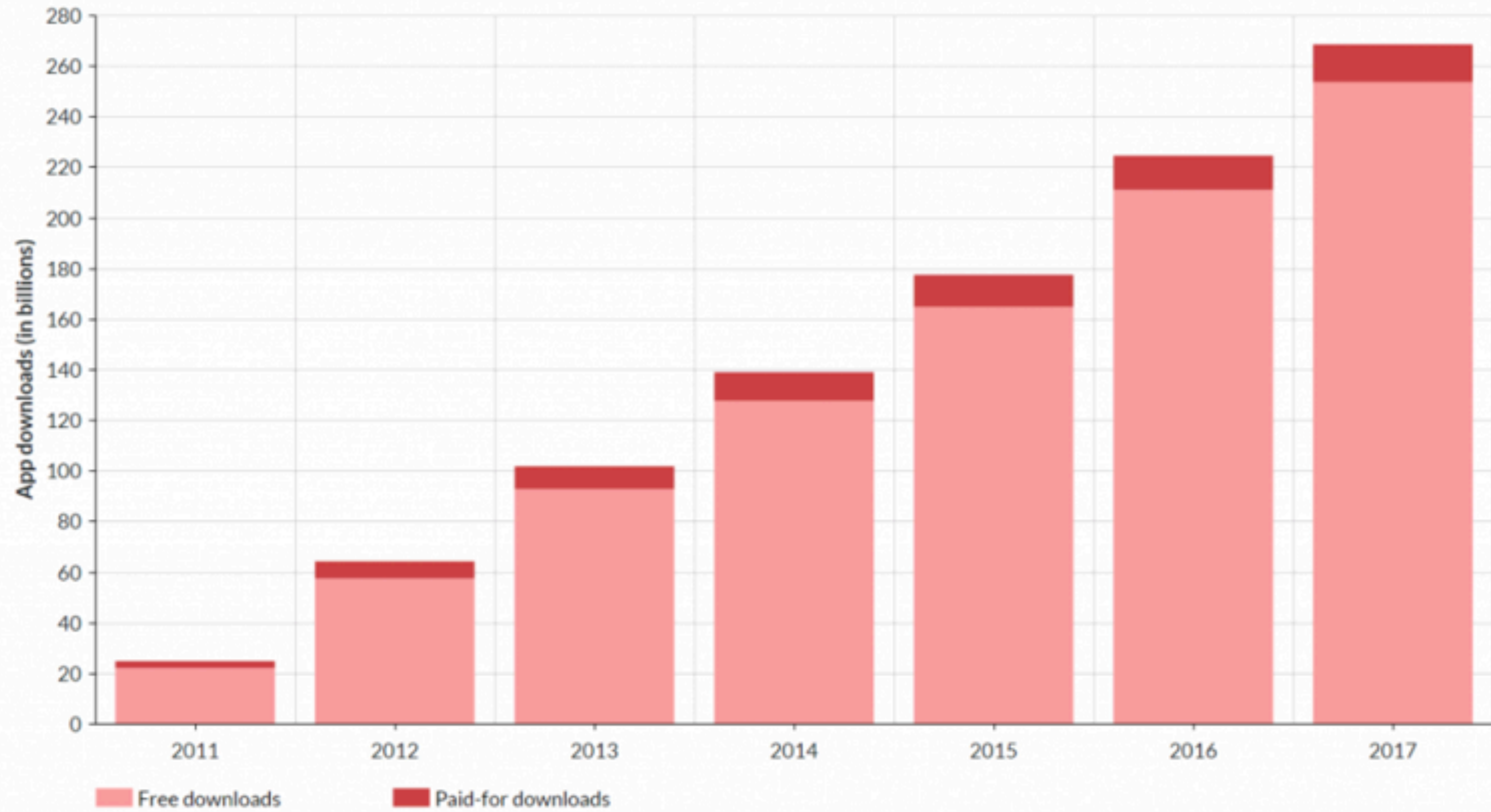
This statistic presents the growth of available mobile apps in the Apple App Store worldwide from the second quarter of 2015 to the second quarter of 2020. During the most recently measured period, mobile app growth in the Apple App Store decreased by 1.2 percent compared to the previous quarter.

