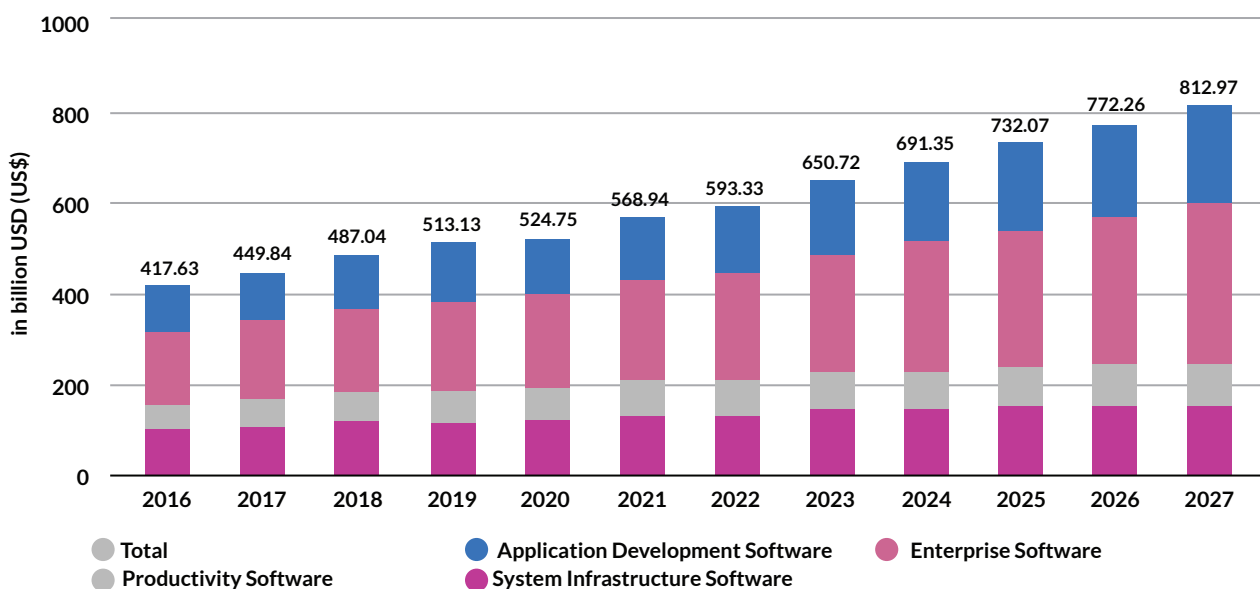# WEB AND MOBILE APP

The Global Boom in Apps

Over the last decade or so, the world has seen an unprecedented rise in web and mobile applications, which have now penetrated every part of our daily lives. From communicating with friends over WhatsApp to booking rides via Uber, apps have reimagined the way we operate.

Both Apple and Google have been early movers and built platforms where developers can access a global market for their products, be it games or organizational tools. A similar trend has played on the web, where innovative tools such as Slack or Adobe have simplified the various pain points of businesses.

As a result, the industry has ballooned driven by new use cases and products. The global web app market stands at over $593 billion[1] and is projected to cross the $800 billion-mark by 2027 – promising the potential of incremental addition of more than $200 billion in just five years.
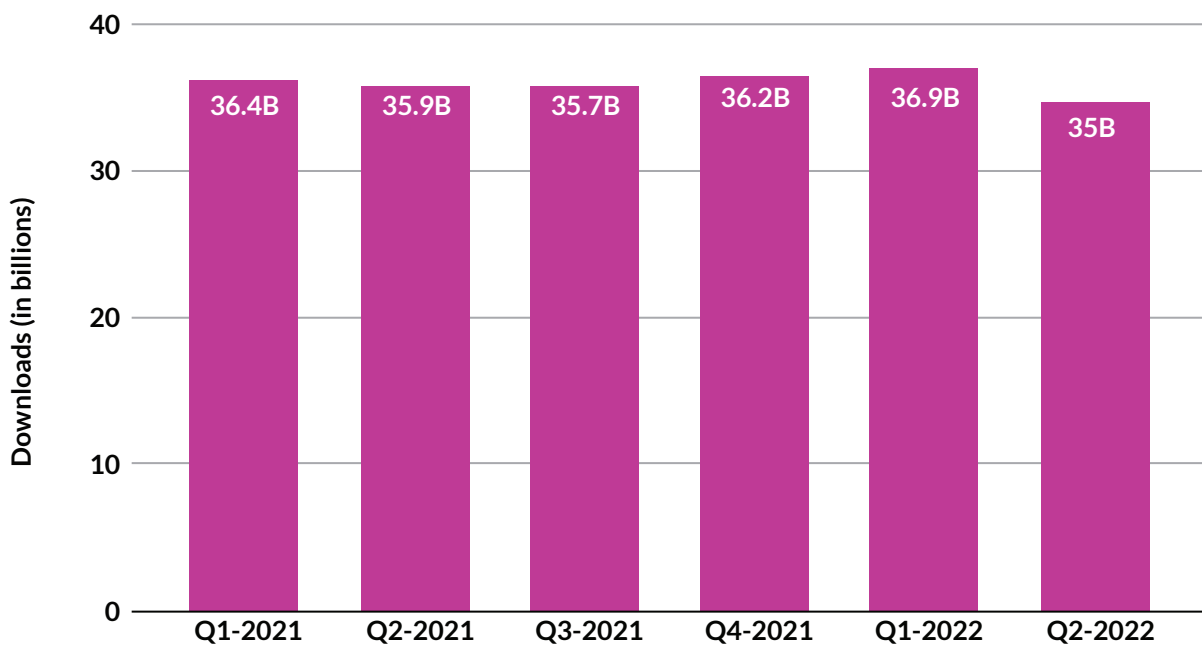
Revenue By Segment

in billion USD (US$)

