



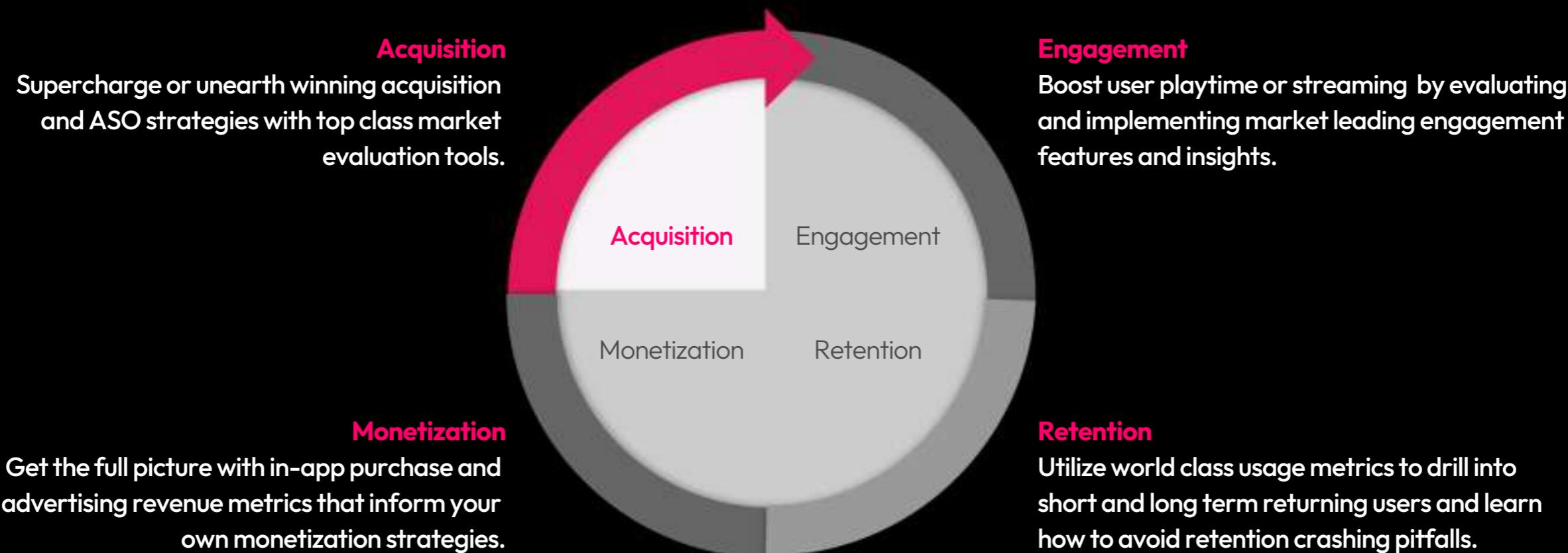
STATE OF MOBILE 2023



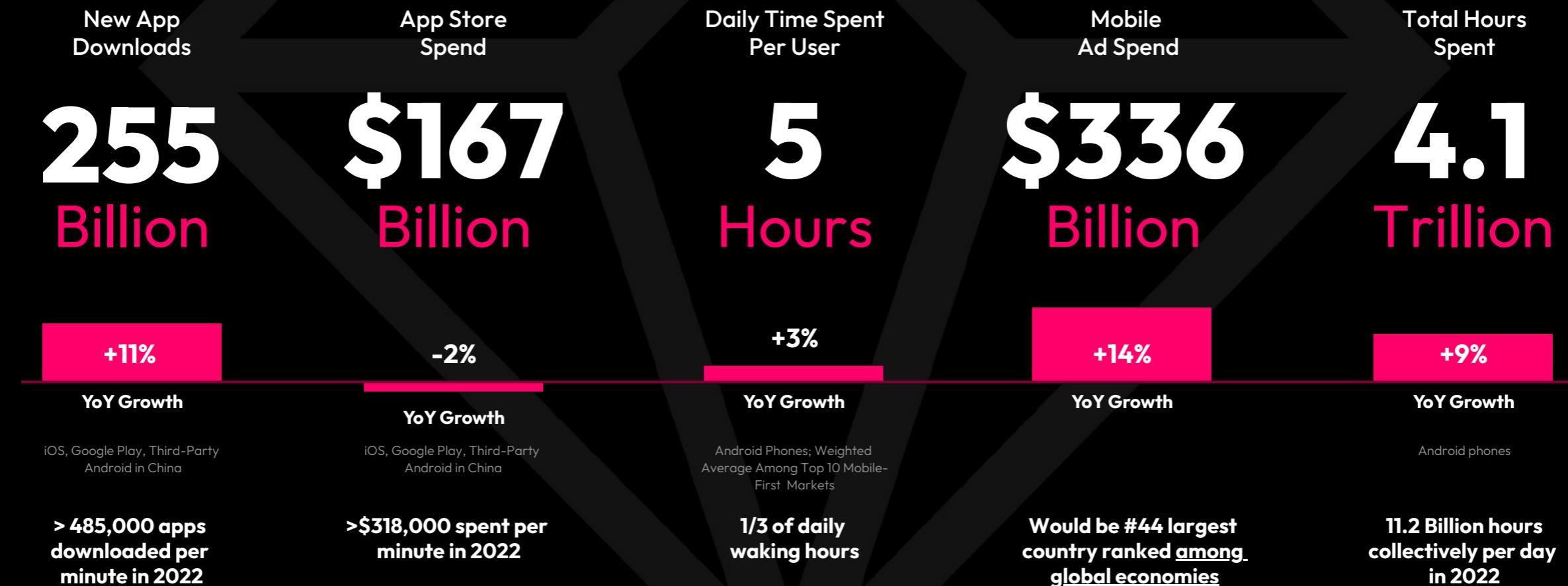
App Annie is now **data.ai**



data.ai unlocks insights at every stage of the customer lifecycle



2022 Mobile Landscape at a Glance



STATE OF MOBILE 2023



Contents

- [Macro Mobile Trends](#)
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- [Food & Drink](#)
- [Travel](#)
- [Health & Fitness](#)
- [Sports](#)
- [Other Industries Embracing Mobile](#)
- [Top App & Games of 2022](#)

Join Top Brands that Trust data.ai in Growing Their Business

Through our set of mobile growth tools, we give you visibility in a difficult market to find pockets of growth and opportunity through: market sizing, top charts, competitive intelligence & more.



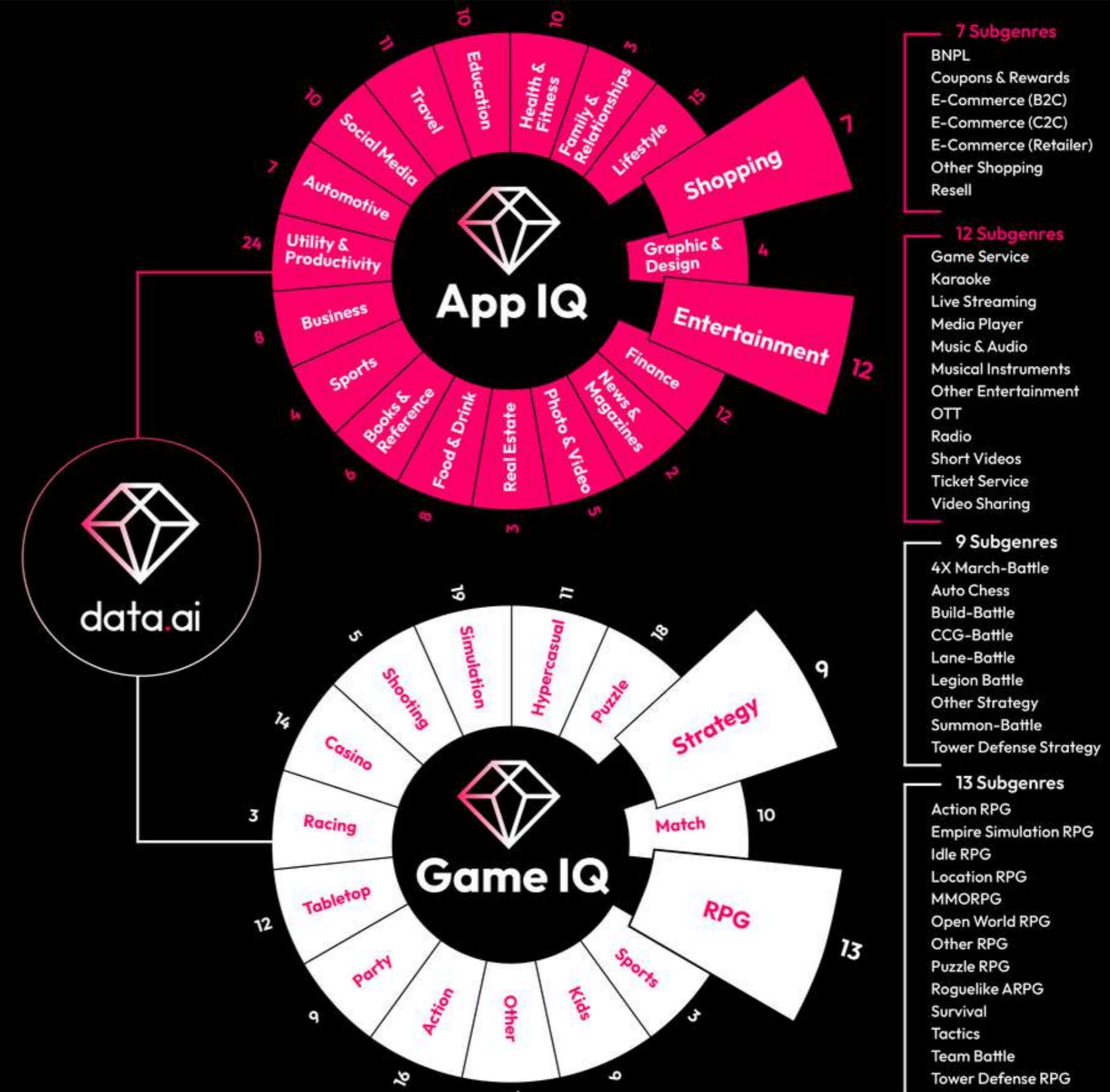
This report Is Powered by
data.ai Intelligence

Through

App IQ & Game IQ

data.ai's Taxonomy

With 250,000 Apps Classified
316 Subgenres Total



Check On the State of Mobile Whenever You Want With MPS

Mobile Performance Score is the industry's first mobile scoring system that's like a credit score, but for apps. Get an executive overview on desktop or on the [Pulse iOS app](#).

Powered by data.ai's App IQ and Game IQ Taxonomy

Track Trending apps by their MPS within your genre:

Top Performer for Genre:

< Apps | Entertainment >

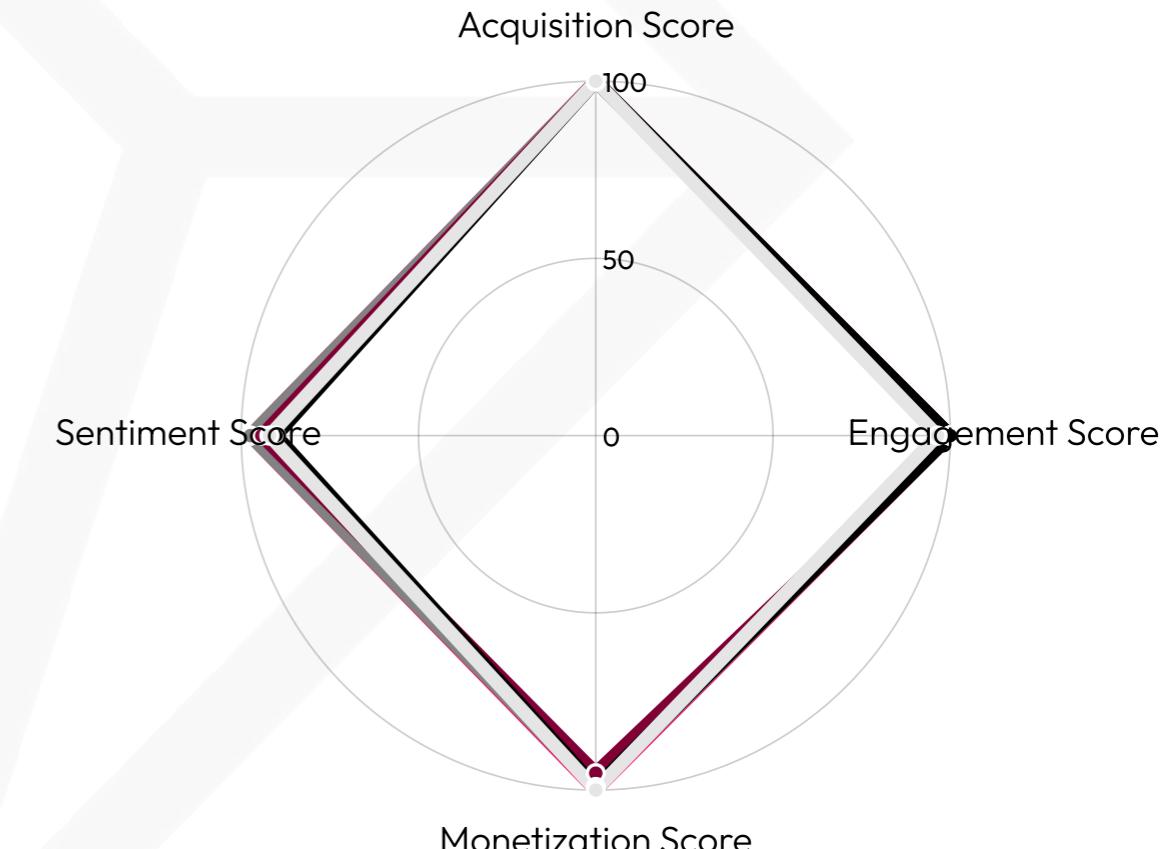
Rank	App Name	Overall MPS	Weekly Change
1	TikTok	99	-
2	Kwai	99	-
3	Spotify	97	-
4	Amazon Prime Video	97	-
5	iQIYI	97	-

Source: data.ai Intelligence

Note: Worldwide, Mobile Performance Score for week ending 24th December 2022

Compare apps to see each quadrant's performance by hovering over them. Apps may have the same MPS score, but their quadrant score may be different:

TikTok Kwai Spotify Amazon Prime Video iQIYI



TAKE THE NEXT STEP

MPS is calculated weekly using data.ai proprietary AI algorithms across App IQ and Game IQ genres. [Start exploring MPS on Pulse by data.ai on the iOS App Store!](#)



Macro Mobile Trends

A mobile-centric world: app usage at an all time high. While spend in games feels the squeeze from inflation, app services buck recessionary headwinds.



Consumer time and transactions in apps continues to hypercharge different verticals - From Gaming to Retail to Food/Ride hailing and now Finance, Fintech & Edutech. It is increasingly critical for brands to proactively invest in developing robust app-based insights and app capabilities to make the most of the surge in user attention and time.

Neel Murty

Head of Apps & Display, SEA
Google



Mobile-First Markets Spend 5 Hours on Mobile Each Day

A DETAILED VIEW:

Across the top 10 markets analyzed, the weighted average surpassed 5 hours 2 minutes in 2022 – up 9% from 2020 – during the onset of COVID.

Users in Indonesia, Brazil, Saudi Arabia, Singapore and South Korea surpassed 5 hours per day in mobile apps in 2022.

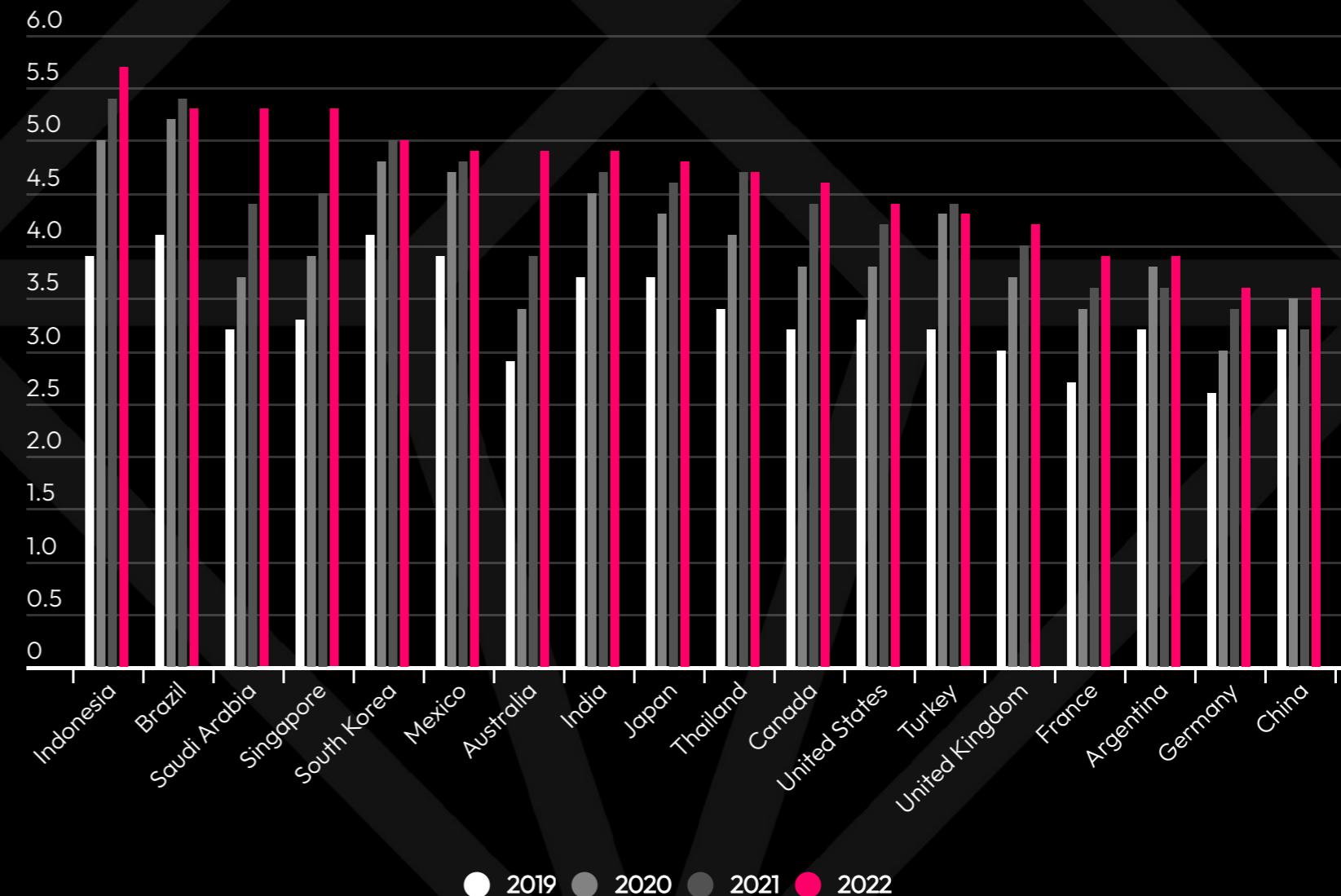
Time spent grew the fastest over 4 years in Saudi Arabia, Australia and Singapore at 68%, 67% & 62%.

TAKE THE NEXT STEPS

data.ai customer?

[View how mobile usage estimates highlight growth sectors to inform strategic roadmap and investment priorities](#)

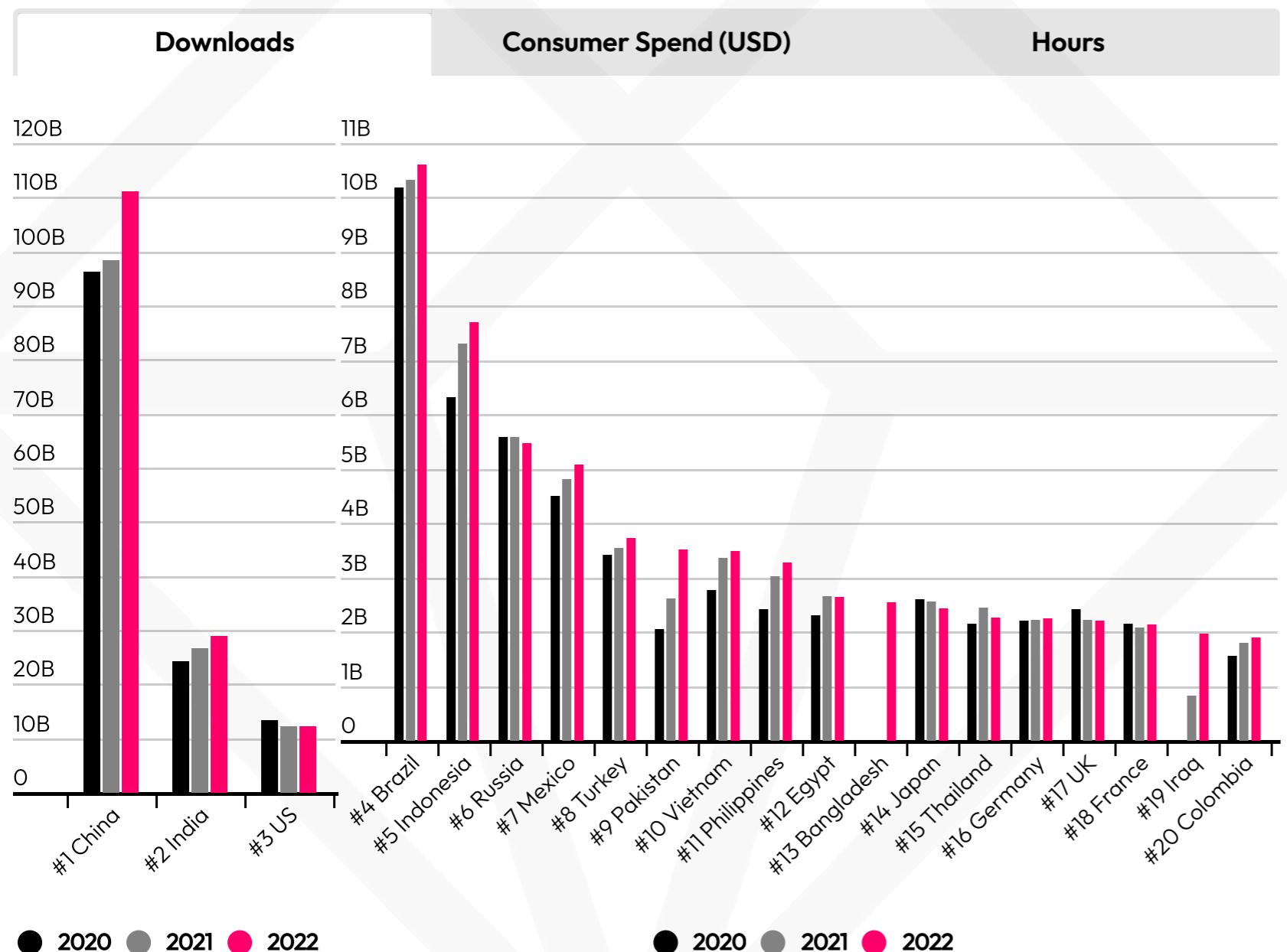
Average Hours Spent on Mobile Per Day Per User



● 2019 ● 2020 ● 2021 ● 2022

Source: data.ai Intelligence
Note: Android phones

Top 20 Mobile Markets in 2022



Source: data.ai Intelligence
 Note: Downloads across iOS, Google Play and third-party Android in China combined; Time spent is Android phones only; Spend is gross — inclusive of any percent taken by the app stores

Downloads and Time Spent Remain Hot, While Consumer Spend is Cooling

A DETAILED VIEW:

Globally, consumer spend dropped in 2022 by -2% YoY. Taiwan market, Brazil, Hong Kong market and Mexico bucked this trend at 15%, 22%, 34% and 17%, respectively.

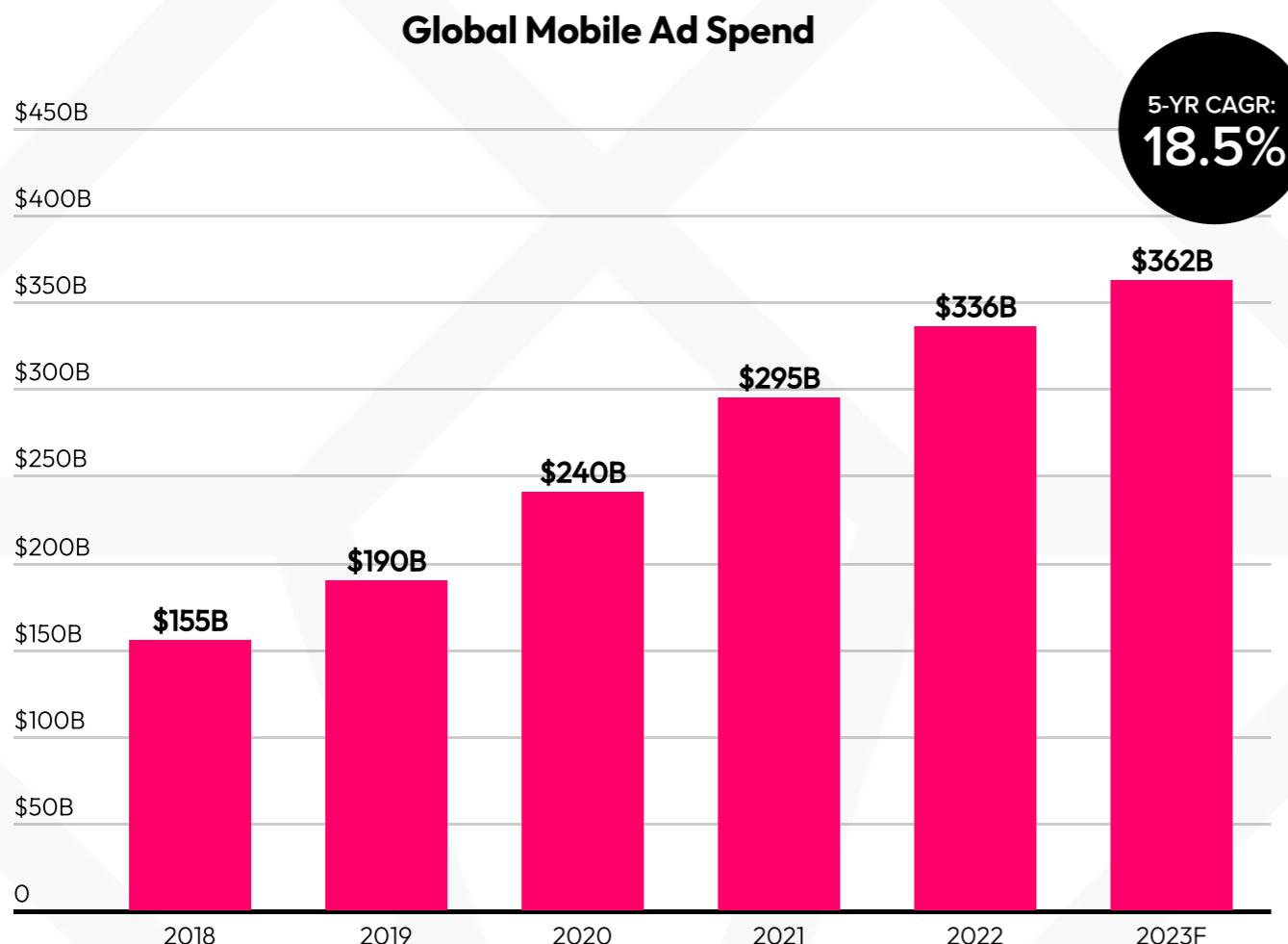
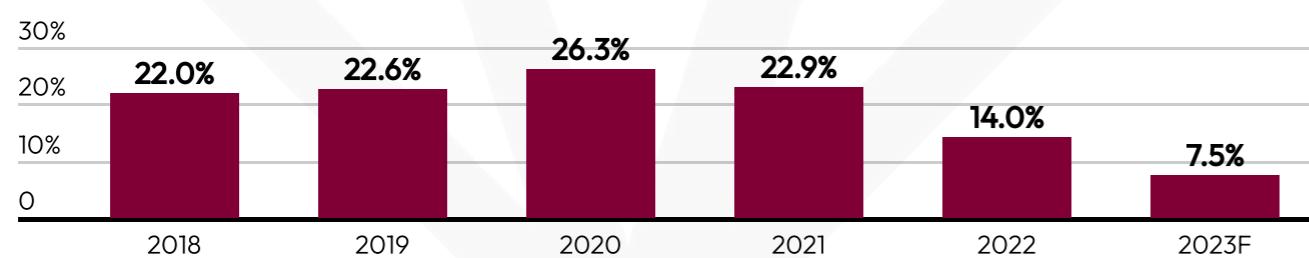
Downloads grew 11% YoY. Pakistan (10th largest market) saw standout growth at 35%.

Time spent grew 9% YoY. Consumers in Pakistan (#6 by time spent), Russia (#7) and Ukraine (#13) grew by 20%, 20% and 45% respectively. Amidst the conflict in Ukraine, consumers relied even more on mobile for communication and connection.

TAKE THE NEXT STEPS

data.ai customer?

[Size the market](#) and keep tabs on fast-growing areas of opportunity in data.ai.

**Year-over-Year Growth**

Source: data.ai Intelligence

All Eyes On Mobile: Ad Spend Set to Hit \$362B in 2023

A DETAILED VIEW:

Heads-up Marketeers: Mobile will take over share of advertising wallet as more time than ever before is spent in apps, with total hours on track to surpass 4 trillion in 2022 on Android phones alone. However, growth of ad spend will slow in the face of economic headwinds.

Short Video apps are expected to drive ad spend, as social networking platforms are suffering decline.

It's the brands that matter. Spend in brand advertising will help bolster the effects of dipping spend on performance marketing in the face of tightened marketing budgets.

TAKE THE NEXT STEPS

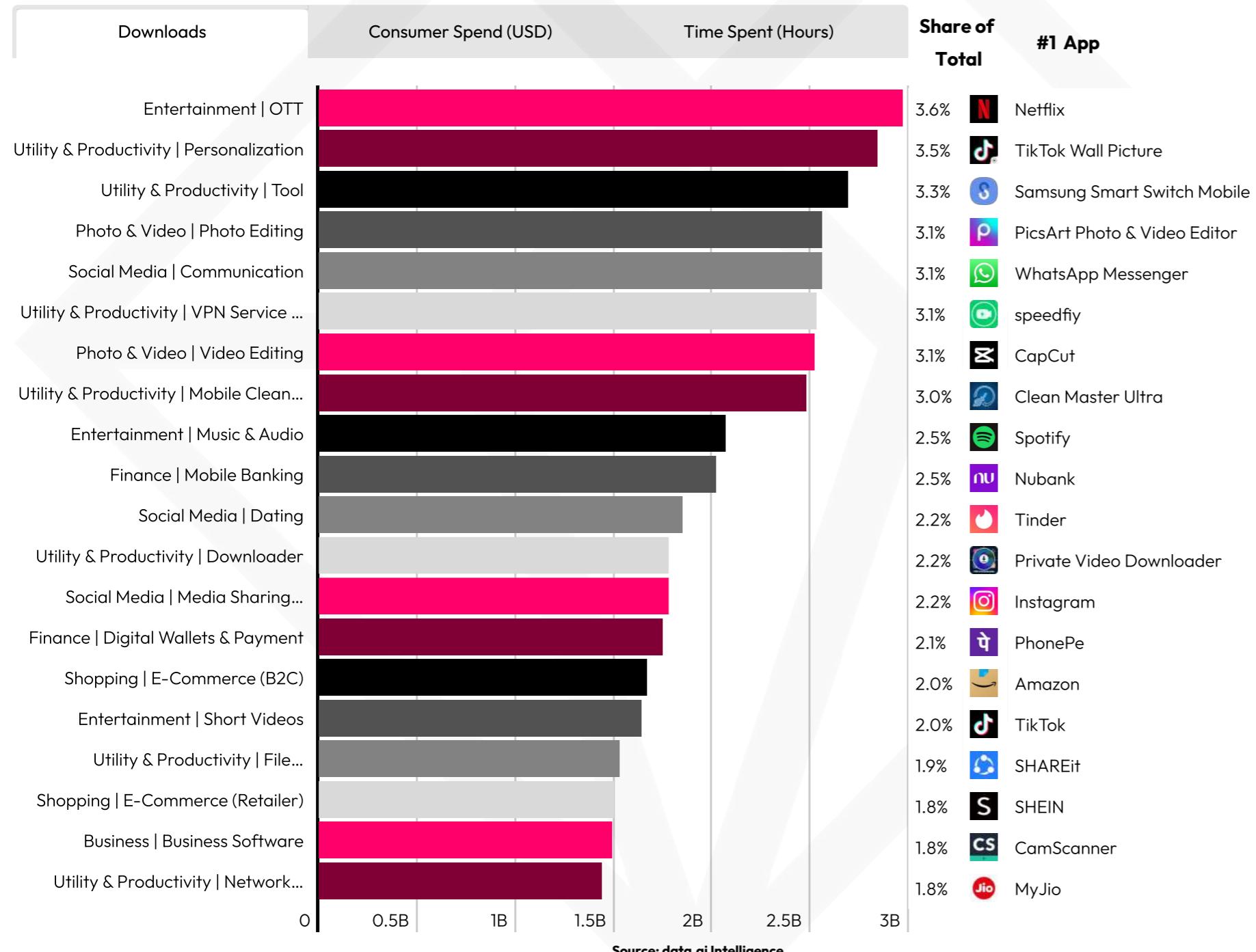
Plan with confidence:

Read our [5 mobile forecasts for 2023](#).

Top 20 Global App Subgenres in 2022

Powered by data.ai's App IQ Taxonomy

MACRO MOBILE TRENDS



Note: Among non-gaming apps; Downloads and spend across iOS & Google Play and China is iOS only. Time spent is Android phones only; Spend is gross — inclusive of any percent taken by the app stores; Based on App IQ primary categorization as of Jan 4, 2022

Monopoly on Time: 3 Categories Made Up 50% of Time Spent

A DETAILED VIEW:

Conversely, 6 categories accounted for 50% of consumer spend; 20 categories accounted for 50% of downloads.

Video streaming wars: OTT apps were both #1 for downloads and consumer spend in 2022. OTT apps accounted for 16% of dollars spent on in-app subscriptions and purchases and 4% of downloads.

Mobile web browsers accounted for only 8% of time spent. While web is important for your marketing & user acquisition funnel, apps command attention and meaningful engagement.

