

App Annie

The Data Behind 10 Years of the iOS App Store

– 2018 –

The iOS App Store

TOTAL IOS APP STORE
DOWNLOADS

JULY 2010 - DECEMBER 2017

Over
170
BILLION

TOTAL IOS APP STORE
CONSUMER SPEND

JULY 2010 - DECEMBER 2017

Over
\$130
BILLION

TOTAL NUMBER OF APPS AVAILABLE
ON THE IOS APP STORE

MAY 2018

Over
2.0
MILLION

APPS THAT GENERATED MORE
THAN \$1M IN CONSUMER SPEND
ON THE IOS APP STORE

SINCE JULY 2010

Nearly
10
THOUSAND

App Annie Is the Most Trusted Partner in the App Economy

Our enterprise customers span industries and the globe



Our data is the most cited by app industry leaders and media



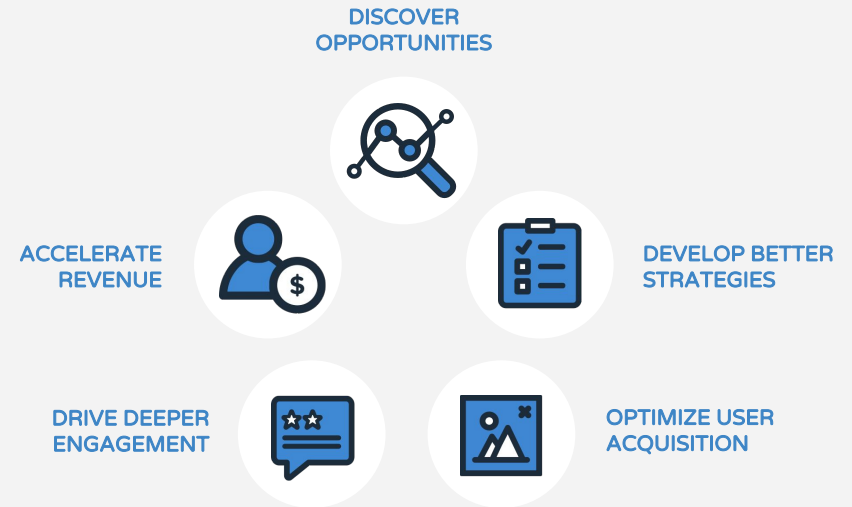
The Company & Technology Behind the Report

App Annie helps companies build better app businesses and is used by 94 of the top 100 publishers across the globe. From competitive benchmarking to international expansion, we deliver the data and insights needed to succeed in the app economy.

The information contained in this report is informed by [App Annie Intelligence](#), the leading data solution for the app economy as well as our proprietary forecast model.

To see how our app data for download, revenue, demographic and usage estimates and ASO can help guide your critical business decisions, [sign up for a free account today](#).

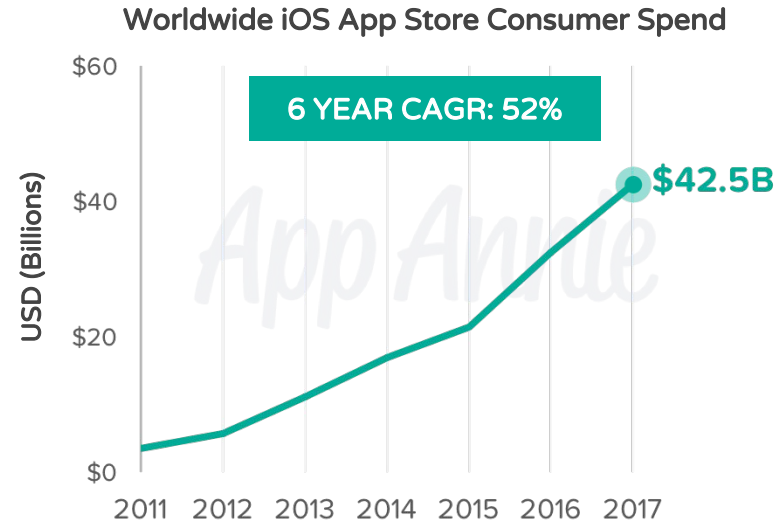
Confidently Navigate the Entire App Lifecycle with App Annie Intelligence



The industry's trusted global app market data. Cutting edge insights. One Integrated platform.

