

Mobile App **Market Outlook** **2022**

—
A Forecast of the Mobile App Market in 2022

Topic Overview

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Market Overview

The Current State of the Mobile Market in 2021

92

**MILLION
AVERAGE MAU**

among the top 500 apps
in Q3 2021

+9%

Year-over-Year

47

**MILLION
AVERAGE WAU**

among the top 500 apps
in Q3 2021

+9%

Year-over-Year

24

**MILLION
AVERAGE DAU**

among the top 500 apps
in Q3 2021

+8%

Year-over-Year

53

**MILLION YEARS
TOTAL TIME SPENT**

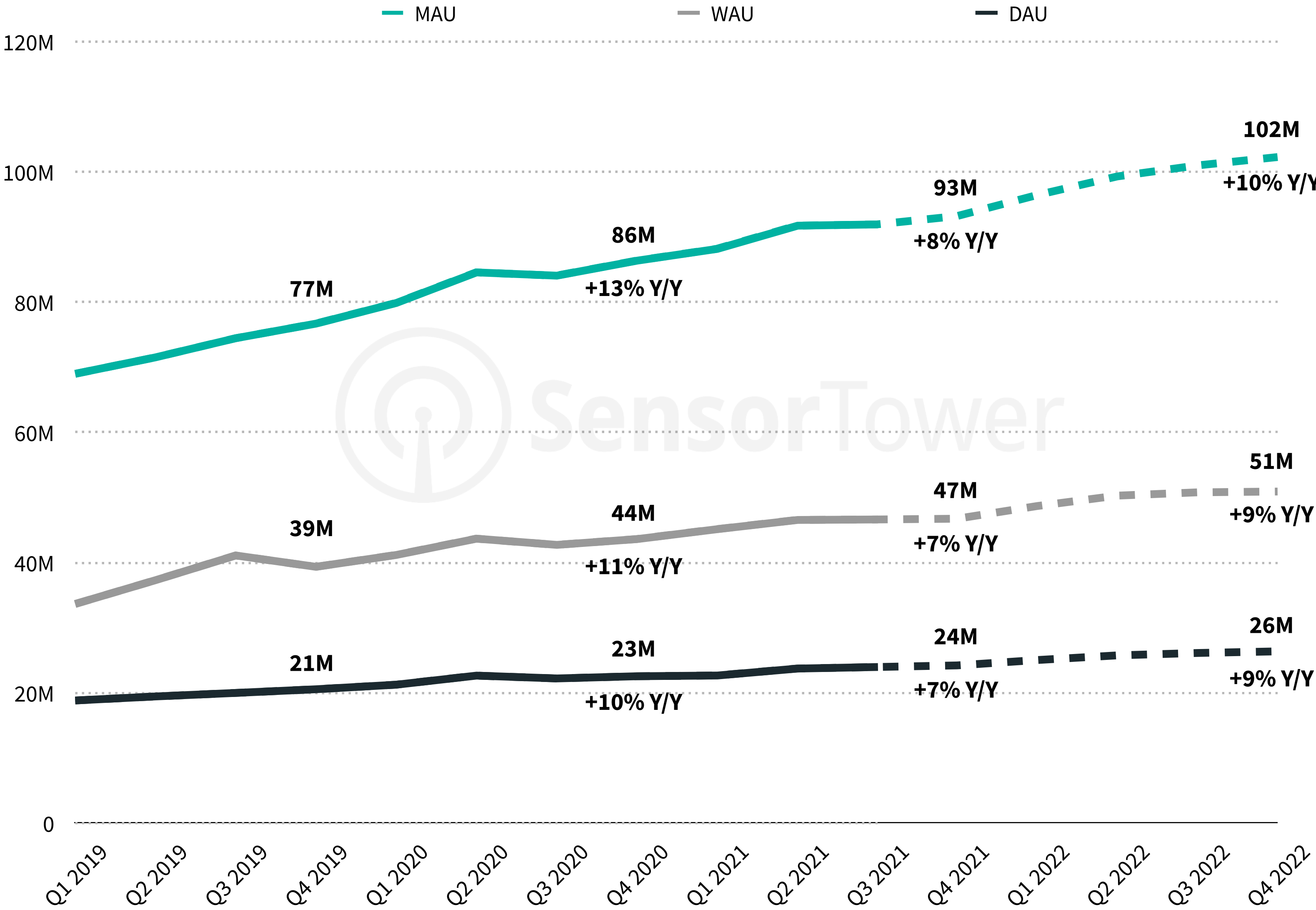
in the top 500 apps
in Q3 2021

+11%

Year-over-Year

The Top 500 Apps Will Cross 100 Million Average MAU in 2022

Average active users for the top 500 apps worldwide each quarter

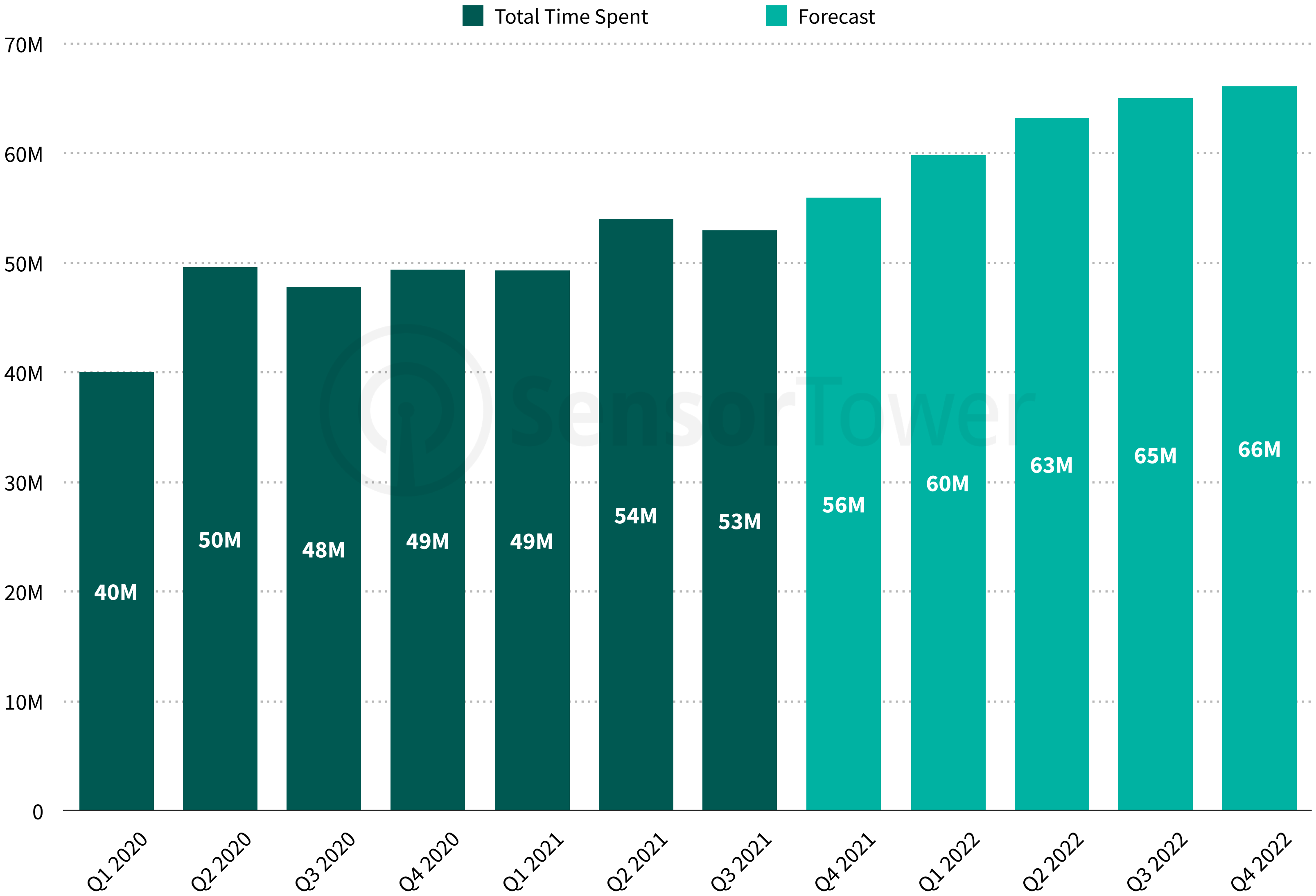


Average active users will climb steadily into 2022, with the average monthly active users among the top 500 apps surpassing 100 million. Average weekly active users will surpass 50 million in 2022, and daily active users will reach 26 million.

Note Regarding Active User Estimates:
Estimates are from the top 500 apps each quarter by MAU across iOS and Android.

Time Spent in Mobile Apps Will Continue to Climb in 2022

Total time spent (years) in the top 500 apps each quarter

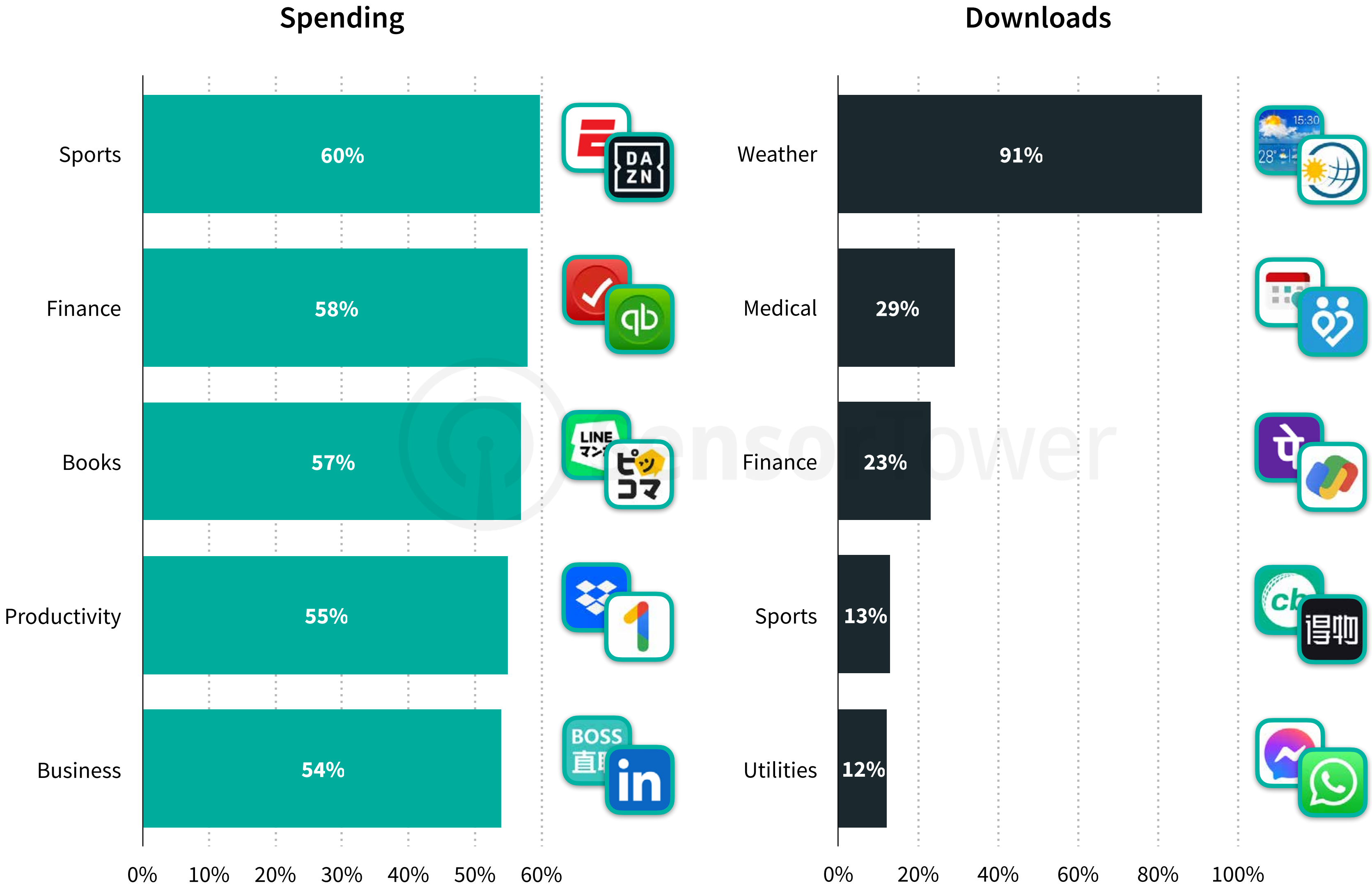


Users spent a total of 53 million years in the top 500 apps in Q3 2021. We project that this will reach more than 66 million years by Q4 2022, up 17 percent.

Note Regarding Total Time Spent Estimates:
Estimates are from the top 500 apps each quarter by MAU across iOS and Android.

Sports and Finance Led Category Growth in 2021

Top categories by year-over-year consumer spending and download growth in Q1 to Q3 2021



Top categories by consumer spending growth included Sports, Finance, and Books. Productivity and Business also continued to see gains from the pandemic.

Finance and Sports were also among the top five categories by download growth.