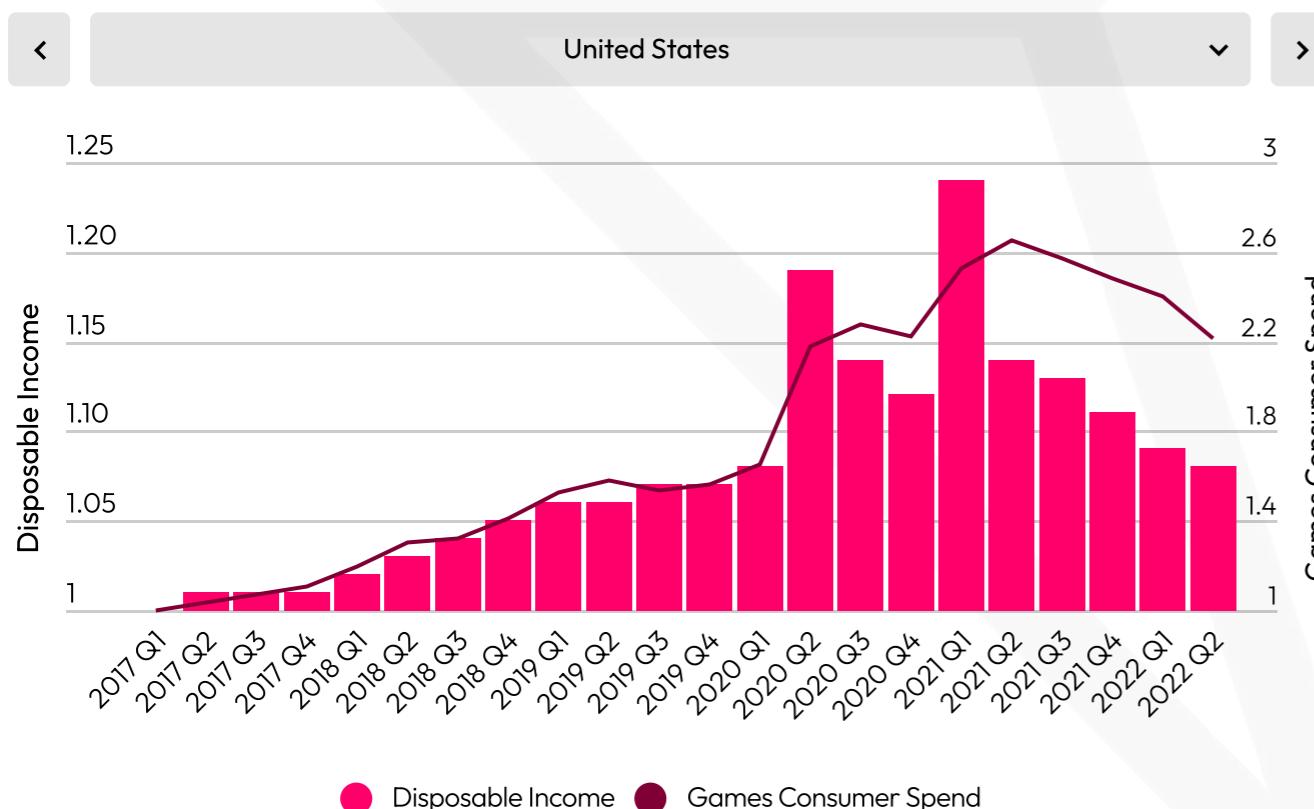
TAKE THE NEXT STEPS

Navigate macroeconomic headwinds:
Spot high-growth markets on a weekly basis with a data.ai account. Drill down deeper with our [App IQ taxonomy](#) in each market.

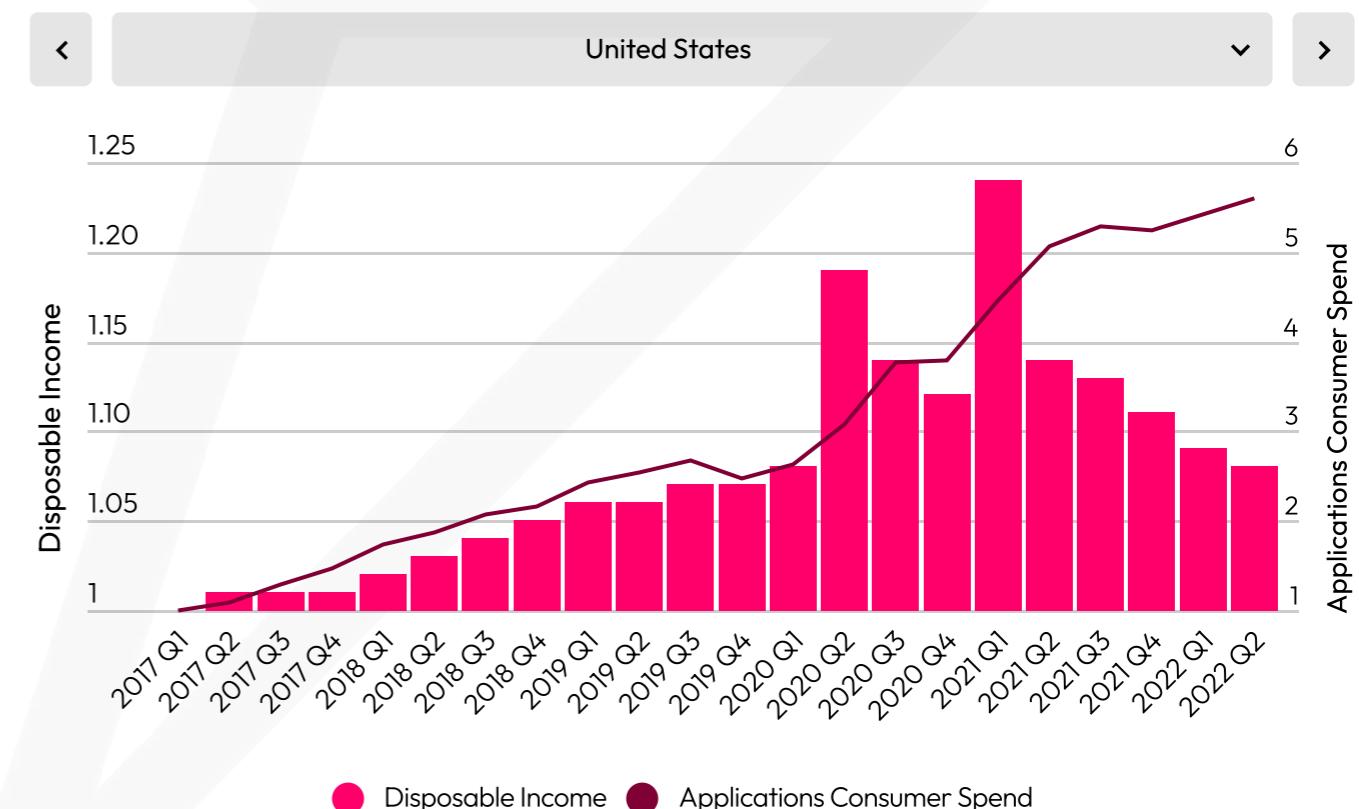
Impact on Wallet: Spending in Games Declines, While Apps Remain Resilient Amidst Consumer Disposable Income Squeeze

Games took the biggest hit in 2022. Apps — which could represent more 'need-to-have' services, prove more resilient and mirror consumer behavior more similar to how people treat their cable bills.

Games Consumer Spend Growth vs Disposable Income Growth Index



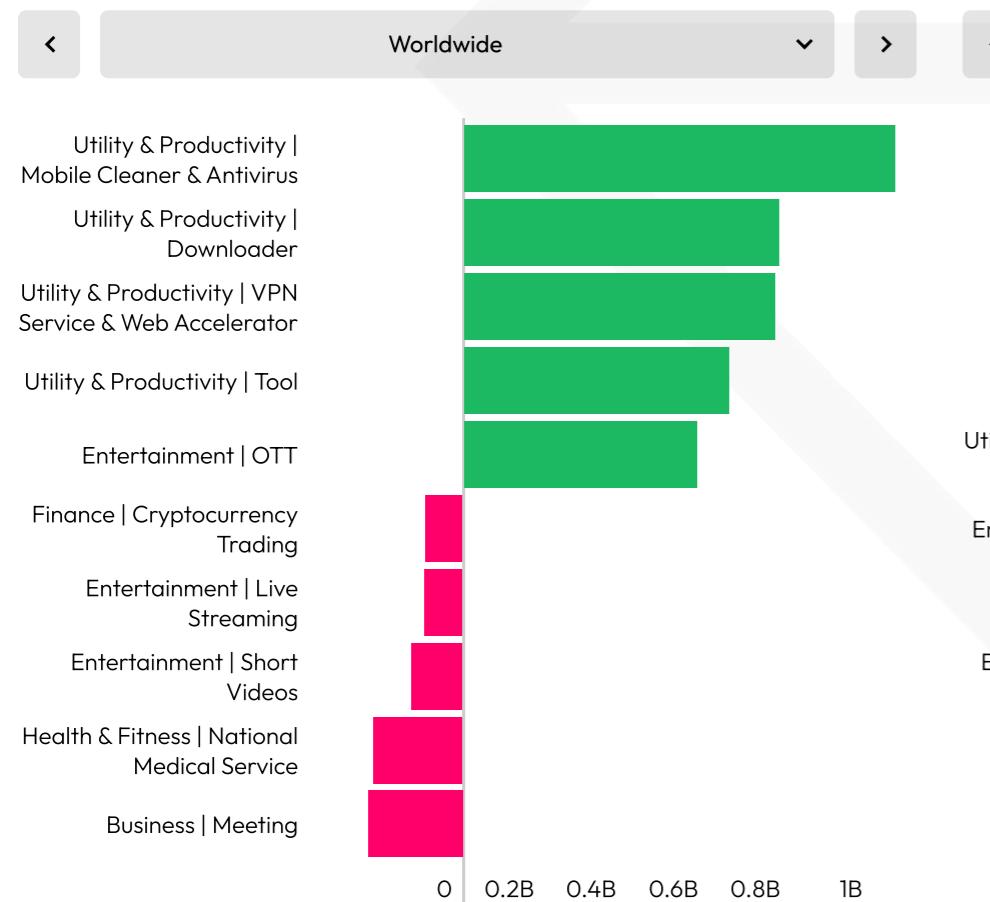
Apps Consumer Spend Growth vs Disposable Income Growth Index



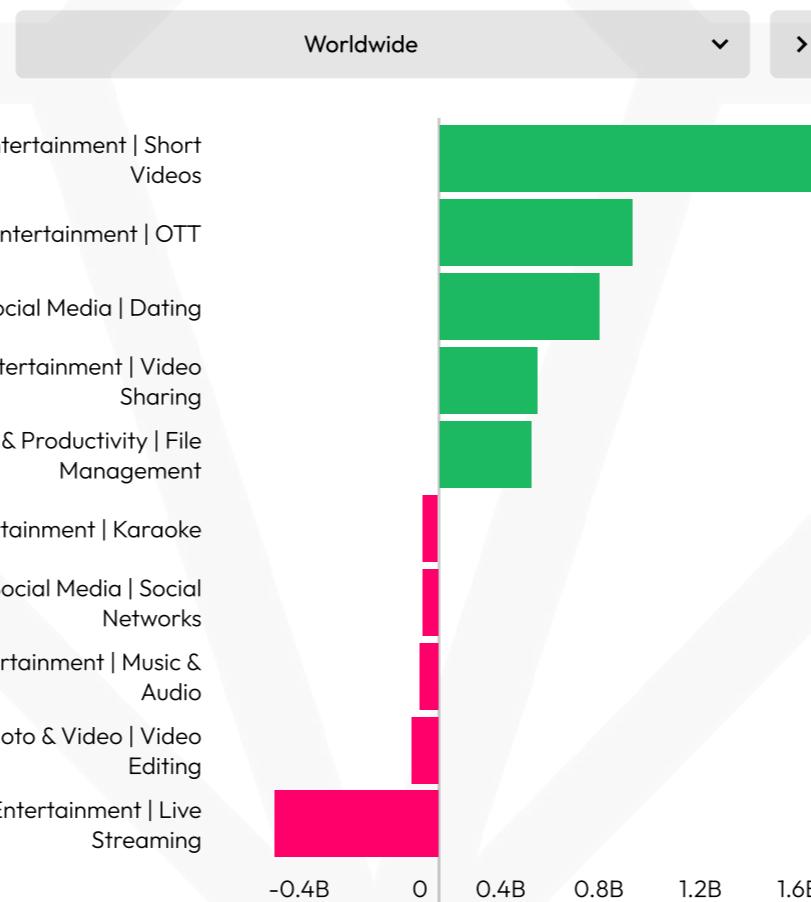
Pockets of Growth: Non-Gaming Apps See Strong Growth Despite Economic Headwinds — Indicating Resiliency in the Sector

Games took the biggest hit in 2022. Apps — which could represent more 'need-to-have' services, prove more resilient and mirror consumer behavior more similar to how people treat their cable bills.

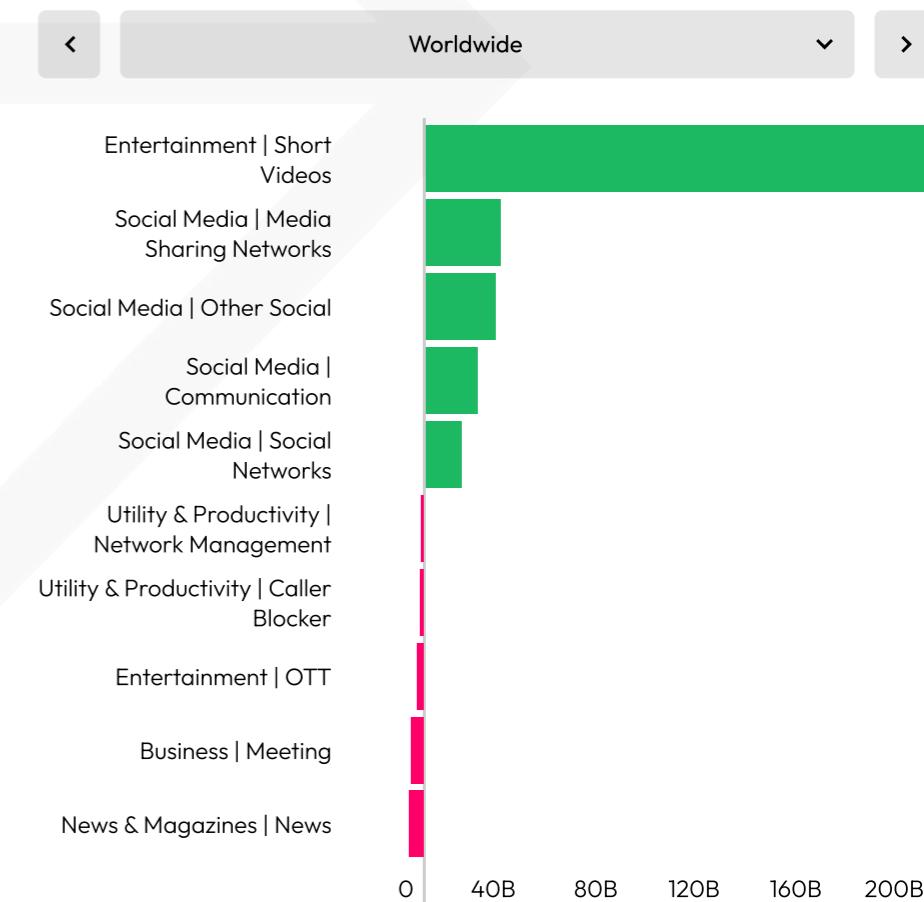
Downloads: App Growth 2022 YoY
Powered by data.ai's App IQ Taxonomy



Consumer Spend: App Growth 2022 YoY
Powered by data.ai's App IQ Taxonomy



Time Spent (Hours): App Growth 2022 YoY
Powered by data.ai's App IQ Taxonomy



The 2022 \$1 Billion Club

A DETAILED VIEW:

1419 apps & games generated over \$10 Million dollars annually in 2022.

224 surpassed \$100 Million and 10 surpassed \$1 billion annually.

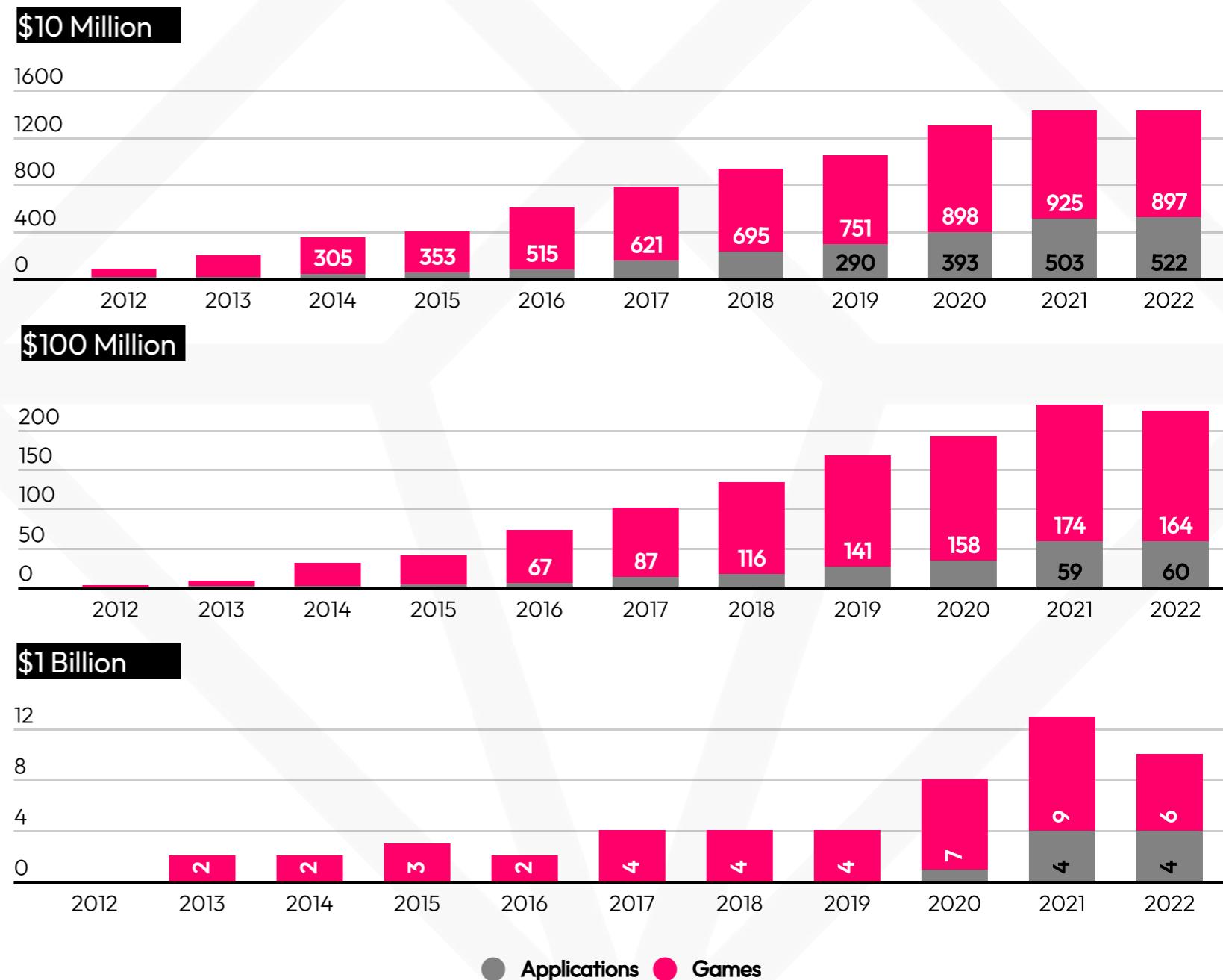
Decline in spending disproportionately impacted top games:

While games represent over 60% of apps in all measures, they were also the most affected by cooling consumer spend. The number of games surpassing \$10M, \$100M and \$1B spend dropped by -1%, -4%, -33% YoY respectively.

TAKE THE NEXT STEPS

Learn how to isolate changes in the competitive landscape to make informed strategic decisions specific to your business.

Number of Apps Surpassing Annual Global Consumer Spend



● Applications ● Games

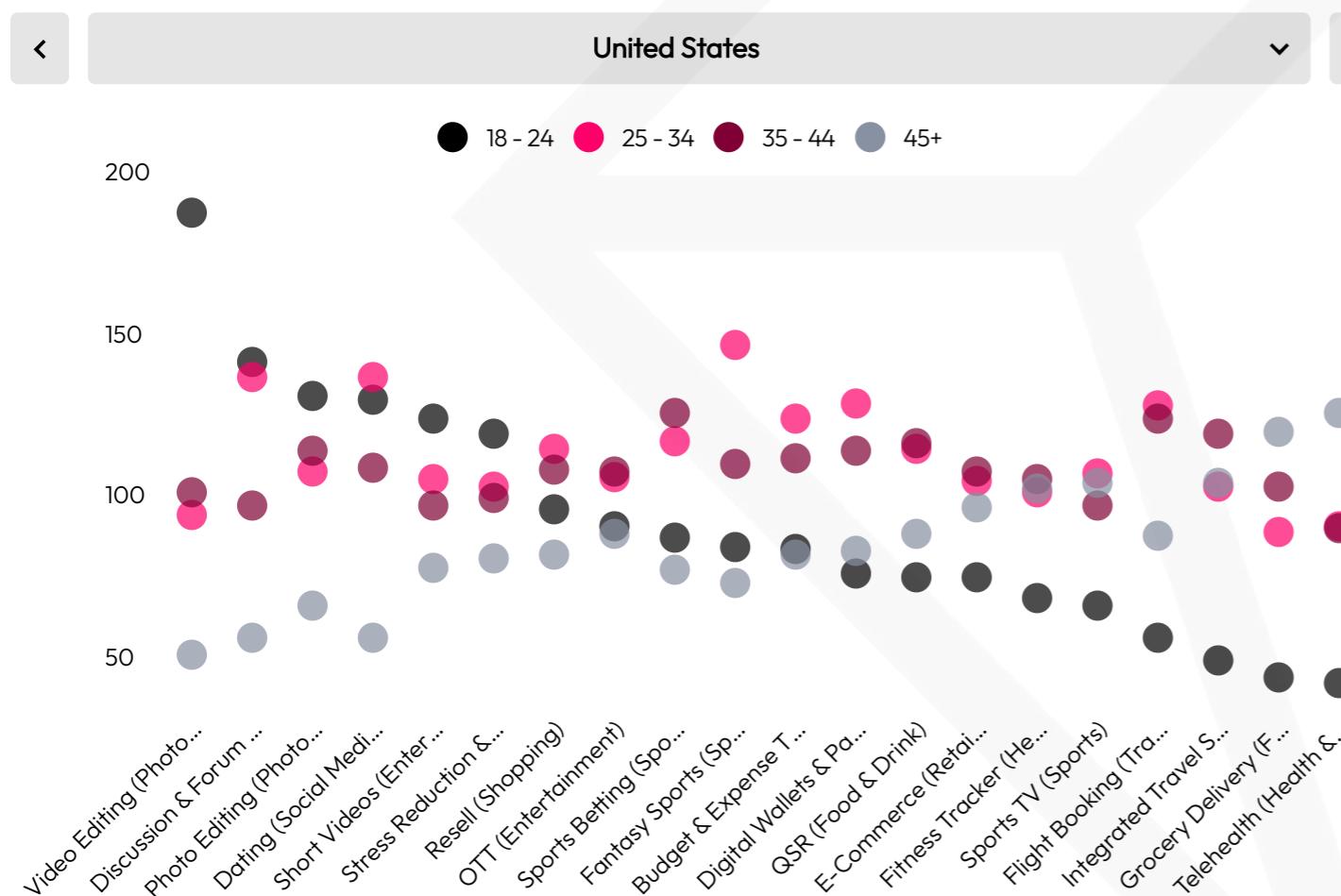
Source: data.ai Intelligence
Note: Consumer Spend across iOS, Google Play, iOS only for China; Spend is gross — inclusive of any percent taken by the app stores

Gen Z Are Committed to Video, User-Generated Content and Mindfulness Apps

2022 | Average Age Group Index Among Select Subgenres

Index >100 Skews Towards Demographic Group

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: 2022, Android Phone. Average of Demographic Index : measure of demographic cohort compared to the overall population) among top 20 apps by average MAU per Genre.

Top Apps by MAU by Likelihood of Use

18 - 24	25 - 34	35 - 44	45+
1 Instagram (Social Media Media Sharing Networks)	2 Facebook (Social Media Social Networks)	3 Amazon (Shopping E-Commerce (B2C))	4 Walmart (Shopping E-Commerce (Retailer))
2 TikTok (Entertainment Short Videos)	4 Facebook Messenger (Social Media Communication)	5 Microsoft Outlook (Utility & Productivity Email)	5 The Weather Channel (Utility & Productivity Weather)
3 Snapchat (Social Media Media Sharing Networks)	6 WhatsApp Messenger (Social Media Communication)	6 eBay (Shopping E-Commerce (C2C))	6 Waze (Utility & Productivity Navigation)
4 Netflix (Entertainment OTT)	7 Venmo (Finance Digital Wallets & Payment)	7 PayPal (Finance Digital Wallets & Payment)	7 Amazon Alexa (Lifestyle Smart Home)
5 Spotify (Entertainment Music & Audio)	8 Pandora Music (Entertainment Music & Audio)	8 Amazon Prime Video (Entertainment OTT)	8 Ring (Lifestyle Home Security)

TAKE THE NEXT STEPS

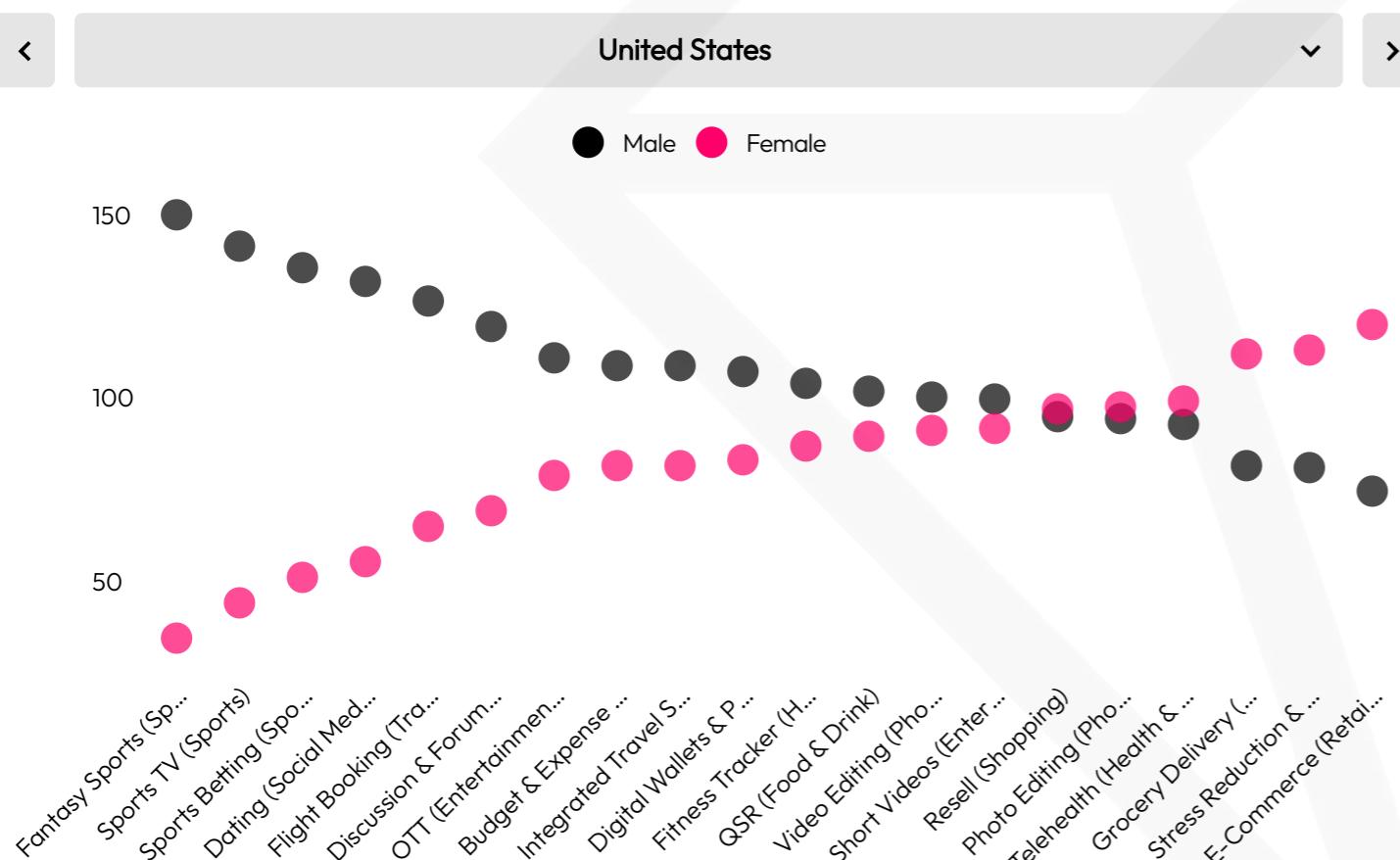
Mobile data uncovers opportunities for reaching Gen Z: whether it's an underserved market or a highly-engaged vertical to leverage.
[Uncover how app preferences change by generation in data.ai.](#)

Fast Food, Discussion and Forum & Dating Apps Skew Male

2022 | Average Age Group Index Among Select Subgenres

Index >100 Skews Towards Demographic Group

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: 2022, Android Phone. Average of Demographic Index : measure of demographic cohort compared to the overall population) among top 20 apps by average MAU per Genre. Gender represented as Male and Female only and is not representative of all gender identities

Top Apps by MAU

by Likelihood of Use

	Male	Female
1	Amazon (Shopping E-Commerce (B2C))	Facebook (Social Media Social Networks)
2	Instagram (Social Media Media Sharing Networks)	Facebook Messenger (Social Media Communication)
3	TikTok (Entertainment Short Videos)	Pinterest (Social Media Media Sharing Networks)
4	Snapchat (Social Media Media Sharing Networks)	Walmart (Shopping E-Commerce (Retailer))
5	Netflix (Entertainment OTT)	Pandora Music (Entertainment Music & Audio)

TAKE THE NEXT STEPS

Benchmark your audience demographic profile against the industry.

[Supercharge your UA](#): spot critical differences in your and your competitor's audience makeup.

The Most Searched iOS App Store Keywords in 2022

Powered by data.ai's App IQ Taxonomy

Entertainment | OTT

Rank	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Saudi Arabia	South Korea	Thailand	Turkey	United Kingdom	United States
1	netflix	netflix	哔哩哔哩	netflix	netflix	netflix	video	tver	netflix	netflix	넷플릭스	netflix	netflix	netflix	netflix
2	globoplay	amazon prime	腾讯	prime video	disney	hotstar	film	netflix	hbo max	movies	티빙	anime	exxen	disney	disney+
3	tv	tv	视频	amazon prime video	amazon prime video	mx player	anime	ねつとふりつくす	hbo	ometv	쿠팡플레이	wetv	tv	disney+	hulu
4	filmes	prime video	爱奇艺	my canal	prime video	amazon prime video	netflix	あべま tv	disney	انمی	웨이브	viu	videos	bbc iplayer	hbo max
5	hbo max	amazon prime video	腾讯视频	salto	rtl	voot	videos	あべま tv	amazon prime	shahid	디즈니플러스	ais play	trt	itv hub	paramount
6	globo	disney	优酷	canal	joyn	zee5	vidio	あべま tv	tv	tv	왓챠	iqiyi	blutv	sky go	paramount+
7	amazon prime	crave	电影	6play	ard mediathek	prime video	tv	abema	prime video	anime	카카오페이지	bilibili	bein connect	prime video	amazon prime
8	prime video	prime	樱花动漫	mytf1	sky go	disney hotstar	wetv	u next	amazon prime video	osn	netflix	one31	amazon prime	now tv	peacock tv
9	amazon prime video	videos	西瓜视频	molotov tv	crunchyroll	sony liv app	ometv	あまぞんプライム	totalplay	نت	라프텔	disney	star	amazon prime video	prime video
10	hbo	ctv	芒果tv	crunchyroll	sky	ullu app	nonton	hulu	anime	noor	wavve	ดูทีวีออนไลน์	disney	all 4	tubi

Special Offer:

Want a breakdown of the top 50 most searched keywords across iPhones, iPads and Android for your competitive set? The first 25 requests will get a custom data set!

Simply send an email to som2023@data.ai

Gaming

Demand for games at all-time high, yet spending on in-game purchases cools.



We use data.ai for market research and competitor analysis for the global market. By identifying the latest trend as well as benchmarking competitors' titles in each local market, we can formulate our hypotheses and effectively improve our own titles.

Katsutoshi Kioka
Executive Officer
Head of Development Division 4
SEGA CORPORATION



Consumer Spend in Mobile Gaming Dropped -5% in 2022 to \$110 Billion – Yet Downloads Surged to Nearly 90 Billion

A DETAILED VIEW:

In 2022, well known IP games such as [Diablo Immortal](#) and [Apex Legends Mobile](#) saw success in adoption and IAP consumer spend as mobile games are now capable of offering console-like graphics and gameplay experiences.

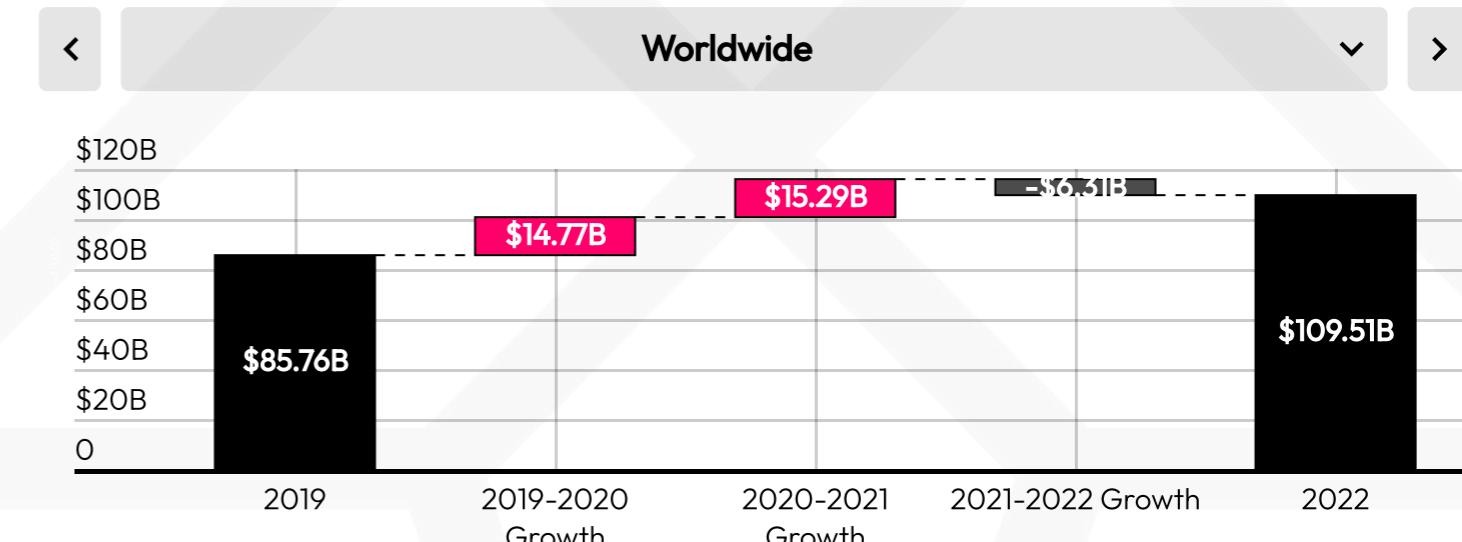
Hit Open World RPG [Genshin Impact](#) continues to break new grounds, crossing its \$3 Billion in IAP Spend in Q2 2022.

Hypercasual games like [Merge & Fight](#) and [DOP4: Draw One Part](#) were key downloads driver, but 2022 saw some surprise hits such as Party Royale Game [Stumble Guys](#), and Word Puzzle Game [Wordle](#), making major gains in downloads and usage.

