

App Annie

The Data Behind 10 Years of the iOS App Store

– 2018 –

The iOS App Store

TOTAL iOS APP STORE DOWNLOADS	TOTAL iOS APP STORE CONSUMER SPEND	TOTAL NUMBER OF APPS AVAILABLE ON THE iOS APP STORE	APPS THAT GENERATED MORE THAN \$1M IN CONSUMER SPEND ON THE iOS APP STORE
JULY 2010 - DECEMBER 2017	JULY 2010 - DECEMBER 2017	MAY 2018	SINCE JULY 2010
Over 170 BILLION	Over \$130 BILLION	Over 2.0 MILLION	Nearly 10 THOUSAND

App Annie Is the Most Trusted Partner in the App Economy

Our enterprise customers span industries and the globe



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



The Company & Technology Behind the Report

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

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

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

Confidently Navigate the Entire App Lifecycle with App Annie Intelligence



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

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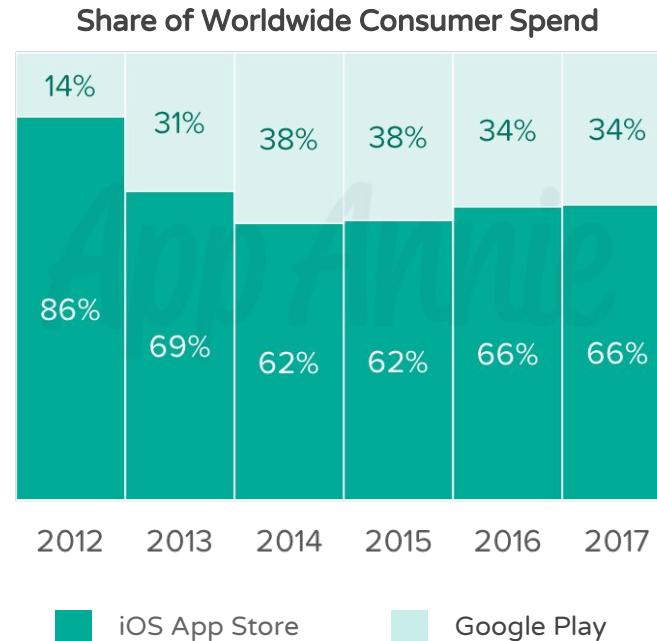
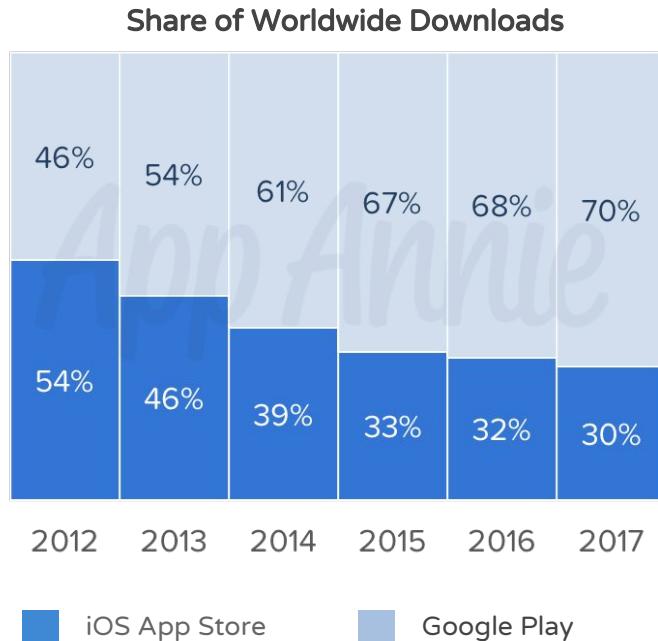
10 Years, 10 Highlights of the iOS App Store