2016	417.63	
2017	449.84	
2018	487.04	
2019	513.13	
2020	524.75	
2021	568.94	
2022	593.33	
2023	650.72	
2024	691.35	
2025	732.07	
2026	772.26	
2027	812.97	

● Total
● Application Development Software
● Enterprise Software
● Productivity Software
● System Infrastructure Software

Source: Statista

[1]*https://www.statista.com/outlook/tmo/software/worldwide*

Meanwhile, the mobile app market industry has continued its phenomenal growth trajectory, especially after Covid-19 as lockdowns and move towards online channels helped drive higher usage and adoption. In the first half of 2022 alone, worldwide downloads across Google Play and App Store applications clocked in at 71.9 billion, maintaining the trajectory from the same period of last year.

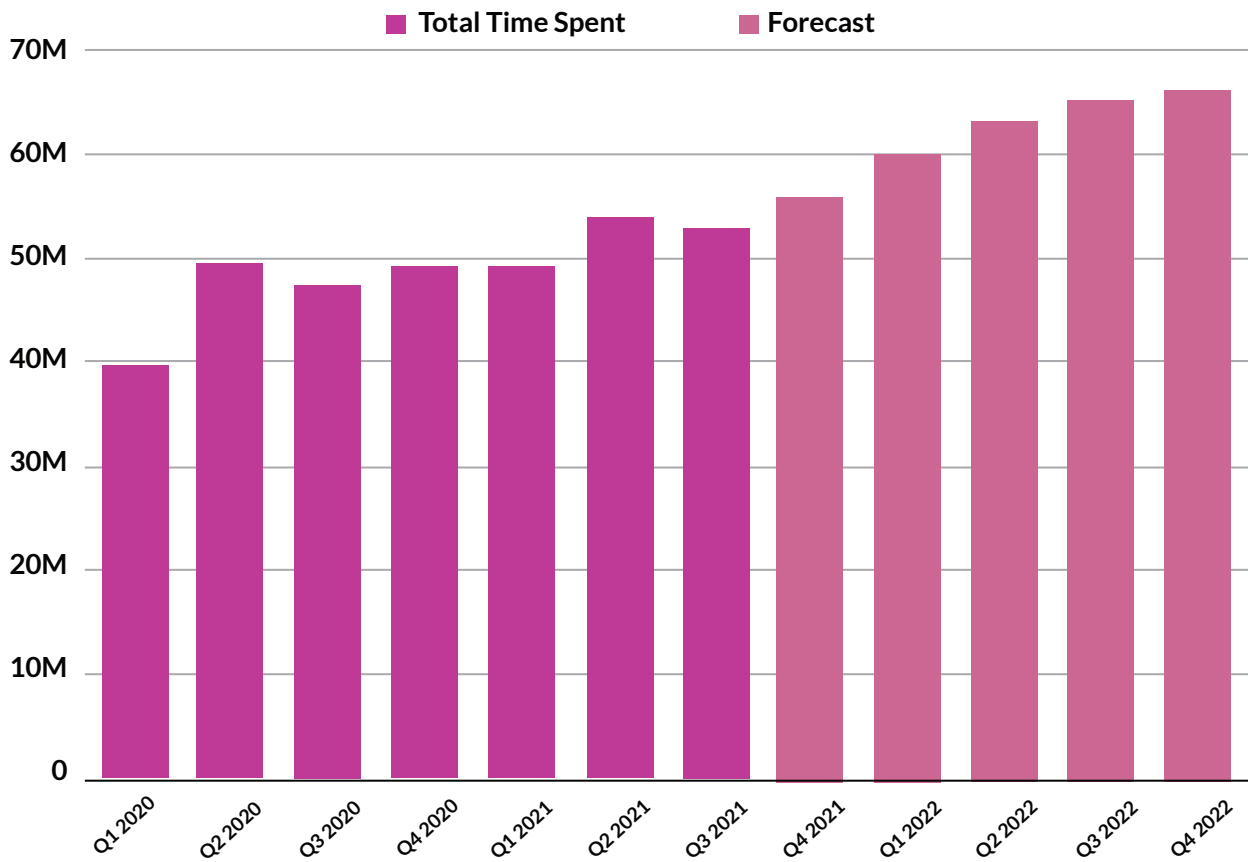## Worldwide Google Play and App Store Downloads

Source: Sensor Tower

Similarly, the total time spent across mobile apps has also continued to rise, reaching 53 million years in Q3-2021 and expected to further increase all the way to 66 million by Q4-2022.[2]

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[2]*https://go.sensortower.com/rs/351-RWH-315/images/mobile-app-market-outlook-2022.pdf*