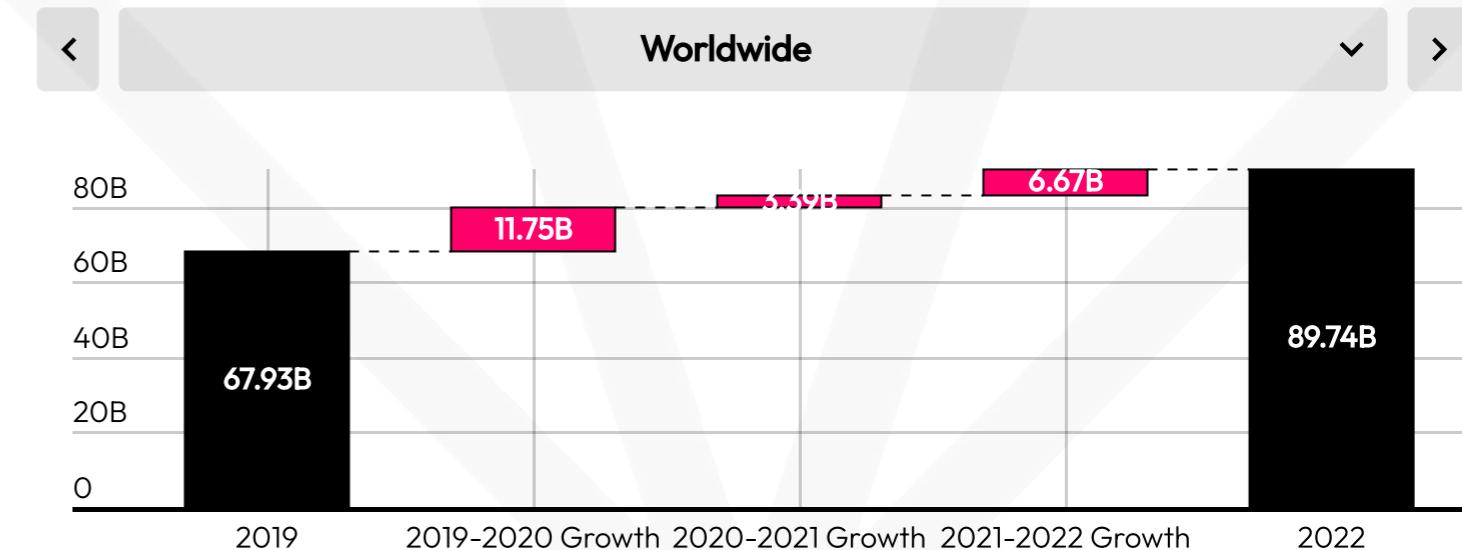
TAKE THE NEXT STEP

Monitor market movements day-by-day with a [data.ai account](#) to get the scoop on the latest shifts and emerging opportunities.

Mobile Game Consumer Spend Growth



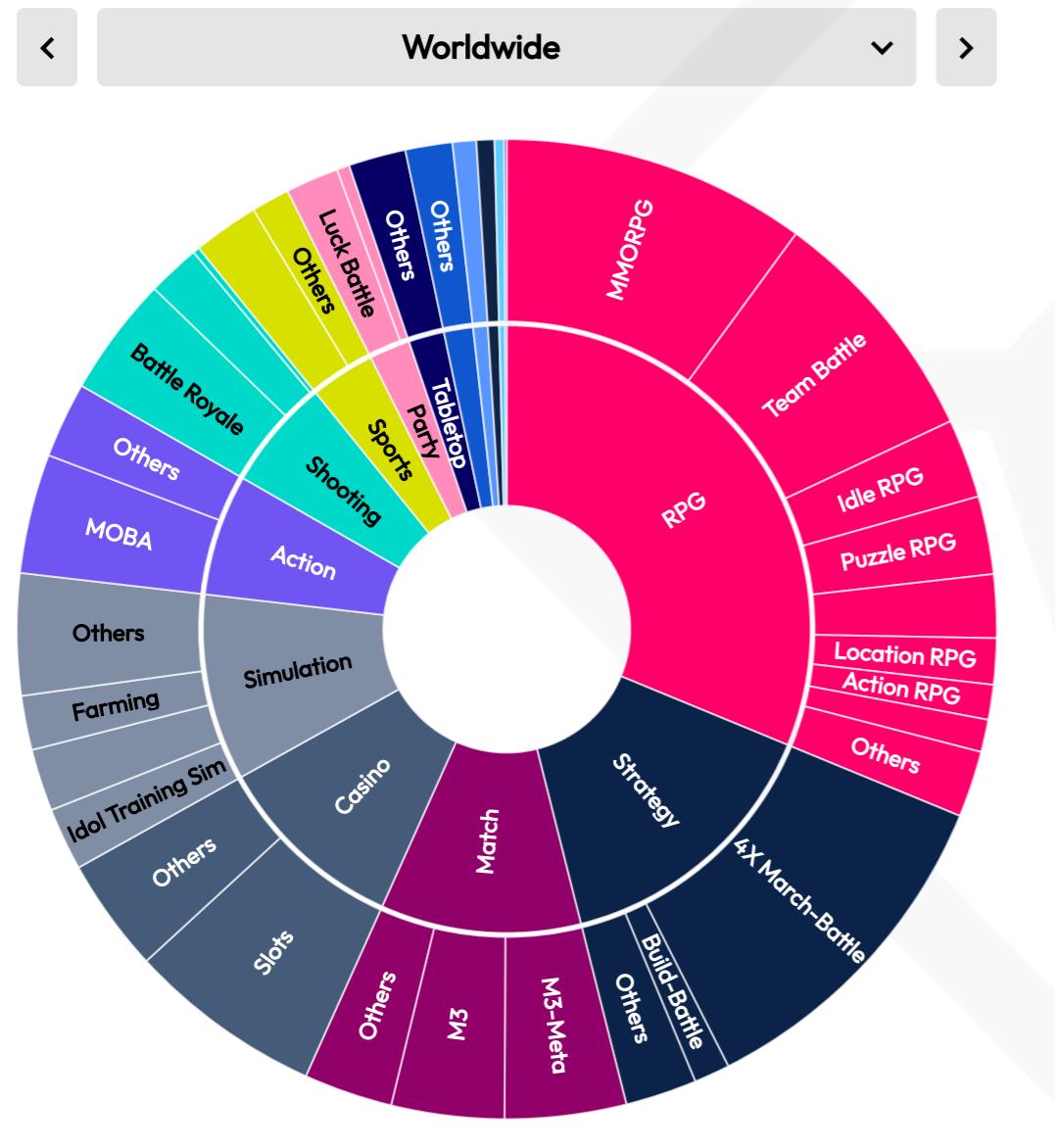
Mobile Game Downloads Growth



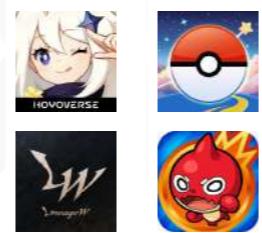
Source: data.ai Note: Downloads across iOS, Google Play and third-party Android in China combined; Time spent is Android phones only; Spend is gross — inclusive of any percent taken by the app stores

Who are the Leaders by Consumer Spend?

2022 | Worldwide Top Mobile Game Genres by Consumer Spend | Powered by data.ai's Game IQ Taxonomy



#1 - RPG



\$25.5 B in (IAP) Spend

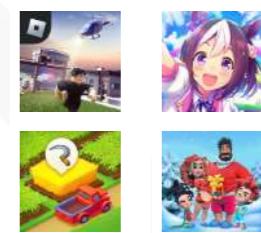
YoY IAP Spend -8.3%

YoY Downloads +3.9%

31% of All IAP Spend

3% of All Downloads

#5 - Simulation



\$8.1 B in (IAP) Spend

YoY IAP Spend -16.8%

YoY Downloads +13.5%

10% of All IAP Spend

17% of All Downloads

#2 - Strategy



\$12.1 B in (IAP) Spend

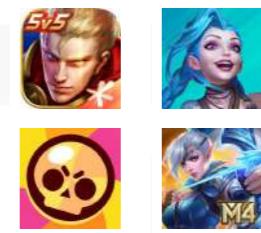
YoY IAP Spend -6.6%

YoY Downloads +10.0%

15% of All IAP Spend

2% of All Downloads

#6 - Action



\$5.3 B in (IAP) Spend

YoY IAP Spend +20.6%

YoY Downloads +7.9%

6% of All IAP Spend

11% of All Downloads

#3 - Match



\$8.7 B in (IAP) Spend

YoY IAP Spend -5.4%

YoY Downloads +11.0%

11% of All IAP Spend

5% of All Downloads

#7 - Shooting



\$4.8 B in (IAP) Spend

YoY IAP Spend -10.6%

YoY Downloads -0.9%

6% of All IAP Spend

4% of All Downloads

#4 - Casino



\$8.3 B in (IAP) Spend

YoY IAP Spend -1.7%

YoY Downloads +48.0%

10% of All IAP Spend

3% of All Downloads

#8 - Sports



\$2.8 B in (IAP) Spend

YoY IAP Spend -11.7%

YoY Downloads +20.8%

3% of All IAP Spend

3% of All Downloads

GO FURTHER:

Uncover Genre Growth Rates with a [data.ai account](#) through [Game IQ](#).

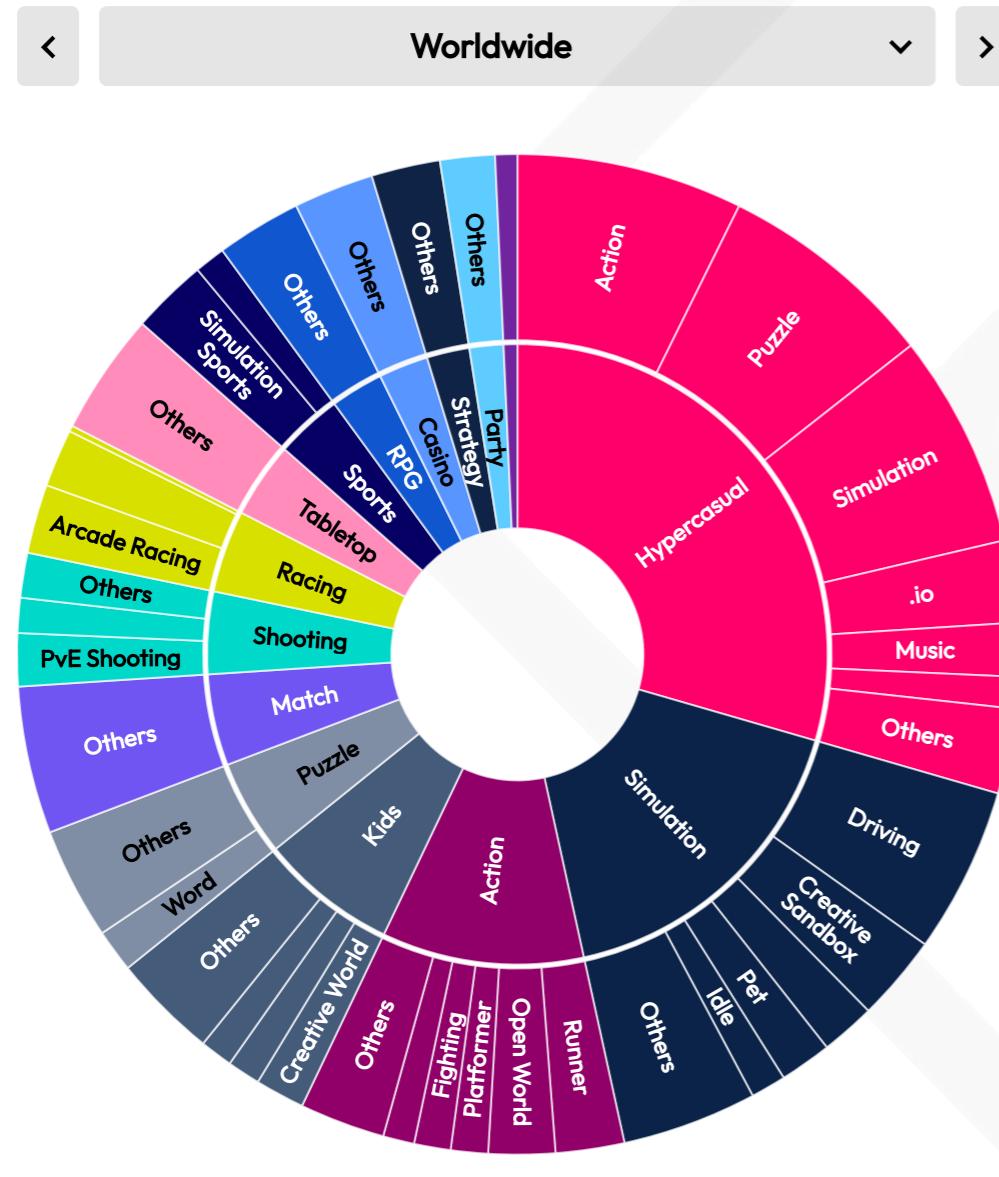
Spot leading indicators. Monitor granular market movements of where consumers are spending time day-by-day.

Source: data.ai

Note: Downloads across iOS, Google Play. iOS Only for China.
Spend is gross — inclusive of any percent taken by the app stores

Who are the Leaders by Downloads?

2022 | Worldwide Top Mobile Game Genres by Downloads | Powered by data.ai's Game IQ Taxonomy



#1 - Hypercasual



17.5 B in Downloads

YoY Downloads +8.4%

YoY IAP Spend +2.4%

29% of All Downloads

0.3% of All IAP Spend

#5 - Puzzle



3.0 B in Downloads

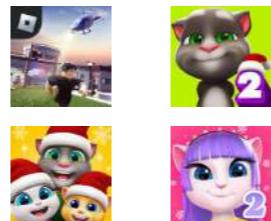
YoY Downloads +11.9%

YoY IAP Spend -4.3%

5% of All Downloads

1.6% of All IAP Spend

#2 - Simulation



10.1 B in Downloads

YoY Downloads +13.5%

YoY IAP Spend -16.8%

17% of All Downloads

9.9% of All IAP Spend

#6 - Match



2.8 B in Downloads

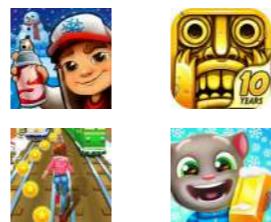
YoY Downloads +11.0%

YoY IAP Spend -5.4%

5% of All Downloads

10.6% of All IAP Spend

#3 - Action



6.2 B in Downloads

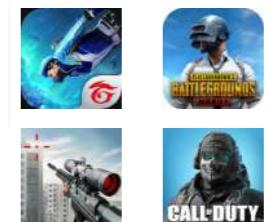
YoY Downloads +7.9%

YoY IAP Spend +20.6%

11% of All Downloads

6.4% of All IAP Spend

#7 - Shooting



2.6 B in Downloads

YoY Downloads -0.9%

YoY IAP Spend -10.6%

4% of All Downloads

5.9% of All IAP Spend

#4 - Kids



4.2 B in Downloads

YoY Downloads +0.8%

YoY IAP Spend -13.6%

7% of All Downloads

0.6% of All IAP Spend

#8 - Racing



2.5 B in Downloads

YoY Downloads +7.2%

YoY IAP Spend -18.8%

4% of All Downloads

0.8% of All IAP Spend

GO FURTHER:

Uncover Genre Growth Rates

Highlight areas of resilience in a down market with a [data.ai account](#) through [App IQ](#) and [Game IQ](#).

Source: data.ai

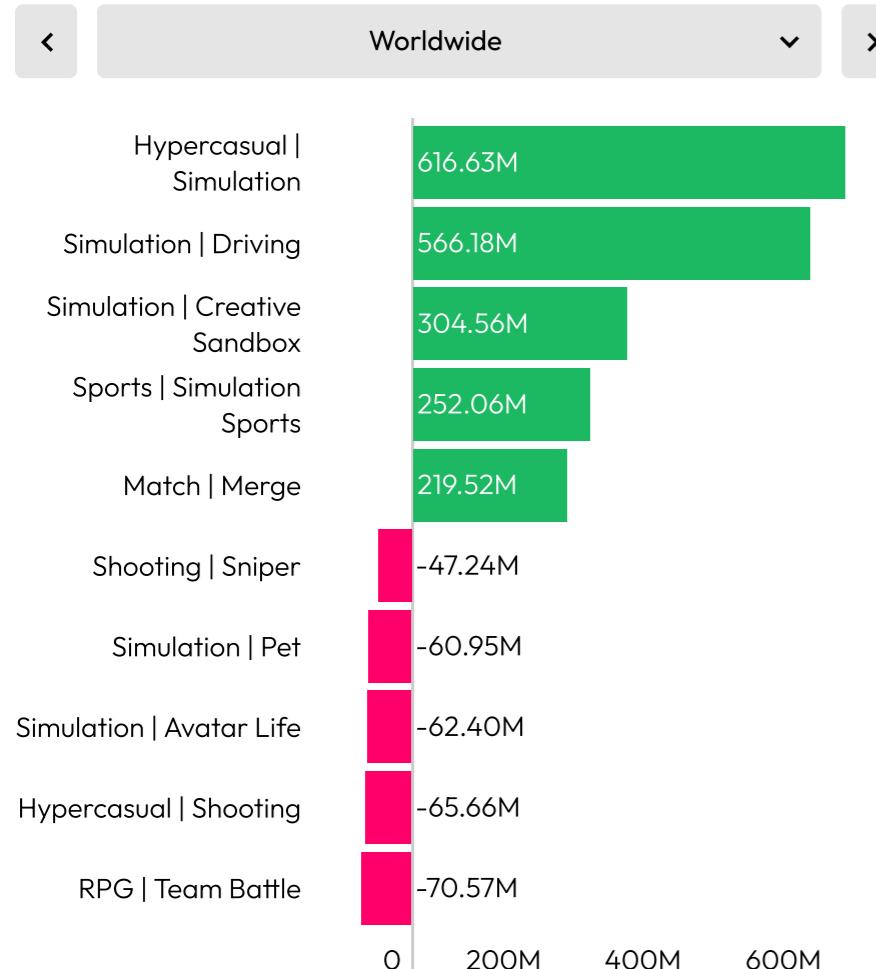
Note: Downloads across iOS, Google Play. iOS Only for China.
Spend is gross — inclusive of any percent taken by the app stores

Which Game Subgenres Defy Global Trends?

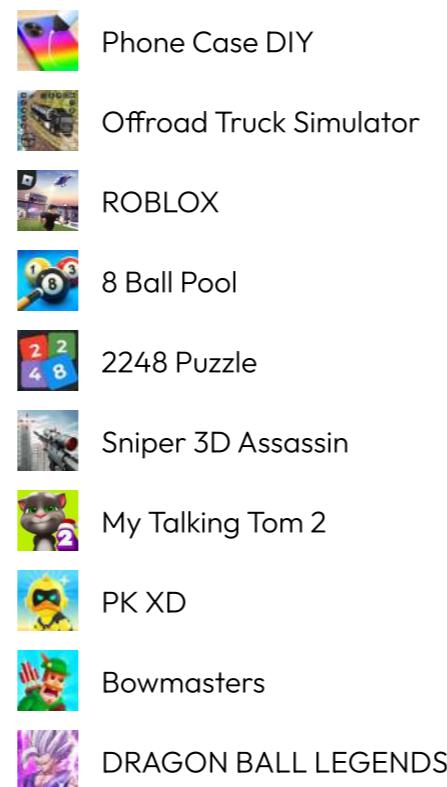
Focus on the Subgenres that continue to grow despite macroeconomic headwinds

Top Breakout Gaming Subgenres : 2022 vs 2021 | Powered by data.ai's Game IQ Taxonomy

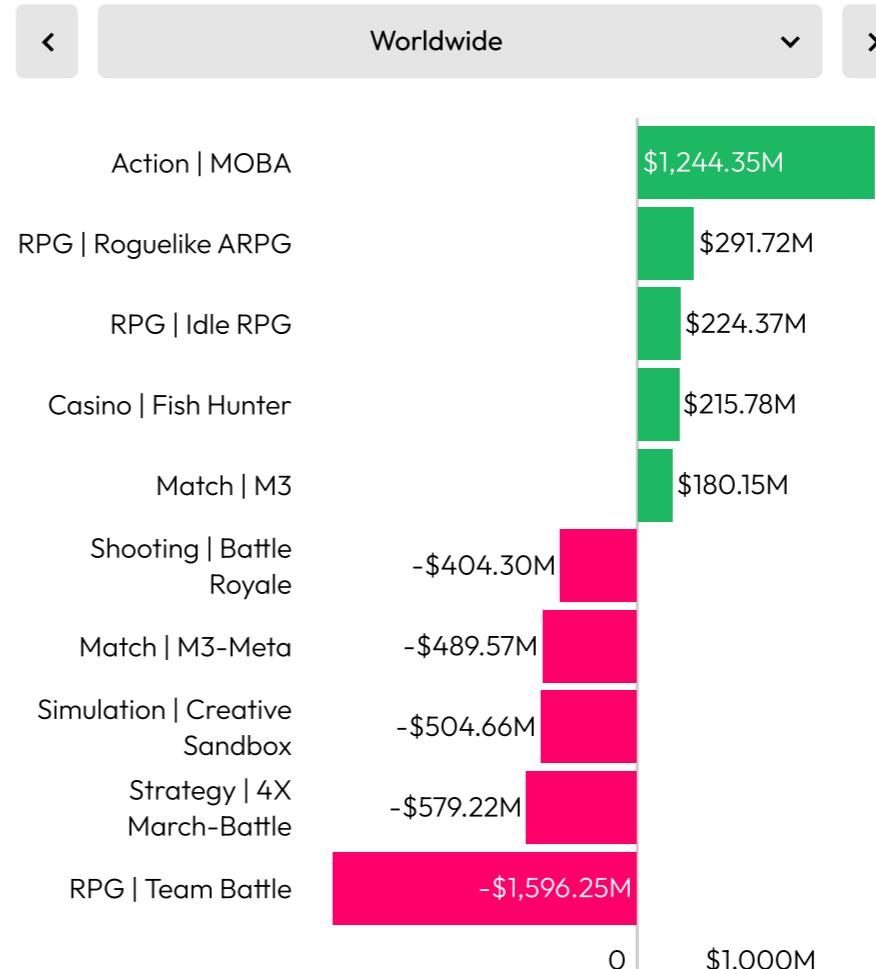
DOWNLOADS



#1 Game By Downloads



CONSUMER SPEND



#1 Game By Consumer Spend



GO DEEPER:

Access Unparalleled Granularity

Spot high-growth games with a [data.ai account](#). Filter by App IQ genre to isolate fast movers in pockets of growth.

Source: data.ai

Note: Downloads across iOS, Google Play. iOS Only for China.
Spend is gross – inclusive of any percent taken by the app stores

Creative Sandbox Games Led Growth in Gaming Hours Spent

A DETAILED VIEW:

Creative Sandbox games such as Roblox and Minecraft dominate growth in many markets — Globally, time spent grew 25% from 2021 to 2022.

In South Korea, usage in Creative Sandbox games grew by over 45% year-over-year.

Conversely, Battle Royale (Shooting) games were among the biggest 'losers' of 2022 — seeing time spent decline by around 20% globally. Markets that buck the trend include China and Saudi Arabia, where Battle Royale Games grew boomed +15% and 45%, respectively.

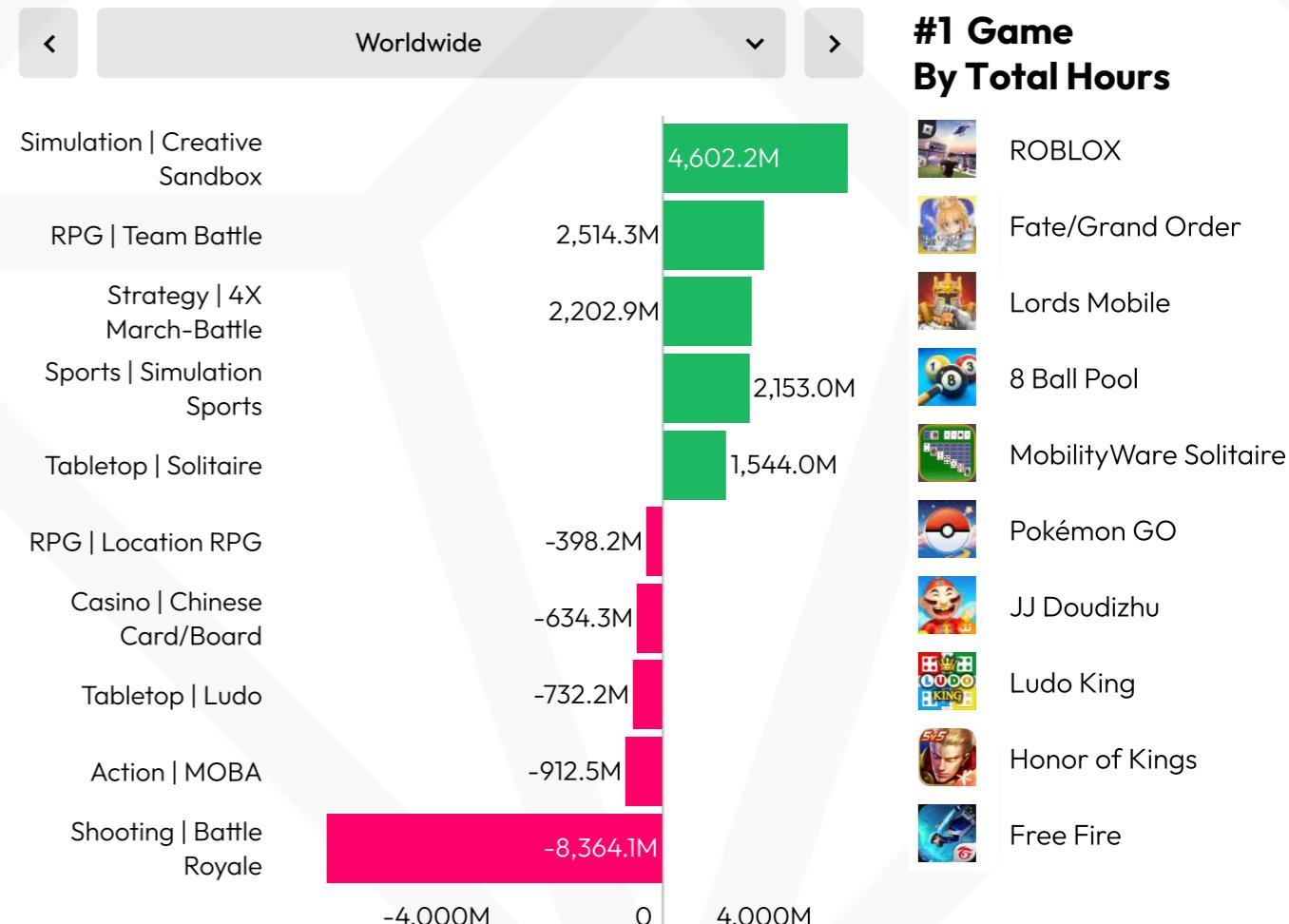
GO FURTHER:

Uncover Genre Growth Rates

Spot leading indicators. Monitor granular market movements of where consumers are spending time day-by-day with a [data.ai account](#) through [App IQ](#) and [Game IQ](#).

Top Breakout Gaming Subgenres by Hours Spent 2022 vs 2021

Powered by Game IQ



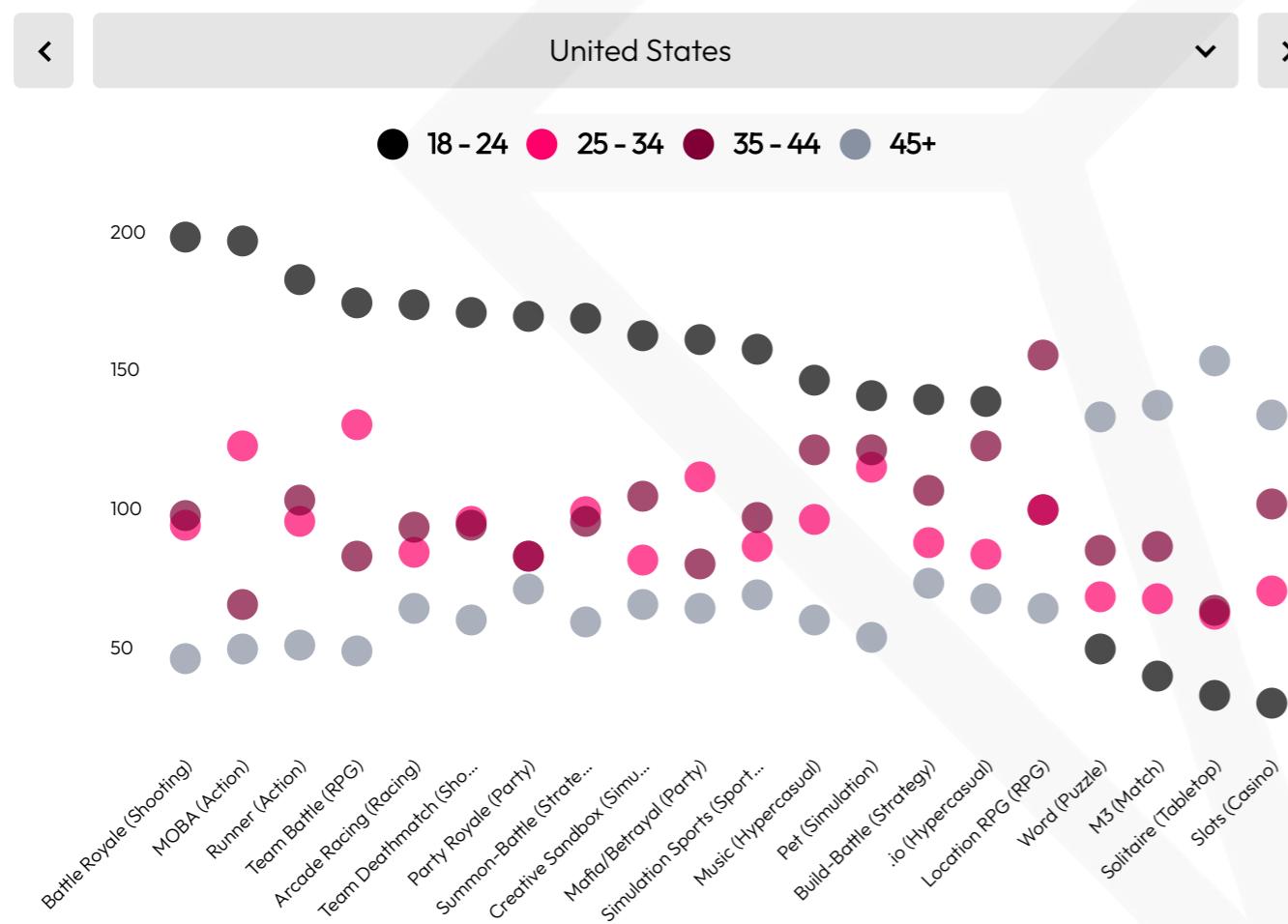
Source: data.ai
Note: Android phones; Top apps ranked by Smartphone MAU

Younger Gamers Gravitate Towards Party, Simulation and Shooters; Match 3, Slots and Puzzle Preferred By Older Age Groups

2022 | Average Age Group Index Among Select Subgenres

Index >100 Skews Towards Demographic Group

Powered by Game IQ



Top Games by MAU Most Likely to Be Played by Age Group

Age Group	Game	Type
18 - 24	ROBLOX (Simulation Creative Sandbox)	
25 - 34	Project Makeover (Match M3-Meta)	
35 - 44	Toca Life: World (Kids Creative World)	
45+	Candy Crush Saga (Match M3)	
18 - 24	Pokémon GO (RPG Location RPG)	
25 - 34	Bingo For Cash (Casino Bingo)	
35 - 44	Gacha Life (Simulation Avatar Life)	
45+	Wordscapes (Puzzle Word)	
18 - 24	Subway Surfers (Action Runner)	
25 - 34	Two Dots (Match Line)	
35 - 44	Coin Master (Party Luck Battle)	
45+	Wordle by Goldfinch Studios (Puzzle Word)	
18 - 24	Among Us! (Party Mafia/Betrayal)	
25 - 34	Clawee (Casino Claw Machine)	
35 - 44	Parking Jam 3D (Hypercasual Puzzle)	
45+	Happy Color (Tabletop Coloring)	
18 - 24	Clash Royale (Strategy Summon-Battle)	
25 - 34	The President. (Hypercasual Simulation)	
35 - 44	Homescapes (Match M3-Meta)	
45+	MobilityWare Solitaire (Tabletop Solitaire)	

TAKE THE NEXT STEP

data.ai Customer?

Understanding demographics segmentation can help you build out marketing campaigns and partnerships.

[View the most used games by age group in data.ai over time, by device and in different markets.](#)

Source: data.ai Intelligence

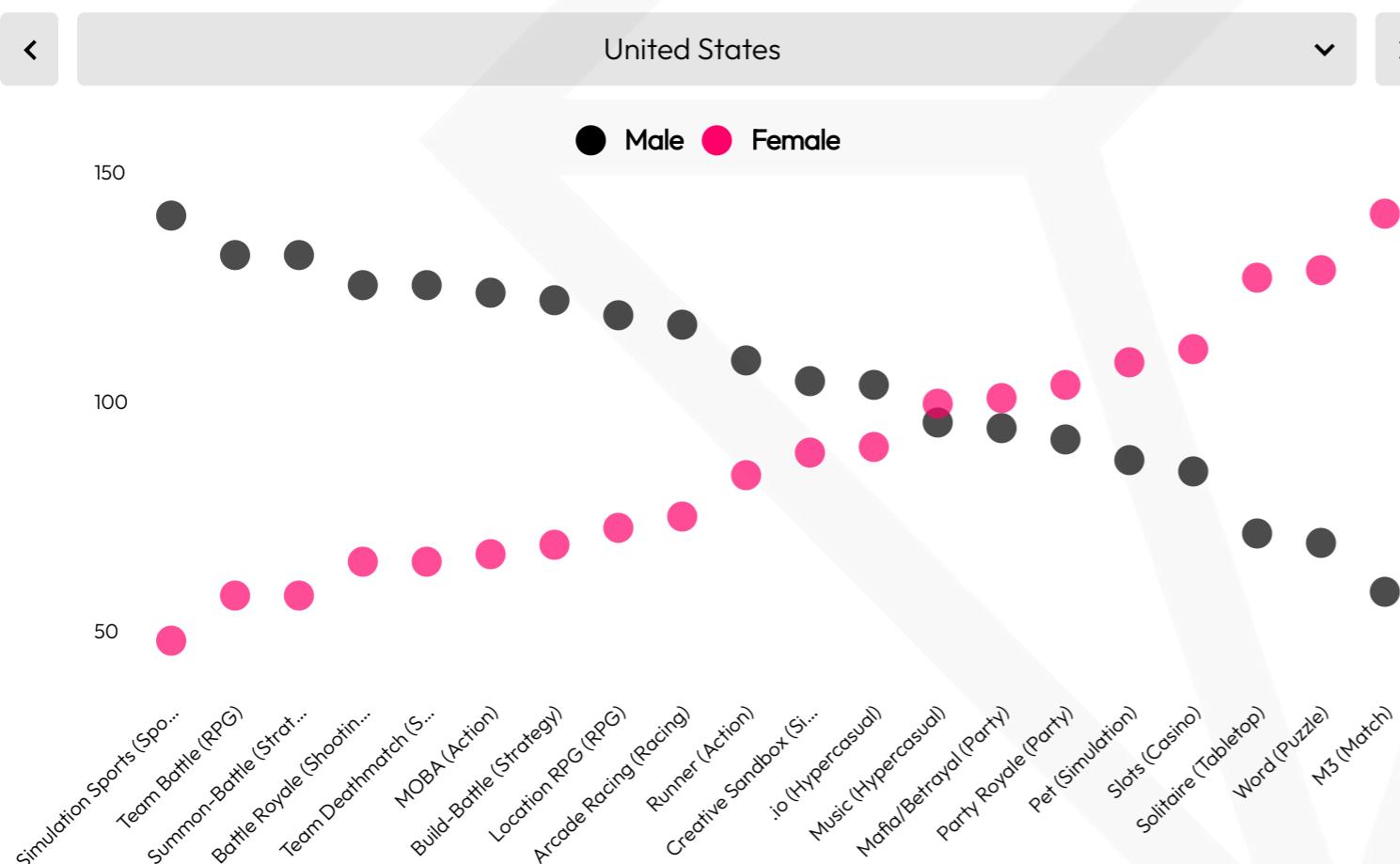
Note: 2022, Android Phone. Average of Demographic Index : measure of demographic cohort compared to the overall population) among top 20 apps by average MAU per Genre.

