

# How to Find Out Opportunities in App Development Market?

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Zubair Hassan

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**We all know how much an important role smartphones play nowadays and most of it is due to the apps which we use. 😎**

Due to the overwhelming success of apps, many aspirants in the field of information technology go for app development. Most of them dream of coming up with an app that will rival the success of WhatsApp and Snapchat but only a handful of them reach the zenith.

As a result, app development is now a great career for fresh graduates out of college or anyone having the expertise or the passion in this concern. If you also have some interest in this field and know more about it or want to make a lasting career as an app developer, this post will help you in finding opportunities and arenas to make it big.



Following are the top 4 factors, opportunities, app types, or that will help you get to your goal.

## 1. Hybrid Monetization Models

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In-app ads and in-app purchases are going to be huge in the next few years. In fact, you can take heart from gaming companies who are already raking in the big moolah from this. Just take the example of Fortnite, which was released in 2017 and has become a cultural phenomenon. The recently concluded Fortnite World Cup held in NYC from July 26-28 is a clear example. The in-app purchases from Fortnite amount to millions of dollars each month. How? Let me elaborate.

There are 3 different versions of this game available namely Fortnite: Save the World, Fortnite: Battle Royale and Fortnite: Creative. The first 2 are monetized through V-bucks, in-game currency that players need to purchase. This is like a boon for the game development company, Epic Games, like each month, millions of players opt to buy the virtual currency. It is used to enhance the power you have or get more features to play the game smoothly.

**Recommended read: [TikTok: Rapidly Growing Video Marketing App \[Infographic\]](#)**

Don't expect to make a counter game for Fortnite right from the start of your career. But know you know that what is the potential in this concern. In-app ads can also be used to earn good income once your app becomes viral or in use by hundreds of thousands of people.

## 2. Android and iOS: Which one to choose?

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The two very distinctive mobile operating systems, namely Android and iOS, are the 2 dominating ones across the world. And there is no way the dominance of these 2 would end in the next 5 years at least. So, whether you work for a mobile app development company or work as a freelancer, you need to choose a platform on which you will create applications in the future.

The very distinctive nature of developing apps and then listing them on Google Play and App Store is not an easy feat to achieve. Maybe after spending some grueling years in the industry, you achieve this expertise that you can work on both the operating systems. Until then, choose the one operating system you are more comfortable with. You can earn a handsome income working for either of the two operating systems.

### 3. Wearable Devices and Apps

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Wearable devices like smartwatches are very common nowadays with various models and features available depending on the price tag. The apps created for these devices are similar to other apps, but in some way or the other, these devices are dependent on smartphones or need some support from them. Smartwatches are of over 10 billion dollars in worth, and according to the latest estimates, in 2015, it will see a staggering growth to about 31 billion dollars.

The amount that I have mentioned above is all about giving you an idea of how much scope is there for young developers. If you have an interest in smartwatch technology or see it is a potential field where you can excel as a developer, then you must definitely go for this. Many people now prefer smartwatch rather than a smartphone. So, who knows that in the future, more people will be using smartwatches, and your demand in this concern will increase manifold.

### 4. AI and AR Apps

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Artificial Intelligence (AI) and Augmented Reality (AR) apps and games are already a rage. With billions of dollars at stake, there is no way that as a future developer, you are not aware of what is going to be the next big thing. If you are interested in this field, you need to work on either Google's ARCore and Apple's ARKit Launch. These are the two strong platforms for AR app development.

**Recommended read: [10 Ways To Use WhatsApp For Business](#)**

Many marketers are of the view that AR is going to be the platform through which superior user-engagement is possible. There are a lot of innovative and smart AR apps in the pipeline, and we will see them in late this year or early next year. These apps and others related to AI or even Virtual Reality (VR) are definitely going to reap good profits for fresh and experienced developers alike.

### Final Word

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If you want to add something of value to this blog or have a query in mind, you are more than welcome. You can also offer your feedback for this blog or suggestions to make this even better in the future. Please use the comments section in this concern, and I will be happy to reply you back at my earliest. 😊