Cost of Business Startup Procedures by Country

Legend: ■ Total Time Spent   ■ Forecast

Source: Sensor Tower

Much of the growth in the mobile app downloads, and by extension, usage, comes from Asia and Pacific where downloads are estimated to increase by 9%, only second to Africa. In terms of spending, the region is expected to register a healthy jump of 18% to hit $76 billion – contributing the largest share to the global totals.
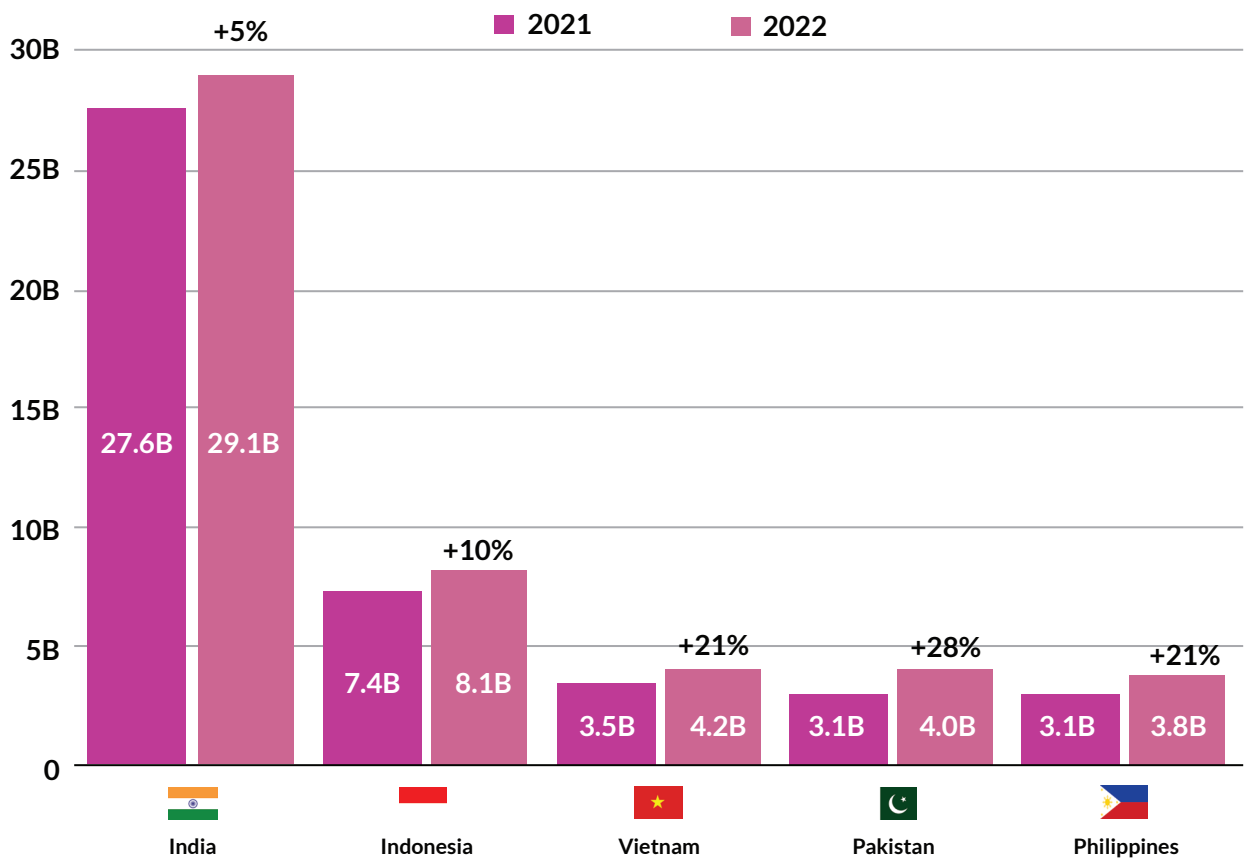

[3]https://go.sensortower.com/rs/351-RWH-315/images/mobile-app-market-outlook-2022.pdf

Pakistan's App Landscape takes off

As the fifth largest country in the world.[4] Pakistan has been a key contributor to both regional and worldwide growth in the app economy. According to Sensor Tower's 2022 Outlook, Pakistan is expected to grow the fastest at 28% during the year, outpacing other emerging markets like India, Indonesia, Vietnam and the Philippines.

