

Mind Studios' Guide

to promising app ideas for 2023

INDUSTRY	MARKET SHARE	APP IDEAS
EDUCATION	<p>According to the report published on Technavio, the education apps market is expected to grow at a CAGR of 28.61% between 2022 and 2027. The size of the market is forecast to increase by USD 124,782.56 million.</p> <p>One more fact to keep in mind here: Asia-Pacific APAC is now the fastest-growing region in the education apps market.</p>	<ul style="list-style-type: none"> • Private tutoring apps • Educational gaming apps • Educational apps for people with learning disabilities like ADHD, dyslexia, etc. • Voice translation applications • Coaching and mentoring apps • AI-based personalized learning apps
TRAVEL AND HOSPITALITY	<p>Travel apps, and travel booking platforms in particular, experienced a significant drop in traffic during the pandemic, but they are now bouncing back.</p> <p>According to GlobeNewswire, the global online travel market size is expected to reach USD 1,835.6 billion by 2030, growing at a CAGR of 14.8%.</p>	<ul style="list-style-type: none"> • Trip-planning apps • Graphical restaurant reservation systems • City-tour apps • Accommodation apps • Networking apps for travelers • Nightlife guides • Public transportation guides
ON-DEMAND SERVICES	<p>The online on-demand economy market consists of numerous services. Here are a few facts about its biggest drivers:</p> <ul style="list-style-type: none"> • In 2022, the mobile applications segment dominated the online food delivery market with a market share of 76% and market revenue of USD 127.33 billion. • The global online on-demand home services market size is estimated to expand at a CAGR of 16.7% from 2022 to 2030. The mobile segment dominates the overall market. 	<ul style="list-style-type: none"> • Delivery apps (gifts, flowers, groceries, food, etc.) • Service booking platform (massage, beauty services, etc.) • On-demand trucking & delivery services • On-demand entertainment services • On-demand home services apps
SOCIAL NETWORKING	<p>According to statistics from Grand View Research, the global social networking app market was valued at USD 39.7 billion in 2021 and is forecast to grow at a CAGR of 23.6% from 2022 to 2030.</p> <p>In 2021, over 4.26 billion people were using social media. This number is expected to increase to almost 6 billion by 2027.</p>	<ul style="list-style-type: none"> • Anonymous communication apps • Secure instant messengers • Niche social networks for students, elderly people, like-minded users, etc. • Networking apps for honest consumer reviews • Fake-proof media sharing apps • Secure dating apps
HEALTHCARE	<p>The global mobile health applications market size was valued at USD 38.2 billion in 2021. From 2022 to 2030, it is projected to expand at a CAGR of 11.8%.</p> <p>North America is currently dominating the market for health applications.</p>	<ul style="list-style-type: none"> • Telemedicine apps • Self-diagnosis apps • Remote patient monitoring platforms • Health tracking apps • Urgent care apps • Non-urgent remote treatment apps • Mental health apps • Appointment booking apps for healthcare facilities • Secure medical records platforms
INTERNET OF THINGS (IOT)	<p>The number of IoT devices around the world is expected to be close to 30 billion in 2030.</p> <p>Some segments of IoT are already proving to be especially successful. For instance, smart home device shipments are forecast to reach 1.8 billion by 2025.</p>	<ul style="list-style-type: none"> • Apps for making your home sustainable and energy-efficient • Apps for managing smart security systems • IoT-based sports training apps • IoT-powered healthcare apps • Apps for tracking the state of vehicles (delivery, logistics, taxi services)
AUGMENTED REALITY (AR)	<p>In 2021, the mobile AR market was valued at USD 12.45 billion. By 2026, it is expected to be worth USD 36 billion.</p> <p>This includes in-app purchases in AR-powered applications and visualization software.</p>	<ul style="list-style-type: none"> • AR-powered eCommerce platforms • AR travel applications • Interior design apps • AR-based medical training apps • AR-based sports coaching apps
ARTIFICIAL INTELLIGENCE (AI)	<p>The mobile AI market was valued at USD 2.14 billion in 2021. Researchers expect it to reach USD 9.68 billion by 2027, which means the market will be growing at a CAGR of 28.65%.</p> <p>Virtual assistants and bots are considered to be one of the biggest drivers of the industry.</p>	<ul style="list-style-type: none"> • AI-powered chatbots that can be used for enhancing customer service, conducting surveys, generating leads, etc. • Information summarizer • Data extractor • AI-based inventory management systems • AI-powered marketing assistant
FITNESS AND SPORTS	<p>The value of fitness apps is projected to reach USD \$19.33 billion in 2023, with the annual growth rate of 14.34% between 2023 and 2027.</p> <p>North America dominated the global fitness apps market for moves to earn fitness apps in 2021 and accounted for a revenue share of 37.8%.</p>	<ul style="list-style-type: none"> • Niche healthy lifestyle apps for people with specific needs • Interactive fitness apps • Body-positive and size-inclusive fitness apps • VR-based sports streaming apps • Sports coaching apps • eSports networking platforms
FINANCE MANAGEMENT	<p>The size of the global market for financial services software was valued at \$118.65 billion in 2021. It is expected to reach \$282.71 billion by 2031, showing a CAGR of 9.2% from 2022 to 2031.</p> <p>The rise is connected to the increased adoption of digital banking, online transfers, P2P payments, and other online solutions.</p>	<ul style="list-style-type: none"> • Tax management apps • Cryptocurrency exchange platform • Personal finance management apps • Bill-splitting apps • Financial coaching apps • Investment applications • Niche crowdfunding apps
BLOCKCHAIN TECHNOLOGY	<p>The global blockchain technology market size was valued at USD 10.02 billion in 2022. It is expected to grow at a CAGR of 87.7% from 2023 to 2030.</p> <p>Such impressive market growth is linked to the increasing venture capital funding in blockchain tech companies.</p>	<ul style="list-style-type: none"> • NFT marketplace • Blockchain wallet • Cryptocurrency payment solutions • Blockchain-based investment app • Fake luxury product identification app • Peer-to-Peer lending app • Blockchain casino