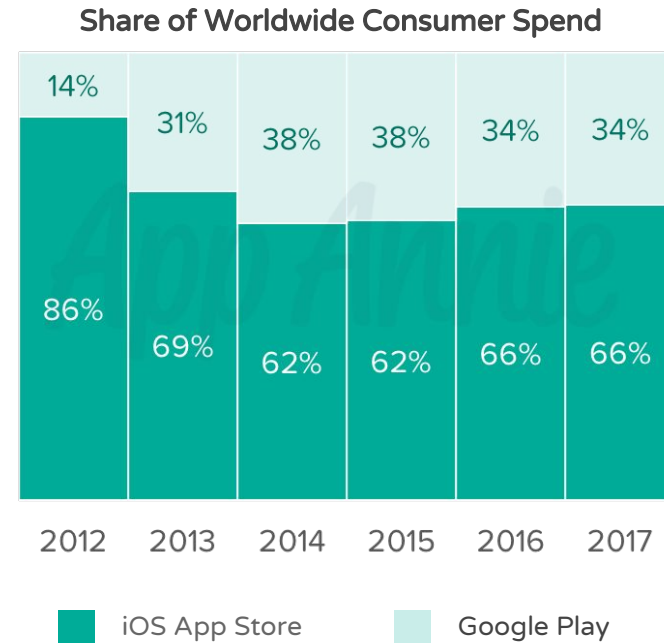
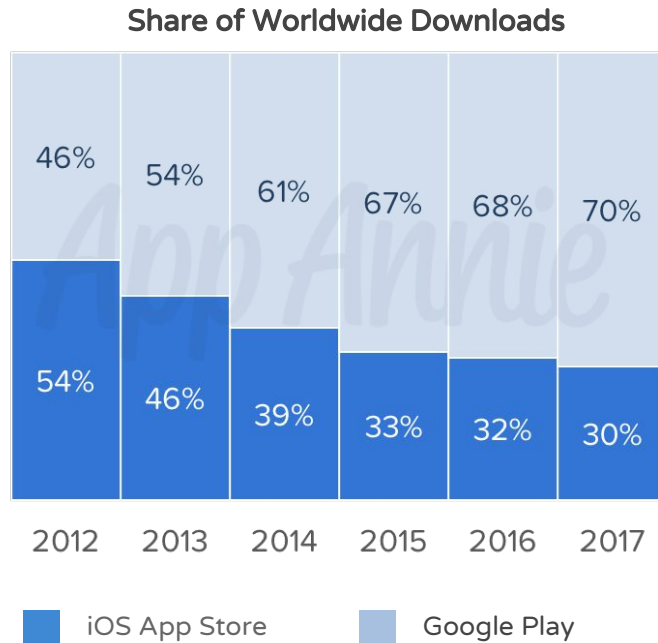
10 Years, 10 Highlights of the iOS App Store

1. iOS App Store Revenue Growth Outpaces Downloads, Nearly Doubling Between 2015 and 2017



