



# 5 MOBILE APP TRENDS FOR 2021

## OVERVIEW

*The year 2020 is already showed us that plans could go down the drain any time. The transition from offline to online of this pandemic, new trends in mobile apps are developing. 2021 is the most significant and evolutionary year in mobile apps. We all had a point of difference sells, which is why, as mobile app developers, we are still looking for more advanced software, better hardware, and more development tools.*



# 1. POWERFUL & FASTEST TECHNOLOGY

We introduce 5G, the fastest natural evolution of previous generations, and bring as a differential not only more internet connection speed on a device but also other applications that could revolutionise society.

According to experts, this new technology will allow more than 1 million devices to connect per square meter. At the same time, can use exercise devices to monitor your health in real-time, notifying doctors as soon as there is an emergency.



## 2. BEACONS WILL BE MORE POPULAR

This beacon technology has been around for about eight years now, initially established as Apple's product. This technology can even track and trace who has searched your work and even made a purchase. These take the efficiency of a Google ads campaign to the next level!

In 2021, we can see beacon technology further integrated with mobile apps to streamline marketing campaigns executed with even more precision.



# 3. THE CLOUD SERVICES

The cloud remained an urban legend among consumers after being used to increase in popularity ten years ago.

As cloud-based technology becomes much more the used across homes and businesses in 2021, we can now expect more apps that can work with the cloud to reduce costs.



## 4. THE SUPERIOR APP SECURITY

It is natural for people to use mobile apps to access and store essential staff and confidential information related to work. Any security breach can result in severe problems like theft of money, work information, personal information, and other users' issues.

Because of it, security and privacy have been more critical than ever, for experts and users.



# 5. M-COMMERCE THE NEW STANDARD

These days, rather than using Credit/Debit cards, a substantial number of consumers prefer to form purchases through Google Pay and Apple Pay, and that why there is m-commerce.

Wearable devices also are pushing m-Commerce and making the method more intuitive for people. Beyond predictive analytics and data collection, the wearable market also will play a serious role within the way forward for M-commerce and customer loyalty.