Mobile Usage Statistics and Trends 2016
Mobile Subscriptions
The Number of Mobile Phones in Use in 2016

- Total number of mobile phones in use globally is around 6.8 billion

Mobile Penetration

- The global mobile penetration is 97% in 2016

Global Connections

2015: 7.3bn
99% Penetration Rate

2015-2020: 3.9% CAGR

2020: 8.9bn
114% Penetration Rate

Source: GSMA Mobile Economy
Mobile Broadband Networks and Smartphone adoption

Mobile broadband connections to increase from 47% to 71% by 2020

By 2020 there will be 5.8bn smartphones, growth of 2.6bn from the end of 2016

Data traffic to grow by a CAGR of 49% over the period 2016-2020

Source: GSMA Mobile Economy

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Direct GDP Contribution of the Mobile Ecosystem ($ billion, % GDP)

- Infrastructure Providers: $45 (0.06%)
- Mobile Operators: $675 (0.90%)
- Device Manufacturing: $115 (0.15%)
- Distributors and Retailers: $100 (0.13%)
- Content, Applications and Other Services: $190 (0.25%)

Source: GSMA Mobile Economy

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Mobile Operating System
Market Stats
Global Mobile/Tablet Operating System Market Share

Android leads the market share for Mobile/Tablet OS with 69.18% followed by iOS at 25.02% as of September 2016.

Source: netmarketshare.com
Growth of Android Market Share in 2016

Source: netmarketshare.com
Decline of iOS Market Share in 2016

Source: netmarketshare.com
Mobile/Tablet Operating System Market Share in the United States

Android leads the market share for Mobile/Table OS with 52.70% closely followed by iOS at 43.90% as of February 2016.
Mobile/Tablet Operating System Market Share in the United Kingdom

Android leads the market share for Mobile/Tablet OS with 58.80% closely followed by iOS at 34.80% as of March 2016. Windows Mobile has seen some growth in the UK with 6.2% market share.
# Mobile/Tablet Operating System Market Share in Asia

<table>
<thead>
<tr>
<th></th>
<th>China as of August 2016</th>
<th>Japan as of August 2016</th>
<th>India as of August 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>85.9%</td>
<td>66.7%</td>
<td>97.1%</td>
</tr>
<tr>
<td>iOS</td>
<td>13.5%</td>
<td>31.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Windows</td>
<td>0.1%</td>
<td>0.6%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Blackberry</td>
<td>0.1%</td>
<td>0.0%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Others</td>
<td>0.4%</td>
<td>0.8%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Source: [kantarworldpanel](http://kantarworldpanel.com)
Mobile Application Usage Stats
# Facts on Mobile Application Usage

<table>
<thead>
<tr>
<th>Mobile App Usage Overview</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of mobile apps downloads worldwide</td>
<td>102,062m</td>
</tr>
<tr>
<td>Projected number of apps downloads 2017</td>
<td>268,692m</td>
</tr>
<tr>
<td>Number of free mobile apps downloads</td>
<td>92.88bn</td>
</tr>
<tr>
<td>Number of paid mobile app downloads</td>
<td>9.19bn</td>
</tr>
<tr>
<td>Worldwide mobile app revenue</td>
<td>$41.1bn</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>App Stores</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of apps available in Google Play store</td>
<td>2,200,000</td>
</tr>
<tr>
<td>Number of apps available in Windows Store</td>
<td>669,000</td>
</tr>
<tr>
<td>Number of cumulative downloads from Apple App Store</td>
<td>140bn</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reach &amp; Traffic</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique U.S. visitors to Facebook app on iOS</td>
<td>47.25mn</td>
</tr>
<tr>
<td>Number of unique U.S. visitors to Google Play app on Android</td>
<td>72.25mn</td>
</tr>
<tr>
<td>Monthly social media minutes spent on Facebook in U.S.</td>
<td>230mins</td>
</tr>
</tbody>
</table>
Mobile Application Usage Stats

- Users spend 90% of their time in apps compared to the mobile Web. —Flurry, 2015
- Users download on average 8.8 apps per month, with app installs up 5% year over year (YoY). —BI Intelligence, 2015
- In May 2016, the average cost per app installation is $2.33 on Android (+93% YoY) and $1.46 on iOS (−3% YoY). —Fiksu, 2015
- 25% of installed apps are never used. —Google, 2015
- 26% of installed apps are abandoned after the first use. —Google, 2015
- (Only) 51% of companies measure user engagement and return on investment (ROI). —Adobe and Econsultancy, 2015
- Mobile retail experience satisfaction is low: 45% of mobile app users dislike their app experience, whereas 47% dislike their Web experience. —Mobile Commerce Daily, 2015
- The average Android app loses 77% of its daily active users (DAUs) within the first three days after the install, and 90% within the first 30 days. —Quettra
- Of those who stop using apps, 30% would use an app again if offered a discount, and 24% would reuse an app if offered exclusive or bonus content. —Google, 2015
- 78% of companies use paid media to drive app downloads. —Adobe Mobile Maturity Survey, 2015

Source: Digital marketing Blog © RapidValue Solutions
Enterprise Mobility
Enterprise Mobility ROI

- Accurate, faster and higher quality field data capture: 14.3%
- Cost reductions across with overheads: 14.3%
- Cost reductions across lines of business: 14.3%
- Improved sales performance: 23.2%
- Customer loyalty and retention: 28.6%
- Efficiencies on task in field work: 30.4%
- Efficiencies on task in the enterprise: 33.9%
- Competitive Advantages: 33.9%

Source: Boston Technology
Major Growth in Enterprise Mobility

- The global enterprise mobility market will be worth as much as $140 billion by 2020.

