

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

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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Report description:

The Mobile Accelerator Market size is estimated at USD 7.05 billion in 2024, and is expected to reach USD 26.43 billion by 2029, growing at a CAGR of 30.24% during the forecast period (2024-2029).

Key Highlights

- Mobile accelerators use various techniques to improve app performance, including data compression, content optimization, and caching. They can also help reduce the amount of data mobile apps use, which can be particularly useful for users with limited data plans.
- The rising use of mobile devices and the growing relevance of mobile apps for organizations drive the need for mobile accelerators. As more businesses rely on mobile applications to interact with consumers, the demand for mobile accelerators to optimize app performance will increase.
- Mobile traffic has increased dramatically in recent years, which drives the mobile accelerator market. Mobile traffic has exceeded desktop traffic in several nations as more people use smartphones and tablets to access the internet. This development has emphasized mobile marketing strategies and approaches to target this expanding audience.
- The mobile accelerator market faces significant security challenges as data is shared with third-party vendors. These challenges can restrain the market's growth and hinder businesses' and individuals' adoption of mobile accelerators.
- During the COVID-19 pandemic, mobile accelerator programs adapted to the new normal by offering virtual support to startups. The pandemic also accelerated the adoption of digital technologies, creating new opportunities for mobile accelerator programs to support and guide startups in the mobile app space.

Mobile Accelerator Market Trends

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Increasing Mobile Traffic and Mobile Marketing Trends is Expected to Drive the Market Growth

- The increasing mobile usage and marketing trend has led to a rise in demand for mobile accelerators. Mobile accelerators help optimize mobile application performance and improve user experience, which has become essential for businesses to stay ahead in the competitive market.
- The increasing mobile usage and marketing trend has led to a rise in demand for mobile accelerators. Mobile accelerators are software tools that help mobile applications perform faster and more efficiently on mobile devices. According to Ericsson, 5G subscriptions are expected to increase globally between 2019 and 2027, from over 12 million to over 4 billion. Subscriptions are expected to be higher in North East Asia, South East Asia, India, Nepal, and Bhutan.
- Mobile devices have become an integral part of our daily lives, and people are increasingly using them for various purposes, such as communication, entertainment, shopping, and social media. As a result, the demand for mobile applications has increased, and businesses are focusing more on developing mobile applications to reach out to their customers.
- Mobile marketing has also become an essential aspect of digital marketing strategies. It involves using mobile devices such as smartphones and tablets to promote products or services through various channels such as SMS, mobile applications, social media, and mobile websites.
- Mobile accelerators are being used to ensure that mobile applications perform optimally. These accelerators help reduce the load time of mobile applications, improve their performance, and provide a better user experience. They also optimize the use of mobile device resources such as CPU, memory, and battery, which results in increased battery life and reduced data usage.

Asia-Pacific Expected to be the Fastest Growing Region

- The Asia-Pacific Mobile Accelerator Market is a rapidly growing market that includes a range of mobile technologies, applications, and services. Mobile accelerators refer to technologies designed to enhance the performance of mobile applications and services. These technologies help to optimize the performance of mobile devices and networks, making it possible for mobile applications and services to run more smoothly and efficiently.
- The market for mobile accelerators in the Asia-Pacific region is expected to grow rapidly in the coming years, driven by the increasing adoption of mobile technologies and the growing demand for high-performance mobile applications and services. The market is expected to be driven by countries such as China, Japan, India, and South Korea, home to some of the world's largest and most advanced mobile markets.
- In addition, the Chinese government has been investing heavily in developing its mobile infrastructure, including deploying 5G networks, which is expected to further drive the growth of the mobile accelerator market in China in the coming years.
- According to the National Bureau of Statistics of China, In China, there were about 1.69 billion mobile phone subscribers as of February 2023. According to official government statistics, the country's mobile internet penetration rate was 99.7 percent. As a result, Chinese businesses and society have attained a high level of digitization.
- The market is expected to continue to grow in the coming future, driven by factors such as the increasing adoption of mobile technologies and the growing demand for high-performance mobile applications and services. As the market continues to evolve, new technologies and services emerge that will further enhance the performance of mobile applications and services in the region.

Mobile Accelerator Industry Overview

The Mobile Accelerator Market is highly fragmented with the presence of major players like Akamai Technologies Inc., Qualcomm

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Inc., Telefonaktiebolaget LM Ericsson, Huawei Technologies Co. Ltd, and F5 Networks Inc. Players in the market are adopting strategies such as partnerships, innovations, agreements, and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In December 2022, Ericsson and Aeris Communications, a prominent Internet of Things (IoT) solutions provider headquartered in San Jose, California, agreed to transfer Ericsson's IoT Accelerator and Connected Vehicle Cloud businesses. Over 9,000 companies used Ericsson IoT Accelerator to handle over 95 million connected devices and 22 million eSIM connections globally.

In September 2022, Qualcomm Technologies, Inc. began sampling the Qualcomm X100 5G RAN Accelerator Card and Qualcomm QRU100 5G RAN Platform to global clients and partners for next-generation 5G mobile infrastructure integration and verification. This was a huge step forward in the evolution and eventual commercialization of full-scale open and virtualized 5G networks.

Additional Benefits:

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

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