Cost of Business Startup Procedures by Country

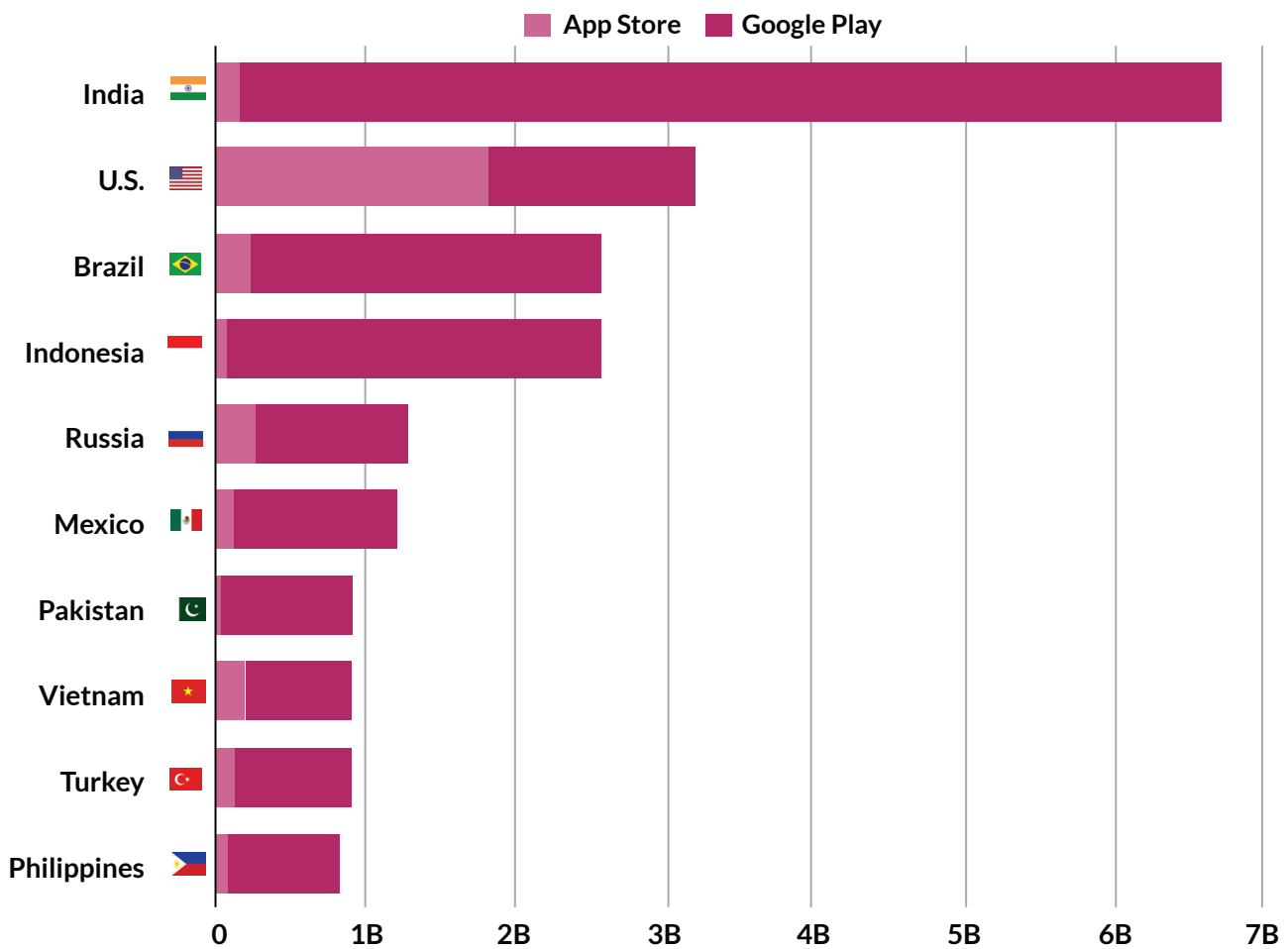|	India	Indonesia	Vietnam	Pakistan	Philippines
2021	27.6B	7.4B	3.5B	3.1B	3.1B
2022	29.1B	8.1B	4.2B	4.0B	3.8B
Change	+5%	+10%	+21%	+28%	+21%

Source: Sensor Tower

Even globally, Pakistan has consistently remained in the top 10 countries in terms of quarterly downloads – a list it first made in Q2-2021 at number nine. Since then, its position has further improved to reach seventh place as of Q2-2022.

[4]https://www.census.gov/popclock/print.php?component=counter

Top Countries by Downloads in Q2 2022

■ App Store ■ Google Play

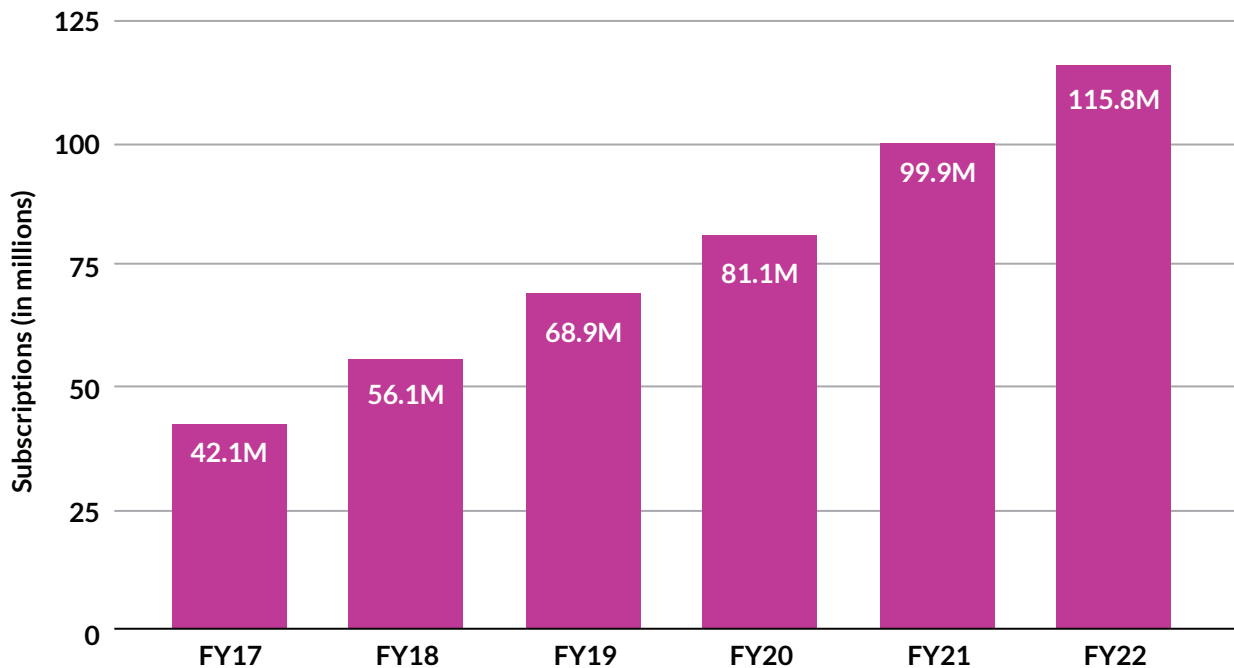| Country	Downloads
India	
U.S.	
Brazil	
Indonesia	
Russia	
Mexico	
Pakistan	
Vietnam	
Turkey	
Philippines	

