

*App Annie*

# The Data Behind 10 Years of Google Play

– 2018 –

# Google Play

**TOTAL DOWNLOADS**

January 2012 - August 2018

Nearly  
**330**  
BILLION

**TOTAL CONSUMER SPEND**

January 2012 - August 2018

Over  
**\$85**  
BILLION

**TOTAL NUMBER  
OF APPS AVAILABLE**

August 2018

Over  
**2.8**  
MILLION

**APPS THAT GENERATED MORE  
THAN \$1M IN CONSUMER SPEND**

January 2012 - August 2018

Over  
**5**  
THOUSAND

**App Annie has built the industry's  
first app data platform. Accelerate  
time-to-action and drive app success  
with actionable insights.**

# The Most Complete Offering to Confidently Grow Businesses Through Mobile



## DISCOVER

Understand the opportunity, competition and key drivers of success



## STRATEGIZE

Develop a mobile strategy to drive global objectives



## ACQUIRE

Increase visibility and optimize user acquisition through mobile



## ENGAGE

Better understand target users and drive deeper engagement



## MONETIZE

Accelerate your revenue growth through mobile

# App Annie Is the Most Trusted Partner in the App Economy

Our enterprise customers span industries and the globe



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

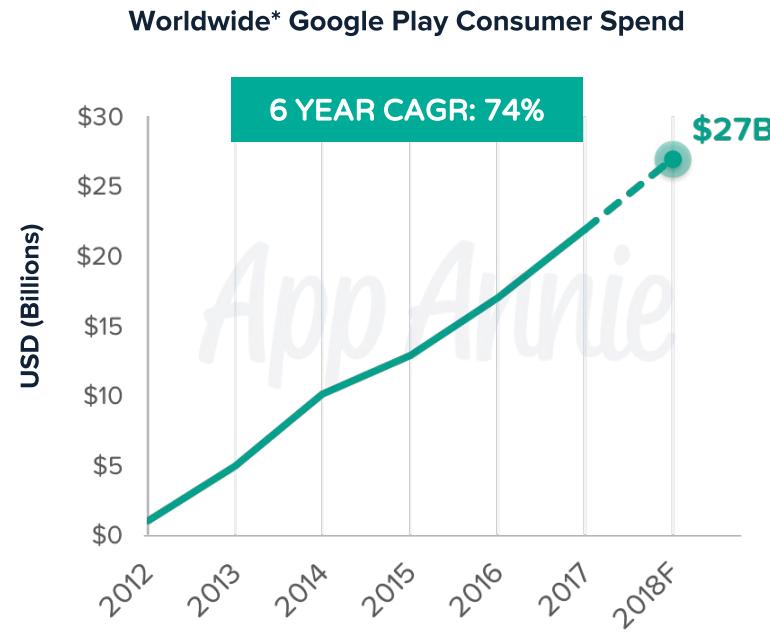
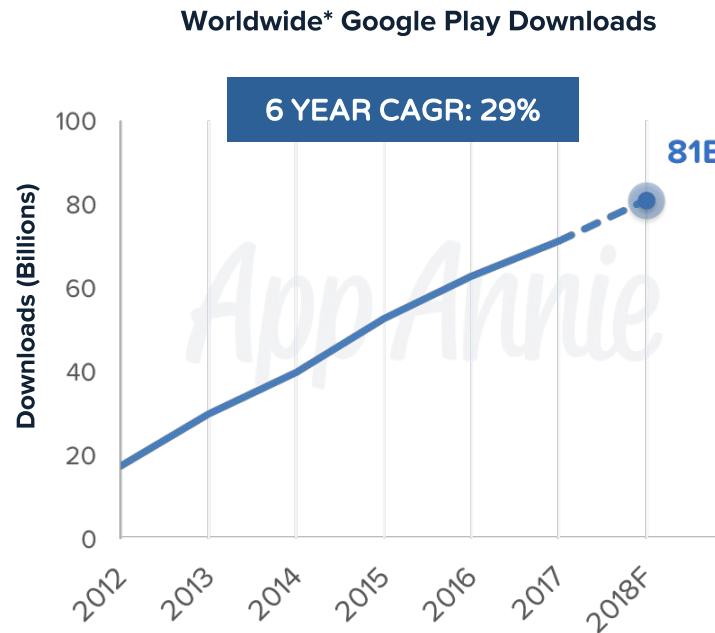