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



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

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

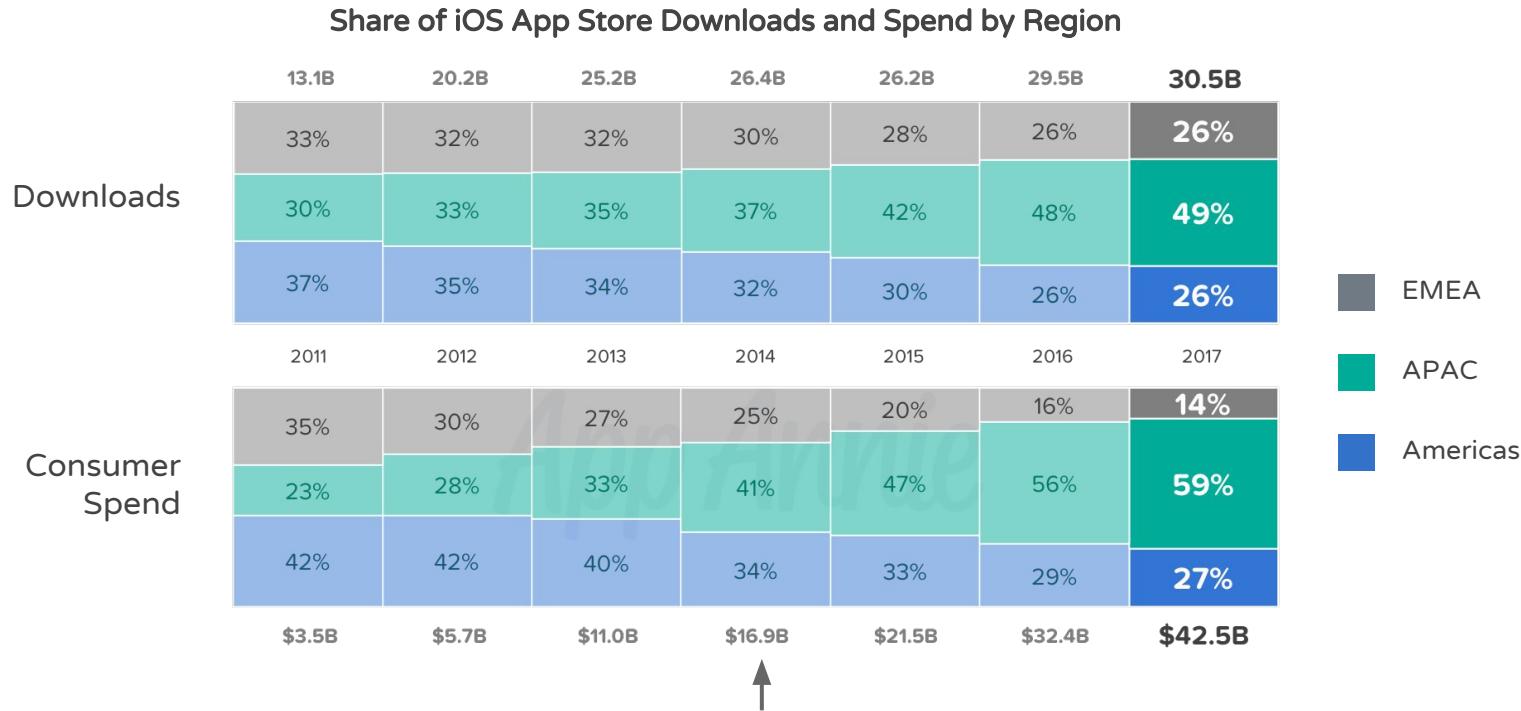


Note: Google Play is not available in China

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

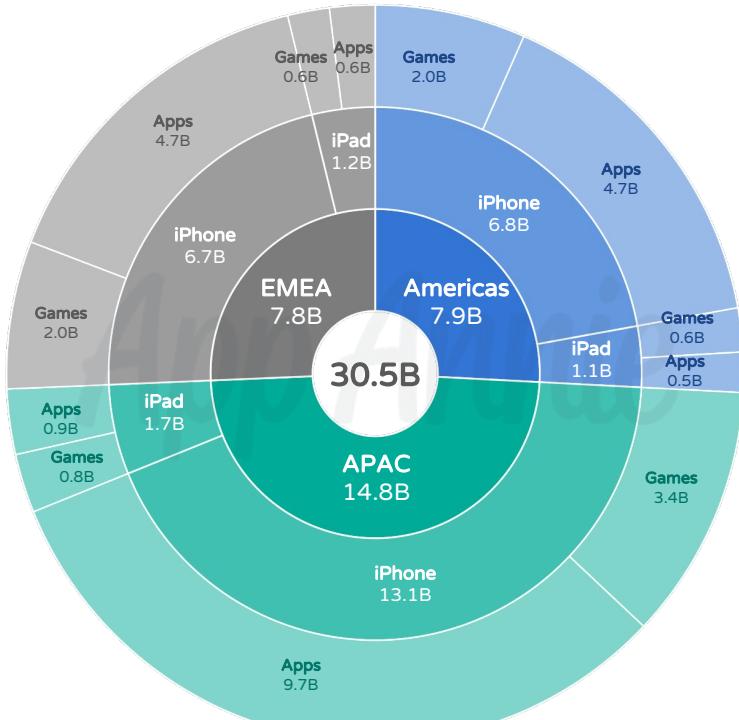