0   1B   2B   3B   4B   5B   6B   7B

Source: Sensor Tower

This has been helped by the increasing internet penetration across the country, which has reached 53.92%.[5] In fact, over the past five years, Pakistan's broadband population has risen sharply to almost 116 million subscriptions by June 2022 – more than doubling from the levels in FY17. That translates into an impressive compound annual growth rate of 18.4%.
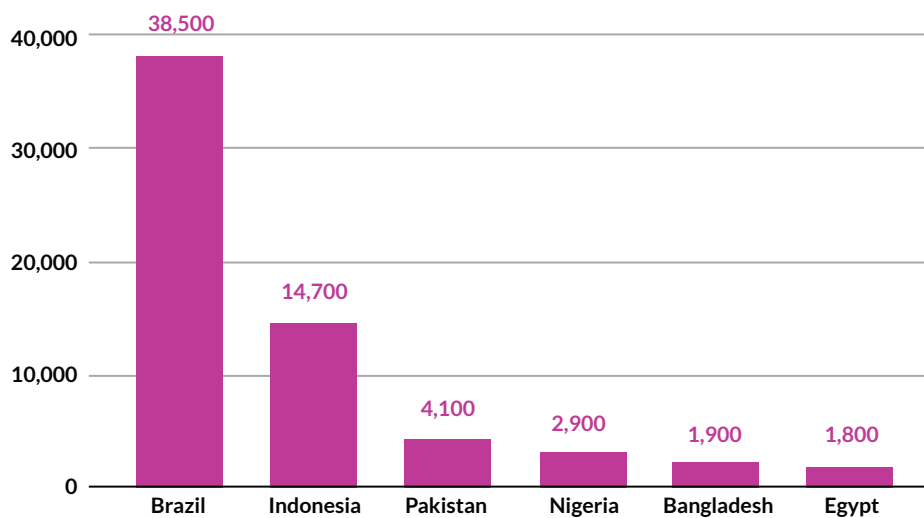
[5]https://www.pta.gov.pk//en/telecom-indicators

Growth in Mobile Broadband Subscriptions

Subscriptions (in millions)

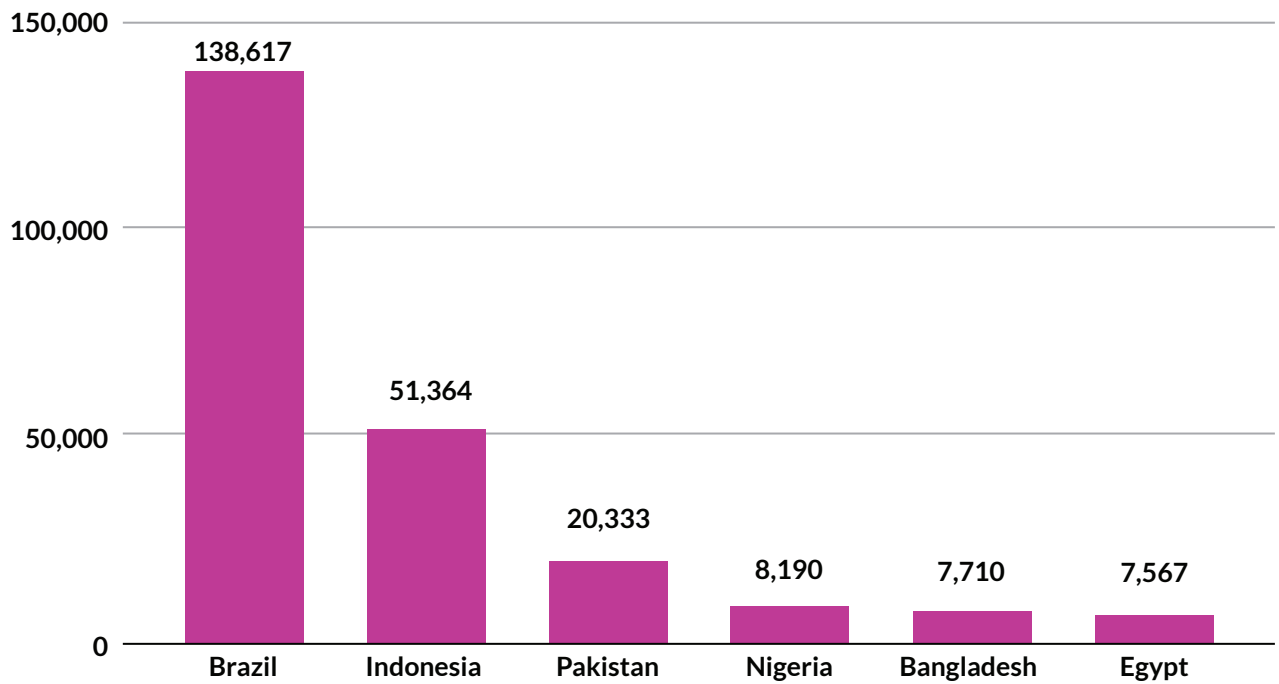| Year	Subscriptions
FY17	42.1M
FY18	56.1M
FY19	68.9M
FY20	81.1M
FY21	99.9M
FY22	115.8M

