App Development Trends 2019!

Trends that will emphasis your business concept and grow your fortune objective!

Acknowledgement

Idealize the leading trends that surely bloom your thoughts and provoke end users to be a part of the application.

Explore more about what leads in the market and what's going to be the next game changer in the industry.

RG Infotech
www.rginfotech.com | sales@rginfotech.com

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App Development and the use of mobile apps aren't hidden from anyone. We have already witnessed several changes that those astonishing applications have made in our lives and continuously making for years. And due to their massive acceptance, they are one of the great opportunities for organizations as well as individuals to enhance their reach and engagement.

The evolution of applications or trends take place whenever a new technology introduced or a newer, better version launched by the giants. We always adapt it either we are end user or we belong to development community.

History of
App Development...
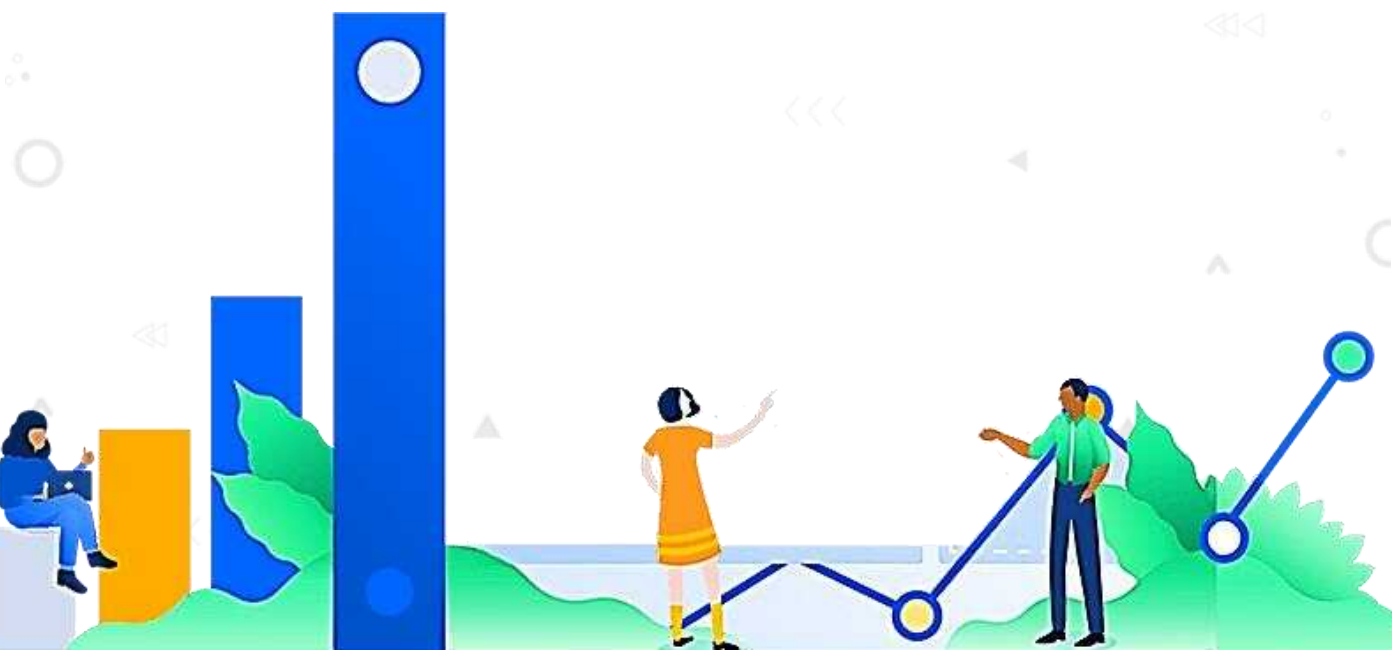
App Development or mobile app isn't a new term. Their use is almost a few decades old and continuously growing day-by-day. And we can say that it's the most growing industry and its on peak now a days.

Let's begin with the true meaning of "Application".

> *Application means "the bringing of something to bear on something else" and that it is indeed a noun of action from the verb "apply", which apparently means "making a sincere, hard effort". So, it can be "An app makes a sincere, hard effort to bring something to bear on something else" ([source](#)).*

Who wrote the first program?

According to the wiki, Ada Lovelace ([source](#)) was the first person who wrote a program for Charles Babbage's Analytical Engine. But the identical program wrote by the Alan Turing ([source](#)), who actually framed the modern computer systems and software engineering.

Those programs were also considered as the applications that needs to perform a particular algorithm in the device. These historical experiments led the way of modern applications. Although, we can't claim about who coined the term "application" or who come up with the initial idea to call a program an "application" as the term is around 500+ years old and there's no information about it.

When was first App released?

Martin Cooper ([source](#)) invented the very first handheld device for Motorola in 1973 and made the very first call through it. But unfortunately, this device doesn't have any application.

The very first application came up after 2 decades of the first call and it was released by the R&D department of IBM Simon for smartphones, but the very first recognizable app was the operating system for PDAs - "EPOC" developed by Psion release in the early 90s.

From the first operating system "EPOC" to the trendiest IOT applications, app development industry has completely evolved.

