

2022-2026

Mobile Market Forecast

Executive Summary: Highlights



Global spending in mobile apps will reach \$233 billion by 2026. The App Store will account for \$161 billion at an annual growth rate of 13.7 percent, while Google Play will reach \$72 billion with close to 9 percent annual growth.



The mobile app market cooled off slightly following the unusually high pandemic-fueled growth seen in early 2020. Expect trends to shift back over the next several years as the market adjusts to new societal and economic norms.



Worldwide mobile app downloads will surpass 180 billion by 2026. Google Play will contribute 143 billion downloads with 5.2 percent annual growth, while the App Store will approach 38 billion with about 3 percent annual growth.



App Store consumer spending in non-games will surpass that from mobile games by 2024. Google Play will also see faster growth from non-games, creating a roughly even split between games and non-games across both platforms by 2026.

Topic Overview

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About This Data: Methodology

Sensor Tower's Mobile Insights team created the revenue and download forecasts featured in this report using the [Sensor Tower Store Intelligence](#) platform.

- Figures cited in this report reflect App Store and Google Play consumer spending and download estimates for January 1, 2014 through May 31, 2022.
- The market forecast for 2022 to 2026 is based on past spending and download trends, macroeconomic projections, and additional factors.
- All revenue figures in this report capture consumer spending (gross revenue). This includes the revenue earned by the app developer as well as the portion earned by Apple or Google.
- Android estimates represent revenue and downloads from the Google Play Store only. Sensor Tower does not provide spending or download estimates for third-party Android stores.
- Since Google Play paused its billing for users in Russia on March 10th, 2022, Google Play consumer spending in Russia for the remainder of 2022 and beyond has been excluded from the forecast.

Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report?

See the fastest growing apps and publishers by downloads or revenue.

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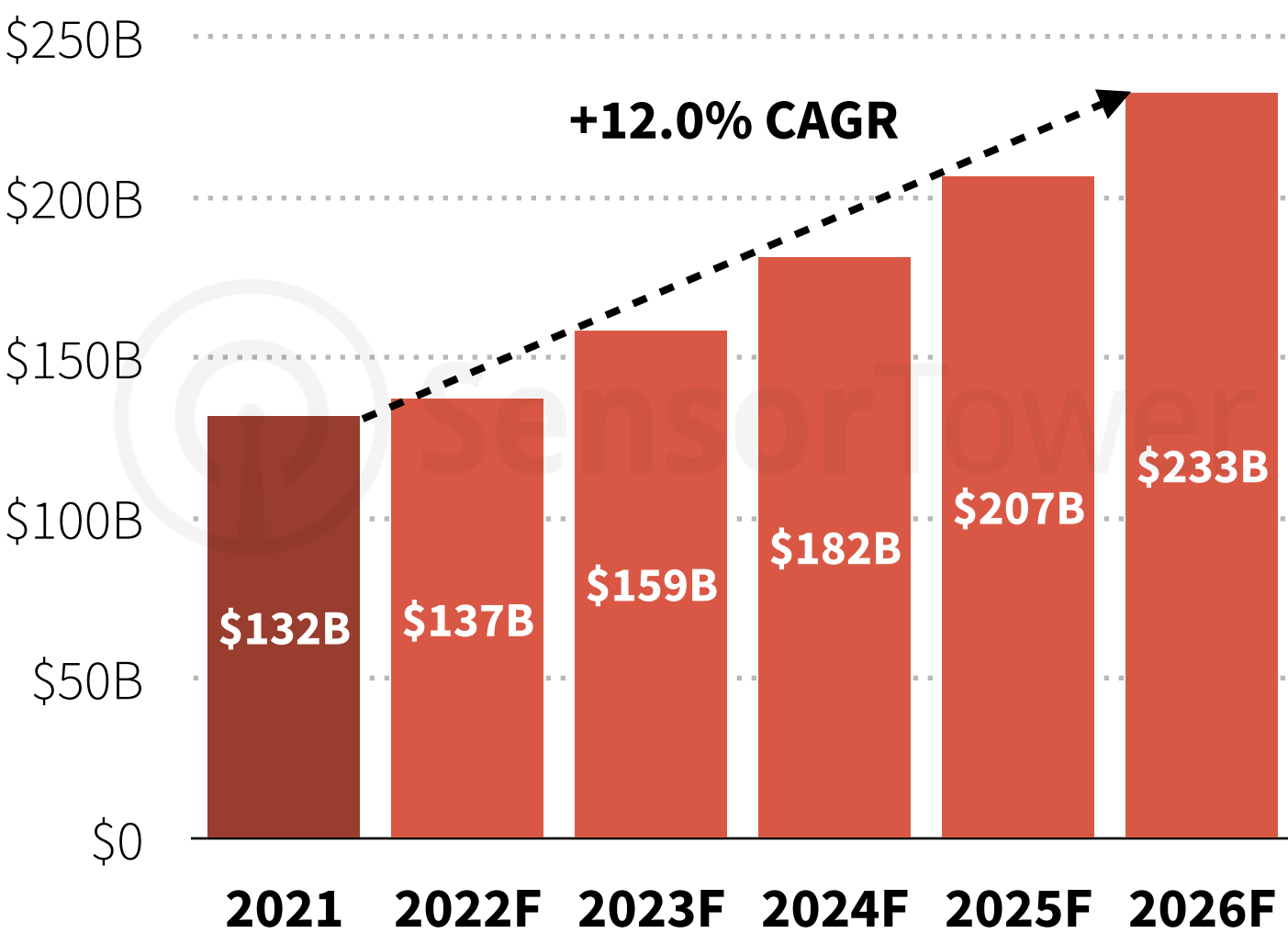


Market Overview

Market Overview: Global Mobile App Spending Forecast

Note Regarding Revenue Estimates
We report gross revenue (including the cut for Apple or Google).
Android estimates do not include third-party stores.

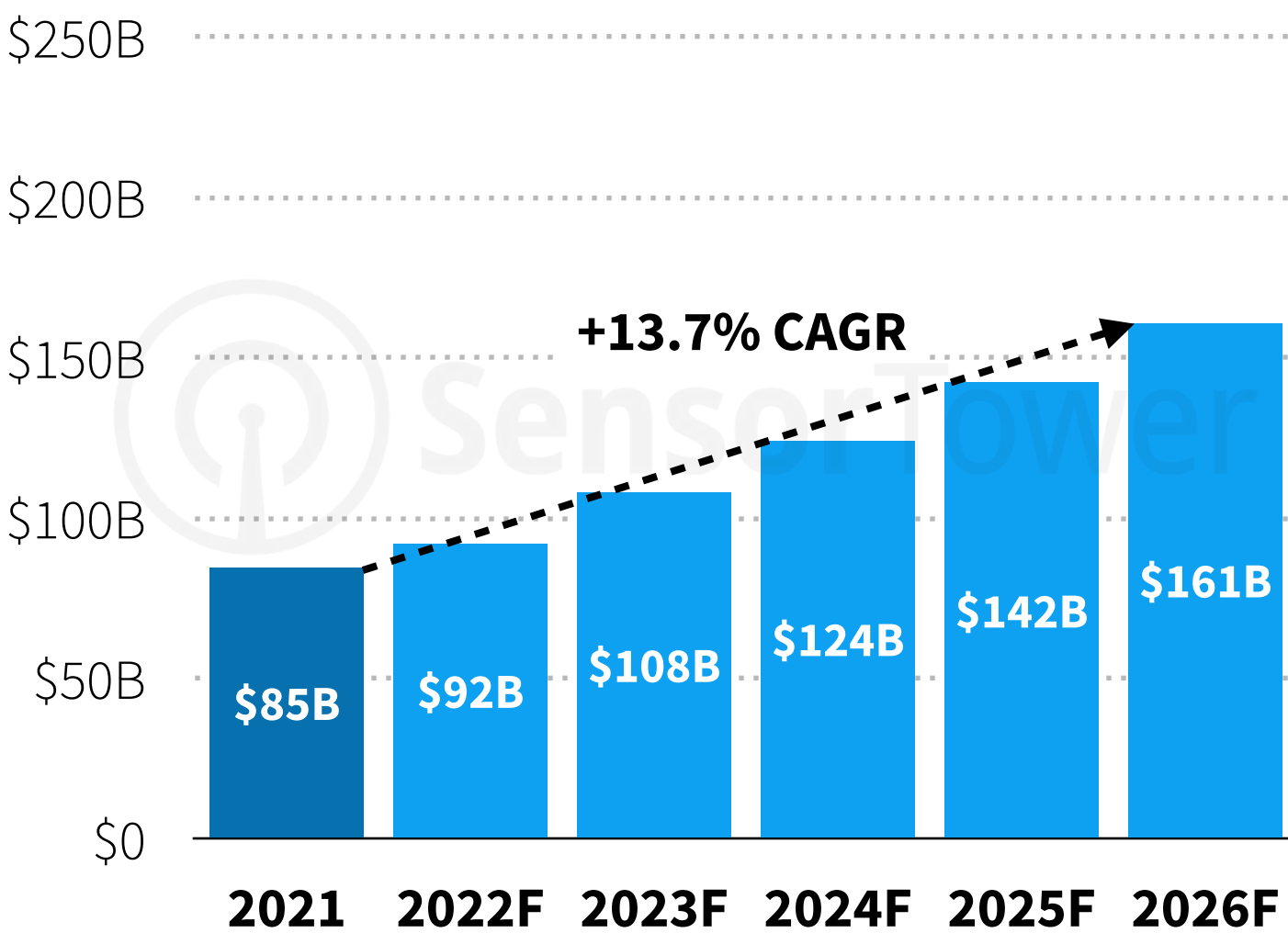
Worldwide App Store and Google Play User Spending



\$233 Billion

App Store + Google Play Revenue
By 2026

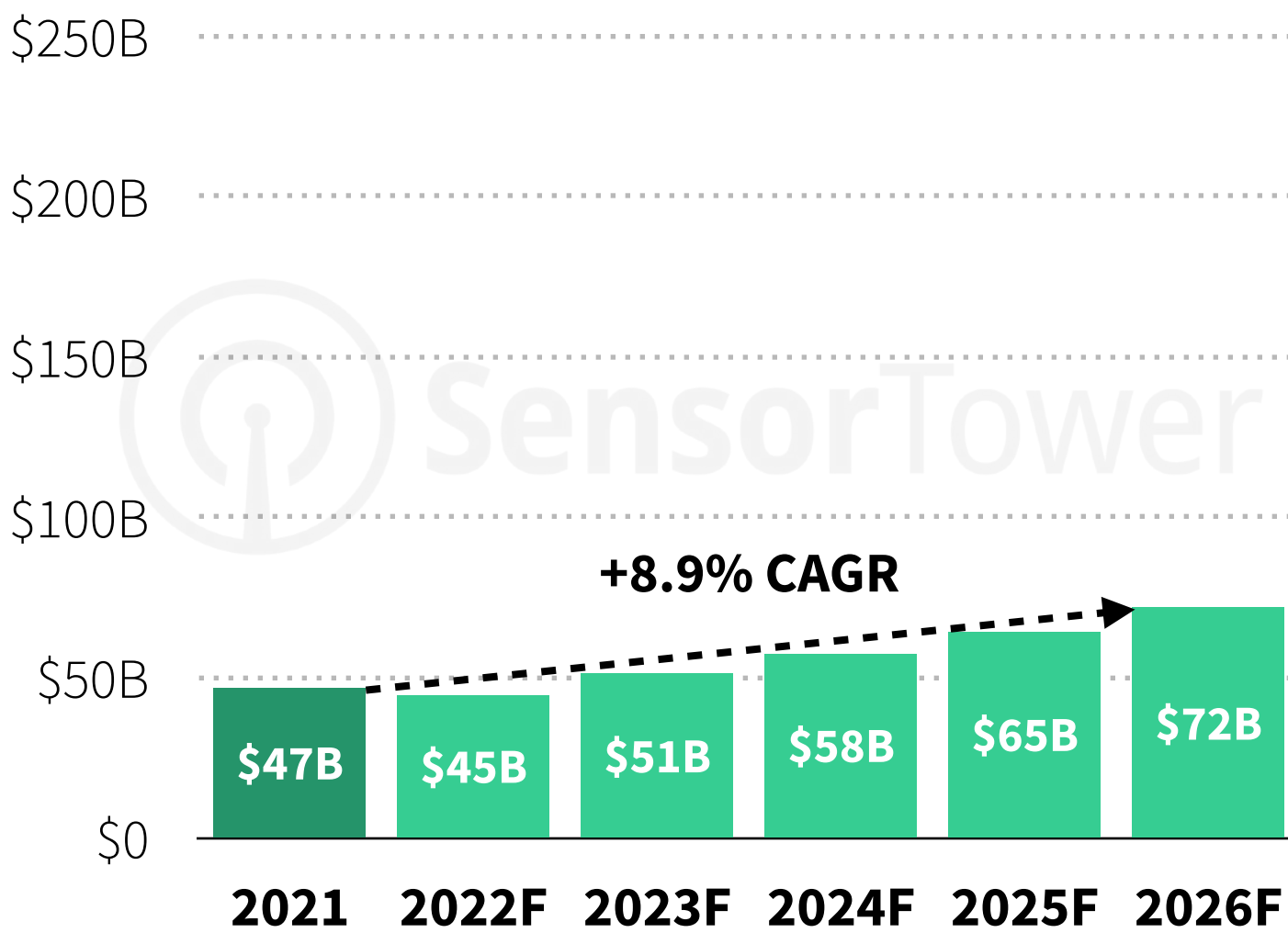
Worldwide App Store User Spending



\$161 Billion

App Store Revenue
By 2026

Worldwide Google Play User Spending

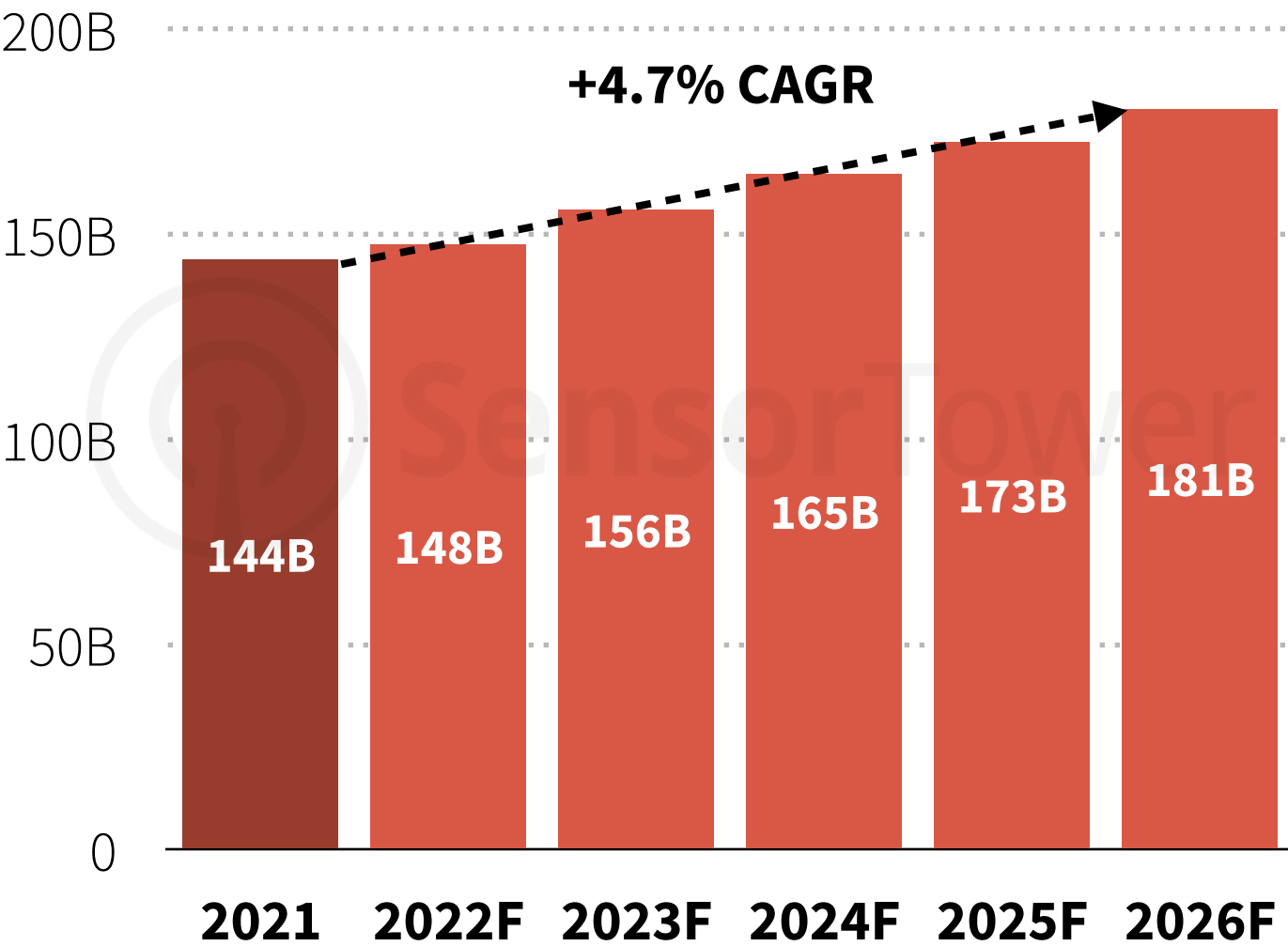


\$72 Billion

Google Play Revenue
By 2026

Market Overview: Global Mobile App Download Forecast

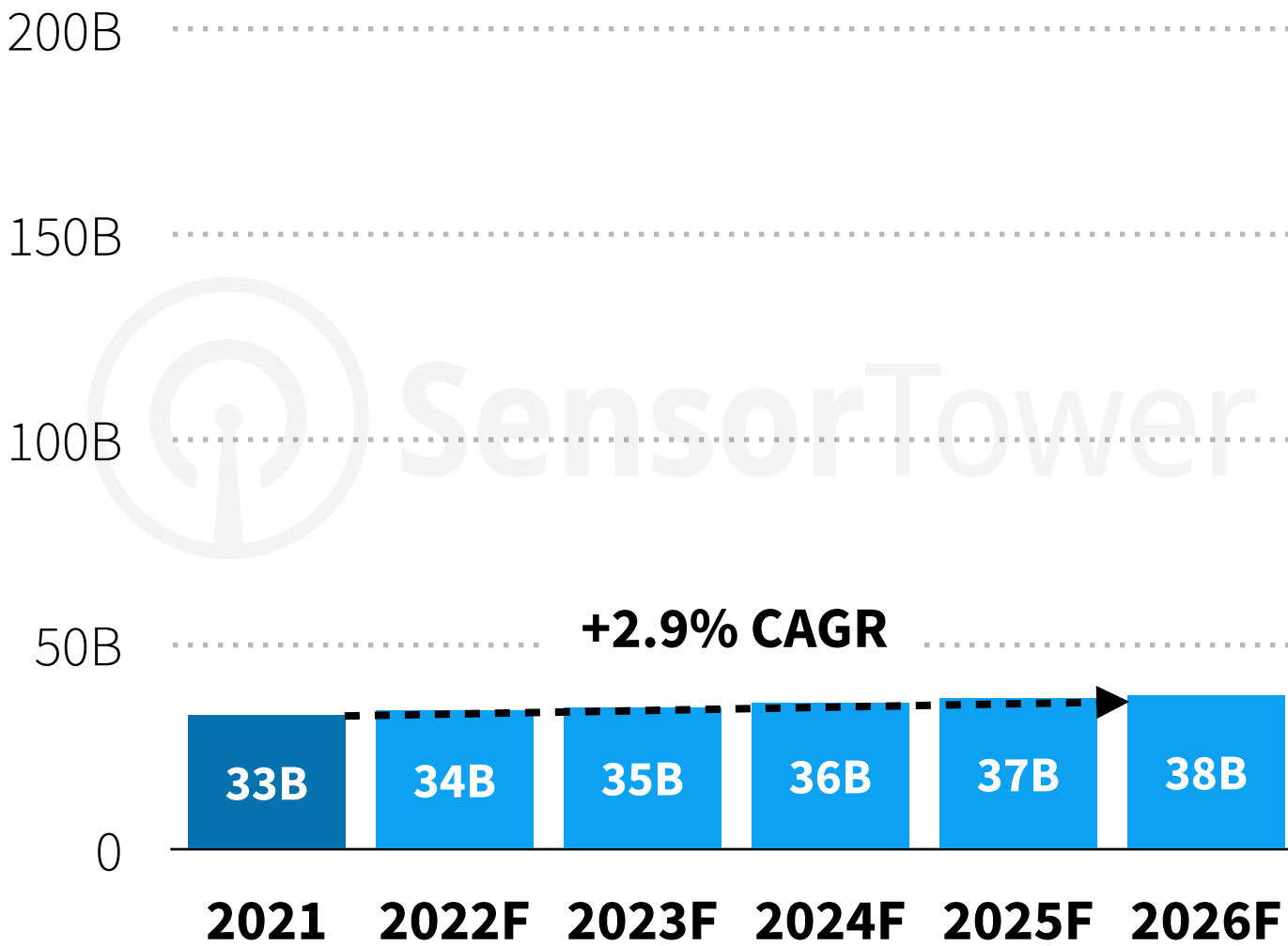
Worldwide App Store and Google Play Downloads



181 Billion

App Store + Google Play Downloads
By 2026

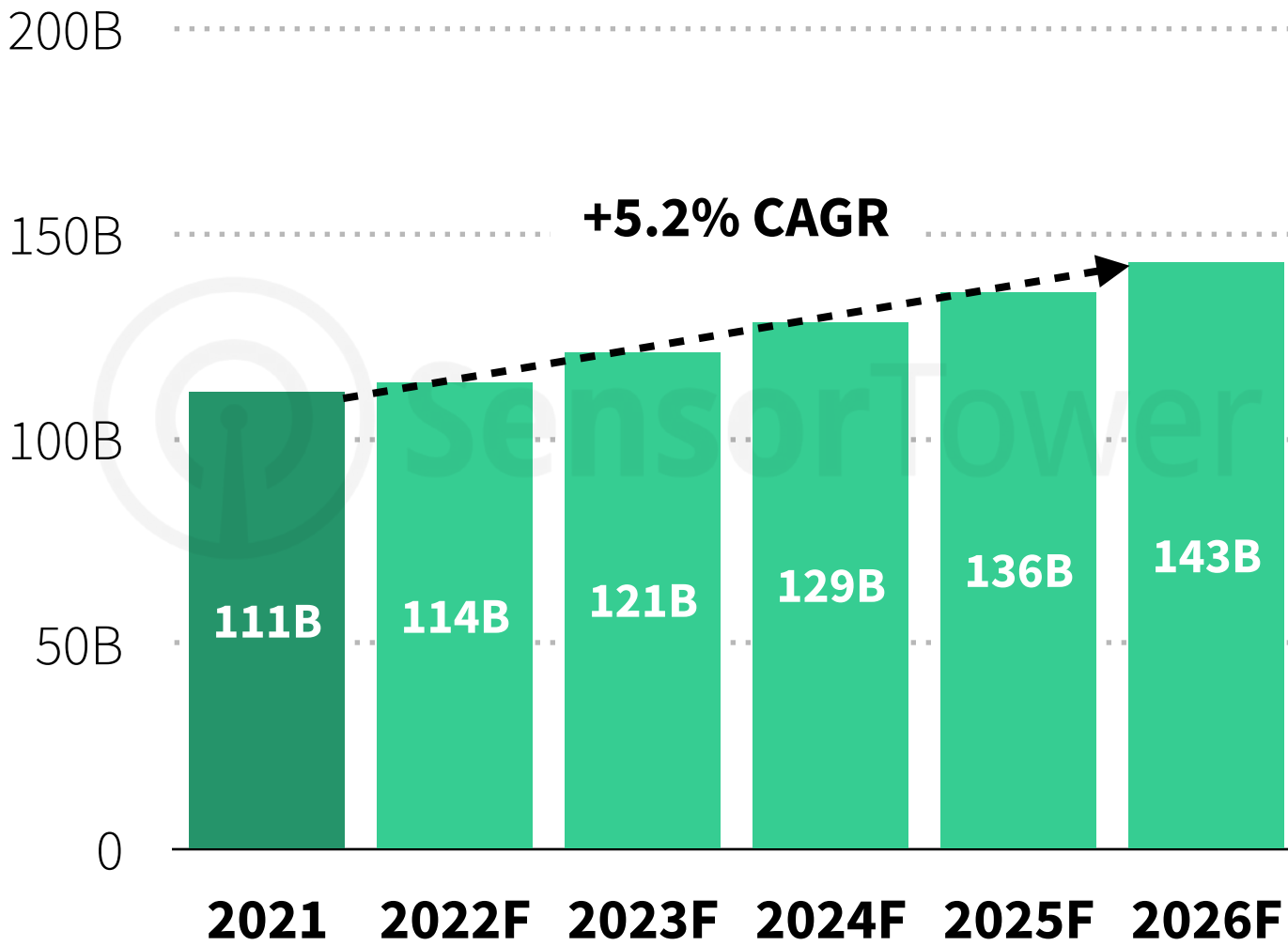
Worldwide App Store Downloads



38 Billion

App Store Downloads
By 2026

Worldwide Google Play Downloads



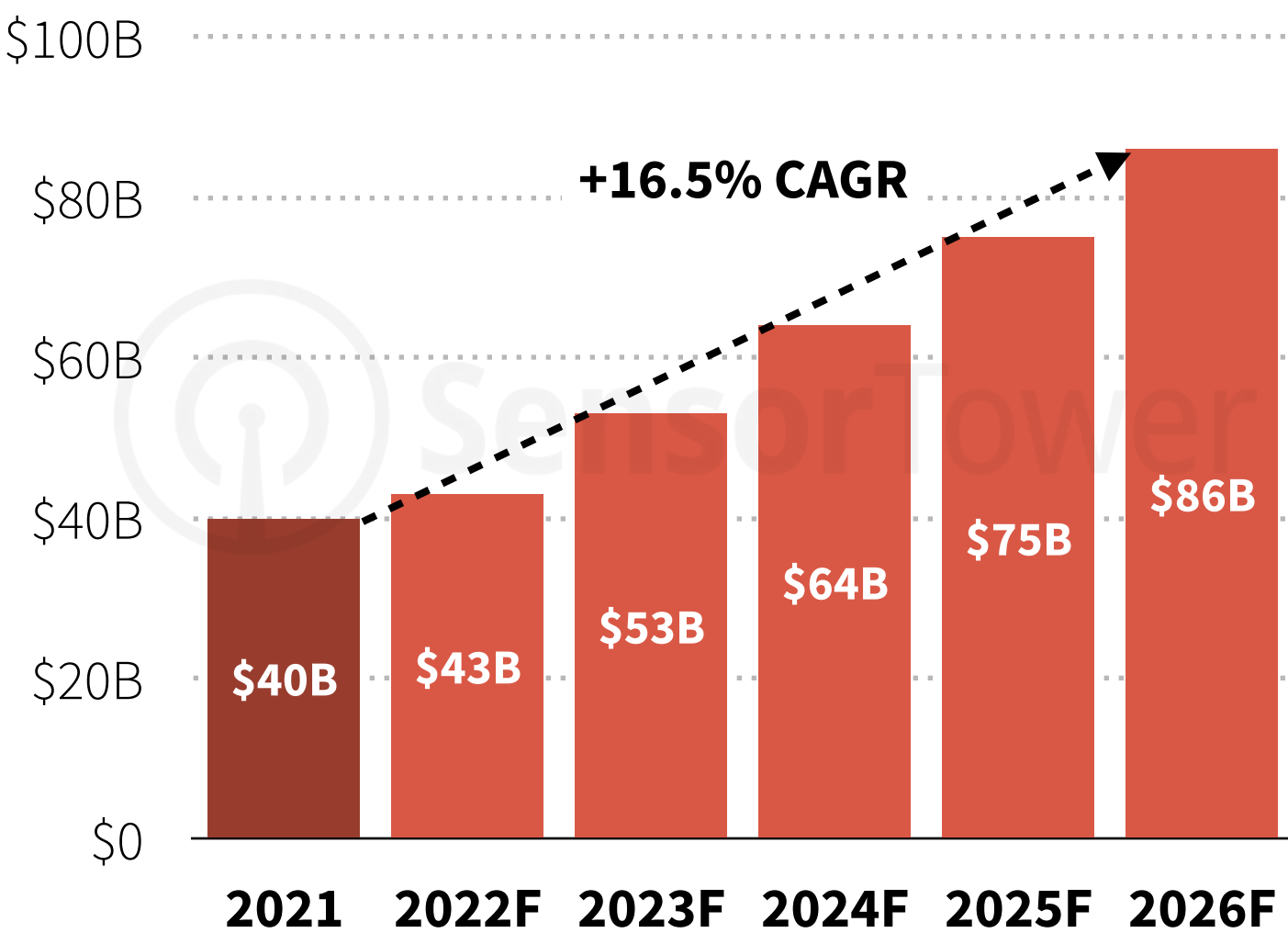
143 Billion

Google Play Downloads
By 2026

Market Overview: U.S. Mobile App Spending Forecast

Note Regarding Revenue Estimates
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Android estimates do not include third-party stores.