Source: PTA

While these numbers in actual and potential users of apps are impressive and a major feat in itself, they only tell part of the story. It doesn't show how Pakistani app developers are doing in capturing that market. Though no exact numbers are available to map that, proxy data depicts an optimistic picture. For example, there were 4,100 publishers from Pakistan across the major mobile app platforms and published over 20,000 unique apps to date. This puts us much ahead of most of the benchmark countries like Bangladesh or Nigeria.

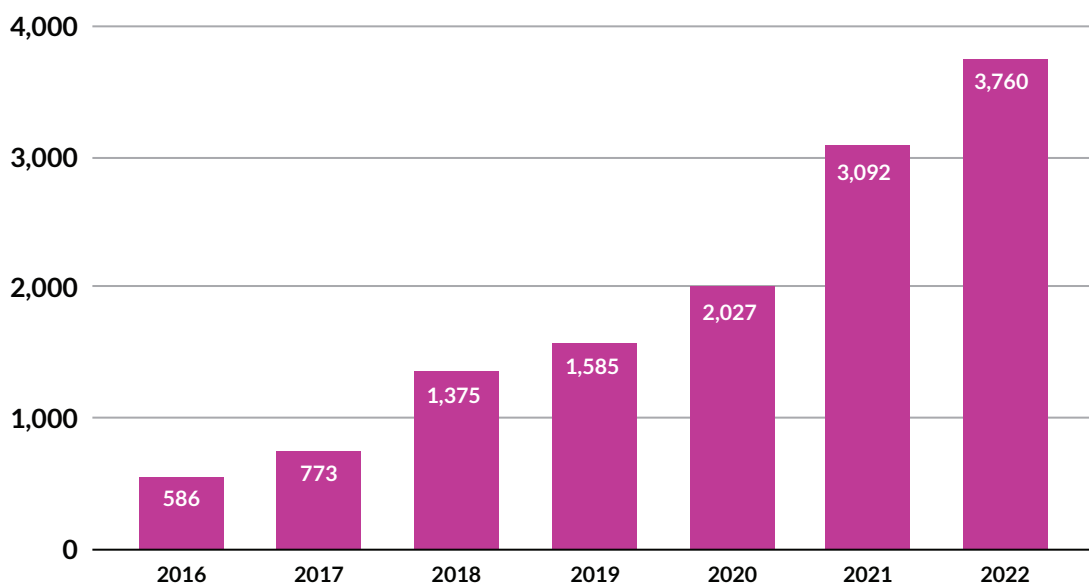## Number of Publishers on Mobile App Platforms

Country	Publishers
Brazil	38,500
Indonesia	14,700
Pakistan	4,100
Nigeria	2,900
Bangladesh	1,900
Egypt	1,800

Source: Appfigures Platform-wise publishers

Number of Apps across Platforms by Local Publishers

Country	Number of Apps
Brazil	138,617
Indonesia	51,364
Pakistan	20,333
Nigeria	8,190
Bangladesh	7,710
Egypt	7,567

