

# Mind Studios' Guide

## to promising app ideas for 2023

INDUSTRY	MARKET SHARE	APP IDEAS
EDUCATION	<p>According to <u>the report published on Technavio</u>, 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"><li>• Private tutoring apps</li><li>• Educational gaming apps</li><li>• Educational apps for people with learning disabilities like ADHD, dyslexia, etc.</li><li>• Voice translation applications</li><li>• Coaching and mentoring apps</li><li>• AI-based personalized learning apps</li></ul>
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 <u>GlobeNewswire</u>, 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"><li>• Trip-planning apps</li><li>• Graphical restaurant reservation systems</li><li>• City-tour apps</li><li>• Accommodation apps</li><li>• Networking apps for travelers</li><li>• Nightlife guides</li><li>• Public transportation guides</li></ul>
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"><li>• <u>In 2022</u>, the mobile applications segment dominated the online food delivery market with a market share of 76% and market revenue of USD 127.33 billion.</li><li>• The global online on-demand home services market size is <u>estimated to expand</u> at a CAGR of 16.7% from 2022 to 2030. The mobile segment dominates the overall market.</li></ul>	<ul style="list-style-type: none"><li>• Delivery apps (gifts, flowers, groceries, food, etc.)</li><li>• Service booking platform (massage, beauty services, etc.)</li><li>• On-demand trucking &amp; delivery services</li><li>• On-demand entertainment services</li><li>• On-demand home services apps</li></ul>
SOCIAL NETWORKING	<p>According to <u>statistics from Grand View Research</u>, 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, <u>over 4.26 billion</u> people were using social media. This number is expected to increase to almost 6 billion by 2027.</p>	<ul style="list-style-type: none"><li>• Anonymous communication apps</li><li>• Secure instant messengers</li><li>• Niche social networks for students, elderly people, like-minded users, etc.</li><li>• Networking apps for honest consumer reviews</li><li>• Fake-proof media sharing apps</li><li>• Secure dating apps</li></ul>
HEALTHCARE	<p>The global mobile health applications market size <u>was valued</u> 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"><li>• Telemedicine apps</li><li>• Self-diagnosis apps</li><li>• Remote patient monitoring platforms</li><li>• Health tracking apps</li><li>• Urgent care apps</li><li>• Non-urgent remote treatment apps</li><li>• Mental health apps</li><li>• Appointment booking apps for healthcare facilities</li><li>• Secure medical records platforms</li></ul>
INTERNET OF THINGS (IOT)	<p>The number of IoT devices around the world is expected to be <u>close to 30 billion</u> in 2030.</p> <p>Some segments of IoT are already proving to be especially successful. For instance, smart home device shipments are <u>forecast to reach 1.8 billion</u> by 2025.</p>	<ul style="list-style-type: none"><li>• Apps for making your home sustainable and energy-efficient</li><li>• Apps for managing smart security systems</li><li>• IoT-based sports training apps</li><li>• IoT-powered healthcare apps</li><li>• Apps for tracking the state of vehicles (delivery, logistics, taxi services)</li></ul>
AUGMENTED REALITY (AR)	<p>In 2021, the mobile AR market was valued at USD 12.45 billion. By 2026, it is <u>expected to be worth USD 36 billion</u>.</p> <p>This includes in-app purchases in AR-powered applications and visualization software.</p>	<ul style="list-style-type: none"><li>• AR-powered eCommerce platforms</li><li>• AR travel applications</li><li>• Interior design apps</li><li>• AR-based medical training apps</li><li>• AR-based sports coaching apps</li></ul>
ARTIFICIAL INTELLIGENCE (AI)	<p>The mobile AI market was valued at USD 2.14 billion in 2021. <u>Researchers expect</u> 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"><li>• AI-powered chatbots that can be used for enhancing customer service, conducting surveys, generating leads, etc.</li><li>• Information summarizer</li><li>• Data extractor</li><li>• AI-based inventory management systems</li><li>• AI-powered marketing assistant</li></ul>
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><u>North America dominated the global fitness apps market</u> for moves to earn fitness apps in 2021 and accounted for a revenue share of 37.8%.</p>	<ul style="list-style-type: none"><li>• Niche healthy lifestyle apps for people with specific needs</li><li>• Interactive fitness apps</li><li>• Body-positive and size-inclusive fitness apps</li><li>• VR-based sports streaming apps</li><li>• Sports coaching apps</li><li>• eSports networking platforms</li></ul>
FINANCE MANAGEMENT	<p>The size of the global market for financial services software was <u>valued at \$118.65 billion in 2021</u>. 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"><li>• Tax management apps</li><li>• Cryptocurrency exchange platform</li><li>• Personal finance management apps</li><li>• Bill-splitting apps</li><li>• Financial coaching apps</li><li>• Investment applications</li><li>• Niche crowdfunding apps</li></ul>
BLOCKCHAIN TECHNOLOGY	<p>The global blockchain technology market size was <u>valued at USD 10.02 billion</u> 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"><li>• NFT marketplace</li><li>• Blockchain wallet</li><li>• Cryptocurrency payment solutions</li><li>• Blockchain-based investment app</li><li>• Fake luxury product identification app</li><li>• Peer-to-Peer lending app</li><li>• Blockchain casino</li></ul>