Note Regarding Estimates:
Our estimates include worldwide revenue and downloads for iPhone, iPad, and Google Play. We report gross revenue (including the cut for Apple or Google). Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

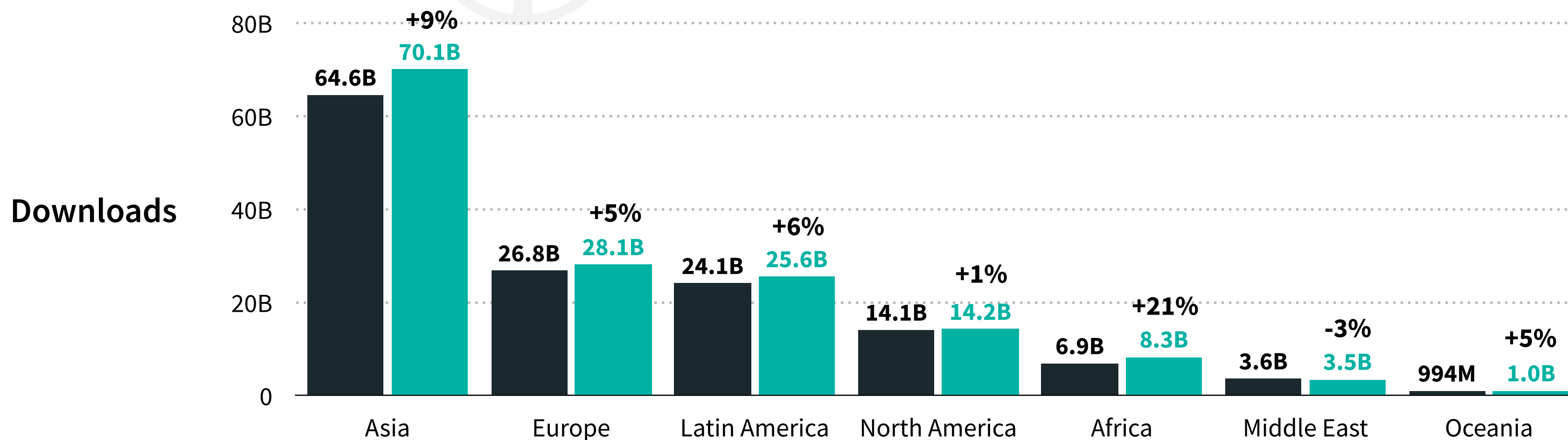
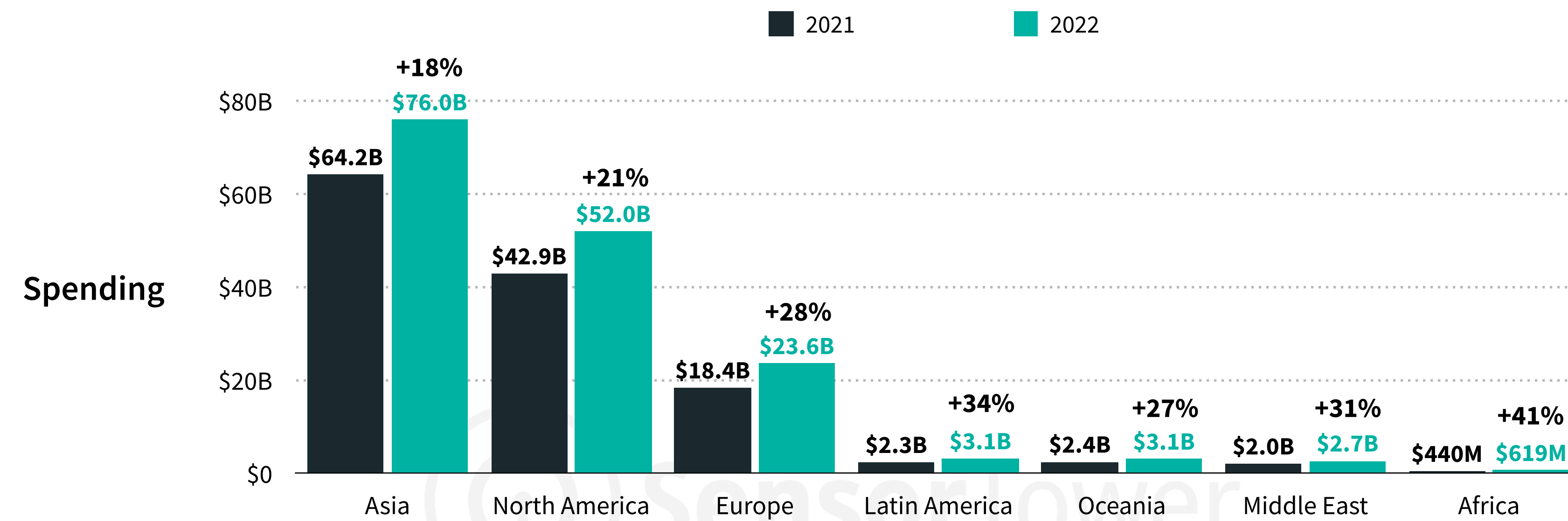


Market Forecast: Regions & Countries

Country and Region Projections for 2022

Spending Will Climb at Least 18 Percent in Each Region

Forecast for consumer spending and downloads by region



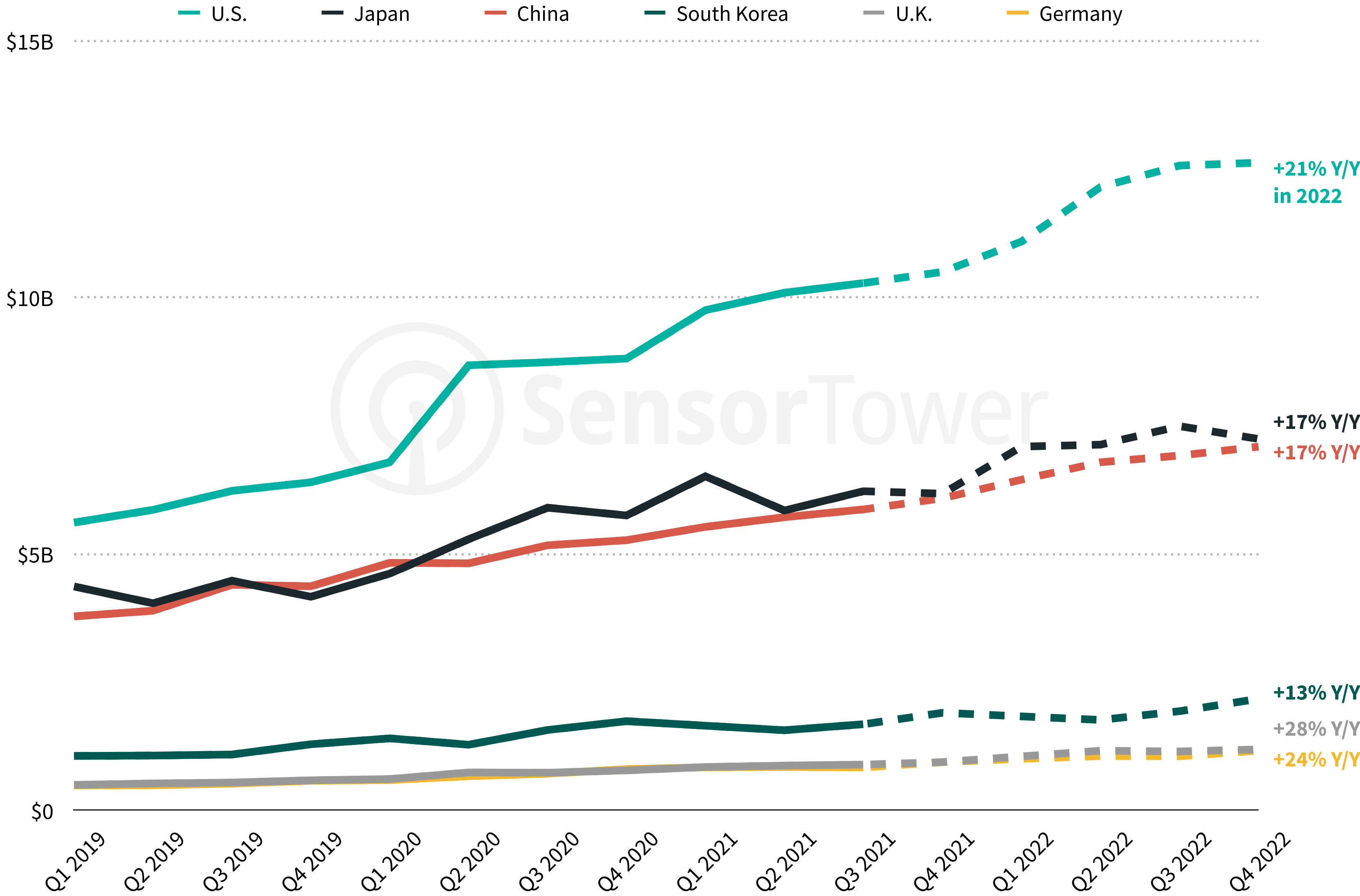
Each region will see consumer spending climb by at least 18 percent year-over-year in 2022. Europe is projected to experience highest growth rate among the top three regions.

Note Regarding Estimates:

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The United States Will Continue to Lead Consumer Spending

Consumer spending forecast for top countries, App Store and Google Play

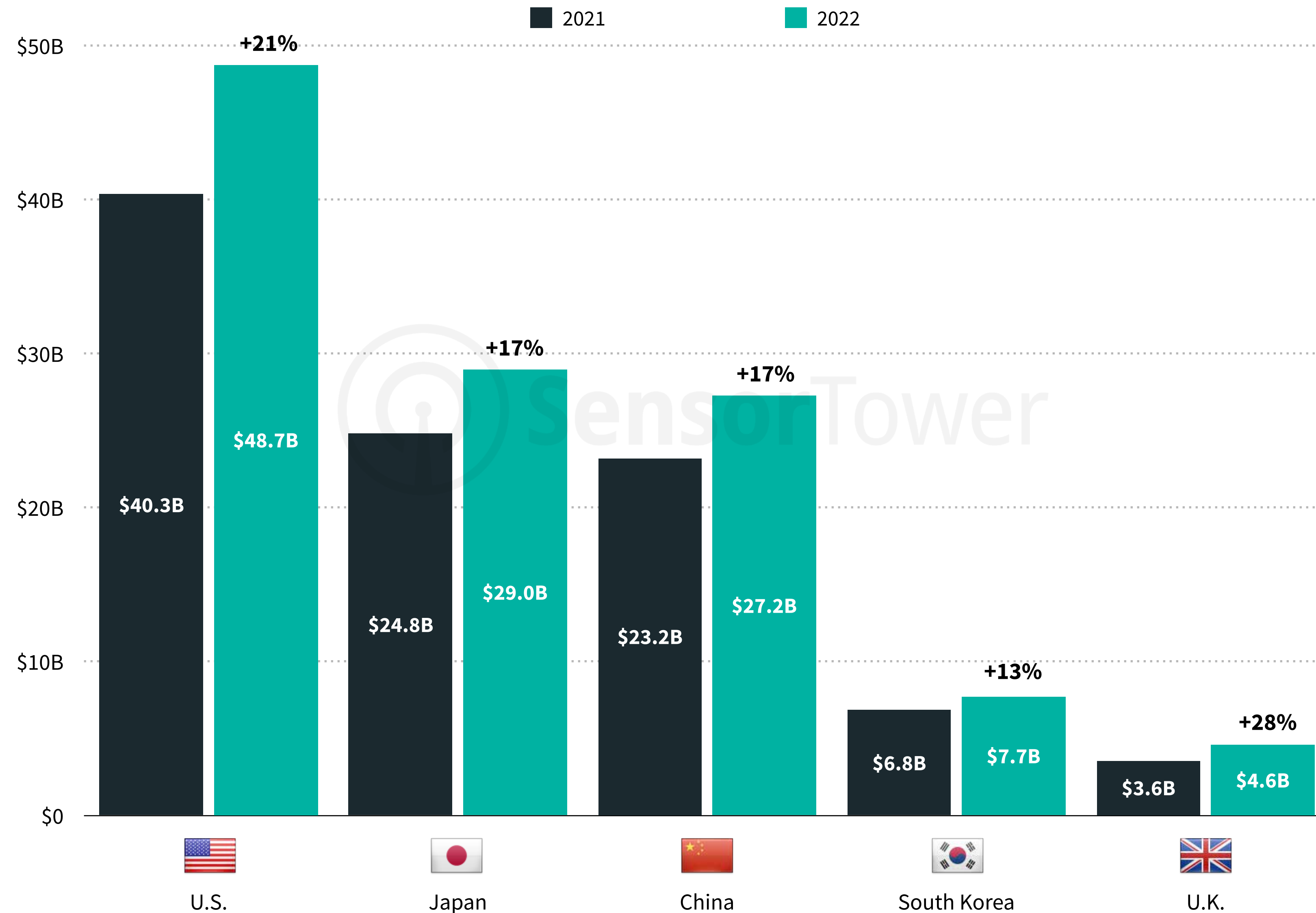


The United States will continue to be the leading market for mobile consumer spending, approaching \$50 billion in the full year 2022. Other top markets will also see strong growth, including the United Kingdom (28 percent year-over-year) and Germany (24 percent).

Note Regarding Revenue Estimates:
Our estimates include worldwide revenue for iPhone, iPad, and Google Play. We report gross revenue (including the cut for Apple or Google). China data only includes the App Store, while other countries include the App Store and Google Play (since Google Play is not available in China).