Source: Appfigures

Similarly, the web app development ecosystem has aslo witnessed major progress of late. New players have entered the market, as evidenced by the high rate of new company incorporations in the Information Technology sector.
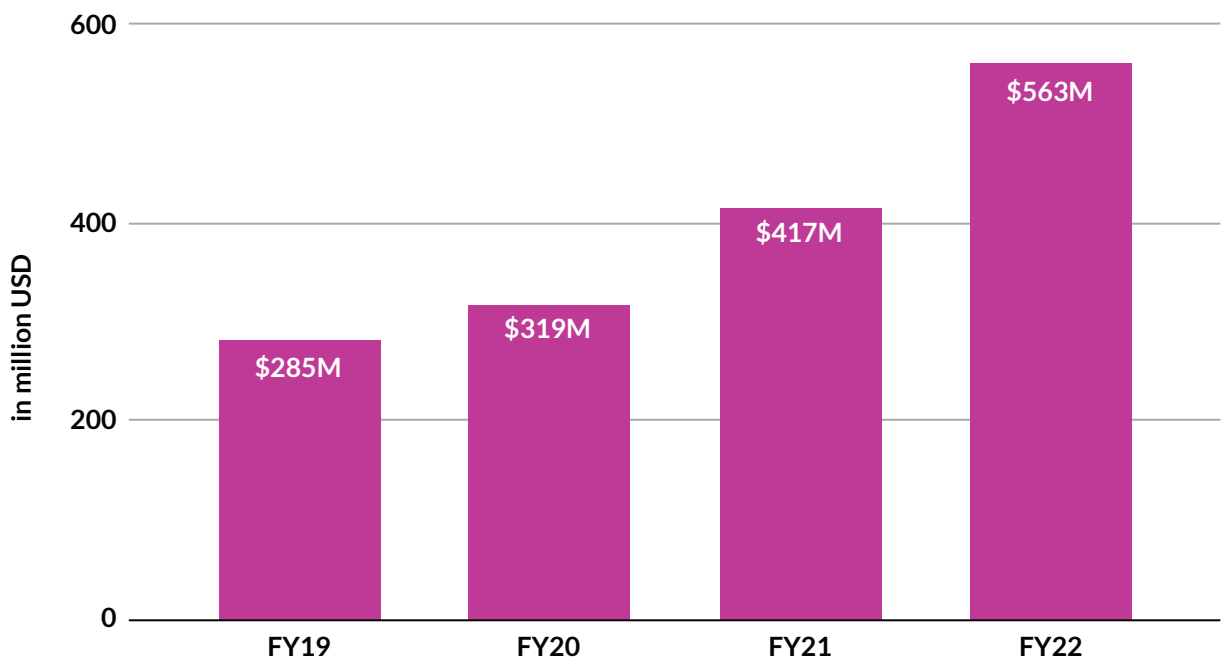
New IT Companies Incorporated

Year	New IT Companies
2016	586
2017	773
2018	1,375
2019	1,585
2020	2,027
2021	3,092
2022	3,760

Source: SECP

At the same time, software exports have maintained their upward trajectory and breached the $500 million mark for the first time. Over the last years, they have registered a compound annual growth rate of 18.6% to clock in at $563 million in FY22.

Growth in Software Exports

Source: SBP

According to AppFigures, Pakistan has published 4.1K unique apps on both the play store and AppStore with the total published apps crossing 20.3K.
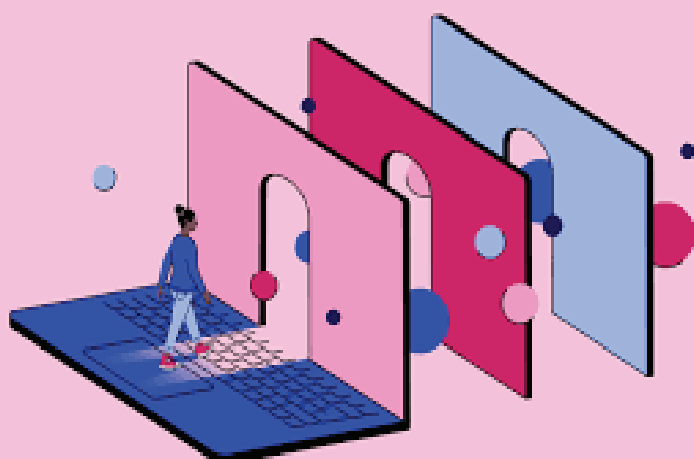

● Google Play	14.6K
● iOS App Store	3.4K
● Amazon Appstore	2K
● Windows Store	281
● Apple TV	27
● Android TV	16
● Mac App Store	15
● iMessage	2
● Roku	2
● LG App Store	1

[6]https://explorer.appfigures.com/search

Leading Web and Mobile App Development Companies from Pakistan

The Next Rex

The Next Rex (Pvt) Ltd was established in 2014 and since then, it has been actively providing various and diverse IT services. Founded by three tech-savvy friends, the company grew over the years from being a one-man show to a team of dedicated and focused individuals. It is registered in three different countries, USA, Australia and as well as Pakistan.[7]

Cyber Sync Technologies

Cyber Sync Technologies offers onsite, offsite, and offshore services to clients. They are developing innovative and creative products and services that provide total communication and information solutions. Among excess services, web design and development, tailor-made applications, ERPS, CRMS, E-Commerce Solutions, Business-To-Business Applications, Business-To-Client Applications, Augmented Reality Mobile Apps, and Game Development are few that offered as well.[8]

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[7]https://thenextrex.pk/
[8]https://cybersynctech.com/about/

ByteTeck Consulting Inc

ByteTeck Consulting is a boutique software agency, with Google-level engineers and a vast network of senior expert contractors. They offer a wide range of technology services in Digital Marketing, Mobile Apps, Tech Recruitment Services, Big Data and Data Analytics Custom Technology Consulting.[9]

Pakistan Data Management

Pakistan Data Management Services is a Web and mobile app development company in Pakistan. With its team of highly experienced professionals, PDMS has been developing complex software applications for use in a variety of business domains. Having developed desktop publishing software and marketing it successfully, PDMS is currently focused on Web and mobile applications and development, digital marketing, S.E.O, E-commerce, E-Business, CRM, ERP, BI, SCM, virtual assistance and IT infrastructure.[10]