Match 3 and Puzzle Games Tend to Skew Towards Female Audience, While Sports, Strategy and Shooting Skew Male

2022 | Average Age Group Index Among Select Subgenres

Index >100 Skews Towards Demographic Group

Powered by Game IQ



Source: data.ai Intelligence

Note: 2022, Android Phone. Average of Demographic Index : measure of demographic cohort compared to the overall population) among top 20 apps by average MAU per Genre. Gender represented as Male and Female only and is not representative of all gender identities

Top Games by MAU Most Likely to Be Played by Gender Group

Male

- 1 Pokémon GO (RPG | Location RPG)
- 2 Subway Surfers (Action | Runner)
- 3 Among Us! (Party | Mafia/Betrayal)
- 4 Clash Royale (Strategy | Summon-Battle)
- 5 Call of Duty: Mobile (Shooting | Team Deathmatch)

Female

- 1 ROBLOX (Simulation | Creative Sandbox)
- 2 Candy Crush Saga (Match | M3)
- 3 Wordscapes (Puzzle | Word)
- 4 Wordle by Goldfinch Studios (Puzzle | Word)
- 5 Toca Life: World (Kids | Creative World)

TAKE THE NEXT STEPS

data.ai's audience index can further show you where the specific demographic group is engaging on mobile.

Dive Deeper into [Genre Demographics in the Genre Summary Report](#).

You Need to Catch Up: Publishers HQ'd in China Drive 1/3 of Consumer Game Spend

A DETAILED VIEW:

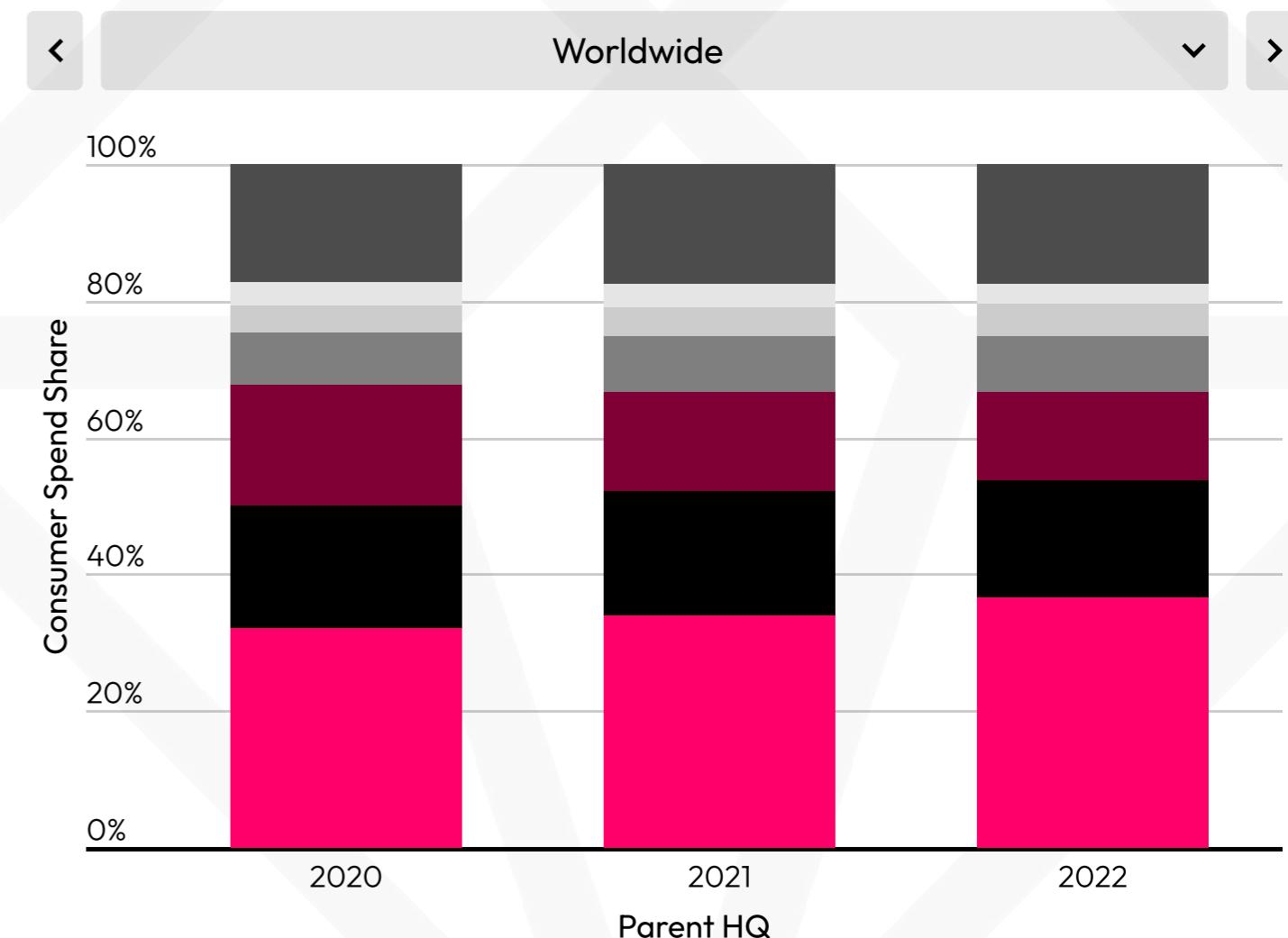
China's mobile gaming market has grown rapidly over the years to become the world's largest, but growth has leveled amidst an environment of increased competition and regulation. For game publishers based in China, overseas markets provide opportunities for international expansion and monetization for gaming publishers of all sizes.

A rising number of game publishers in China have found success both within and outside of their borders. Markets such as Japan has proven to be one of the most successful foreign markets to date, with China Game publishers attaining nearly a quarter of market share .

QUICK NOTE

China has quickly become one of the world's largest mobile gaming producers, and Japan has proven to be the most successful foreign market to date. While creating adaptable and localized games is key, the increasing quality of Chinese games is evident in their ability to outperform others from gaming powerhouse like the US and South Korea.

2022 | Distribution of Publisher Parent HQ
Game Consumer Spend, iOS & Google Play Combined



● China ● United States ● Japan ● South Korea ● Israel ● Ireland ● Others

Source: data.ai

Note: Downloads across iOS, Google Play. iOS Only for China.
Spend is gross — inclusive of any percent taken by the app stores

2022 Top Games & Breakout Rankings by Market

Powered by data.ai's Game IQ Taxonomy

AMER - Downloads									
	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
2	Subway Surfers (Action Runner)	ROBLOX (Simulation Creative Sandbox)	Subway Surfers (Action Runner)	Free Fire (Shooting Battle Royale)	Stumble Guys (Party Party Royale)	Stumble Guys (Party Party Royale)	Free Fire (Shooting Battle Royale)	Stumble Guys (Party Party Royale)	Free Fire (Shooting Battle Royale)
3		Subway Surfers (Action Runner)	Wordle by Goldfinch Studios (Puzzle Word)	Stumble Guys (Party Party Royale)	Subway Surfers (Action Runner)	Free Fire (Shooting Battle Royale)	Stumble Guys (Party Party Royale)	Free Fire (Shooting Battle Royale)	Stumble Guys (Party Party Royale)
4		Stumble Guys (Party Party Royale)	ROBLOX (Simulation Creative Sandbox)	Subway Surfers (Action Runner)	Free Fire (Shooting Battle Royale)	Subway Surfers (Action Runner)	Subway Surfers (Action Runner)	ROBLOX (Simulation Creative Sandbox)	ROBLOX (Simulation Creative Sandbox)
5	Stumble Guys (Party Party Royale)	Wordle by Goldfinch Studios (Puzzle Word)	Stumble Guys (Party Party Royale)	ROBLOX (Simulation Creative Sandbox)	Subway Surfers (Action Runner)	Ludo Club (Tabletop Ludo)			
									
	Candy Crush Saga (Match M3)	Count Masters (Hypercasual Action)	Fill The Fridge (Hypercasual Puzzle)	Pou (Simulation Pet)	FIFA Soccer (Sports Simulation Sports)	Pou (Simulation Pet)	Parchisi STAR (Tabletop Board Game)	Fill The Fridge (Hypercasual Puzzle)	Subway Surfers (Action Runner)

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Top 3 Features Loved by Gaming



Game IQ



**Ad
Intelligence**



**Cross-app
Usage**

Finance

Consumers feel the financial pressure: crypto trading and Investing apps take a plunge, personal loans on the rise.

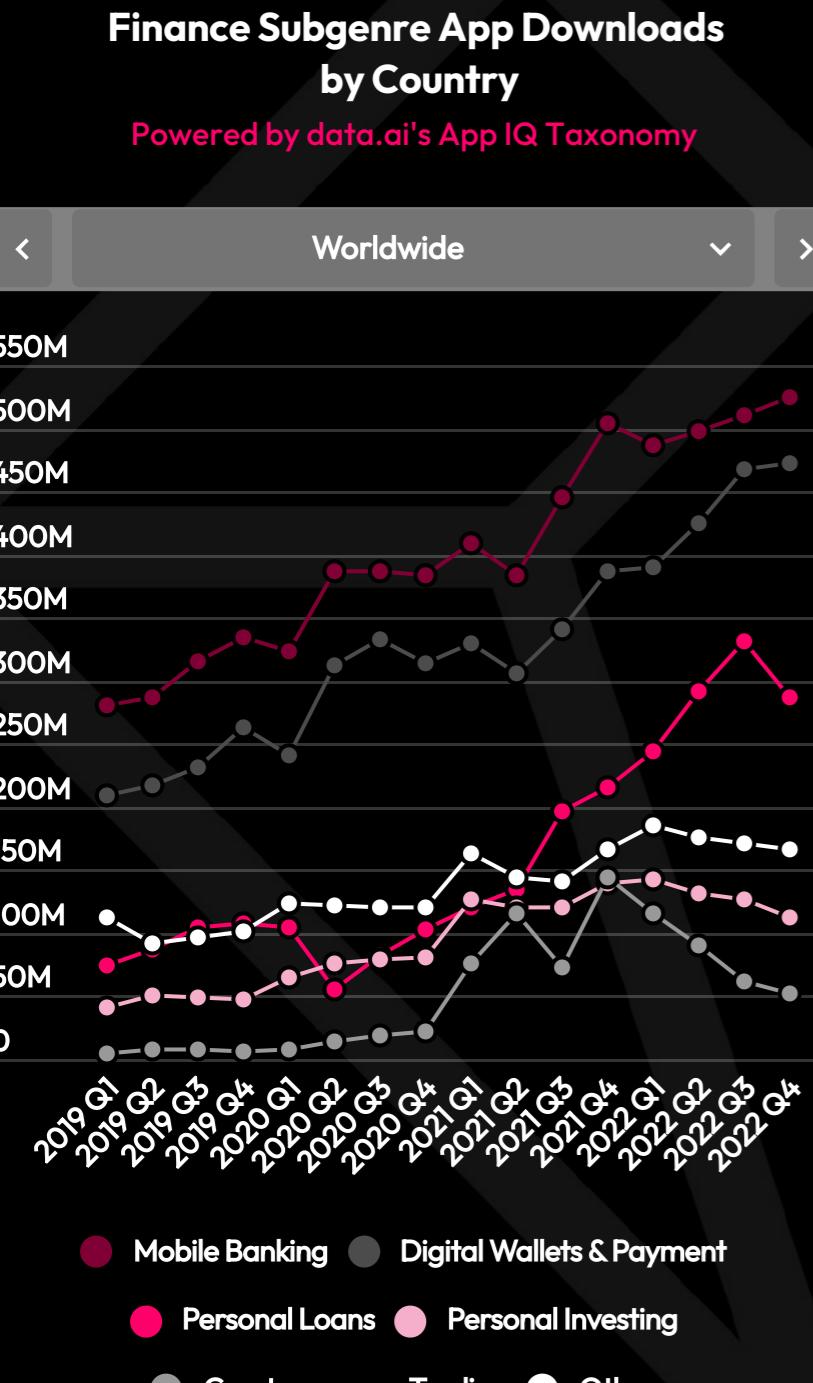


As DANA focuses on improving the quality of life of Indonesian people through our one-stop financial lifestyle platform, we need to understand the profound spectrum of the fast-changing mobile and digital ecosystem. data.ai has given us extensive insights to increase the growth of our app performance.

Vincent Henry Iswaratioso

Chief Executive Officer
DANA Indonesia





Top Apps by Downloads in 2022

	App	Subgenre
1	PhonePe	Digital Wallets & Payment
2	Paytm	Digital Wallets & Payment
3	Google Pay	Digital Wallets & Payment
4	PayPal	Digital Wallets & Payment
5	Nubank	Mobile Banking
6	Bajaj Finserv	Personal Loans
7	Binance	Cryptocurrency Trading
8	Alipay	Digital Wallets & Payment
9	YONO SBI	Mobile Banking
10	Cash App	Digital Wallets & Payment

Consumers Love to Bank on Mobile

A DETAILED VIEW:

Mobile app adoption across top subgenres like Mobile Banking, Digital Wallets & Payment, and Personal Loans saw rapid growth in 2022, continuing the accelerated push to mobile that began at the start of the pandemic in 2020.

Meanwhile, economic concerns such as high inflation have left their mark on the fintech space. Personal Loans apps have flourished across North America, Asia, and Africa.

Cryptocurrency Trading apps took a notable downturn in 2022, along with the turbulence in the cryptocurrency market that resulted in the downfalls of cryptocurrencies like Luna and crypto exchanges like FTX.

TAKE THE NEXT STEPS

Remain ahead of competitors with market specific insights segmented by sub-genre, using data.ai's App IQ taxonomy.

Fintech Remained Highly Localized, Especially in APAC

A DETAILED VIEW:

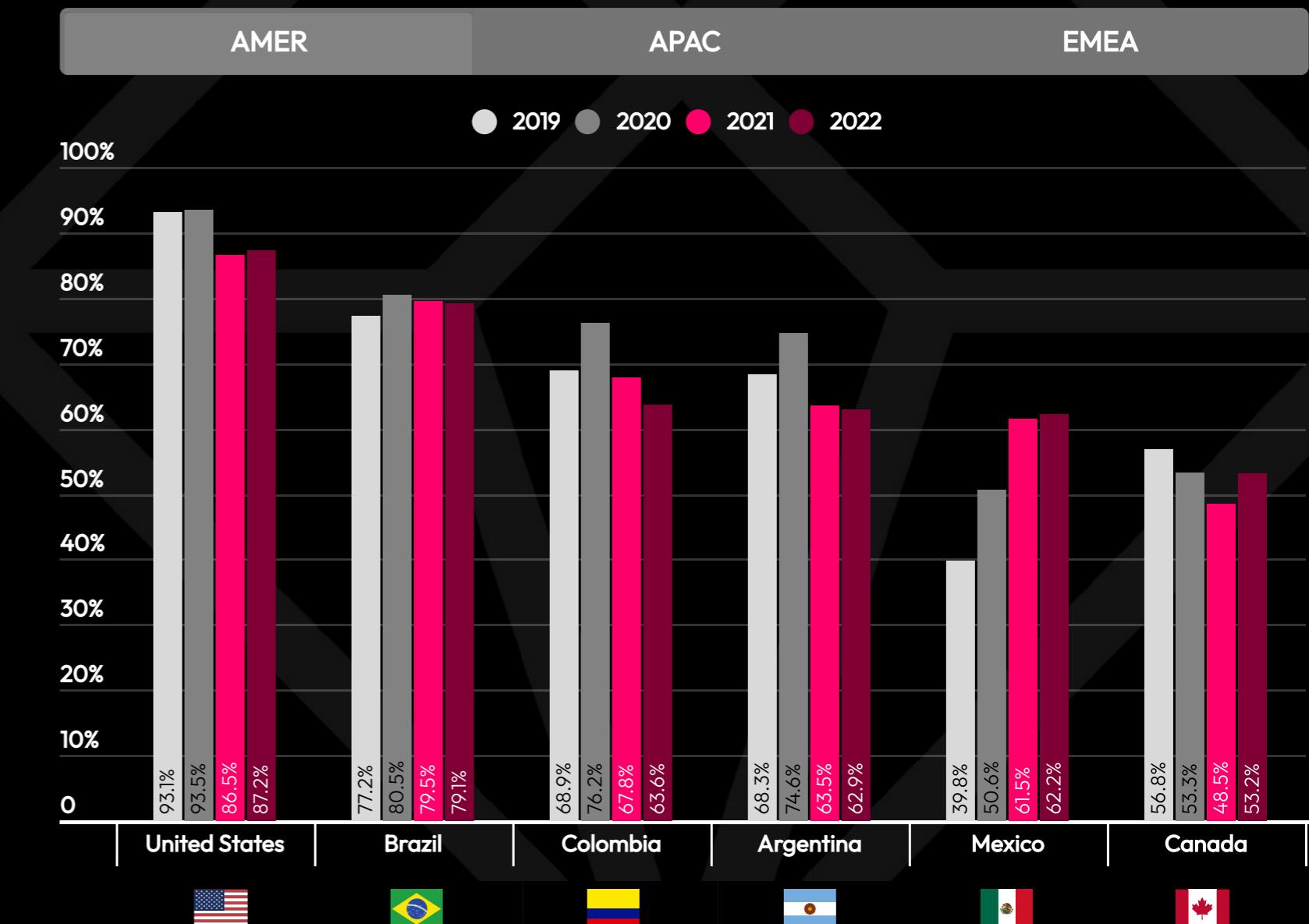
Unlike many other parts of the app economy, fintech has continued to be quite localized, with the majority of country's downloads coming from publishers based in that market. Given the high barrier to entry in understanding and adopting each country's unique financial rules and regulations, it is not surprising that knowing the local market is a huge advantage for local-based companies.

The local advantage is strongest in APAC, and China, Japan, and South Korea in particular. More than 99 percent of China's finance downloads were from local companies, while Japan and South Korea had local publishers account for more than 93 percent.

TAKE THE NEXT STEPS

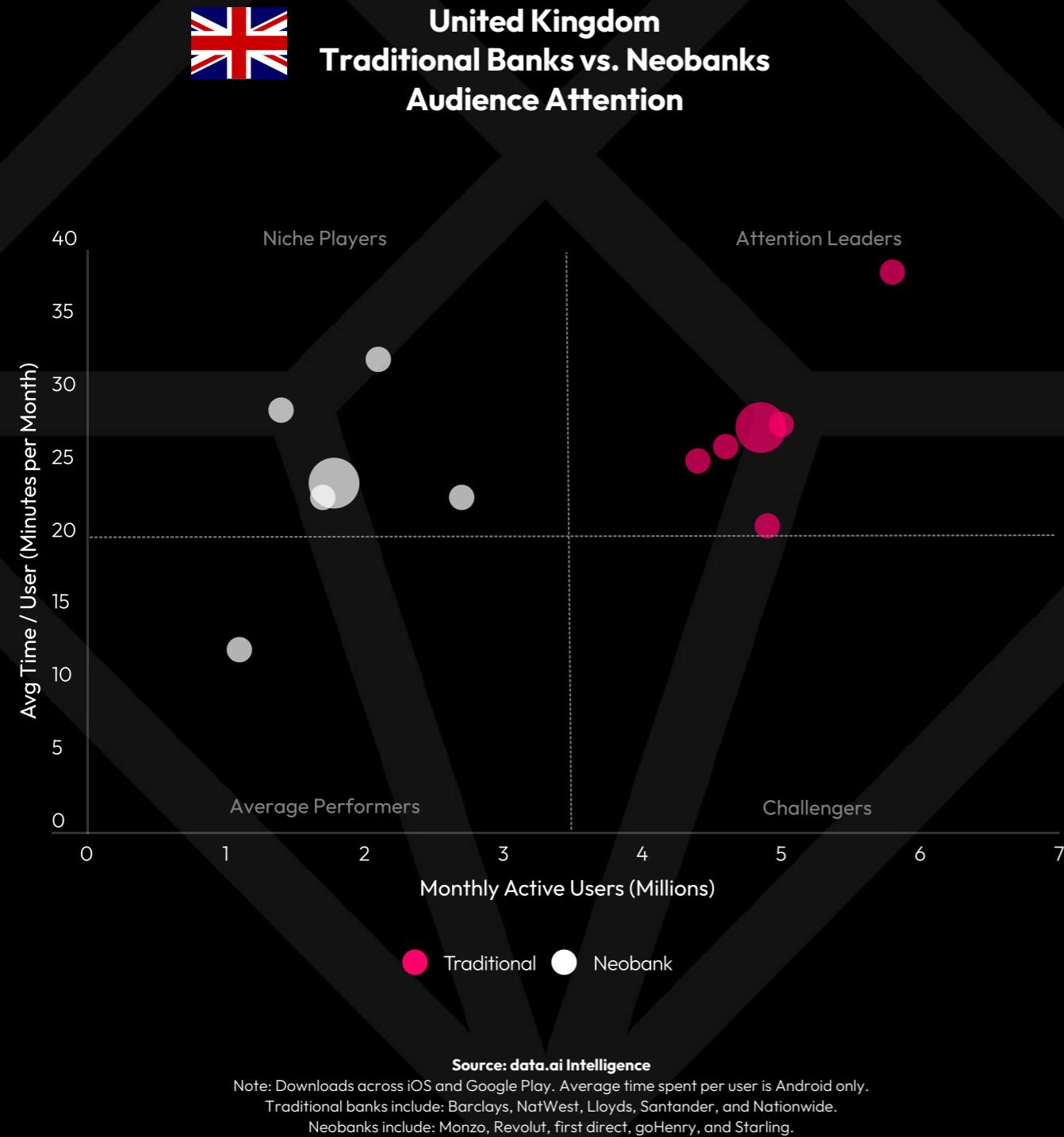
Take a look at growth in verticals by key metrics at the country, regional and global level using [data.ai's Market Size dashboard](#).

Share of Finance Downloads by Local-HQ'd Publishers



Source: data.ai Intelligence

Note: Downloads across iOS and Google Play; China is iOS only.
Finance apps are classified using data.ai's App IQ taxonomy.



Consumers Win: Pressure from Neobanks Drives Traditional Banks in The UK to Improve Their App Experience

A DETAILED VIEW:

While the user bases for traditional banks still dwarf those from neobanks, neobanks have managed to close the gap in user engagement. Average monthly time spent per user for top neobanks trailed traditional banks by only 4 minutes in 2022.

With the new source of competition vying for consumers increasingly open to online banking during the pandemic, traditional banks have needed to improve their mobile offerings as well.

TAKE THE NEXT STEPS

Understand your app's market position for audience attention, growth stage, and more in seconds with [data.ai's Insights Generator](#).

US Neobanks Improve but Still Lag UK Success

A DETAILED VIEW:

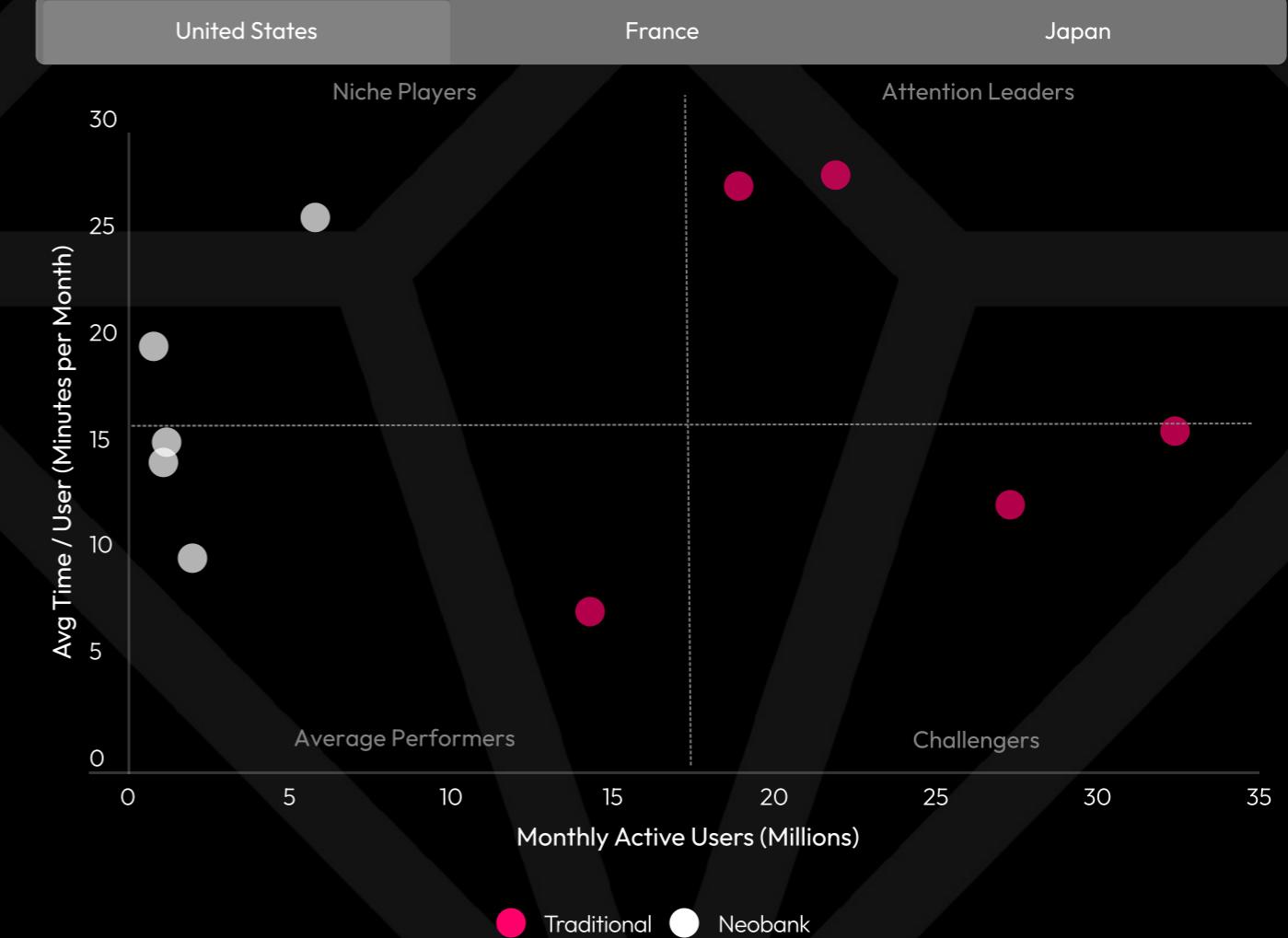
Average monthly active users among the top five neobanks in the US climbed from 1.4 million in 2020 to 2.2 million in 2022, with Chime as the clear market leader in both active users and user engagement. However, the top five traditional banks still averaged more than 10x the number of MAU as neobanks.

Similar to the UK, most mobile banking apps saw an uptick in both active users and average time spent between 2020 and 2021 as consumers became increasingly comfortable using their mobile devices for banking. Time spent growth slowed in 2022 as the US continued to open up, though banking apps were able to maintain positive momentum in terms of adding active users.

TAKE THE NEXT STEPS

Learn more about how you can gain meaningful insights from data.ai's Insights Generator and other products in data.ai's Academy

Traditional Banks vs. Neobanks Audience Attention in 2022



Source: data.ai Intelligence

Note: Downloads across iOS and Google Play. Average time spent per user is Android only.
For this chart, neobanks are classified as internet banks without physical branch locations.

US Consumers Look to Cash Advance Apps to Ease Inflation Pain

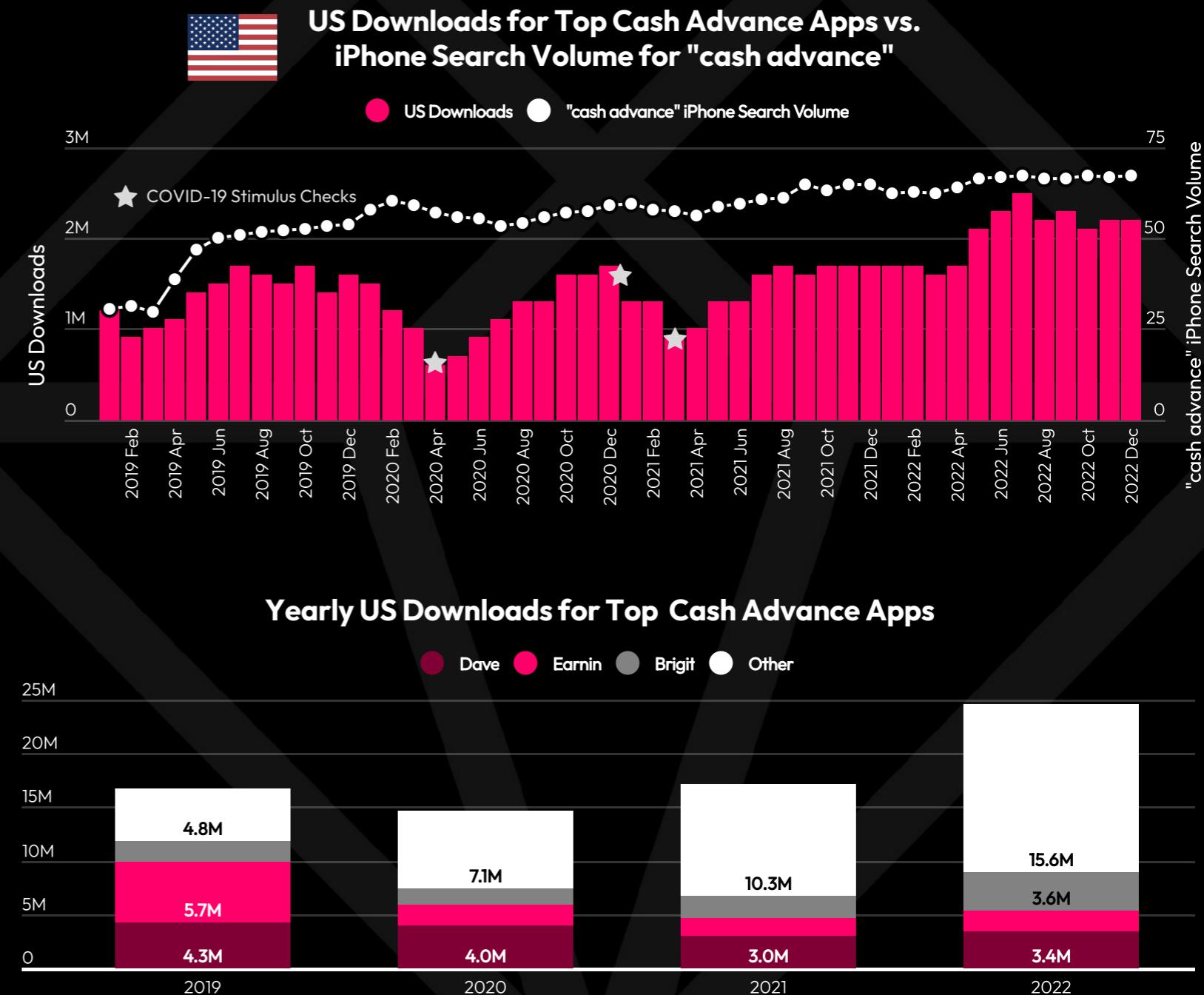
A DETAILED VIEW:

Cash advances and early access to paychecks have been a common feature across fintech apps in the US in recent years. For example, [Dave](#) advertises getting up to \$500 instantly.

US cash advance downloads spiked in 2022, increasing 44% YoY. This aligns with the increased search traffic in the App Store for "cash advance". In fact, the only dips in cash advance demand correspond with the COVID-19 stimulus checks, which eased the financial stress on US consumers during the beginning of the pandemic.

TAKE THE NEXT STEPS

Follow the latest search trends to gain an edge in boosting organic discovery using [data.ai's Keyword Search data](#)

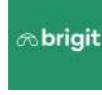


Source: [data.ai Intelligence](#)
 Note: Downloads across iOS and Google Play. Downloads include the top 15 apps featuring cash advances. Search volume scores are an index of popularity based on search volume for the keyword and values are between 0 and 100.
 Stimulus check dates from [usa.gov](#).

2022 Rankings by Market | Finance

Powered by data.ai's App IQ Taxonomy

AMER - Breakout Downloads

	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1	 Discover Mobile (Finance Mobile Banking)	 CIBC Banking (Finance Mobile Banking)	 baz: la superapp con todo (Finance Digital Wallets & Payment)	 Caixa Tem (Finance Digital Wallets & Payment)	 Personal Pay by Personal Pay (Finance Digital Wallets & Payment)	 Nequi Colombia (Finance Mobile Banking)	 Tenpo (Finance Mobile Banking)	 Yape (Finance Digital Wallets & Payment)
2	 Google Wallet (Finance Digital Wallets & Payment)	 Google Wallet (Finance Digital Wallets & Payment)	 Kueski (Finance Personal Loans)	 FGTS (Finance Mobile Banking)	 Lemon Cash (Finance Cryptocurrency Trading)	 qiip (Finance Credit Score)	 Ria Money Transfer (Finance Digital Wallets & Payment)	 C Platinka-Préstamo en Perú (Finance Personal Loans)
3	 Truebill (Finance Budget & Expense Tracker)	 Credit Karma Canada (Finance Credit Score)	 Spin by OXXO (Finance Digital Wallets & Payment)	 Nubank (Finance Mobile Banking)	 Mercado Pago (Finance Digital Wallets & Payment)	 SUPLATA - Préstamos de crédito (Finance Personal Loans)	 Appcoopeuch (Finance Mobile Banking)	 Prex Perú (Finance Digital Wallets & Payment)
4	 Brigit (Finance Credit Score)	 Splitwise (Finance Other Finance)	 SAT ID (Finance Personal Taxes)	 Meu Tudo (Finance Personal Loans)	 Openbank Argentina (Finance Mobile Banking)	 Lulo Bank (Finance Mobile Banking)	 Fpay (Finance Digital Wallets & Payment)	 Alpacash - Prestamos Créditos (Finance Personal Loans)
5	 Amex (Finance Mobile)	 Neo Financial (Finance)	 Nubank (Finance Mobile)	 meu pag (Finance Mobile)	 MODO (Finance Digital)	 Claro Pay Colombia (Finance)	 Santander Pass (Finance)	 izipay (Finance Digital)

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Top 4 Features Loved by Finance



App IQ



**Mobile
Performance
Score**



**data.ai on
Excel**



**Unified Data Share –
Snowflake**

Retail

Personalization, optimized experience, frictionless checkout: mobile shopping apps are the linchpin to the omnichannel experience.