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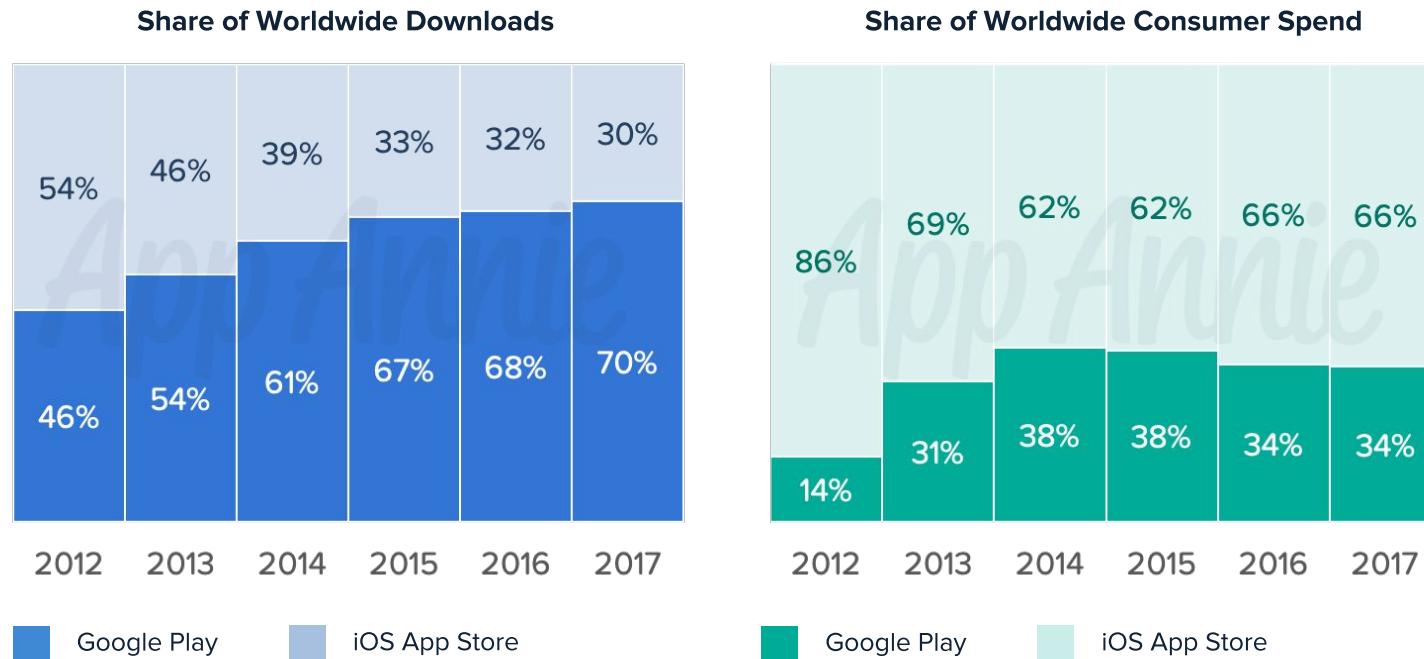
# 10 Years, 10 Highlights of Google Play

# Google Play Revenue Growth Outpaces Downloads, Nearly Doubling Between 2015 and 2017



\*Spend is gross, Google Play's store fees are included  
Google Play is not available in China

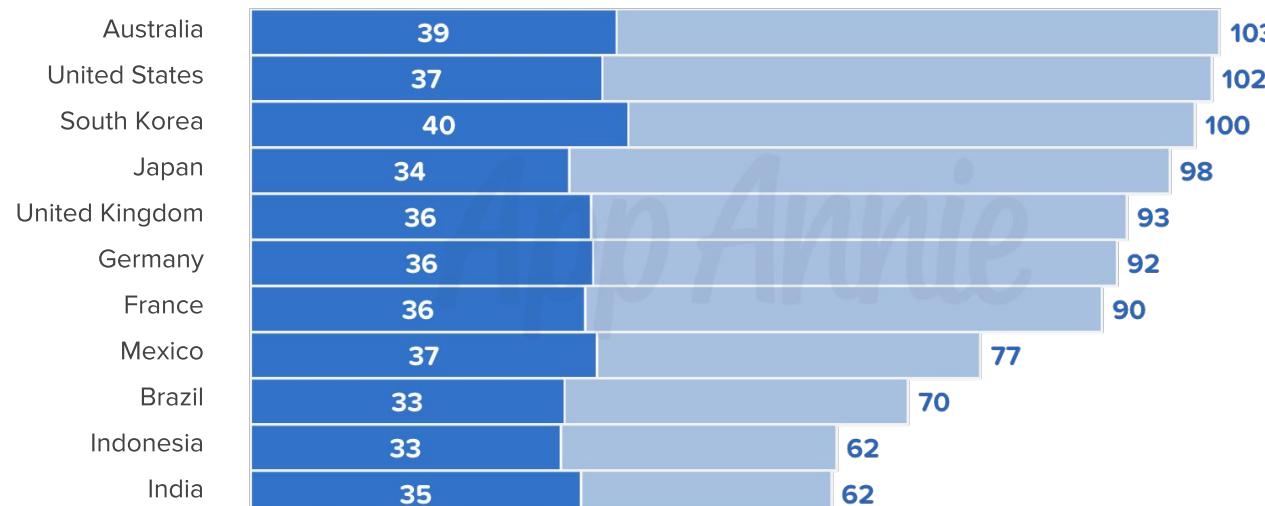
# Google Play Generates More Than Twice the Downloads of the iOS App Store