[9]https://byteteck.com/services/
[16]https://pakdata.com/

Izylogic

izyLogic is an IT firm that offers Custom Consultancy Services, Website Designing, E-Commerce Solutions, Mobile Apps Development, Logo designing and SEO Service.[11]

Vyro AI

Vyro.ai is a mobile technology company specialising in deep learning-related products. Their goal is to move forward mobile photography to the next level using neural networks, deep learning and computer vision techniques.[12]

Exergy Systems

We solve complex business problems using state-of-the-art technologies. We've been engaged in digital transformation of FMCG, FinTech, Healthcare, Microfinance, Education and eCommerce industries.We specialize in Software Development as a Service (SDaaS) in Java/SpringBoot, React, Angular, Flutter, Kotlin and Swift.[13]

[11]https://izylogic.com/
[12]https://www.vyro.ai/about
[13]https://www.linkedin.com/company/exergysystems/?originalSubdomain=pk

Xcelliti

Xcelliti provide customer centric services and solutions to add value for everyday life. Highly regarded specifically for its Quality Services and Consultancy business, Xcelliti continues to offer solutions and services for Customized Business Solution Development, Software Testing, Training and Consultancy and Resource Outsourcing.[14]

Legendesk

Legendesk is an emerging IT company that seeks to bring about a positive change in the digital world. Legendesk's focus is to familiarize their clients with world-class work ethics and give them real-time value for their investments in terms of Digital Marketing, Digital Strategy, Software Solutions, SAAS, Mobile App Development, App Marketing, App Launch, and many others.[15]

Coeus Solutions

Coeus Solutions Ltd. was established in Lahore, Pakistan, and has a distribution office in Berlin, Germany under the name Coeus Solutions GmbH. Coeus's professional services include software product development services and full end-to-end testing services for customers based in Germany and Europe. Coeus especially specializes in customer and employee engagement solutions, creating plugins and add-ons for marketplaces and platforms such as Microsoft, Slack, Workday, Salesforce, Shopify, and many others.

BariTechSol

Baritechsol is a leading BPO and offshore software development company. Their custom software developers create state-of-the-art software solutions and their services include solution in C .NET application development for web and desktop, API development for flexible third-party integrations., creative UI/UX design using cutting-edge technologies, advanced CRM solutions for diverse range of businesses and responsive websites compatible with all platforms.[16]

Synavos

Synavos is a global IT solutions provider, offering outsourcing services in software, mobile apps and custom development. They help startups and growing businesses, develop an IT ecosystem that strengthens their business process. They took products and projects from idea to implementation through our services of design, code and sustain.[17]

[14]https://www.linkedin.com/company/xcelliti/about/
[15]https://legendesk.com/who-we-are/
[16]https://baritechsol.com/services/
[17]https://www.synavos.com/services/

ACETECH

ACETECH is a Software Development Company in Pakistan that specializes in crafting customized ERP systems provisioning to SMEs across the globe. Over the past few years, the company's main products, the Kordeva CRM and CMS systems have been fairly popular and stand as a beacon in the industry. [18]

Symmetry Group Limited

Symmetry Group Limited is one of the largest Digital Technology and Experiences company that specializes in digital products and services. Our prime focus is on transformation and digitization of marketing, sales and other consumer centric functions of organizations. This includes mobile marketing solutions, voice & messaging solutions, mobility tools development, geo-location & tagging solutions, web, software & application development. Notable exports of Symmetry Group software development services includes Digicel and others. [19]

FlowHCM

Pakistan's Fastest Growing HR/HCM Software, FlowHCM is a complete and highly regarded On-Cloud and On-Premise HCMS that covers nearly the entire scope of HR Management and strictly compliant with both local and global Best HR Practices. FlowHCM, with the help of its digitally optimized App, right from Recruitment to Appraisals, Personnel, Attendance, Leave, Payroll, Document/HR Letter, Expense, Training, Separation management, Scheduled Reports, Scheduled Alerts, etc. including a powerful HR Dashboard is the best fit for all your HR needs. [20]

Resourceinn

Resourceinn is Pakistan's Leading HR and Payroll solution. It's a community-driven cloud-based, saas system trusted by many organizations in Pakistan and abroad. They provide a one-stop solution that is, integrative, cost-effective powered by smart flow technology. [21]

ITKnocks

ITKnocks - an emerging consulting firm focused on delivering business solutions, leveraging Microsoft's Technology Stack. They partnered with their customers to help them transform and continually evolve their organizations, enabled and connected. They are providing consulting, development and support services across Microsoft ecosystem - Microsoft 365, Dynamics 365, Power Platform, Power Apps, Power Automate, Power BI, SharePoint and Azure. [22]

[18]http://www.acetech.com.pk/
[19]https://symmetrygroup.biz/
[20]https://www.flowhcm.com/about/
[21]https://resourceinn.com
[22]https://itknocks.com/

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AND WE'LL TAKE IT FROM THERE.

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HTTPS://TECHDESTINATION.COM

ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Web and Mobile App sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in the Web and Mobile App domain.

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