

Mobile Apps - US - October 2014

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"The majority of mobile app users do not download paid apps, while the abundance of free apps now available has filled mobile marketplaces with a plethora of options. Getting consumers engaged with an app is only half the battle – drawing revenue from that engagement may be an even greater challenge."

- Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- Free vs paid app downloads
- Competing for app users' limited time
- The hardware fragmentation problem

This report explores consumers' usage and opinions regarding mobile apps, including what types of apps are most commonly used and the prevalence of paid app downloads. Other topics covered in this report include mobile app discovery habits, receptiveness to advertising, preferred payment methods, at-home versus on-the-go usage, and differences between tablet and smartphone app usage.

This report builds on the analysis presented in Mintel's *Mobile Apps – US, September 2013*, as well as *Mobile Apps – US, June 2012*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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