Note: Google Play is not available in China

# Android Phone Users in Select Markets Have Over 60 Apps Installed and Use Over 30 Apps Each Month

Average Monthly Apps Installed and used on  
Android Phones in H1 2018 in Select Countries



Apps Used

Apps Installed

# APAC Accounts for Over 50% of Google Play Consumer Spend

## Share of Google Play Downloads and Spend by Region

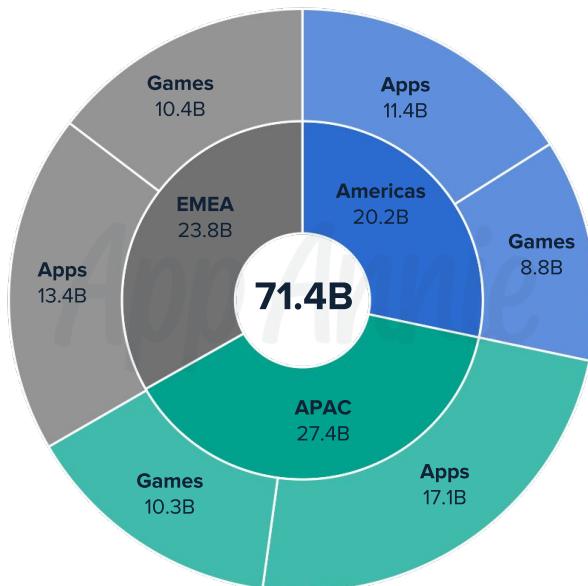


Note: Google Play is not available in China

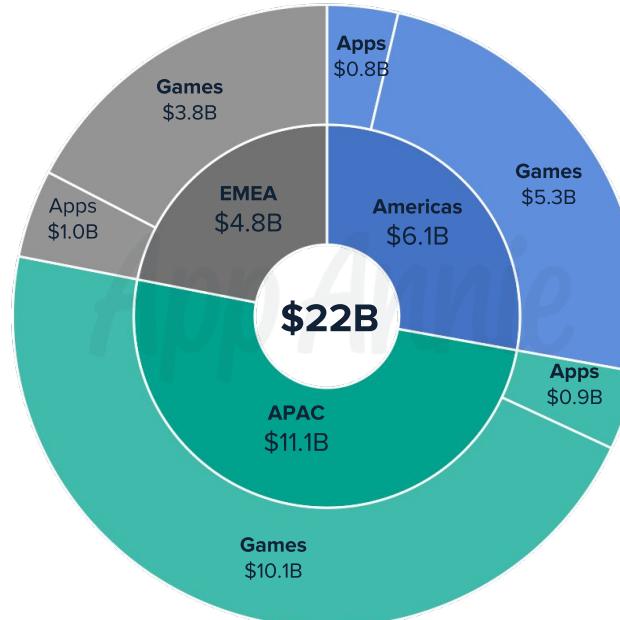
Following the success in Japan and South Korea, Google expanded carrier billing to cover more markets in APAC such as Taiwan, Thailand and Singapore, resulting in the large increase in consumer spend in the region. By May 2014, 24 markets had carrier billing enabled for Google Play purchases.

# Games Account for 41% of Downloads, but 88% of Spend

Google Play Downloads in 2017



Google Play Consumer Spend in 2017



Note: Google Play is not available in China

# Japan Is the Largest Market by All-Time Google Play Consumer Spend



**Top Markets by All-Time Google Play Downloads**

Rank	Country	Downloads (Billions)
1	India	36.9
2	United States	35.1
3	Brazil	25.2
4	Russia	15.9
5	Indonesia	14.6
6	Mexico	12.7
7	South Korea	12.5
8	Turkey	10.5
9	Thailand	8.1
10	Germany	7.7

Note: All-Time refers to Google Play downloads from January 2012 to August 2018. Google Play is not available in China.

