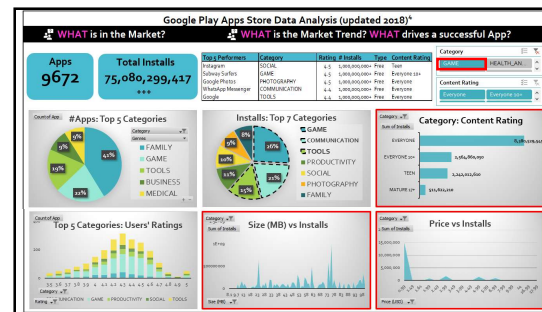
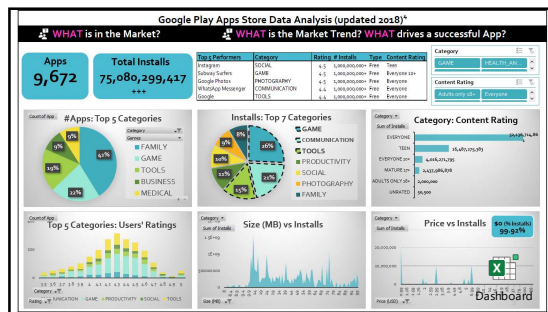
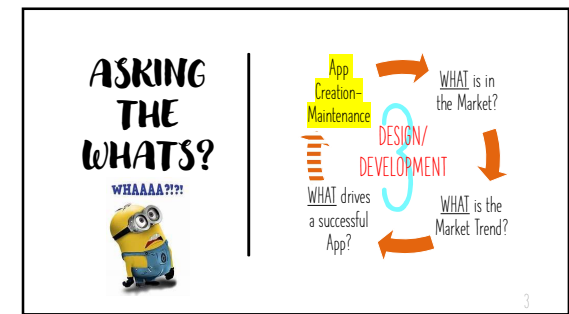




Google Android

- Android Devices : 87% of global smartphone market¹
- Next Few Years : Google to increase shares over Apple's iOS²
- Google Play Store Data : Understand the Android Apps Market
- WHO ? Apps Developers : Drive successful Apps

Sources: ¹Statista, September 2019 | ²Sensor Tower, January 2020



Insights into Android Apps Market

- **Lucrative Market** : \$39.7 billion revenue in H1 2019³
- **TOP 5** : Games, Tools, Communication, Social, Entertainment
- **FREE** : "How to make money?"
- Good App Interface : Catchy name, Size, Less effort less time.
- Know Your Audience & Competitors

Sources: ³Sensor Tower, July 2019

Develop Your App's Uniqueness!

& Engage Customers!

Data Source

- Google Play Store Apps | Kaggle

<https://www.kaggle.com/lava18/google-play-store-apps>