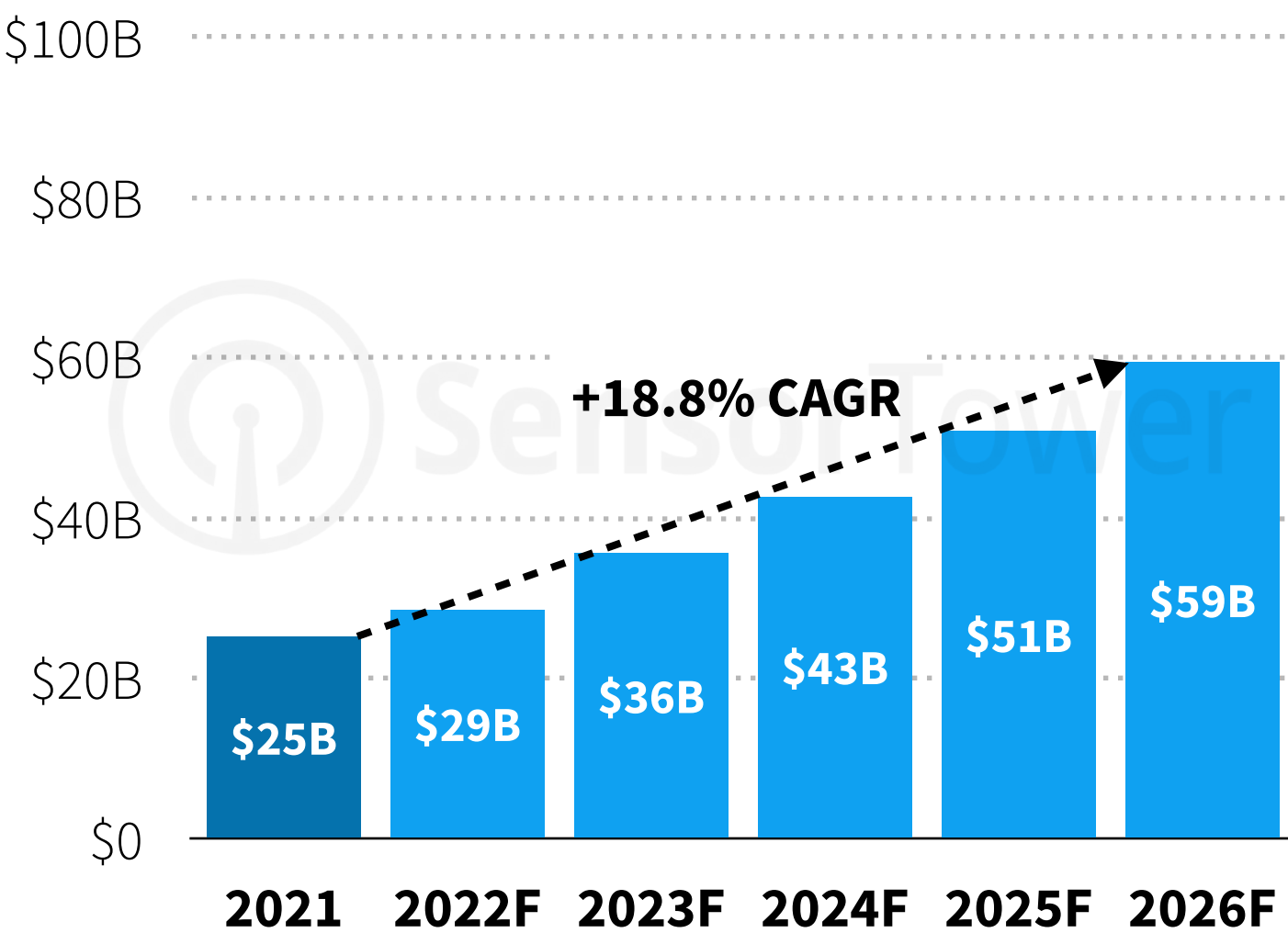
U.S. App Store and Google Play User Spending



\$86 Billion

App Store + Google Play Revenue
By 2026

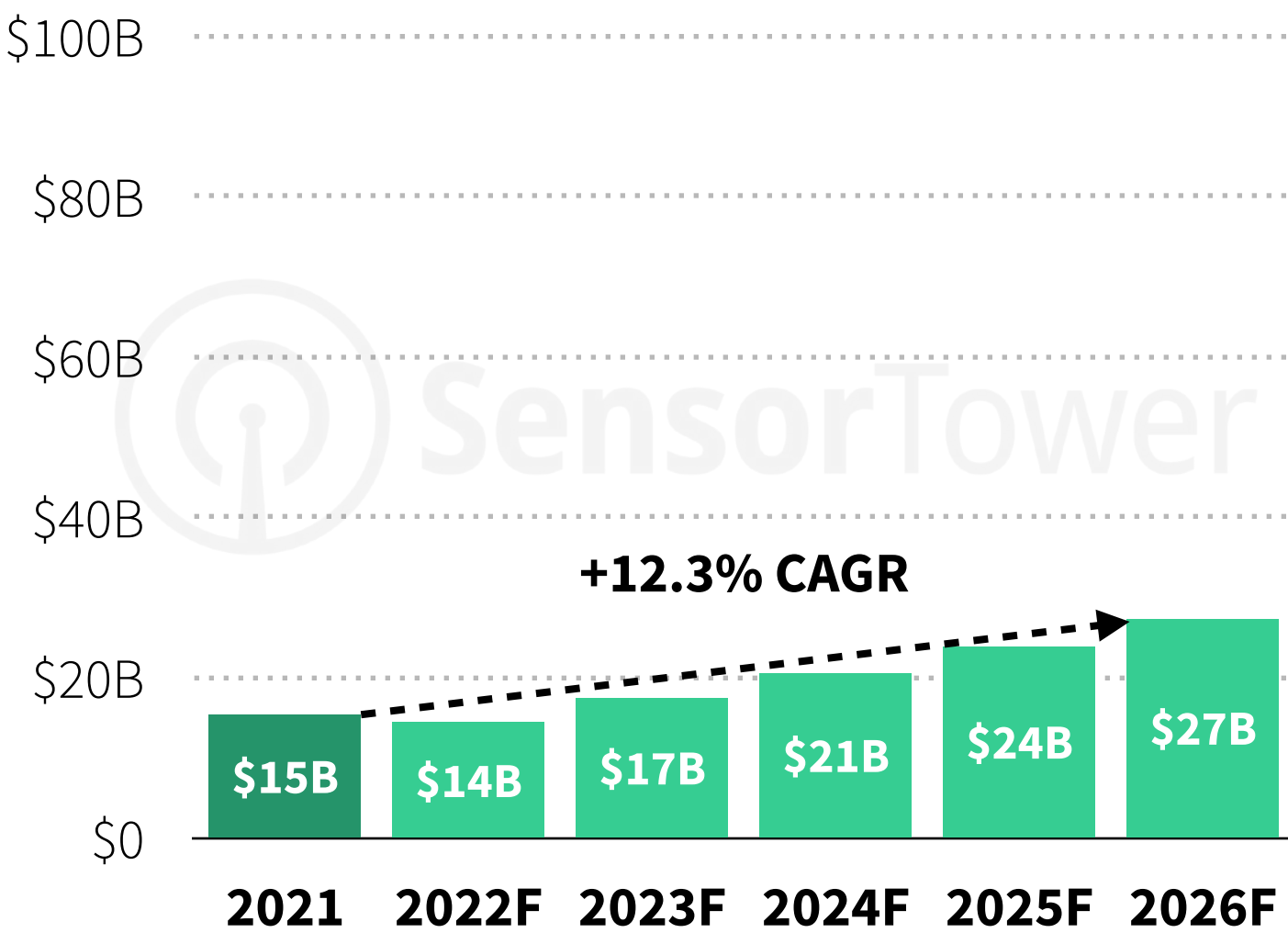
U.S. App Store User Spending



\$59 Billion

App Store Revenue
By 2026

U.S. Google Play User Spending

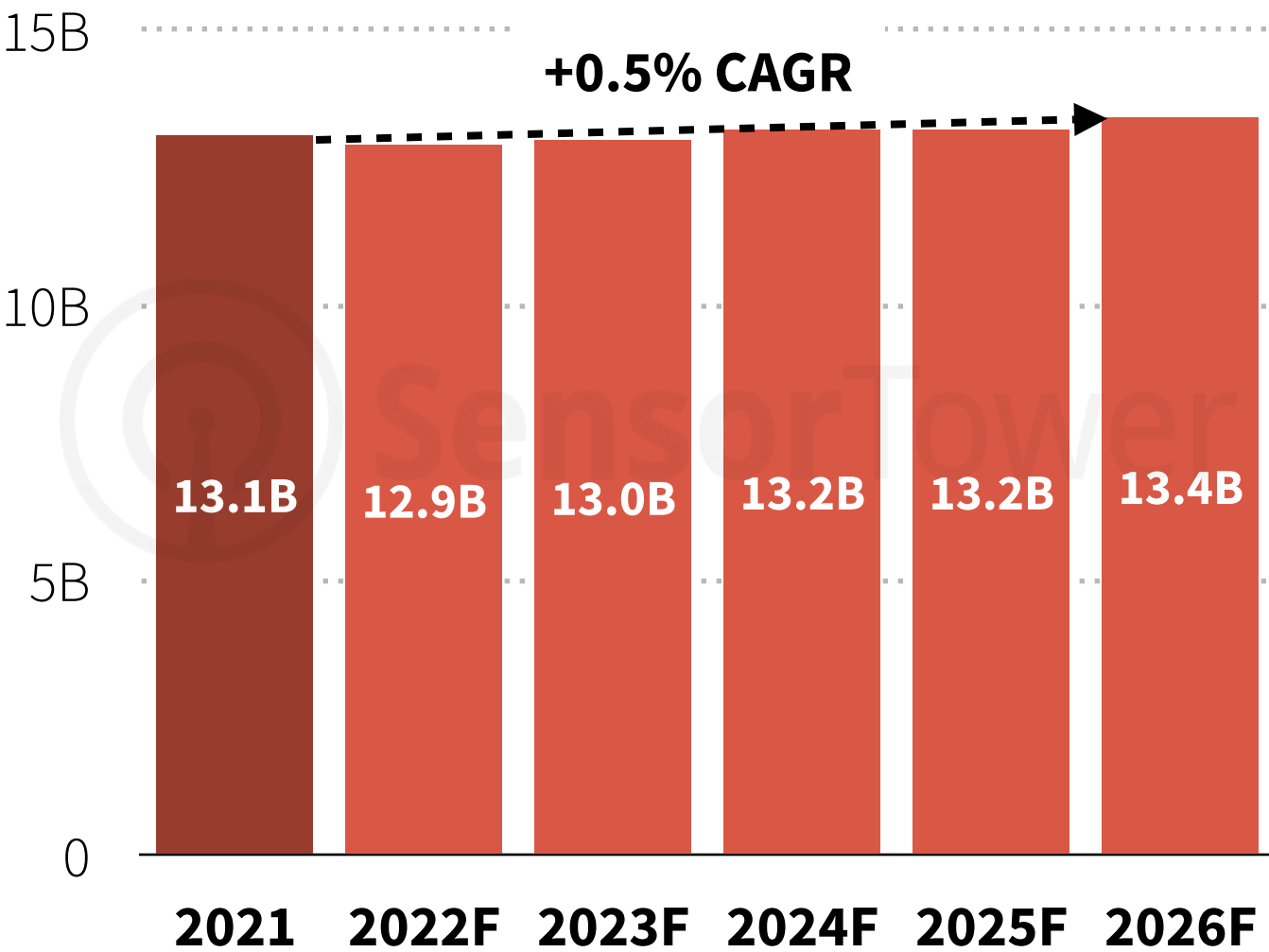


\$27 Billion

Google Play Revenue
By 2026

Market Overview: U.S. Mobile App Download Forecast

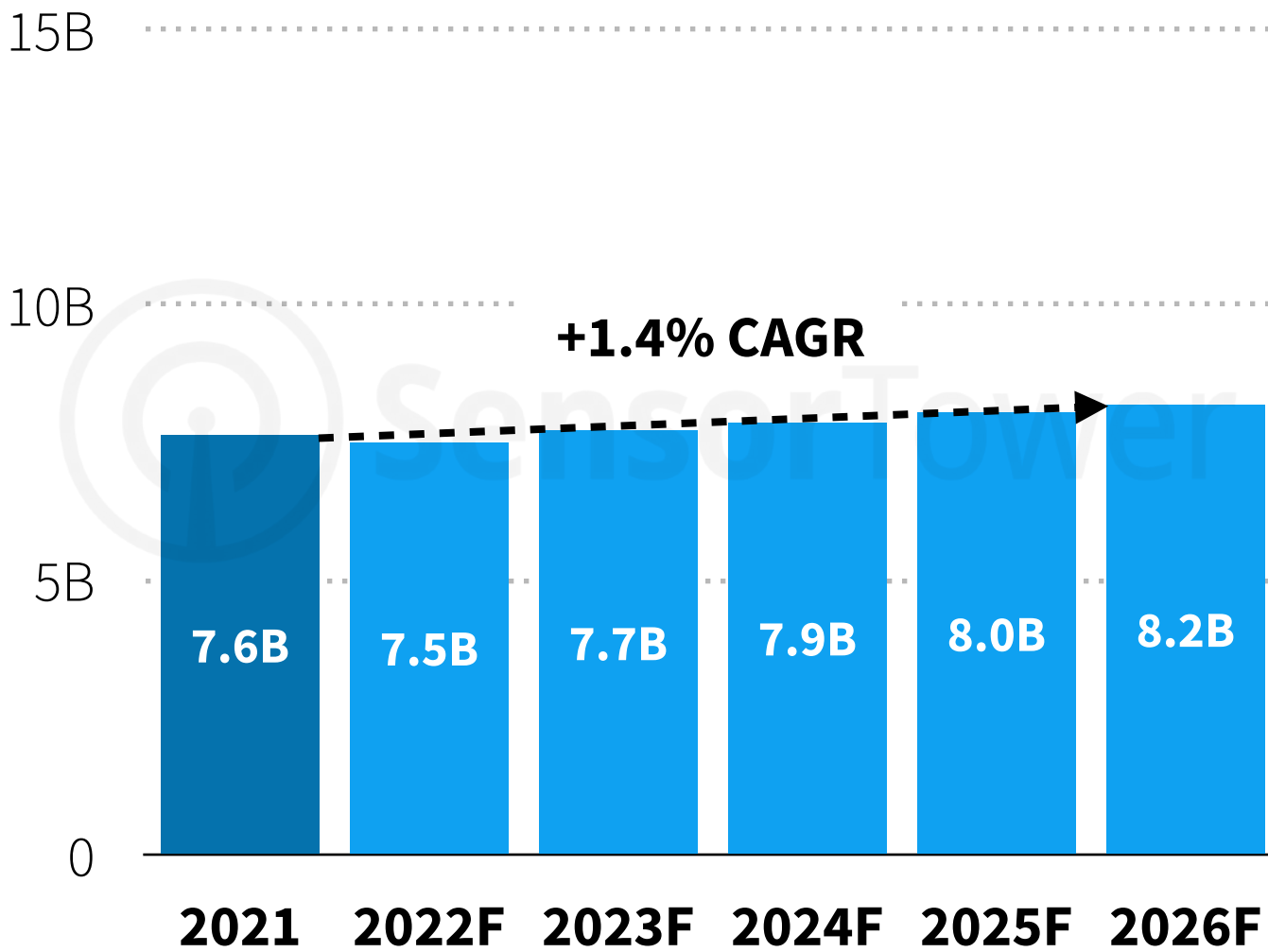
U.S. App Store and Google Play Downloads



13.4 Billion

App Store + Google Play Downloads
By 2026

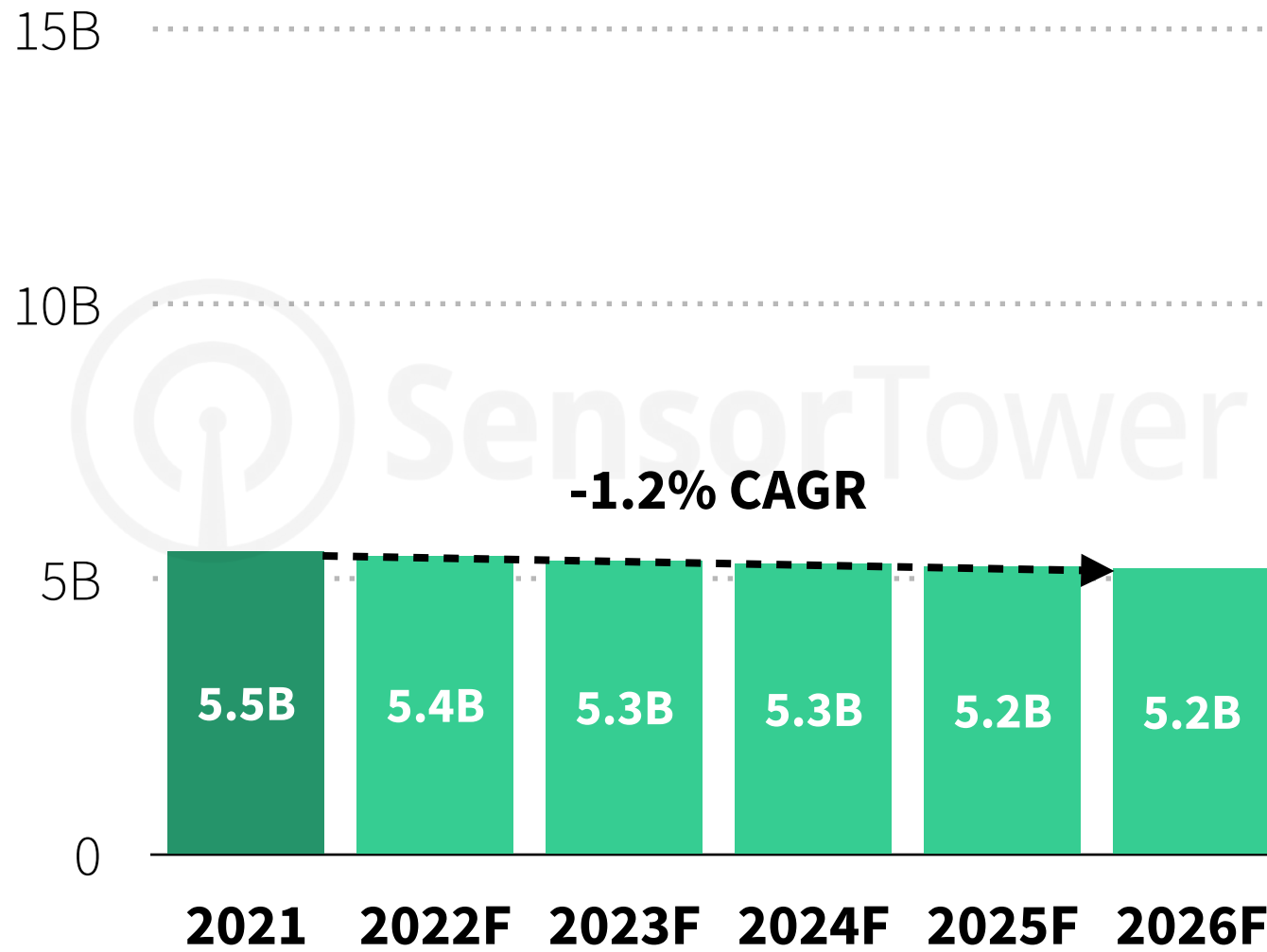
U.S. App Store Downloads



8.2 Billion

App Store Downloads
By 2026

U.S. Google Play Downloads



5.2 Billion

Google Play Downloads
By 2026

Key Takeaways: Market Overview

1. **Global consumer spending in mobile apps is projected to reach \$233 billion by 2026, gaining more than \$100 billion compared to the \$132 billion spent in 2021.** Expect solid growth on both stores, with a projected compound annual growth rate (CAGR) of 14 percent on the App Store and 9 percent on Google Play over the next five years.
2. **While consumer spending and mobile app adoption surged at the start of the pandemic in 2020, both metrics have begun to correct themselves by 2022.** Growth is expected to remain low in the short-term as the market adjusts from the abnormally high levels seen in 2020 before picking back up again over the next four years.
3. **The U.S. will continue to be the preeminent market for mobile app consumer spending.** Despite relatively low adoption growth, app revenue in the U.S. will grow faster than the global rate with a 16.5 percent CAGR over the next five years.

Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report?

See the fastest growing apps and publishers by downloads or revenue.

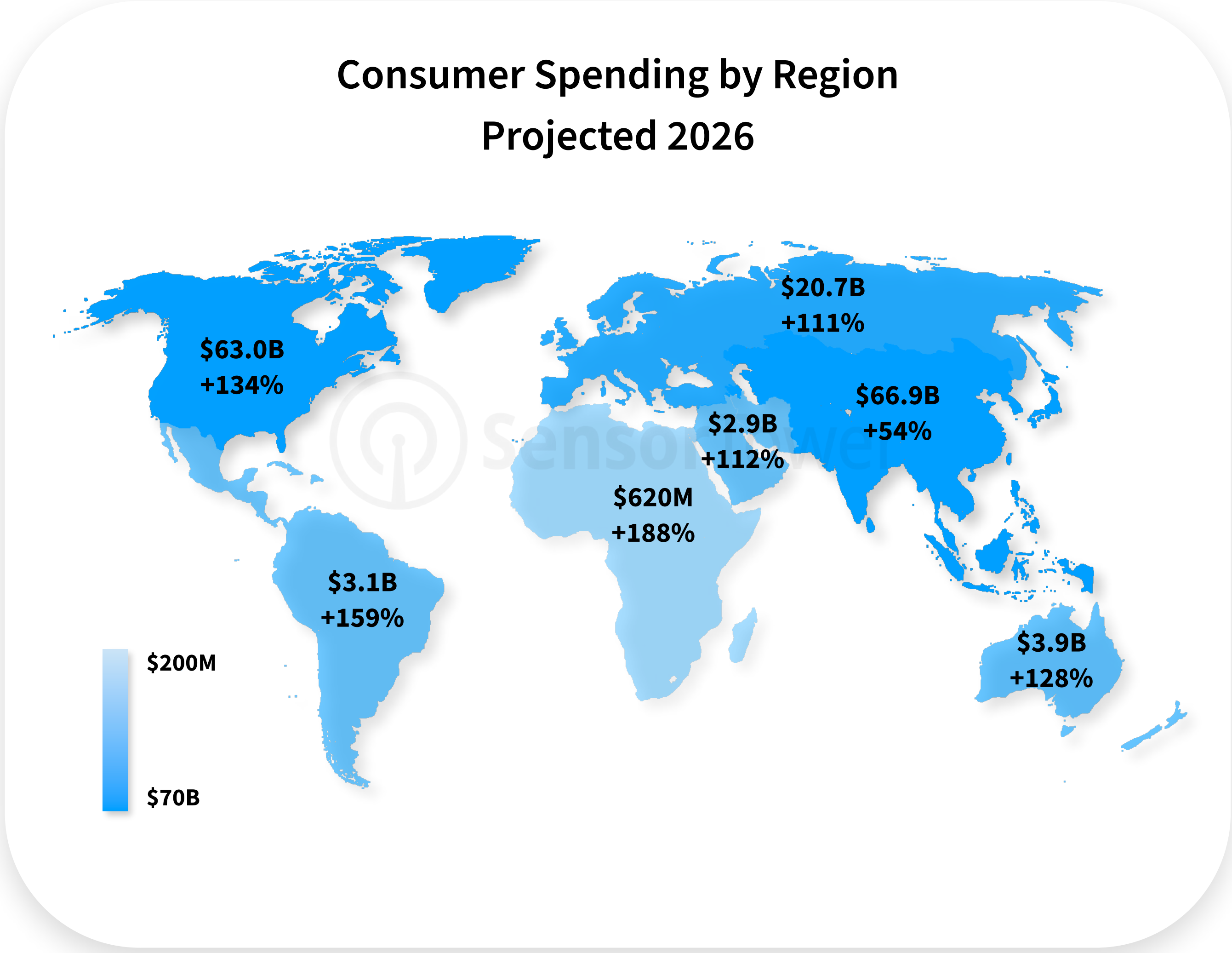
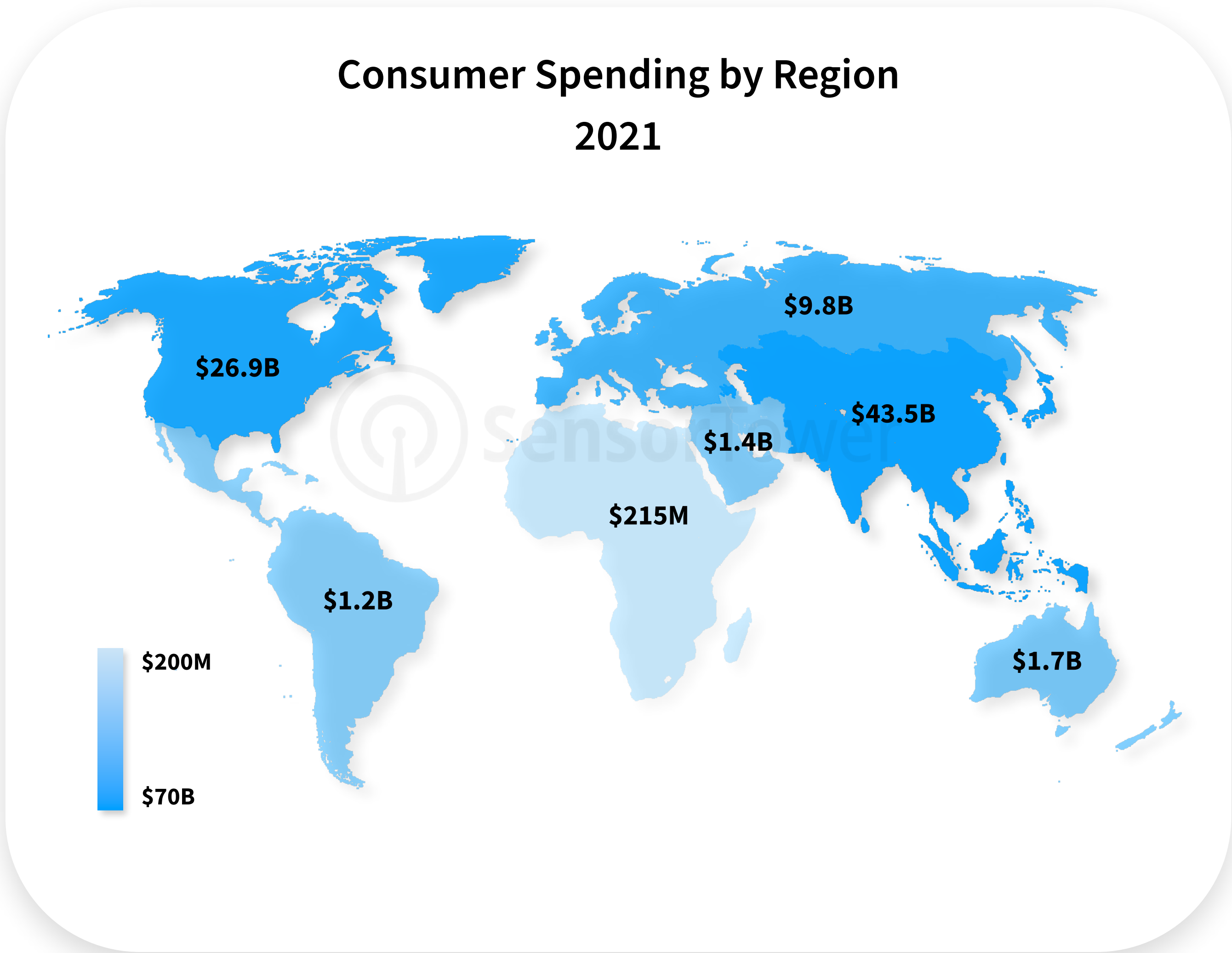
REQUEST DEMO