The Established Top Markets Will Also See the Most Growth

Top countries for projected year-over-year raw consumer spending growth



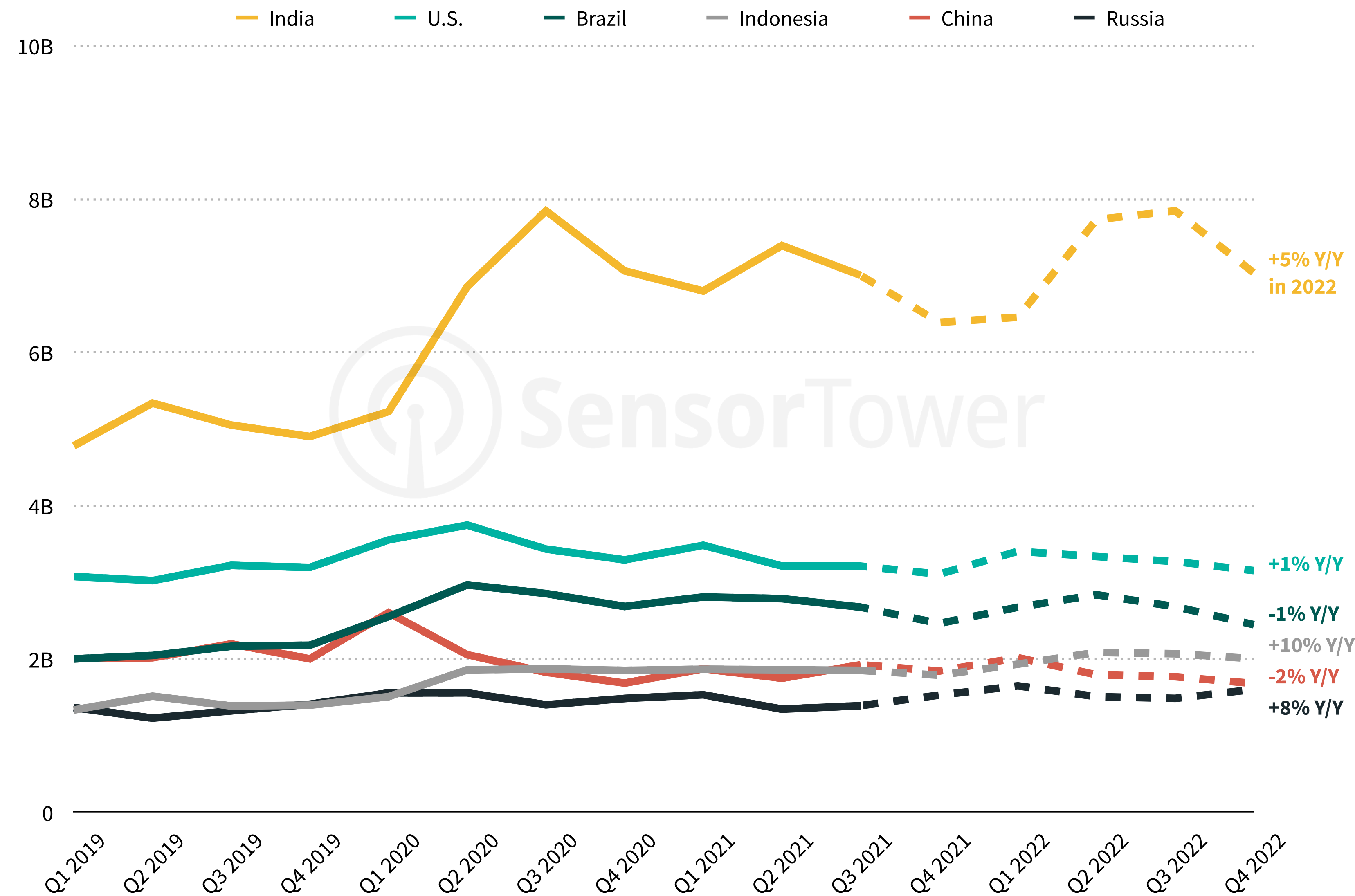
The top five markets are also forecast for the highest raw revenue growth in 2022. U.S. consumer spending is projected to climb by more than \$8 billion in 2022, more than the revenue growth in Japan and China combined.

Note Regarding Revenue Estimates:

Our estimates include worldwide revenue for iPhone, iPad, and Google Play. We report gross revenue (including the cut for Apple or Google). China data only includes the App Store, while other countries include the App Store and Google Play (since Google Play is not available in China).

Many Markets Will Retain Gains Seen at the Start of COVID-19

Download forecast for top countries, App Store and Google Play



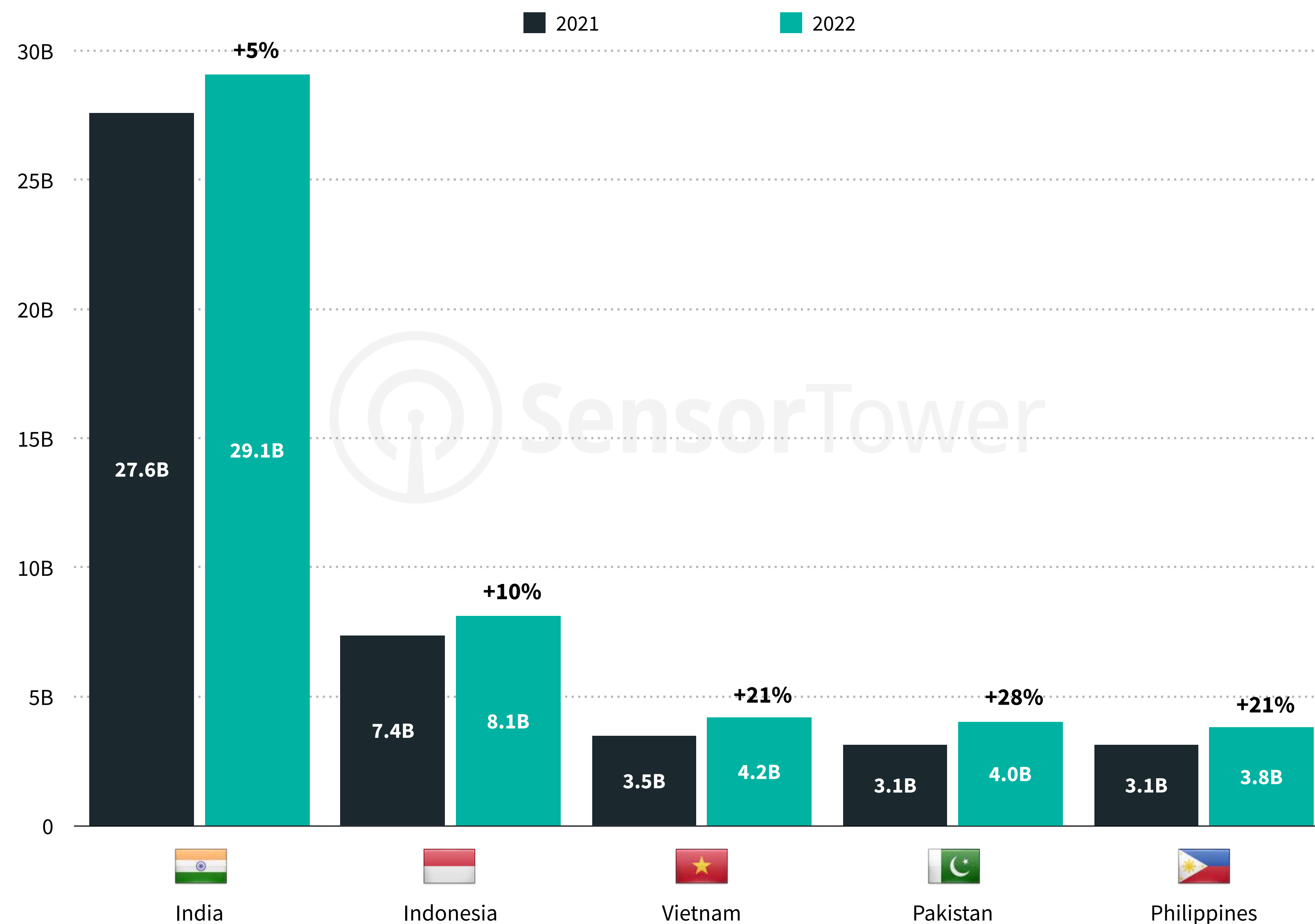
Downloads have begun to stabilize after the shift seen at the start of the COVID-19 pandemic. India continues its dominance as the top market for app adoption.

Note Regarding Download Estimates:

Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. China data only includes the App Store, while other countries include the App Store and Google Play (since Google Play is not available in China). Android estimates do not include third-party stores.

Install Growth Will Be Driven by APAC Markets in 2022

Top countries for projected year-over-year raw download growth



Each of the top five countries by projected download growth are in Asia, led by India and Indonesia. Pakistan’s installs will climb by nearly 900 million in 2022, only exceeded by India’s download growth of 1.5 billion.

Note Regarding Download Estimates:

Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

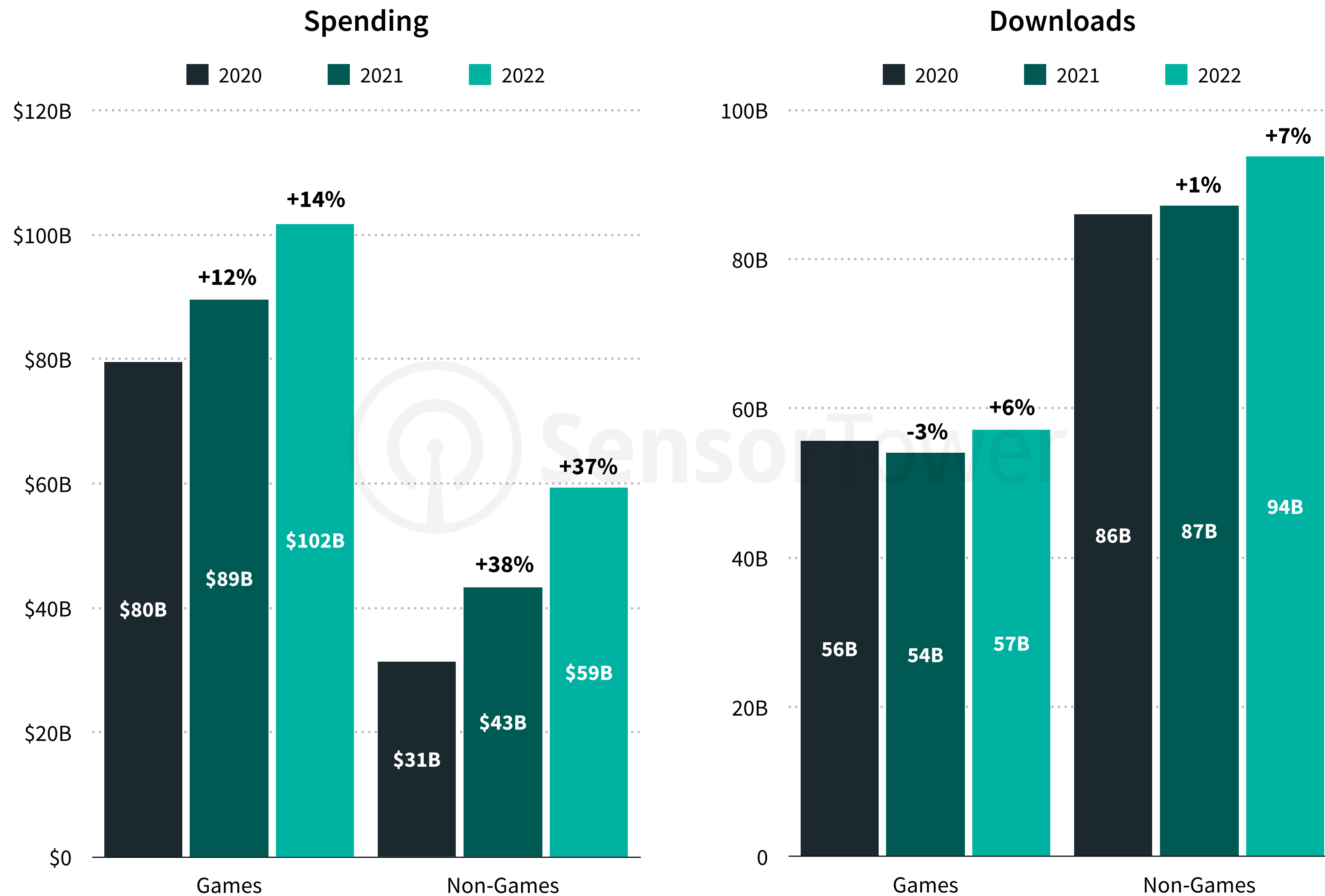
Market Forecast: Categories

Category Projections for 2022



Subscriptions Driving Rapid Revenue Growth for Non-Games

Forecast for consumer spending and downloads, games vs. non-games



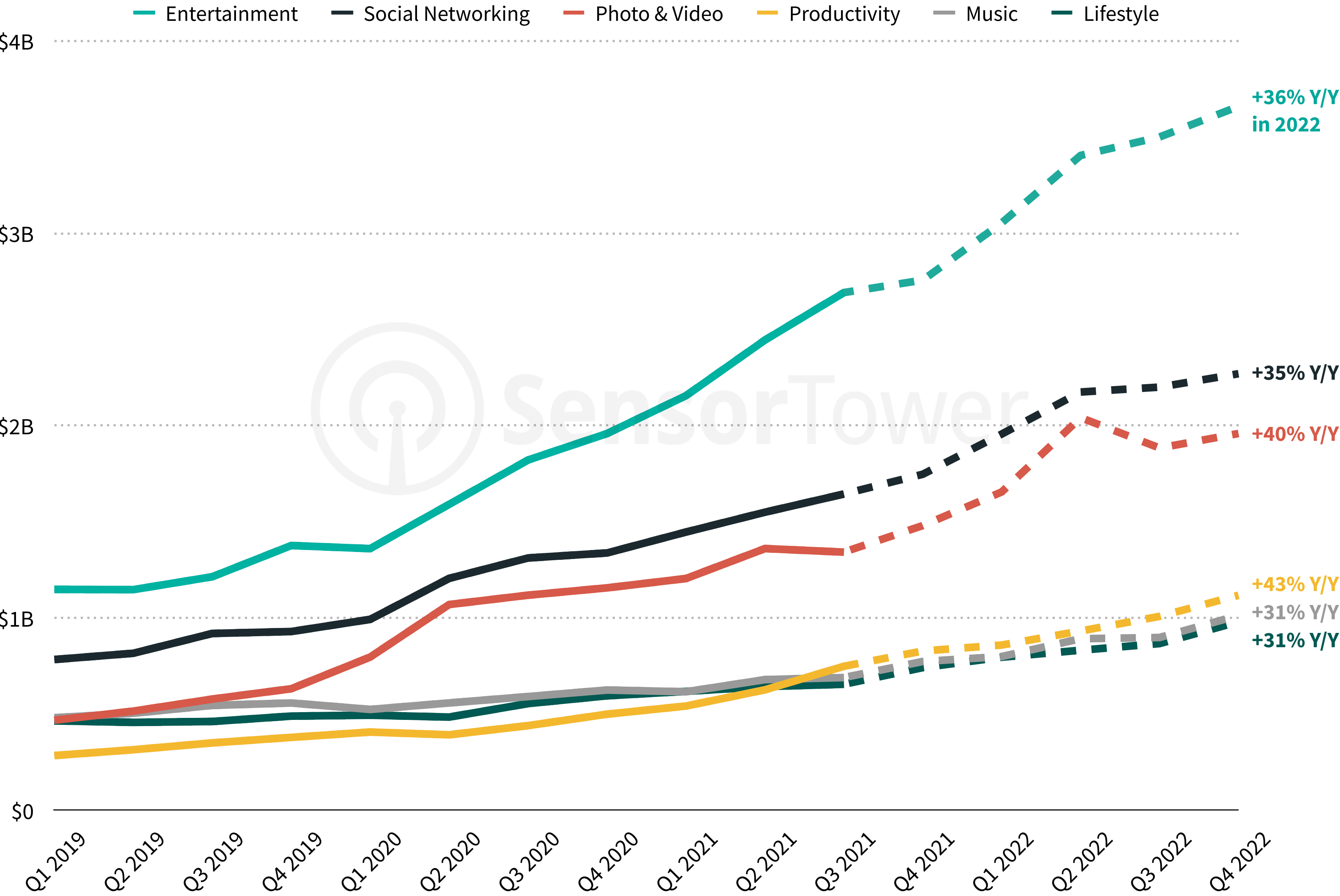
Non-game revenue is projected to grow at more than double the pace of that for games, with subscriptions continuing to drive rapid growth for categories including Entertainment, Social Networking, and Health & Fitness. For downloads, both games and non-games will see stronger growth return after installs plateaued following the spike in 2020 from COVID-19.