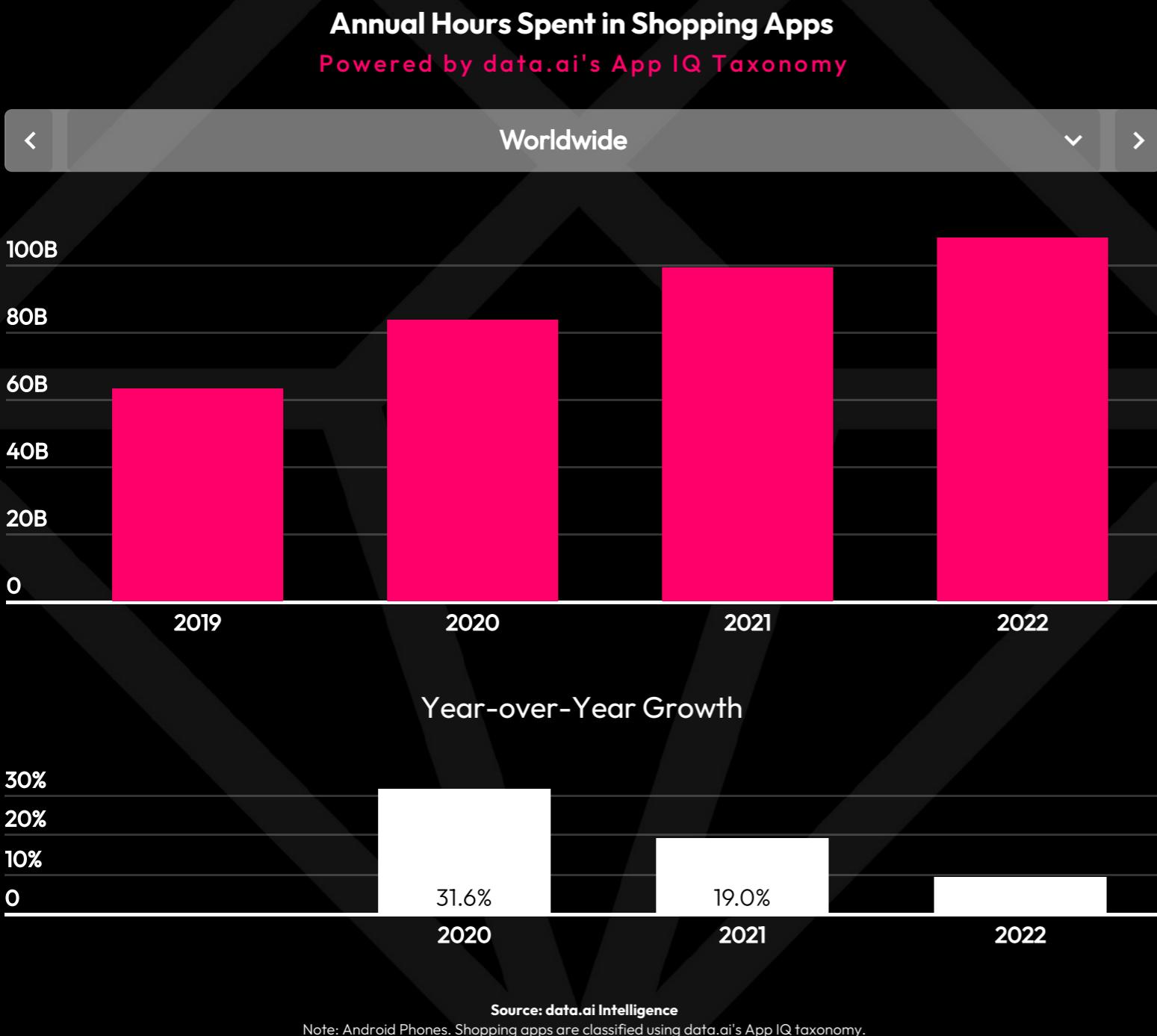


ASOS website and Apps are our digital storefront, so it's important that we deliver a fast, seamless, and personal experience to our customers. Despite the challenges retail is facing, we have seen more people than ever are turning toward mobile to fulfil their needs, and Apps are becoming a critical part of the shopping experience. We continually enhance our App customer experience to strengthen our competitive advantage and brand differentiation, creating distinction and relevancy in the global market to promote the long-term success.

Vijay Ram

Head of Technology
ASOS

asos



Consumers Spent Nearly 110 Billion Hours in Shopping Apps in 2022

A DETAILED VIEW:

Time spent climbed 9 percent globally, a bit of a slow down compared to the 20 percent compound annual growth rate (CAGR) between 2019 and 2022.

Top growth markets for shopping include emerging markets in APAC India and Indonesia, as well as countries in LATAM including Brazil, Mexico, and Argentina.

TAKE THE NEXT STEPS

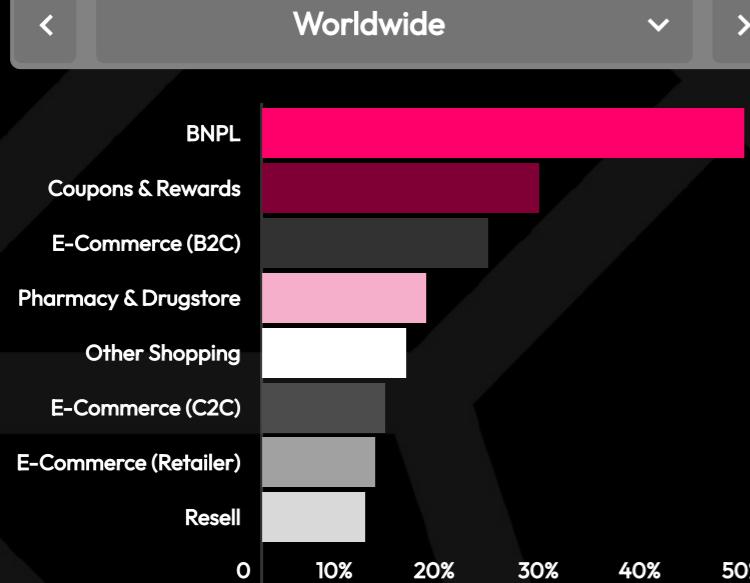
Take a look at growth in verticals by key metrics at the country, regional and global level using [data.ai's Market Size dashboard](#).

Shopping Subgenre Year-over-Year Download Growth by Region

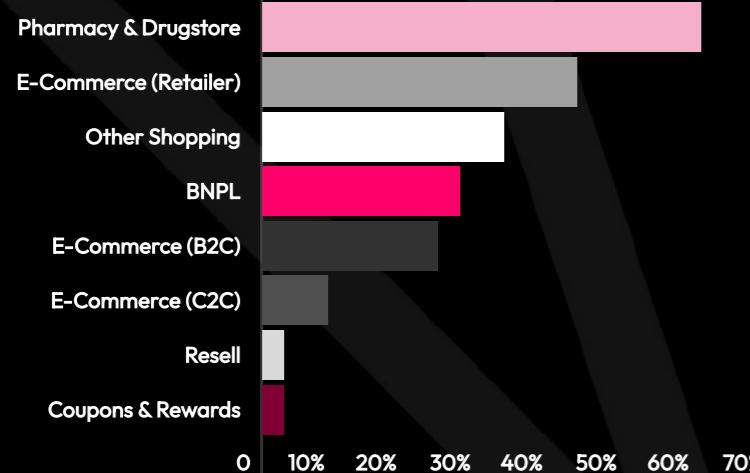
Powered by data.ai's App IQ Taxonomy

2022

Worldwide



2020



Source: data.ai Intelligence

Note: Downloads across iOS, Google Play; China is iOS only.

Shopping apps are classified using data.ai's App IQ taxonomy.

Subgenres with less than 10,000 downloads in the prior year are excluded.

Top Apps by Breakout Downloads

Rank	App	Subgenre
1	Shopsy	E-Commerce (B2C)
2	Meesho	E-Commerce (C2C)
3	Flipkart	E-Commerce (B2C)
4	Amazon	E-Commerce (B2C)
5	Tata Neu	Coupons & Rewards

Rank	App	Subgenre
1	SHEIN	E-Commerce (Retailer)
2	Amazon	E-Commerce (B2C)
3	Shopee	E-Commerce (C2C)
4	Flipkart	E-Commerce (B2C)
5	Americanas	E-Commerce (B2C)

Cost-Conscious Shoppers Drove Growth in 2022

A DETAILED VIEW:

In 2020, the pandemic prompted rapid growth for mobile shopping, particularly from retailers who needed to maintain sales while consumers were avoiding in-person shopping. Retailer apps saw 43 percent YoY download growth in 2020.

As in-person shopping returned in 2022 and high inflation squeezed shopper's pocketbooks, mobile apps became essential tools for cost-conscious consumers to save money. Downloads for coupons & rewards apps climbed 27 percent YoY.

BNPL apps also maintained strong growth in 2022, ranking as the top subgenre by growth in Europe, Asia, South America, Africa, and the Middle East.

TAKE THE NEXT STEPS

React quickly to the latest trends in your industry with [data.ai's unique App IQ taxonomy](#).

Apple Search Ads are an Opportunity for Brick & Mortar Retailers

A DETAILED VIEW:

Among the top 15 shopping-related keywords by US iPhone search volume, nearly half are for brick & mortar retailers. However, brick & mortar retailers lag in terms of paid search share of voice (SOV). Meanwhile, grocery stores like Whole Foods Market and Kroger have clearly found an opportunity in search ads bidding by targeting big brick & mortar retailers with groceries.

A good start for brick & mortar apps would be protecting their own keywords. The Home Depot and Walmart have the top SOV for their own search terms, but other top apps like Nike, Target, and Walgreens didn't even reach 5 percent SOV for their keywords.

TAKE THE NEXT STEPS

[Improve your organic and paid UA strategies with data.ai's Keyword Search solutions](#)



Top Shopping Related Keywords by US iPhone Search Volume



BRICK & MORTAR | ONLINE | COUPONS & REWARDS

stockx
home depot
walgreens
sam's club
nike
goat
target
fetch rewards
shein
amazon
ebay
walmart
etsy
costco

Top Apps by US iPhone Paid Keyword Share of Voice



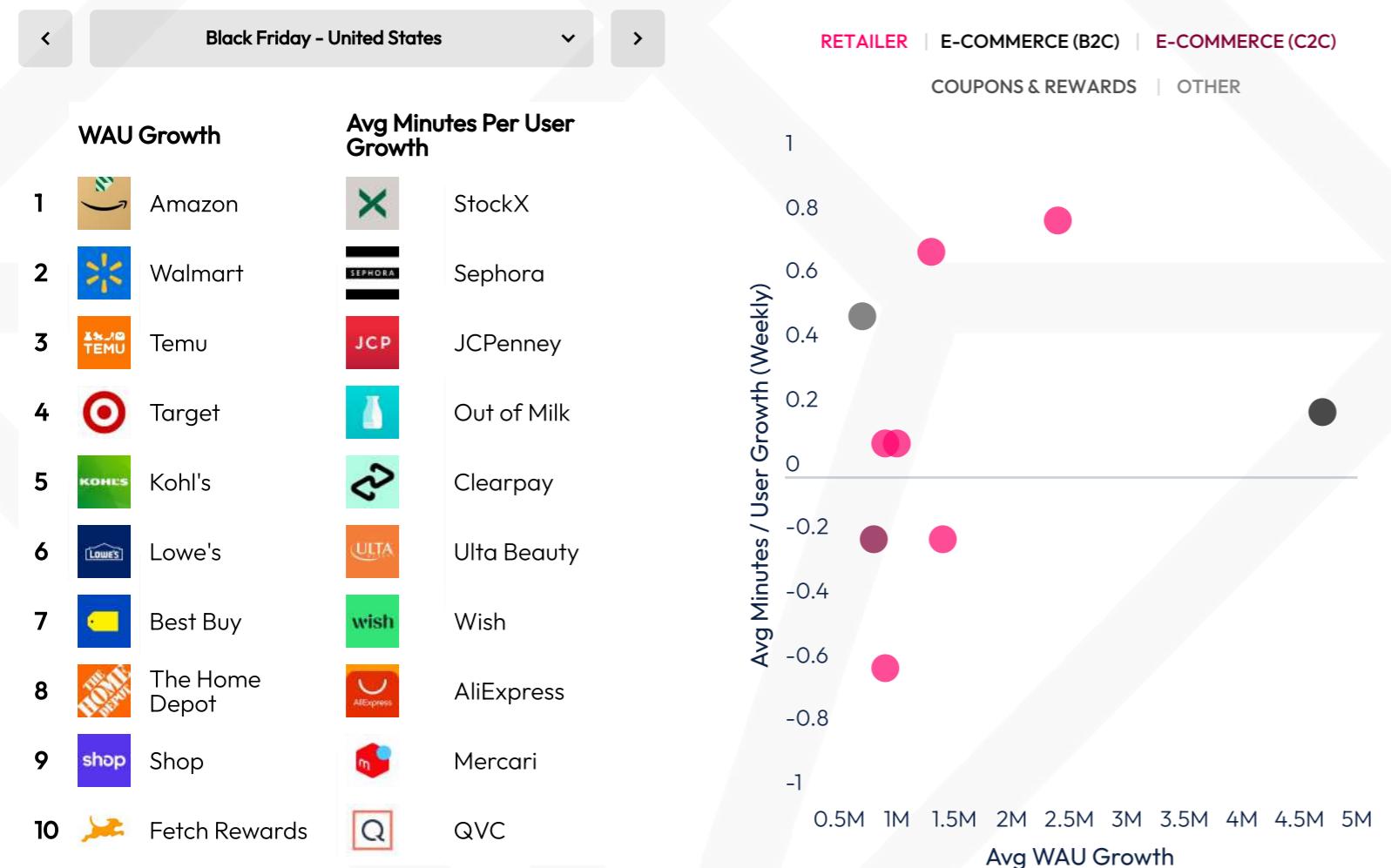
Rank	App	Classification	Share of Voice
1		Amazon Shopping	74%
2		Amazon Photos	6%
3		Audible	5%
4		Google	3%
5		Nike	2%

Source: data.ai Intelligence

Share of voice indicates the share of impressions from bidding on that keyword.
Search volume scores are an index of popularity based on search volume for the keyword and values are between 0 and 100.

Top Shopping Apps by Growth During Major Shopping Holidays

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence
Note: Active users and time spent are Android Phone. Shopping apps are classified using data.ai's App IQ taxonomy.
Rankings are among the top 50 apps in each country / study period by average WAU.
Black Friday growth compares the weeks of Nov. 20 - Dec. 3, 2022 to the prior two weeks.
Single's Day growth compares the weeks of Nov. 6 - Nov. 19, 2022 to the prior two weeks.
Festive Season growth compared the weeks of Sep. 11 - Oct. 8, 2022 to the prior four weeks.

Amazon Gained More Active Users During Black Friday Than Walmart and Target Combined

A DETAILED VIEW:

Amazon was the biggest winner from Black Friday in the US with WAU up 4.7 million vs. the two weeks prior. Most of the other apps that saw the biggest active user spikes were brick & mortar retailers, including Walmart, Target, and Kohl's.

In China, Taobao Tejia saw the largest increase in WAU during the Single's Day period. Taobao Tejia's downloads jumped more than 4X month-over-month in November 2022. Meanwhile, Flipkart was the biggest gainer during the festive season in India around Navaratri.

TAKE THE NEXT STEPS

Benchmark your app's performance at critical times using data.ai's suite of usage and engagement metrics.

2022 Rankings by Market | Shopping

Powered by data.ai's App IQ Taxonomy

AMER - Breakout Downloads

Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
 1 Shopsy (Shopping E-Commerce (B2C))	 1 Temu (Shopping E-Commerce (Retailer))	 1 SCENE (Shopping Coupons & Rewards)	 1 baz: la superapp con todo (Finance Digital Wallets & Payment)	 1 SHEIN (Shopping E-Commerce (Retailer))	 1 Shopee (Shopping E-Commerce (C2C))	 1 Shopee (Shopping E-Commerce (C2C))	 1 Falabella (Shopping E-Commerce (B2C))	 1 Falabella (Shopping E-Commerce (B2C))
 2 Meesho (Shopping E-Commerce (C2C))	 2 Upside (Shopping Coupons & Rewards)	 2 Canadian Tire Retail (Shopping E-Commerce (B2C))	 2 MercadoLibre (Shopping E-Commerce (C2C))	 2 O Boticário (Shopping E-Commerce (Retailer))	 2 adidas (Shopping E-Commerce (Retailer))	 2 Addi Shop (Shopping BNPL)	 2 Shopee (Shopping E-Commerce (C2C))	 2 Linio (Shopping E-Commerce (B2C))
 3 Flipkart (Shopping E-Commerce (B2C))	 3 My Bath & Body Works (Shopping E-Commerce (Retailer))	 3 Nike (Shopping E-Commerce (Retailer))	 3 Bodega Aurrera (Food & Drink Grocery Delivery)	 3 C&A Pay (Shopping BNPL)	 3 YOY (Shopping E-Commerce (Retailer))	 3 Falabella (Shopping E-Commerce (B2C))	 3 Paris app (Shopping E-Commerce (B2C))	 3 Red101: Order, pay and restock (Shopping Other Shopping)
 4 Amazon (Shopping E-Commerce (B2C))	 4 Fetch Rewards (Shopping Coupons & Rewards)	 4 Cider (Shopping E-Commerce (Retailer))	 4 Nike (Shopping E-Commerce (Retailer))	 4 MadeiraMadeira (Shopping E-Commerce (Retailer))	 4 AliExpress (Shopping E-Commerce (B2C))	 4 adidas (Shopping E-Commerce (Retailer))	 4 SHEIN (Shopping E-Commerce (Retailer))	 4 adidas (Shopping E-Commerce (Retailer))
 5 N/A	 5 N/A	 5 Alibaba.com	 5 N/A	 5 APCAP	 5 N/A	 5 N/A	 5 N/A	 5 N/A

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Note: Top Apps by year-over-year Downloads Growth across iOS, Google Play. MAU Growth on iPhone and Android Phone.
Shopping apps are classified using data.ai's App IQ taxonomy as of Jan 5, 2023, including both primary and secondary categorisation.

Top 3 Features Loved by Retail



Creative
Gallery



App IQ



Ratings
& Reviews

Video Streaming

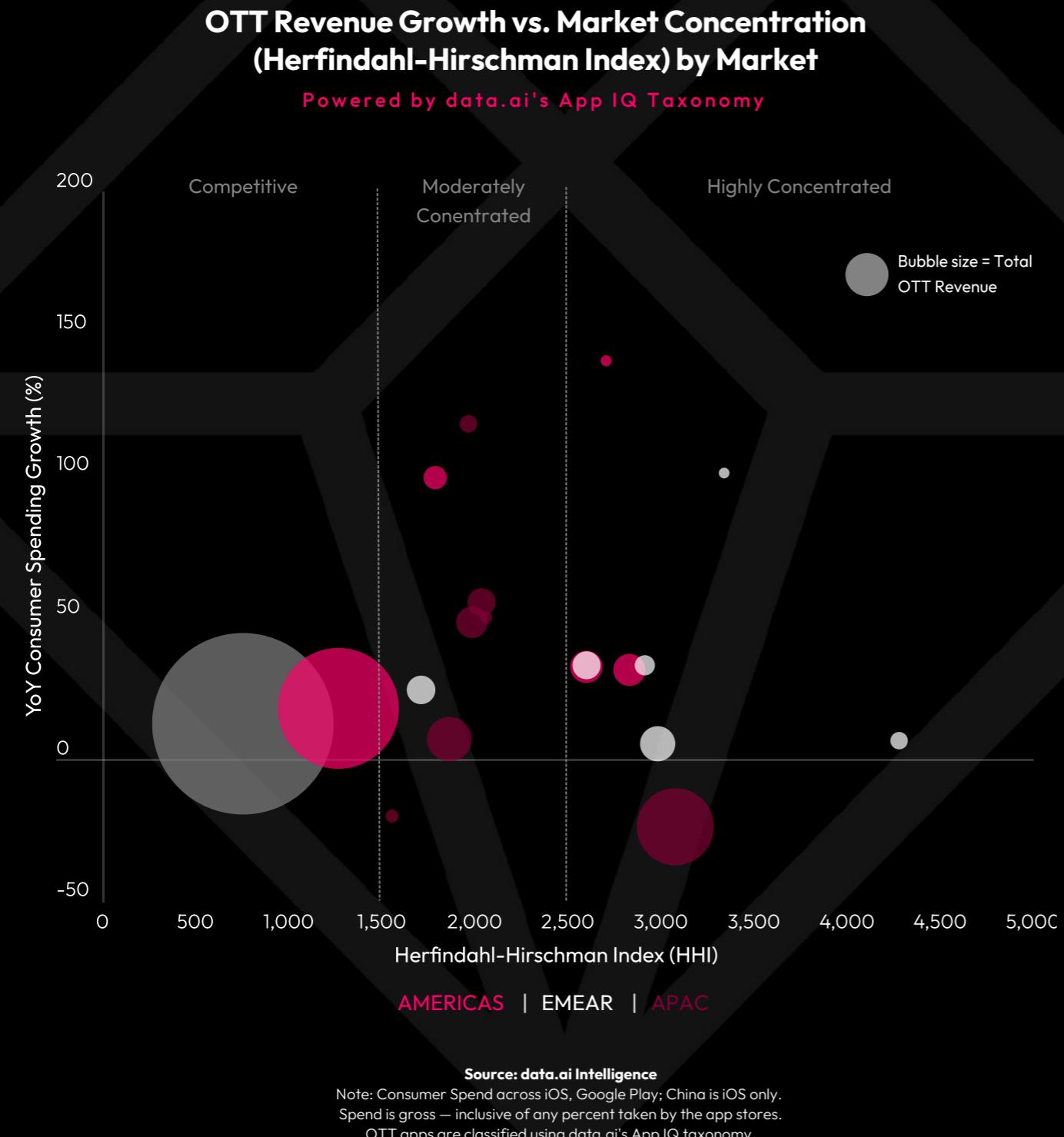
TikTok encroaches on the video streaming space: User-Generated Content captures mobile-first audiences alongside exclusive content releases.



As tech giants have diversified their business models including financial services in their evolution to become a “One stop shop”, baz superapp has inverted the formula creating a superapp from the start, including Payments, Financial Services, eCommerce, Entertainment and Connectivity for users and small businesses. baz superapp has positioned itself as a true alternative to meet every day needs of more than 11MM users that we serve today, hopefully 50MM in a couple of years, while strengthening our value proposition & integrating new business models and features, like Social media, messaging, delivery, crypto and more... so that everyone wakes up and goes to sleep with baz superapp in their minds.

Fran Burillo / Alberto Marin
Monetization Market Intel team
baz superapp





OTT Apps Should Look Outside of the US to Drive Growth

A DETAILED VIEW:

Despite the seemingly endless supply of OTT providers in the United States, this market saturation has not yet extended to other markets. The US is the only market with a HHI under 1,500, signifying a competitive market.

In fact, many European markets became more concentrated between 2020 and 2022, largely explained by the massive launch by Disney+ in the region. Look for other OTT providers to attempt to emulate Disney+'s successful global expansion.

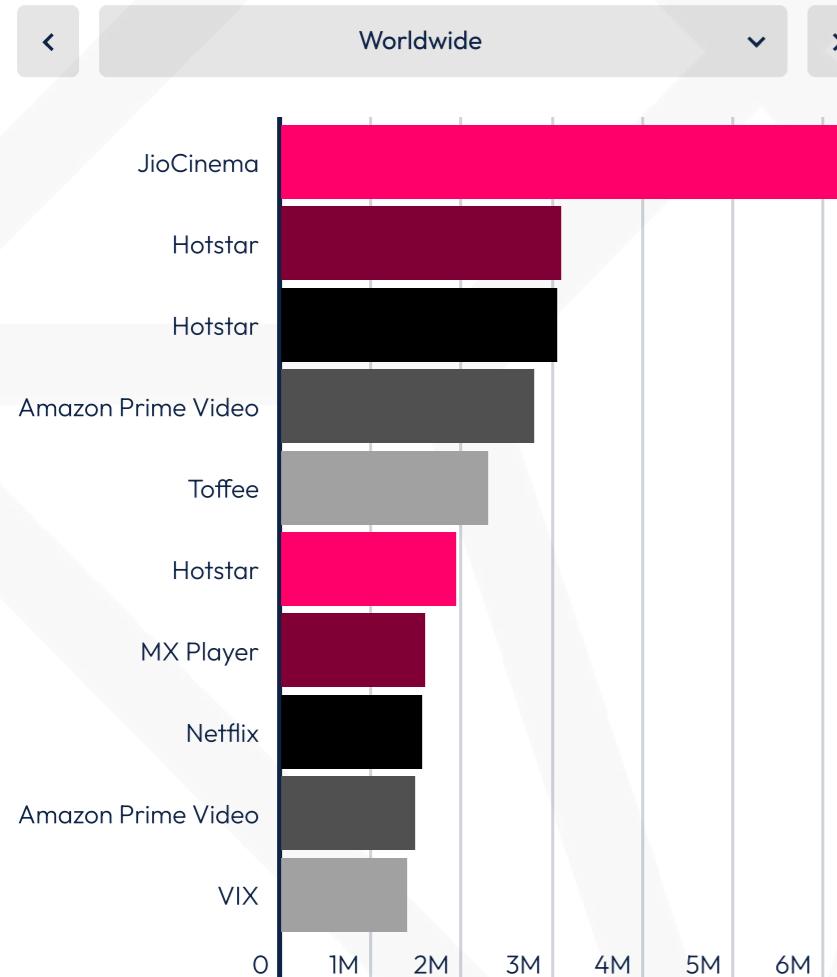
In contrast, most APAC markets became more competitive in 2022. See page 51 to discover the top apps by consumer spending in each market.

TAKE THE NEXT STEPS

Quickly identify local competitors for any subgenre across dozens of metrics using data.ai's App IQ taxonomy.

Top Peak Weeks by Downloads (vs. Weekly Average in 2022) for OTT Apps

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: Downloads across iOS, Google Play; China is iOS only.
OTT apps are classified using data.ai's App IQ taxonomy.

	Peak Week Start Date	Newly Released Content
JioCinema	20-Nov	2022 World Cup (Soccer)
Hotstar	4-Sep	2022 Asia Cup (Cricket)
Hotstar	23-Oct	2022 ICC Men's T20 World Cup (Cricket)
Amazon Prime Video	20-Nov	India Tour of New Zealand (Cricket)
Toffee	20-Nov	2022 World Cup (Soccer)
Hotstar	27-Mar	2022 Indian Premier League (Cricket)
MX Player	23-Jan	Campus Diaries
Netflix	25-Dec	Glass Onion: A Knives Out Mystery, Emily in Paris Season 3
Amazon Prime Video	16-Jan	Pushpa: The Rise
VIX	20-Nov	2022 World Cup (Soccer)

Exclusive Sports Content Serves as a Crucial On-Ramp for New Users

A DETAILED VIEW:

Adding coverage of major sporting events can be a highly effective—albeit expensive—way to add new users to popular streaming services. Globally, streaming of the soccer World Cup and top cricket tournaments in India drove the biggest download spikes.

In the US, the World Cup drove large adoption spikes for [Peacock TV](#) and [fubo TV](#) while streaming deals with the NFL helped [Peacock TV](#), [Paramount Network](#), and [Amazon Prime Video](#).

Non-sports content that created the biggest download spikes included Euphoria ([HBO Max](#)), Halloween Ends ([Peacock TV](#)), and House of the Dragon ([HBO Max](#)).

TAKE THE NEXT STEPS

Monitor the impact of different content launches on a daily level using [data.ai Intelligence](#).

TikTok Became 2nd Non-Game App to Surpass \$6 Billion in All-Time Consumer Spending

A DETAILED VIEW:

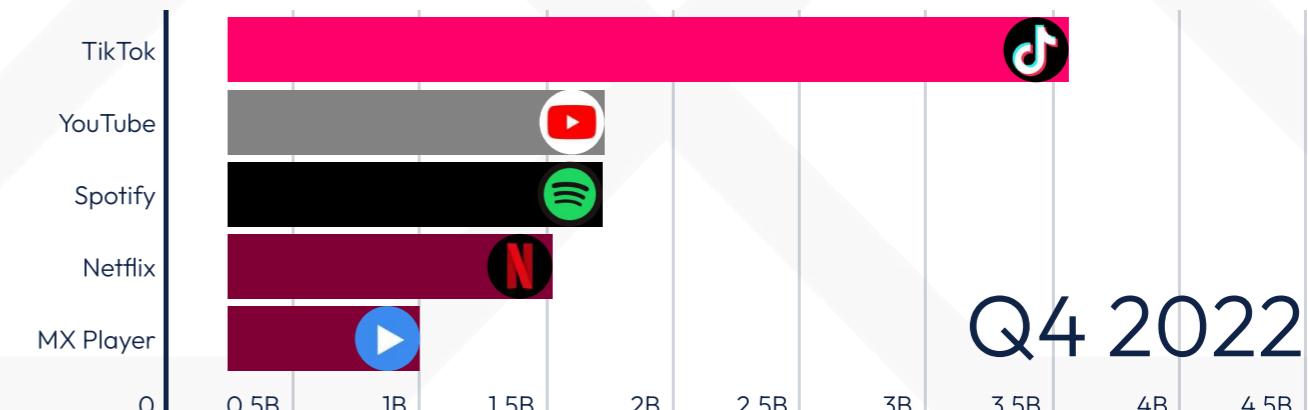
TikTok made us reimagine how high consumer spending in apps—especially outside of mobile games—could reach. Despite not even ranking among the top 100 apps by consumer spending in any year until 2020, TikTok has since exploded onto the scene, reaching the top spot in 2022 with more than \$3 billion in consumer spending. Only Tinder has higher consumer spend to date.

TikTok's recent success was well beyond that of other Entertainment apps. Over the past 10 years TikTok has more than twice as many downloads as the next closest app, YouTube.

TAKE THE NEXT STEPS

Be the first to discover emerging industry trends with [data.ai's blog posts](#) and reports that illuminate the digital landscape.

Cumulative Global Downloads for Top Entertainment Apps over the Past 10 Years (2013 - 2022)
Powered by data.ai's App IQ Taxonomy



Q4 2022

Cumulative Global Consumer Spend for Top Entertainment Apps over the Past 10 Years (2013 - 2022)



Q4 2022

OTT | SHORT VIDEOS | MUSIC & AUDIO | OTHER

Source: data.ai Intelligence

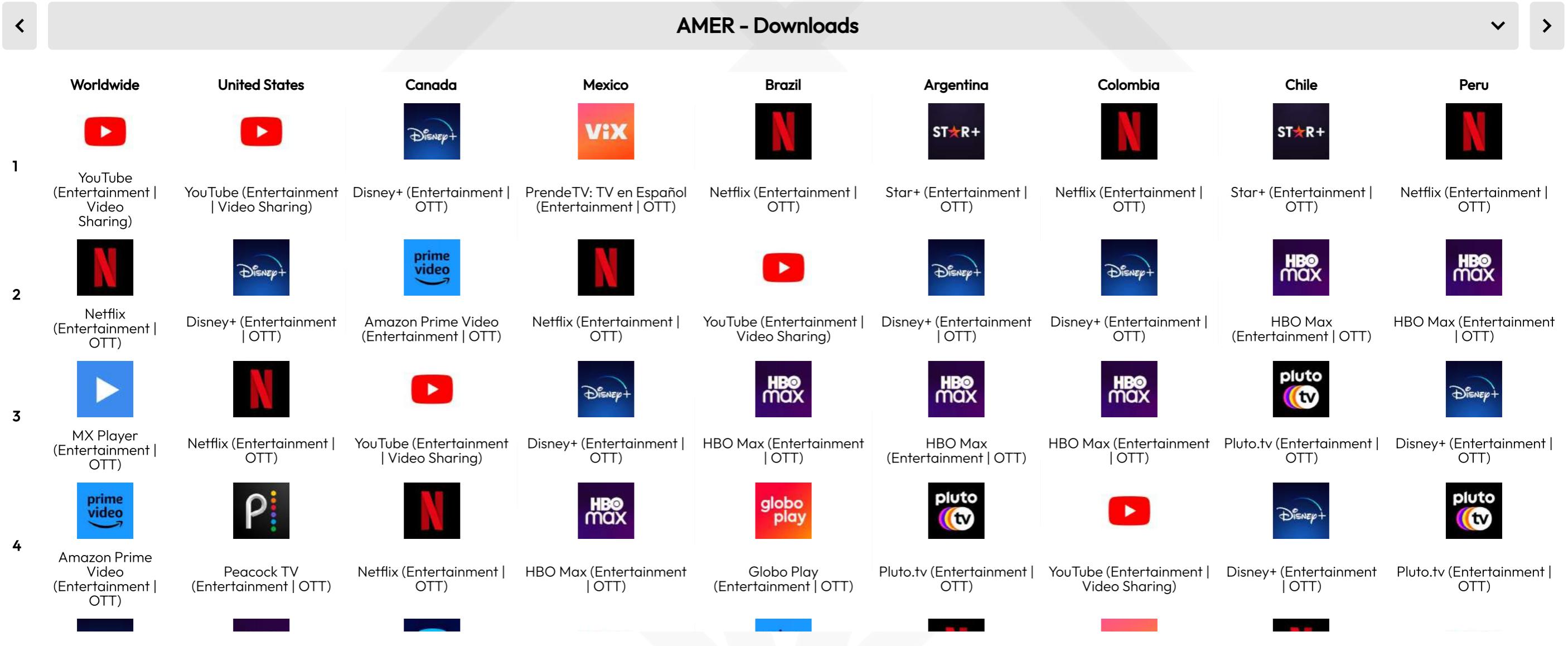
Note: Downloads and consumer Spend across iOS, Google Play; China is iOS only.

Spend is gross — inclusive of any percent taken by the app stores.

Entertainment apps are classified using data.ai's App IQ taxonomy.

2022 Rankings by Market | Video Streaming

Powered by data.ai's App IQ Taxonomy



TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Note: Top Apps by yearly Downloads and Consumer Spend across iOS, Google Play.

Video Streaming apps are classified from Entertainment - 'OTT', 'Live Streaming', 'Video Sharing' subgenres using data.ai's App IQ taxonomy as of Jan 5, 2023.

Social

Disrupting social media: "tipping" content creators carves out social media monetization pathways outside of advertising.



At Yalla Group, our vision is to build the largest destination for online social networking and entertainment activities in MENA. Over the past 6 years, we have shown our strong focus on and commitment to MENA, its people and its culture; we will continue to expand our services and stretch the boundaries of our business while further deepening synergies among our different products and services.

Yalla Group



Global Time Spent in Social Apps Surpassed 2 Trillion Hours in 2022

A DETAILED VIEW:

Total time spent climbed 17 percent year-over-year to surpass 2 trillion hours on Android phones in 2022. This growth was propelled by new app installs jumping 15 percent YoY, including 25 percent growth in China.

