

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

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Report description:

The North America mobile cloud market is anticipated to register a CAGR of 28% during the forecast period (2023 - 2028). The outbreak of the COVID-19 pandemic has resulted in advancements and refinements in the realm of cloud-related services. The mobile cloud business and its computing environment consist of fast-paced practices for services that reflect the trend of maintaining data. The onset of this pandemic caused massive dislocation and disruption in supply chains. The cloud segment across the enterprises continues to make notable progress in environment-friendly innovations that meet consumer demand for a more sustainable community. There is a noticeable rise in awareness about high-performance mobile cloud platforms that have catered to the growing need across various end-user segments.

North America is expected to have the highest share of the global cloud communication platform market. This is due to the US market's early adoption of cloud-based networks. The crunch in resources to create in-house facilities and the increasing incidence of BYOD are helping the North American market generate the highest revenue.

The overwhelming need for central data management and security for multiple types of mobile devices has led to the increasing usage of mobile cloud applications. This trend is also prominent in organizations that have adopted the 'Bring Your Own Device' (BYOD) strategy. Such growing acceptance of mobile cloud applications has led to notable trends in the IT sector.

The continuous evolution of cloud computing and the increasing adoption lead to an upsurge in mobile cloud usage. The mobile cloud offers access to cloud-based applications and services directly to portable devices, creating ease in accessing applications or services stored with desired data on any device.

The substantial growth in smartphones and other portable devices is likely to create new avenues and opportunities for cloud

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service providers and application developers to penetrate the market.

The concerns over cybersecurity and increasing cybercrimes could hinder the market's growth as some applications are not secured, with data security issues.

North America Mobile Cloud Market Trends

The Healthcare Industry is Expected to Witness Significant Growth in the Market

Healthcare apps are obtaining huge traction in the cloud market. Initiation of remote diagnostics has taken place. The mobile cloud offers such applications, which creates an ease of accessing the applications stored in the desired data on any device. The mobile cloud market analysis elucidates investment pockets and singles out profitable trends to acquire a stronger foothold in the marketing field.

The healthcare industry has witnessed rapid changes over time globally. The outbreak of new diseases, growth in regulatory norms across the world, focus on population health management, inventions, more informed customers, and growth in the advanced mobile application are some of the factors augmenting the growth of healthcare cloud applications, which in turn, may boost the mobile cloud solutions and services over the forecast period.

The COVID-19 pandemic is an evolving perspective that had an immense impact on the cloud business. It had watershed results on both financial fragility and the health of the business, which degraded the mobile cloud market growth. Cloud companies have gained popularity in recent years. Most of the companies have shifted to a remote environment to attain social distancing.

Moreover, incremental innovations in the field of communication have led to the use of wireless communication modules for the transmission of data in healthcare gadgets, which improves the healthcare management system. The new-age mobile application may process information and initiate remote diagnostics as part of several built-in preventive actions for enabling better healthcare services.

The United States is Expected to Hold the Largest Market Share

Rapid technological developments in smart gadgets and increasing business operations in the region are expected to make North America the most important market for mobile cloud investments over the forecast period. The biggest contributor to this market is the United States, which accounted for most of the revenue in the North American region.

According to the Cisco Annual Internet Report, by 2023, North America will have 329 million mobile users, i.e., 88% of the regional population, up from 313 million, which represented 86% of the regional population in 2018. Also, by 2023, the region is expected to witness 5 billion networked devices/connections, up from 3 billion in 2018. Such growing trends are expected to create significant space for the growth of mobile cloud solutions and platforms in the region.

The major factors driving the scale and growth of the North American region are investments in consumer electronics and the strong growth in the implementation of IoT technologies. The region, with a vast IT infrastructure, has boosted the smart devices market due to enhancing factors such as mobility and making high-speed internet available to the users.

North America Mobile Cloud Market Competitor Analysis

The market is moderately fragmented. It has been experiencing several new launches due to the increasing use of cloud storage for personal and organizational purposes. Some of the recent developments in the market are as follows:-

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July 2021- Orange announced the launch of an experimental 5G network using a cloud-based open platform and artificial intelligence as the telecom industry rushes to shift services onto the cloud in a bid to cut costs and modernize. This experimental network will enable Orange to understand the customer benefit of a fully colorized network and AI.

Additional Benefits:

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

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