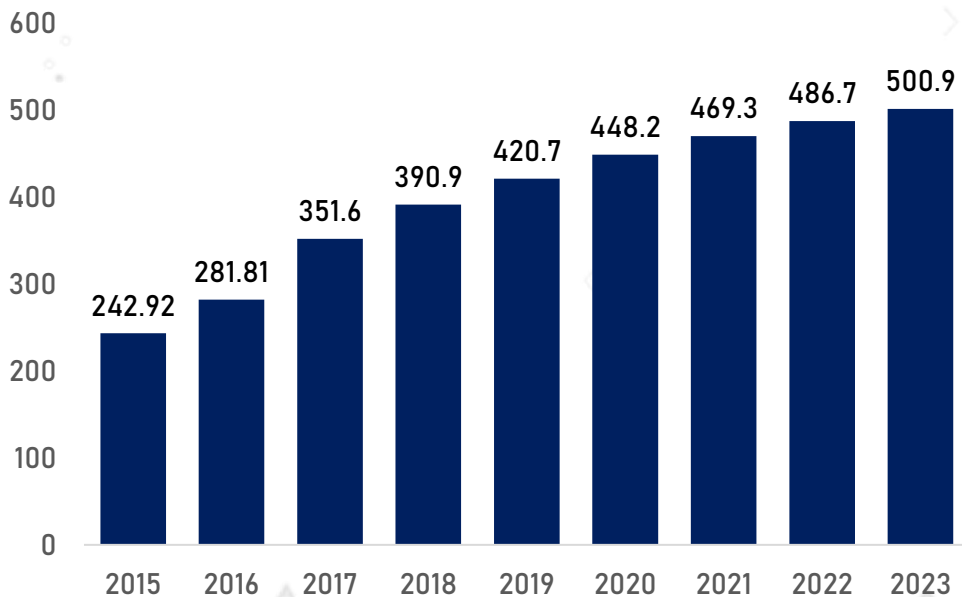# 21 Mind-blowing stats of Mobile Industry

If you are assuming how the mobile industry evolved in a few decades, here we are showcasing a few stats to make you believe it.

01

In India, more than 390.9 million mobile internet users are recorded by Statista in 2018, which is projected to reach 500.9 million mark by 2023 (source).

Number of mobile phone internet users in India from 2015 to 2023 (in millions)

Year	Users (in millions)
2015	242.92
2016	281.81
2017	351.6
2018	390.9
2019	420.7
2020	448.2
2021	469.3
2022	486.7
2023	500.9

02

Mobile internet traffic is almost 47.96% in total global internet traffic (source).

Mobile internet traffic as percentage of total web traffic in February 2019, by region

Region	Percentage
Asia	60.08%
Africa	54.08%
Global	47.96%
Europe	38.60%
North America	38.21%
Oceania	37.42%
South America	31.31%
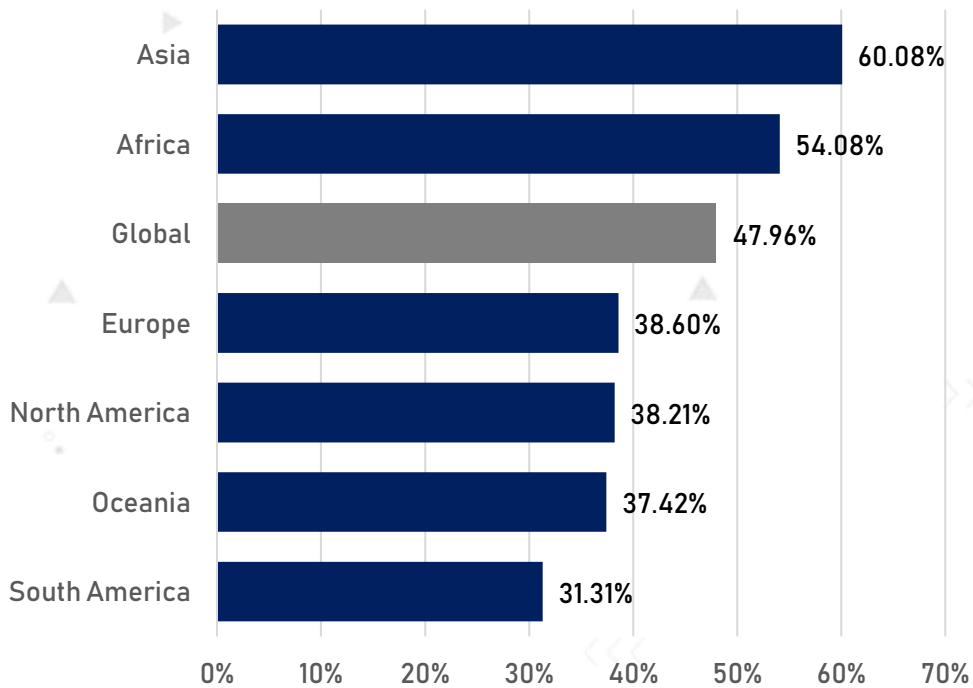
03

Around 89% revenue of mobile games generated from India.

04 The worth of India gaming industry will reach to $1.1 billion by 2020.

05 In India, there are around 340 million smartphone users, which is forecasted to reach 442.5 million by 2022 (source).

06 India has the world's lowest rate of per GB internet data, which is approx. $0.26.

The Cost of Mobile Internet Around The World

Average cost of 1GB of mobile data in selected countries in 2019 (U.S. dollars)

Country	Cost
India	$0.26
Russia	$0.91
Italy	$1.73
Nigeria	$2.22
Australia	$2.47
France	$2.99
Brazil	$3.50
Spain	$3.79
United Kingdom	$6.66
Germany	$6.96
China	$9.89
Canada	$12.02
United States	$12.37
South Korea	$15.12
Switzerland	$20.22

6,313 mobile data plans in 230 countries were gathered and analyzed by Cable.co.uk

