

A Review and Analysis of the Mobile App Development Industry

Shrishyam Mishra¹ and Arbaz Shaikh²

Assistant Professor, BSC IT, Suman Education Society's LN College, Borivali East, Mumbai, India¹

Student, BSC IT, Suman Education Society's LN College, Borivali East, Mumbai, India²

Abstract: *We live in an era where disruptive technologies that shift the market's overall viewpoint appear on a regular basis. One example is the rise of Mobile App Development, which fundamentally altered how people interacted with software. Previously, software development mainly meant a stand-alone or Web application, but now there is a lot of room for Mobile App Development. Standalone technologies required the user to have at least a Personal Computer to use their applications. However, because the platform on which an app may be delivered is simply a mobile phone, the target audience for this sort of application development expands dramatically. Because practically everyone has access to a mobile device, app development for portable devices has now become the norm for getting services to their intended audience faster. The App Development industry has evolved. Since its start, it has only expanded by leaps and bounds. This report goes into great detail on the Mobile App Development Industry and its dominance in India.*

Keywords: Mobile App Development, Android, iOS, Industry Analysis.

REFERENCES

- [1]. Mobile Operating System Market Share Worldwide. (n.d.). Retrieved May 3, 2021, from <https://gs.statcounter.com/os-market-share/mobile/worldwide>
- [2]. Mobile Operating System Market Share United States of America. (2021, March). Retrieved May 11, 2021, from <https://gs.statcounter.com/os-market-share/mobile/united-states-of-america>
- [3]. Rakestraw, T. L., Eunni, R. V., & Kasugai, R. R. (2013). The mobile apps industry: A case study. *Journal of Business Cases and Applications*, 9(1), 1-26.
- [4]. Boorach, M. E., Mesbah, A., & Kruchten, P. (2013). Real Challenges in Mobile App Development. 2013 ACM / IEEE International Symposium on Empirical Software Engineering and Measurement. Published. <https://doi.org/10.1109/esem.2013.9>
- [5]. Vallon, R., Wenzel, L., E. Brüggemann, M., & Grechenig, T. (2015). An Agile and Lean Process Model for Mobile App Development: Case Study into Austrian Industry. *Journal of Software*, 10(11), 1245–1264. <https://doi.org/10.17706/jsw.10.11.1245-1264>.
- [6]. Peek, S. (2020, July 9). What Is Mobile App Development? Retrieved May 11, 2021, from <https://www.businessnewsdaily.com/5155-mobile-app-development.html>
- [7]. Raluca Budiu. (2016, January 19). Mobile: Native Apps, Web Apps, and Hybrid Apps. Retrieved May 11, 2021, from <https://www.nngroup.com/articles/mobile-native-apps/>