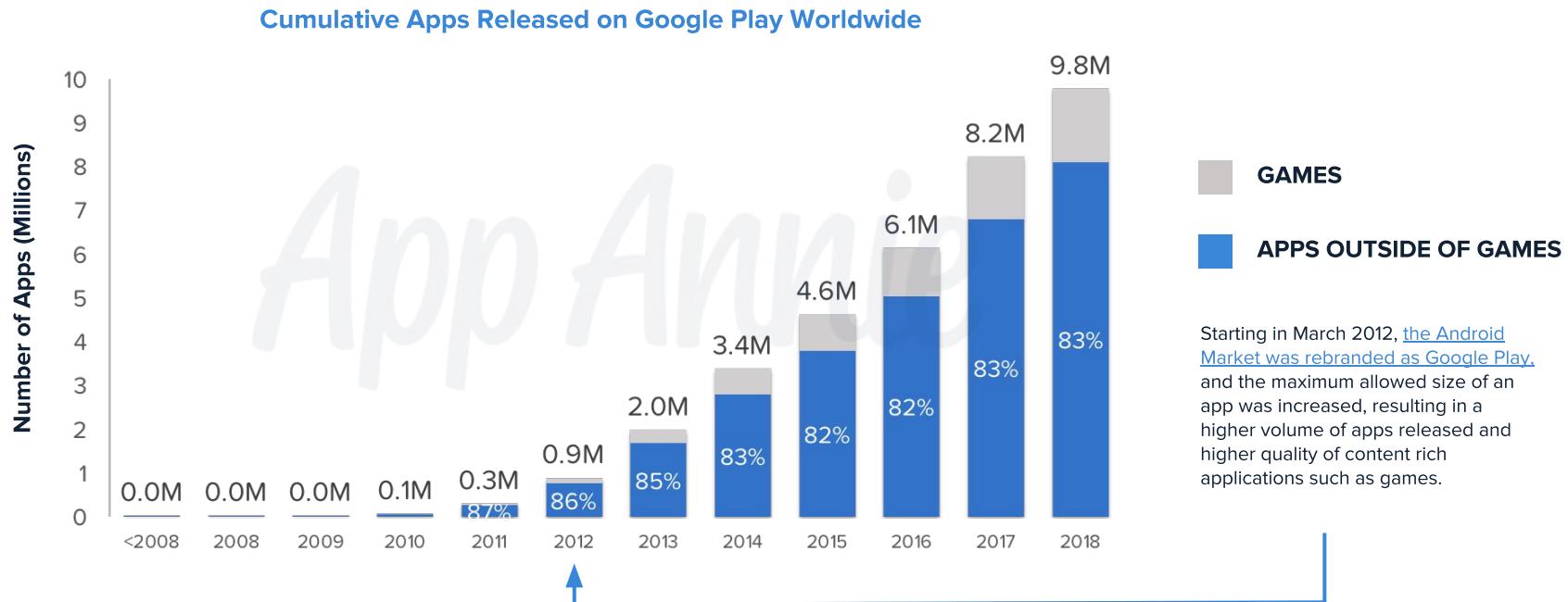


**Top Markets by All-Time Google Play Consumer Spend**

Rank	Country	USD (Billions)
1	Japan	\$25.1
2	United States	\$19.3
3	South Korea	\$11.2
4	Germany	\$3.1
5	Taiwan	\$2.7
6	United Kingdom	\$2.3
7	France	\$1.8
8	Australia	\$1.3
9	Canada	\$1.2
10	Hong Kong	\$1.1

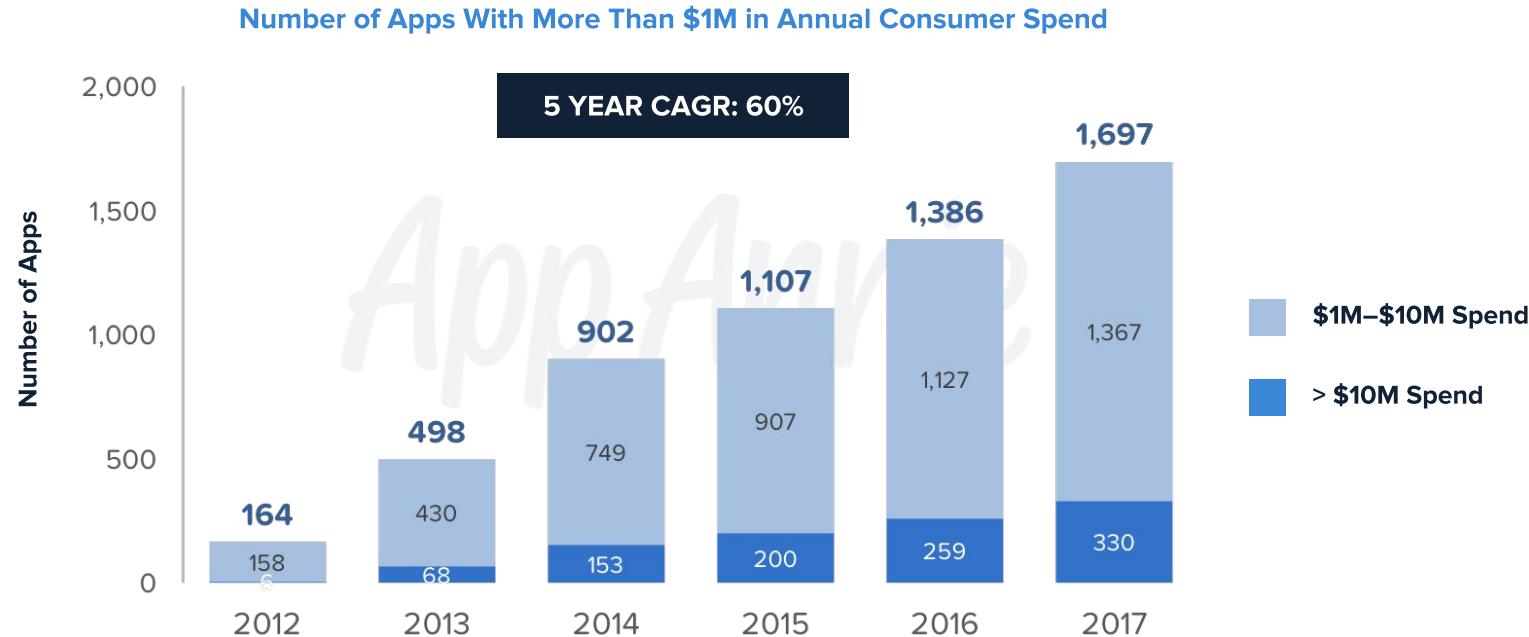
Note: All-Time refers to Google Play consumer spend from January 2012 to August 2018. Google Play is not available in China.