@StatistaCharts Source: Cable.co.uk

Forbes **statista**

07 There are around 4.4 billion internet users worldwide as of April 2019, in which Asia has more than 2 billion internet users (source).
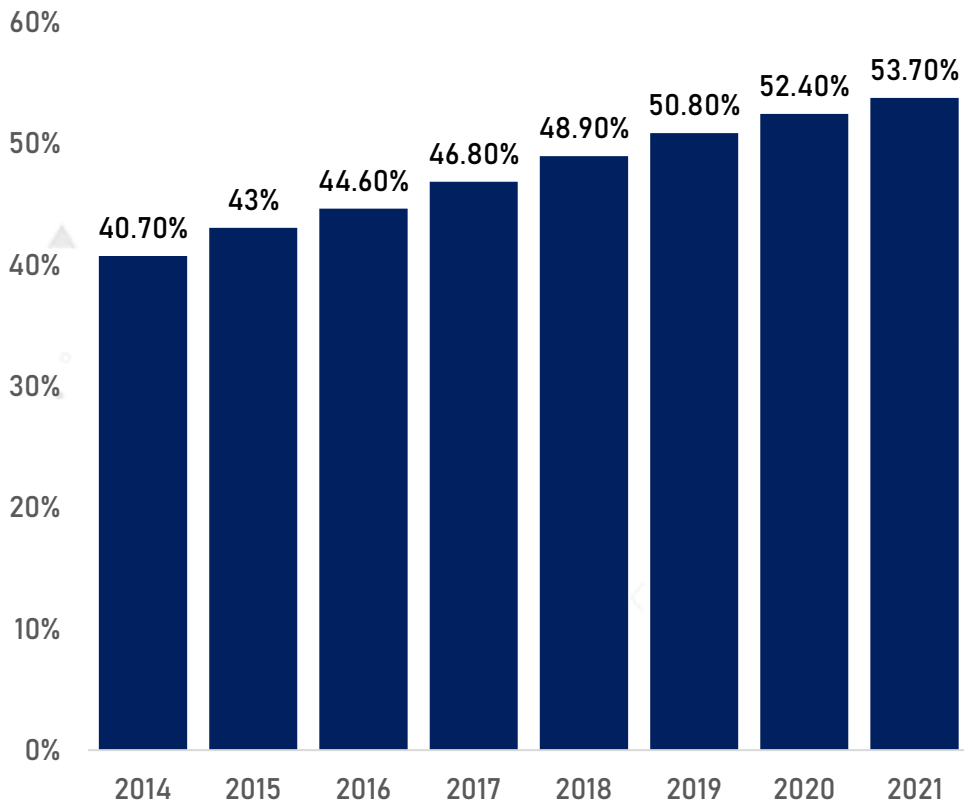
Global digital population as of April 2019 (in millions)
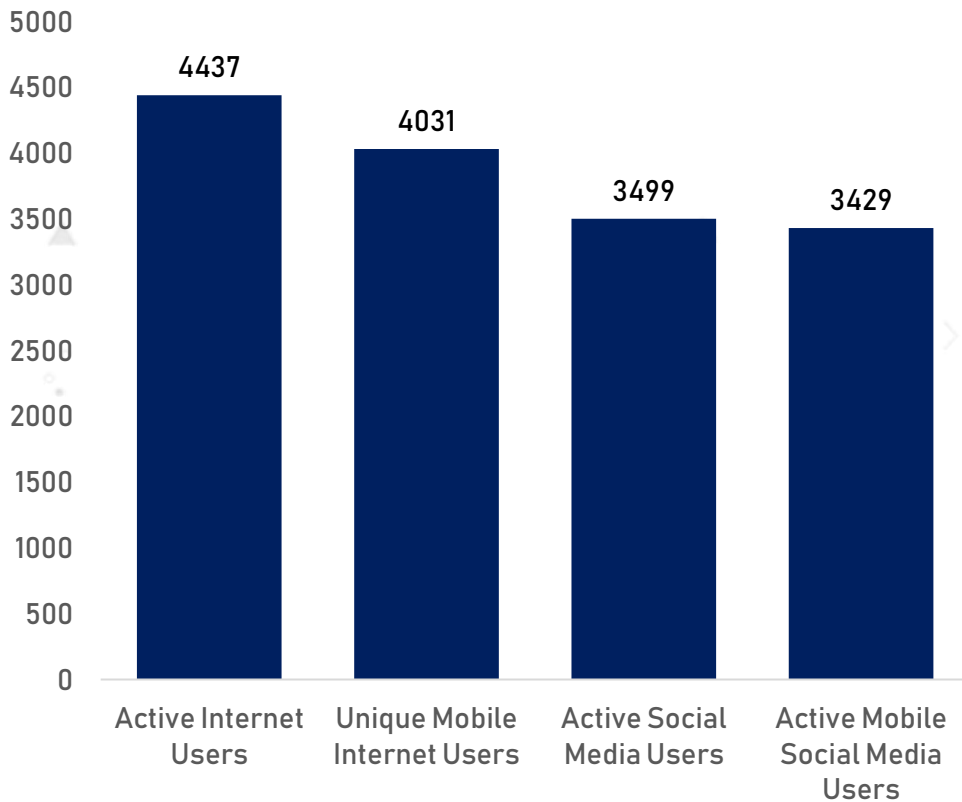
08 Worldwide internet user penetration in 2018 was 48.9%, which is projected to reach 53.7% by 2021 (source).

Worldwide internet user penetration from 2014 to 2021

Year	Penetration
2014	40.70%
2015	43%
2016	44.60%
2017	46.80%
2018	48.90%
2019	50.80%
2020	52.40%
2021	53.70%

09

In 2019, worldwide smartphone users are 2.71 billion, which was 2.1 billion in 2016 (source).

Number of smartphone users worldwide from 2014 to 2020 (in billions)