Note Regarding Estimates:

Our estimates include worldwide revenue and downloads for iPhone, iPad, and Google Play. We report gross revenue (including the cut for Apple or Google). Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Expect Significant Revenue Growth Across Top Categories

Consumer spending forecast for top non-game categories, App Store and Google Play



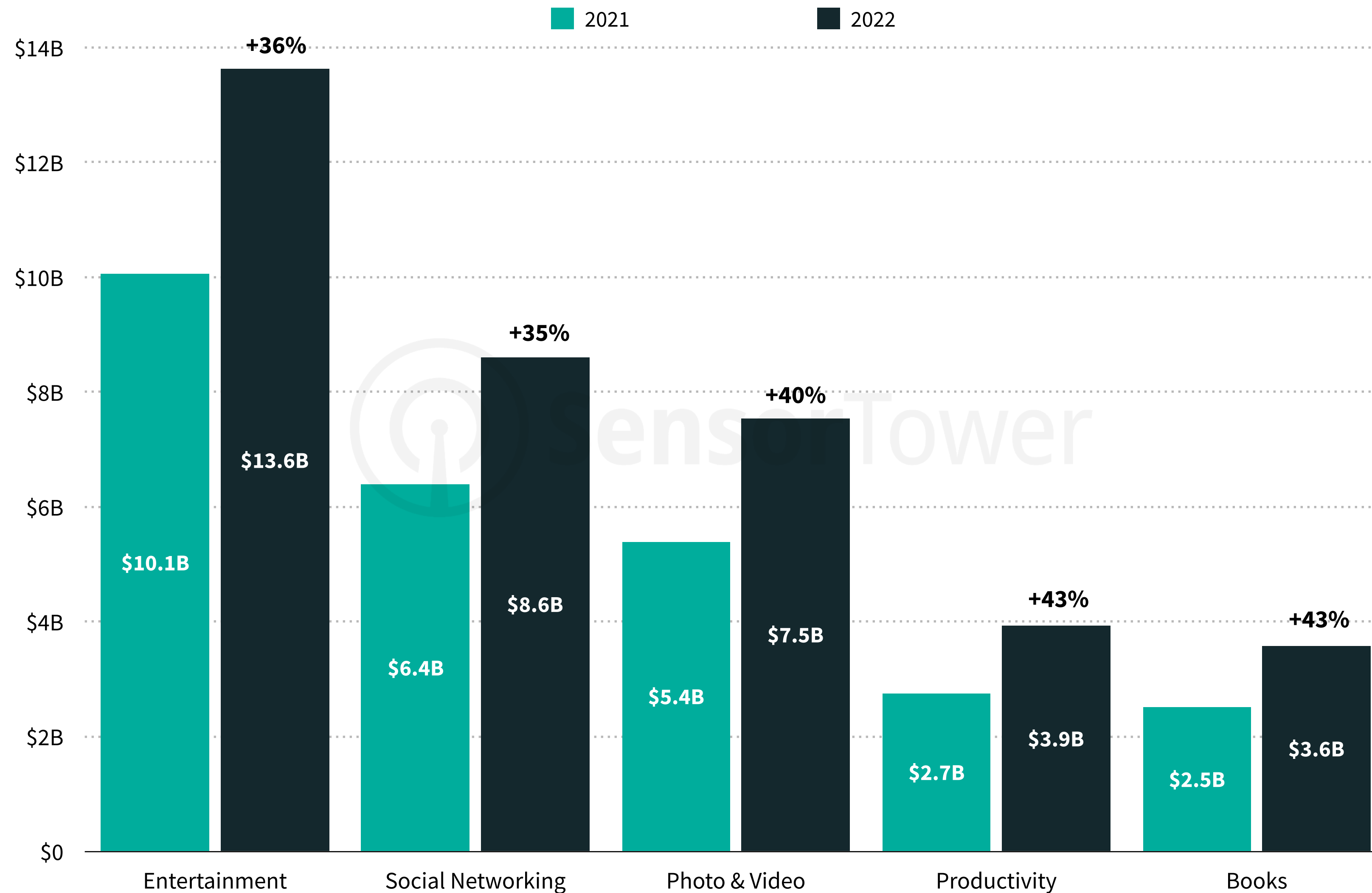
Sensor Tower’s forecasts show worldwide revenue climbing by at least 30 percent year-over-year in 2022 for all of the top non-game categories.

Note Regarding Revenue Estimates:

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Productivity and Books to Exceed 40 Percent Growth in 2022

Top categories for projected year-over-year raw consumer spending growth



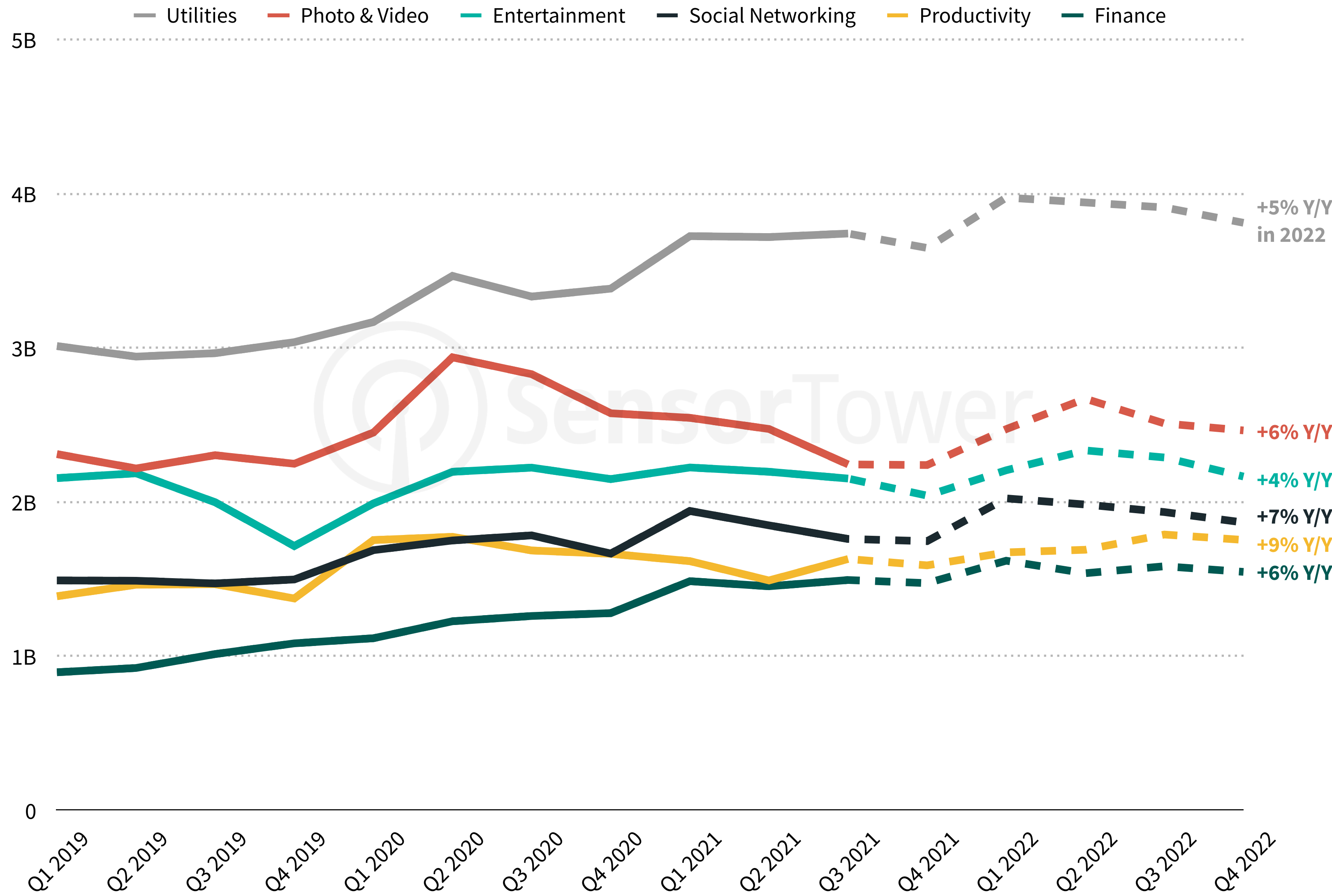
Productivity and Books are projected for the highest growth among the top 10 categories at 43 percent. Each of the top five non-games categories are expected to have consumer spending climb by more than \$1 billion year-over-year in 2022.

Note Regarding Revenue Estimates:

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Top Categories to See Single-Digit Download Growth

Download forecast for top non-game categories, App Store and Google Play

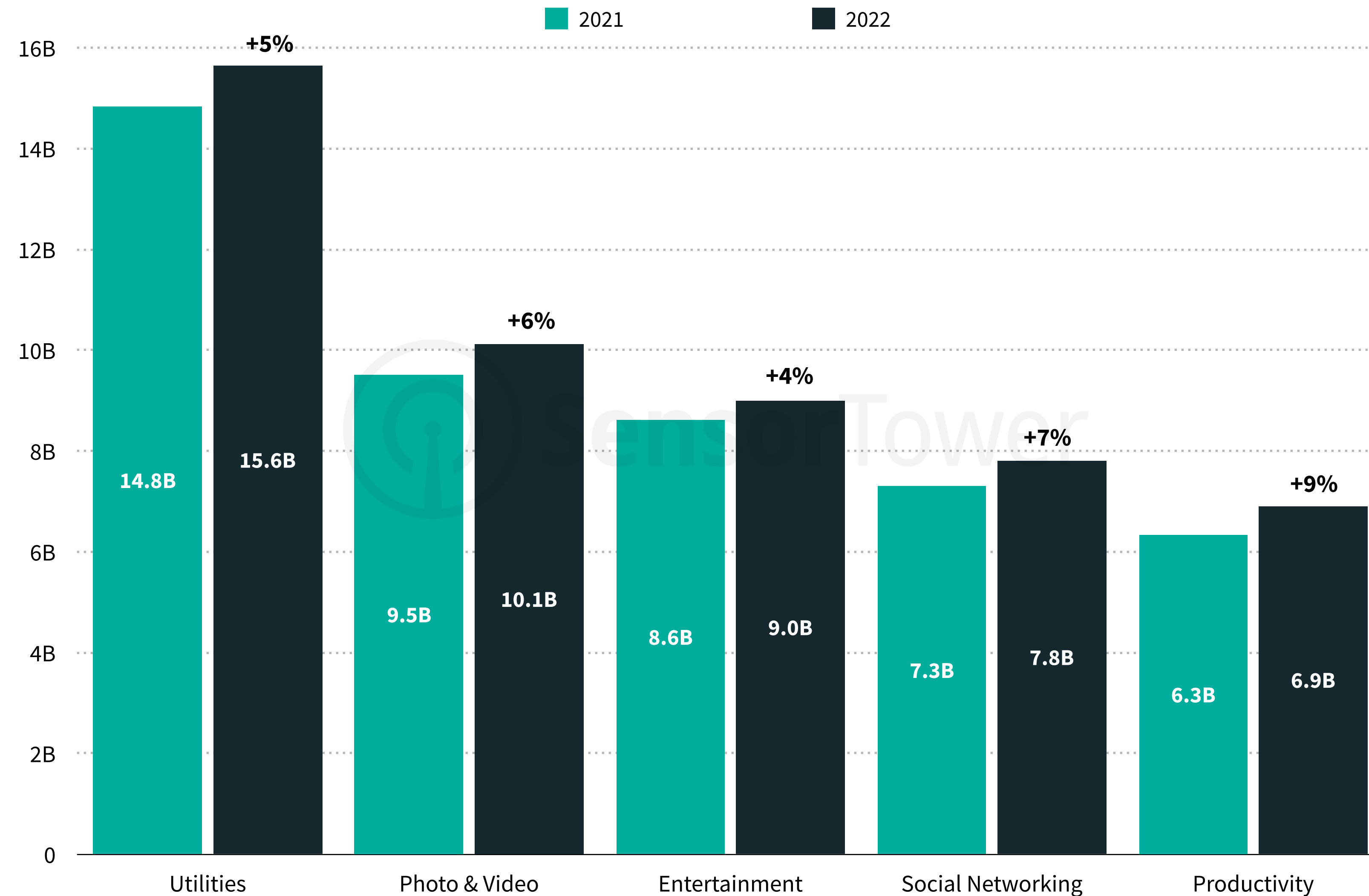


Expect modest download growth for the top categories as trends return to normal following the adjustment to life during the pandemic.