4. APAC Accounts for Nearly 60% of iOS App Store Consumer Spend

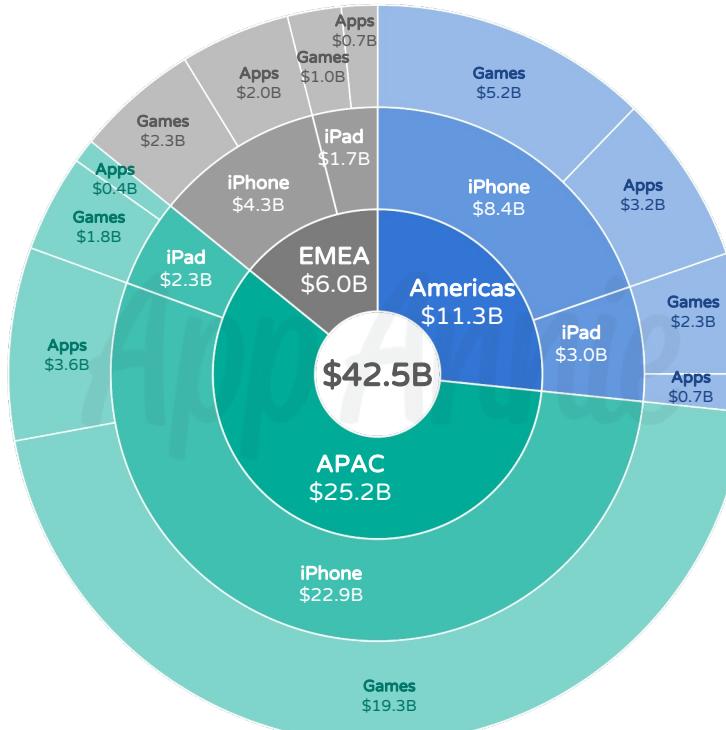


5. Games Account for 31% of Downloads, But 75% of Spend

iOS App Store Downloads in 2017



iOS App Store Consumer Spend in 2017



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

Top Markets by All-Time iOS App Store Downloads