[Read more](#)

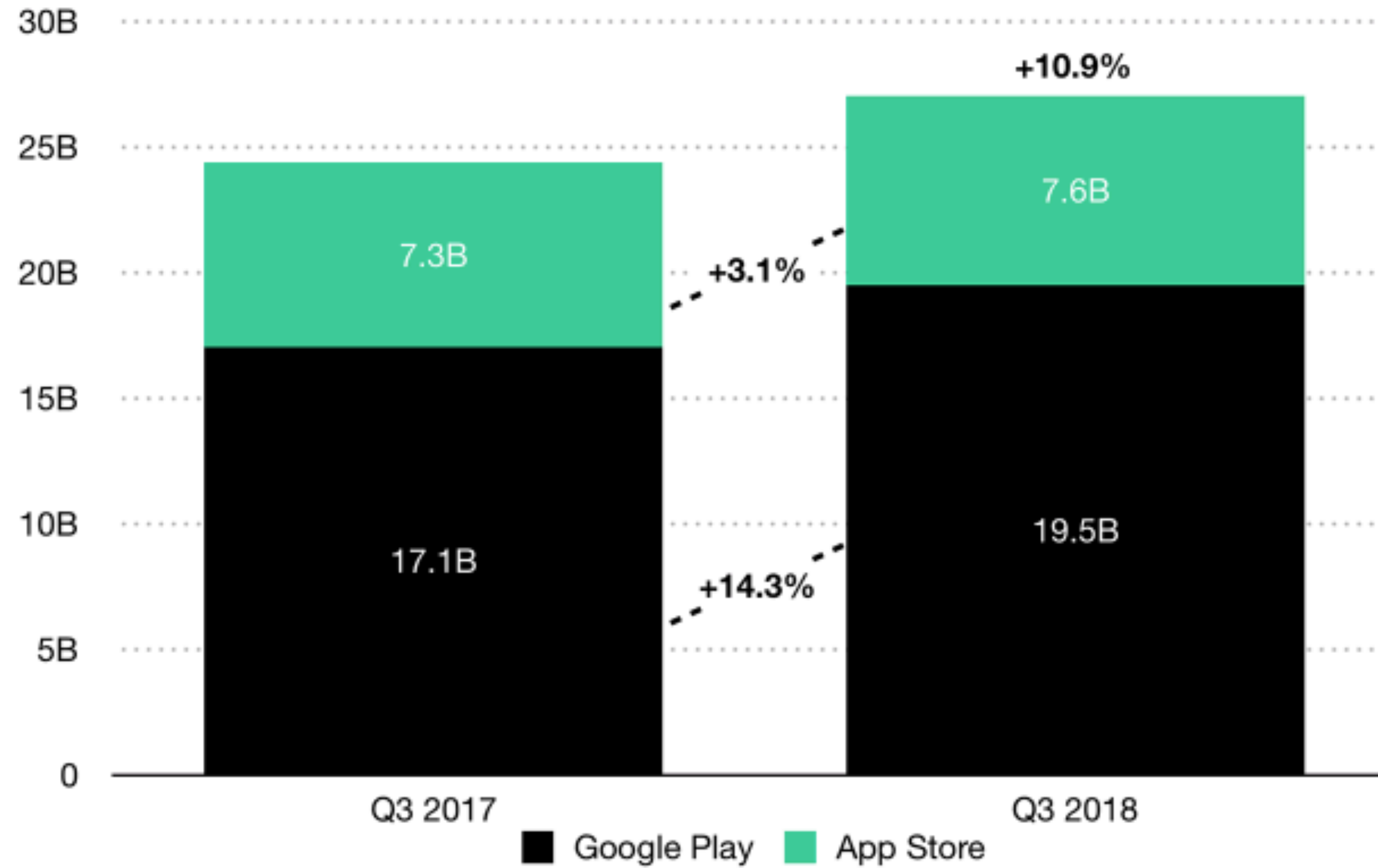
Growth of available mobile apps in the Apple App Store worldwide from 2nd quarter 2015 to 2nd quarter 2020