Note Regarding Download Estimates:
Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Five Categories Projected to Gain at Least 500K Installs in 2022

Top categories for projected year-over-year raw download growth



Several categories saw downloads fall year-over-year in 2021, especially those that had the biggest boost during the pandemic including Business, Education, and Productivity. **Expect positive download growth for the top categories in 2022.**

Note Regarding Download Estimates:

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Key Trends

—
Standout Trends to Follow into
2022 and Beyond

Key Trends: Introduction



1. Social Audio Market Emerges

After Clubhouse's rapid ascent in 2021, top apps have started to invest in adding social audio features.



2. Cryptocurrency Drives Fintech Trends

Finance was one of the fastest growing categories by downloads in 2021, driven by soaring interest in crypto.

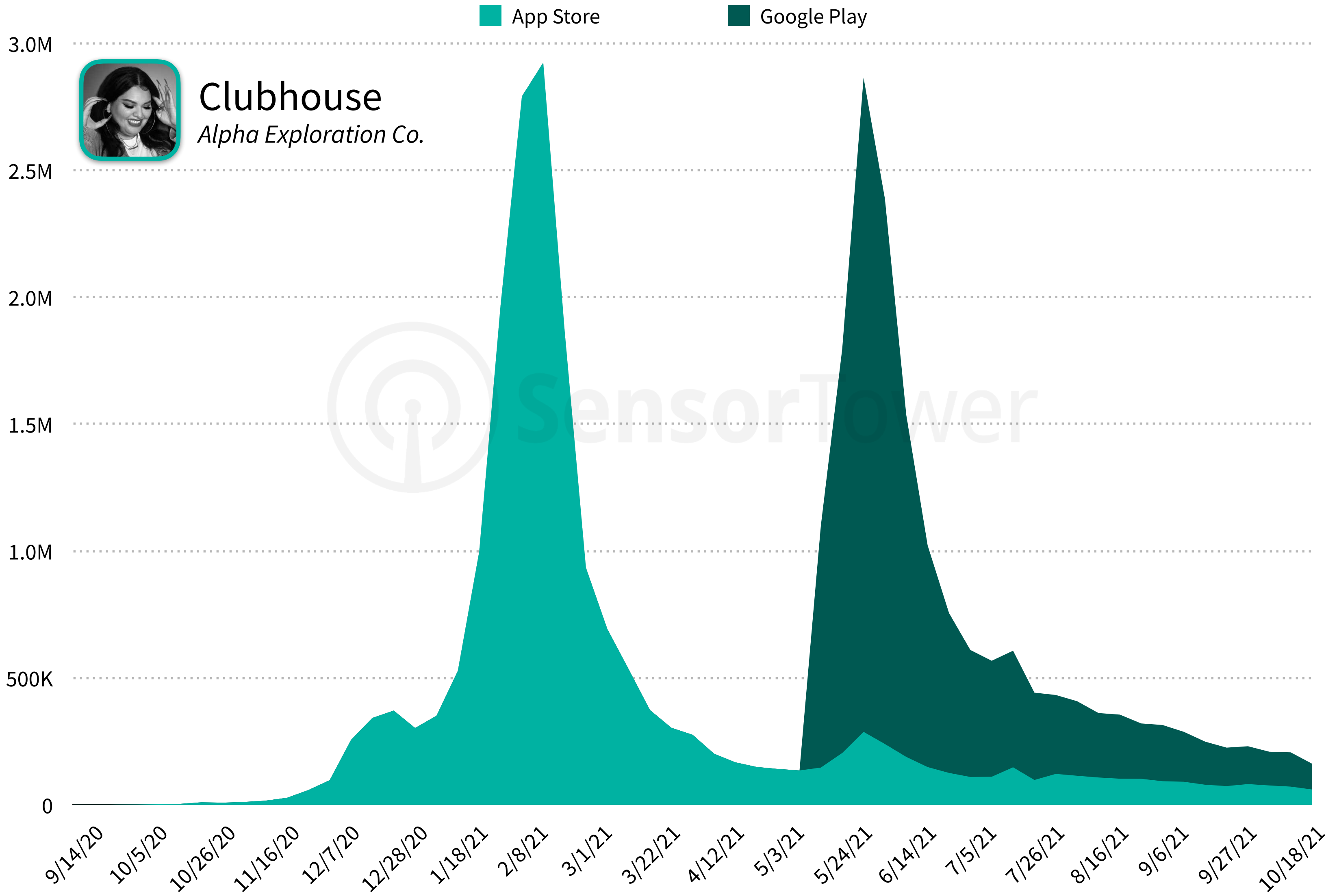


3. Livestream Shopping Hits the U.S.

Livestream shopping, already popular in China, has emerged as a key trend to watch in the U.S.

Clubhouse's Rapid Ascent Revealed a Market For Social Audio

Weekly worldwide installs for Clubhouse

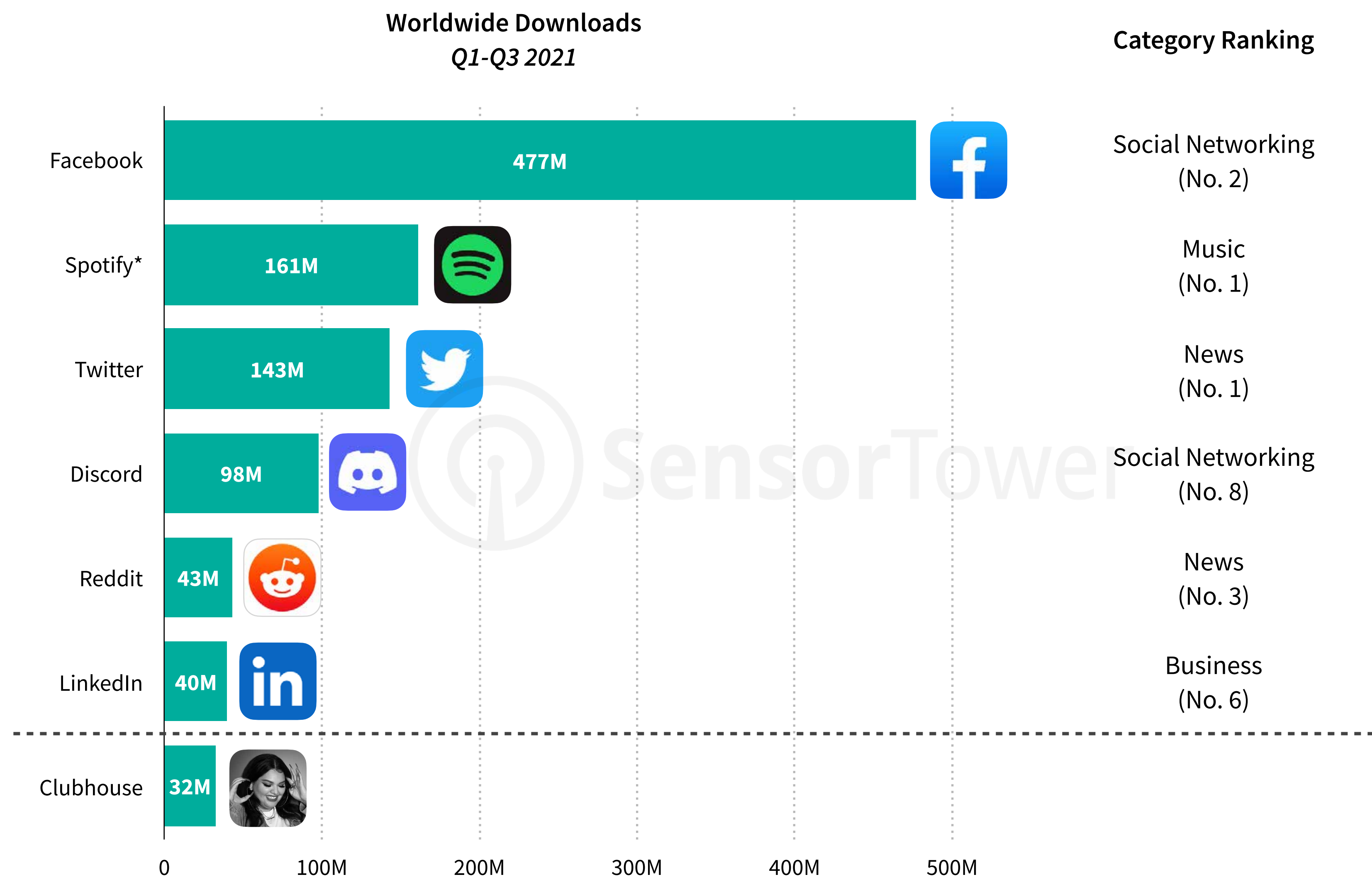


Clubhouse's huge success in early 2021 pointed to the untapped market for social audio apps. It saw another big spike in late May when the app launched on Google Play.

Note Regarding Download Estimates:
Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Top Apps in Various Categories Were Quick to Add Social Audio

Worldwide downloads for Clubhouse and other top apps exploring social audio



*Spotify acquired the social audio app Locker Room and rebranded it as Spotify Greenroom. Other top apps added the feature to their core app version.

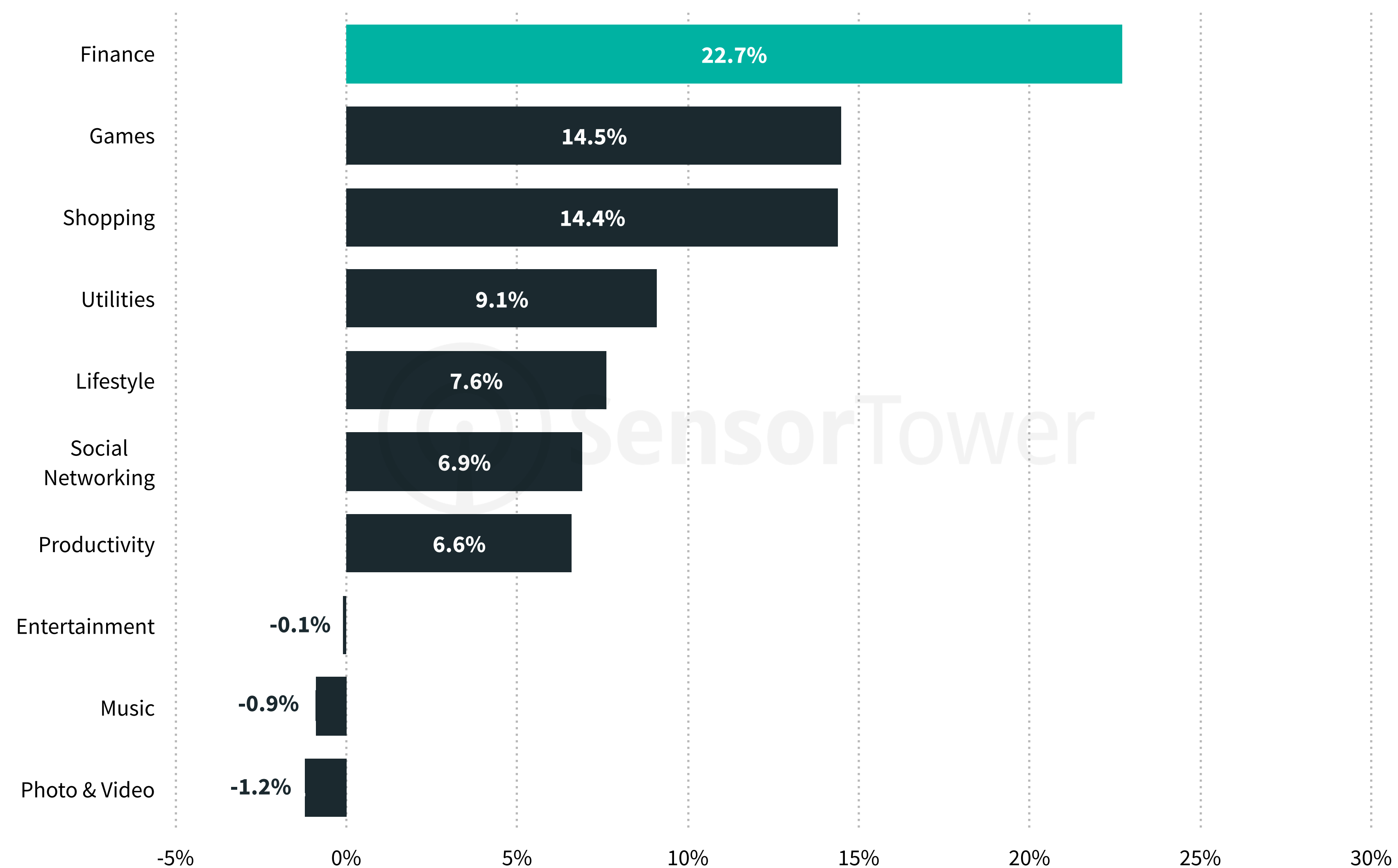
Top apps across various app categories were quick to respond to the social audio craze, suggesting that these companies see the growth potential of this medium. Twitter Spaces, Facebook Live Audio Rooms, Discord Stage Channels, and Spotify Greenroom were all released between May and June 2021. LinkedIn also began testing social audio in March, and Reddit is testing its Reddit Talk feature.