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

Top Markets by All-Time iOS App Store Consumer Spend

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

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

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

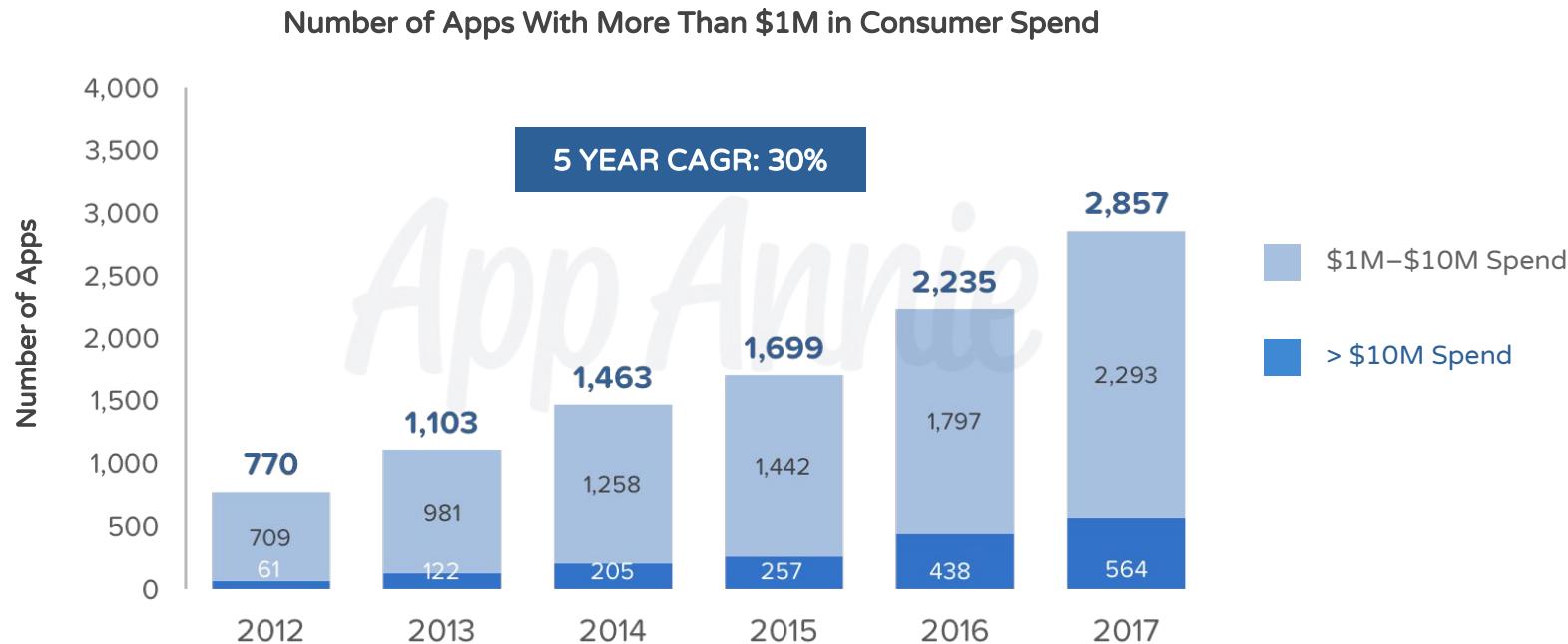
7. Over 4.5M Apps Have Been Released on the iOS App Store So Far