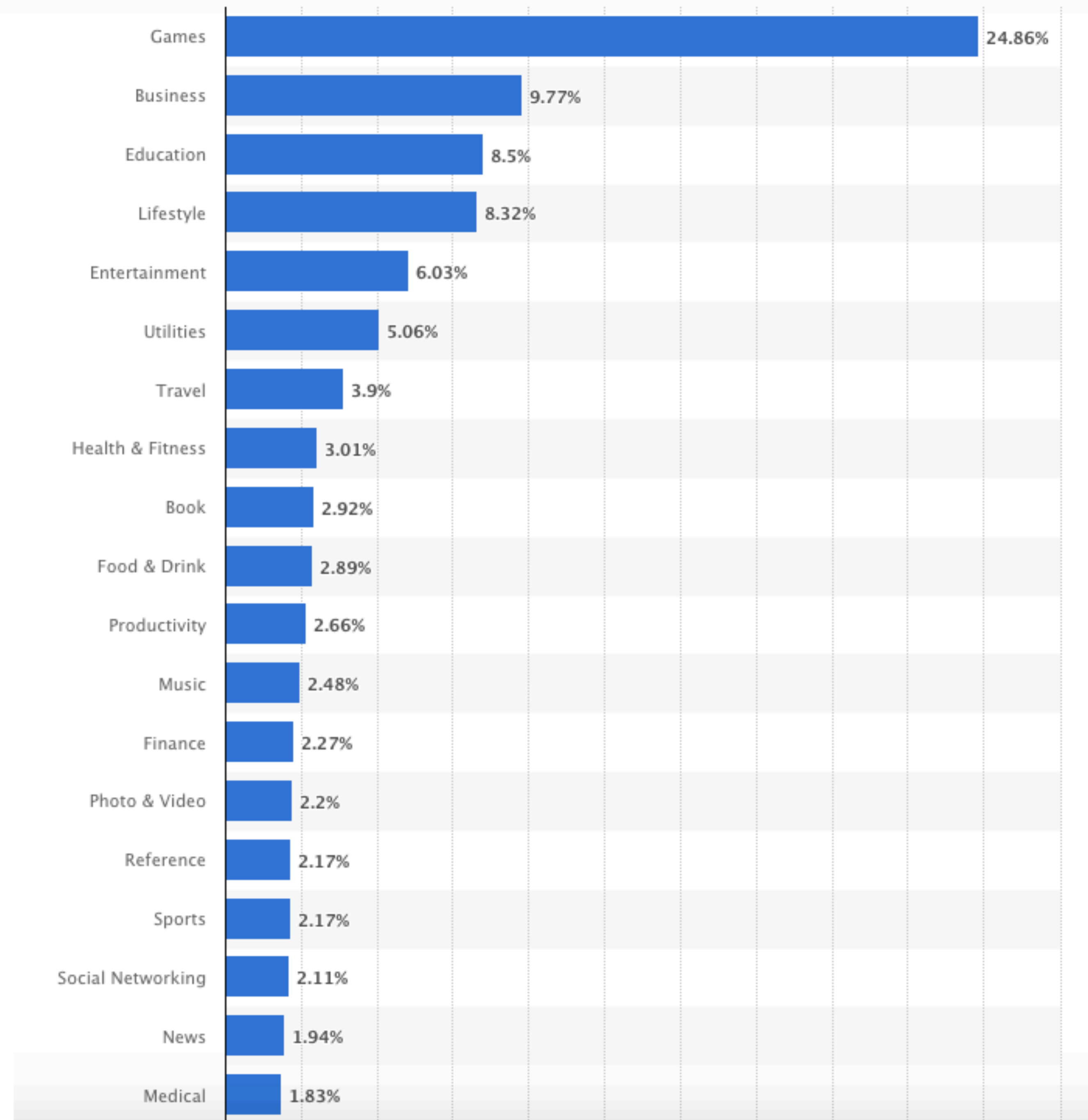


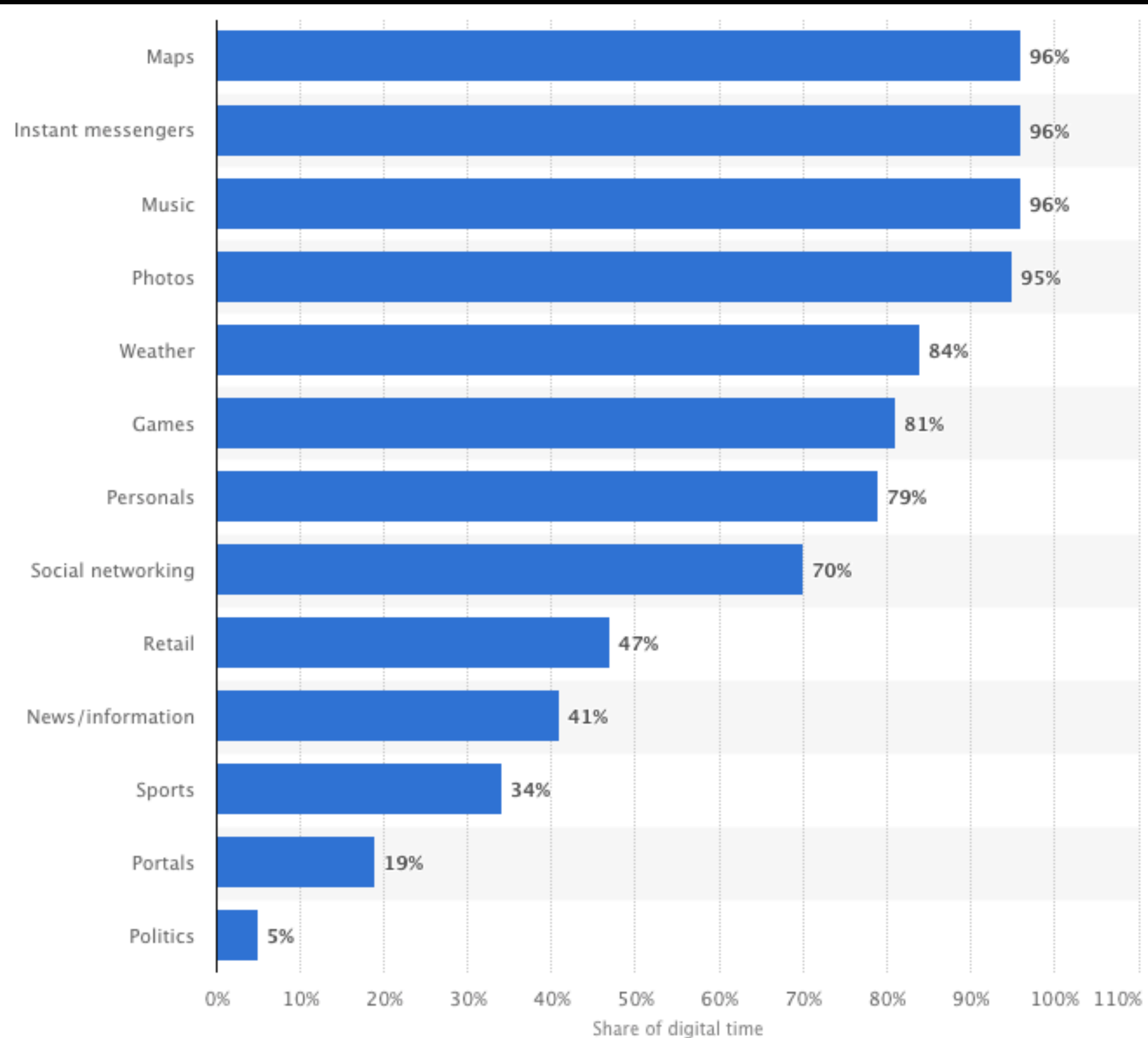
Number of free and paid mobile app store downloads worldwide from 2011 to 2017 (in billions)