Year	Value
2020	2.87
2019	2.71
2018	2.53
2017	2.32
2016	2.1
2015	1.86
2014	1.57
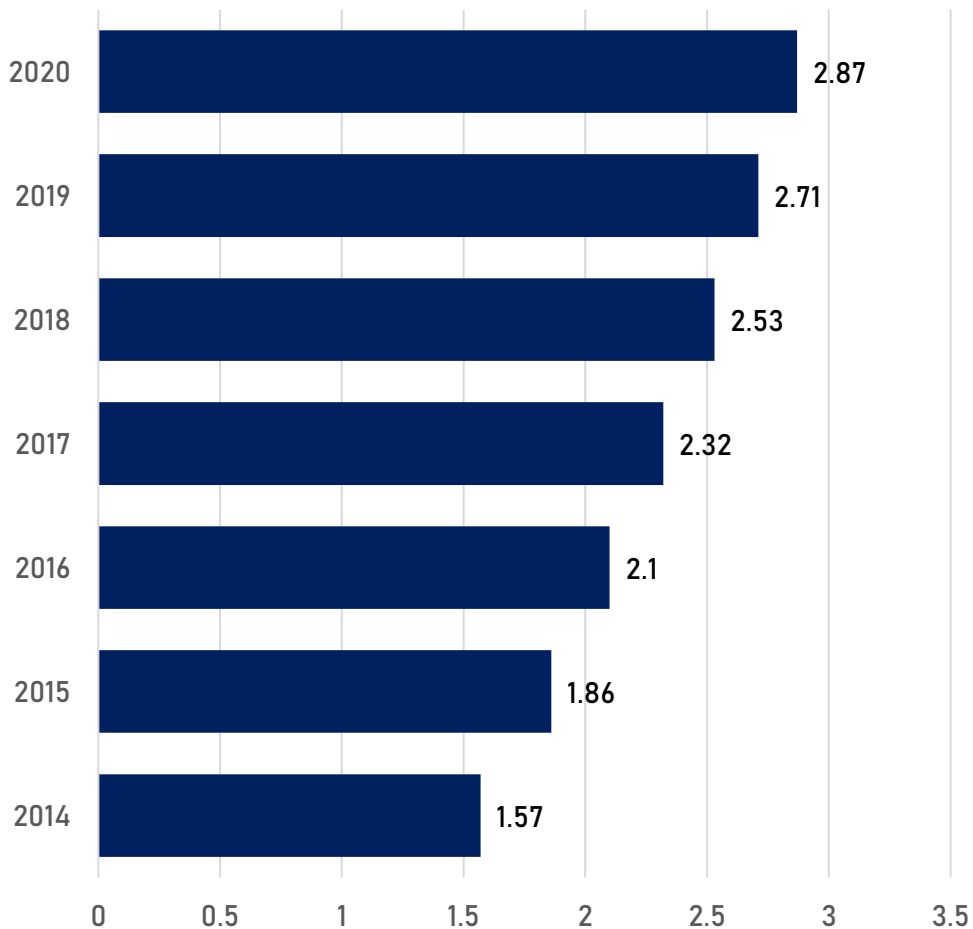
10 There are almost 12 million mobile app developers exist in the world, which is projected to reach 14 million by 2020 (<u>source</u>).
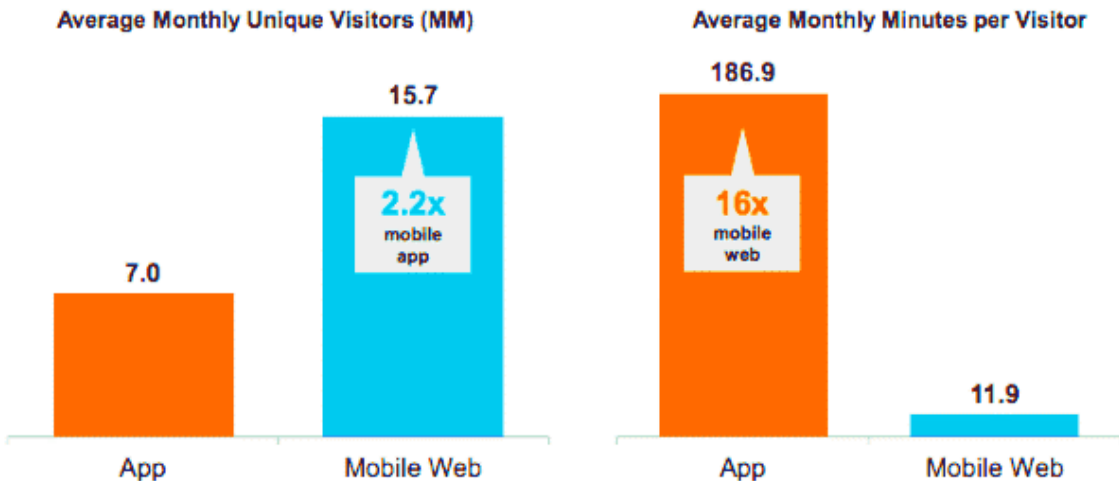
11 A smartphone user spent approx. 3 hours per day on different mobile apps.

12 Mobile websites get more visitors than mobile apps, but visitors spend more time on apps.

Top 500 Mobile Apps vs. Top 500 Mobile Web Properties
Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

Average Monthly Unique Visitors (MM)

15.7

2.2x
mobile
app

7.0

App   Mobile Web

Average Monthly Minutes per Visitor

186.9

16x
mobile
web

11.9

App   Mobile Web

13

In 2016, global mobile app revenue was $88.3 billion, which is forecasted to cross $188.9 billion mark by 2020 (source).