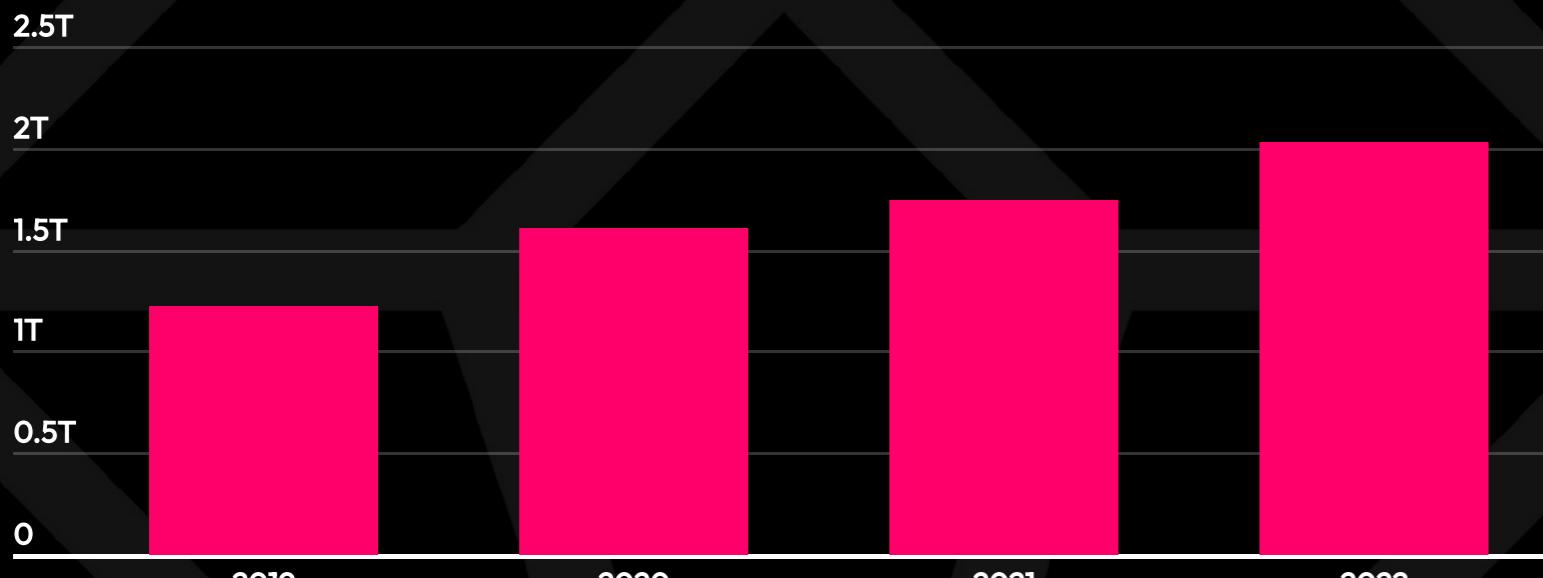
Consumer spending growth hit some headwinds in top markets like China and Japan. Seven of the top 10 apps saw YoY declines, including LINE, Facebook, and QQ. However, this was offset by strong growth from apps like TikTok, Snapchat, WePlay, and Zhihu.

TAKE THE NEXT STEP

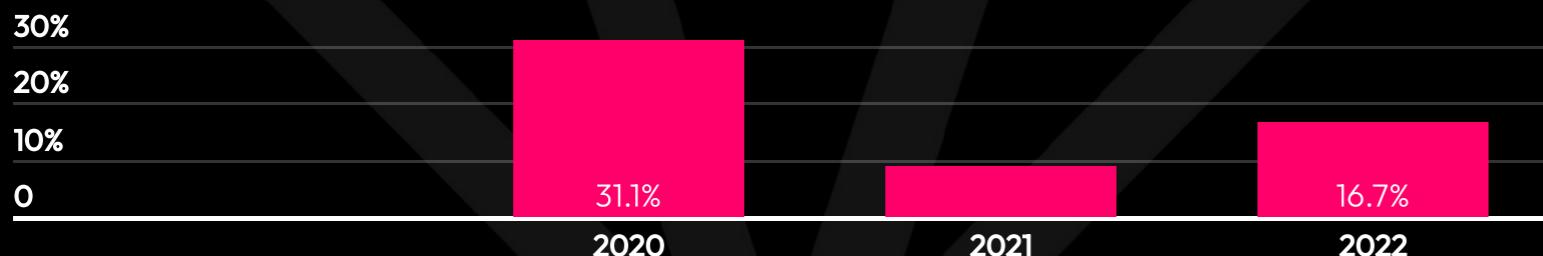
[Access vertical-specific solutions](#) that help to uncover the drivers of change within each industry and market.

Global Metrics for Social Apps Powered by data.ai's App IQ Taxonomy

Total Hours Spent



Year-over-Year Growth



Source: data.ai Intelligence

Note: Android Phones. Includes Social apps from data.ai App IQ classification.
Excludes Dating apps and includes Short Videos and Live Streaming (Entertainment genre)

New Media Sharing Networks Had Breakout Years in 2022 - But Can They Keep it Up?

A DETAILED VIEW:

BeReal broke out as a popular social sensation in 2022, appealing to users by selling a more authentic, less curated, experience. In fact, no social app has added more new users in the US in any of the past five years than BeReal's 5.3 million in August 2022.

The challenge for these apps, and BeReal in particular, will be improving engagement. BeReal prompts users once a day to take a photo, incentivizing users to come back each day and resulting in a really strong average active days per user for a new app. However, users have not yet started to spend a lot of time on the platform. BeReal will need to get creative to improve time spent while maintaining the feeling of being raw and authentic.

TAKE THE NEXT STEP

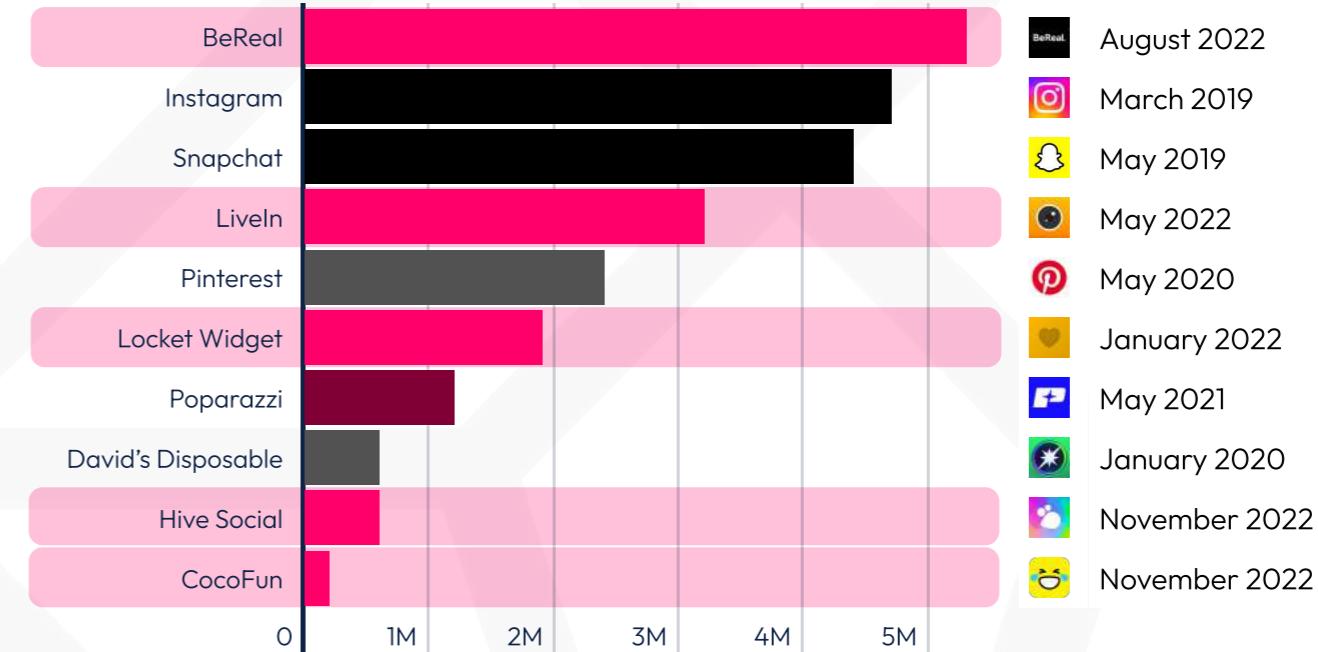
Be the first to spot potential breakout apps in your sector with detailed genres and subgenres [from data.ai's App IQ Taxonomy](#).



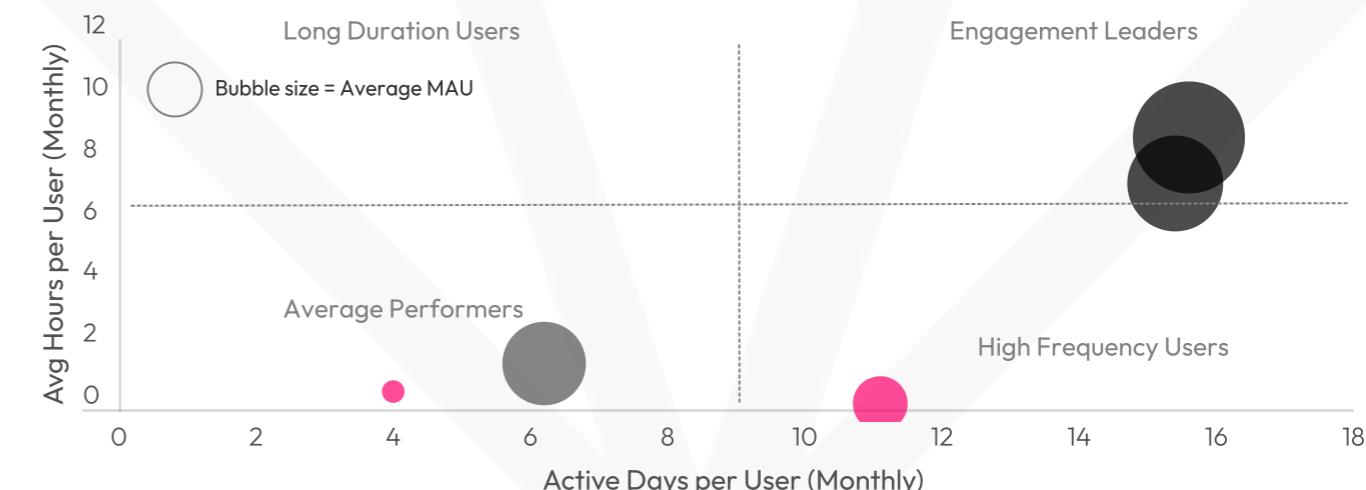
Top Months by Downloads for Media Sharing Networks in the US (2018-2022)

Powered by data.ai's App IQ Taxonomy

2019 | 2020 | 2021 | 2022

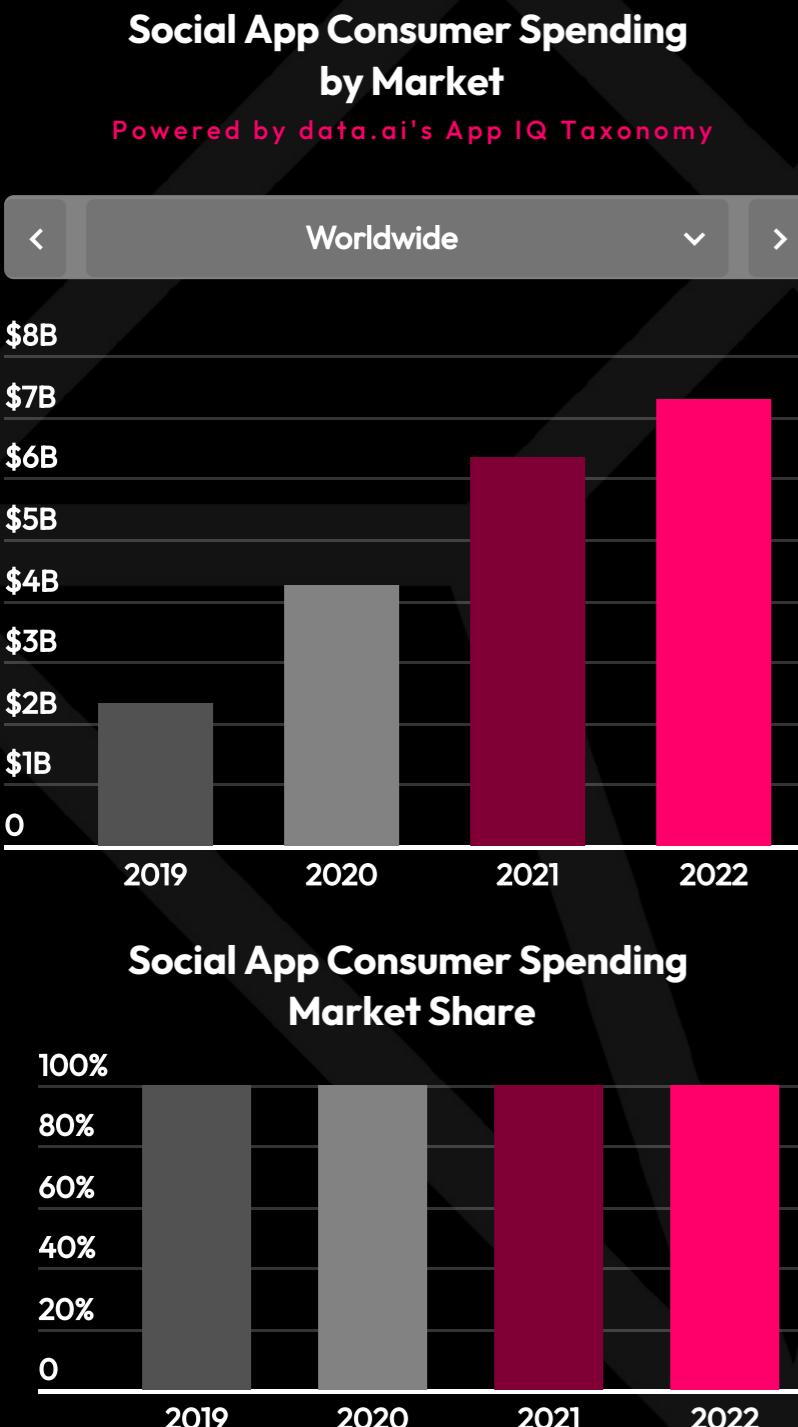


US User Engagement Metrics for Top Media Sharing Networks in 2022



Source: data.ai Intelligence

Note: Downloads and active users across iOS, Google Play. Engagement metrics are Android only.
Media Sharing Network apps are classified using data.ai's App IQ taxonomy.



Top Apps by Consumer Spending in 2022

App	Subgenre
TikTok	Short Videos
BIGO LIVE	Live Streaming
Twitch	Live Streaming
LINE	Communication
Kwai	Short Videos

The US Now Accounts for More than 1/4 of Social App Consumer Spending

A DETAILED VIEW:

The US passed Japan in 2020 and China in 2021 to rank as the top market for consumer spending for Social apps (though it's worth noting that China is iOS only as Google Play is not available there). While growth slowed in 2022, top apps like Discord, Facebook, and TikTok have managed to maintain high consumer spending from the gains seen early in the pandemic.

Social apps are also starting to expand to smaller markets. Markets outside of the big three (the US, China, and Japan) only combined for 30 percent of consumer spending in 2019. This climbed to nearly 40 percent in 2022 while global spending more than tripled over this period.

TAKE THE NEXT STEP

See which verticals and markets are growing the fastest with Market Size, part of data.ai Intelligence.

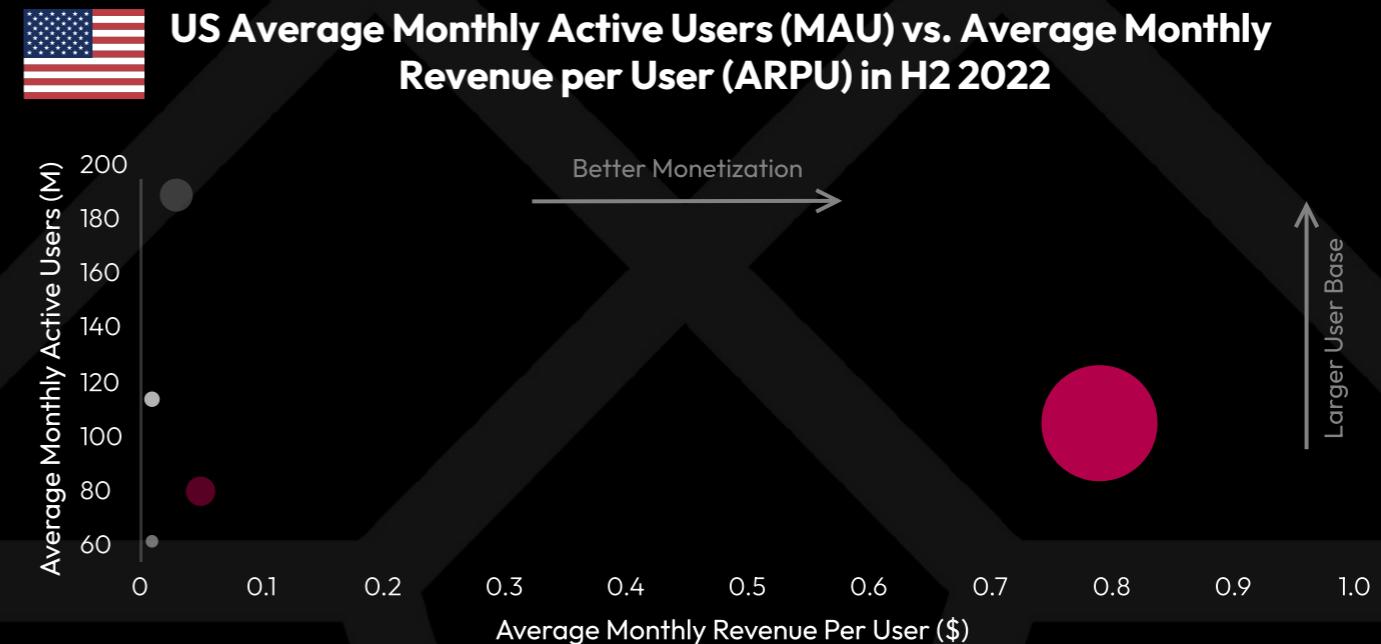
TikTok's Monetization is Unparalleled

A DETAILED VIEW:

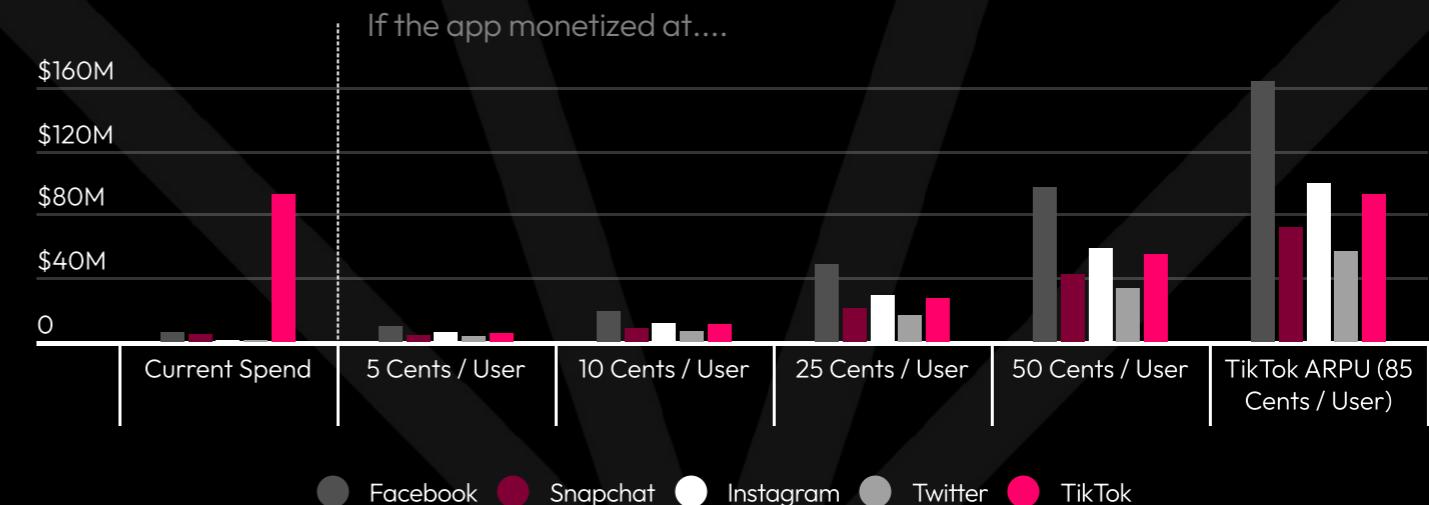
TikTok's US average monthly revenue per user (ARPU) is well above its top social competitors at 85 cents per user. Snapchat is second at 5 cents per user with its recently launched subscription.

All of these apps have large user bases, meaning that TikTok does show some hope at how high the upside is for mobile consumer spending if they can figure out how to monetize effectively.

As is notable with the discussions around Twitter's alternative monetization strategies following Elon Musk's ownership, Twitter would earn more than \$50 million in the US each month it were able to achieve TikTok's ARPU and keep its current user base levels.



Projected Monthly US Spend at Different ARPU Levels and Current User Base



TAKE THE NEXT STEPS

Benchmark key metrics like revenue per download with data.ai Intelligence.

Source: [data.ai Intelligence](#)
 Note: Consumer Spend and Active Users across iOS, Google Play; China is iOS only.
 Spend is gross — inclusive of any percent taken by the app stores.

The Secret to Social App Monetization? Getting Users to Spend on High Value In-App Purchase (IAP)

A DETAILED VIEW:

While less than one percent of TikTok's IAPs are at the \$250 price point, these purchases account for roughly a quarter of the app's US consumer spending on iOS. TikTok's rapid ascent to become the top grossing app in the world is explained by its ability to sell IAPs at these high price points.

Snapchat's early monetization results show some promise, as it receives half of its revenue from its annual subscription. The subscription model has proven itself to be very successful for non-gaming apps from OTT to Health & Fitness to Dating. Snapchat will be a good test for whether top social apps can replicate this success with subscription monetization.

TAKE THE NEXT STEP

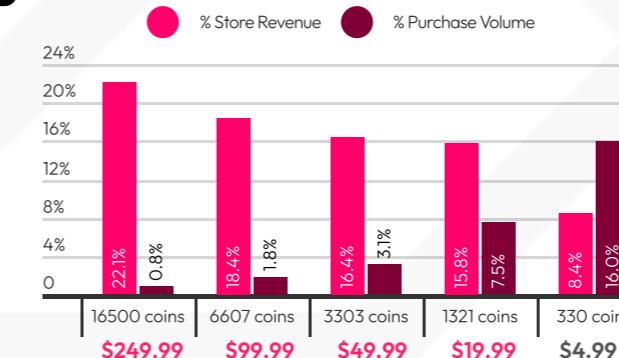
Optimize your monetization strategy using data.ai's unparalleled In-App Purchase SKU product.



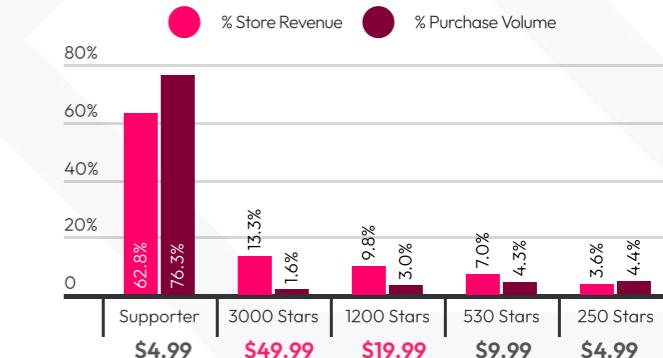
Top App Store In-App Purchases in the US in 2022 Powered by In-App Purchase SKU



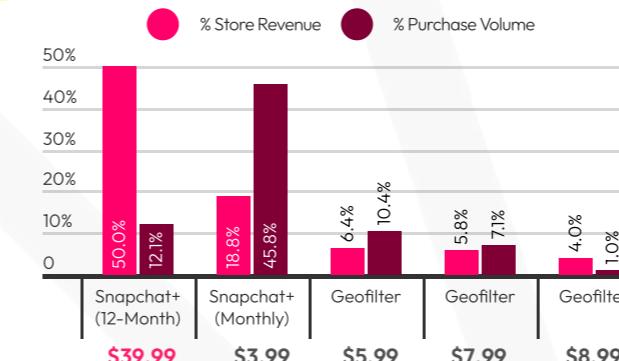
TikTok



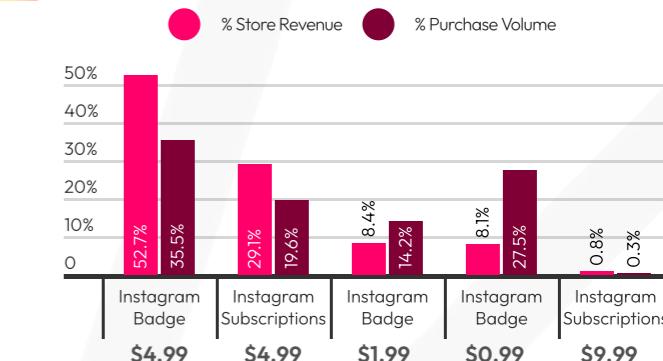
Facebook



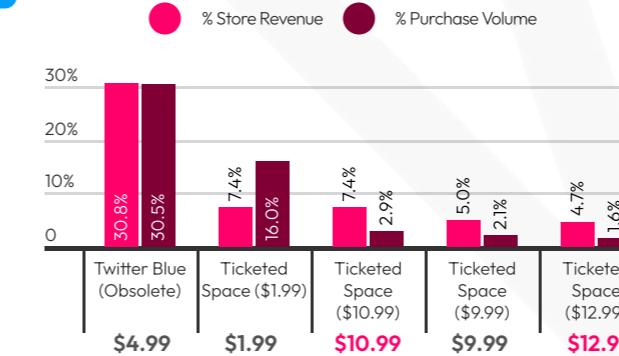
Snapchat



Instagram



Twitter



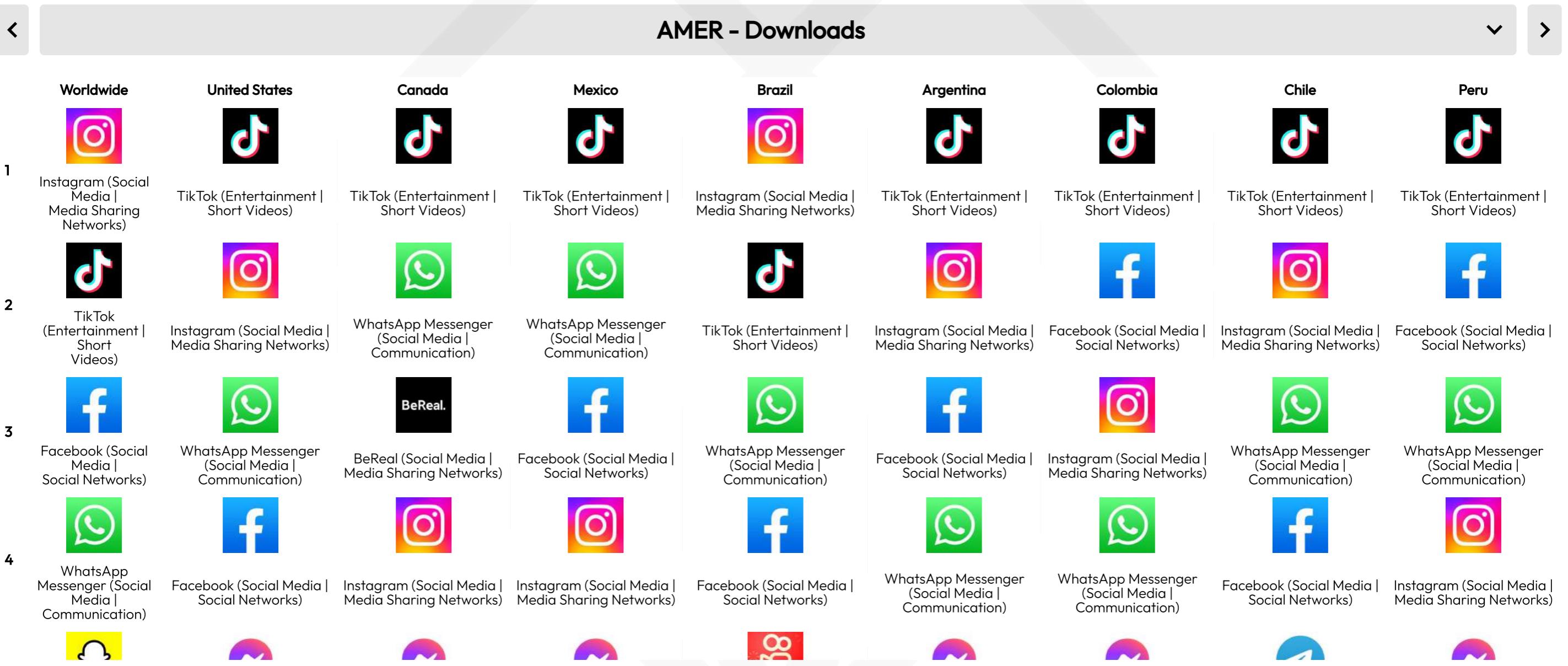
Source: **data.ai Intelligence**

Note: Estimates are iOS only. Powered by In-App Purchase SKU

2022 Rankings by Market | Social Media

Powered by data.ai's App IQ Taxonomy

AMER - Downloads



TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

data.ai STATE OF MOBILE 2023

Food & Drink

No turning back: hungry consumers embrace mobile ordering and food delivery as weekly habits.

Consumers Prefer the Convenience of Food Delivery Even As Countries Reopen

A DETAILED VIEW:

Sessions in food & grocery delivery apps have continued to climb after seeing accelerated growth at the start of the COVID-19 pandemic. Globally, sessions climbed 10 percent YoY in 2022 compared to 35 percent YoY growth in 2021 and 17 percent growth in 2019.

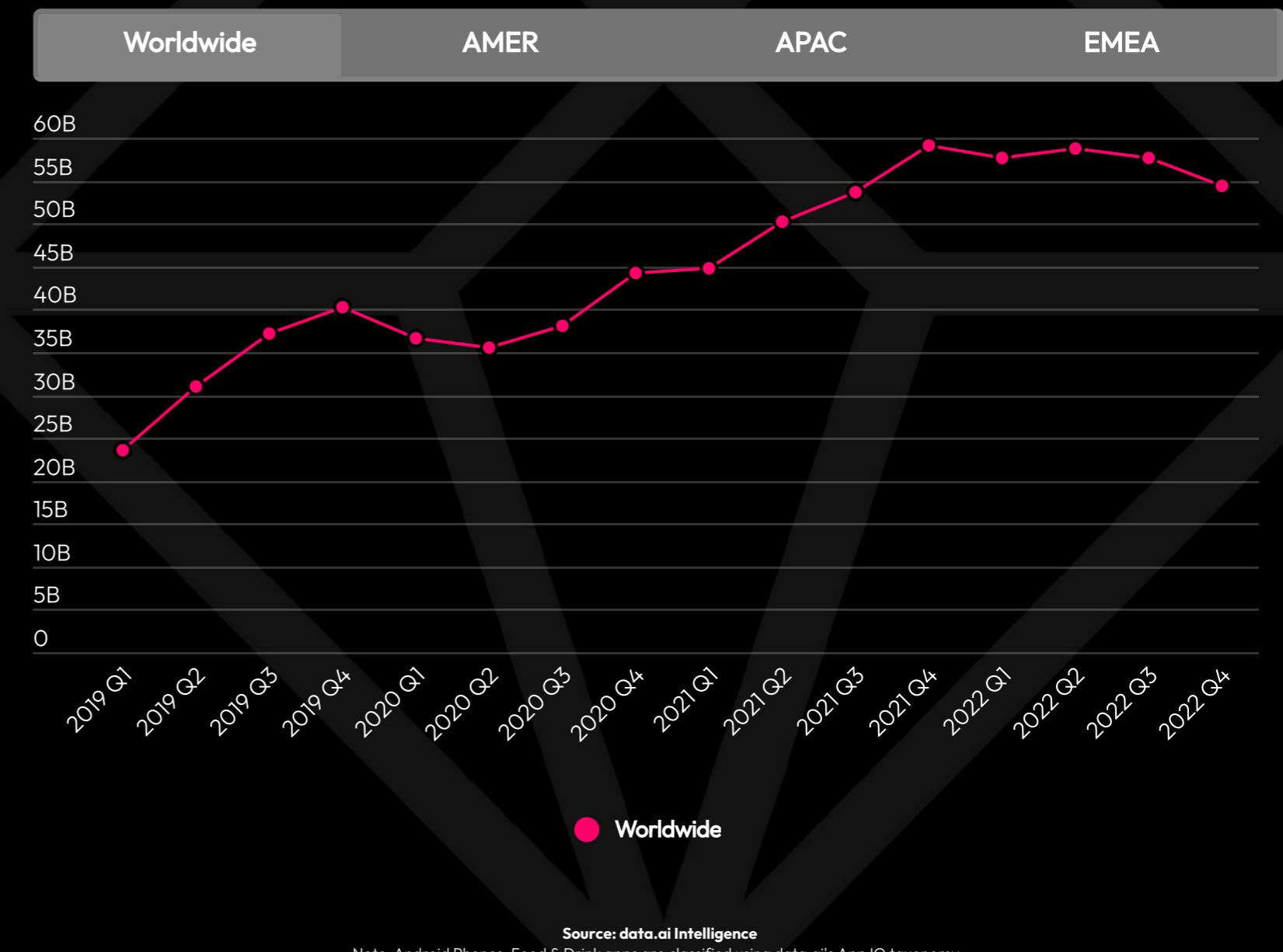
Growth in some markets has plateaued while others continue to flourish. Sessions dropped slightly in Brazil in 2022, while other top markets like India (31 percent growth YoY), Germany, France, Japan, and Turkey maintained strong growth.

TAKE THE NEXT STEP

[Monitor long-term market trends and shifts in seasonality with data.ai.](#) Benchmark if you are in-line with, outpacing, or falling behind the market.

Quarterly Sessions Spent in Food & Grocery Delivery Apps Growth Over Time

Powered by data.ai's App IQ Taxonomy



McDonald's Turned to Mobile to Get Highly-Loyal Customers

A DETAILED VIEW:

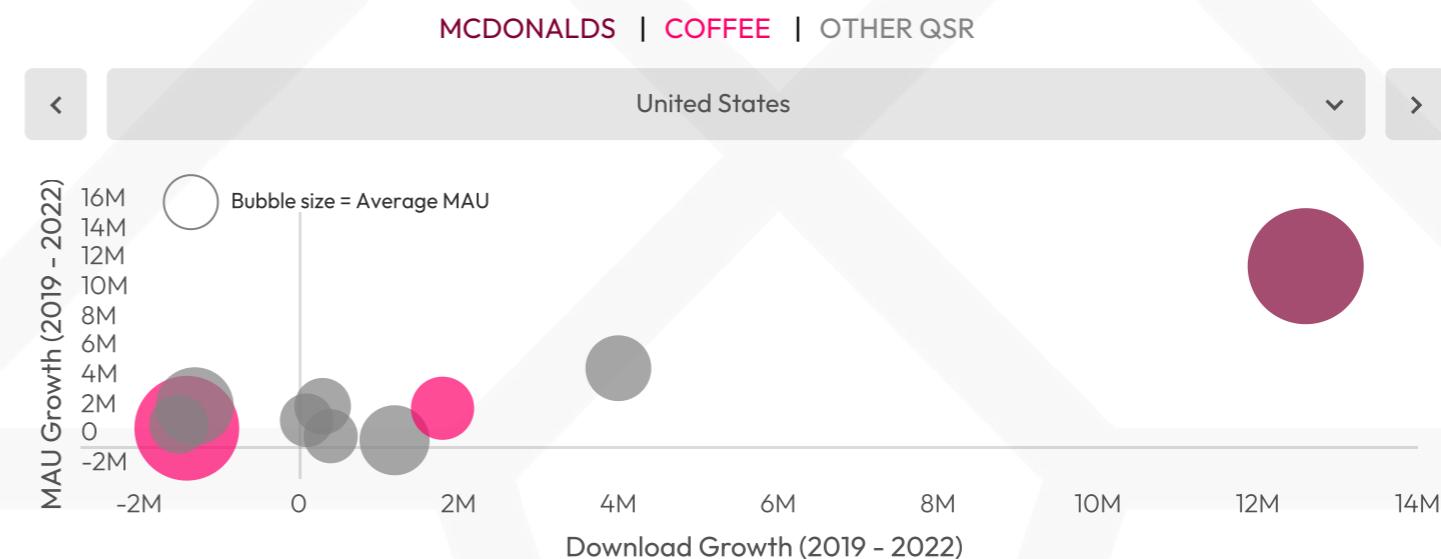
McDonald's has embraced mobile in recent years, pushing users to order through the app and offering rewards and exclusive deals. This has made its mobile app a useful tool for improving customer loyalty by giving larger rewards for frequent customers.