# Nearly 10 Million Apps Have Been Released on Google Play



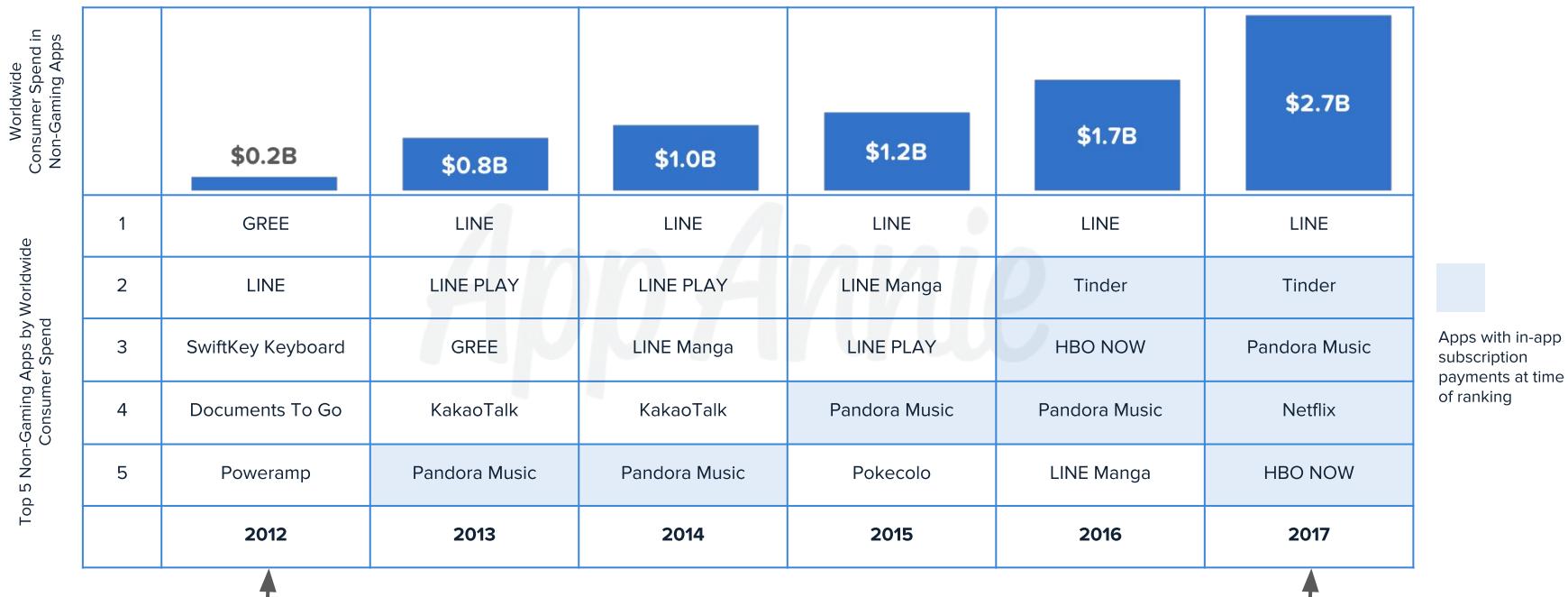
Note: Number of apps released as of August 2018. Release date is the first date an app ranked on Google Play, for downloads or revenue, in any country.