Top Regions

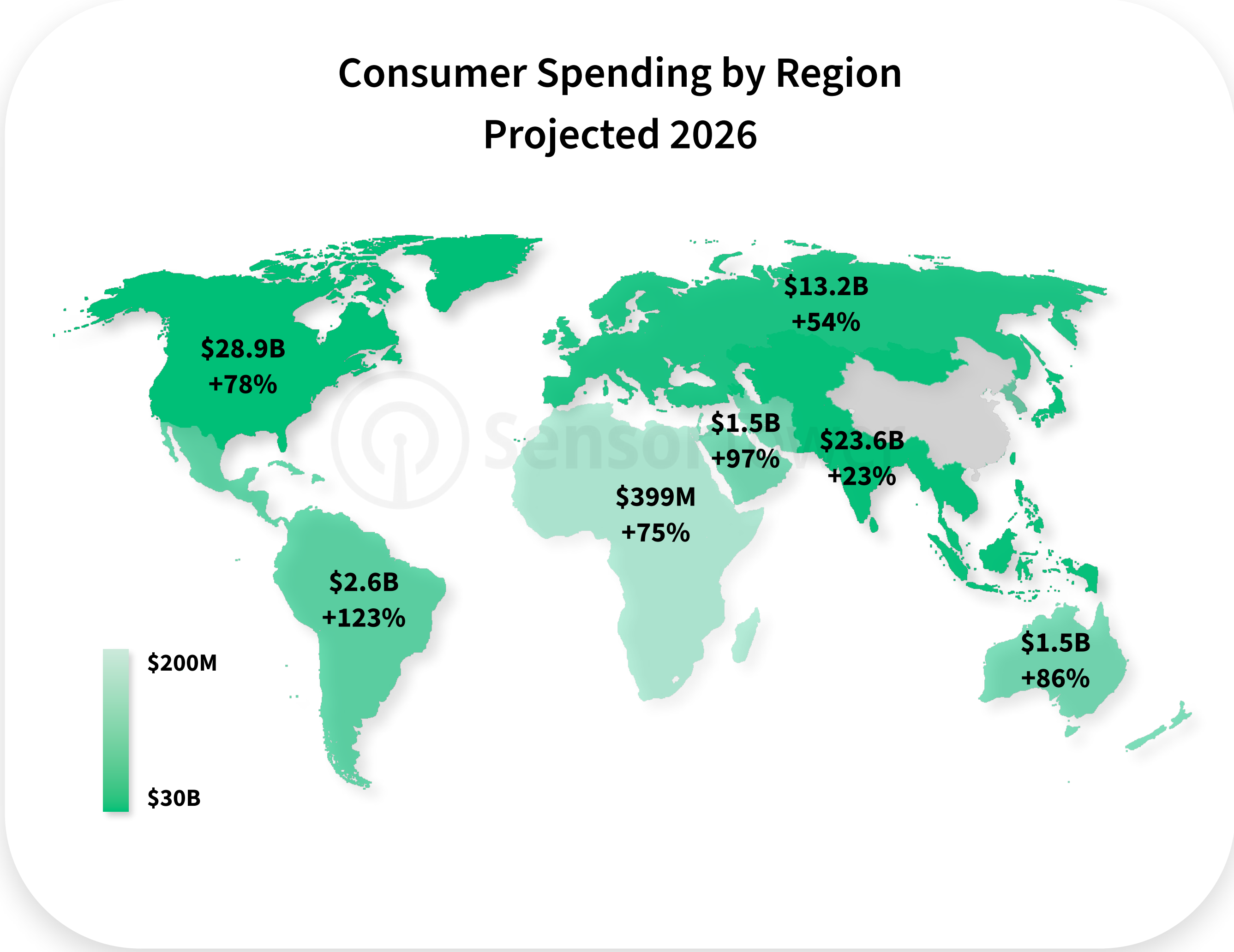
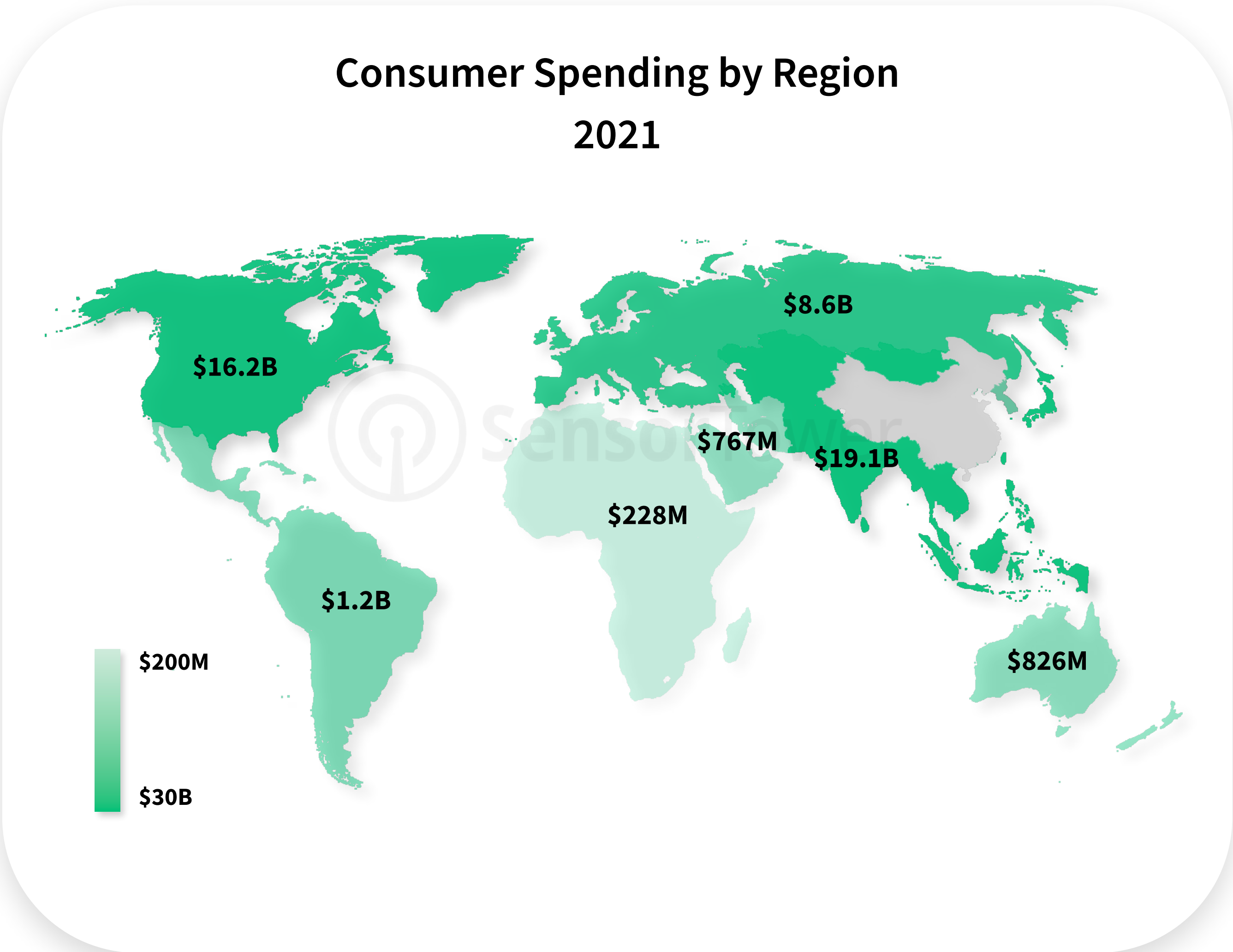
Top Regions: App Store Consumer Spending by Region

Note Regarding Revenue Estimates
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Android estimates do not include third-party stores.

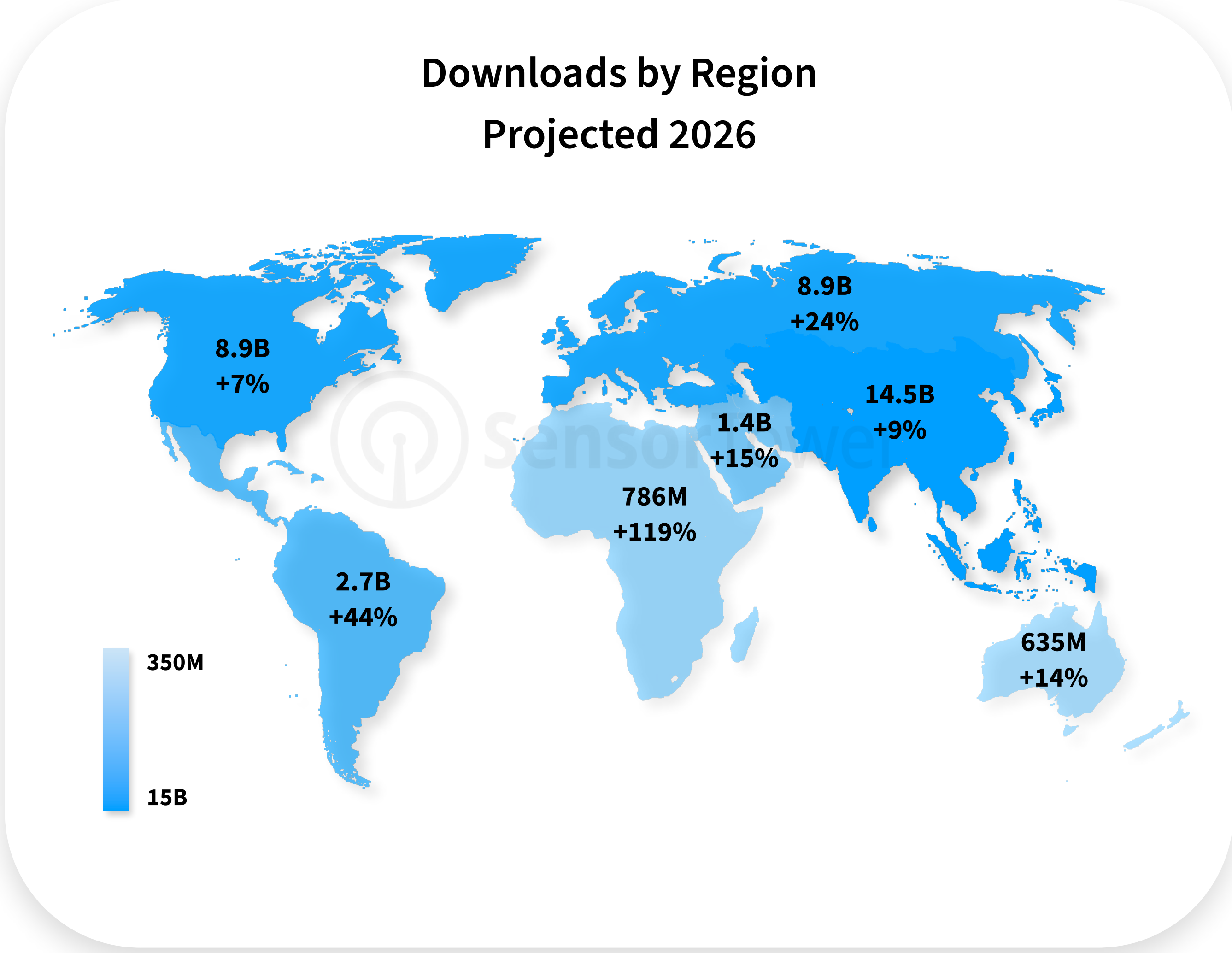
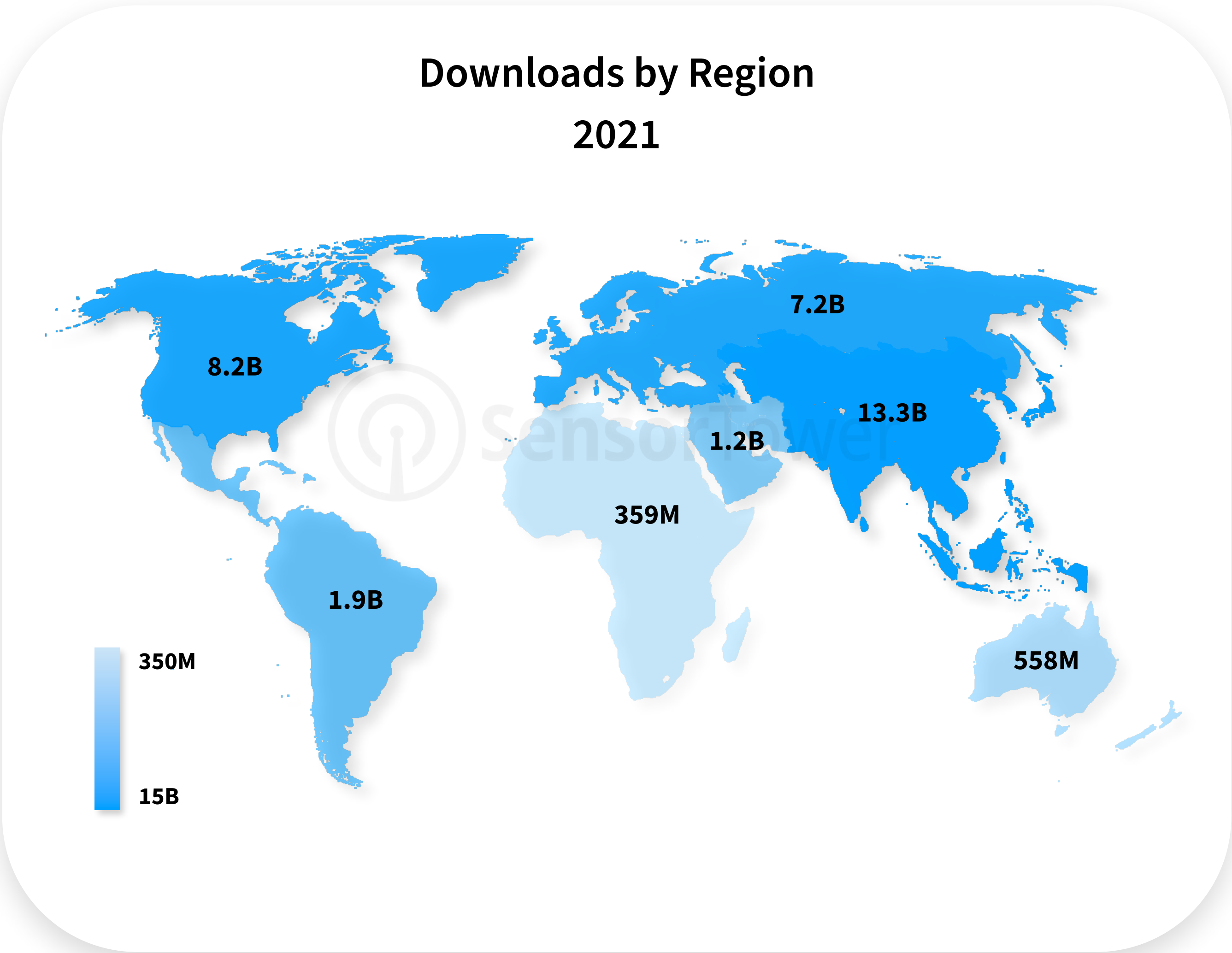


Top Regions: Google Play Consumer Spending by Region

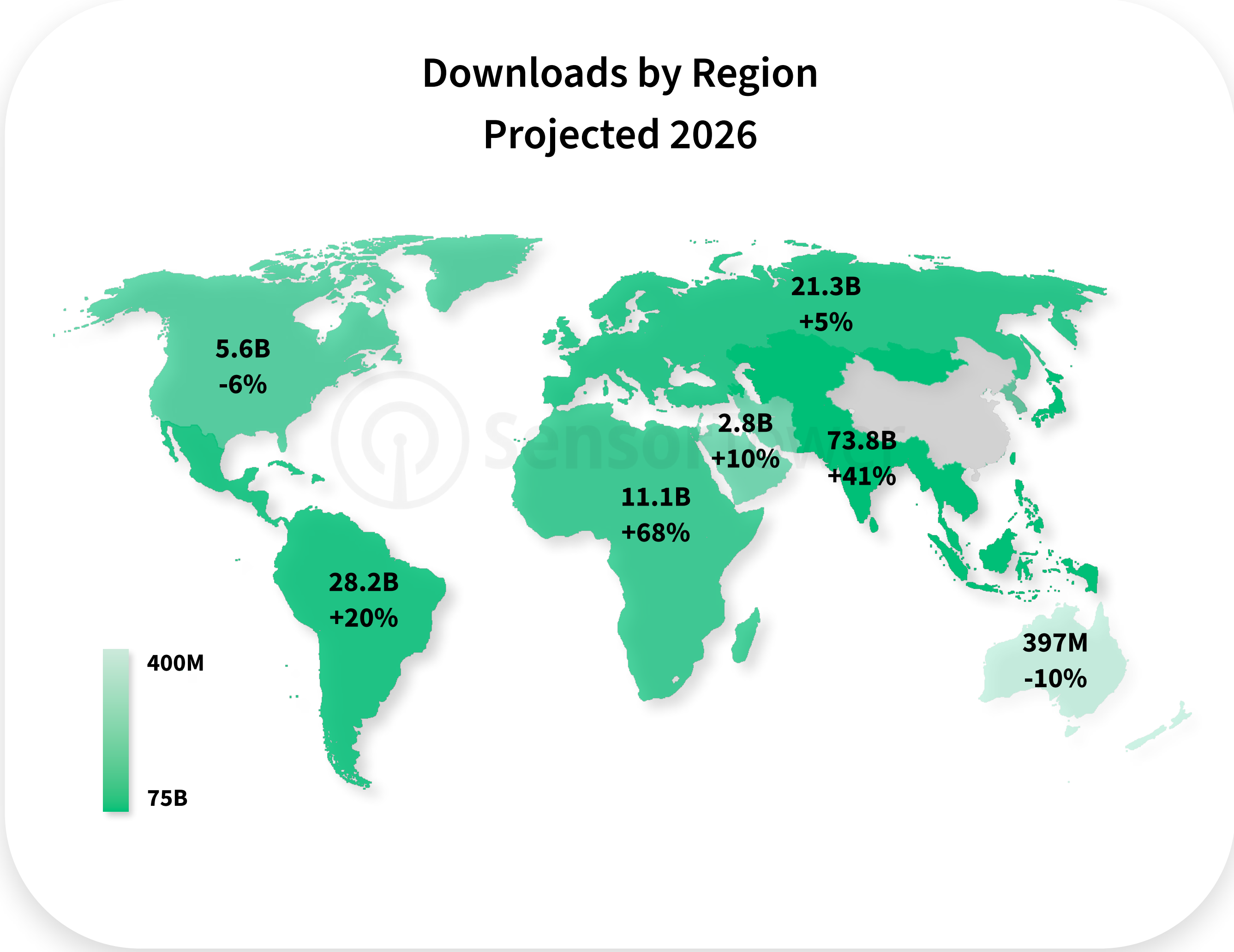
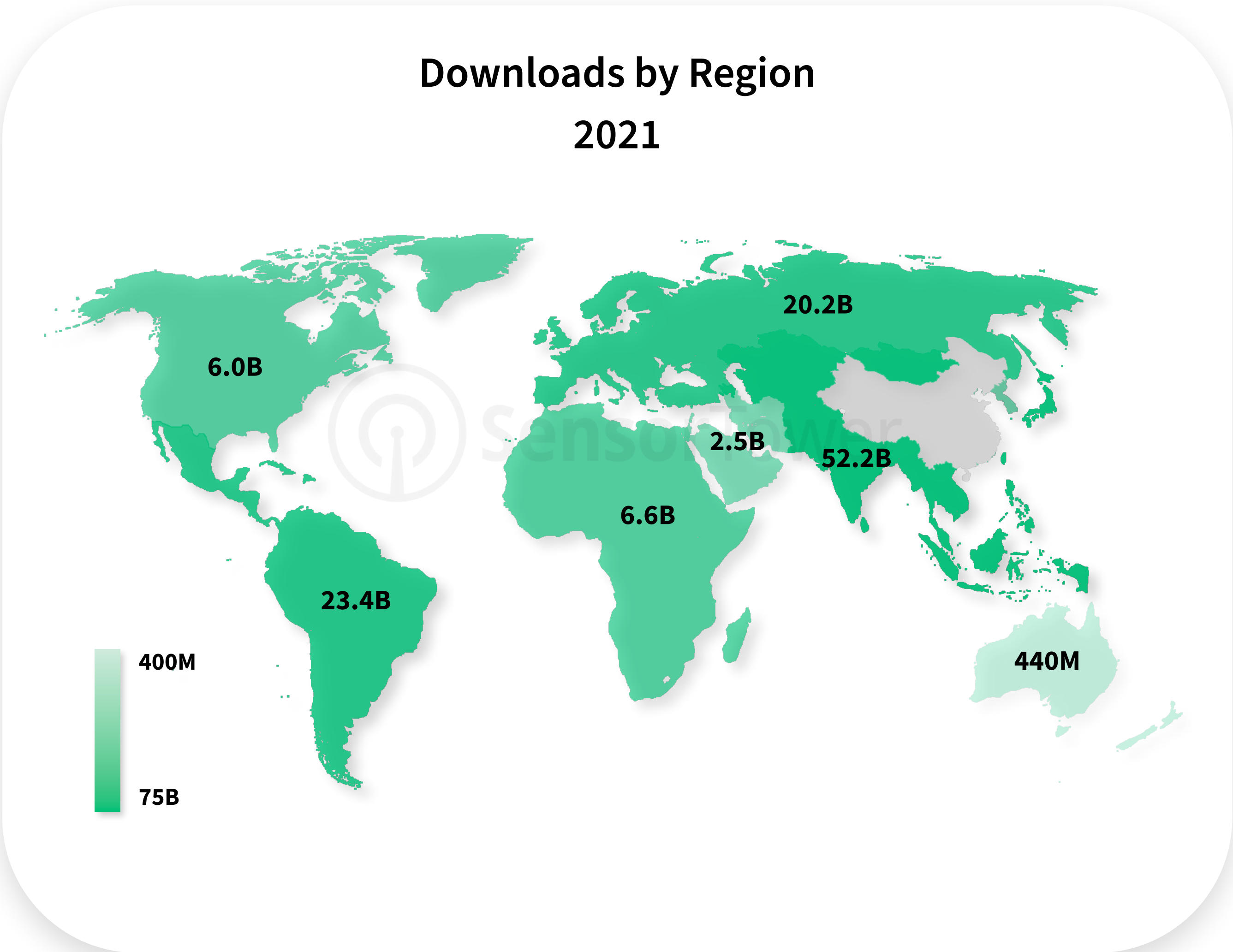
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Android estimates do not include third-party stores.