Note Regarding Download Estimates:

Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Finance is the Fastest Growing Category Since 2019

Download CAGR between Q1 2019 and Q3 2021 for the top 10 categories



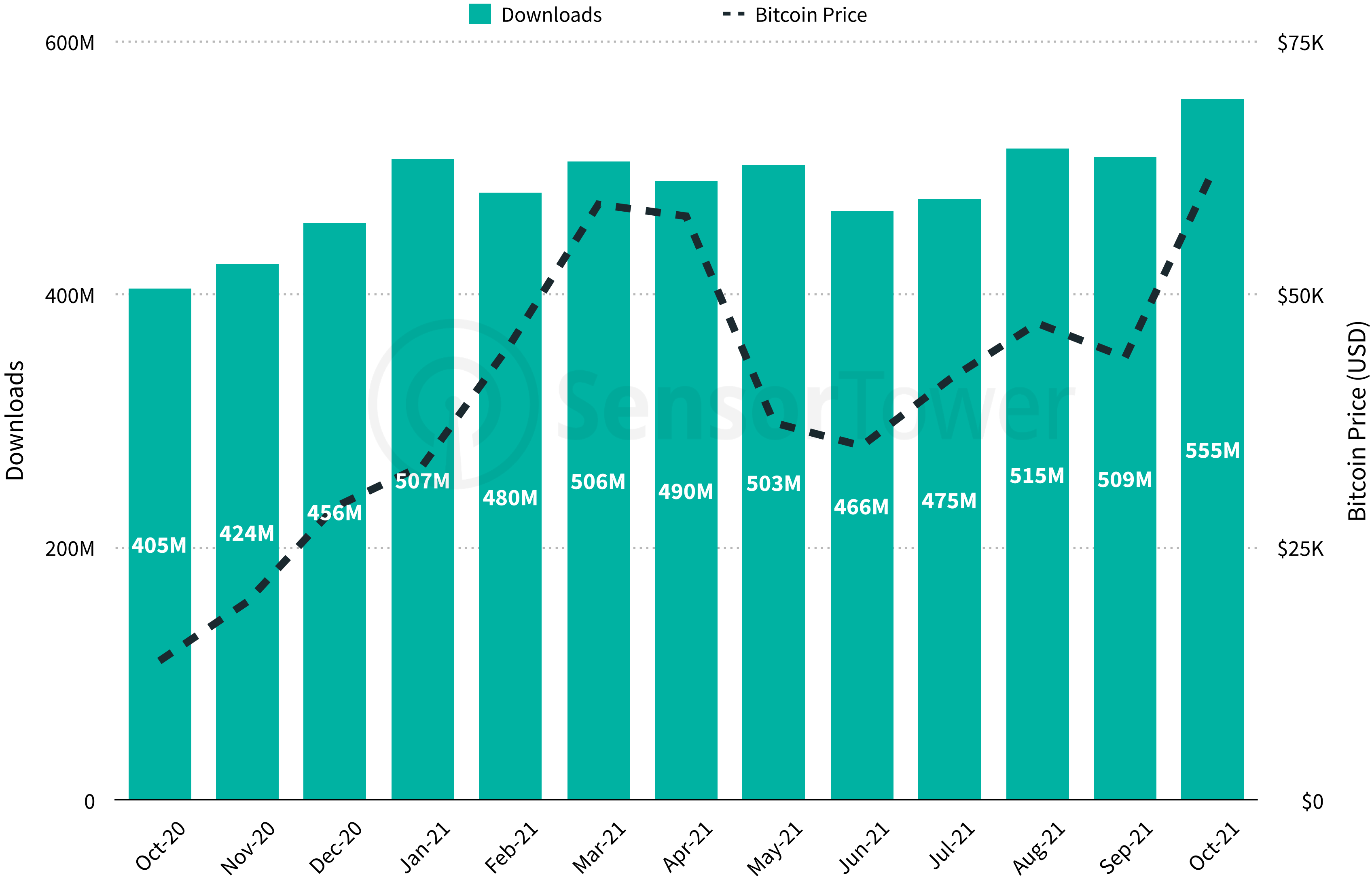
Among the top 10 categories, no category has seen faster download growth since the start of 2019 than Finance. While many other categories saw the largest gains in early 2020 at the start of the pandemic, Finance installs spiked at the start of 2021 as the popularity of cryptocurrency soared.

Note Regarding Download Estimates:

Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Interest in Cryptocurrency Drove Finance Category Growth

Monthly Finance category downloads vs. Bitcoin price

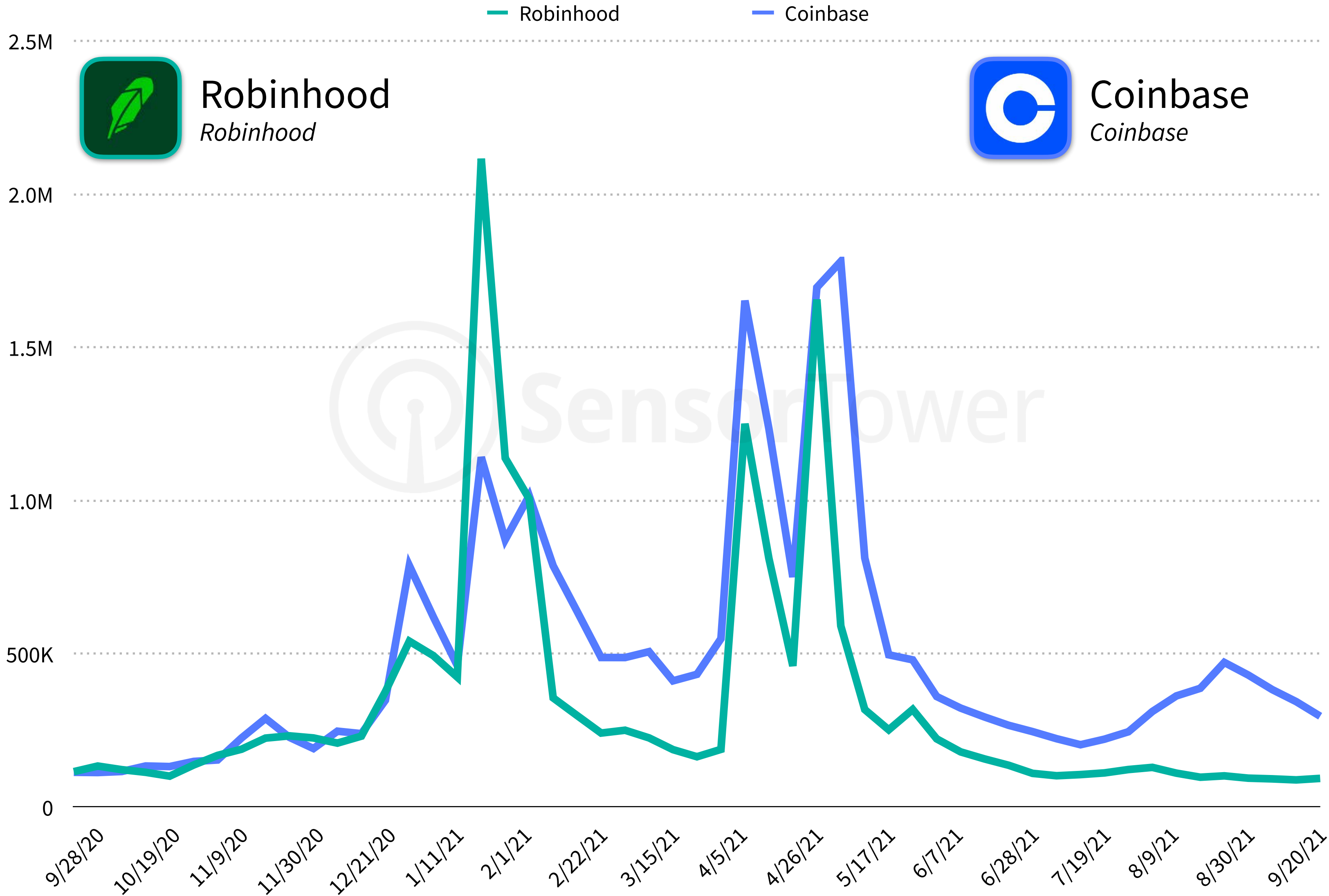


Finance downloads climbed along with Bitcoin price, pointing to how demand for fintech on mobile is tied to the future of cryptocurrency. Mobile is in a strong position to capitalize on the cryptocurrency market compared to traditional banking, which is already well established in physical locations.

Note Regarding Estimates:
Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores. Bitcoin price is as of the end of the month.
Source: CoinMarketCap

Robinhood's Recent Success Heavily Tied to Cryptocurrency

Weekly worldwide downloads for Coinbase and Robinhood

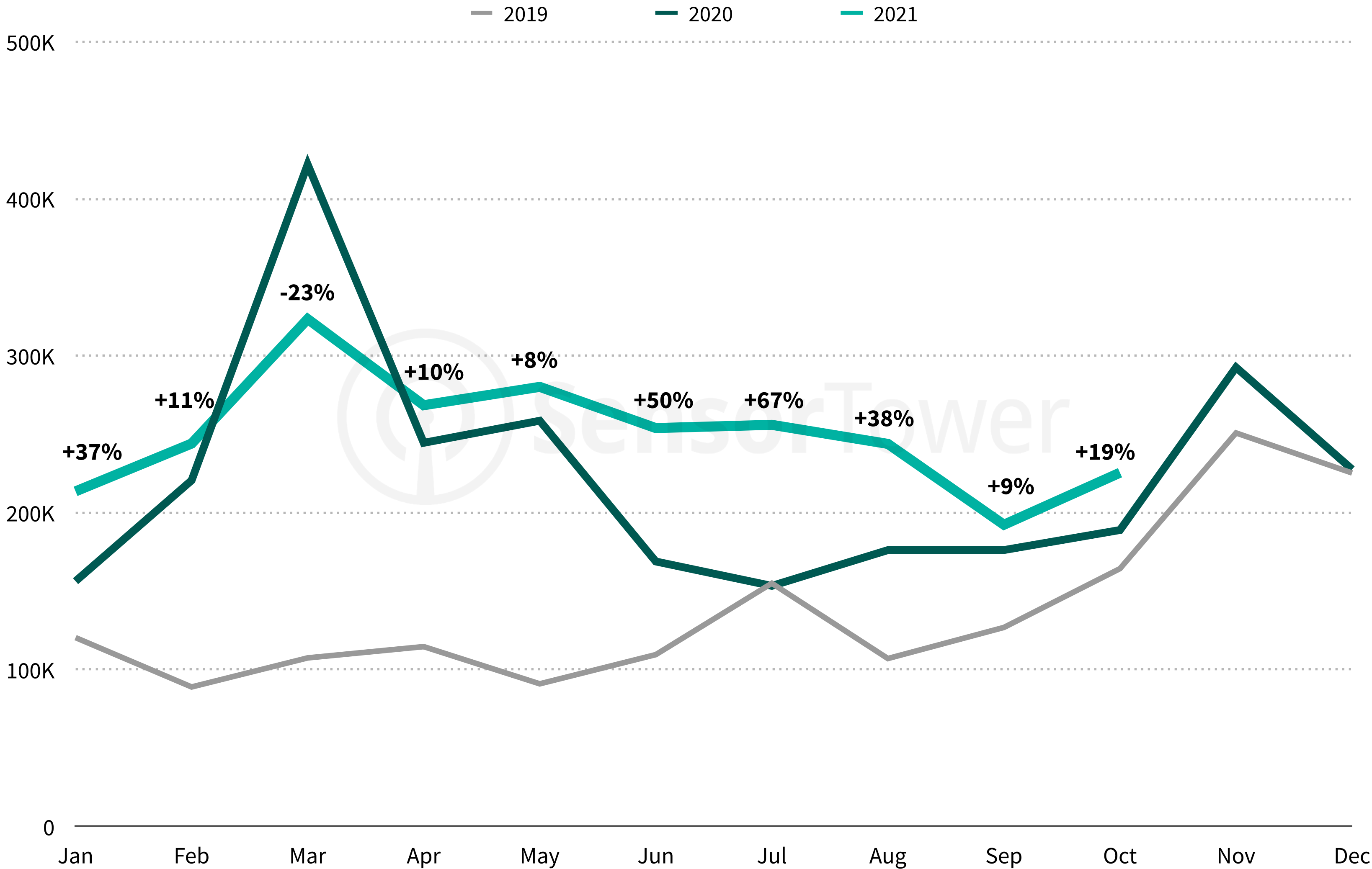


Robinhood, the top asset management app in the U.S., has seen its recent success highly tied to cryptocurrency. Its install pattern was very similar to the cryptocurrency exchange app Coinbase.