# More Apps Than Ever Are Generating Millions of Dollars on Google Play



# In-App Subscription Payments Have Allowed Apps (Excluding Games) to Flourish on Google Play

Worldwide Consumer Spend for Non-Gaming Apps on Google Play

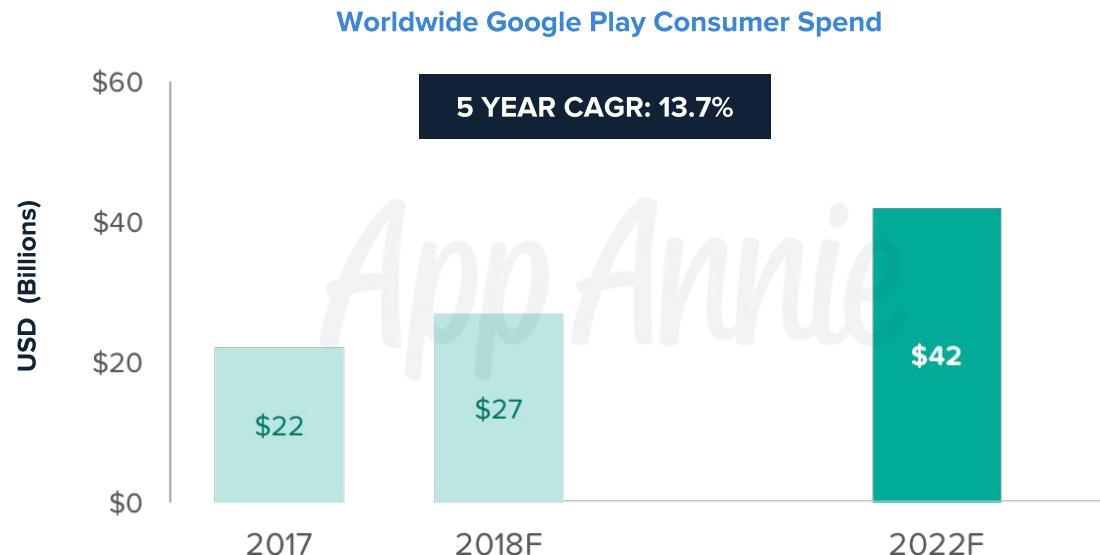


In-app subscriptions [first introduced](#) in May 2012

Google [revamped their subscription model](#) in October 2017 to encourage developers to sell subscriptions as in-app purchases. That involved reducing the standard App Store transaction fee from 30 percent to 15 percent for long term subscribers. 55% growth in spend from 2016 to 2017 — fastest annual growth rate since 2012

## There Are Plenty of Monetization Opportunities for Google Play

By 2022, Consumer Spend in Google Play will reach \$42B, up 90% from 2017



Note: Google Play excluding China and third-party Android stores  
Spend is gross, Google Play's fees are included

# The Top Google Play Apps of All Time



## Top Games by All-Time Worldwide Downloads

Rank	App	Company	Company Headquarters
1	Subway Surfers	Kiloo	Denmark
2	Candy Crush Saga	Activision Blizzard	United States
3	My Talking Tom	Outfit7	Cyprus
4	Pou	Zakeh	Lebanon
5	Temple Run 2	Imangi	United States
6	Hill Climb Racing	Fingersoft	Finland
7	Clash of Clans	Supercell	Finland
8	Minion Rush	Vivendi	France
9	8 Ball Pool	Miniclip	Switzerland
10	Fruit Ninja	Halfbrick	Australia

Note:

- All-Time refers to Google Play downloads from January 2012 to August 2018, Worldwide excluding China
- Analysis excludes downloads from pre-installed apps
- Company displays the current owner of the listed app. It does not include companies that have previously owned the app



## Top Games by All-Time Worldwide Consumer Spend

Rank	App	Company	Company Headquarters
1	Puzzle & Dragons	GungHo Online Entertainment	Japan
2	Monster Strike	mixi	Japan
3	Clash of Clans	Supercell	Finland
4	Candy Crush Saga	Activision Blizzard	United States
5	Fate/Grand Order	Sony	Japan
6	Lineage M	NCSOFT	South Korea
7	Pokémon GO	Niantic	United States
8	Lineage 2 Revolution	Netmarble	South Korea
9	Game of War - Fire Age	MZ	United States
10	Clash of Kings	Elex Technology	China

Note:

- All-Time refers to Google Play consumer spend from January 2012 to August 2018, Worldwide excluding China
- Analysis excludes consumer spend from pre-installed apps
- Company displays the current owner of the listed app. It does not include companies that have previously owned the app



## Top Apps by All-Time Worldwide Downloads

Rank	App	Company	Company Headquarters
1	Facebook	Facebook	United States
2	WhatsApp Messenger	Facebook	United States
3	Facebook Messenger	Facebook	United States
4	Instagram	Facebook	United States
5	Clean Master	Cheetah Mobile	China
6	UC Browser	Alibaba Group	China
7	Skype	Microsoft	United States
8	Snapchat	Snap	United States
9	SHAREit	SHAREit	China
10	LINE	LINE	Japan

Note:

- All-Time refers to Google Play downloads from January 2012 to August 2018, Worldwide excluding China
- Analysis excludes downloads from pre-installed apps
- Company displays the current owner of the listed app. It does not include companies that have previously owned the app



