

Asia-Pacific Mobile Cloud - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Asia-Pacific Mobile Cloud Market is expected to register a CAGR of 30% during the forecast period.

Key Highlights

- The massive growth in internet penetration and the digitalization of business processes have substantially increased mobile traffic across enterprises in the region. For instance, according to Internet World Stats, internet penetration in Asia increased from 64.10% in 2021 to 67.40% in 2022.
- Over the next few years, the mobile cloud market is likely to grow because of how much people rely on cloud services, how IT applications and services are becoming more integrated, how many mobile and connected devices there are, and how content and advertising are moving online.
- 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's needs, with the intent to stay a step ahead of their competitors. In today's competitive market, cloud-based technology, advanced analytics, and automation have proven to be important ways to give customers a highly personalized experience and build brand loyalty.
- In September 2022, China Mobile and ZTE completed a project for the Cloud SPN computing-network convergence solution in Changzhou, Jiangsu. This revolutionary method is most suitable for the scenario in which traditional quality inspection in industrial production is upgraded to AI-enabled quality inspection. It lets users work together in the cloud and uses a new AI intelligent inspection algorithm model to help users automatically judge the quality of spray codes on the production line.
- Growing concerns about data security may stymie 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. According to a Checkpoint Technologies research report, cyberattacks are expanding globally, with 38% more cyberattacks per week on corporate networks in 2022 than in 2021.

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- As an external shock to business investment, the COVID-19 pandemic impacted the economy. Unlike many other markets, the public cloud market benefits from the crisis both immediately and long-term. COVID-19 highlighted the advantages of cloud services in allowing employees to work from home and increasing business process resilience and flexibility.
- COVID-19 was expected to have a big effect on how organizations plan their digital infrastructure projects over the next three years. Digital service providers in industries such as telecoms, cloud and IT services, content and digital media, and technology providers are predicted to raise the bandwidth of individual connectivity five times by 2023, according to the Global Interconnection Index. As a result of the switch to COVID-19, there was a big increase in demand for digital services, which led to a higher need for connectivity.

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 security of the network is also very important in the transportation sector, because any unwanted security problem would make a bigger problem for the sector and cause a lot of 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 SD WAN solution across its branch offices to secure its WAN edge. The Fortinet Secure SD WAN solution combines networking and security features like routing, WAN optimization, application control, and a next-generation firewall.
- Data storage has never been easier because of the cloud's growing computer power and capacity. Data on user preferences is increasingly being used to create personalized travel packages and customer service based on the behavior and interests of travelers. Twitter, Instagram, Pinterest, and Facebook are the 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 has 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 worrying about data storage and management. These are useful for organizations in reducing the potentially expensive costs of purchasing, managing, and maintaining on-premises software.
- The IBM public cloud has been built on a foundation of open-source software, security leadership, and 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, which 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

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access to a suite of solutions, including IBM Multi Cloud Manager, Red Hat OpenShift, IBM Cloud Paks, Cloud Garages, Power Virtual Servers on Cloud, VMware, and Cloud Migration Services.

- Given that local governments are working with legacy applications and static workloads, private cloud service appears to be a viable option for meeting the need for IT innovation without committing to a 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 budgets, 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 attributed to the IaaS service model's ability to transfer work to the cloud at the time of peak demand for on-premise systems.
- Platform-as-a-Service Now 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 beyond just managing the infrastructure.

APAC Mobile Cloud Industry Overview

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

In December 2022, the Tencent and Logitech-developed G Cloud portable console will launch in Taiwan. Taiwan Mobile collaborated on the launch. They provided the option of purchasing a carrier's 5G service pack for 36 months in order to receive the console for free. The console features a Qualcomm Snapdragon 720G mid-range CPU, 4 GB of LPDDR4 RAM, and 64 GB of storage. The device also accepts an external microSD card for additional storage capacity.

Additional Benefits:

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

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