The investment in mobile has helped McDonald's stand out from its QSR competitors in terms of download and MAU growth. In addition, it has brought in more frequent customers. Since 2019, McDonald's has separated itself from other fast food restaurants in terms of active days per user. Only coffee shops have a higher active days per user in the US.

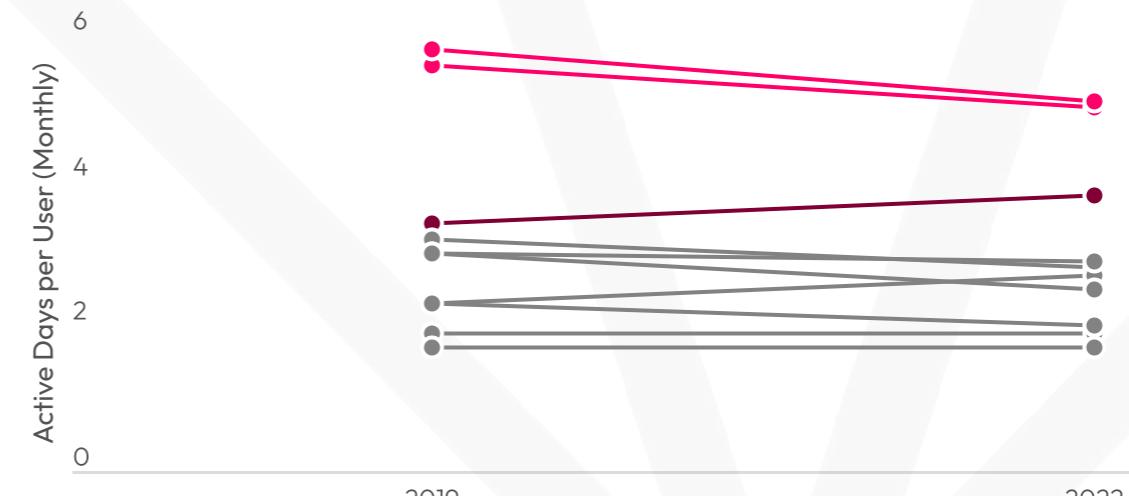
TAKE THE NEXT STEP

Remain ahead of competitors with market specific insights segmented by sub-genre, using data.ai's unique App IQ taxonomy.

Top QSR Apps by Download Growth and MAU Growth Between 2019 and 2022



Average Active Days per User (Monthly) for Top QSR Apps Between 2019 and 2022



MCDONALDS | COFFEE | OTHER QSR

Source: data.ai Intelligence

Note: Downloads and active users across iOS, Google Play; China is iOS only.

Engagement metrics are Android only.

QSR apps are classified using data.ai's App IQ taxonomy.

2022 Rankings by Market | Food & Drink

Powered by data.ai's App IQ Taxonomy

AMER - Downloads

	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
2	Zomato (Food & Drink Food Delivery & Carryout) 	McDonald's (Food & Drink QSR) 	McDonalds Canada (Food & Drink QSR) 	Rappi (Food & Drink Food Delivery & Carryout) 	iFood Delivery de Comida (Food & Drink Food Delivery & Carryout) 	PedidosYa (Food & Drink Food Delivery & Carryout) 	DiDi Food (Food & Drink Food Delivery & Carryout) 	PedidosYa (Food & Drink Food Delivery & Carryout) 	PedidosYa (Food & Drink Food Delivery & Carryout) 
3	McDonald's App (Food & Drink QSR) 	UberEATS (Food & Drink Food Delivery & Carryout) 	Tim Hortons (Food & Drink QSR) 	Bodega Aurrera (Food & Drink Grocery Delivery) 	Zé Delivery de Bebidas (Food & Drink Grocery Delivery) 	Burger King Argentina (Food & Drink QSR) 	McDonald's App (Food & Drink QSR) 	McDonald's App (Food & Drink QSR) 	Fazil (Food & Drink Grocery Delivery) 
4	Grab (Food & Drink Food Delivery & Carryout) 	Instacart (Food & Drink Grocery Delivery) 	DoorDash (Food & Drink Food Delivery & Carryout) 	Mi Oxxo (Food & Drink Grocery Delivery) 	Burger King Brasil (Food & Drink QSR) 	Mostaza (Food & Drink QSR) 	iFood Colombia (Food & Drink Food Delivery & Carryout) 	Spid35: Miles de productos (Food & Drink Grocery Delivery) 	Rappi (Food & Drink Food Delivery & Carryout) 

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Note: Top Apps by yearly Downloads across iOS, Google Play. MAU rankings by Yearly Average MAU across iPhone and Android Phone. Food & Drink apps are classified using data.ai's App IQ taxonomy as of Jan 5, 2023.

Top 3 Features Loved by Food & Drink



Keywords



**Advanced
Reviews**



**Feature
Comparison**

Travel

The travel floodgates are open: pent-up demand reshapes consumer spending priorities.



Traveloka has experienced tremendous years of comeback recovery and growth as Southeast Asia's Lifestyle Superapp. With a new normal paradigm and our business expansion spanning from travel to local services to financial services; it is pivotal for Traveloka to equip ourselves with best-in-class technology, product innovation, and data-driven marketing. In our mission to fulfill the customers' lifestyle needs and aspirations, we are thankful to be partnering with data.ai to help us in navigating market growth landscape and becoming a think tank partner in many of our strategic initiatives, especially during the pandemic.

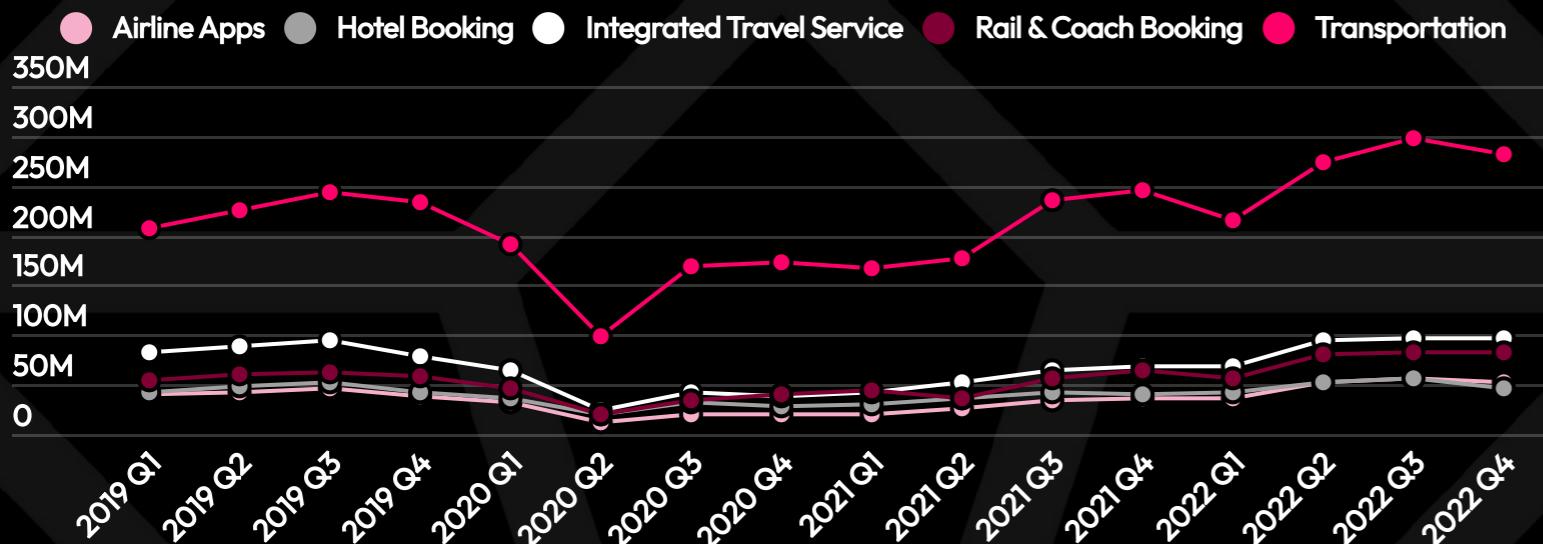
Terry Santoso
VP Platform Marketing
Traveloka



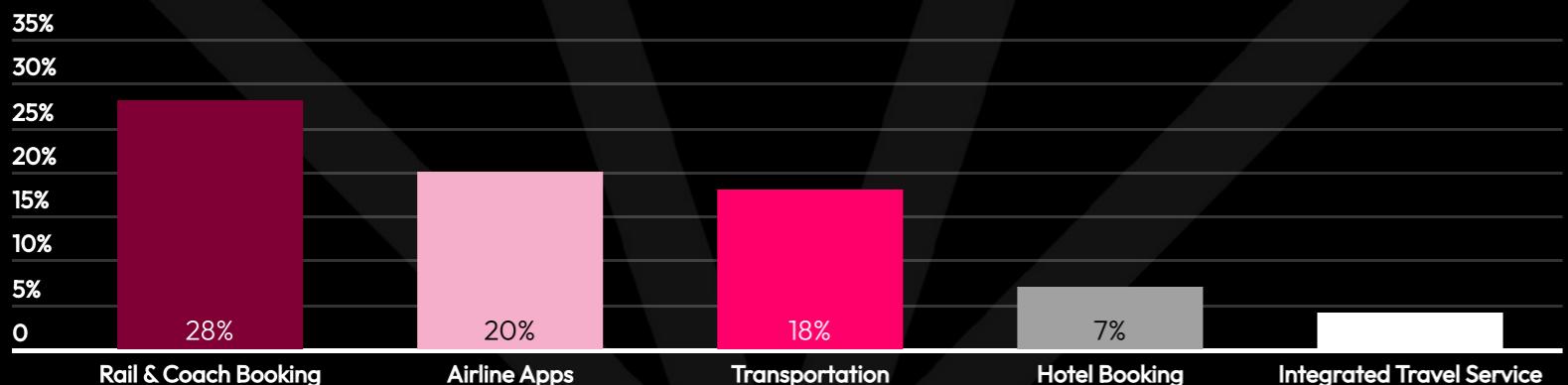
Quarterly Travel App Downloads by Subgenre

Powered by data.ai's App IQ Taxonomy

Worldwide



Download Growth Between 2019 and 2022



Source: data.ai Intelligence

Note: Downloads across iOS, Google Play; China is iOS only.
Travel apps are classified using data.ai's App IQ taxonomy.

Travel is Back! All Top Subgenres Have Surpassed Pre-Pandemic Levels

A DETAILED VIEW:

In 2022, each of the top five Travel subgenres surpassed their 2019 totals, revealing an overall healthy travel market after two rough years. Interestingly, growth for hotel booking and integrated travel service apps lagged behind that from airline and transportation apps, at least globally.

The return of travel varied significantly by country. See which subgenres have seen the strongest bounce back in your market of interest!

TAKE THE NEXT STEP

Be the first to understand the impacts of different events across industries [using data.ai's unique App IQ taxonomy](#).

Air Travel is in Higher Demand Than Ever in 2022

A DETAILED VIEW:

After new user adoption plummeted in 2020 due to COVID-19 related travel restrictions, air travel has come roaring back in 2022. In the US, four of the top airlines surpassed their latest pre-pandemic total from 2019 in 2022. The UK has also had four of its top five airlines surpass their 2019 totals, though its top app, Ryanair, is a notable exception.

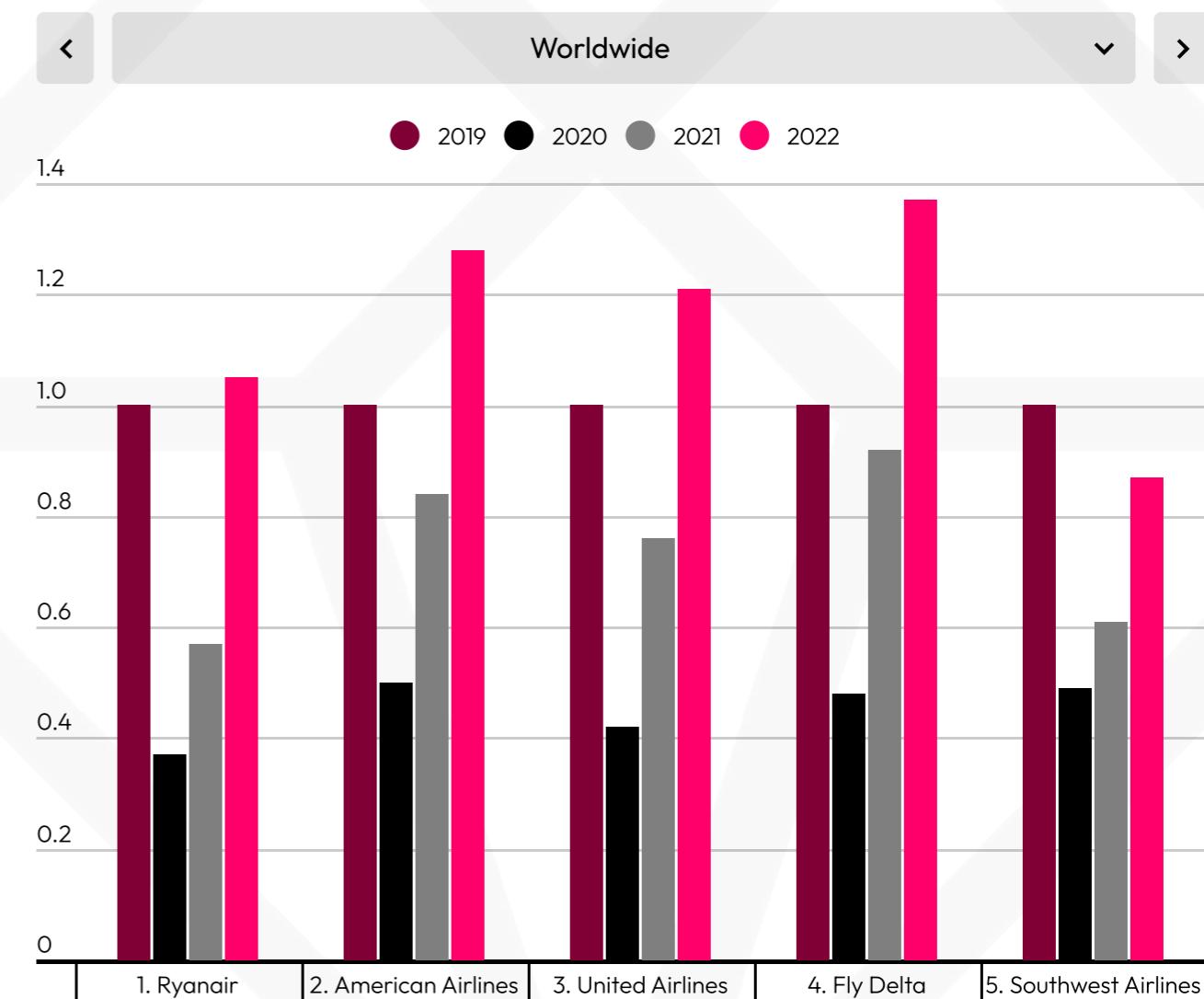
There are still some economies that have been more reluctant to resume air travel at full capacity. The majority of airline apps in Asia have yet to reach their pre-pandemic levels, including at least four of the top five airlines in China, Japan, South Korea and India.

TAKE THE NEXT STEP

[Discover the latest trends and top performers across different verticals using data.ai's App IQ, covering airlines, transportation, integrated travel services, and so much more!](#)

Top Airline App Yearly Download Growth (Indexed to 2019)

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: Downloads across iOS, Google Play; China is iOS only.
Airline apps are classified using data.ai's App IQ taxonomy.

2022 Rankings by Market | Travel

Powered by data.ai's App IQ Taxonomy

AMER - Downloads

	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
	Uber (Travel Transportation)	Uber (Travel Transportation)	Uber (Travel Transportation)	DiDi-Mobility (Travel Transportation)	Uber (Travel Transportation)	Transit Directions by Moovit (Travel Transportation)	inDrive (Travel Transportation)	Uber (Travel Transportation)	inDrive (Travel Transportation)
2									
	[object Object]	VRBO Vacation Rentals (Travel Hotel Booking)	Expedia (Travel Integrated Travel Service)	Uber (Travel Transportation)	99Taxis (Travel Transportation)	Uber (Travel Transportation)	DiDi-Mobility (Travel Transportation)	DiDi-Mobility (Travel Transportation)	DiDi-Mobility (Travel Transportation)
3									
	Booking.com (Travel Integrated Travel Service)	Lyft (Travel Transportation)	Air Canada (Travel Airline Apps)	inDrive (Travel Transportation)	Transit Directions by Moovit (Travel Transportation)	Cabify (Travel Transportation)	Picap (Travel Transportation)	inDrive (Travel Transportation)	Cabify (Travel Transportation)
4									
	inDrive (Travel Transportation)	Expedia (Travel Integrated Travel Service)	VRBO Vacation Rentals (Travel Hotel Booking)	Airbnb (Travel Hotel Booking)	Booking.com (Travel Integrated Travel Service)	DiDi-Mobility (Travel Transportation)	Uber (Travel Transportation)	Transit Directions by Moovit (Travel Transportation)	Uber (Travel Transportation)
									

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Note: Top Apps by yearly Downloads and year-over-year Downloads Growth across iOS, Google Play.
Travel apps are classified using data.ai's App IQ taxonomy as of Jan 5, 2023.

data.ai STATE OF MOBILE 2023

Health & Fitness

Personalized progress in our pocket: fitness & health trackers and on-demand workout and wellness programs top downloads and spend charts.

More than Half of Health & Fitness Consumer Spending Comes From the U.S.

A DETAILED VIEW:

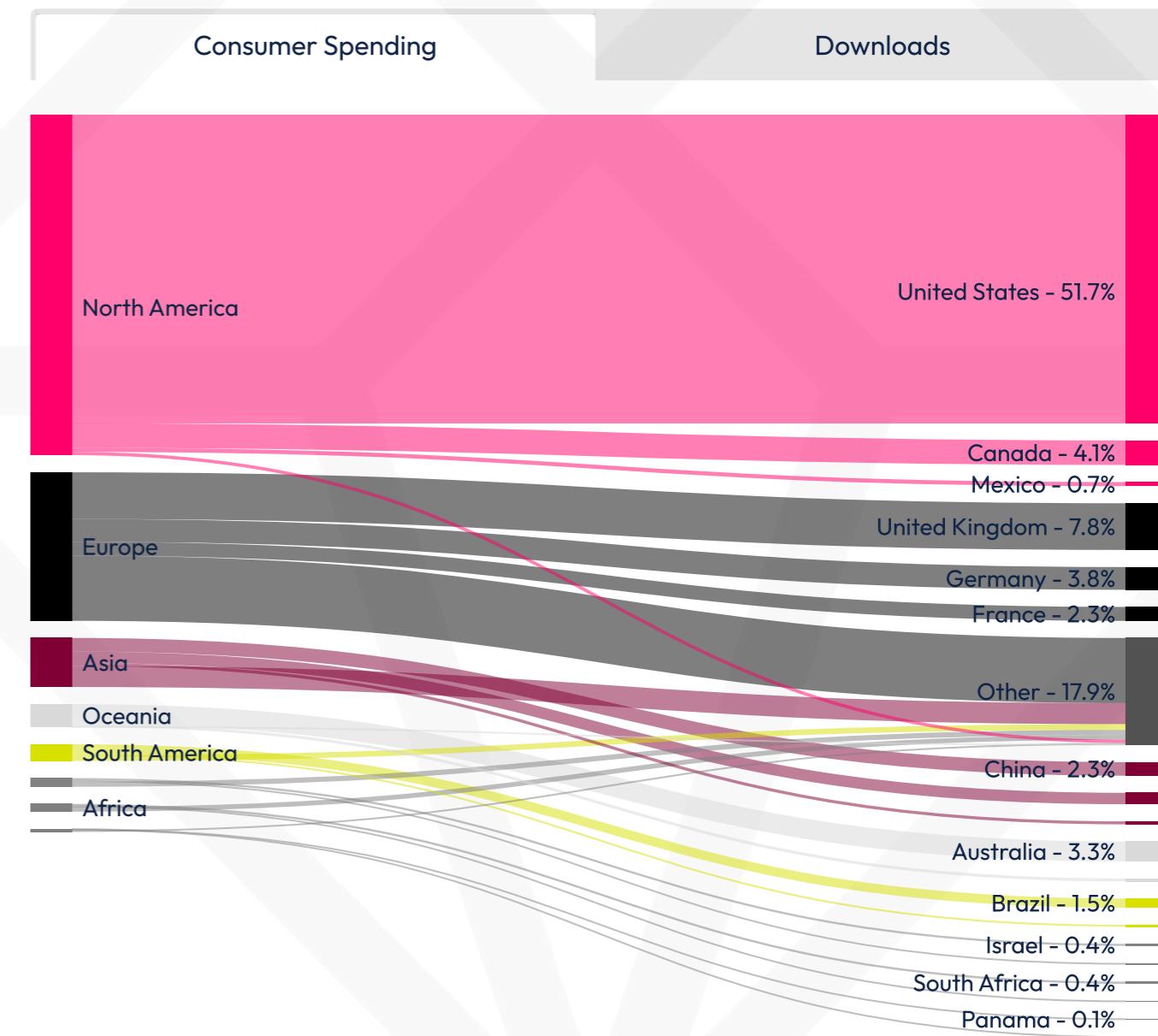
The US remained the key market for Health & Fitness apps in terms of consumer spending, controlling more than half of all spending across the App Store and Google Play. Eight of the top 10 apps by consumer spending in 2022 are based in the US, including each of the top three ([MyFitnessPal](#), [Fitbit](#), and [Calm](#)).

The challenge for Health & Fitness publishers continues to be monetizing outside of the US. Plenty of other countries have large user bases. However, among the top 20 markets by downloads, only the US, the UK, Germany, and Canada averaged more than \$1 in consumer spend per download in 2022.

TAKE THE NEXT STEP

[Use data.ai's detailed performance metrics by industry and market to identify potential growth areas to target.](#)

Health & Fitness Consumer Spending and Download Share by Country, 2022



Source: data.ai Intelligence

Note: Downloads and consumer Spend across iOS, Google Play; China is iOS only.

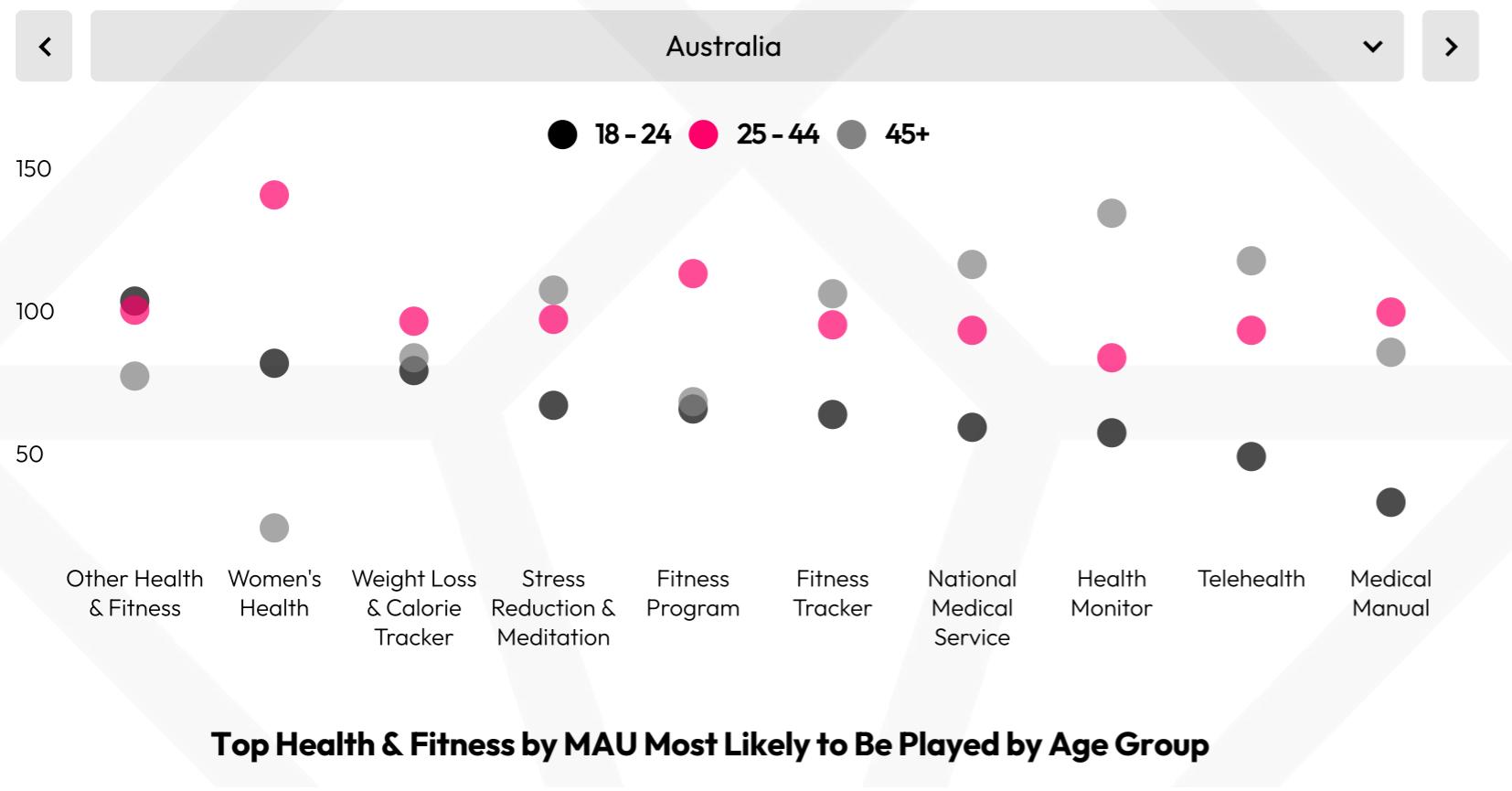
Spend is gross — inclusive of any percent taken by the app stores.

Health & Fitness apps are classified using data.ai's App IQ taxonomy.

Average Age Group Index Among Health & Fitness Subgenres

Index >100 Skews Towards Demographic Group

Powered by data.ai's App IQ Taxonomy



Top Health & Fitness by MAU Most Likely to Be Played by Age Group

18 - 24

- 1 Flo Period & Ovulation Tracker (Women's Health)
- 2 Clue - Period Tracker (Women's Health)
- 3 Sweatcoin (Fitness Tracker)
- 4 Home Workout - No Equipments (Fitness Program)
- 5 Sleep Cycle alarm clock (Health Monitor)

25 - 44

- 1 Garmin Connect (Fitness Tracker)
- 2 Google Fit (Fitness Tracker)
- 3 Strava Running and Cycling (Fitness Tracker)
- 4 MyFitnessPal (Weight Loss & Calorie Tracker)
- 5 ABISHKKING Period Calendar (Women's Health)

45+

- 1 Express Plus Medicare (National Medical Service)
- 2 Samsung Health (Fitness Tracker)
- 3 Check In Qld (National Medical Service)
- 4 Fitbit (Fitness Tracker)
- 5 HotDoc (Telehealth)

HEALTH & FITNESS

Know Your Market: Health & Fitness Demographics Vary Across Subgenres

A DETAILED VIEW:

Stress Reduction & Meditation and Fitness Programs tend to have fairly balanced demographics, indexing fairly evenly across the different age bins in most markets. Despite this overall balance, the competition between workout apps has led some to focus on certain demographic groups, like [Lose Weight App for Women](#) and [Lose Weight App for Men](#), both published by ABISHKKING.

Making healthcare accessible to an older audience on mobile is critical for National Medical Service, Health Monitor, and Telehealth apps, which all overindex for the 45+ age group.

TAKE THE NEXT STEP

Strategize how to best market your app by understanding your target audience with data.ai's demographic data

2022 Rankings by Market | Health & Fitness

Powered by data.ai's App IQ Taxonomy

AMER - Downloads

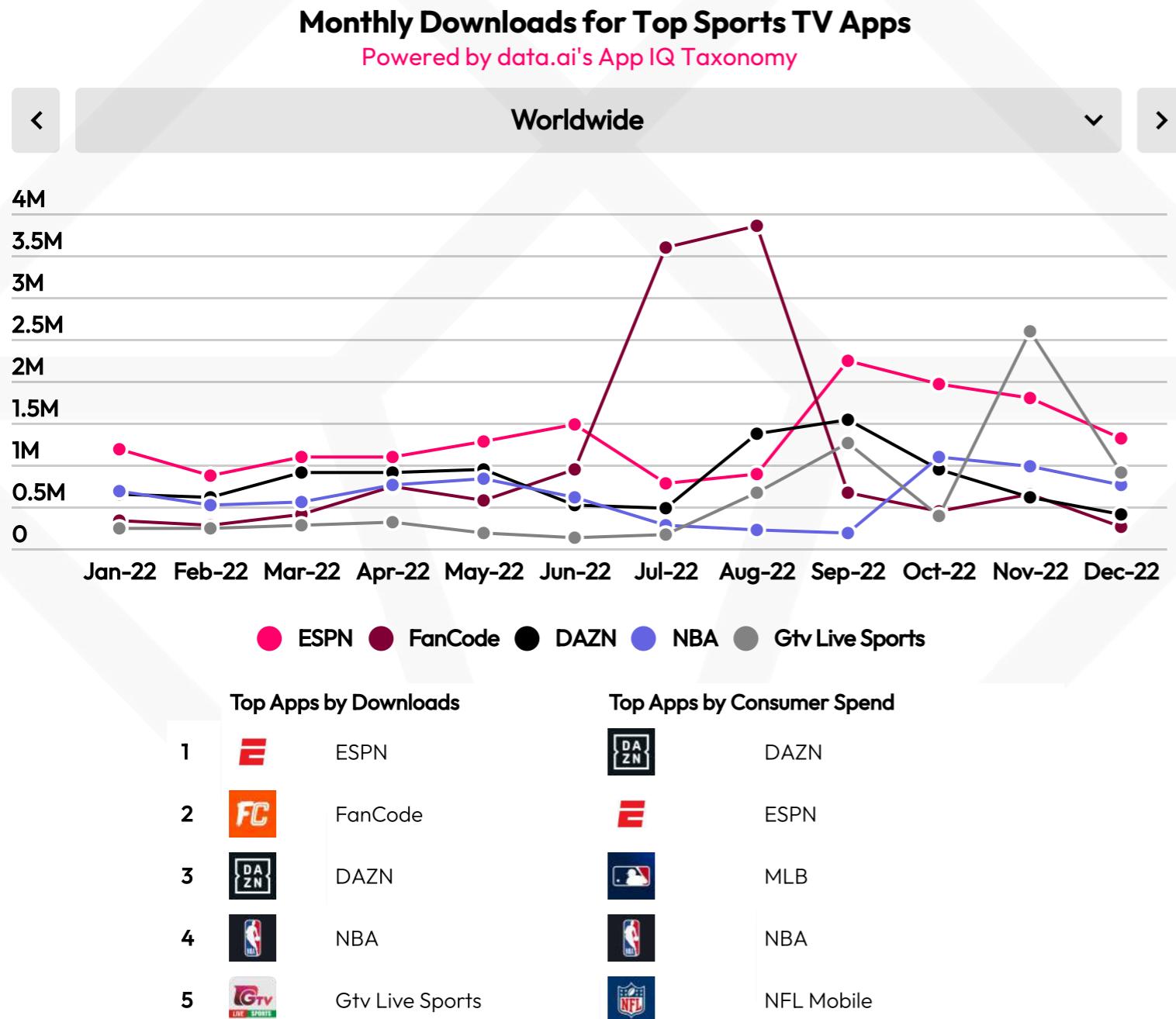
	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
2	Sweatcoin (Health & Fitness Fitness Tracker)	Planet Fitness (Health & Fitness Fitness Program)	Babylon by TELUS Health (Health & Fitness Telehealth)	Imss Digital (Health & Fitness Telehealth)	Conecte SUS (Health & Fitness National Medical Service)	Sweatcoin (Health & Fitness Fitness Tracker)	Sweatcoin (Health & Fitness Fitness Tracker)	Sweatcoin (Health & Fitness Fitness Tracker)	Carné de Vacunación - MINSA (Health & Fitness National Medical Service)
3									
4	FitPro (Health & Fitness Fitness Tracker)	Calm (Health & Fitness Stress Reduction & Meditation)	Fitbit (Health & Fitness Fitness Tracker)		Sweatcoin (Health & Fitness Fitness Tracker)	Blood Pressure App (Health & Fitness Health Monitor)	Lucky Step (Health & Fitness Fitness Tracker)	FitCoach: Personalized Fitness (Health & Fitness Fitness Program)	Meet you (Health & Fitness Women's Health)
									
									

TAKE THE NEXT STEP

Monitor daily rankings with a [free data.ai account](#).

Sports

Unmissable action: Sports TV apps tap into latent demand for live matches; Sports Betting expands in the US — opening a large lucrative market for mobile apps.



Sports TV Apps Battle For Exclusive Streaming Content

A DETAILED VIEW:

Major sporting events drove download spikes in 2022, including the FIFA World Cup starting in November 2022. [FOX Sports](#) (United States) and [TSN GO](#) (Canada) saw huge increases in adoption as a result.

[DAZN](#) and [ESPN](#) are the clear standouts in terms of consumer spending, earning more in 2022 than the rest of the top 10 Sports apps combined. Nearly all of [ESPN](#)'s revenue comes from the US, while [DAZN](#) has managed to monetize across more markets by casting a wide net in terms of its sports coverage in different markets. Some of [DAZN](#)'s content includes Serie A in Italy and Nippon Professional Baseball in Japan, as well as pay-per-view boxing.

TAKE THE NEXT STEP

[See how apps perform with each major sports event and new season with data.ai Intelligence.](#)

Sports Betting Continues to Expand in the US

A DETAILED VIEW:

In the year following the US Supreme Court overturning of The Professional and Amateur Sports Protection Act (PASPA), states have rolled out new sports betting laws and mobile apps have rolled out in these new markets. Sports betting apps downloads peak at the start of the NFL season each year and the Super Bowl.