Top Regions: App Store Downloads by Region



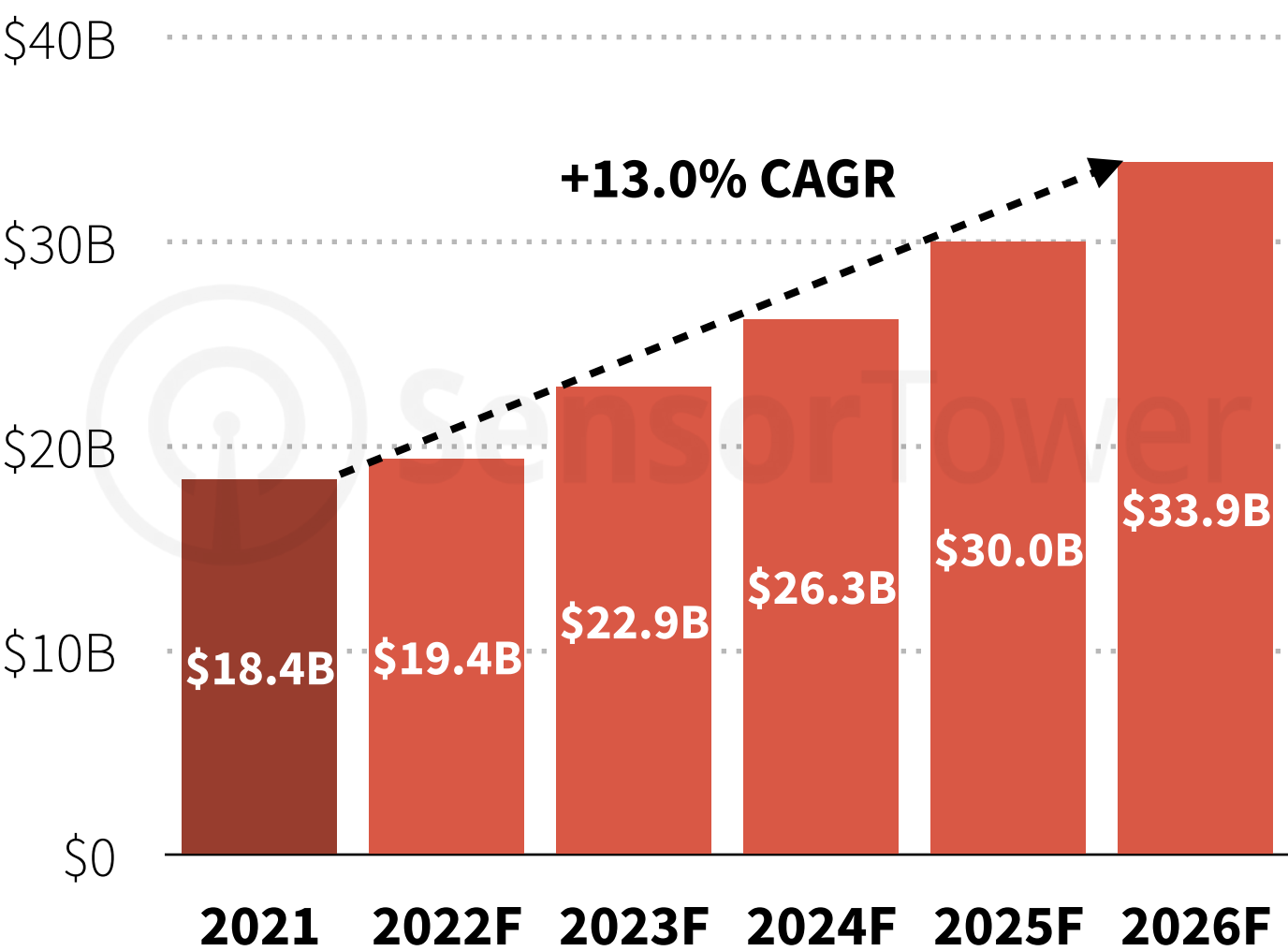
Top Regions: Google Play Downloads by Region



Top Regions: Europe Mobile App Spending Forecast

Note Regarding Revenue Estimates
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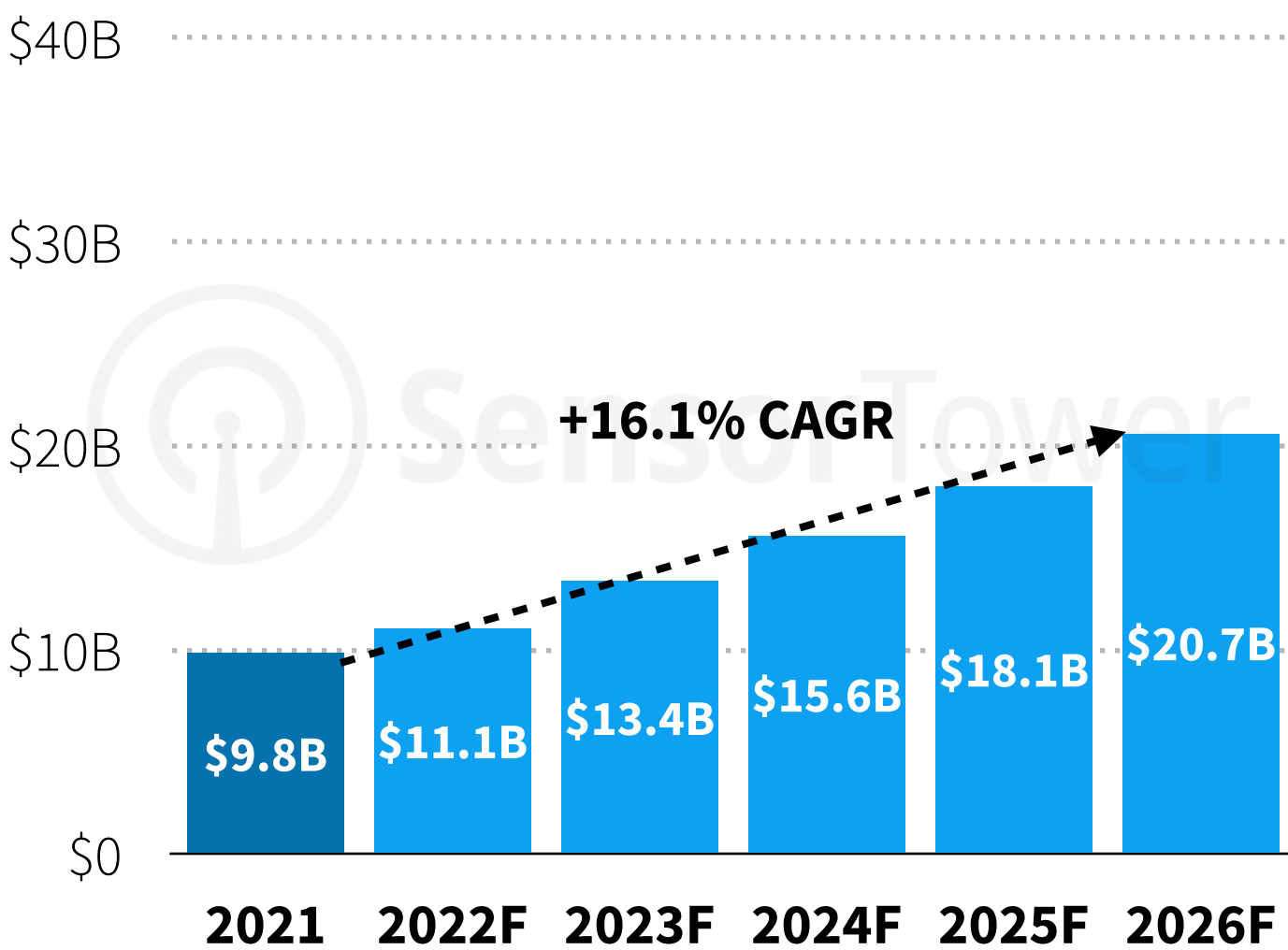
European App Store and Google Play User Spending



\$33.9 Billion

App Store + Google Play Revenue
By 2026

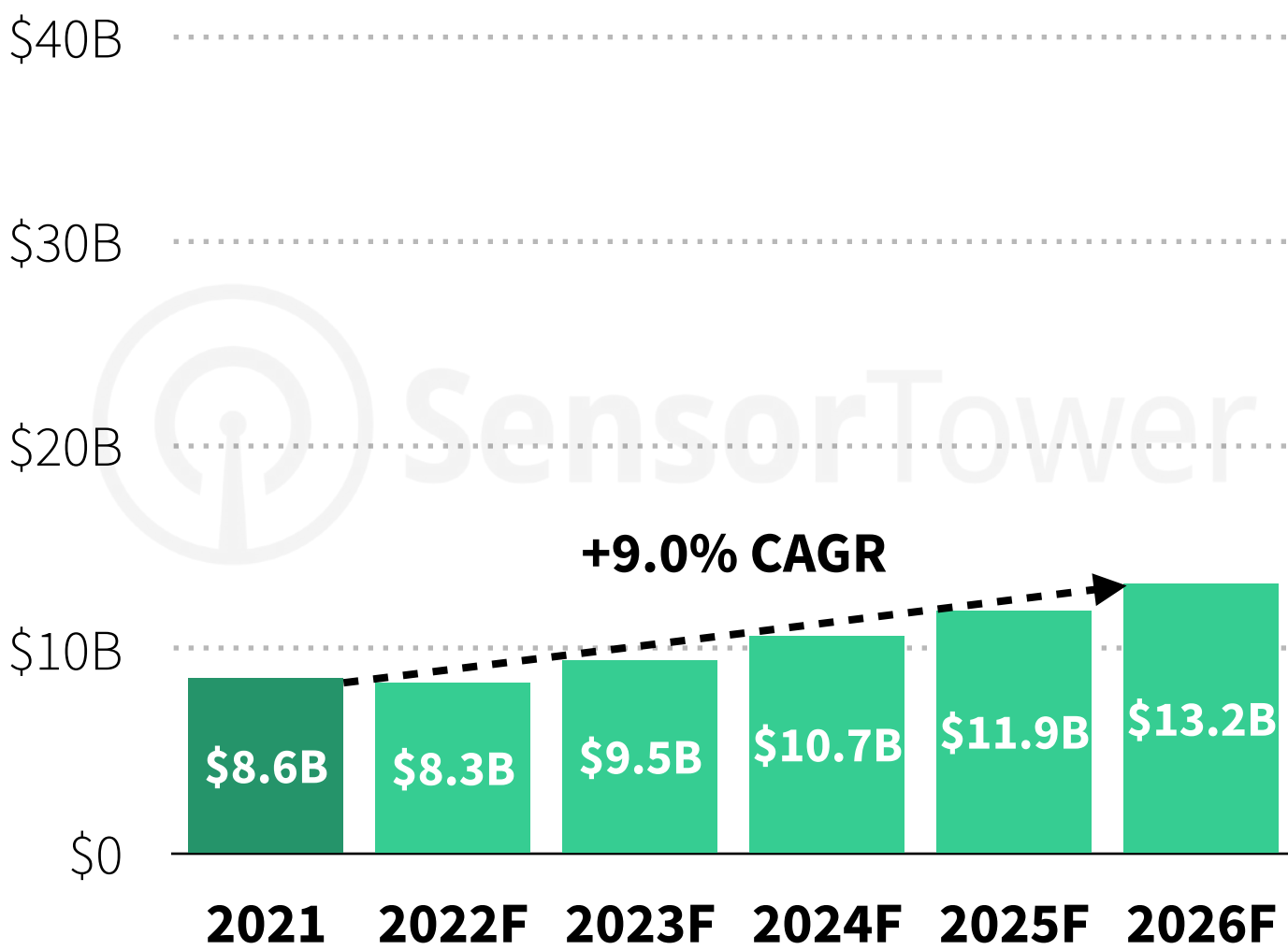
European App Store User Spending



\$20.7 Billion

App Store Revenue
By 2026

European Google Play User Spending

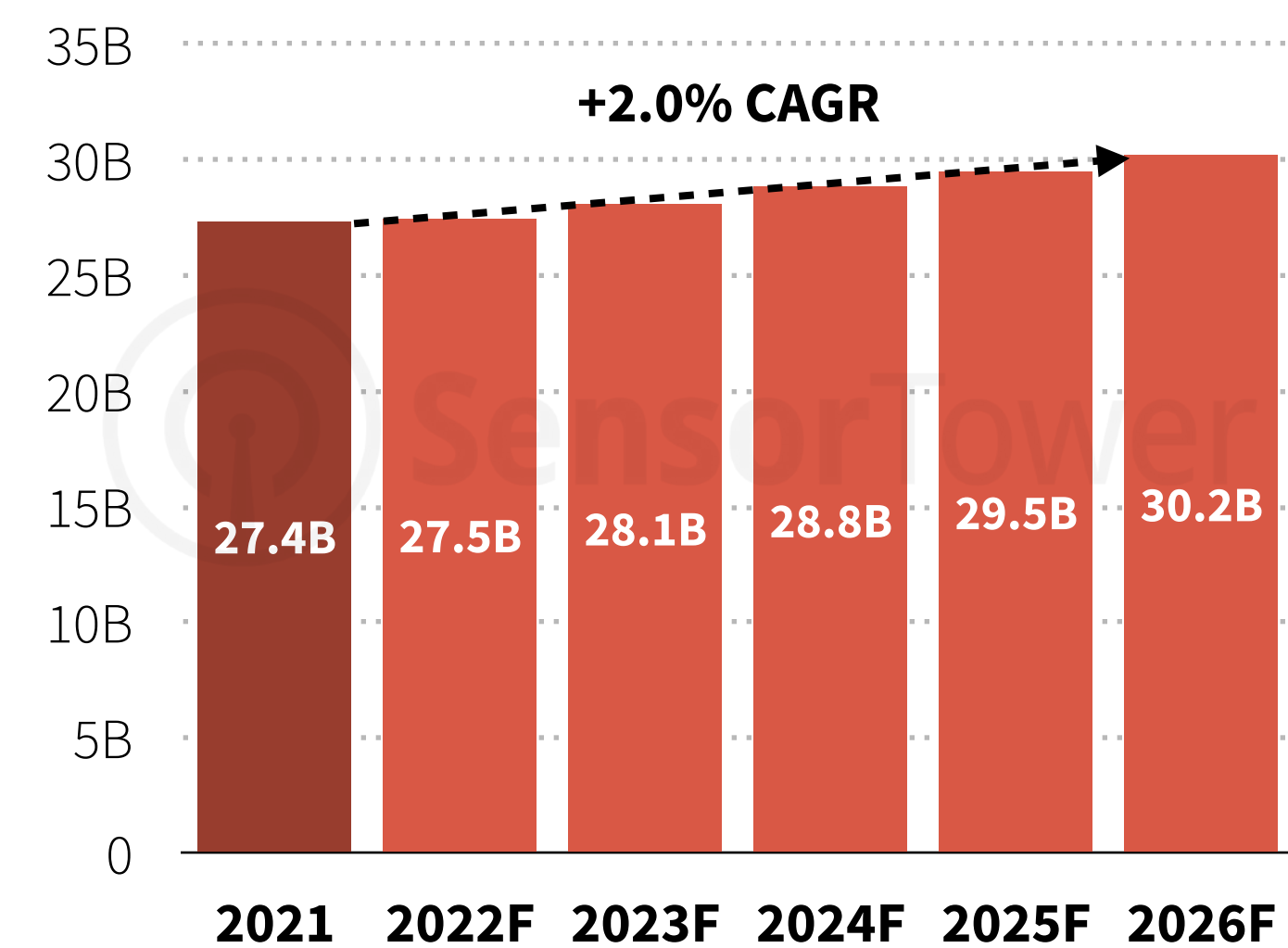


\$13.2 Billion

Google Play Revenue
By 2026

Top Regions: Europe Mobile App Download Forecast

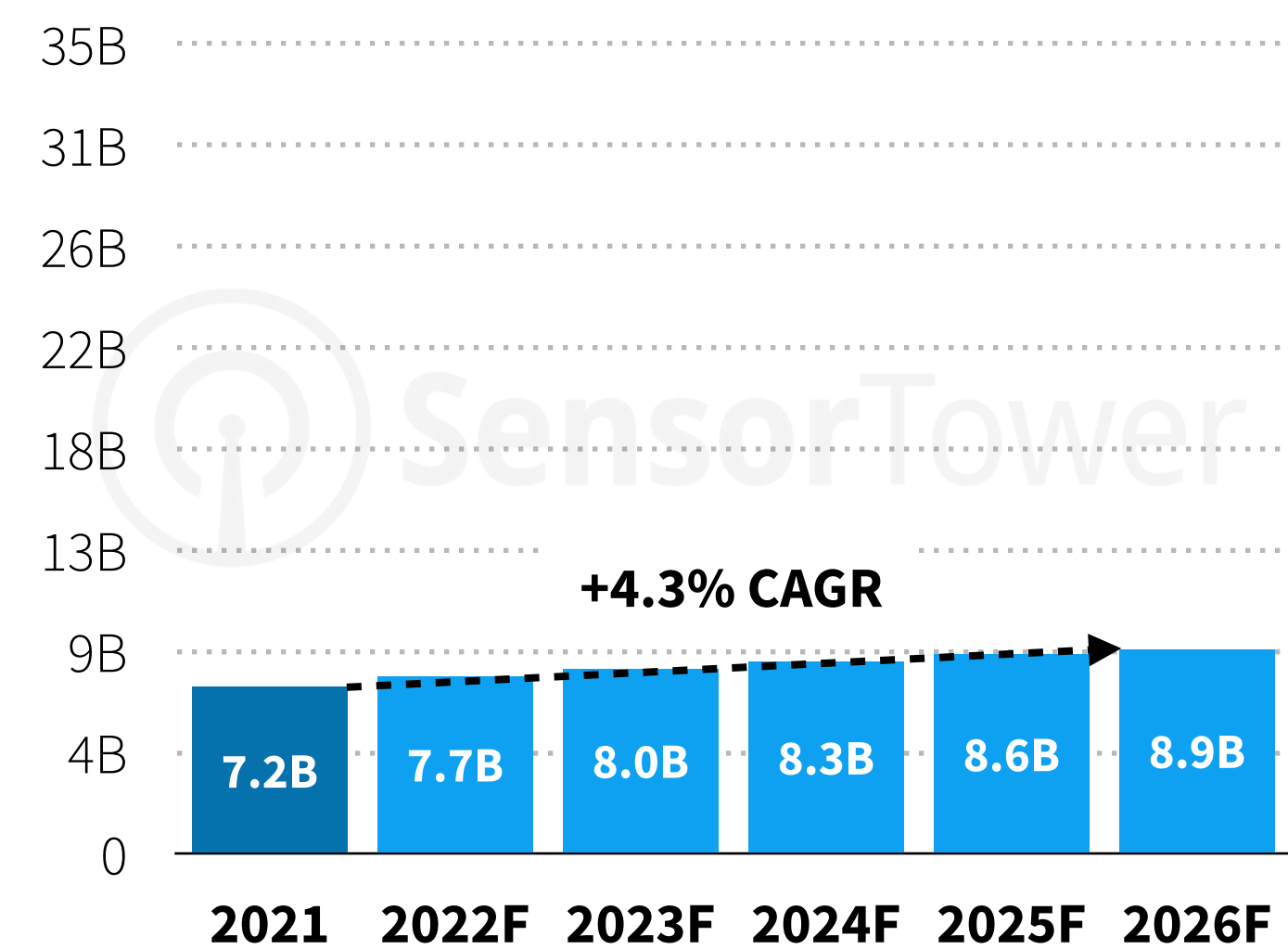
European App Store and Google Play Downloads



30.2 Billion

App Store + Google Play Downloads
By 2026

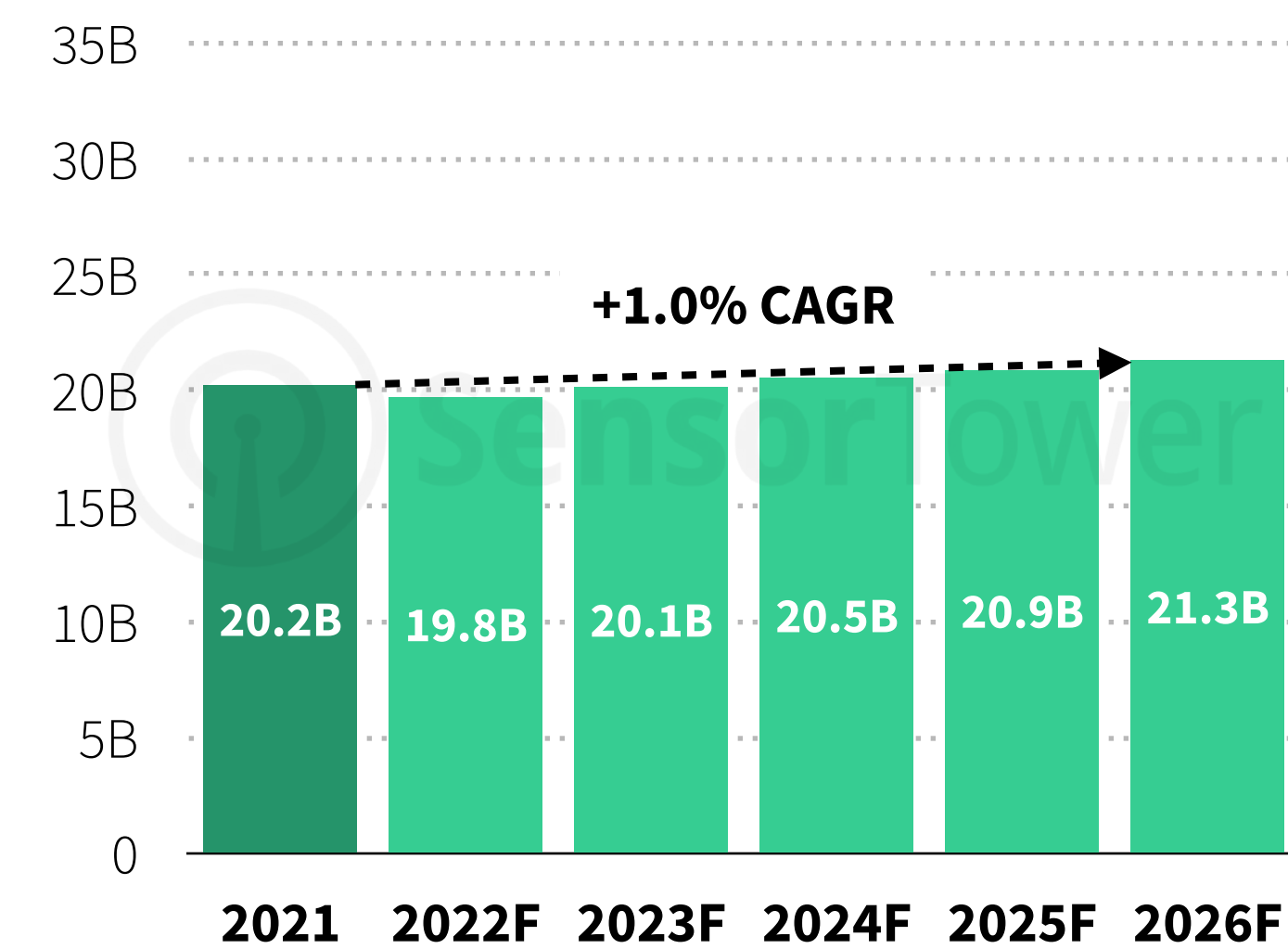
European App Store Downloads



8.9 Billion

App Store Downloads
By 2026

European Google Play Downloads

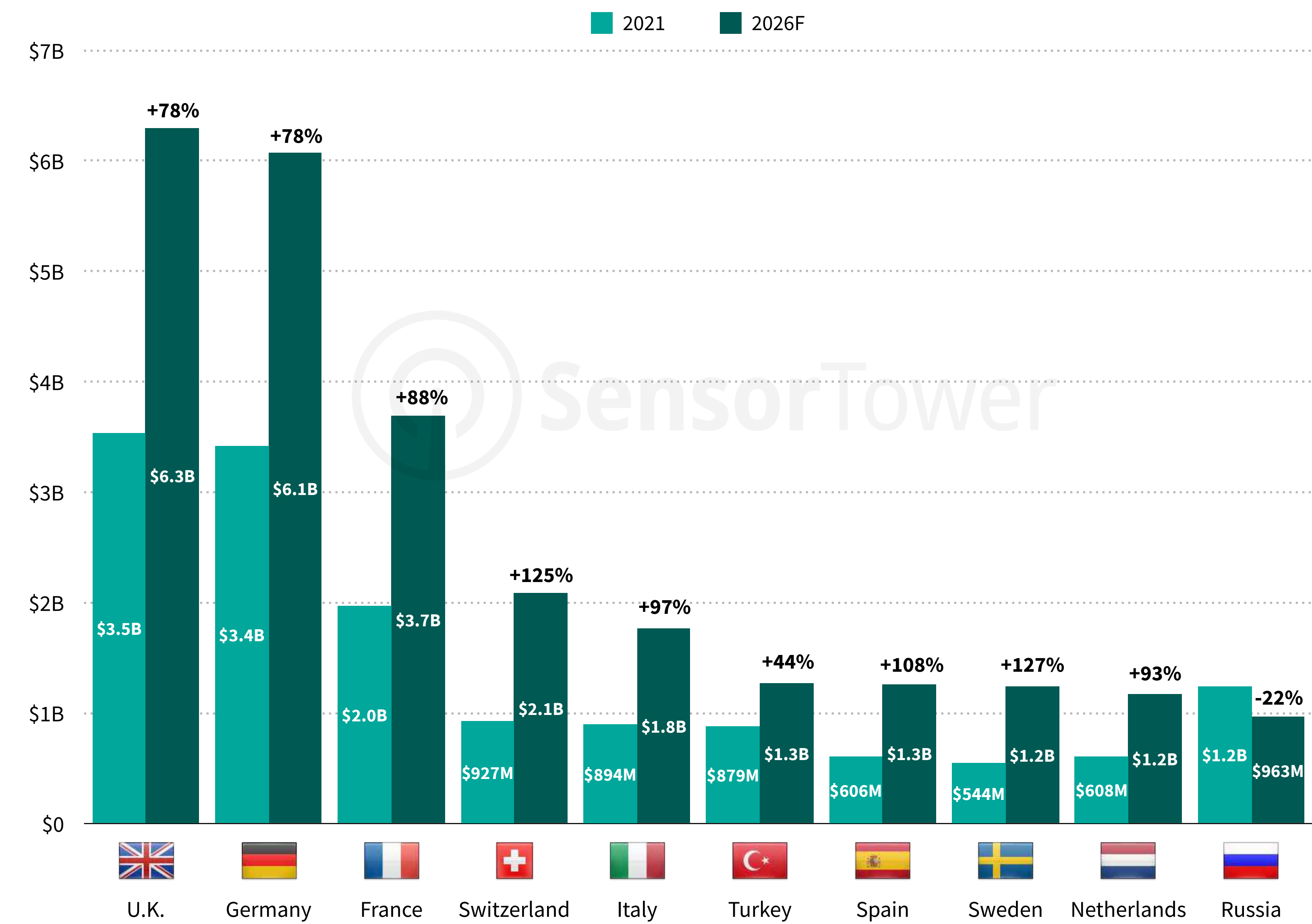


21.3 Billion

Google Play Downloads
By 2026

Top Countries in Europe by Consumer Spending

Projected consumer spending for top European countries, App Store and Google Play



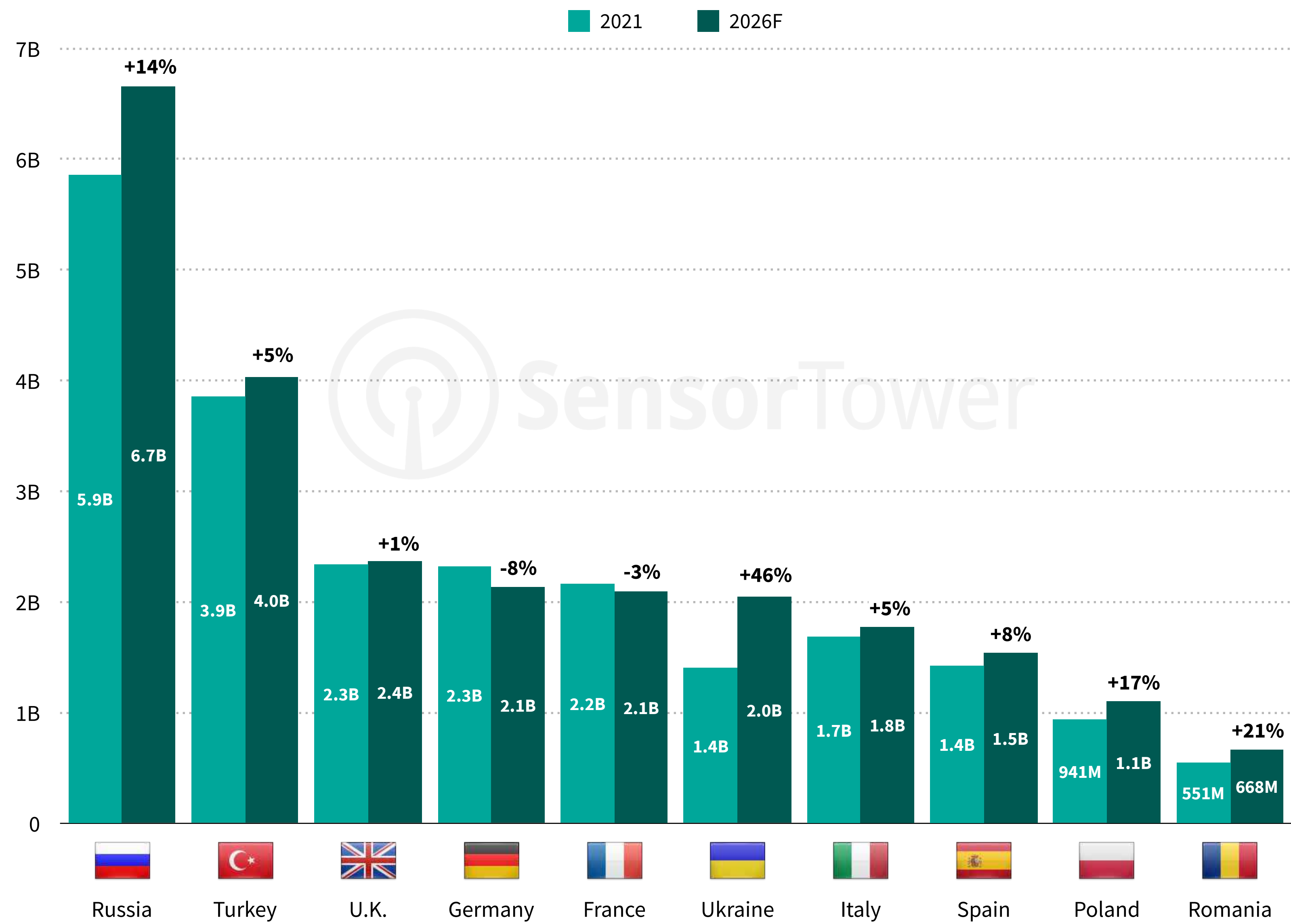
The U.K., Germany, and France will continue to lead European consumer spending with healthy growth. Russia is the only country with revenue growth less than 40 percent over the next five years (due to the suspension of billing on Google Play in March 2022).

