

Europe Mobile Cloud - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The Europe Mobile Cloud Market size is estimated at USD 57.97 billion in 2024, and is expected to reach USD 142.75 billion by 2029, growing at a CAGR of 19.75% during the forecast period (2024-2029).

The COVID-19 pandemic drastically increased the data consumption patterns of consumers in the region. Due to a large chunk of the population working from home, the demand for internet-based content consumption, both at the corporate and user levels, has increased by leaps and bounds.

Key Highlights

- The European mobile cloud market is expected to grow because more people are using smartphones, more people are using the "bring your own device" (BYOD) idea, networks are getting faster, and more people are aware of cloud-based services.
- The mobile cloud has also profited from the huge move to the cloud and the BYOD trend, which is rapidly rising among enterprises. Additional capabilities like scalability, ease of integration, dependability, and data synchronization increase the benefits of using a mobile cloud. Mobile cloud has been getting better and better over time, paving the way for other smart mobile technologies, like wearables, that will benefit from cloud technology in the future.
- There is an increasing use of mobile devices such as iPods, smartphones, tablets, Chromebooks, Kindles, and other similar devices in modern classrooms. Another advantage of mobile cloud computing for learning providers is agility and creativity. It allows them to explore more quickly and frequently. As a result, they will be able to innovate to provide better learning experiences for students. This is possible because new tools and features may be built, tested, and deployed in existing programs to improve them.
- For both customers and enterprises, these developments will boost the value of mobility and increase workability. Cloud-based apps are increasingly popular because they improve the performance of mobile devices with less memory by offloading

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computational work to the cloud. Customers are being pushed to use cloud-based apps more and more as smartphones get smarter and the internet gets faster.

-Nearly every industry was affected by the pandemic, and many were completely destroyed. Unexpectedly, the popularity of gaming-as-a-service, often known as cloud gaming, has skyrocketed and is expected to keep growing. Gaming is not an exception to the continued emergence of cloud trends in many other businesses.

Europe Mobile Cloud Market Trends

Gaming Segment is Observing a Significant Increase

- The video gaming industry has seen significant growth in Europe in recent years. The growth of the industry can be attributed to several factors, including the increasing popularity of mobile gaming, the growth of the esports industry, and the availability of high-speed internet and advanced gaming hardware.
- Moreover, the COVID-19 pandemic also played a role in the growth of the video gaming industry in Europe, as many people have turned to games as a form of entertainment and social connection while stuck at home.
- The mobile gaming industry is also increasing with the high penetration of smartphones in the region. For instance, the region commands a significant penetration rate of smartphones and mobile subscriptions, which is influencing the demand for gaming solutions. Ericsson says that when 5G comes out in 2025, that number should reach 500 million.
- Apple's iOS 14 updates can potentially disrupt app publishers' ability to market themselves and monetize through advertising effectively. The company reported that the abolition of the IDFA will make targeted advertising more difficult. The absence of IDFA will influence all mobile genres, both casual and core.
- GeForce, which was used by almost 20% of the eSports players questioned, was the most well-liked cloud gaming service in Hungary, according to Esport 1. Only 5% of respondents have also used PlayStation and Google Stadia at the same time.

Advancing Internet Connectivity is Expected to Drive the Market

- The EU has taken steps to boost connectivity in several areas. It eliminated roaming fees, allowing consumers to use mobile subscriptions throughout the EU at no additional cost. The WiFi4EU initiative helped local communities set up free Wi-Fi hotspots. The EU also offers finance, develops technical guidelines, and brings together specialists to assist governments and enterprises in improving network coverage and implementing 5G networks across Europe.
- To increase connectivity, the EU has taken action in several different sectors. As a result, customers were no longer charged for using their cell subscriptions while traveling within the EU. Free Wi-Fi hotspots were set up in neighborhood communities thanks to the WiFi4EU initiative's funding. Additionally, the EU offers financial aid, creates technical guidelines, and gathers specialists to assist enterprises and governmental agencies working on expanding network coverage and rolling out 5G networks across Europe.
- The Amsterdam Internet Exchange (AMS-IX), in particular, contributed to the Netherlands' status as a digital hub. AMS-IX is one of the largest internet exchanges in the world. For more than 25 years, it has helped ISPs, telecom companies, and cloud providers route their global traffic quickly, safely, and reliably.
- The EU has a 2030 plan to connect every European household with high-speed internet coverage by 2025 and gigabit connectivity by 2030. It also includes using the radio spectrum policy program to support wireless networks like 5G.
- According to a Eurostat poll, the proportion of homes in the European Union with internet access stayed almost the same in 2022 compared to 2021, at around 92.52%. But in 2022, 92.52% of homes in the European Union were connected to the internet, which was the most ever.

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Europe Mobile Cloud Industry Overview

The European mobile cloud market is moderately concentrated, with many market players cornering a very small share of the market. The market is getting more and more fragmented because of the growth of regional markets and the growing share of local players in foreign direct investments.

In October 2022, with the opening of a new EU cloud region, Cisco ThousandEyes will have increased its worldwide reach. The company's expanding customer base in the European Union (EU) and Europe, the Middle East, and Africa (EMEA) area will be served by the new EU Cloud Region, situated on an AWS-based data center in Frankfurt, Germany. It will use ThousandEyes' cloud and Internet intelligence technology. Because businesses have accelerated their digital transformation initiatives over the last two years, the adoption of the cloud and the switch to SaaS, SD-WAN, and hybrid work remain key growth drivers.

Additional Benefits:

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

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