Native mobile apps

Pros:

Faster than web apps

Greater functionality as they have access to system resources

Can work offline

Safe and secure—native apps must first be approved by the app store

Easier to build due to the availability of developer tools, interface elements, and SDKs

Cons:

More expensive to build than web apps

Compatibility with different platforms (i.e. iOS and Android) usually means designing and building the app from scratch

Expensive to maintain and update

It may prove difficult to get a native app approved by the app store

Web apps

Pros:

Do not need to be downloaded or installed—web apps function in-browser

Easy to maintain—they have a common codebase regardless of mobile platform

Will update themselves

Quicker and easier to build than mobile apps

Do not require app store approval, so can be launched quickly

Cons:

Do not work offline

Slower than mobile apps, and less advanced in terms of features

May not be as discoverable as mobile apps as they are not listed in a specific database, such as the app store

Quality and security is not always guaranteed—web apps don't need to be approved by the app store