Sweden is projected for the highest growth among top European markets at 127 percent over the next five years. Switzerland and Spain will also see spending more than double by 2026, with Italy and the Netherlands falling just below this rate.

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

Top Countries in Europe by Downloads

Projected downloads for top European countries, App Store and Google Play



Some of the largest markets in Europe have become relatively saturated, leading to only modest projected growth over the next five years. Downloads in the U.K. will grow 1 percent, while Germany and France will experience a small decline in installs.

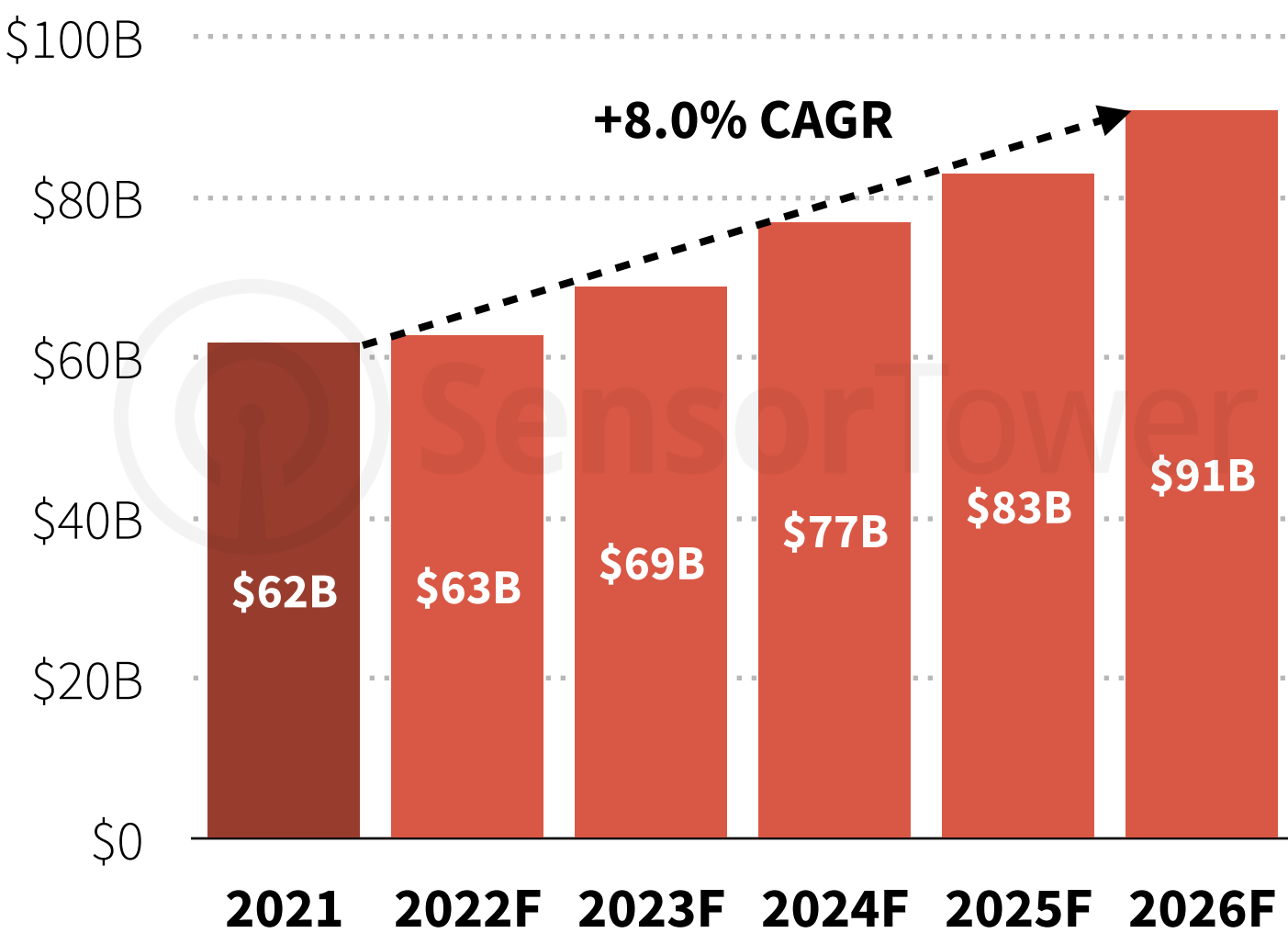
Much of the download growth in the region will be driven by eastern European countries such as Ukraine, Romania, Poland, and Russia. No other top European market is projected for more than 10 percent growth by 2026.

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

Top Regions: Asia Mobile App Spending Forecast

Note Regarding Revenue Estimates
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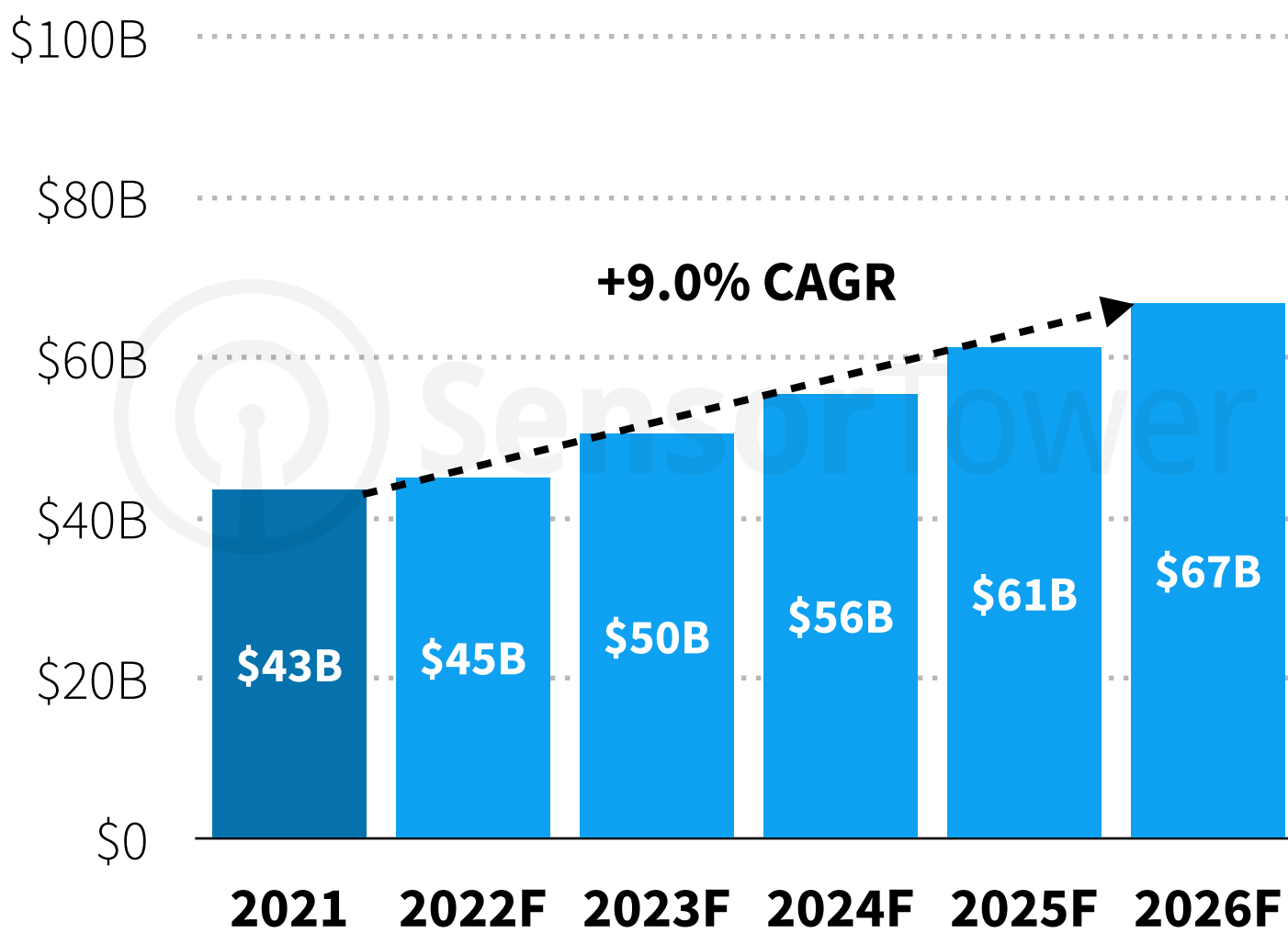
Asia App Store and Google Play User Spending



\$91 Billion

App Store + Google Play Revenue
By 2026

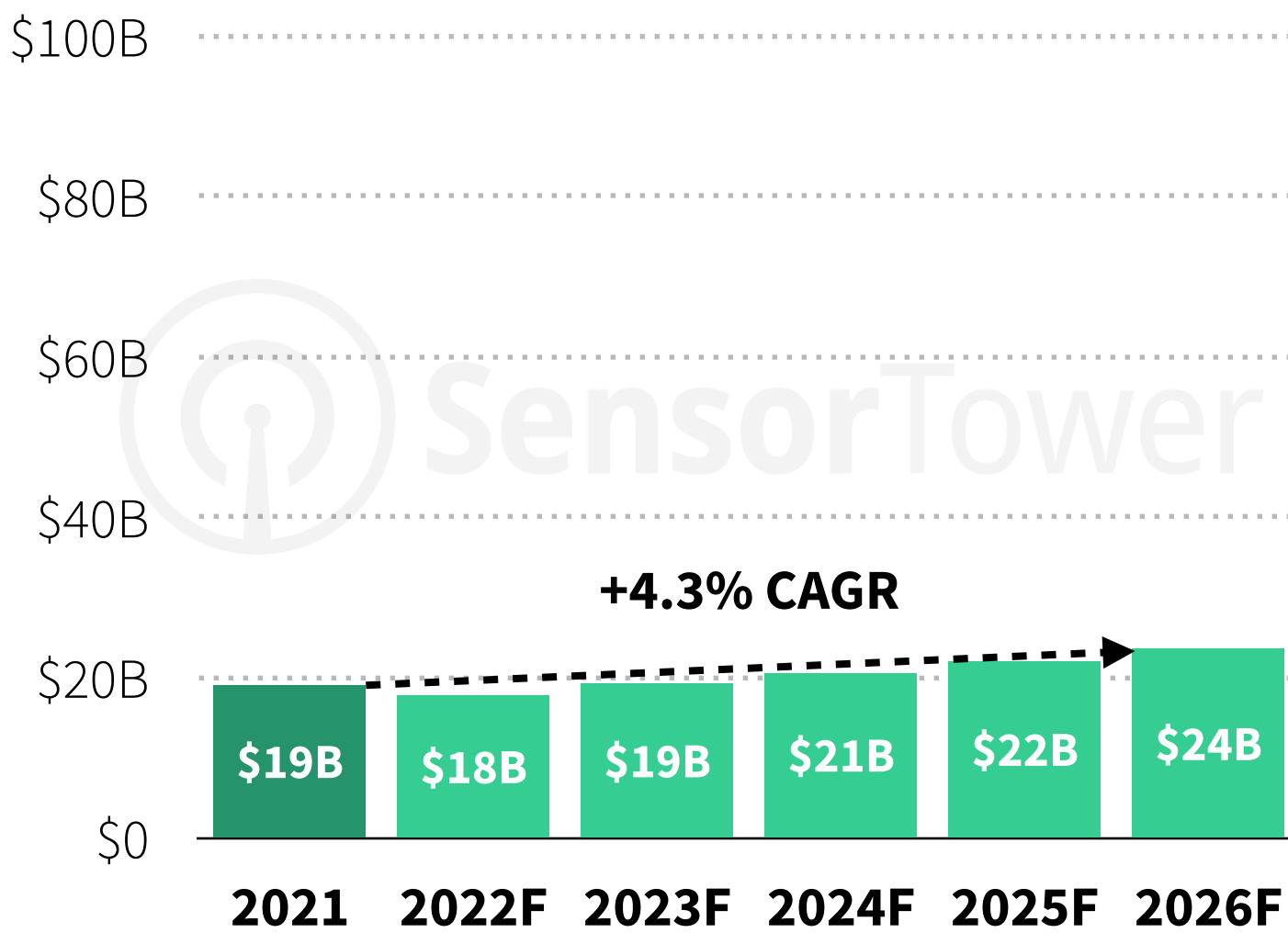
Asia App Store User Spending



\$67 Billion

App Store Revenue
By 2026

Asia Google Play User Spending

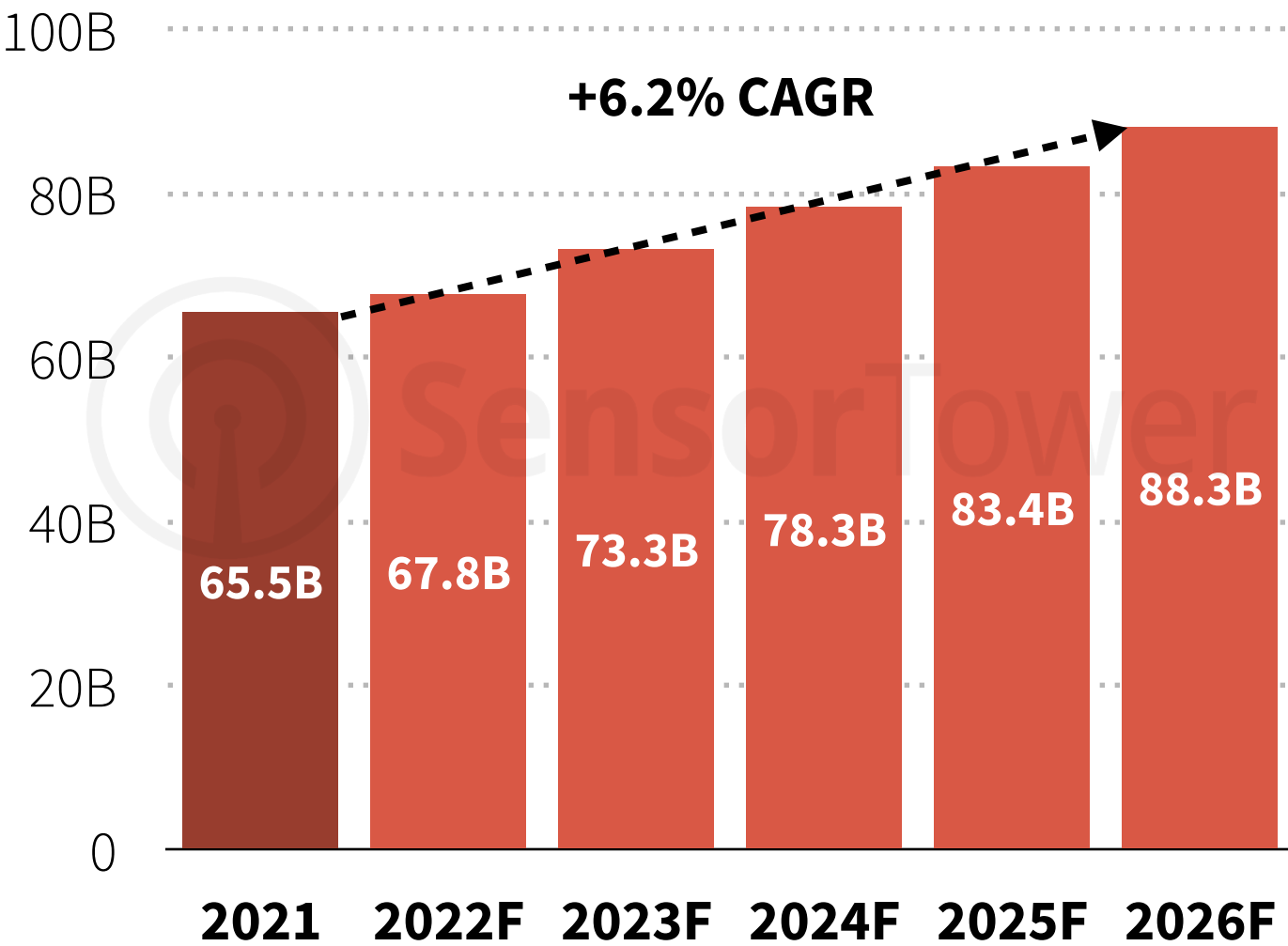


\$24 Billion

Google Play Revenue
By 2026

Top Regions: Asia Mobile App Download Forecast

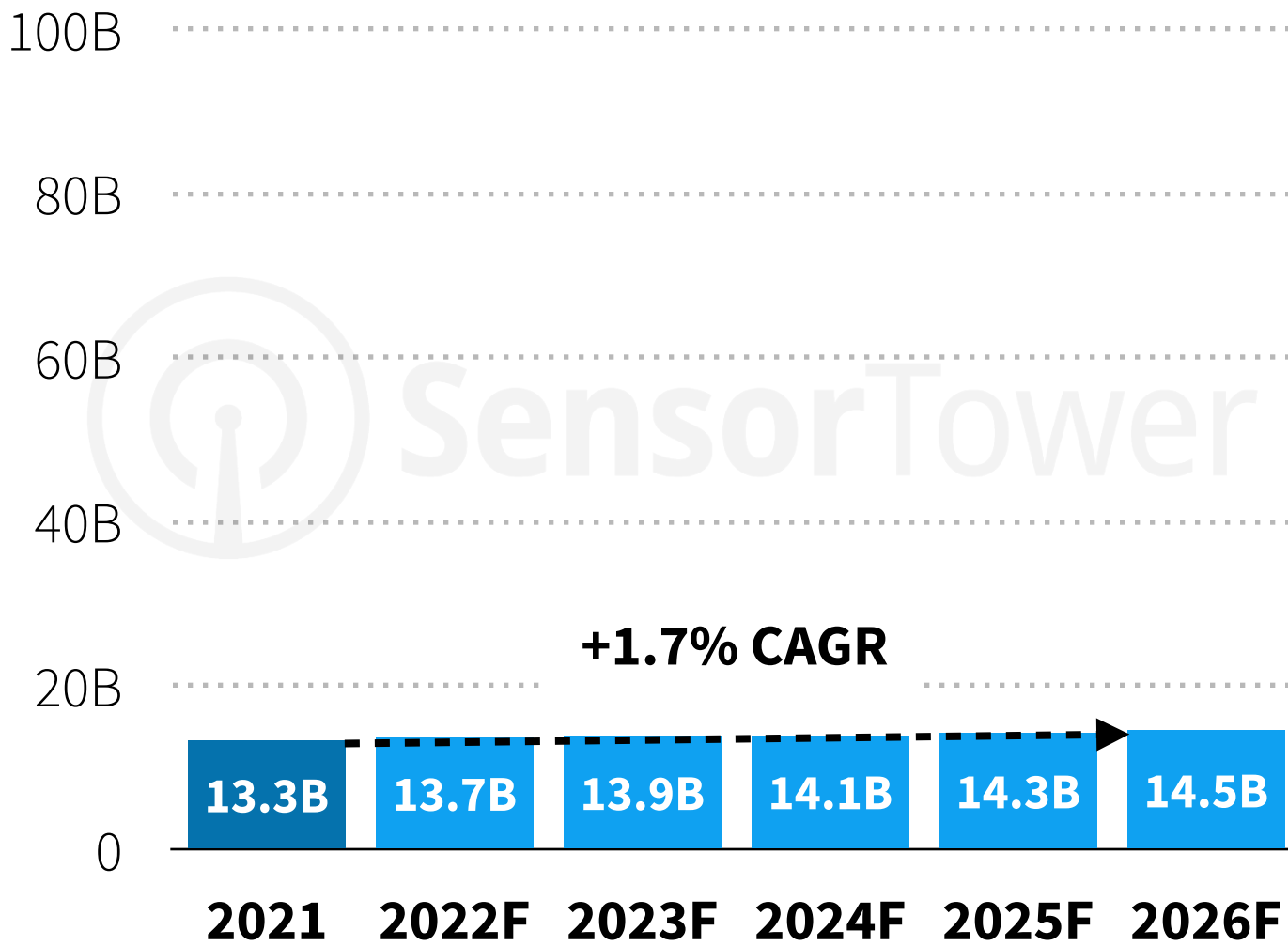
Asia App Store and Google Play Downloads