Worldwide App Downloads - Q3 2018

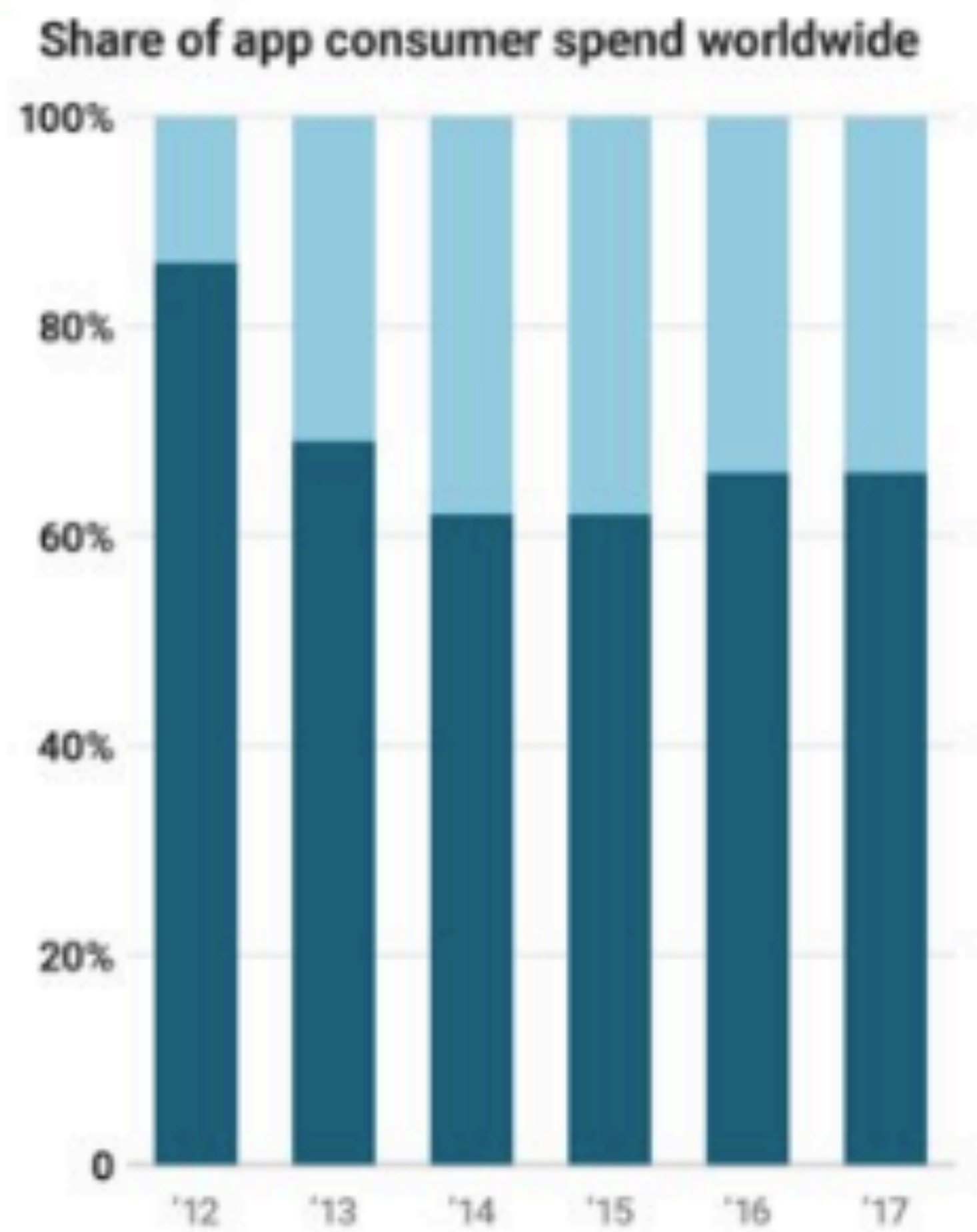
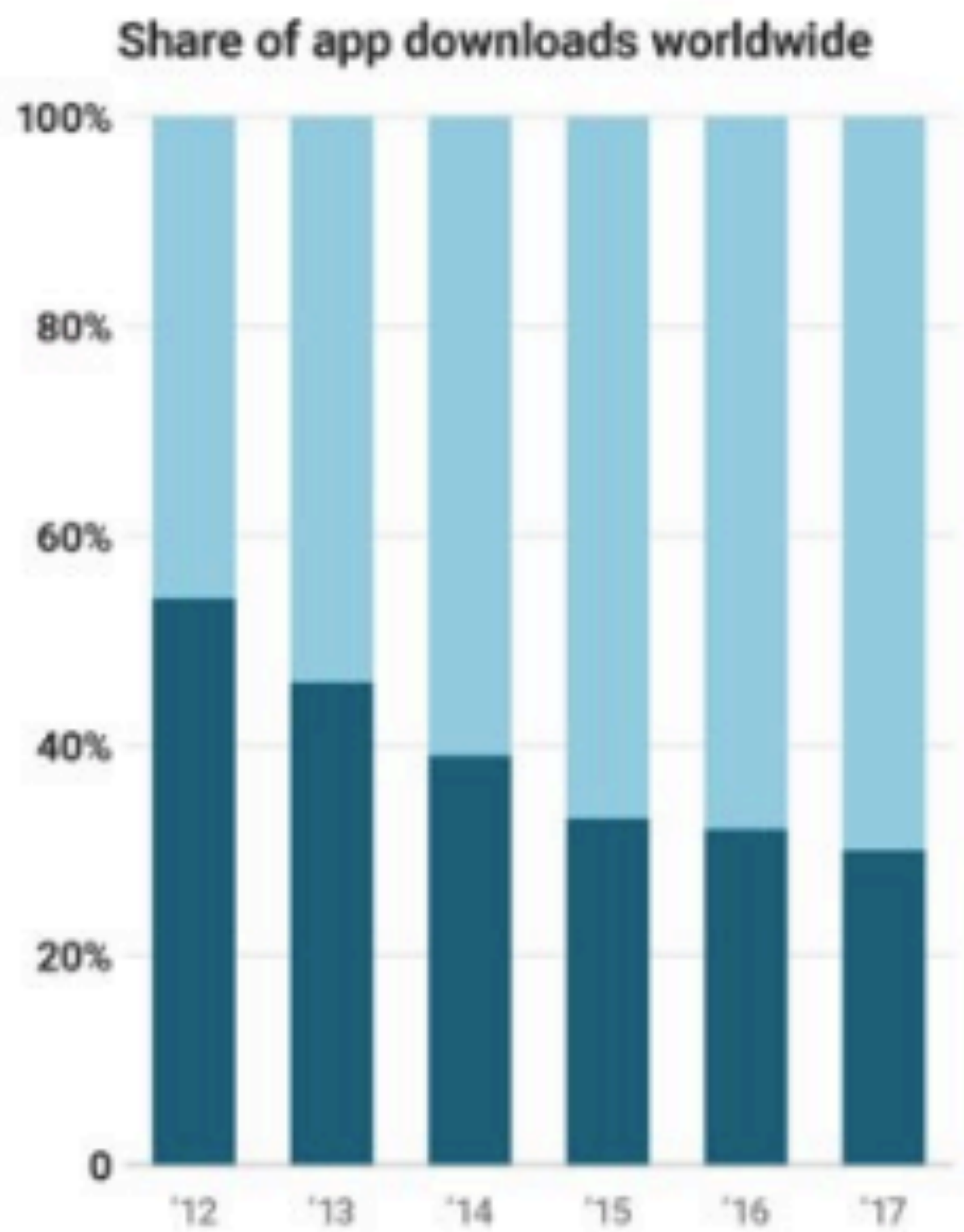






Apple users more willing to pay for apps

■ Apple app store ■ Google play



Source: App Annie

Note: Google Play is not available in China.

<https://buildfire.com/app-statistics/>