## Top Apps by All-Time Worldwide Consumer Spend

Rank	App	Company	Company Headquarters
1	LINE	LINE	Japan
2	Tinder	InterActiveCorp (IAC)	United States
3	Pandora Music	Pandora	United States
4	LINE Manga	LINE	Japan
5	Netflix	Netflix	United States
6	KakaoTalk	Kakao Corp	South Korea
7	LINE PLAY	LINE	Japan
8	HBO NOW	Time Warner	United States
9	BIGO LIVE	BIGO	Singapore
10	Pokecolo	Cocone	Japan

Note:

- All-Time refers to Google Play consumer spend from January 2012 to August 2018, Worldwide excluding China
- Analysis excludes consumer spend from pre-installed apps
- Company displays the current owner of the listed app. It does not include companies that have previously owned the app



## Top Companies by All-Time Google Play Downloads in Games

Rank	Company	Headquarters
1	Doodle Mobile	China
2	Electronic Arts	United States
3	Rovio	Finland
4	Outfit7	Cyprus
5	Gameloft	France
6	King	United Kingdom
7	Miniclip	Switzerland
8	TabTale	Israel
9	Kiloo	Denmark
10	Supercell	Finland



## Top Companies by All-Time Google Play Consumer Spend in Games

Rank	Company	Headquarters
1	Supercell	Finland
2	Netmarble	South Korea
3	GungHo Online Entertainment	Japan
4	mixi	Japan
5	BANDAI NAMCO	Japan
6	LINE	Japan
7	Activision Blizzard	United States
8	Sony	Japan
9	MZ	United States
10	King	United Kingdom

Note:

- All-Time refers to Google Play downloads and consumer spend from January 2012 to August 2018, Worldwide excluding China

- Analysis excludes downloads and consumer spend from pre-installed apps

- In the event of a company acquisition, app performance is assigned to the acquired company prior to the acquisition date, and to the acquiree after the acquisition date



## Top Companies by All-Time Google Play Downloads Outside of Games

Rank	Company	Headquarters
1	Facebook	United States
2	Gomo	China
3	Cheetah Mobile	China
4	Microsoft	United States
5	Alibaba Group	China
6	Outfit7	Cyprus
7	Baidu	China
8	LINE	Japan
9	Snap	United States
10	Amazon	United States



## Top Companies by All-Time Google Play Consumer Spend Outside of Games

Rank	Company	Headquarters
1	LINE	Japan
2	InterActiveCorp (IAC)	United States
3	Pandora	United States
4	Time Warner	United States
5	Netflix	United States
6	Kakao Corp	South Korea
7	BIGO	Singapore
8	Cocone	Japan
9	Hyperconnect	South Korea
10	Badoo	United Kingdom

Note:

- All-Time refers to Google Play downloads and consumer spend from January 2012 to August 2018, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps
- In the event of a company acquisition, app performance is assigned to the acquired company prior to the acquisition date, and to the acquiree after the acquisition date

# A Trip Through Time: The Most Popular Google Play Apps by Year

# 2012

## Japan's Leading Social Platforms Found Success in Mobile Apps Through Consumer Spend

Virtual avatars and stickers paved the way  
for monetization within the Social category

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



# 2013

## Social Platforms From APAC Expanded to Global Markets

*LINE, KakaoTalk and WeChat* gained traction outside home markets by both downloads and consumer spend

