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

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Report description:

The Mobile Cloud Market is expected to register a CAGR of 25.28% during the forecast period.

The cloud segment across enterprises continues to make notable progress in environment-friendly innovations that meet consumer demand for a more sustainable community. There is a significant rise in awareness about high-performance mobile cloud platforms that cater to the growing need across various end-user segments, which drives the market exponentially.

Key Highlights
- The continuous evolution of cloud computing and increasing adoption leads to an upsurge in the mobile cloud. The mobile cloud offers access to cloud-based applications and services directly to portable devices. Mobile phone internet bandwidth and cloud-based technology expand the mobile cloud market. This technology allows applications to be built faster, more flexibly, reliably, and instantly. It offers users a solution to their storage and backup problems. It provides a good sense of security and privacy to mobiles from the malicious attack of the virus. The advancement of this technology results in improvements in smart gadgets.
- Information Technology (IT) infrastructure is the foundation of the Digital First Economy, supporting everything from connectivity to cloud computing. Less than 20% of ASEAN countries have used cloud technology, 54% have adopted Long Term Evolution (LTE), and about 35% have adopted fixed broadband. These figures demonstrate that millions of individuals and families lack digital access. So, organizations should focus on building infrastructure and reprioritize digital investments to increase business resilience and prepare for digital transformation.
- The substantial growth in smartphones and internet usage will likely create new opportunities for application developers and cloud service providers to penetrate the market. Several enabling technologies, including 5G, HTML5, CSS3, Hypervisor, Cloudlets, and Web 5.0, are anticipated to accelerate the growth of the mobile cloud industry.

- These innovations will pave the way for offline support specifications, allow web applications to function on any smartphone without the need for awareness of the underlying architecture, and decrease latency with a quicker response. Companies are adopting mobile cloud solutions for the intense processing and storage requirements of real-time and high-end smartphone applications.
- Privacy and security concerns are the significant challenges the global mobile cloud market faces. Smartphones are vulnerable to several security attacks that try to steal the users' private information because of their constrained processing speed and memory. Additionally, there have been reports of third-party companies selling sensitive personal data to other organizations without the consumers' consent. This has grown to be of the utmost importance to those involved in mobile security.

Mobile Cloud Market Trends

Healthcare App Market is Gaining Traction in the Mobile Cloud Market

- The healthcare industry has seen a rapid change over time globally. An outbreak of new diseases, growth in regulatory norms throughout the world, focus on population health management, inventions, more informed customers, and development in advanced mobile applications are some of the significant factors that are augmenting the growth of healthcare cloud applications, which in turn, is expected to boost the mobile cloud solutions and services during the forecast period.
- Moreover, the rise in the adoption of electronic health record (EHR), telehealth, e-prescribing, mHealth, and other healthcare IT solutions and the growing use of wearable technology, big data analytics, and the Internet of Things; and rising cloud deployment in the healthcare sector are some of the major factors driving the growth of the healthcare mobile cloud market.
- Resilient and scalable IT computing solutions pave the path to meeting the growing demand for these advanced technologies. The pandemic encouraged remote work and a reliance on digital simulations, which sharply raised the need for mobile cloud infrastructure. Clinical service providers are quickly adopting these technologies. Additionally, firms could focus on remote working and significantly reduce their IT spending by using these systems and solutions, which increases the mobile cloud requirement in healthcare applications.
- Moreover, incremental innovations in the communication field have led to wireless communication modules for the transmission of data, especially in healthcare gadgets, which improves the healthcare management system. Moreover, the new-age mobile application processes information. It initiates remote diagnostics as part of several built-in preventive actions to enable better healthcare services, driving the need for healthcare and medical apps significantly.
- As per Appfigures, the total number of mHealth apps available in the Google Play Store in the 3rd quarter of 2022 was around 54,546, whereas the total count was 52,565 in the 1st quarter of 2022, indicating a significant rise in the overall number of mHealth apps available in the Google Play Store. Hence, with the rise in the number of healthcare and medical apps, the market is expected to experience various lucrative growth opportunities throughout the forecast period.

Asia-Pacific is Expected to Register a Significant Growth Rate

- The Asia-Pacific mobile cloud market is anticipated to expand significantly during the forecast period. It is expected that the private mobile cloud sector will soon continue to dominate the market. Industry verticals like entertainment, utilities, education, healthcare, government, automotive, and industrial have dominated the mobile cloud market as these verticals are the major end users of mobile cloud.
- The increase in the adoption of cloud computing across the Asia-Pacific region is driving a significant rise in demand for cloud networking services. In APAC, organizations across telecommunications, government, defense, financial services, manufacturing, and sovereign cloud providers have been the most receptive to adopting cloud networking.

- In the Asia-Pacific region, smartphone penetration, along with the rising utilization of online banking, is expected to drive the market over the forecast period. Notably, a handful of companies are encouraged to bring their device (BYOD) policy, which may positively impact the integration of mobile cloud applications, thereby boosting market growth exponentially.
- Moreover, to increase their consumer base and better meet their demands across various applications, significant companies are also investing, merging with other businesses, and investing in new projects. For instance, in June 2023, RingCentral declared being the first global cloud provider to provide fully compliant cloud phone system services in India. RingCentral had passed key regulatory certifications by the Department of Telecommunications (DOT) India and the Telecom Regulatory Authority of India (TRAI), allowing organizations with a presence in India to access various cloud phone capabilities to ease communication with customers, employees, and everyone in between.
- Also, in March 2023, Fujitsu declared the introduction of a new cloud-based platform that enables users to securely leverage and collect health-related data, especially to promote digital transformation in the medical area. Fujitsu would utilize the platform as a launching point for further planning to build a data portability service that allows patients to view their medical data on their smartphones, as well as a service, especially for medical institutions mainly, to conduct an accurate analysis of shared medical data within the platform.

Mobile Cloud Industry Overview

The mobile cloud market is fiercely competitive and features a multitude of prominent players. In terms of market share, these key industry leaders currently dominate the landscape. Furthermore, due to ongoing innovation within the cloud sector, most companies are actively expanding their market presence, thus extending their reach to customers in various markets.

In June 2023, T-Mobile announced a strategic partnership with Google Cloud, combining their 5G Advanced Network Solutions with Google Cloud's robust edge computing capabilities. This collaboration aims to empower businesses to unlock new value for their customers, offering enterprises diverse opportunities to embark on their digital transformation journey.

In June 2022, Baffle Inc., a cloud-based data protection company, extended its global footprint by establishing an engineering center in Bangalore, thereby gaining a foothold in the Asia-Pacific region. The company specializes in safeguarding data in the cloud, with support for major cloud platforms such as Microsoft Azure, Amazon Web Services, IBM Cloud, and Google Cloud Platform. They achieve this via a no-code, simple-to-deploy security mesh that does not affect performance or necessitate changes to applications.

Additional Benefits:

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

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