

Asia-Pacific Mobile Cloud Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Asia-Pacific mobile cloud market is expected to register a CAGR of 30% over the forecast period (2023 - 2028). The COVID-19 pandemic has drastically increased the data consumption patterns of consumers. Due to a large chunk of the population working from home, the demand for internet-based content consumption, both at the corporate and user level, increased by leaps and bound.

The massive growth in internet penetration and digitalization of business processes has substantially increased mobile traffic across enterprises in the region. For instance, according to Intern World Stats, the internet penetration in Asia increased from 55.1% in 2020 to 64.1% in 2021.

The increasing dependence on cloud services, the integration of IT applications and services, the proliferation of mobile and connected devices, and the shift of content and advertising to the online world are factors likely to contribute to the mobile cloud market growth over the forecast period.

Enterprises operating in various end-user industries of the market are increasingly deploying these tools to understand their customers' requirements and ensure that their product offerings are in line with the customer needs, with an intent to stay a step ahead of their competitors. Cloud-based technology, advanced analytics, and automation have proven themselves essential tools in the present competitive environment to provide a highly personalized customer experience and build brand loyalty.

In August 2021, Huawei announced plans to invest USD 100 million in Asia-Pacific start-ups over the next three years as part of its Huawei Mobile Services (HMS) and cloud solutions to boost the region's developer environment. Huawei announced the move at its Cloud Spark Founders Summit, stating that it will support 1,000 start-ups in Indonesia, the Philippines, Sri Lanka, and Vietnam

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as part of its Spark accelerator program, which was to be launched in Singapore, Hong Kong, Malaysia, and Thailand in 2020.

The increasing concerns over data security could hinder market growth. For instance, according to Norton, over 70% of respondents from India and Australia have taken more precautions online due to cybercrime concerns. This was due to the exponential increase in online thefts. A research study from Checkpoint Technologies suggested that cybercrime increased by 168% in 12 months since May 2020.

APAC Mobile Cloud Market Trends

The Travel Segment is Expected to Significantly Drive the Market

Cloud computing allows businesses to pay as they go for on-demand computer services such as storage, applications, and servers, rather than managing their own IT services. Companies' operations are simplified, increasing efficiency because of cloud technology. The internet has always been a game-changer for the travel business, and a cloud-based approach can make things much better.

Reliable and robust network infrastructure plays a crucial role in this sector, as railways and airlines, among others, are heavily dependent on it to carry out the majority of their activities. The network's security also plays a vital role in the transportation sector as any unwanted security issue would create a bigger problem for the sector, resulting in many losses.

The organizations operating in this sector are increasingly implementing SD-WAN infrastructure. For instance, Fortinet announced that Indigo Airlines in India had deployed its Fortinet Secure SDWAN solution across its branch offices to secure its WAN edge. The Fortinet Secure SDWAN solution combines networking and security features like routing, WAN optimization, application control, and next-generation firewall.

Data storage has never been easier because of the cloud's growing computer power and capacity. Data on user preferences are increasingly being utilized to create personalized travel packages and customer service depending on the travelers' behavior and interests. Instagram, Pinterest, Twitter, and Facebook are all social media platforms that rely on cloud computing to store massive amounts of data. The way individuals travel and share their experiences on social media has drastically altered the industry.

Data synchronization between channels is substantially facilitated by cloud computing, allowing for cross-sectional data analysis, cross-sectional regression analysis, and cluster analysis. While social media like Instagram influences millennials' trip destinations, travel agencies already know they need to get a hold of social media data to boost destination marketing.

Development of IT Infrastructure is Expected to Drive the Market

The public cloud allows users to store and process their data and various capabilities that consist of sharing resources to achieve economies of scale in third-party data centers. Using public cloud platforms signifies that users can use the same services without data storage and management. These are useful for organizations in reducing the potentially expensive costs for purchasing, managing, and maintaining on-premises software.

The IBM public cloud has been built on a foundation of open-source software, security leadership, and an enterprise-grade infrastructure, with more than 190 cloud-native APIs, like AI, IoT, blockchain, serverless, and DevOps. This would give organizations greater flexibility to access services without vendor lock-in that would help the public sector manage higher value technology alongside key issues such as data, security, services, and workflows across a hybrid, multi-cloud environment. They would have access to a suite of solutions, including IBM Multicloud Manager, Red Hat OpenShift, IBM Cloud Paks, Cloud Garages, Power Virtual Servers on Cloud, VMware, and Cloud Migration Services.

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Considering that local governments are working with legacy applications and static workloads, this positions private cloud service as a viable option to serve the need for IT innovation without launching into the hyperscale cloud solution and the associated costs. Private solutions also offer a strong degree of stability, with fixed hosting fees from month to month. This is a major benefit for public agencies that need predictability in their budget, which can be difficult to achieve with the multi-tiered pricing levels and various changes found with hyperscale solutions.

IaaS is considered the most flexible layer of all the other cloud layers because of its flexibility to run on any platform or application. The growth of IaaS can be accredited to the IaaS service model's ability to transfer work to the cloud at the time of the peak demand for on-premise systems.

Platform-as-a-Service delivers application development and deployment platforms as a service. Developers use this platform hosted in the cloud to build, deploy, and manage the developed applications with the help of the database, middleware, development tools, languages, APIs, etc. PaaS combines the best of SaaS and IaaS. PaaS gives customers a scalable infrastructure, a set of reusable components, a framework, a platform, and tools to build different types of apps on that platform. Unlike the IaaS model, vendor support usually goes above just managing the infrastructure.

APAC Mobile Cloud Market Competitor Analysis

The Asia-Pacific mobile cloud market is moderately consolidated, with many players cornering a minimal share. The development of regional markets and increasing shares of local players in foreign direct investments are the major factors promoting the fragmented nature of the market.

October 2021 - BlueStacks X, a cloud-based mobile game streaming service, was released as a Beta test in India. The cloud gaming service will be available on computers, smartphones, and Raspberry Pi devices, among other platforms. It claims to be the world's first cloud-based game streaming service for mobile phones, and it provides free game streaming across platforms using compatible Web browsers. BlueStacks X is based on hybrid cloud technology, and the business claims to have over 200 games available, with more being added every week.

April 2021 - IBM introduced the IBM Cloud for Education Applications Lab, the first in a series of IBM Cloud for Education products. The IBM Cloud for Education initiative aims to bring together all IBM Cloud services and resources most often used by academics in one place, structured in bundles that make adoption and use easier.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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