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Added by greg on April 16, 2012.

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Mobile apps have become the latest rage, and with good reason. Over 87 percent of people in the world own a mobile phone (nearly 6 billion), and with each of those comes the opportunity to enhance that phone with a mobile application that can make the experience better.

In 2011, mobile commerce was worth \$119 billion worldwide through the major retailers, and that number is expected to rise as more and more users become comfortable with mobile applications.

With the kind of market share that mobile apps command, the question arises: what kinds of apps are people downloading for their own phones? The answer? Anything and everything.

The five largest categories for mobile apps are games, books, education, entertainment, and lifestyle. Together, these applications make up half of the mobile app market.

The numbers are absolutely staggering. At the end of last year, the major players announced that over 35 billion apps had been downloaded worldwide.

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every single day.

As the popularity of the apps increases, the developers will continue to push their products onto the market. Many of those applications, unfortunately, do not live up to the highest quality standards – they were merely rushed out and possess untenable flaws within their makeup. They might not work or work haphazardly. Mobile apps marketing sites are faced with the decision about whether they should offer all of the apps, or a handful which they have deemed the best.

Consumers will see more apps entering the market as more individuals subscribe to mobile plans. Those apps will entertain, educate, and inspire, alleviating worries and spurring users to achieve their dreams.

Richard, an astute web marketing professional that understands the necessity and future of mobile apps, writes succinctly to get his message to the masses. His current project is an excellent **Android apps** site Great Apps that allows you to feature and **market your app** to the masses.

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