*Spend is gross, the iOS App Store's fees are included

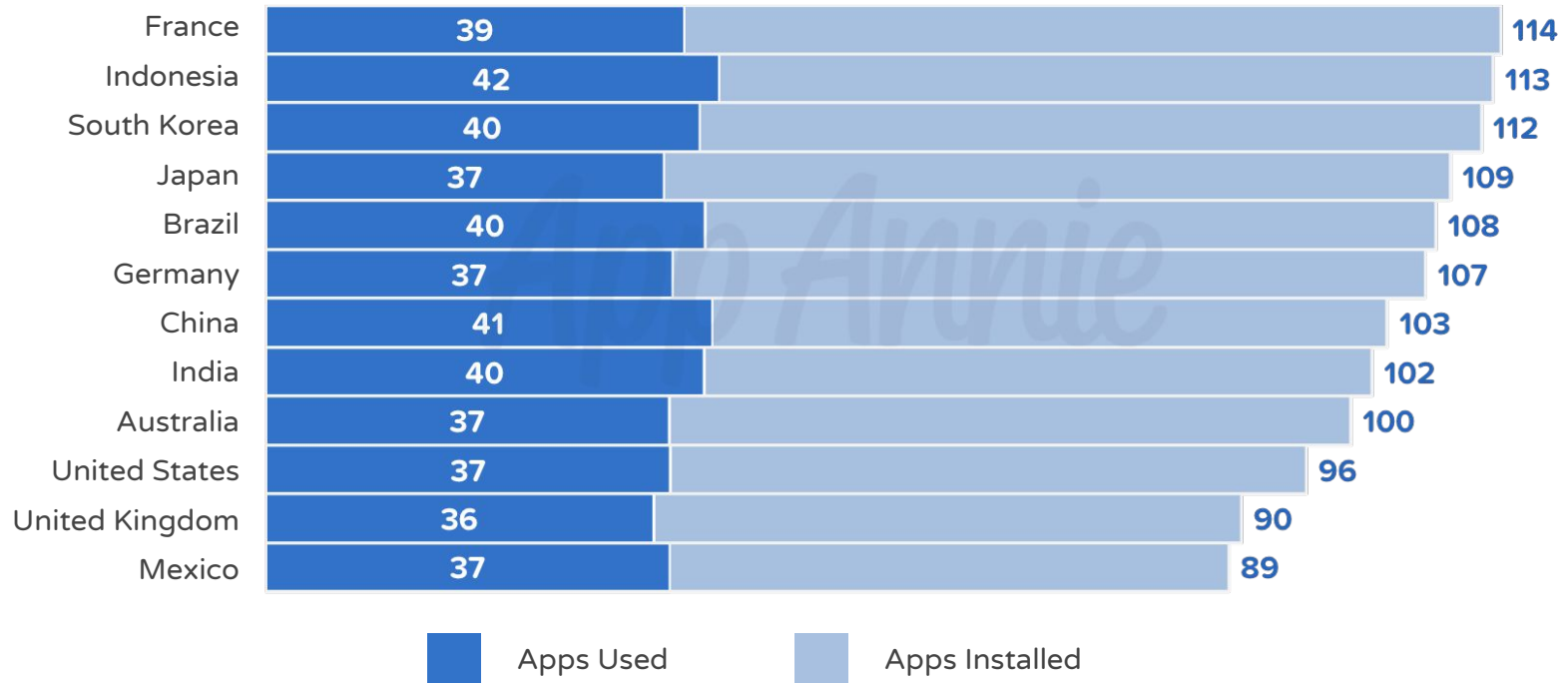
2. The iOS App Store Generates Nearly Twice as Much Consumer Spend as Google Play, Despite a Lower Device Install Base



Note: Google Play is not available in China

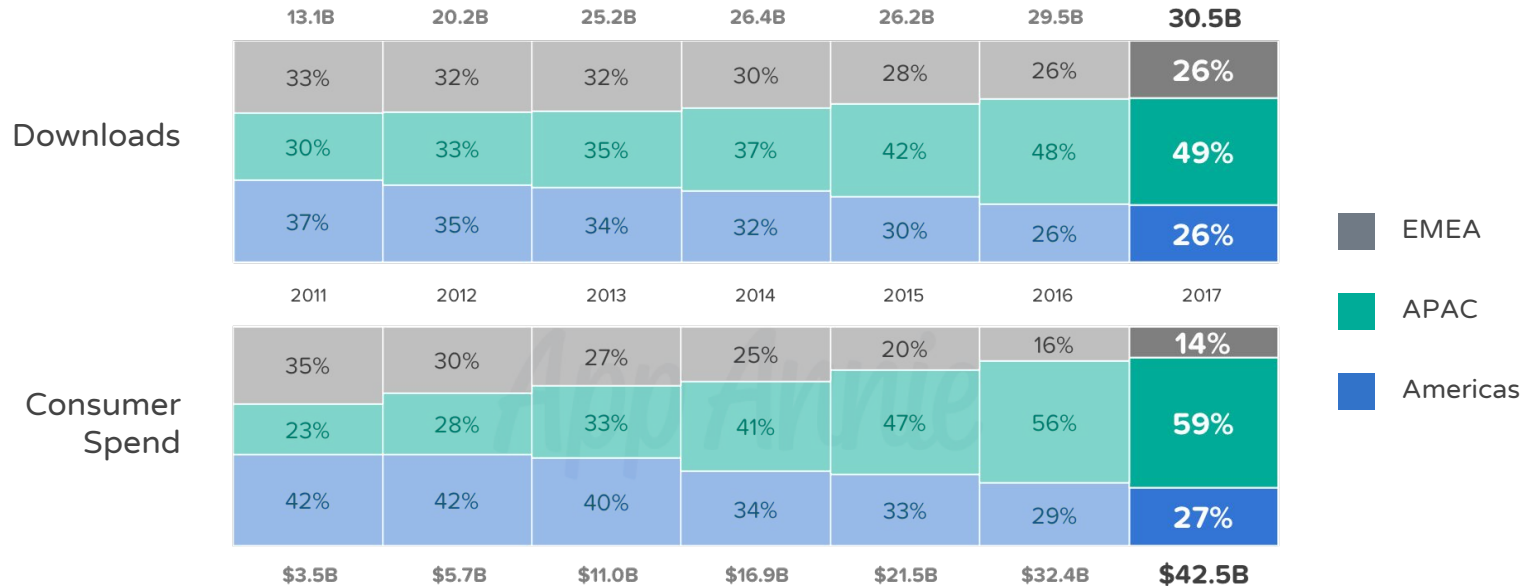
3. iPhone Users in Select Markets Have Over 100 Apps Installed and Use Over 40 Apps Each Month