88.3 Billion

App Store + Google Play Downloads
By 2026

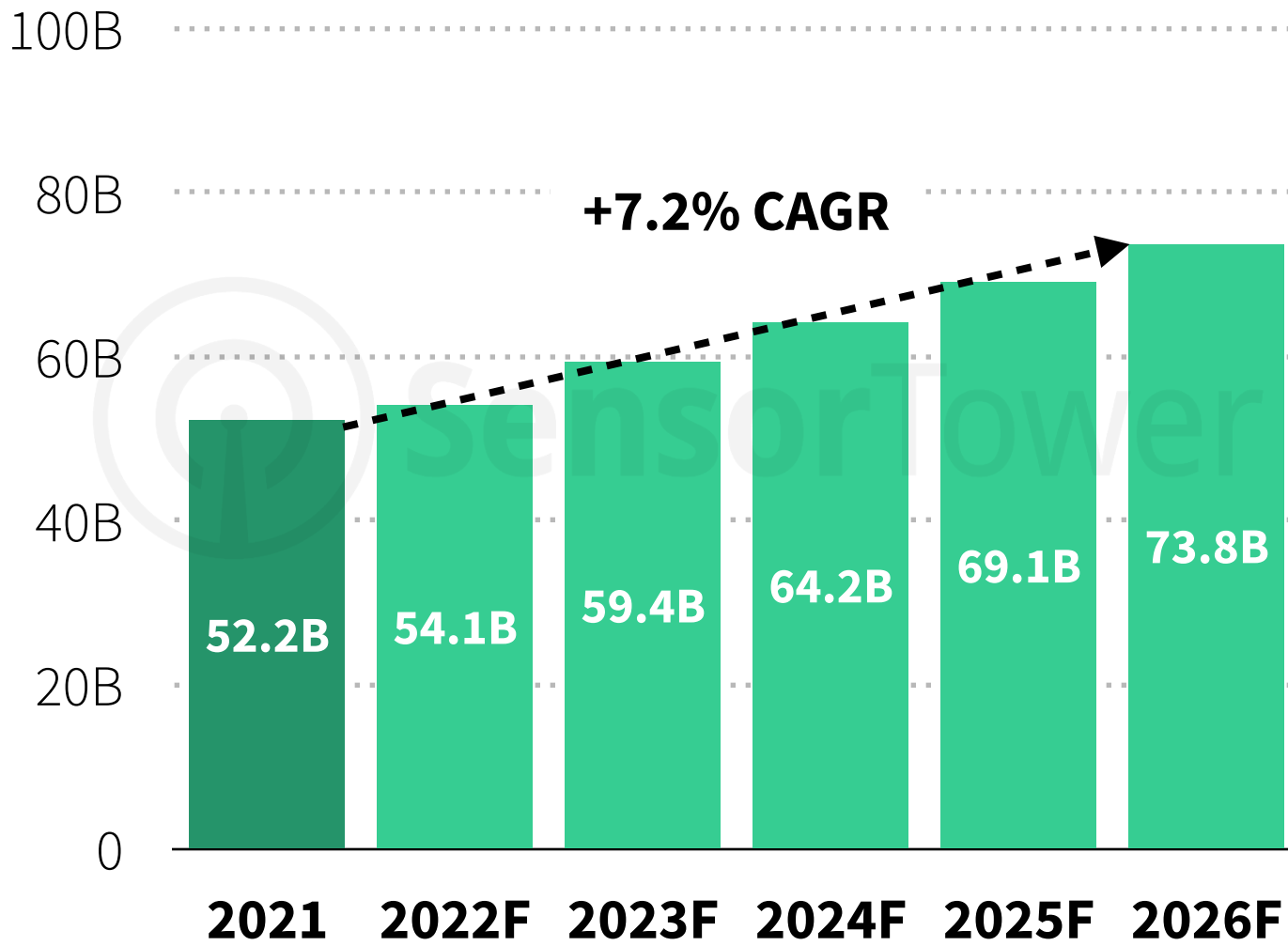
Asia App Store Downloads



14.5 Billion

App Store Downloads
By 2026

Asia Google Play Downloads

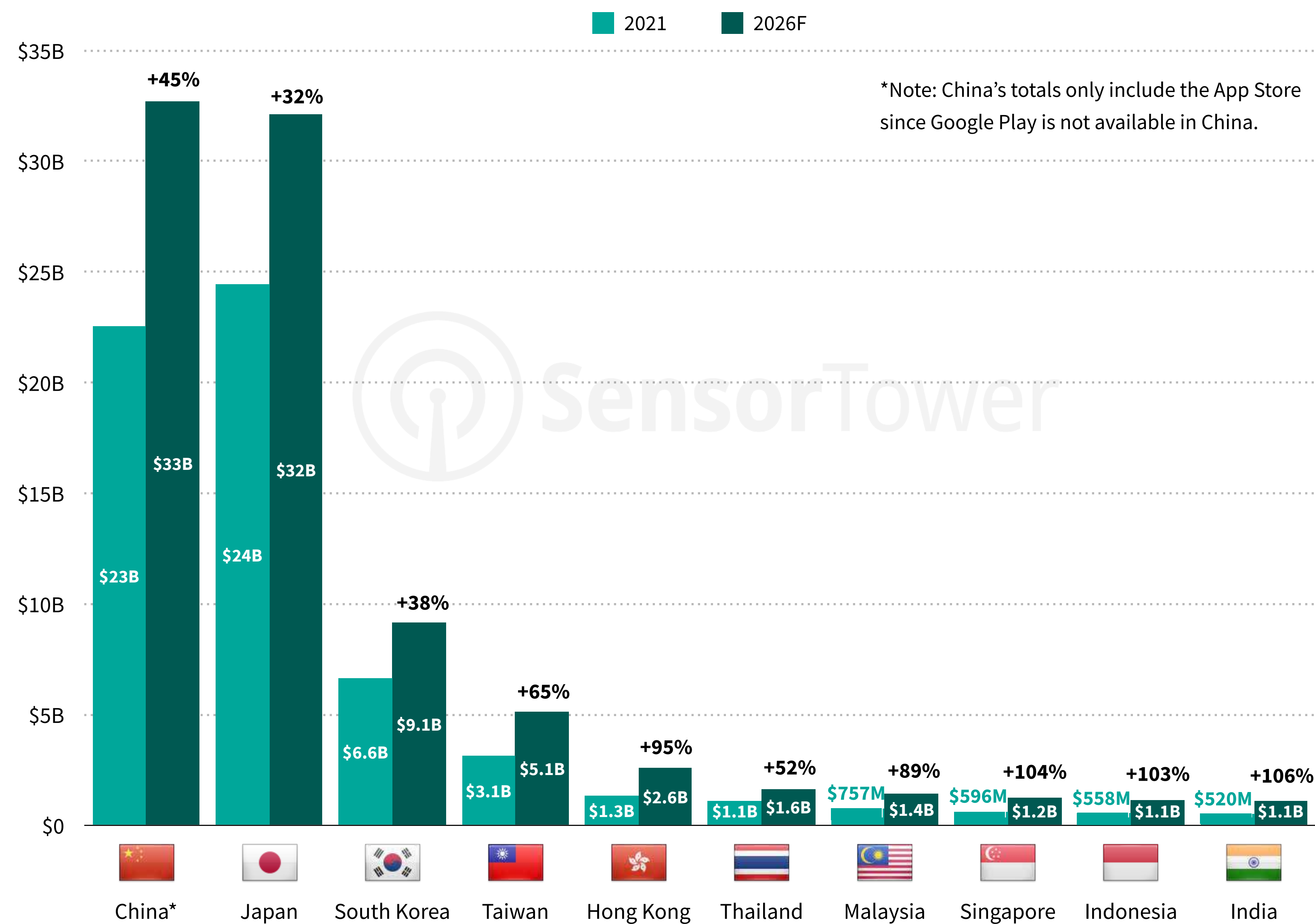


73.8 Billion

Google Play Downloads
By 2026

Top Countries in Asia by Consumer Spending

Projected consumer spending for top Asian countries, App Store and Google Play



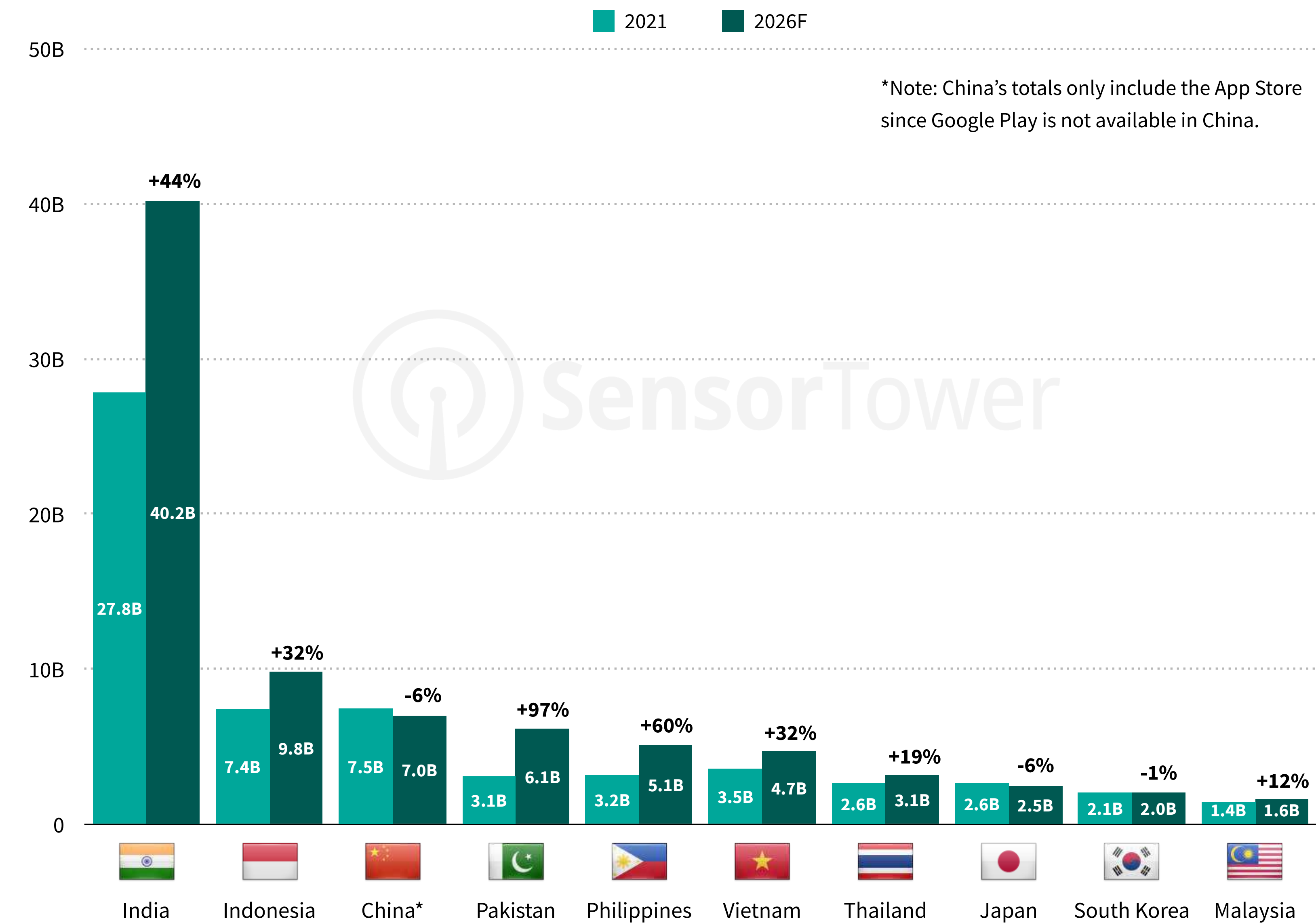
Asia’s consumer spending continues to be dominated by a handful of top countries, especially for mobile games. China, Japan, and South Korea combined 86 percent of the region’s revenue in 2021, although this is projected to fall to 82 percent by 2026.

The biggest gainers in market share in the region are Hong Kong and Taiwan. Meanwhile, consumer spending in Singapore, Indonesia, and India is expected to double by 2026.

Note Regarding Revenue Estimates
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Top Countries in Asia by Downloads

Projected downloads for top Asian countries, App Store and Google Play



India will continue to be the largest market for mobile app adoption in the world and will account for nearly half of all installs in Asia by 2026. Its downloads will surpass 40 billion in 2026 with annual growth of 7.6 percent over the next five years.

Pakistan is projected for the highest growth among top European countries at 97 percent, helping it to pass the Philippines and Vietnam to rank as the No. 4 country in Asia in 2026. The Philippines will also see strong growth at 60 percent, the second highest rate among the top 10 countries in Asia.

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

Key Takeaways: Top Regions

1. **Consumer spending growth in North America will outpace that in Asia and Europe on both stores.** North American revenue will climb by 113 percent by 2026 (134 percent on the App Store and 78 percent on Google Play), compared to 84 percent growth in Europe and 45 percent growth in Asia.
2. **Meanwhile, Asia is the region that will see the greatest level of new app adoption over the next five years, mostly driven by more than 40 percent growth on Google Play.** It will have a more modest growth rate at 9 percent on the App Store, although it's worth noting that this is pulled down by China, where Google Play is not available.
3. **Revenue growth will be strong across top European markets.** Among the top 10 countries in Europe, eight will see consumer spending climb by more than 75 percent by 2026.

Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report?

See the fastest growing apps and publishers by downloads or revenue.

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Top Countries

App Store Countries by Consumer Spending

Top 10 countries by App Store consumer spending

2021

- 1  United States
- 2  China
- 3  Japan
- 4  United Kingdom
- 5  Taiwan
- 6  Canada
- 7  South Korea
- 8  Germany
- 9  Australia
- 10  France

2022F

- 1  United States -
- 2  China -
- 3  Japan -
- 4  United Kingdom -
- 5  Taiwan -
- 6  Canada -
- 7  South Korea -
- 8  Australia +1
- 9  Germany -1
- 10  France -

2026F

- 1  United States -
- 2  China -
- 3  Japan -
- 4  United Kingdom -
- 5  Canada +1
- 6  Australia +2
- 7  South Korea -
- 8  Taiwan -3
- 9  Germany -
- 10  France -

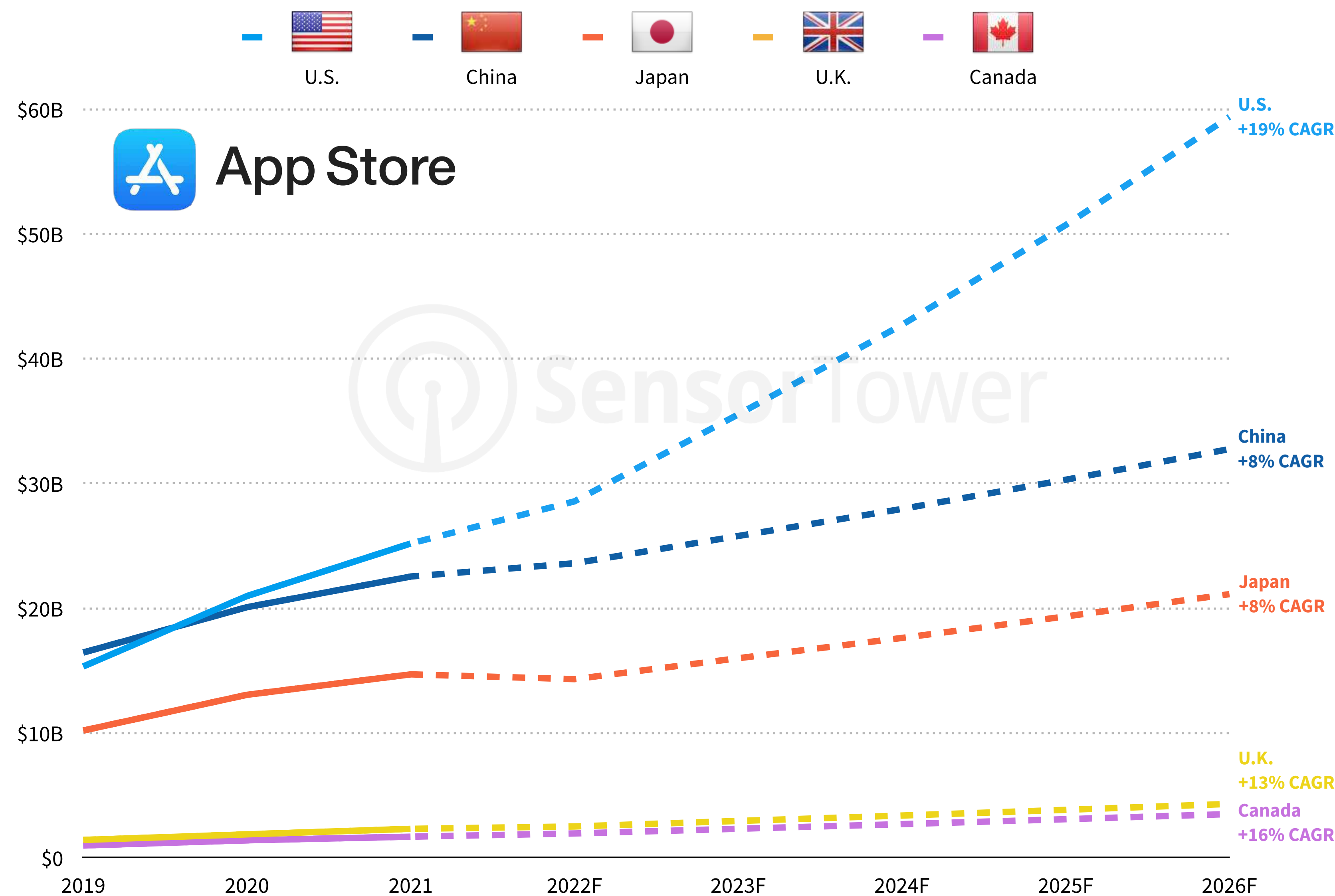
The U.S. passed China to become the largest market for consumer spending on the App Store at the start of the pandemic, and the gap has only widened since. The U.S. is projected for a CAGR of 19 percent over the next five years compared to just 8 percent in China.

The top three countries will remain well above the competition, combining for \$113 billion and 70 percent of global consumer spending in 2026. Meanwhile, the No. 5 to No. 9 countries remain competitive with projected spending in each sitting between \$3.2 billion and \$3.5 billion.

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

App Store Countries by Consumer Spending

Top 10 countries by App Store consumer spending



U.S. consumer spending on the App Store will reach nearly \$60 billion by 2026, a CAGR of 19 percent over the next five years. This will only widen the gap between the U.S. and the next largest markets, China and Japan.











App Store consumer spending spiked across top markets at the start of the pandemic, leading to particularly high growth in 2020. While growth has slowed in 2022 as many consumers have shifted back to spending on travel, restaurants, and other services, expect growth rates to return to normal over the next several years.

Note Regarding Revenue Estimates
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Google Play Countries by Consumer Spending

Top 10 countries by Google Play consumer spending

2021

- 1  United States
- 2  Japan
- 3  South Korea
- 4  Germany
- 5  Taiwan
- 6  United Kingdom
- 7  France
- 8  Canada
- 9  Australia
- 10  Turkey

2022F

- 1  United States -
- 2  Japan -
- 3  South Korea -
- 4  Germany -
- 5  Taiwan -
- 6  United Kingdom -
- 7  France -
- 8  Canada -
- 9  Australia -
- 10  Brazil +3

2026F

- 1  United States -
- 2  Japan -
- 3  South Korea -
- 4  Germany -
- 5  United Kingdom +1
- 6  Taiwan -1
- 7  France -
- 8  Canada -
- 9  Brazil +1
- 10  Australia -1

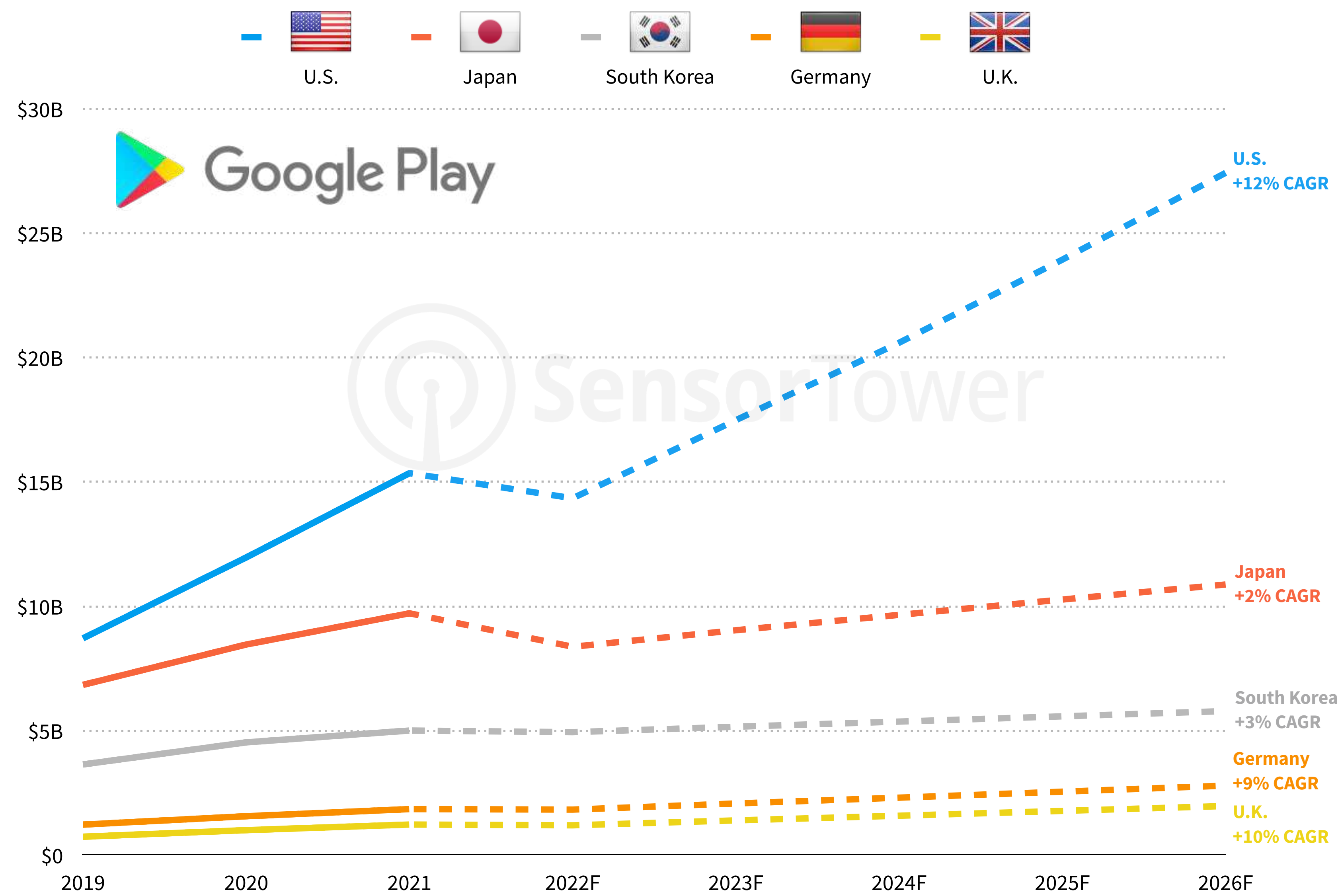
There is little projected movement among the top countries by consumer spending on Google Play. The only expected change among the top five between 2021 and 2026 is the U.K. passing Taiwan to take the No. 5 spot with a solid 10 percent CAGR.

Brazil, the No. 13 country in 2021, is expected to move up to No. 9 by 2026, passing Turkey, Russia, and Thailand. While Brazil was just one of two countries to see revenue decline in 2020 during the initial spread of COVID-19, no country is projected for higher spending growth on Google Play in 2022 than Brazil at 41 percent year-over-year.

Note Regarding Revenue Estimates
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Google Play Countries by Consumer Spending

Top 10 countries by Google Play consumer spending



The U.S. will gain market share on Google Play as well as the App Store, with its projected 12 percent CAGR outpacing the 7 percent expected for the rest of the world. While U.S. revenue is actually expected to fall slightly in 2022, the unusually high growth seen during the pandemic and its 33 percent CAGR between 2018 and 2021 suggests that this is likely to be a short-term blip rather than a major market shift.











Growth in Japan and South Korea is expected to be more muted. However, consumer spending in these markets in 2026 will still be more than double the next largest market, Germany.

Note Regarding Revenue Estimates
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App Store Countries by Downloads

Top 10 countries by App Store downloads











2021

- 1  United States
- 2  China
- 3  Japan
- 4  United Kingdom
- 5  Russia
- 6  Brazil
- 7  Germany
- 8  France
- 9  Vietnam
- 10  Saudi Arabia

2022F

- 1  United States -
- 2  China -
- 3  Japan -
- 4  United Kingdom -
- 5  Russia -
- 6  Brazil -
- 7  Germany -
- 8  France -
- 9  Vietnam -
- 10  Saudi Arabia -

2026F

- 1  United States -
- 2  China -
- 3  Japan -
- 4  Russia +1
- 5  United Kingdom -1
- 6  Brazil -
- 7  India NEW
- 8  Vietnam +1
- 9  Germany -2
- 10  France -2

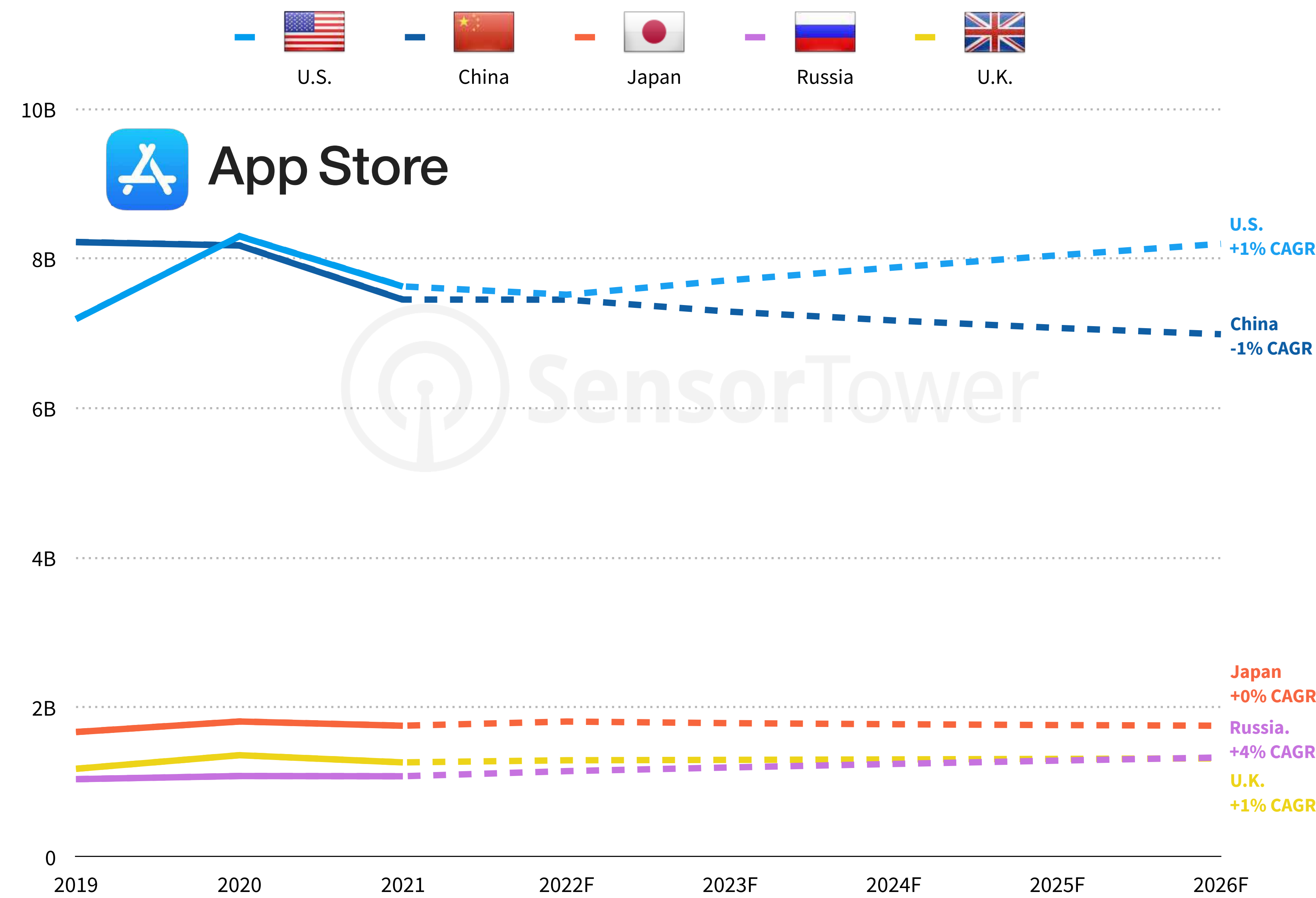
India is the only new country expected to enter the downloads top 10 in 2026. The App Store is only projected to account for 2.5 percent of India’s app installs compared to 97.5 percent from Google Play, reflecting how even a small fraction of the mobile market in India is still significant compared to other top countries.

The top three countries by downloads are also the top three by revenue. The U.K. is also among the top five by both downloads and revenue, while Canada, the fifth largest market for spending, ranks outside the top 10 by installs.

Note Regarding Download Estimates
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App Store Countries by Downloads

Top 10 countries by App Store downloads



The U.S. and China remain in a tight race for the top spot on the App Store, with each expected to approach 7.5 billion downloads in 2022. Our outlook for China’s long-term growth is less optimistic, however, largely driven by government regulations pushing China-based publishers to focus on overseas markets.

Most of the top markets will see downloads stay mostly flat over the next five years. Russia has the highest projected growth among the top five countries with a 4 percent CAGR.

Note Regarding Download Estimates
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Google Play Countries by Downloads

Top 10 countries by Google Play downloads

2021

- 1  India
- 2  Brazil
- 3  Indonesia
- 4  United States
- 5  Russia
- 6  Mexico
- 7  Turkey
- 8  Pakistan
- 9  Philippines
- 10  Vietnam

2022F

- 1  India -
- 2  Brazil -
- 3  Indonesia -
- 4  United States -
- 5  Russia -
- 6  Mexico -
- 7  Pakistan +1
- 8  Philippines +1
- 9  Turkey -2
- 10  Vietnam -

2026F

- 1  India -
- 2  Brazil -
- 3  Indonesia -
- 4  Pakistan +3
- 5  Russia -
- 6  Mexico -
- 7  United States -3
- 8  Philippines -
- 9  Egypt +2
- 10  Vietnam -

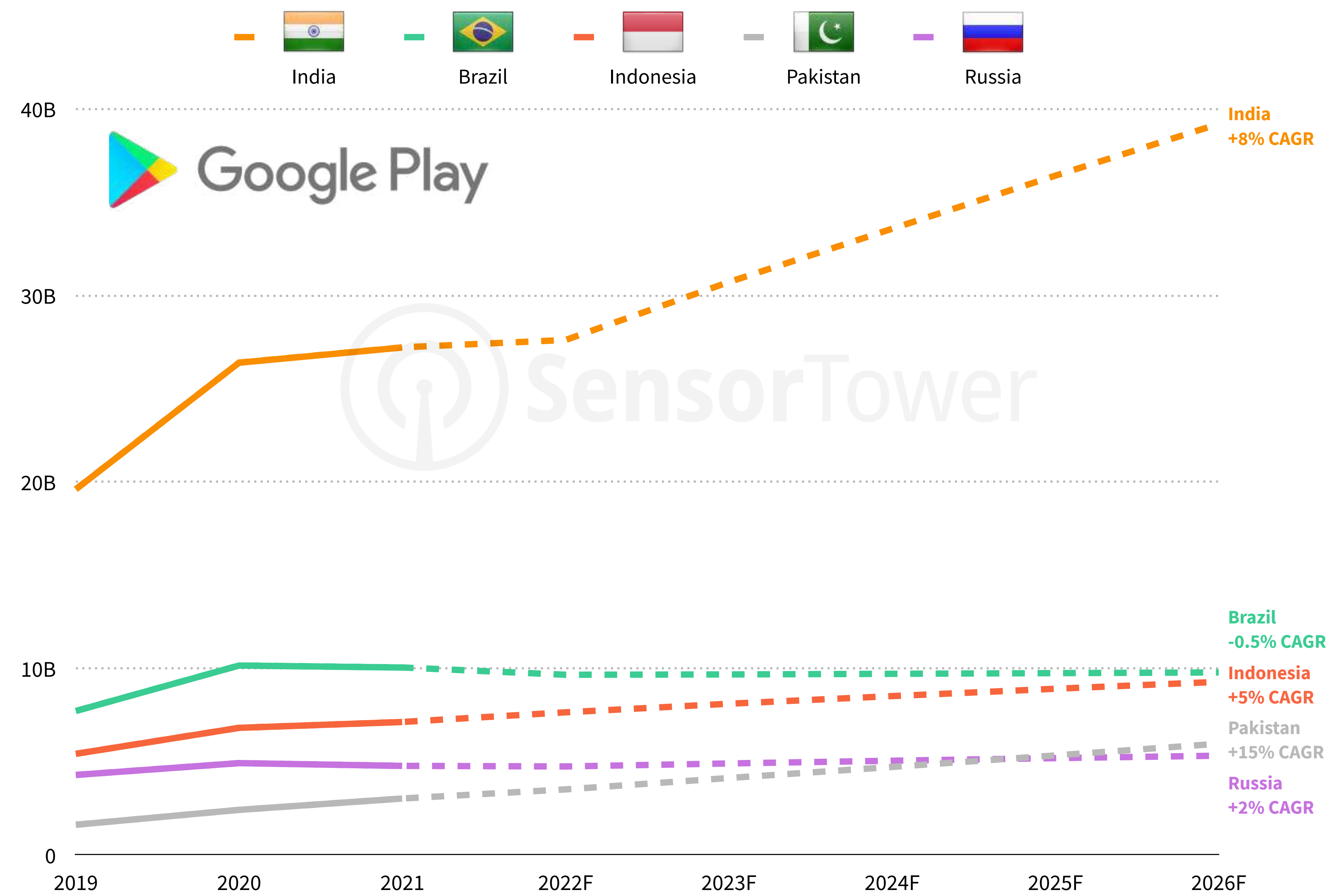
Pakistan will be the fastest riser among the top countries on Google Play, reaching the top five by 2026 driven by a CAGR of 15 percent. The next highest projected CAGR among top countries is 10 percent for Egypt.