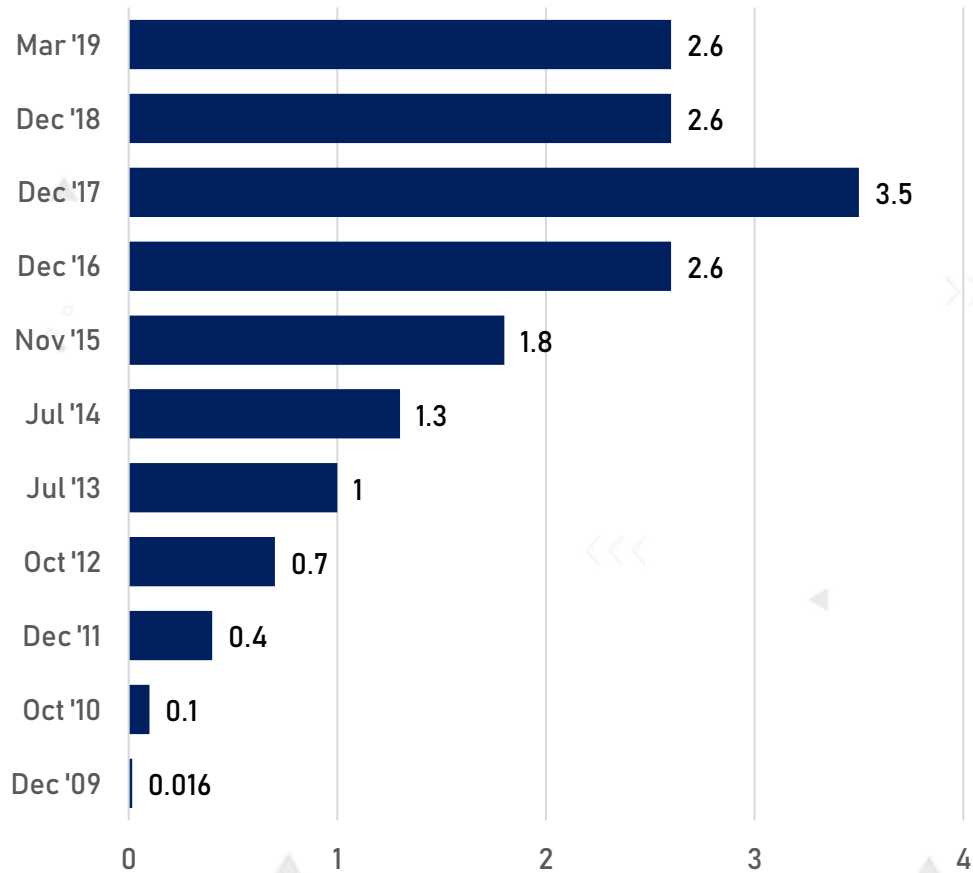### Worldwide mobile app revenues in 2015, 2016 and 2020 (in billion U.S. dollars)

Year	Revenue
2015	69.7
2016	88.3
2020	188.9
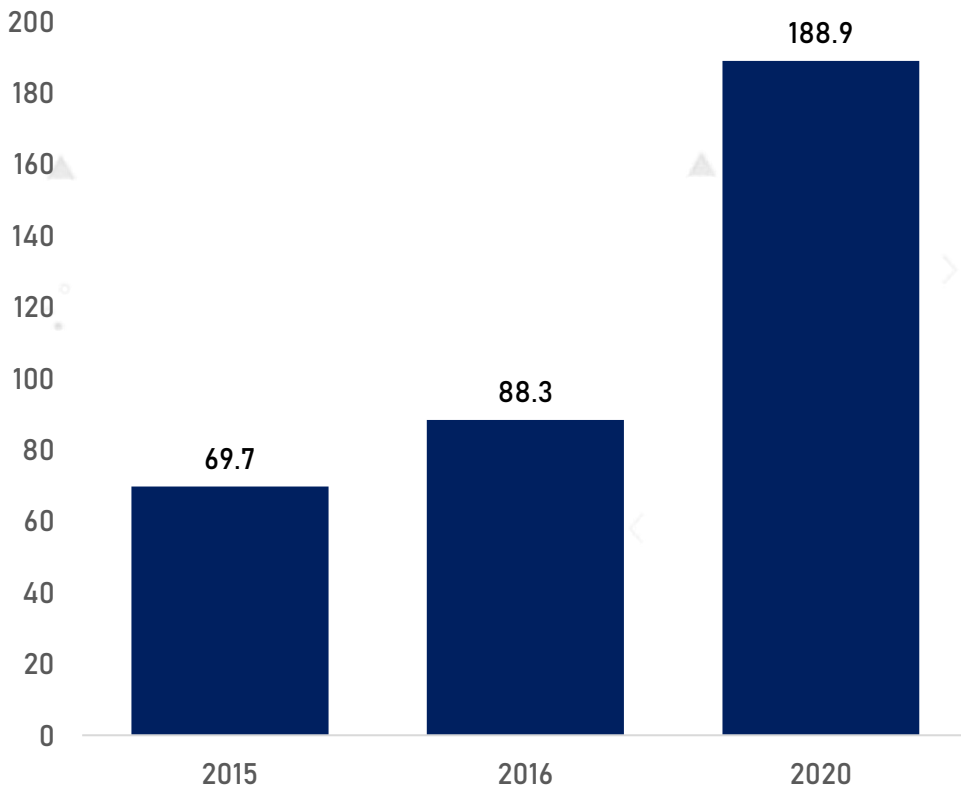
14

There are around 2.6 million apps available on Google Play store as of march 2019 (source) following by Apple app store with 1.8 million apps.

Number of available applications in the Google Play Store from December 2009 to March 2019 (in millions)

Month	Value
Mar '19	2.6
Dec '18	2.6
Dec '17	3.5
Dec '16	2.6
Nov '15	1.8
Jul '14	1.3
Jul '13	1
Oct '12	0.7
Dec '11	0.4
Oct '10	0.1
Dec '09	0.016

15 There are around 2.46 billion social media users worldwide, which is forecasted to cross 3.02 billion mark by 2021 (source).

Number of social media users worldwide from 2010 to 2021 (in billions)