Average Monthly Apps Installed and Used on iPhones in 2017 in Select Countries



4. APAC Accounts for Nearly 60% of iOS App Store Consumer Spend

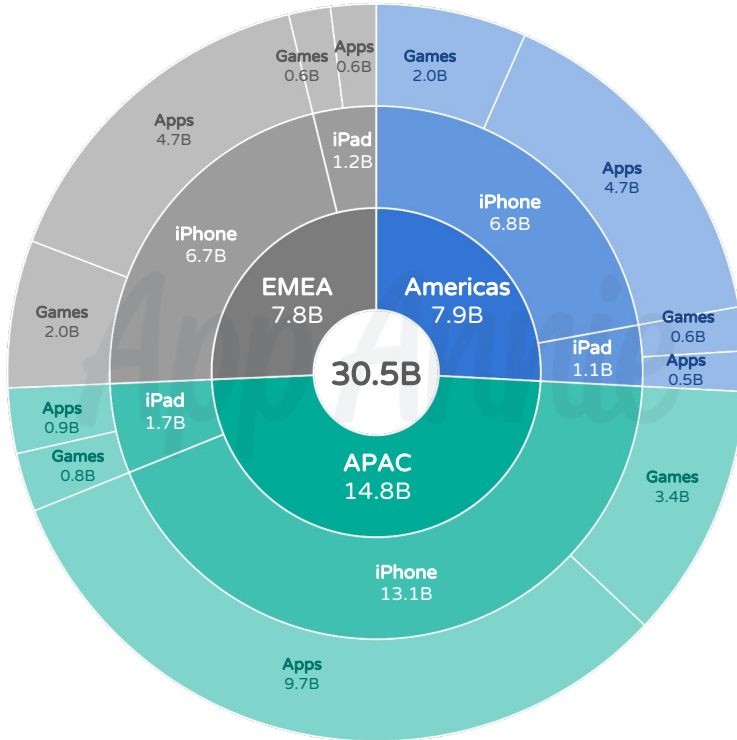
Share of iOS App Store Downloads and Spend by Region