Note Regarding Download Estimates:
Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Livestream Shopping Demand Boosted During Pandemic

Monthly U.S. downloads for the top five livestream shopping apps

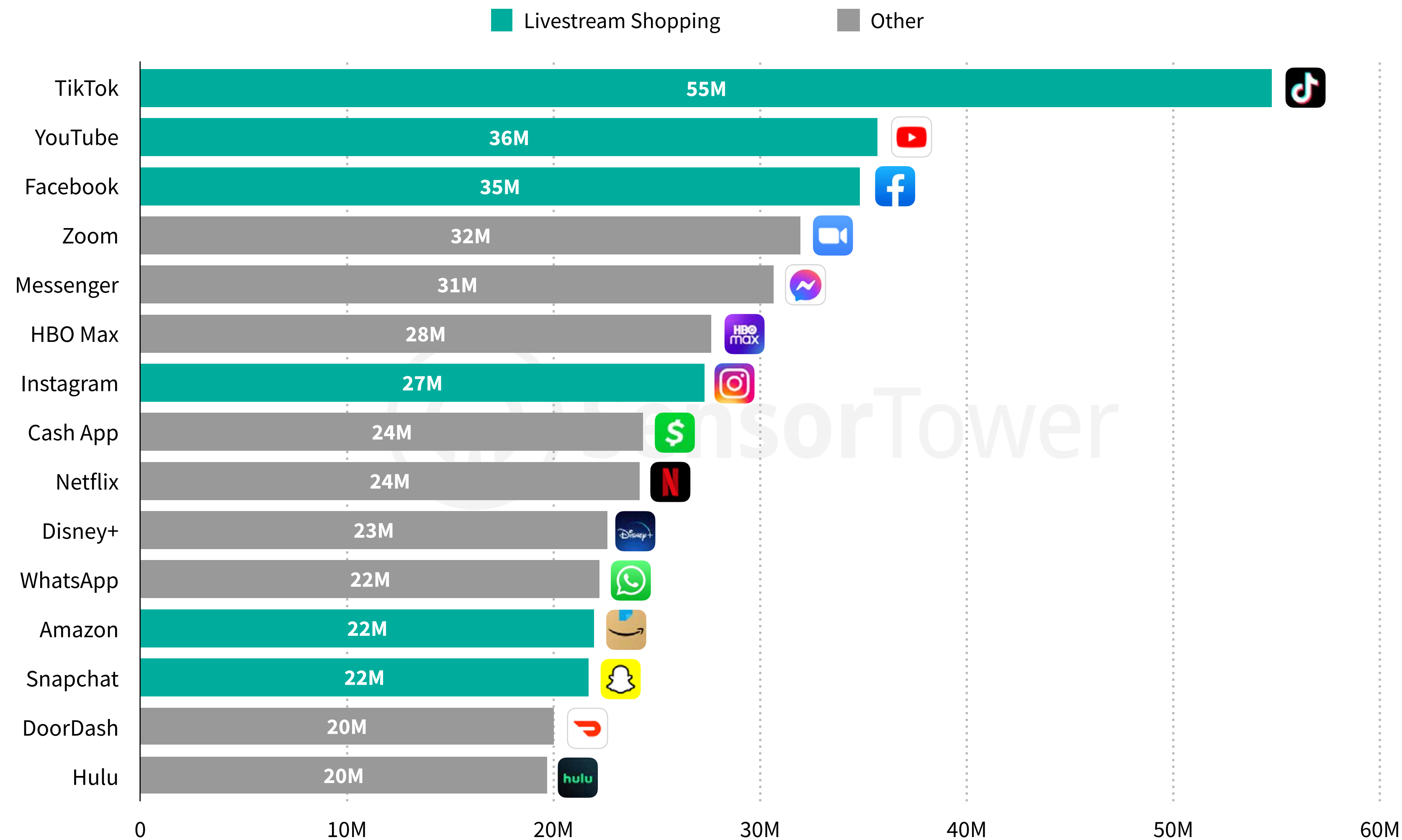


Adoption of livestream shopping in the U.S. accelerated at the start of the pandemic, and it has continued to climb since. Top apps saw positive year-over-year growth in all but one of the first 10 months in 2021.

Note Regarding Download Estimates:
Top apps include QVC, NTRWK, Flip, HSN, and Whatnot. Our estimates include worldwide downloads for iPhone, iPad, and Google Play. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Nearly Half of the Top Apps Are Testing Livestream Shopping

Top 15 apps by U.S. downloads for Q1 to Q3 2021



Six of the top 15 apps have either already experimented with livestream shopping events or have announced plans to test livestream shopping in the near future. All of the top Social Networking and Shopping apps are exploring livestream shopping integration as a potentially huge boost to mobile retail.

Note Regarding Download Estimates:

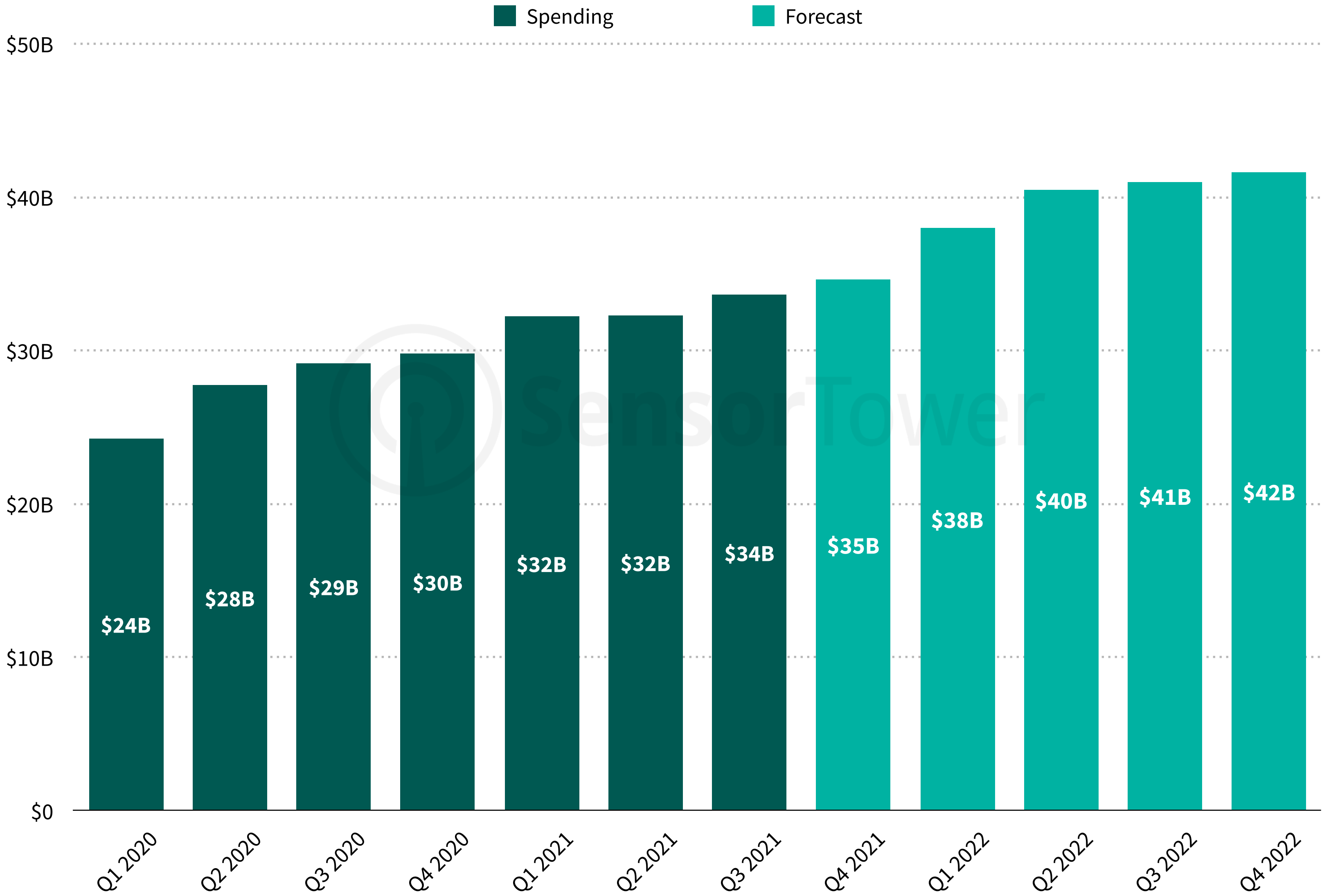
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Conclusion

— Key Takeaways from Sensor Tower's research

Global Consumer Spending to Reach \$160 Billion in 2022

Worldwide consumer spending forecast, App Store and Google Play

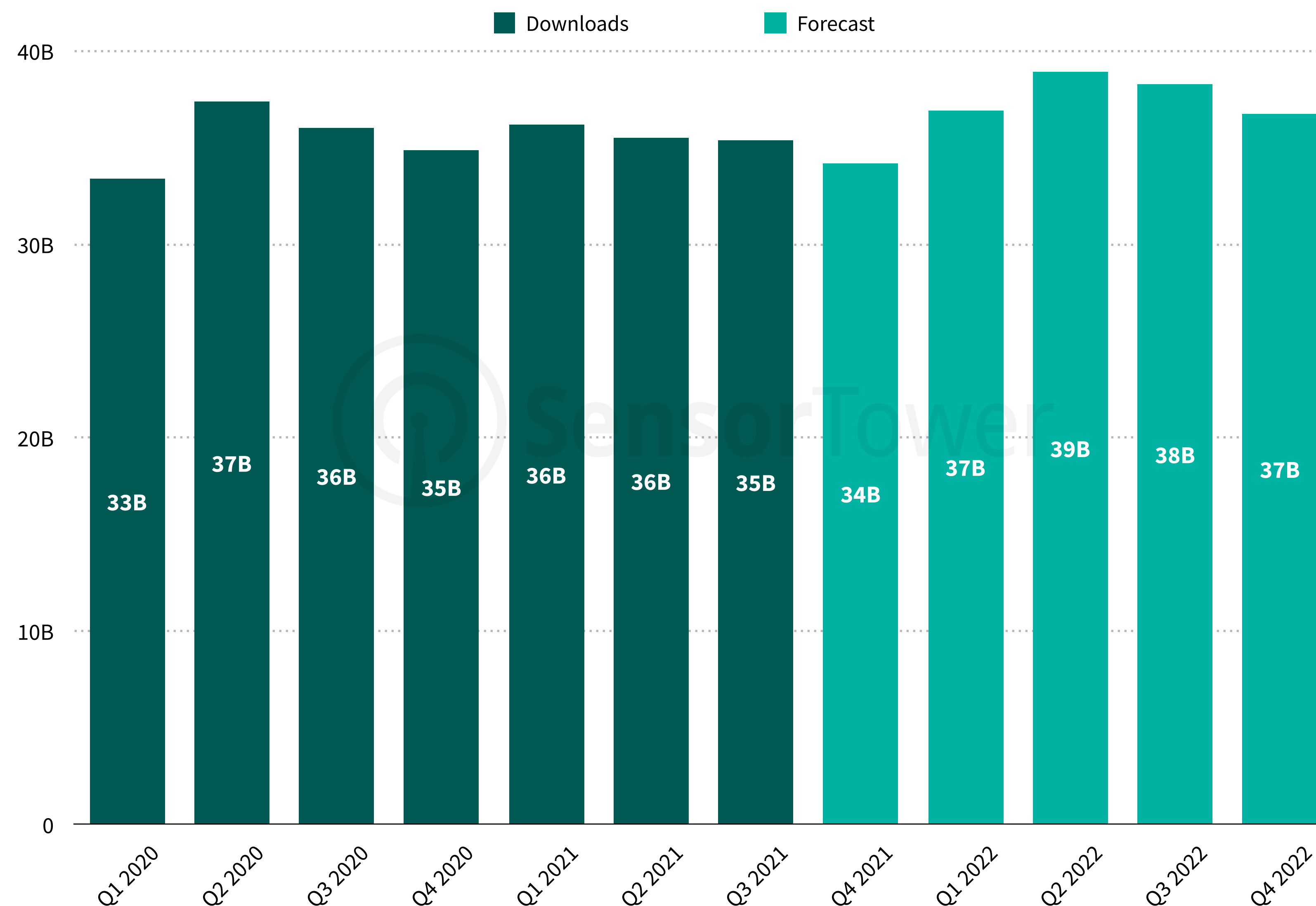


Consumer spending will surpass \$160 billion in 2022, an increase of 21 percent year-over-year. This growth is expected to slightly exceed the 20 percent year-over-year growth in 2021.

Note Regarding Revenue Estimates:
Our estimates include worldwide revenue for iPhone, iPad, and Google Play. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores.