Year	Users
2021	3.02
2020	2.9
2019	2.77
2018	2.62
2017	2.46
2016	2.28
2015	2.14
2014	1.91
2013	1.59
2012	1.4
2011	1.22
2010	0.97
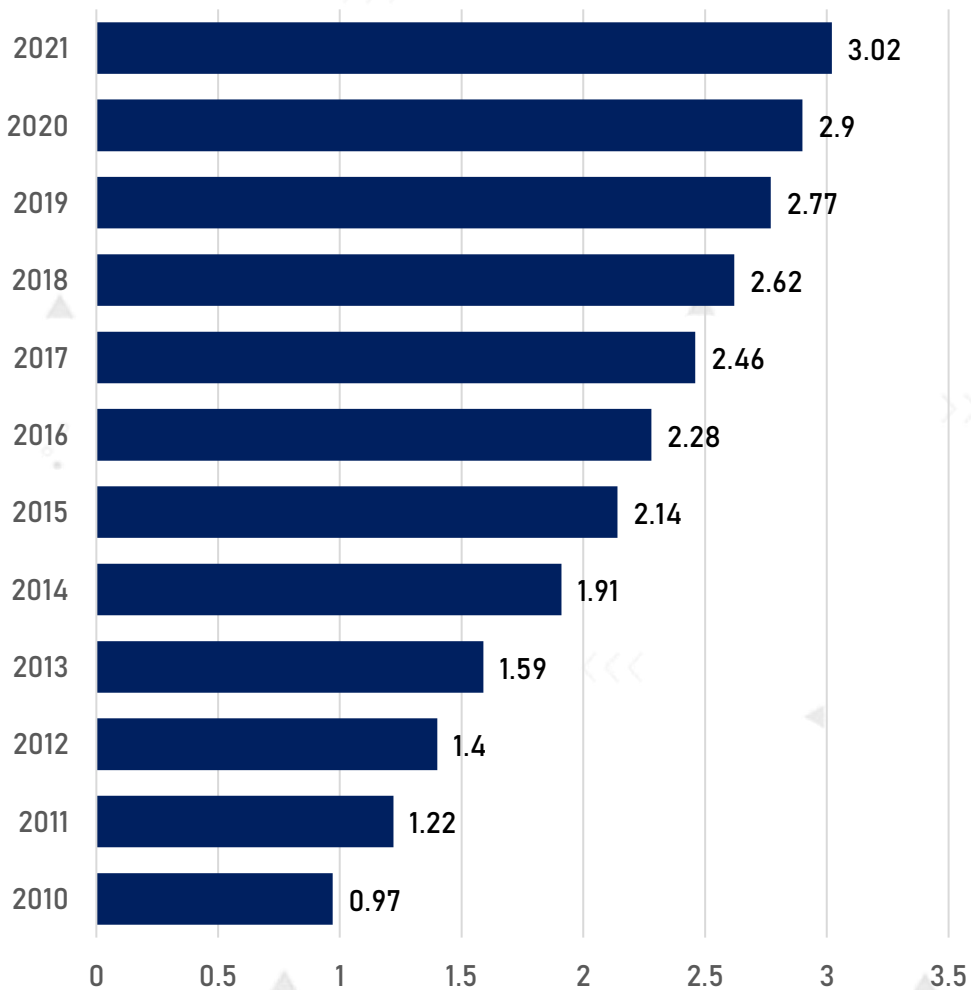
16 The number of smartphone devices that were sold in 2018 to global end users is around 1.56 billion, which is projected to reach 1.7 billion mark by 2020 (source).

17 85% traveler uses their smartphones to book their next travel activity.

18 21% of Millennials (generation Y) open an app 50+ times per day.

19 25% of the app market is covered through gaming apps only and most of them are free of cost.

20 By 2021, almost 40% of the global population will own a smartphone.

21 On an average around 30 thousand apps used to get submitted every month on Apple iTunes only.

One More!

22

Almost 49% of On-Demand users are millennials. And around 46% of on-demand customers have an annual income of less than $50,000.

49%

On-demand users are millennials

55%

of the total users are male

45%

Have a four year college degree or higher

54%

Live in a suburb and 18% live in an inner city

46%

On-demand customers have an annual income of less than $50,000

47%

Report an annual house hold income of at least $75,000
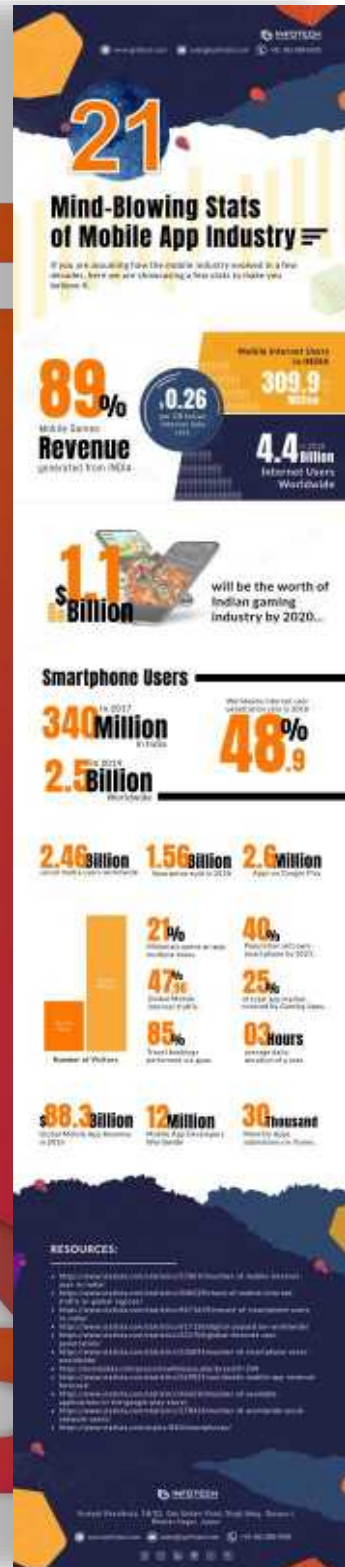
![RG INFOTECH — IMAGINATION IS OUR POWER]

Check out Infographic
Representation of

21 Mind blowing Stats of Mobile App Industry

Click here!

App development trends for 2019 and above years.

It's 21st century and a complete digital era, where we can control our lives through smartphones and the above listed statistics are enough making a quick zest. From 1973 to 2019, we've witnessed the complete evolution of handheld devices as in terms of look, style, features and accessibility.

According to the available details, first app was developed in 1993. Which simply denotes that app development is more than 2-decades old and continuously improving the process through emerging technologies and tools.

In a few past recent years, we've witnessed several evolutions in App development trends, including technical enhancement from native app development to hybrid app development, from single app function to multi-app functions, and much more.

Improved UI, Super AMOLED & notch free display, high resolution cameras, and ultra-fast network isn't the end, here are several more to adore you. Let's take a look at the revolutionary app development trends that will change the concepts in 2019 and coming years.

01. On-demand Solutions!

One of the most anticipated, accepted and growing app development trends that completely change the way of business because of their direct reach approach. This trend completely changed the lives of human beings and constantly improving it.