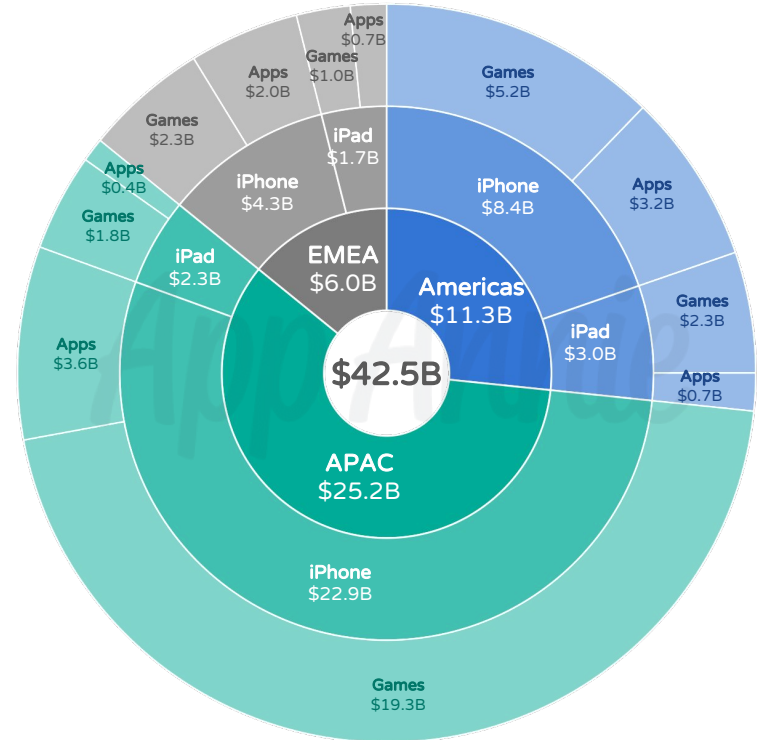
↑
 APAC's rapid increase in global share of downloads and consumer spend followed the release of the iPhone 6 and iPhone 6 Plus in China [in October 2014](#)

5. Games Account for 31% of Downloads, But 75% of Spend

iOS App Store Downloads in 2017













iOS App Store Consumer Spend in 2017



6. The United States Is the Largest Market by All-Time iOS App Store Consumer Spend and Downloads

Top Markets by All-Time iOS App Store Downloads

Rank	Country	Downloads (Billions)
1	 United States	40.1
2	 China	39.9
3	 Japan	9.5
4	 United Kingdom	8.0
5	 Russia	4.5
6	 France	4.5
7	 Germany	4.1
8	 Canada	3.9
9	 Australia	3.4
10	 Italy	2.9

Note: All-Time refers to iOS App Store downloads from July 2010 to December 2017

Top Markets by All-Time iOS App Store Consumer Spend

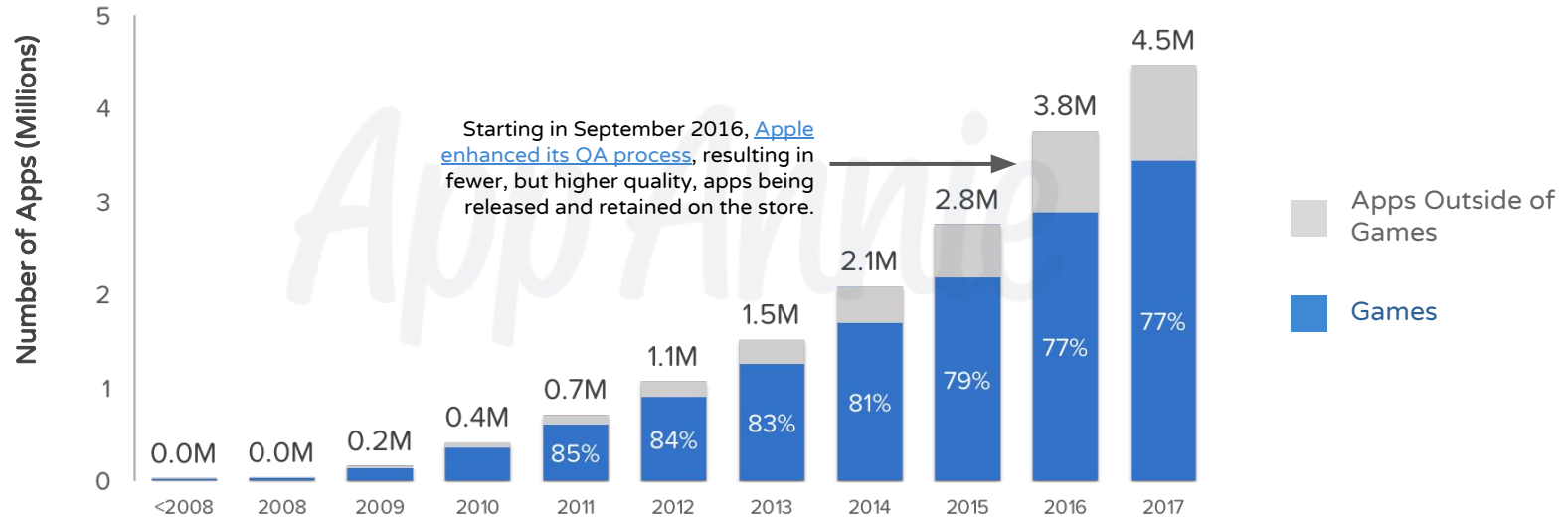
Rank	Country	USD (Billions)
1	 United States	\$36.0
2	 China	\$27.7
3	 Japan	\$25.2
4	 United Kingdom	\$5.0
5	 Australia	\$3.3
6	 Canada	\$3.0
7	 Germany	\$2.6
8	 France	\$2.3
9	 South Korea	\$2.2
10	Taiwan	\$2.1