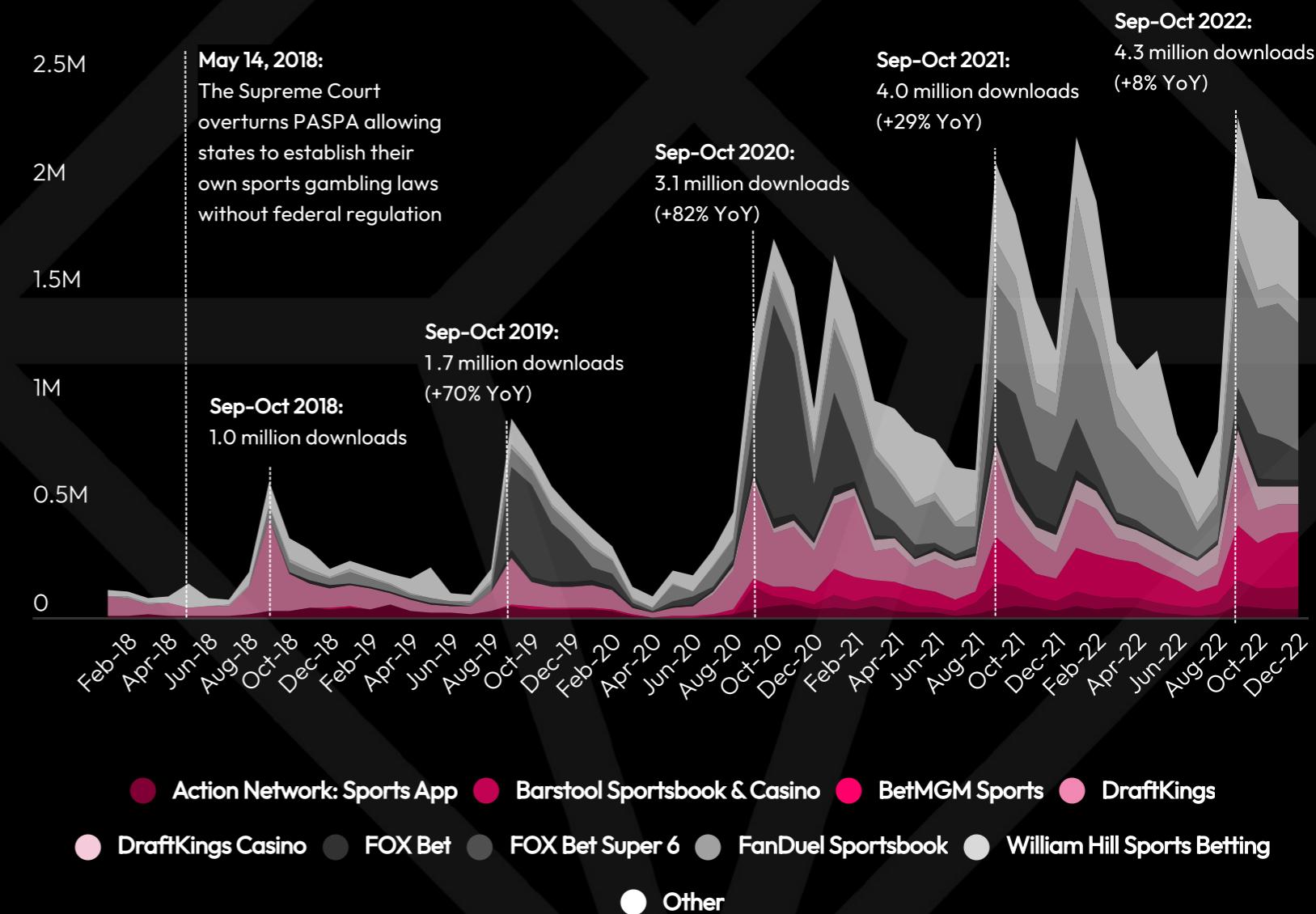
Sports betting installs reached 4.3 million at the start of the 2022-2023 NFL season, up 8 percent YoY and more than 4X the total from September through October 2018. [FanDuel](#) has emerged as the clear market leader in 2022, with [BetMGM](#), [DraftKings](#), and [William Hill](#) vying for the No. 2 spot.

TAKE THE NEXT STEPS

In a rapidly evolving space like sports betting, getting any edge over the competition can be the difference between being the market leader and the middle of the pack. [data.ai's massive dataset including more than 30 metrics can give you a leg up.](#)

Monthly US Downloads for Top Sports Betting Apps

Powered by data.ai's App IQ Taxonomy

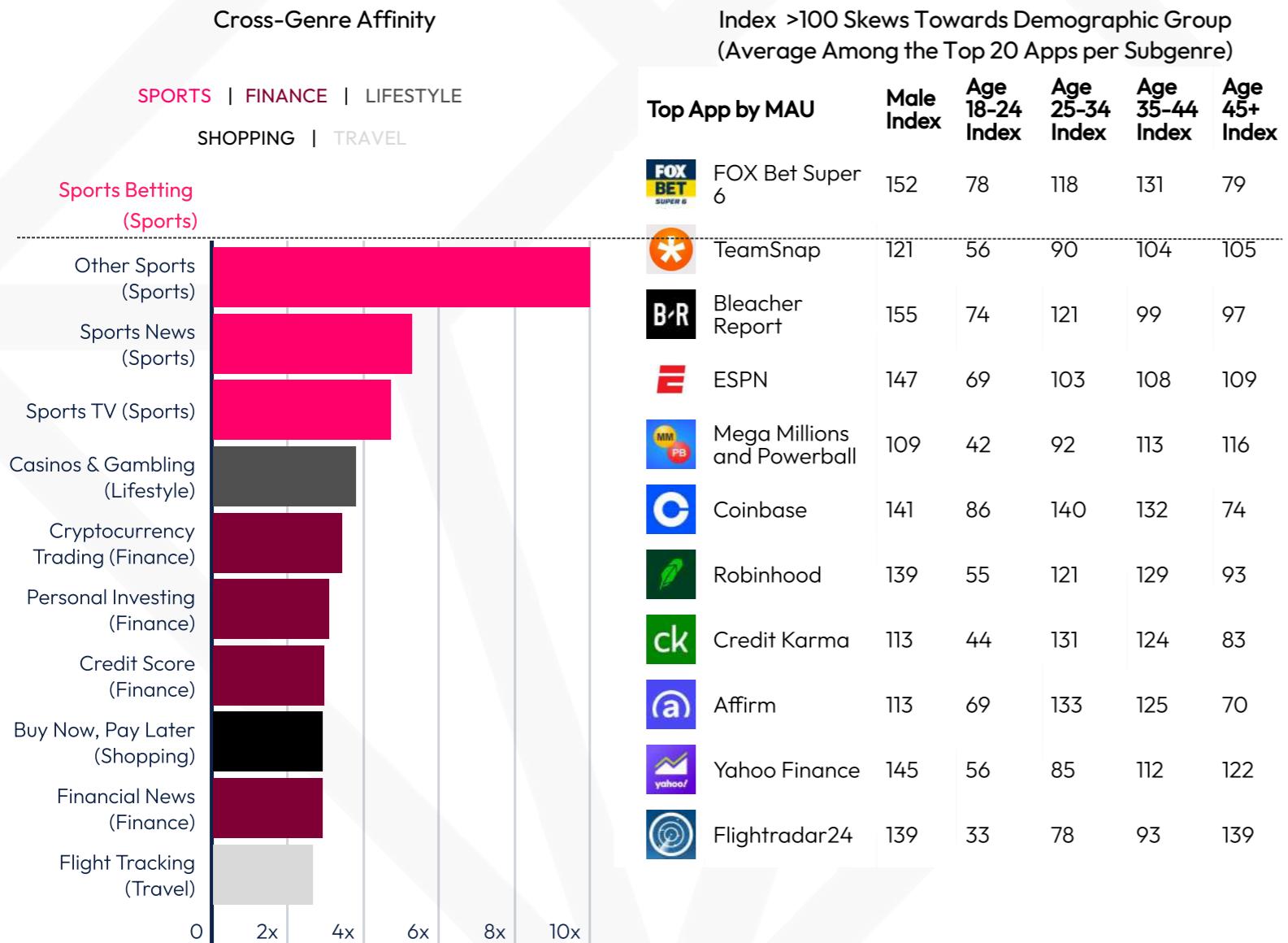


Source: data.ai Intelligence

Note: Downloads across iOS, Google Play; China is iOS only.
Sports Betting apps are classified using data.ai's App IQ taxonomy.

Top Subgenres by Cross-Genre Affinity with Sports Betting Apps in the US in 2022

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: Sports Betting apps are classified using data.ai's App IQ taxonomy.

Demographic Index for subgenres are the average among the top 20 apps by MAU in each subgenre

Sports Betting Apps Have a High Affinity with Finance Apps

A DETAILED VIEW:

Sports fans in the United States have been flooded with sports betting ads in recent years with the expansion of legalized sports gambling, and the ever-rising installs show that the market still has more growth potential. Understanding your target audience can help your ads go further to help you gain an advantage over the competition.

Sports betting apps overindex for a male audience in the 25-44 age range. Other apps that sports betting customers are more likely to use have a similar demographic profile. In addition, they include subgenres that require people who are comfortable making financial transactions on mobile, such as cryptocurrency trading, personal investing, and BNPL.

TAKE THE NEXT STEPS

Make your marketing dollars go further by discovering where to find your potential new users on mobile with [data.ai's Shared Users feature](#).

2022 Rankings by Market | Sports

Powered by data.ai's App IQ Taxonomy

AMER - Downloads

	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
2	Dream11 Fantasy Sports (Sports Fantasy Sports)	ESPN (Sports Sports TV)	bet365 Sports (Sports Sports Betting)	Caliente Sports (Sports Sports Betting)	365Scores (Sports Sports News)	tv argentina en vivo futbol (Sports Sports TV)	BetPlay (Sports Sports Betting)	Dedo play (Sports Sports News)	FlashScore (Sports Sports News)
3									
4	Cricbuzz Cricket (Sports Sports News)	MLB Ballpark (Sports Other Sports)	Sportsnet (Sports Sports TV)	Azteca Deportes (Sports Sports TV)	Onefootball (Sports Sports News)	Tortuga play (Sports Sports News)	FlashScore (Sports Sports News)	Tortuga play (Sports Sports News)	Tortuga play (Sports Sports News)
5									
									

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Monitor daily rankings with a [free data.ai account](#).

data.ai STATE OF MOBILE 2023

Other Industries Embracing Mobile

Hybrid work prevails, language learning apps boom, and the search for love commands share of wallet despite tightening purse strings.

Working Out-of-Pocket: 12 of Top 20 Breakout Business Apps by Downloads Were Business Software Apps

A DETAILED VIEW:

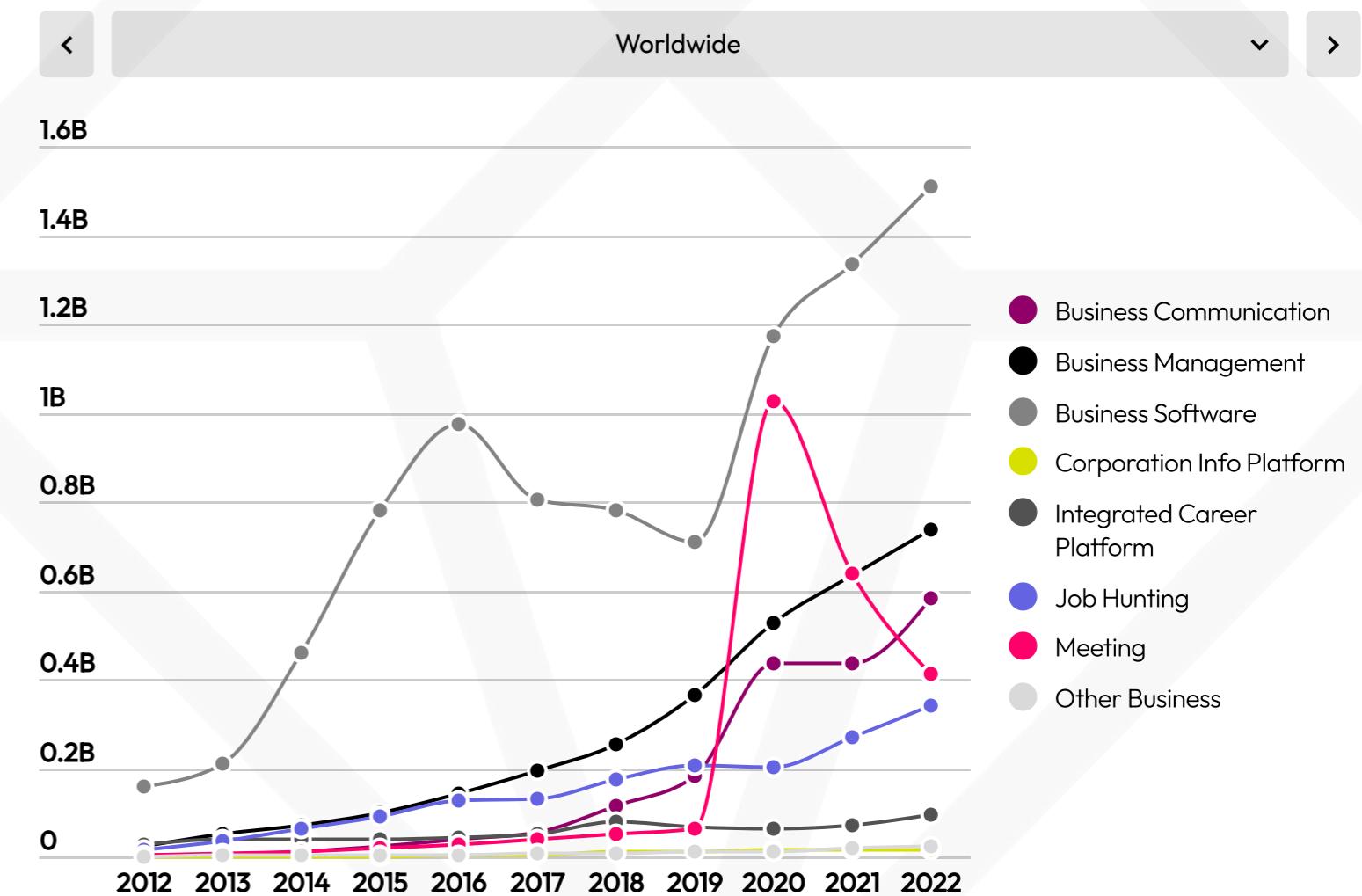
As offices started reopening post pandemic, downloads of meeting apps reduced by 35% YoY in 2022. Business Communication app Downloads grew by 33% in 2022 with WhatsApp Business seeing a growth of 67% YoY.

In Business Management category, driving apps like Doordash Driver and Uber Driver were among the Top Downloaded apps in The United States during 2022. Amidst the economic downturn, consumers may be looking to earn money on the side. Furthermore, Job Hunting app downloads grew by 60% YoY in the US in 2022.

TAKE THE NEXT STEPS

Remain ahead of competitors with market specific insights segmented by sub-genre, using data.ai's unique App IQ taxonomy.

Yearly Downloads of Business App Subgenres
Powered by data.ai's App IQ Taxonomy



Source: Data.ai Intelligence
Note: iOS & Google Play combined

Going Global: Language Learning Apps See 31% YoY Growth As Borders Reopen

A DETAILED VIEW:

Globalization, countries lifting travel restrictions and affordability helped fuel demand for language learning apps.

A notable exception: time spent on Language Learning apps declined by 15% YoY in China. However, time spent on Professional Education apps grew by 15% YoY in 2022.

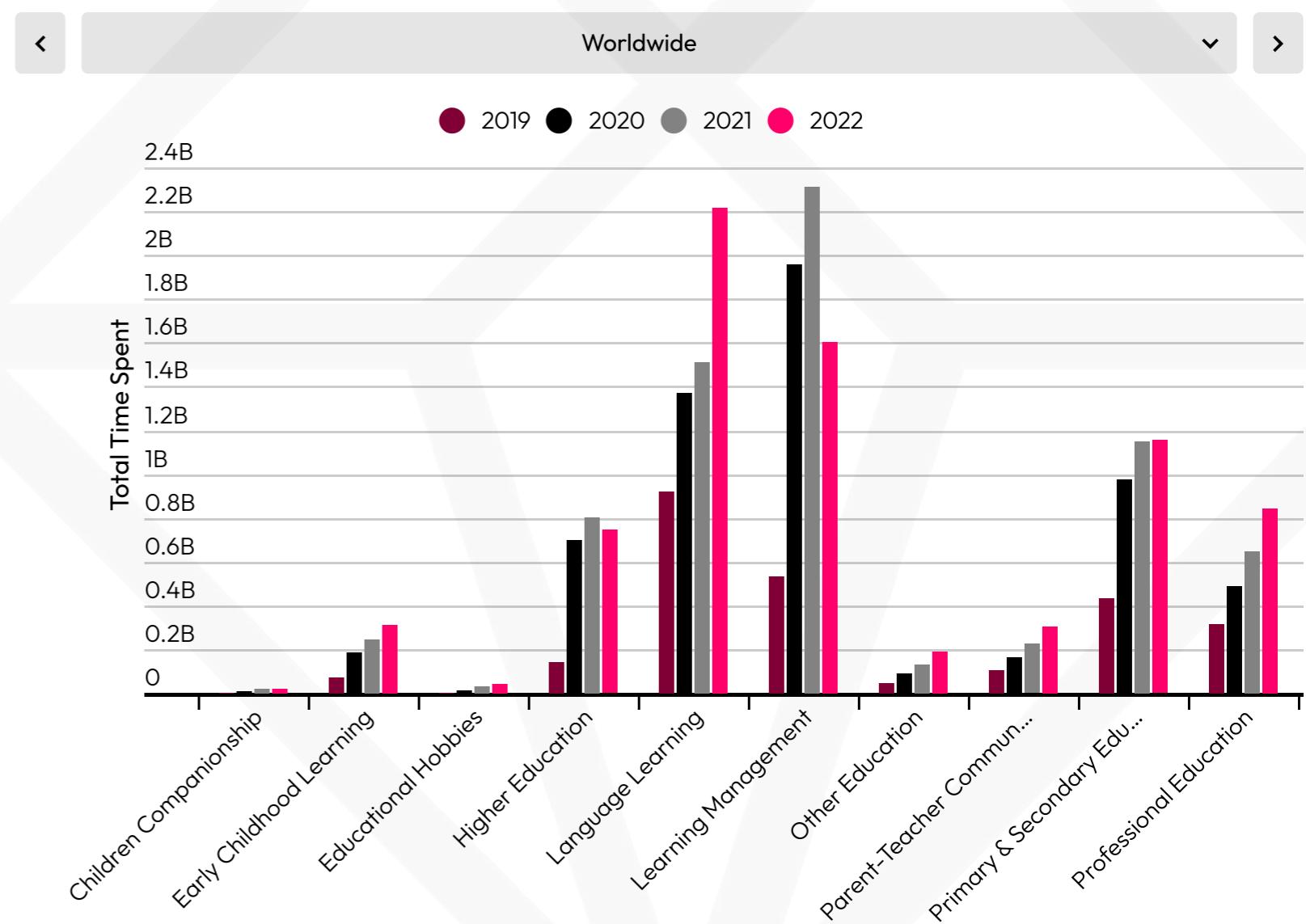
Learning Management apps like [Google Classroom](#), [Brainly](#) and other online classroom or assignment-submitting tools that saw tremendous growth during the pandemic are seeing a decline in time spent in 2022. With schools re-opening, consumer's reliance on Learning Management apps have decreased in 2022.

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[Be the first to discover emerging industry trends with data.ai's blog posts and reports that illuminate the digital landscape.](#)

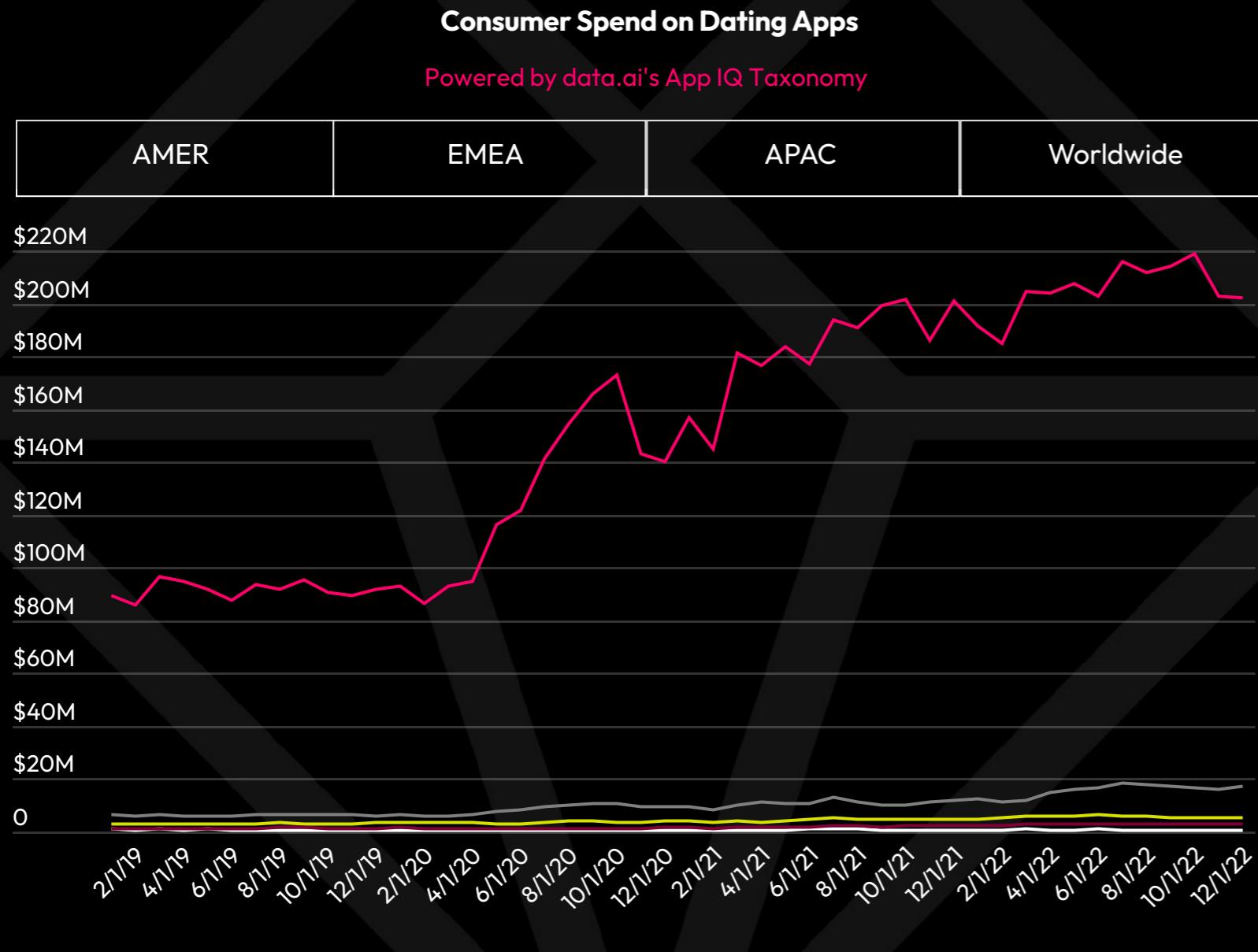
Total Time Spent Yearly Among Education App Subgenres

Powered by data.ai's App IQ Taxonomy



Source: data.ai Intelligence

Note: Android phones only
Worldwide outside of China



Despite Economic Turbulence, Consumers Are Still Willing To Spend On Finding Love.

A DETAILED VIEW:

Users spend on in-app purchases such as unlimited swipes and profile boosts to increase their chances of finding their perfect match.

Globally, consumer spend in dating apps has increased 12% YoY in 2022 and 91% 3YoY compared to pre-pandemic spend. Markets seeing the strongest YoY growth in 2022 include: Canada (+46%), Mexico (+47%), India (+54%) and the UK (+33%).

Global lockdowns in April 2020 could be one of the catalysts of this trend. Significant MoM growth in consumer spend in the US (+23%) and Worldwide (+13%) was seen immediately after the period, stimulating sustained growth since.

TAKE THE NEXT STEPS

data.ai customer?

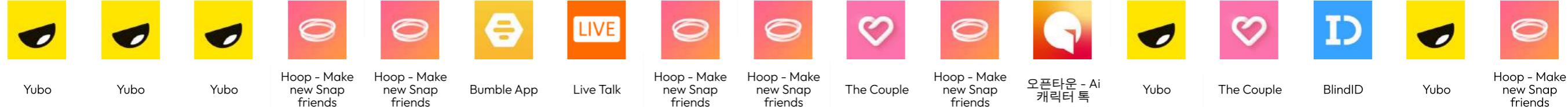
[Monitor shifts in seasonality.](#) Benchmark if you are in-line with, out-pacing or falling behind the market.

In the Friend Zone: Gen Z Favors Friending Apps & Global Connections

2022 | Distribution of Gen Z Index Among Top 20 Apps by Subgenre MAU

Powered by data.ai's App IQ Taxonomy

#1 App that Skews Towards Gen Z



550

500

450

400

350

300

250

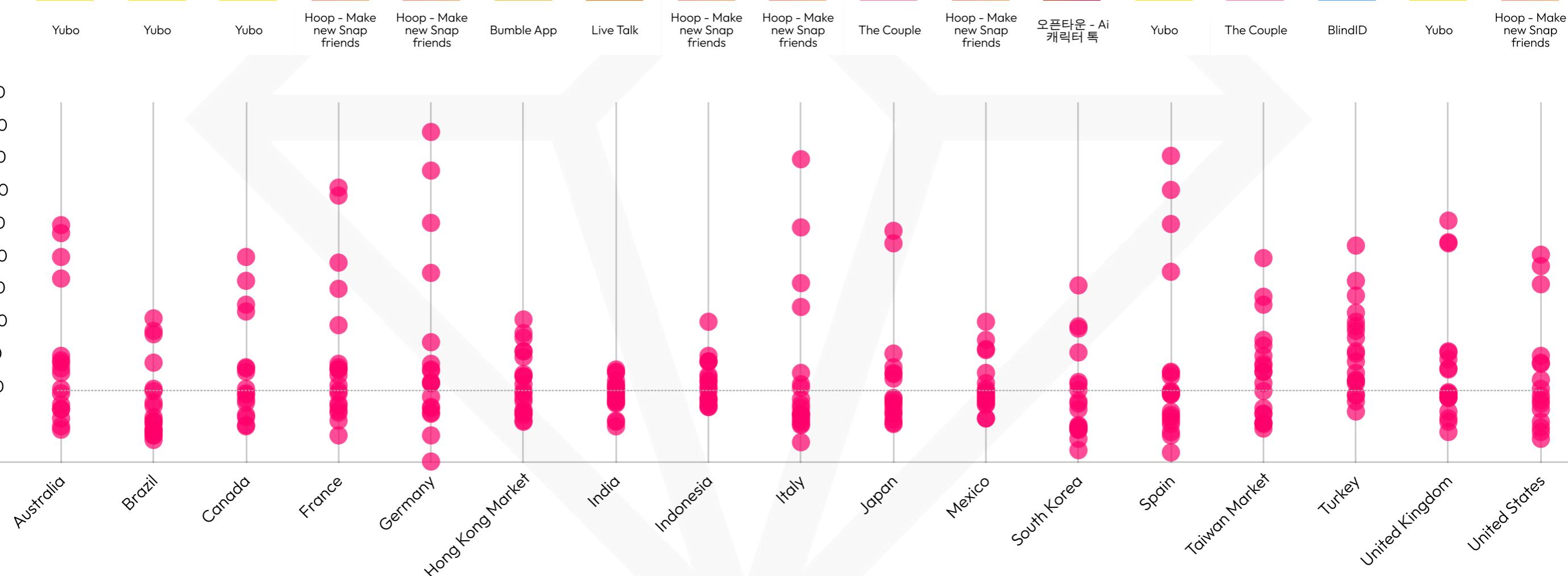
200

150

100

50

0



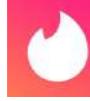
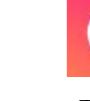
Source: data.ai Intelligence

Note: 2022, Android Phone. Average of Demographic Index: measure of demographic cohort compared to the overall population) among top 20 apps by average MAU per Genre.

2022 Rankings by Market | Dating & Friend-Finding

Powered by data.ai's App IQ Taxonomy

AMER - Downloads

	Worldwide	United States	Canada	Mexico	Brazil	Argentina	Colombia	Chile	Peru
1									
2									
3									
4									
5									
6									

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Top Apps & Games

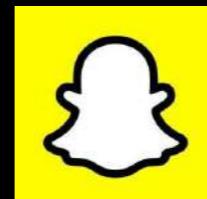
2023 RANKINGS

Community, connection and self-expression in a video-first world.



For the last decade, Snap's augmented reality technology has been enhancing the lives of our unique audience. Over 250 million people engage with fun, useful AR experiences on mobile every single day, and shopping has become the #1 reason consumers use AR today. As we move into 2023, its utility—especially across retail—will continue to grow, making it easier for consumers to discover new products and shop on their mobile devices.

Luke Kallis
VP of Sales
Snap Inc



2022 Rankings by Market | Top Apps

Powered by data.ai's App IQ Taxonomy

Worldwide					
DOWNLOADS		CONSUMER SPEND		MONTHLY ACTIVE USERS	
1	 Instagram	Media Sharing Networks (Social Media)	1	 TikTok	Short Videos (Entertainment)
2	 TikTok	Short Videos (Entertainment)	2	 YouTube	Video Sharing (Entertainment)
3	 Facebook	Social Networks (Social Media)	3	 Tinder	Dating (Social Media)
4	 WhatsApp Messenger	Communication (Social Media)	4	 Disney+	OTT (Entertainment)
5	 Snapchat	Media Sharing Networks (Social Media)	5	 HBO Max	OTT (Entertainment)
6	 Telegram	Communication (Social Media)	6	 Google One	File Management (Utility & Productivity)
7	 CapCut	Video Editing (Photo & Video)	7	 piccoma	Comics (Books & Reference)
8	 Facebook Messenger	Communication (Social Media)	8	 Bumble App	Dating (Social Media)
9	 WhatsApp Business	Business Communication (Business)	9	 Tencent Video	OTT (Entertainment)
10	 Spotify	Music & Audio (Entertainment)	10	 iQIYI	OTT (Entertainment)

Note: Downloads and consumer spend based on combined iOS App Store and Google Play. MAU based on Combined iPhone and Android Phone Monthly Active Users; Excluding pre-installed Apps. Market-level rankings. App Genres are classified using data.ai's App IQ taxonomy as of Jan 5, 2023.

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2022 Rankings by Market | Top Games

Powered by data.ai's Game IQ Taxonomy

Worldwide

DOWNLOADS		CONSUMER SPEND		MONTHLY ACTIVE USERS				
1	 Subway Surfers	Runner (Action)	1	 Honor of Kings	MOBA (Action)	1	 ROBLOX	Creative Sandbox (Simulation)
2	 Free Fire	Battle Royale (Shooting)	2	 Genshin Impact	Open World RPG (RPG)	2	 Candy Crush Saga	M3 (Match)
3	 Ludo King	Ludo (Tabletop)	3	 Candy Crush Saga	M3 (Match)	3	 Free Fire	Battle Royale (Shooting)
4	 Stumble Guys	Party Royale (Party)	4	 ROBLOX	Creative Sandbox (Simulation)	4	 Subway Surfers	Runner (Action)
5	 Candy Crush Saga	M3 (Match)	5	 Game For Peace	Battle Royale (Shooting)	5	 Minecraft Pocket Edition	Creative Sandbox (Simulation)
6	 ROBLOX	Creative Sandbox (Simulation)	6	 Coin Master	Luck Battle (Party)	6	 Ludo King	Ludo (Tabletop)
7	 Bridge Race	.io (Hypercasual)	7	 Pokémon GO	Location RPG (RPG)	7	 PUBG MOBILE	Battle Royale (Shooting)
8	 Race Master	Racing (Hypercasual)	8	 Uma Musume Pretty Derby	Idol Training Sim (Simulation)	8	 Clash Royale	Summon-Battle (Strategy)
9	 My Talking Tom 2	Pet (Simulation)	9	 Three Kingdoms Tactics	4X March-Battle (Strategy)	9	 Pokémon GO	Location RPG (RPG)
10	 8 Ball Pool	Simulation Sports (Sports)	10	 Lineage W	MMORPG (RPG)	10	 Mobile Legends: Bang Bang	MOBA (Action)

Note: Downloads and consumer spend based on combined iOS App Store and Google Play. MAU based on Combined iPhone and Android Phone Monthly Active Users; Excluding pre-installed Apps. Market-level rankings. Game Genres are classified using data.ai's Game IQ taxonomy as of Jan 5, 2023.

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2022 Rankings by Market | Top Companies - Apps

Worldwide

DOWNLOADS		CONSUMER SPEND	
Company	HQ	Company	HQ
1 Meta	United States	 Instagram	1 Google
2 Google	United States	 YouTube	2 ByteDance
3 ByteDance	China	 TikTok	3 Match Group
4 Microsoft	United States	 Microsoft Teams	4 Disney
5 Walmart	United States	 Shopify	5 Tencent
6 Alibaba Group	China	 Alibaba.com	6 Amazon
7 Amazon	United States	 Amazon	7 Warner Bros. Discovery
8 Snap	United States	 Snapchat	8 SoftBank
9 InShot Inc	China	 InShot	9 Kakao piccoma Corp
10 Tencent	China	 WeChat	10 Microsoft

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

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2022 Rankings by Market | Top Companies - Games

Worldwide

DOWNLOADS			CONSUMER SPEND			
	Company	HQ	Top Apps by Downloads	Company	HQ	
1	Azur Interactive Games	Cyprus	 WormsZone.io	1	Tencent	China
2	Embracer Group	Sweden	 Phone Case DIY	2	Activision Blizzard	United States
3	Tencent	China	 8 Ball Pool	3	NetEase	China
4	OneSoft	Vietnam	 1945 Air Forces	4	Playrix	Ireland
5	SayGames	Belarus	 Race Master	5	Netmarble	South Korea
6	ironSource	Israel	 Bridge Race	6	Playtika	Israel
7	AppLovin	United States	 Papers Grade Please	7	miHoYo	China
8	Voodoo	France	 aquapark.io	8	Aristocrat	Australia
9	BabyBus	China	 Baby Panda's Supermarket	9	Moon Active	Israel
10	Jinke Culture - Outfit7	China	 My Talking Tom 2	10	NCSOFT	South Korea
Top Apps by Consumer Spend			Top Apps by Consumer Spend			
			 Honor of Kings			
			 Candy Crush Saga			
			 Fantasy Westward Journey			
			 Homescapes			
			 Marvel Contest of Champions			
			 BINGO Blitz			
			 Genshin Impact			
			 RAID: Shadow Legends			
			 Coin Master			
			 Lineage W			

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

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App Annie is now **data.ai**



Customer Testimonial



The data.ai toolset is helpful for companies to truly stay at the forefront of the gaming landscape. Their market industry benchmarking and competitive insights are an effective complement to our own analytics data, giving us a competitive advantage to remain innovative and quickly adjust within the fast-paced mobile gaming market.

Matt Liu

Global Publishing & Marketing Vice General Manager
NetEase Games



Customer Testimonial



data.ai provides us with valuable benchmarks around critical metrics such as retention and user engagement. We leverage it for its cutting-edge competitive intelligence and to identify new and potential acquisition channels.

Harish Rawat
Senior VP, Marketing
Gameskraft



Gameskraft

Customer Testimonial



"WinZO is a publishing powerhouse, partnering with and monetizing for top studios globally. The platform hosts 100+ games from third party developers across genres providing a ready audience of 100 Million+ users and facilitating 3.5 Billion+ microtransactions every month. data.ai has been crucial to the growth story, assisting WinZO in identifying high potential game developer partners through reliable game data and industry insights."

Paavan Nanda
Co-founder
WinZO



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