Positive Install Growth to Return Following Pandemic Boost

Worldwide download forecast, App Store and Google Play



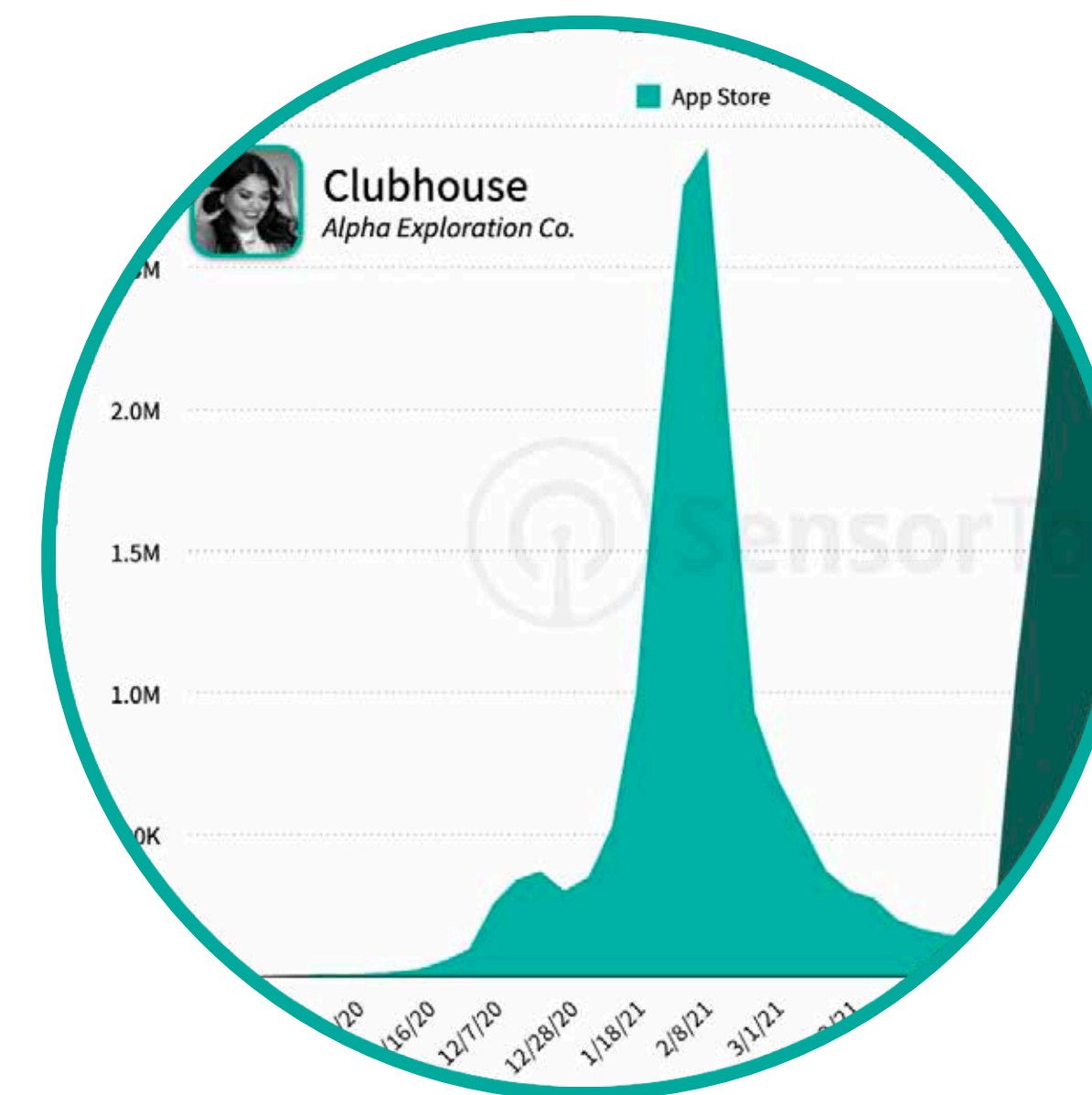
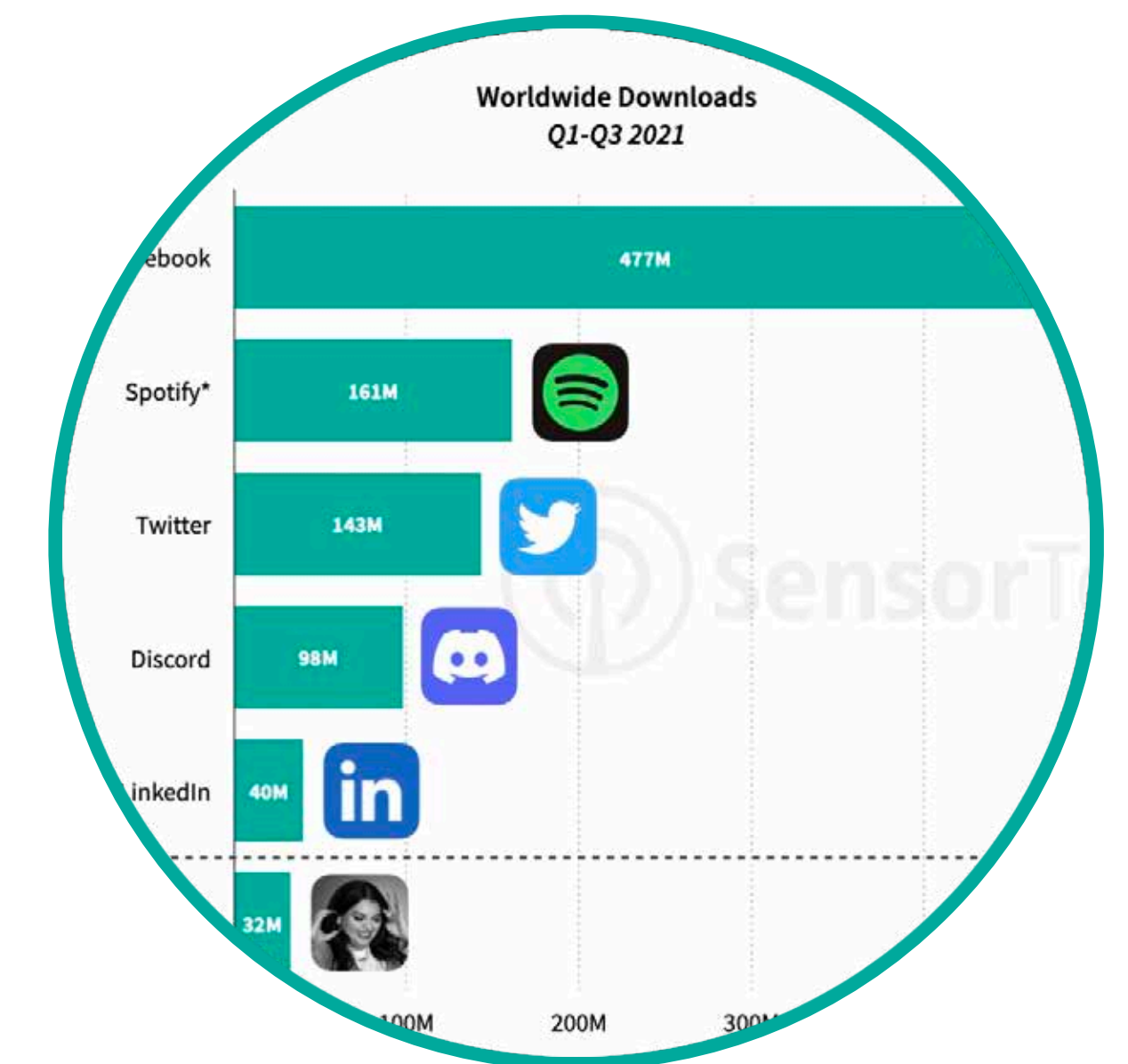
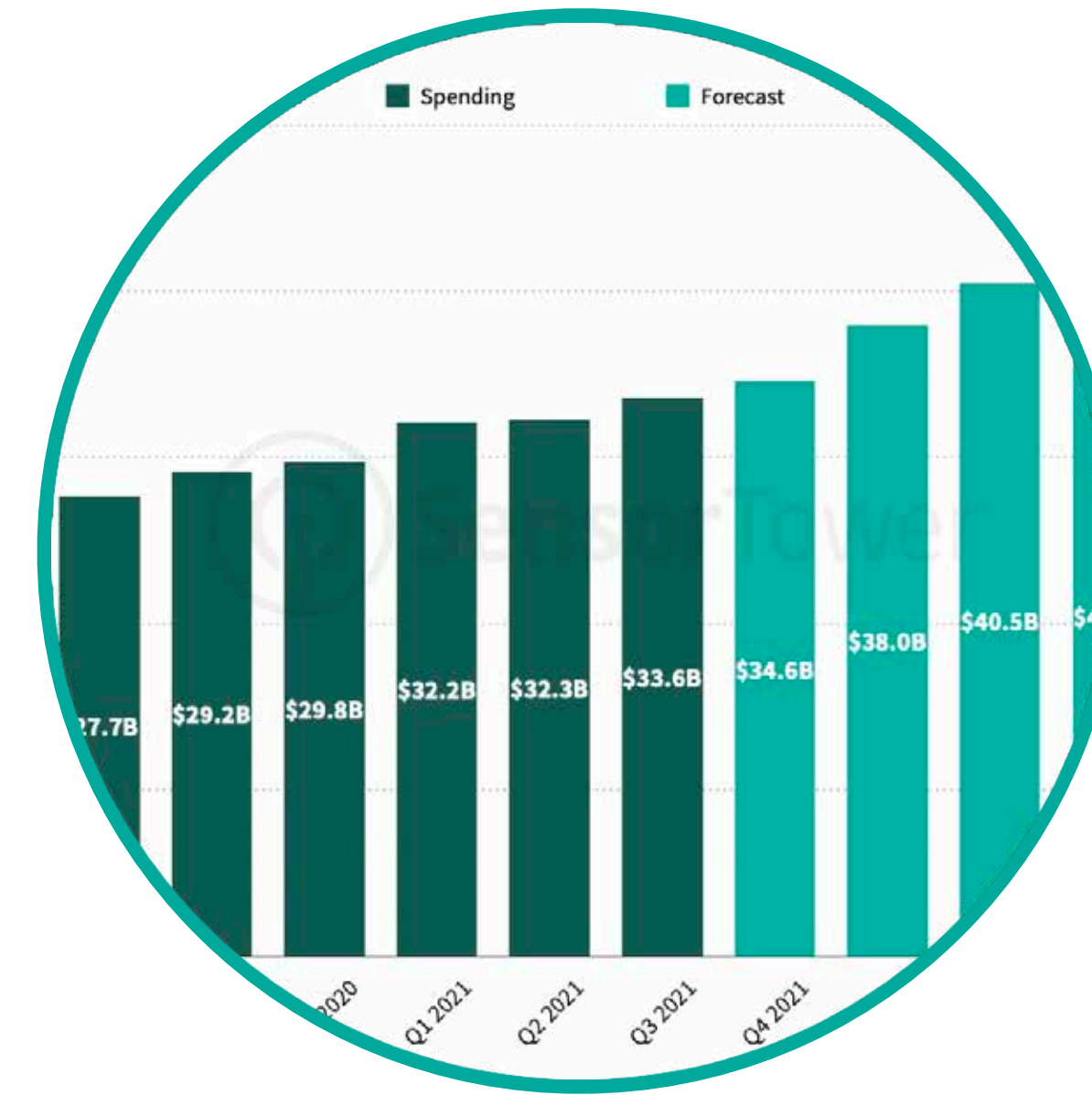
Installs spiked in Q2 2020 as consumers turned to their mobile devices to aid the transition to life during the pandemic. Apps were able to retain most of the gains in 2021, and we expect positive growth to return in 2022.

Note Regarding Download Estimates:

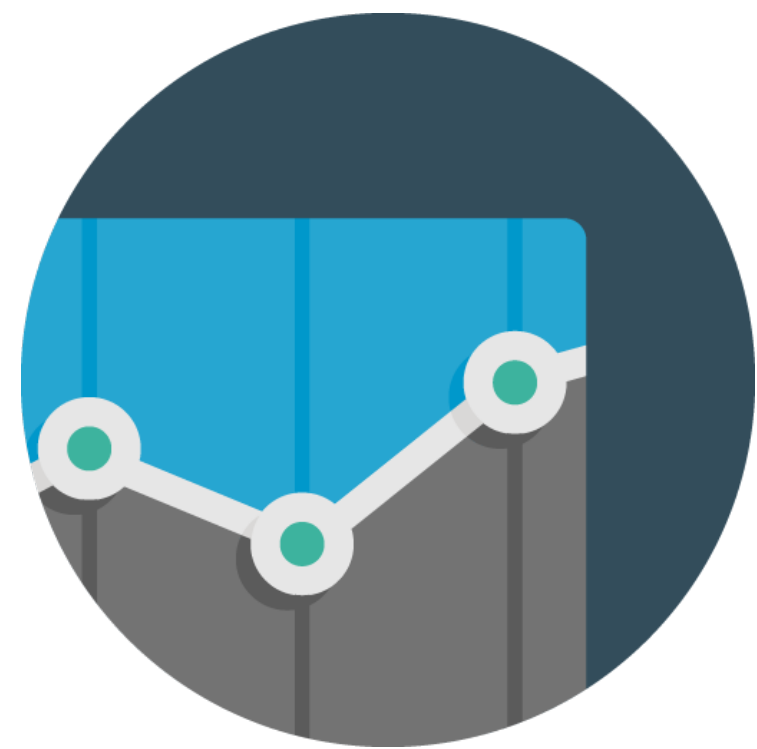
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In Conclusion: A New Normal

- 2021 was a year of adjusting to a new normal during the COVID-19 pandemic after huge growth across various industries on mobile in 2020. We project mobile to reach new highs in 2022 across various metrics including consumer spending, downloads, active users, and time spent.
- While we expect more typical consumer spending and download growth to return in 2022, the pandemic has accelerated some trends such as the adoption of livestream shopping in the U.S.
- Non-games will continue to outpace games in terms of consumer spending growth, with categories including Entertainment, Productivity, and Books leading the way.
- Look for a few key trends from 2021 to continue to gain traction in 2022. For example, the rise of social audio on mobile and the boom and bust nature of cryptocurrency are expected to have a significant impact on the market in the future.



Sensor Tower Solutions



Store Intelligence

Make strategic decisions with the industry's most accurate estimates.



App Intelligence

Drive organic growth with the leading App Store Optimization platform.



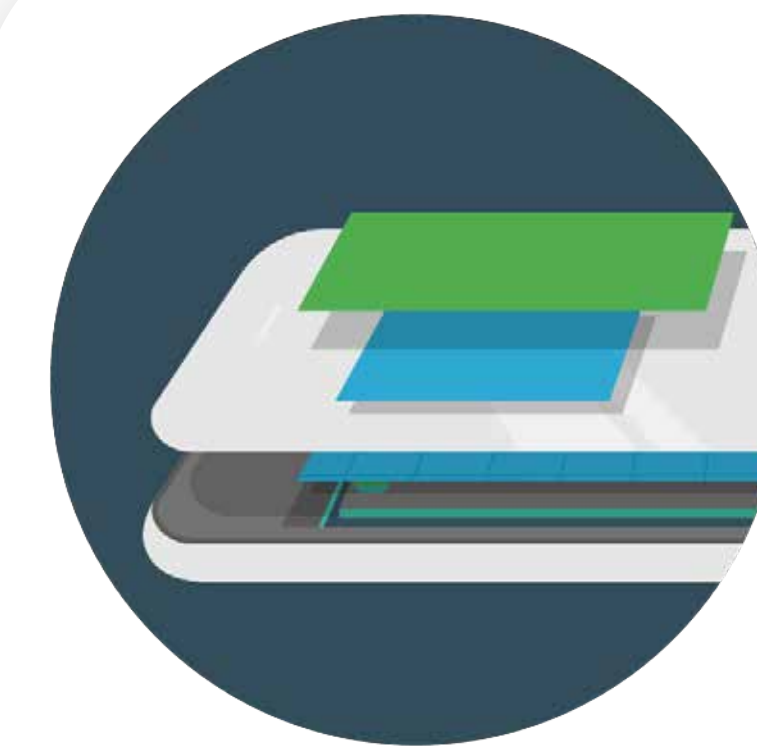
Ad Intelligence

Develop winning User acquisition campaigns with crucial mobile advertising insights.



Usage Intelligence

Benchmark app usage, engagement, and demographics.



App Teardown

Evaluate which SDKs apps are using and measure SDK adoption across market segments.



Consumer Intelligence

Access unfiltered mobile user engagement for financial analysis.

Sensor Tower

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About Us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower's product suite includes: Top Charts, App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.

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Sensor Tower