Note: All-Time refers to iOS App Store consumer spend from July 2010 to December 2017

7 Over 4.5M Apps Have Been Released on the iOS App Store So Far

- Apps Outside of Games Accounting for an Increasing Proportion of Releases

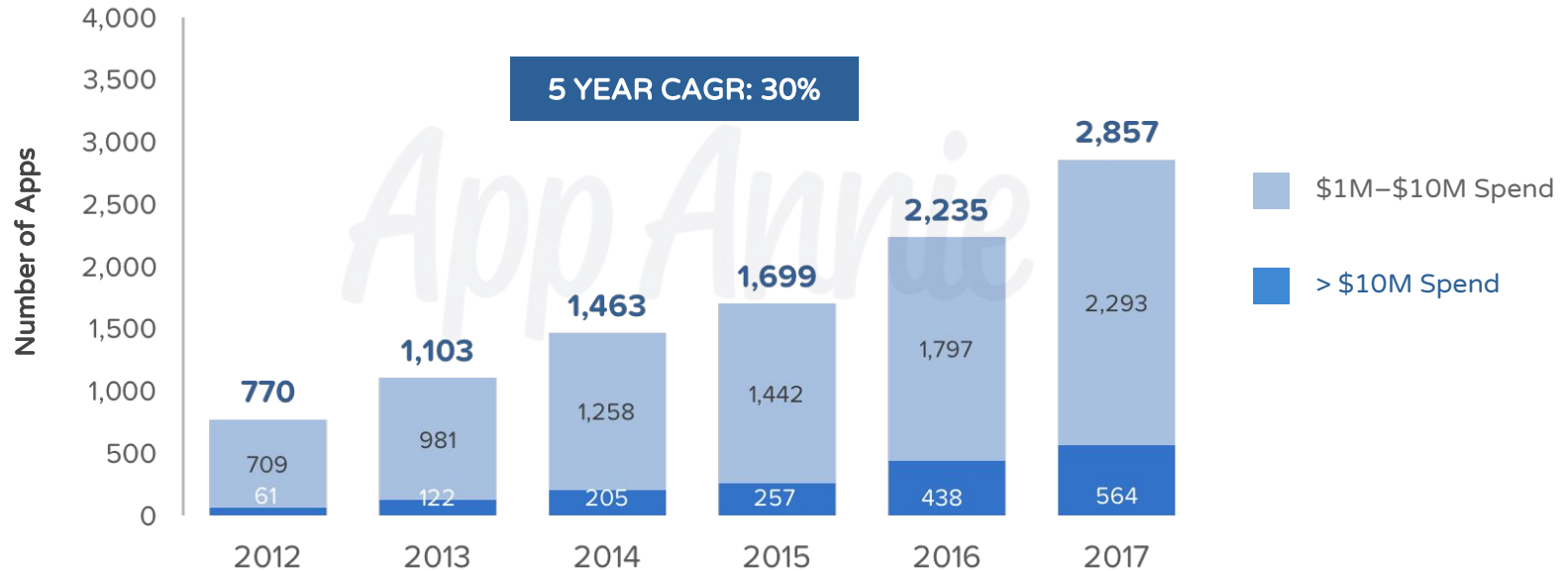
Cumulative Apps Released on the iOS App Store Worldwide



Note: Release date is the first date an app ranked in the iOS App Store, for downloads or revenue, in any country