Here's a few stats of this industry:

- Around 42% adult population of America, which is around 86.5 million, are already using at-least one on-demand app.
- In the year 2014, the revenue of on-demand industry was just $14 billion, which is forecasted to reach at $335 billion mark by 2025.
- 49% of the total consumers are Millennials and 55% of users are male.
- 63% of the workers are happy with their job roles.
- 33% people work for more than one platform.

Almost every industry has been entered in the segment to acquire the market share and to be a part of the ongoing app development trend. According to the stats, $1 billion valued 23 out of 310 private companies belong to On-demand industry.

These numbers will surely enhance in 2019 and coming years with the increment of smartphone users.

02. Internet of Things (IoT)

A completely revolutionary trend that combines electronics, sensors, and technology together into the smart objects. That's basically a network of objects which are interconnected to each other and can perform several tasks even without reaching the main object.

IoT becomes one of the major game changers of the app development industry and we've witnessed it with the entrance of the leading giants like Xiaomi, Honeywell, Samsung, Google, Bosch and others.

Here's a few stats of this industry:

- There were around 20.35 billion connected devices in the year 2017, which is forecasted to reach at 75.44 billion mark by 2021.
- According to Global Data, worldwide revenue of IoT industry was $1.3 Trillion in the year 2018, and it's predicted to cross $3.18 Trillion by 2023.
- In every second, around 127 IoT enabled devices connect to the internet.
- By 2020, we will witness 50% more growth in business investment and consumer spending in IoT segment.

- Business investment will grow from $215 billion in 2015 to $832 billion in 2020, while on the other hand, consumer spending will reach from $72 billion to $236 billion by 2020.
- Global market by category:

  - Automotive Market will reach $104.2 billion by 2023
  - Healthcare Market will reach $158 billion by 2022
  - Retail Market will reach $35.64 billion by 2020
  - Education Market will reach $11.3 billion by 2023

03. Gaming Solutions!

Gaming isn't an unknown thing in the app development industry, almost every developer and 90% of the adult population indulged into it. But the thing completely changed with the launch of Role play games and skill-based games.

These solutions encourage users to utilize their skills such as analytical, and management, along with all senses to become a winner.

a. Skill Based

Completely legal and authorized way of gaming in several countries where end user will only win the competition by using their skills. Although, the ancient snake game is also a skill base game, but you can't win real money in that.

These kinds of games will allow you to earn either real money or something that worth similar. A few popular Skill based game categories are:

1. Fantasy Sports Games
2. Prediction & Quiz Games
3. Word & Puzzle Games

b. Gambling

The online versions of casino games where you can gamble and win a great amount. But only a few countries legalize this kind of games to make or to play. Some of the popular form of gambling games are Poker, Rummy, Roulette, etc.

c. Role Playing

One of the most popular and exciting form, where user Cosplay the roles in the game. From 2D to AR/VR, role-playing games completely revolutionized in more than a decade and continually improving its excitement. Some of the recent role-playing games are: PUBG, Avengers, Final Fantasy, etc.
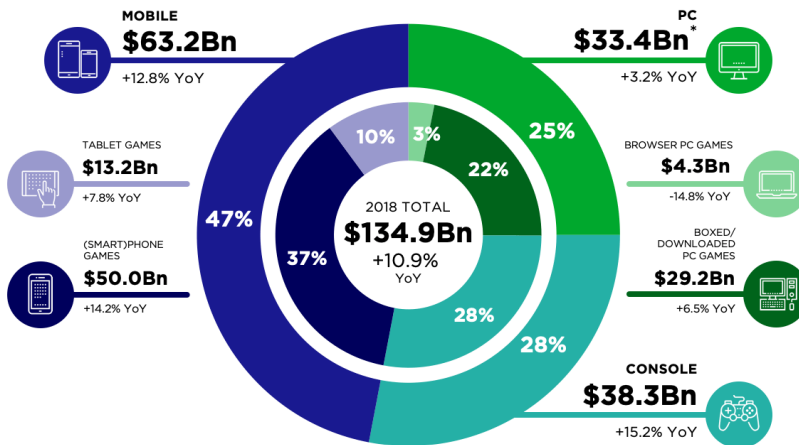
Here's a few stats of this industry:

- As per the research of Newzoo, almost 50% of the global games market holds by the Mobile Games.
- 50% of the consumer spending around $66.2 billion occurs only from the Asia-Pacific region.

2018 GLOBAL GAMES MARKET
PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

MOBILE
$63.2Bn
+12.8% YoY

PC
$33.4Bn*
+3.2% YoY

$34.4Bn
2018 Total Chinese games market revenues (+6.1% year on year)

TABLET GAMES
$13.2Bn
+7.8% YoY

BROWSER PC GAMES
$4.3Bn
-14.8% YoY

(SMART)PHONE GAMES
$50.0Bn
+14.2% YoY

BOXED/ DOWNLOADED PC GAMES
$29.2Bn
+6.5% YoY

CONSOLE
$38.3Bn
+15.2% YoY

2018 TOTAL
$134.9Bn
+10.9% YoY

47% 37% 10% 3% 25% 22% 28% 28%

*Due to rounding, browser PC games ($4.3Bn) and boxed/downloaded PC games ($29.2Bn) add up to $33.4Bn.

Source: ©Newzoo | October 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

- Gaming is the most popular category in the play store with the highest number of app downloads.
- The revenue of global gaming market will reach at the mark of $180.1 billion by 2021, which was recorded $137.9 billion in 2018.
- Almost 78% of global gamers are Android users. And more than 62% of adult population install a game within a week of owning it.
- Global gamers population is around 2.2 billion, in which India contributes one-tenth around 222 million.

- Fantasy Sports users are expected to reach at 2.71 billion mark by the end of 2019 along with 352.9 billion app downloads and $90 billion revenue.

04. Mobile Wallets!

Digitalization encourages users to adapt eminent technologies and trendiest solutions to revoke their efforts and make them more productive. Mobile wallets are like that, they improve security and fastened the process of frictionless payments.