The U.S., meanwhile, is expected to drop three spots. Google Play downloads in the U.S. have declined each year since 2016 with the exception of 2020 as consumers adjusted to a new way of life during the pandemic.

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

Google Play Countries by Downloads

Top 10 countries by Google Play downloads



India will continue to be far-and-away the largest market on Google Play, approaching 40 billion downloads by 2026. It will account for more downloads than the next five largest countries combined.

Other markets are also adjusting to reopening economies as consumers adapt to the pandemic. After Brazil’s app installs surged by 32 percent year-over-year in 2020, they are expected to fall slightly for the second straight year before modest positive growth returns in 2023.

Note Regarding Download Estimates

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Key Takeaways: Top Countries

1. While China will persist as a major market for the App Store, expect the country's app makers to continue shifting their attention elsewhere amid government regulation and mobile game publishing freezes. As a result, we project the U.S. to widen the gap with China as the top App Store market by both spending and downloads.
2. On Google Play, the U.S. will continue to lead by consumer spending while India will keep its dominance in app adoption. Expect spending and download growth to be low across top countries in 2022 as consumers adjust to reopening economies, although higher growth is expected to return to most top markets by 2023.
3. As rising consumer spending can sometimes lag behind installs, don't be surprised to see spending surge in some top countries despite slow growth in app adoption. Brazil is projected to have the highest revenue growth rate on Google Play despite its installs on the platform remaining flat at around 10 billion each year. This would propel it into the top 10 countries by consumer spending on Google Play by 2026.

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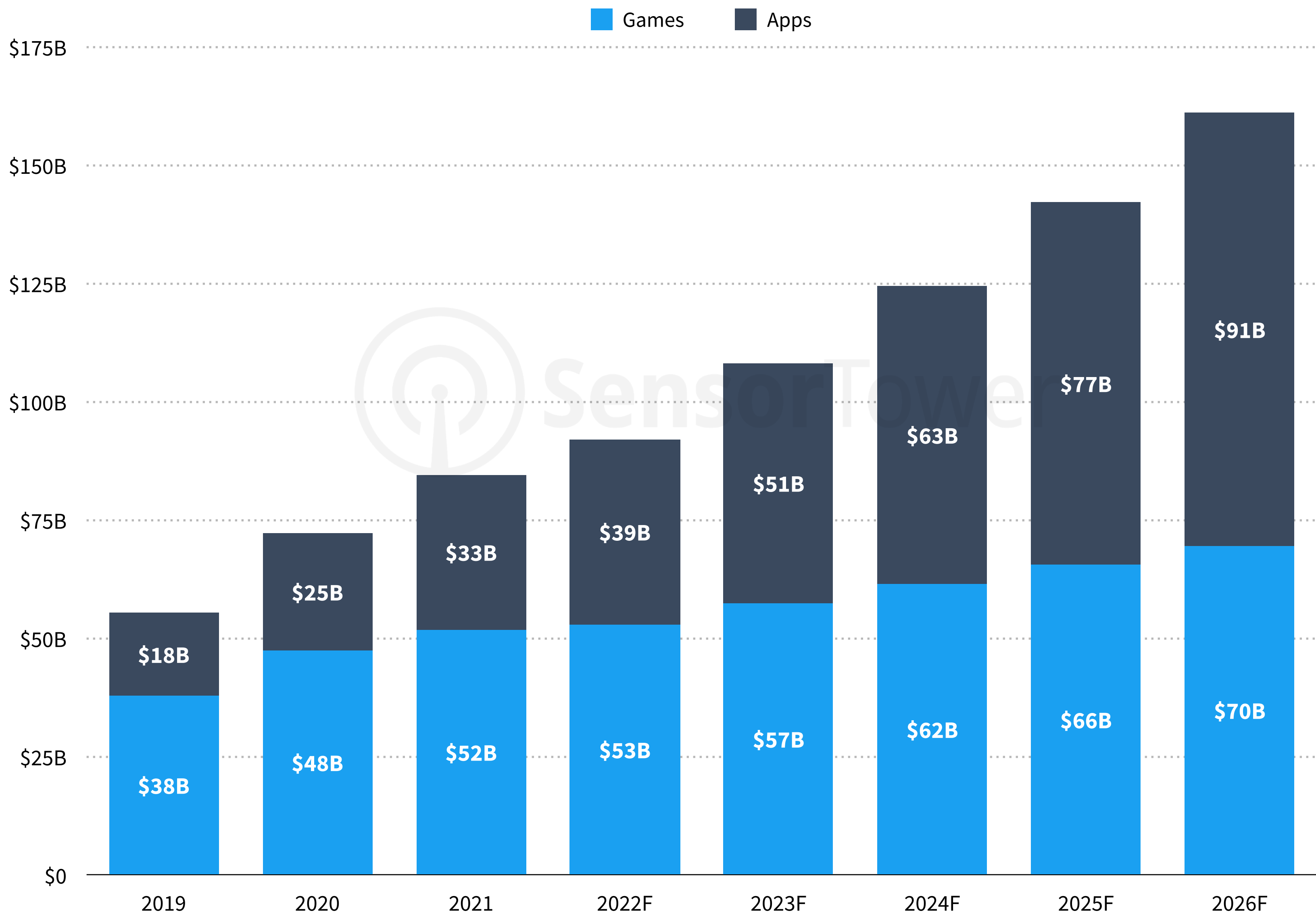




Top Categories

App Store Spending Growth for Games vs. Apps

Projected consumer spending in mobile games versus apps



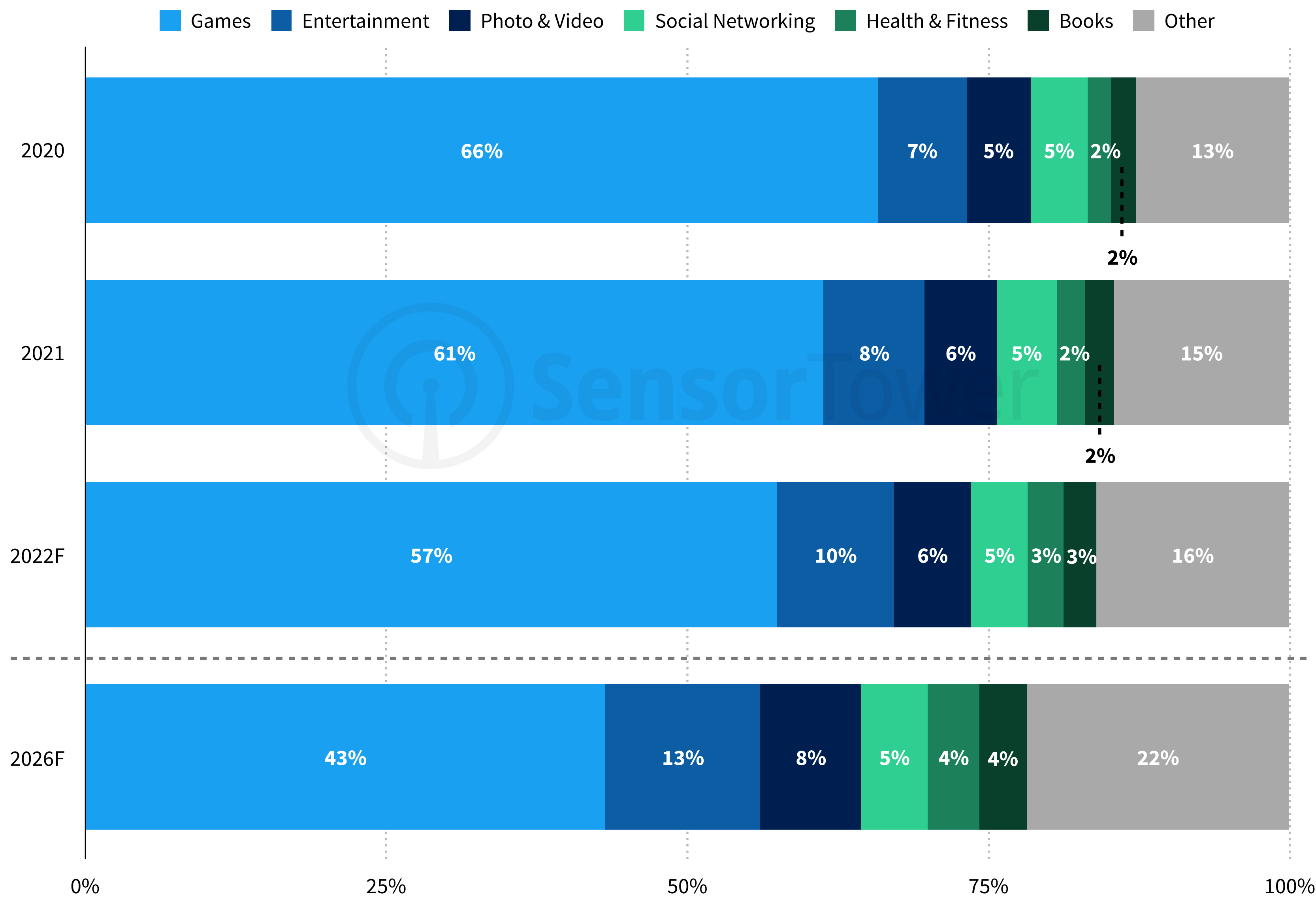
Revenue growth for apps continues to outpace that from games on the App Store, and consumer spending in non-game apps is expected to surpass that from games by 2024. App revenue will reach \$91 billion by 2026 with a CAGR of 23 percent, compared to \$70 billion from games (6 percent CAGR).

Despite the rapid projected growth for apps through 2026, this is actually still a slowdown from previous years. For example, consumer spending in apps (excluding games) nearly doubled between 2019 and 2021.

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

App Store Revenue Share by Category

Projected consumer spending for top categories



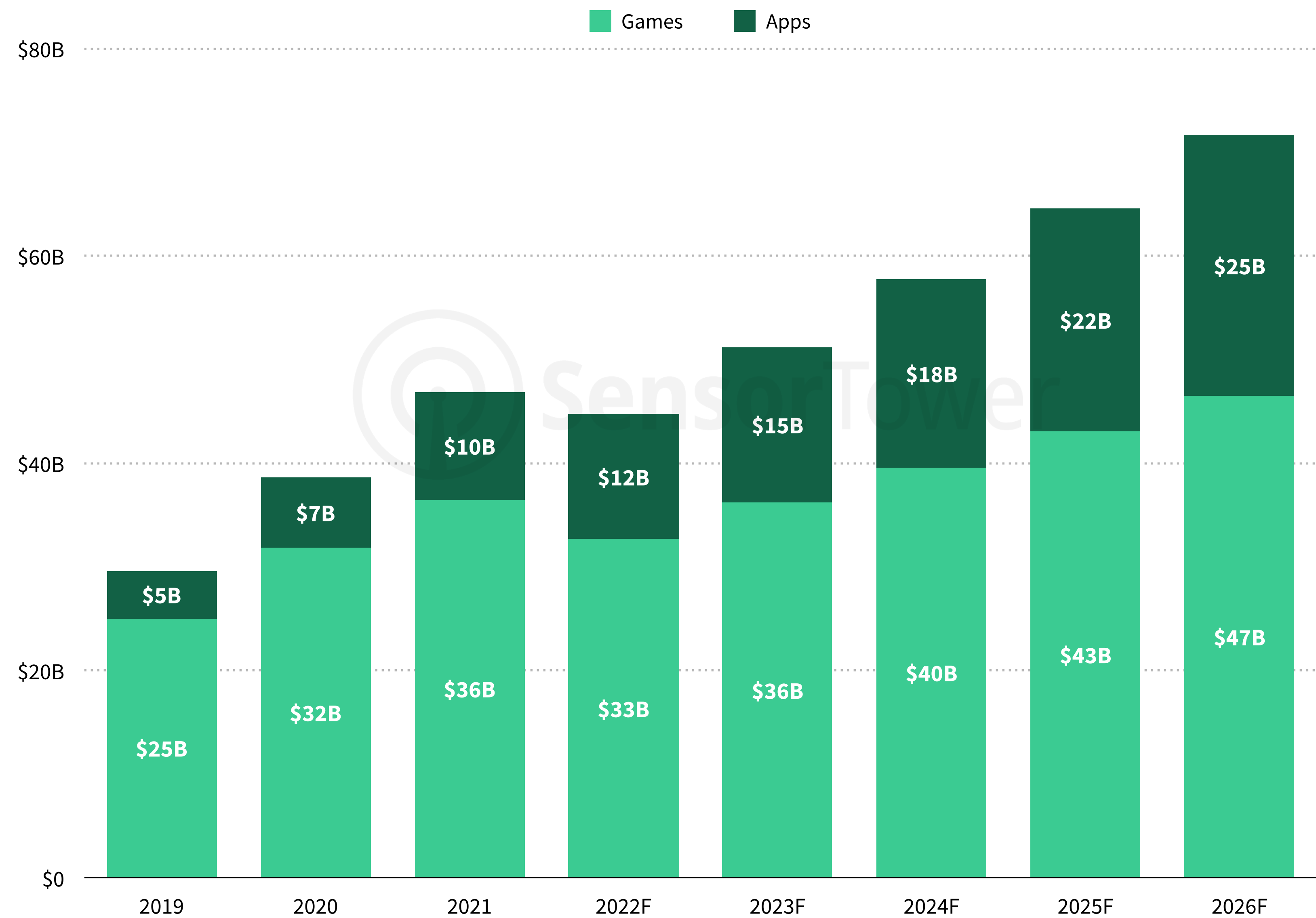
As a result of the high revenue growth outside of games, mobile gaming’s share of iOS revenue is expected to drop from 61 percent in 2021 to 43 percent in 2026. This is a dramatic shift: games accounted for more than 80 percent of App Store revenue as recently as 2016.

Entertainment’s share of App Store revenue is expected to climb by 5 percentage points over the next five years. Top apps in the category include TikTok, YouTube, and Tencent Video, each of which ranked among the top 10 apps overall by revenue in 2021.

Note Regarding Revenue Estimates
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Google Play Spending Growth for Games vs. Apps

Projected consumer spending in mobile games versus apps



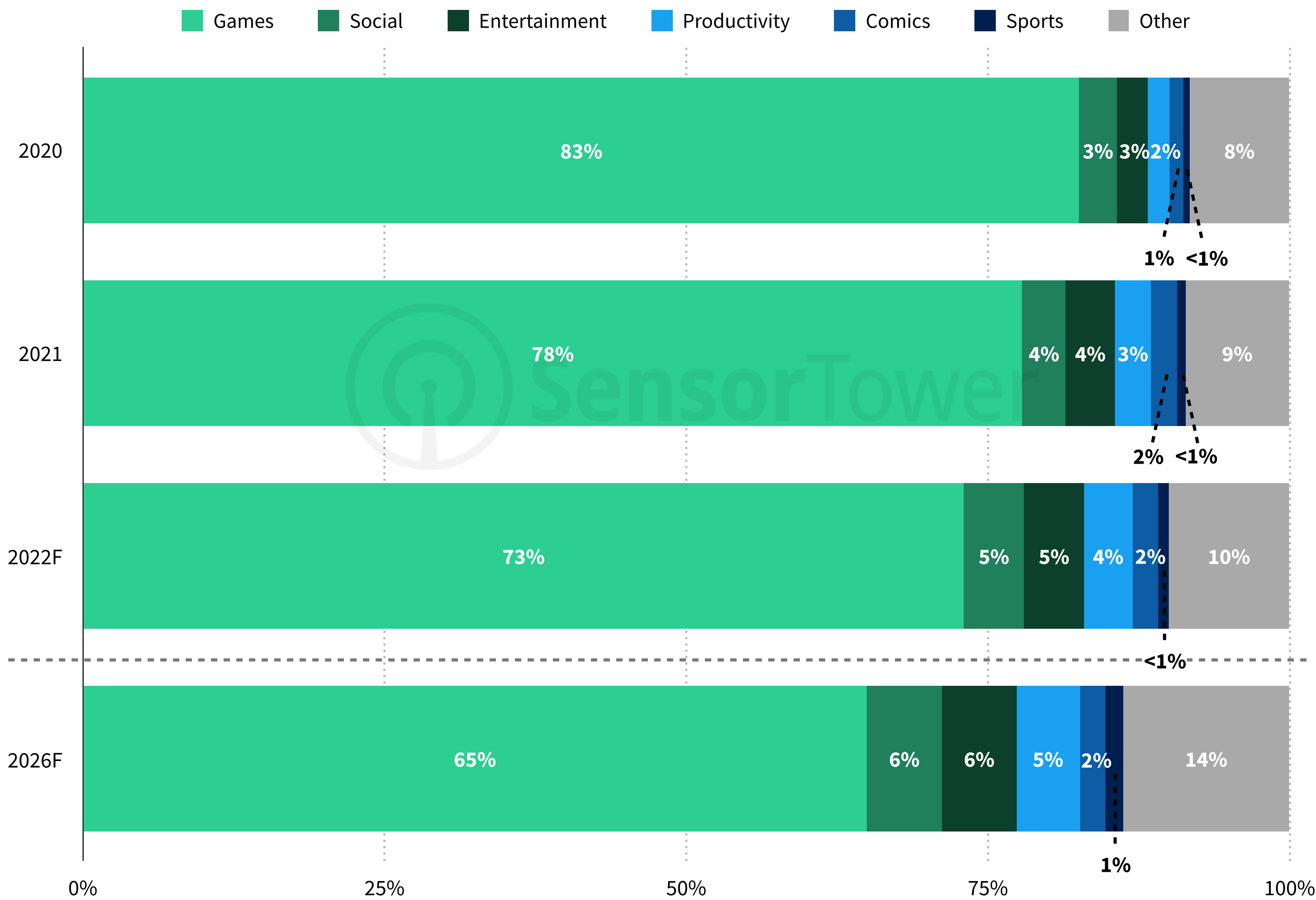
Mobile game revenue is expected to decline year-over-year for the first time since at least 2014. Some of this may be due to the market correcting to unusually high growth in 2020 during the pandemic. Overall, game revenue is expected to bounce back with a CAGR of 9 percent between 2021 and 2026.

While consumer spending growth in apps has slowed in early 2022, growth remained positive Y/Y and we project solid gains. Apps are projected for a CAGR of 19 percent over the next five years, a bit of a slowdown from the 46 percent CAGR seen between 2018 and 2021.

Note Regarding Revenue Estimates
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Google Play Revenue Share by Category

Projected consumer spending for top categories



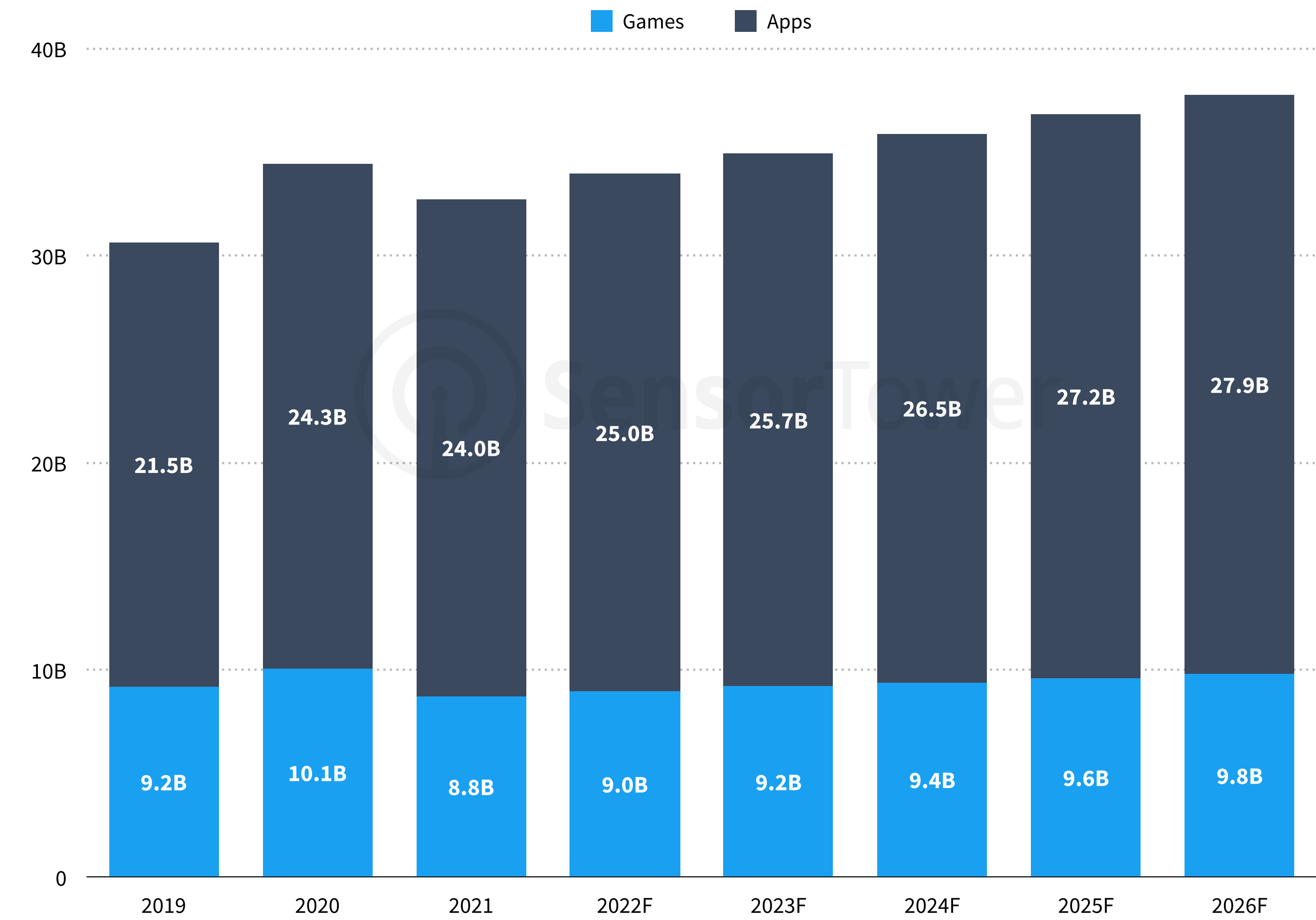
Despite the expected dip in mobile game revenue in 2022, games will take a higher share of mobile app revenue on Google Play than on the App Store. The share from mobile games is projected to fall from 78 percent in 2021 to 65 percent in 2022.

Social, Entertainment, and Productivity will continue to be the three largest categories outside of Games. Each will see a CAGR of roughly 20 percent over the next five years, driving combined revenue from \$5 billion in 2021 to \$12.7 billion in 2026.

Note Regarding Revenue Estimates
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App Store Download Growth for Games vs. Apps

Projected downloads of mobile games versus apps



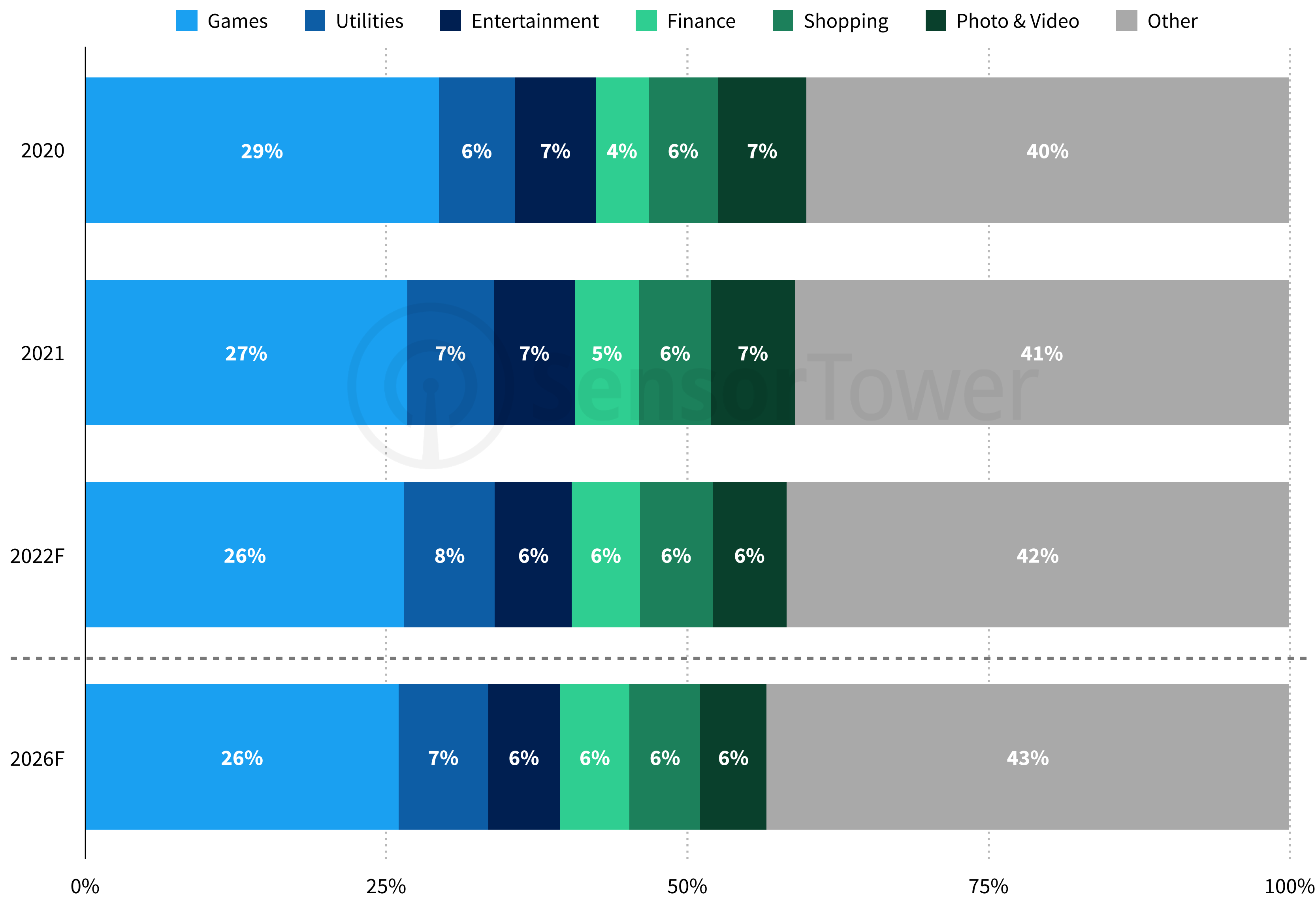
App installs for games and apps spiked at the beginning of the pandemic in 2020 before declining in 2021. Look for positive growth to return in 2022 through 2026.