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



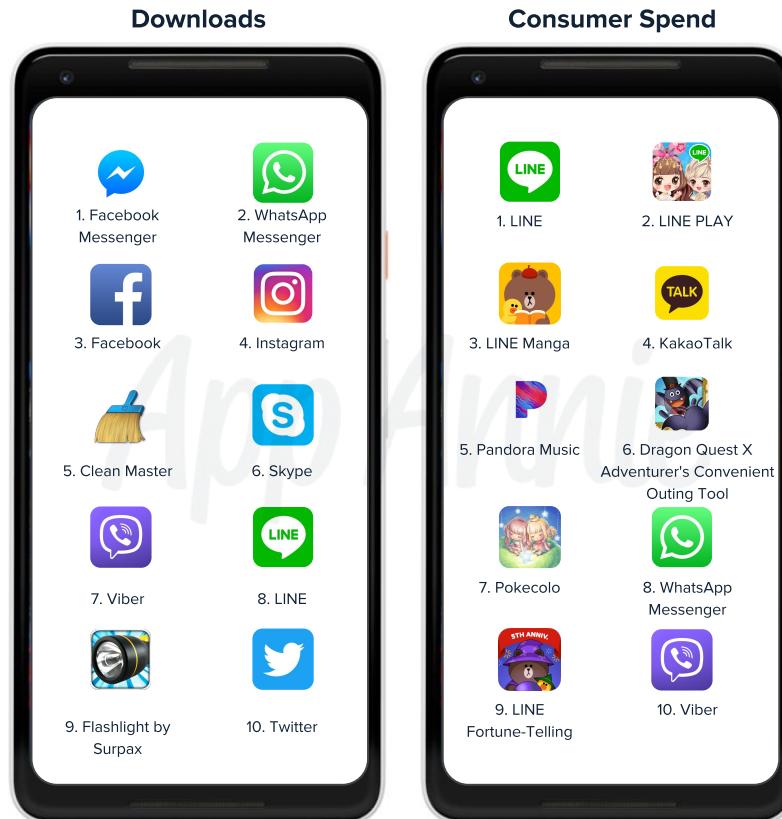
# 2014

## Four of the Top Ten Apps by Consumer Spend Were Published by LINE

For downloads, four messaging apps battled for global domination

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



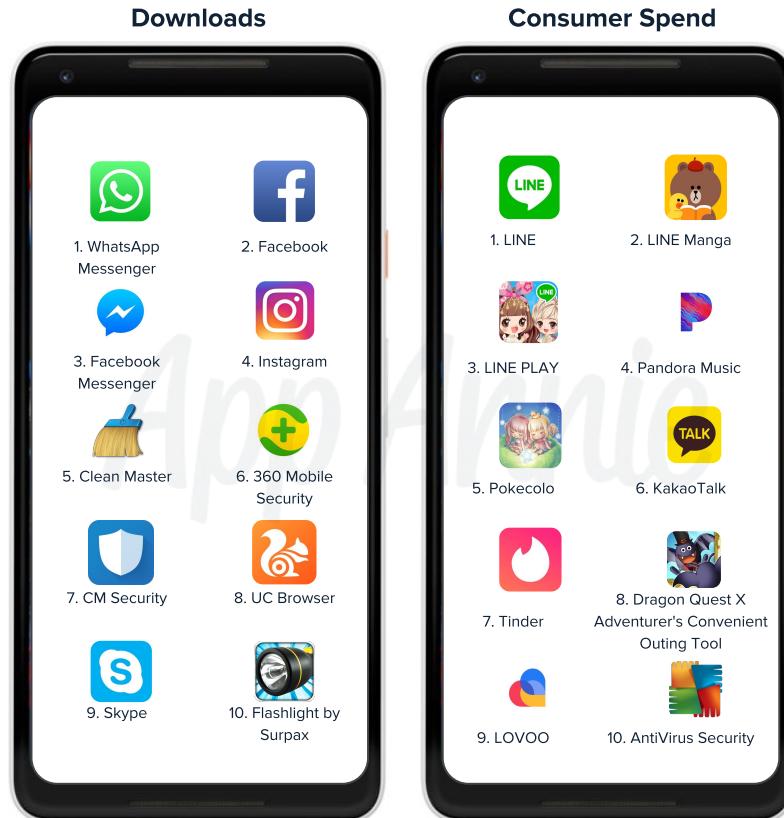
# 2015

## Dating Apps Found a Perfect Match in Mobile

Tinder's success in consumer spend sparked a global mobile matchmaking phenomenon

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



# 2016

## Media Consumption On-the-Go Rose Quickly

Snapchat's meteoric rise in downloads coincided with rising mobile video consumption fueled by widespread 4G adoption

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



# 2017

## Video Platforms Cashing Out on App Store Monetization

From subscription to micropayments: leading video streaming leaders *Netflix* and *HBO NOW*, as well as live streaming platforms *BIGO LIVE* and *Live.me* drove app consumer spend

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Analysis excludes downloads and consumer spend from pre-installed apps



# 2018

## Short-Form Video Platforms Planted Seed for Long Term Success

Through success with *Tik Tok* and *Vigo Video*, China's leading news platform Toutiao continued to level up on the global video app downloads stage

Note:

- Top apps excluding Games on Google Play, Worldwide excluding China
- Ranking based on total Google Play downloads and consumer spend from January to August 2018
- Analysis excludes downloads and consumer spend from pre-installed apps



## Read Further Analysis on the App Economy

- [The Most Popular iOS Apps of All Time](#)
- [Metrics That Matter for Product Managers : The Fundamentals - Part 2](#)
- [The 2017-2022 App Economy Forecast: 6 Billion Devices, \\$157 Billion in Spend & More](#)
- [The Mobile Ad Platforms Playbook: How to Land High-Quality Publishers & Advertisers](#)
- [Mobile Gaming Extends Its Lead: Gaming Spotlight 2017 Review](#)
- [The Mobile Product Manager Playbook: How to Build a Better Product Roadmap for Your App](#)
- [2017 Retrospective: A Monumental Year for the App Economy](#)

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# About App Annie

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

For more information, please visit [appannie.com](http://appannie.com), check out our [Blog](#) and follow us on Twitter ([@AppAnnie](https://twitter.com/AppAnnie)). To find out more about our offerings, visit our overview of the [App Annie Platform](#). For the most current monthly rankings of apps and publishers, check out the [App Annie Index](#). Report methodology and updates are available [here](#).