Frictionless payments increase its demand due to the emergence of IoT, & Mobile Commerce and end user loves to have it on their smart phones. Due to that, we've witnessed the hype of Paytm in recent years and the entrance of the leading giants like: Google, Samsung, Apple in the industry.

Here's a few stats of this industry:

- Around 2.07 billion global consumers will use a mobile wallet to make a purchase or payment or to send money in 2019, which was around 1.6 billion in 2017.
- China is leading the list of top countries who adopts mobile wallet payments with the highest number of users.
- "eMarketer" research stats that around 93.3 million Indian users will use mobile wallets in 2019.

- Digital payments in India are predicted to touch the mark of $700 billion by the year 2022.
- Worldwide digital payment market is forecasted to reach $13.9 trillion mark by 2022, which was around $3.1 trillion in 2017.
- "WeChat Pay" claims that they have more than 1 billion active users worldwide, which is the highest in this industry.
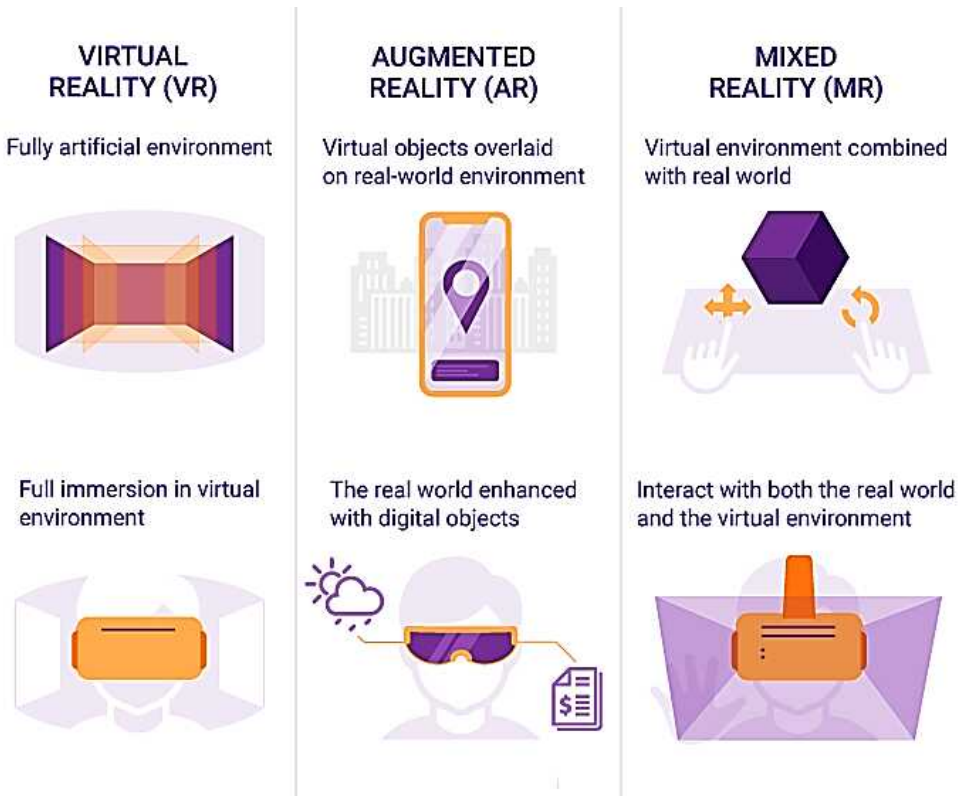
On the global platform, India is the emerging country with highest zeal of adoption and it also encourage app development industry to adapt the growing trend in 2019 and coming years.

05. Augmented Reality (AR) and Virtual Reality (VR)

Another milestone that app development industry achieved in the past recent years, which completely changed the way we're used to see everything. That's the technology that inspired other trends and incorporate several improvements.

Augmented & Virtual Reality (AR & VR) completely revolutionized the gaming industry, e-commerce industry, m-commerce industry, Automobile industry, Real Estate Industry and other major industries with their live-in-action illusions.

VIRTUAL REALITY (VR)

Fully artificial environment

Full immersion in virtual environment

AUGMENTED REALITY (AR)

Virtual objects overlaid on real-world environment

The real world enhanced with digital objects

MIXED REALITY (MR)

Virtual environment combined with real world

Interact with both the real world and the virtual environment

For an instance, with the inclusion of AR, the leading home furnishing company – IKEA improved their user retention rate, & conversions. While on the other hand, Pokémon Go completely change the gaming experience of end users.

Here's a few stats of this industry:

- Global market of AR/VR forecast to reach $192.7 billion by 2022, which was just $12.1 billion in 2018.
- Pokémon Go generated the revenue of $1.2 billion, with more than 752 million app downloads.
- Forecasted worldwide economic impact of AR and VR will be 29.5 billion USD by 2020.
- In 2019, 13% people of the US (around 42.9 million) will use VR and 20.8% (around 68.7 million) will use AR at least once per month.
- By 2020, total revenue of Virtual Reality (VR) industry is expected to reach $20 billion.
- Forecasted number of active VR users worldwide is around 171 million in 2018.

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Check out Infographic Representation of

Dominating App Development Trends 2019!

Click here!

The Wrap up Words!

We are in the digital era and more aggressive to eminent technologies or emerging trends. We aggressively adapt new trends and we've witnessed it via Pokémon Go, Paytm, PUBG, Dream11, and Google Home.

Not only individuals, but the industry experts are also influenced by these trends. Due to that, we can explore the increased number of App Development experts worldwide, who are offering such trends. Although, that's not enough there are more trends continuously increasing day-by-day such as Blockchain, Artificial Intelligence, Chatbots, Cloud Apps, and few others.

Keep your eyes on the market stats and try to incorporate these technical evolutions with your app development in 2019.

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App Development Trends 2019!

Trends that will emphasis your business concept and grow your fortune objective!