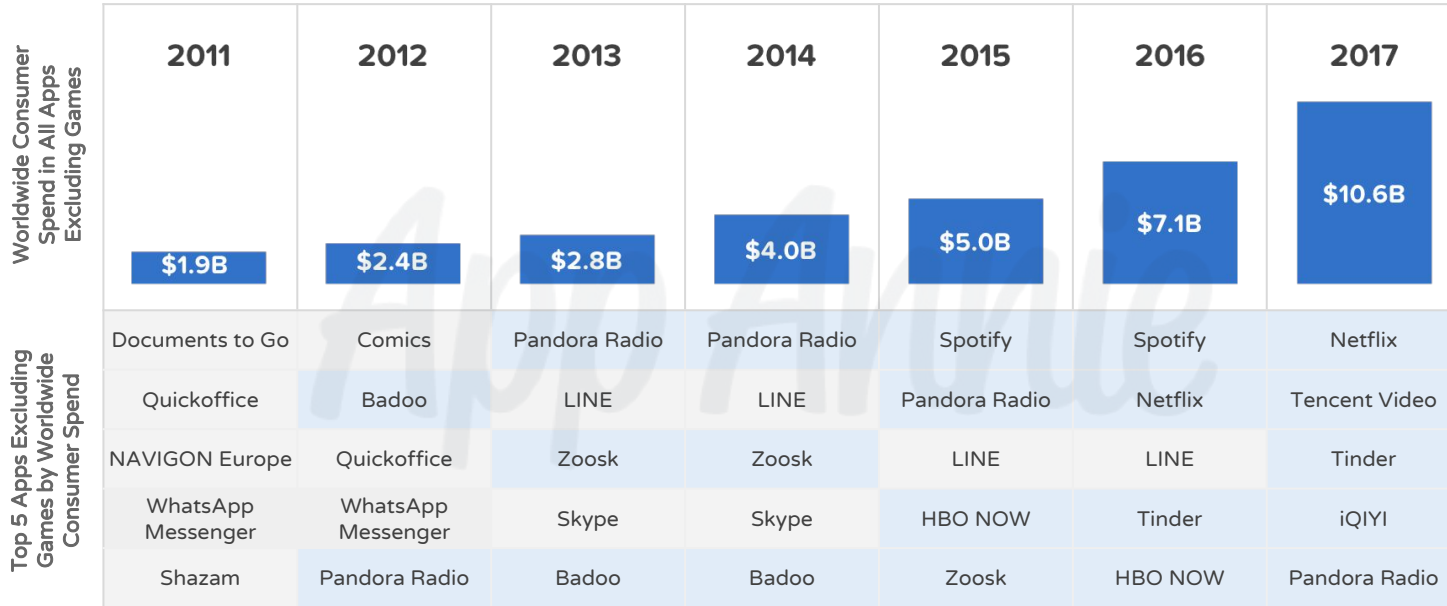
8. More Apps Than Ever Are Generating Millions of Dollars on the iOS App Store Worldwide

Number of Apps With More Than \$1M in Consumer Spend



9. In-App Subscription Payments Have Allowed Apps (Excluding Games) to Flourish on the iOS App Store

Worldwide Consumer Spend for Apps Excluding Games on the iOS App Store



Apps with in-app subscription payments at time of ranking

↑
In-app subscriptions first introduced in February 2011

↑
Apple revamped their subscription model in September 2016 with iOS 10. Monetization options expanded, and subscriptions were opened to additional app categories. 50% growth in spend from 2016 to 2017 — fastest annual growth rate since 2011

10. There's Plenty More to Come for the iOS App Store

By 2022, Consumer Spend in the iOS App Store Will Reach \$75.7B, up 80% From 2017

Worldwide iOS App Store Consumer Spend



Note: Spend is gross, the iOS App Store's fees are included

Read Further Analysis on the App Economy

- [The 2017-2022 App Economy Forecast: 6 Billion Devices, \\$157 Billion in Spend & More](#)
- [2017 Retrospective: A Monumental Year for the App Economy](#)
- [Top Predictions for the App Economy in 2018](#)
- [Why Your Mobile Strategy Needs an App](#)
- [New App Usage Report: How Many Apps Do Users Install a Month?](#)
- [Metrics That Matter for Product Managers: The Fundamentals](#)

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About App Annie

App Annie delivers the most trusted app market data and insights for your business to succeed in the global app economy. Over 1 million registered users rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 450 employees across 15 global offices. App Annie has received \$157 million in financing, including from investors such as Sequoia Capital, Institutional Venture Partners, IDG Capital Partners, e.ventures, Greenspring Associates, and Greycroft Partners.

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