Game downloads are projected to reach 9.8 billion by 2026, a CAGR of 2.3 percent. Meanwhile, app installs will approach 28 billion with a CAGR just higher than 3 percent.

Note Regarding Download Estimates
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App Store Download Share by Category

Projected downloads for top categories



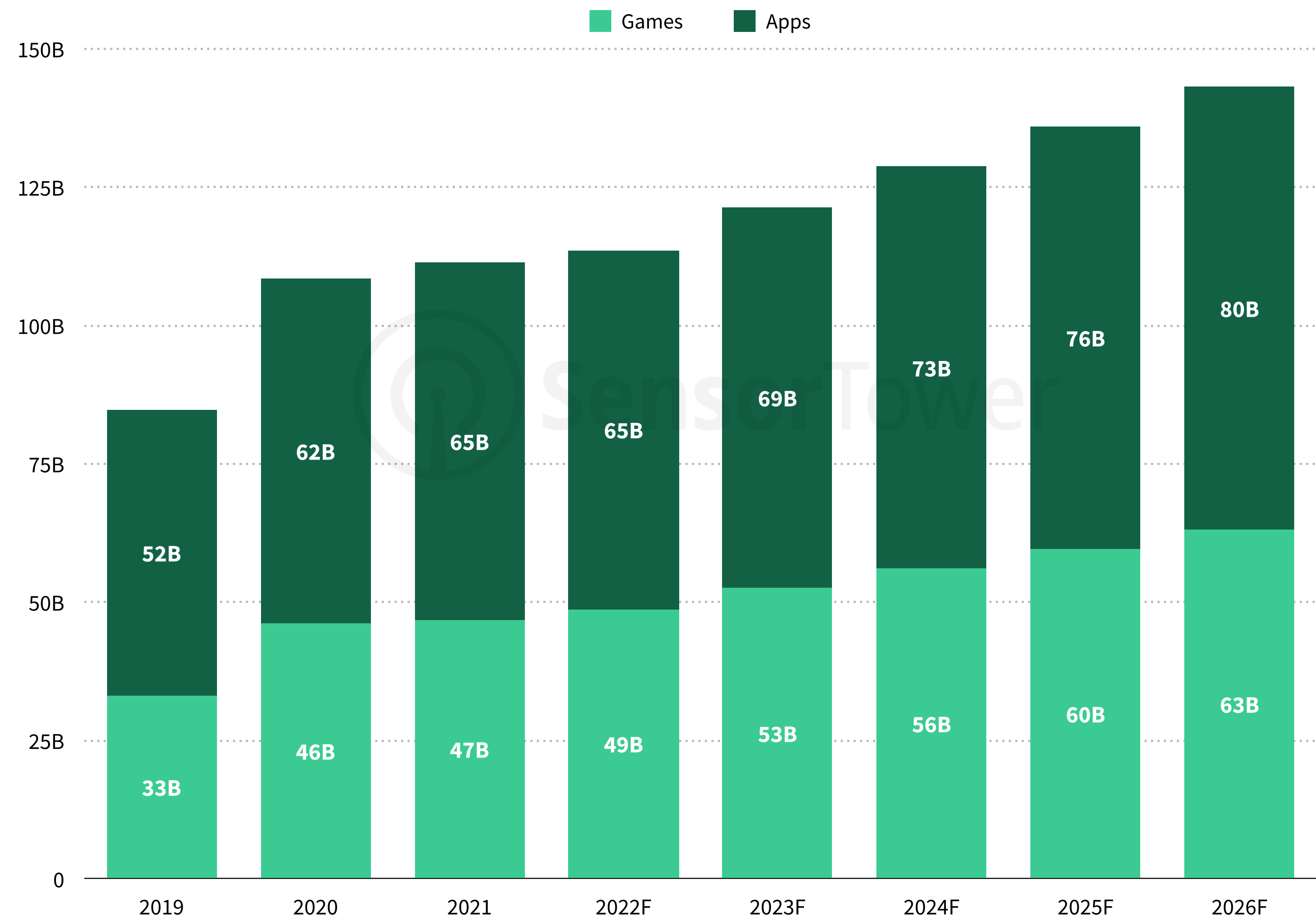
Market share for app downloads on the App Store will remain stable over the next five years. Among the top categories, Finance is projected to have the highest CAGR at 4.6 percent, followed by Utilities at 3.5 percent.

Games will continue to lose market share, dropping from 30 percent in 2019 to 26 percent in 2026. Game installs are still projected for positive growth over the next five years, yet not quite reaching the 10.1 billion seen in 2020.

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Google Play Download Growth for Games vs. Apps

Projected downloads in mobile games versus apps



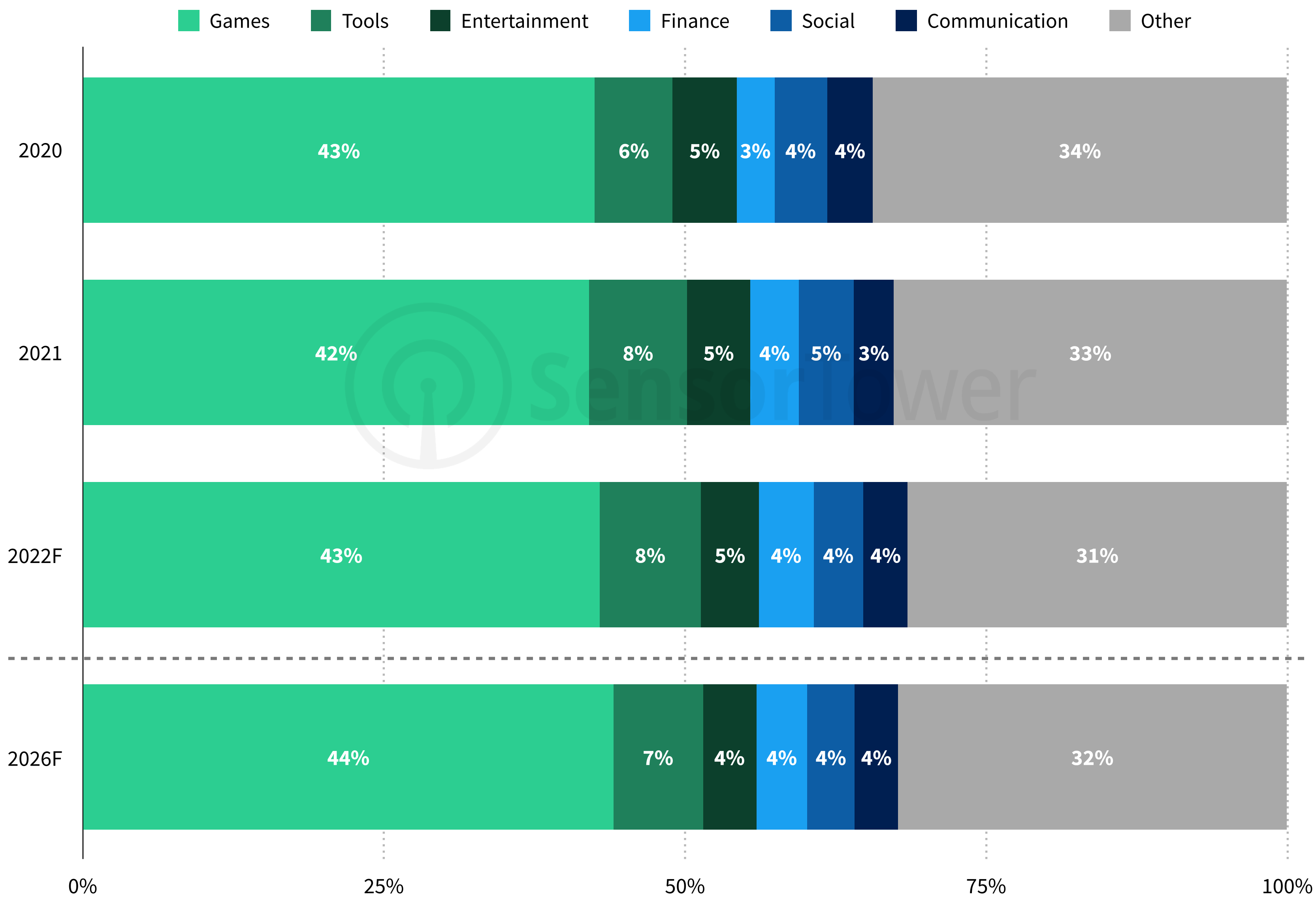
Unlike on the App Store, mobile game adoption growth on Google Play is projected to outpace that from apps over the next five years. Games will achieve 63 billion downloads in 2026 with a CAGR of 6 percent.

Apps excluding games will have a slightly lower CAGR at 4.4 percent. Non-game installs jumped nearly 40 percent Y/Y in 2020 due to the pandemic before growth slowed to just 1.5 percent in 2021.

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Google Play Download Share by Category

Projected downloads for top categories



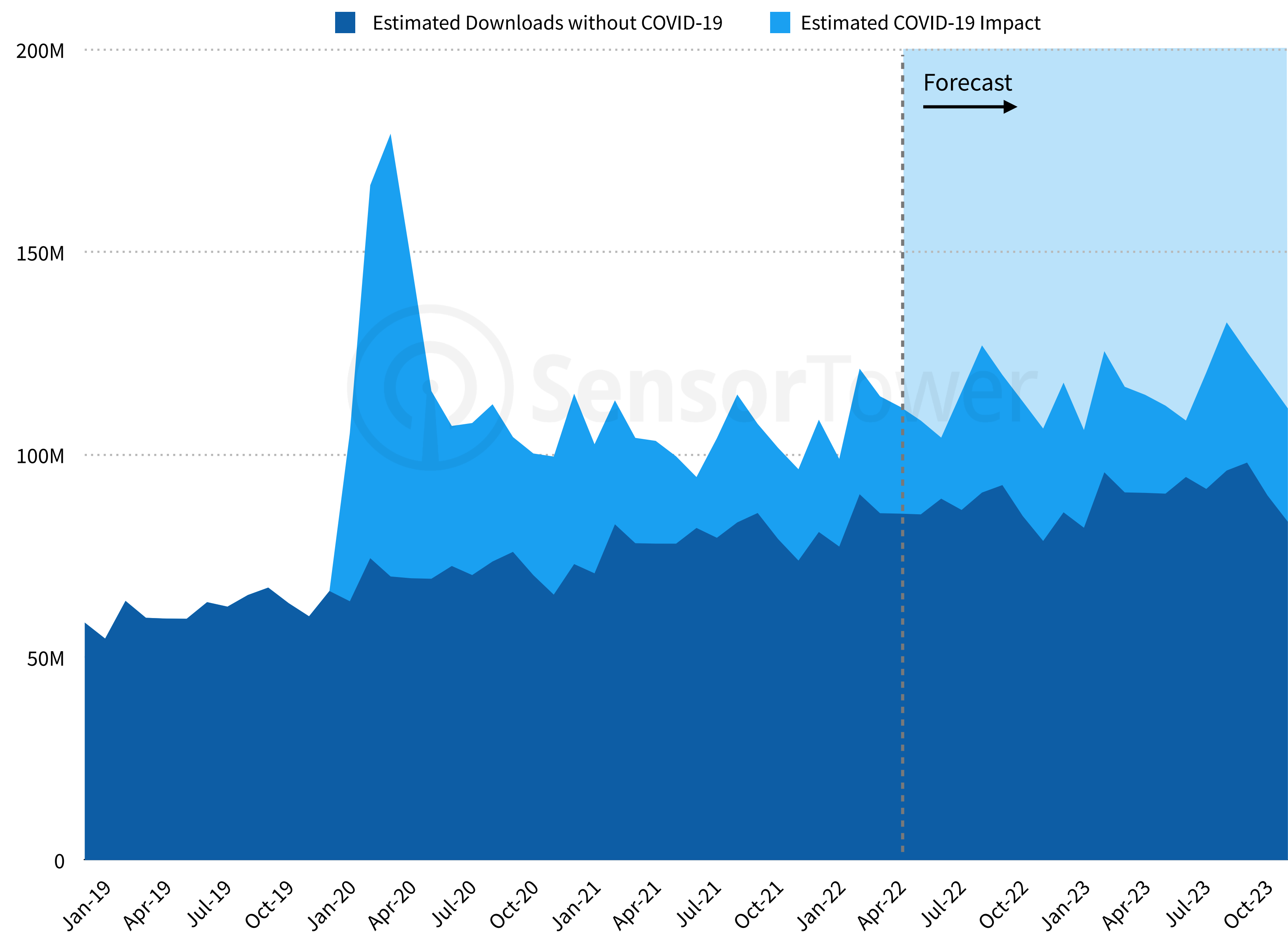
Mobile games are projected to gain two percentage points of market share by 2026, while Tools and Entertainment will each lose a point. Some of the largest non-game categories have seen adoption slow in major markets such as the U.S., India, and Brazil.

Communication is expected to have the fastest download growth rate among the top categories, followed by Finance. Both of these categories are projected for slightly faster growth than mobile games.

Note Regarding Download Estimates
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Continued Impact of COVID-19 on Business App Adoption

Monthly App Store downloads



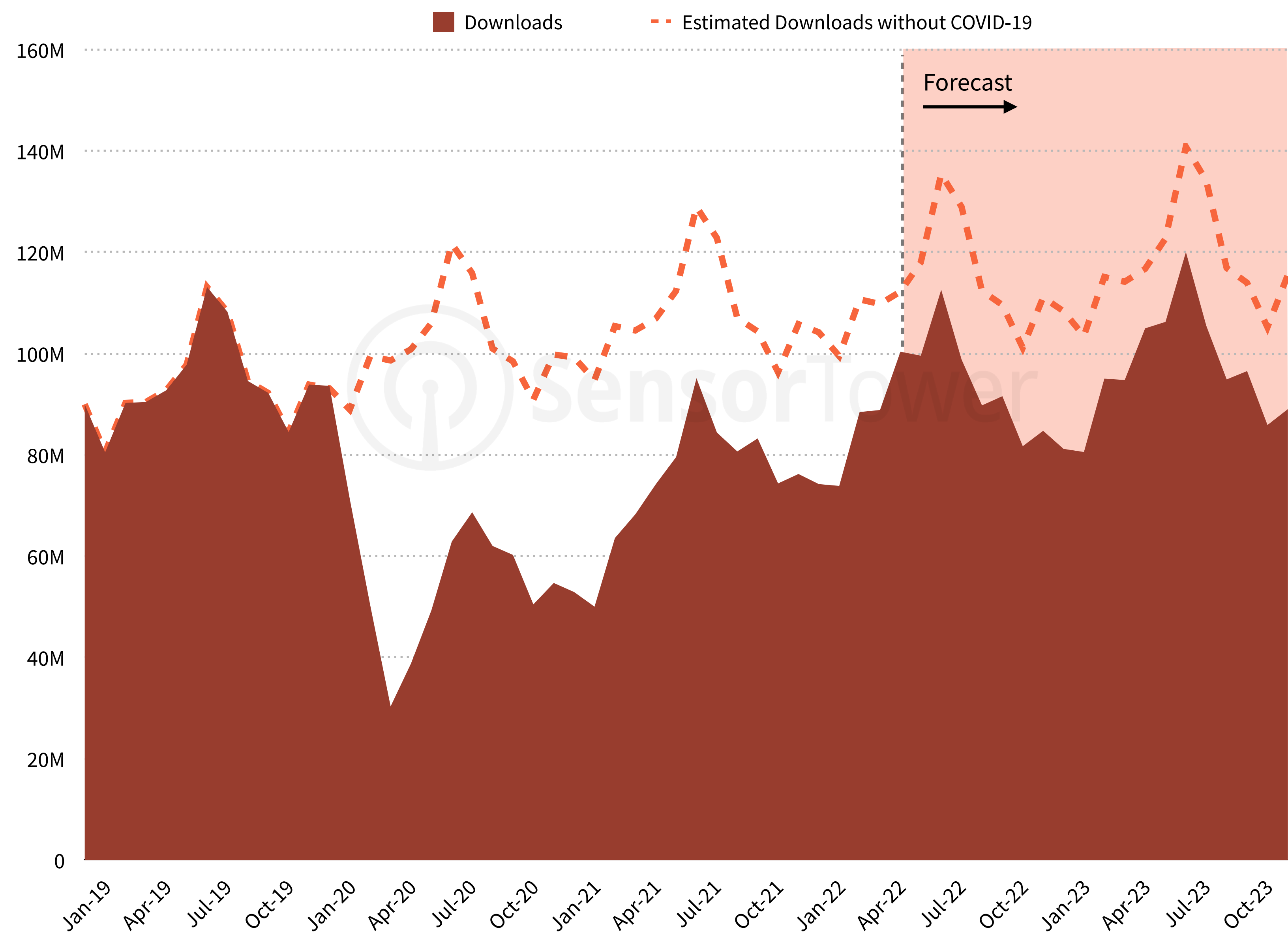
Unsurprisingly, Business apps were some of the biggest beneficiaries during the pandemic as consumers adjusted to remote work. **Business app installs spiked at the start of 2020 and adoption remained elevated in 2021.**

While some of the gains were only temporary as workers added the apps they needed or shifted back to in-person work, higher downloads have persisted even two years into the pandemic. It appears that a portion of the increased demand for mobile apps will continue into 2023 and beyond.

Note Regarding Download Estimates
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Continued Impact of COVID-19 on Travel App Adoption

Monthly App Store downloads



Unlike Business apps, Travel was hit hard by the pandemic and the category saw installs decline precipitously amid lockdowns and stay-at-home orders. Installs have climbed back towards pre-pandemic levels as the category has gradually recovered over recent years.

It appears that the pandemic had a long-term impact on Travel apps, as was the case with Business apps. While downloads are nearing where they were in 2019, they still trail the expected growth that would have taken place without a pandemic.

Note Regarding Download Estimates
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Key Takeaways: Top Categories

1. **Spending in mobile games on the App Store will be surpassed by that from non-game apps by 2024.** Non-game revenue will reach \$91 billion by 2026 with a CAGR of 23 percent, while game revenue will hit \$70 billion with a CAGR of 6 percent.
2. **While revenue on Google Play for 2022 is expected to decline year-over-year for the first time since at least 2014, expect somewhat of a bounce back in 2023 through 2026.** Some of the slowdown may be due to the market correcting from the unusually high growth in 2020 during the pandemic. Apps are projected for a CAGR of 19 percent over the next five years, while games have a projected CAGR of 9 percent.
3. **A substantial portion of the impact on demand for certain categories seen at the outbreak of the pandemic appears to have persisted more than two years later.** Despite similar growth rates entering the pandemic, Business app installs on the App Store are projected to more than double between 2019 and 2026, while Travel downloads will only climb 20 percent over the same period.

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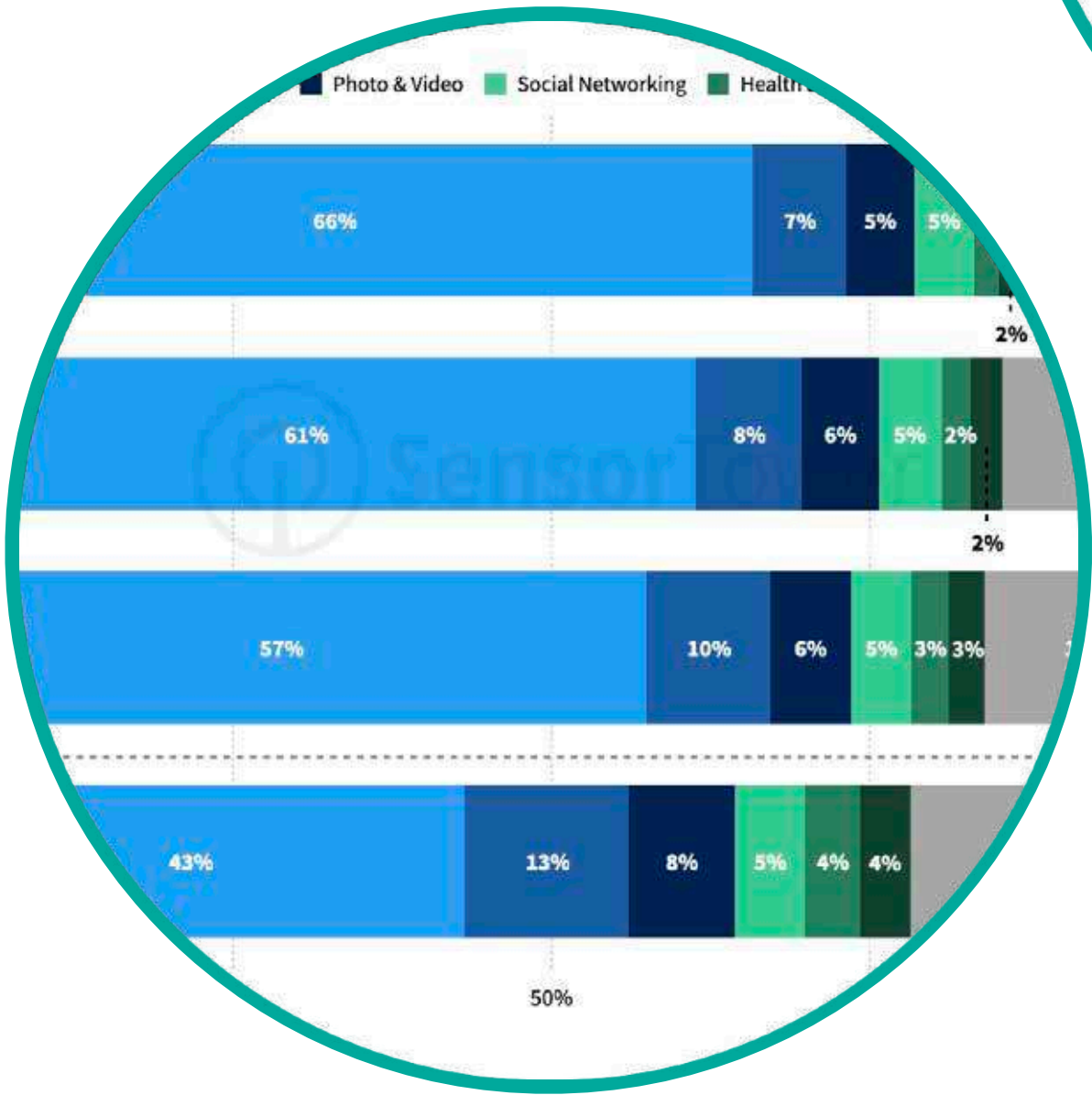
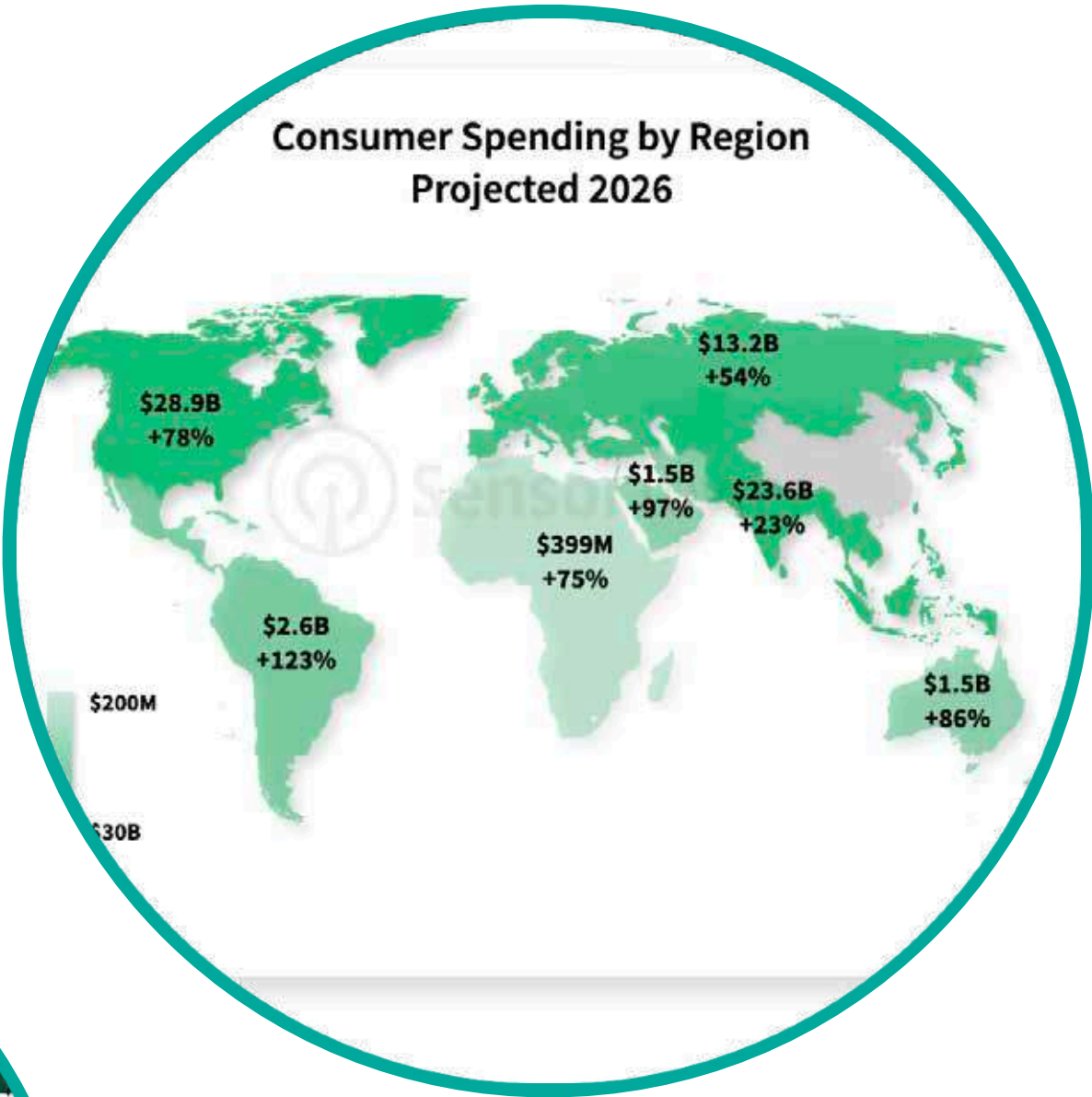
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Conclusion

Conclusion

- The mobile app market began to correct itself after unusually high spending and download growth seen at the beginning of the pandemic. While growth in most categories and countries has slowed in 2022, look for an acceleration into 2023 and beyond as the markets return to normal.
- Consumers continue to prove they are increasingly willing to spend in apps outside of mobile games. The share of revenue from non-game apps will only continue to grow, with App Store consumer spending in non-game apps exceeding that from games by 2024. Mobile games will only account for 43 percent of consumer spending on the App Store by 2026 and 65 percent of spending on Google Play.
- The United States’ position as the market leader for mobile app revenue will only strengthen in the coming years. U.S. revenue growth on both the App Store and Google Play will outpace the global rate. By 2026, it will account for 37 percent of all consumer spending across the two stores, up from 30 percent in 2020.
- The pandemic has cause a lasting impact on some key categories even after two years. Business and Medical category adoption remains far ahead of expected growth, while Travel apps are still trying to reach pre-pandemic levels.



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