- Virtually all consumer-facing apps and 75 percent of employee-facing apps are expected to be built with a mobile-first mindset by 2017.

- As many as 34 billion Internet-connected devices are expected to be in circulation by 2020. This rise in connected devices will lead to an influx of data that needs to be filtered, analyzed and acted upon by a workforce that’s armed with enterprise mobility tools and applications.

- 61% of companies have a mobile site or optimized their existing site for mobile.

- 64% of decision-makers read their e-mail on a mobile device.

- By 2018, more than 50% of all mobile apps will be created without coding.

- Enterprises are likely to invest over US$61 billion in enterprise mobile apps by 2018.

Source: Various Sources
## Enterprise Mobility Trends

<table>
<thead>
<tr>
<th><strong>Winners</strong></th>
<th><strong>Losers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Decision-Makers Will Shift to a Mobile-First Mindset</td>
<td>IT vendors that enable the movement of workflows to mobile devices as a core capability; mobile-first and mobile-only vendors</td>
</tr>
<tr>
<td><strong>Culture, Not Costs, Will Be the Biggest Barrier to Wider Enterprise IoT Adoption</strong></td>
<td>Vendors that can put the IoT into the proper business context for the vertical markets they serve with solutions and partners that can enable their customers' digital transformation of data into business insights</td>
</tr>
<tr>
<td><strong>Technology Boundaries Will Increasingly Blur Across the Enterprise Mobile Application Lifecycle</strong></td>
<td>Vendors that place data at the heart of their product</td>
</tr>
<tr>
<td><strong>Ecosystem Partnerships Will Drive Further Consolidation in the EMM Space</strong></td>
<td>Pure plays that decide to go it alone</td>
</tr>
<tr>
<td><strong>SMB Mobility Issues Will Gain Heightened Operator Focus</strong></td>
<td>Emerging vendors with proven solutions and market traction</td>
</tr>
<tr>
<td><strong>Strong Apple Pay Adoption Will Further Distance iOS from Android in Mobile Payments</strong></td>
<td>Stand-alone solutions with limited capabilities for integration</td>
</tr>
<tr>
<td><strong>Businesses Will Need To Plan for Rapidly Increasing Mobile Commerce Demand</strong></td>
<td>Mobile operators willing to discount – but also understand SMB customer concerns</td>
</tr>
<tr>
<td></td>
<td>Mobile software providers pushing enterprise solutions onto unwitting SMBs</td>
</tr>
<tr>
<td></td>
<td>Apple Pay partners; iOS-first commerce companies</td>
</tr>
<tr>
<td></td>
<td>Vendors that don't hedge their bets and those that haven't developed contactless-compatible solutions</td>
</tr>
<tr>
<td></td>
<td>Vendors that offer mobile engagement tools for line-of-business users</td>
</tr>
<tr>
<td></td>
<td>Web commerce providers that only provide responsive design strategies for mobile</td>
</tr>
</tbody>
</table>

Source: [451 research](https://www.451research.com)
Drivers of Enterprise App Adoption

- Mobilize access to enterprise systems to drive app adoption.

Source: apperian
Challenges Faced in Achieving Enterprise Mobility Goals

Though there is clearly a desire to reach the extended enterprise with apps, organizations are struggling with challenges related to the complexity of the mobile landscape, including multiple mobile operating systems and management methods.
The Future of Enterprise Mobility - Wearables and IoT

- 54% enterprises already have BYOW in place.
- 40% companies are planning to have a BYOW policy in future.
- 70% employees expect their workplace to allow wearable technology.
- 79% of adopters agree that wearables are strategic to their company's future success.
- 86% of adopters plan to increase their wearable spend over the next 12 months.
- 76% report improvements in business performance since deploying wearables in enterprise.
- By 2019, the enterprise sector will account for 39% of the roughly 23 billion active IoT devices.
- Spending on enterprise IoT products and services will reach $255 billion globally by 2019.
- 75% of decision makers indicated their companies are exploring or adopting some form of IoT solution.
- 61% of executives believe that integrating IoT will add to their competitiveness.

Source: Boston Technology
About RapidValue

RapidValue is a leading provider of end-to-end mobility, omni-channel, cloud and IoT solutions to enterprises worldwide. Armed with a large team of experts in consulting, UX design, application engineering, testing, along with experience delivering global projects, we offer a range of services across various industry verticals. RapidValue delivers its services to the world’s top brands and Fortune 1000 companies, and has offices in the United States and India.

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