- Games Account for an Increasing Proportion of Releases



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

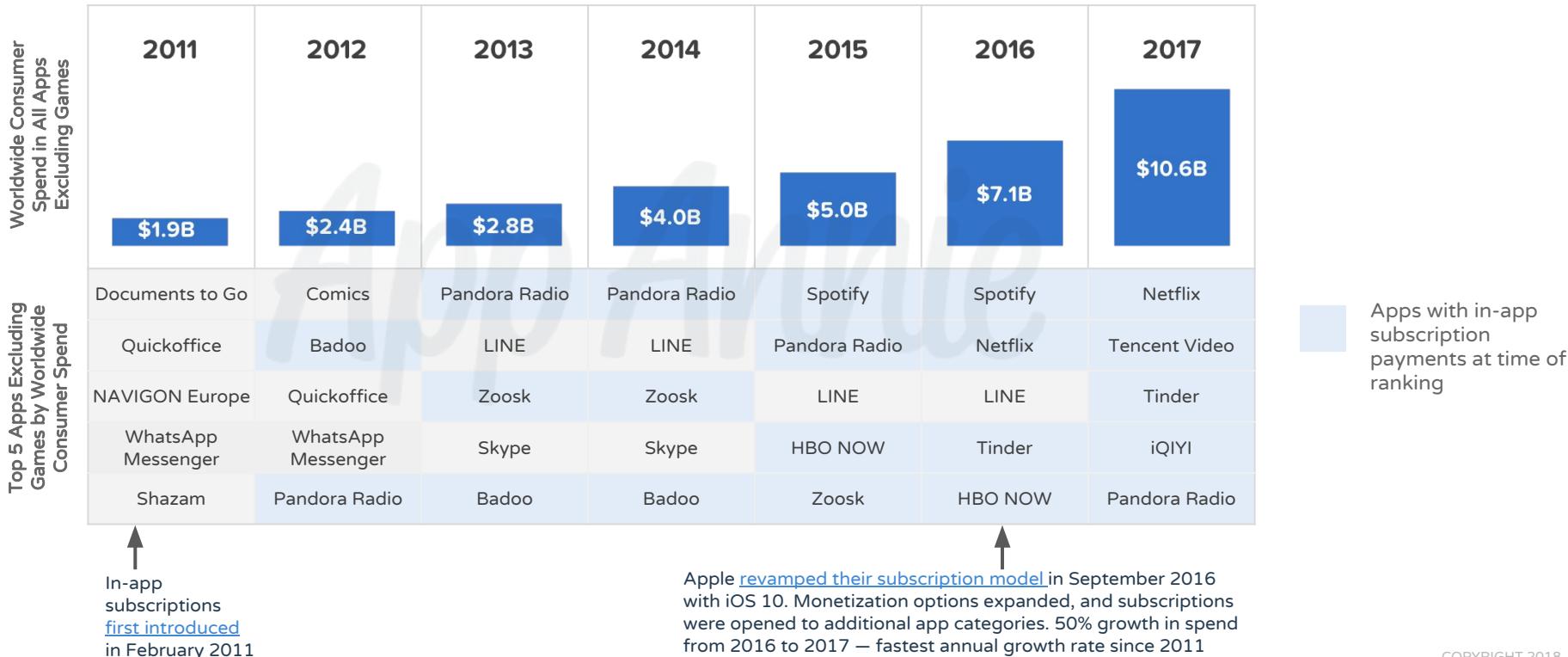
8. More Apps Than Ever Are Generating Millions of Dollars on the iOS App Store Worldwide



9.

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

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



10.

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

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



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

The Top iOS Apps of All Time



Top Games by All-Time Worldwide Downloads

Rank	Game	Company	Company Headquarters
1	Candy Crush Saga	Activision Blizzard	United States
2	Subway Surfers	Kiloo	Denmark
3	Fruit Ninja	Halfbrick	Australia
4	Clash of Clans	Supercell	Finland
5	Honour of Kings	Tencent	China
6	Minion Rush	Vivendi	France
7	Angry Birds	Rovio	Finland
8	Temple Run 2	Imangi	United States
9	Temple Run	Imangi	United States
10	Asphalt 8: Airborne	Vivendi	France

Note:

- All-Time refers to iOS App Store downloads from July 2010 to May 2018
- 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	Game	Company	Company Headquarters
1	Clash of Clans	Supercell	Finland
2	Candy Crush Saga	Activision Blizzard	United States
3	Monster Strike	mixi	Japan
4	Puzzle & Dragons	GungHo Online Entertainment	Japan
5	Honour of Kings	Tencent	China
6	Fantasy Westward Journey	NetEase	China
7	Game of War - Fire Age	MZ	United States
8	Fate/Grand Order	Sony	Japan
9	Clash Royale	Supercell	Finland
10	Pokémon GO	Niantic	United States

Note:

- All-Time refers to iOS App Store consumer spend from July 2010 to May 2018
- 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	Facebook Messenger	Facebook	United States
3	YouTube	Google	United States
4	Instagram	Facebook	United States
5	WhatsApp Messenger	Facebook	United States
6	Google Maps	Google	United States
7	Snapchat	Snap	United States
8	Skype	Microsoft	United States
9	WeChat	Tencent	China
10	QQ	Tencent	China

Note:

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- 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	Netflix	Netflix	United States
2	Spotify	Spotify	Sweden
3	Pandora Music	Pandora	United States
4	Tencent Video	Tencent	China
5	Tinder	InterActiveCorp (IAC)	United States
6	LINE	LINE	Japan
7	iQIYI	Baidu	China
8	HBO NOW	Time Warner	United States
9	Kwai(快手)	OneSmile	China
10	QQ	Tencent	China

Note:

- All-Time refers to iOS App Store consumer spend from July 2010 to May 2018
- 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 iOS App Store Downloads in Games

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Tencent	China
3	Gameloft	France
4	Rovio	Finland
5	Glu	United States
6	Disney	United States
7	Zynga	United States
8	TabTale	Israel
9	Storm8	United States
10	Ubisoft	France



Top Companies by All-Time iOS App Store Consumer Spend in Games

Rank	Company	Headquarters
1	Tencent	China
2	Supercell	Finland
3	NetEase	China
4	King	United Kingdom
5	MZ	United States
6	mixi	Japan
7	GungHo Online Entertainment	Japan
8	Electronic Arts	United States
9	Activision Blizzard	United States
10	BANDAI NAMCO	Japan

Note:

- All-Time refers to iOS App Store downloads and consumer spend from July 2010 to May 2018
- 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 iOS App Store Downloads Outside of Games

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Tencent	China
4	Baidu	China
5	Alibaba Group	China
6	Microsoft	United States
7	Outfit7	Cyprus
8	Amazon	United States
9	InterActiveCorp (IAC)	United States
10	Meitu	China



Top Companies by All-Time iOS App Store Consumer Spend Outside of Games

Rank	Company	Headquarters
1	Tencent	China
2	InterActiveCorp (IAC)	United States
3	LINE	Japan
4	Netflix	United States
5	Spotify	Sweden
6	Pandora	United States
7	Baidu	China
8	Time Warner	United States
9	Microsoft	United States
10	Smule	United States

Note:

- All-Time refers to iOS App Store downloads and consumer spend from July 2010 to May 2018

- 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 iOS Apps by Year

2010



Note:

- Top apps excluding Games on the iOS App Store worldwide
- Analysis excludes downloads and consumer spend from pre-installed apps
- 2010 data covers July 1st to December 31st

- Two years into the App Store, and at the beginning of App Annie supplying the industry's most trusted data, social and communication apps such as [Facebook](#), [Skype](#) and [Twitter](#) topped the worldwide download charts for apps excluding Games. Facebook has been among the top 10 most downloaded apps in every subsequent year.
- [WhatsApp Messenger](#) was a top consumer-spend-generating app in 2010 (at the time they charged a \$0.99 upfront fee). In 2010, approximately 10% of all app downloads on the iOS App Store were paid. Year-to-date in 2018, less than 1% of downloads have been paid.
- [Talking Tom Cat](#), an Entertainment app from [Outfit 7](#), was the most downloaded app in 2010. This began a decade of success for Outfit 7, and their apps have subsequently been downloaded more than [7 billion times](#) globally.

2011

- In 2011, *Instagram* entered the top 10 apps by downloads following its release in October of the previous year. By 2012, the year in which it was acquired by Facebook, *Instagram* would become the most downloaded app globally.
- Bump* – an award winning app that allowed users to share contacts and photos by bumping devices together – was a top downloaded app in 2011. Subsequently acquired by Google in 2013 and discontinued in 2014, the team went on to make significant contributions to Google Photos and Android Camera.



Note:

- Top apps excluding Games on the iOS App Store worldwide
- Analysis excludes downloads and consumer spend from pre-installed apps

2012



Note:

- Top apps excluding Games on the iOS App Store worldwide
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- With the release of iOS 6.0, [YouTube no longer](#) came pre-installed on new iPhones. In 2012, a newly released standalone version quickly became the second most downloaded app of the year — a powerful demonstration of mobile's future promise as a video streaming platform.
- Dating apps [Badoo](#) and [Zoosk](#) became top consumer-spend-generating apps in 2012. Over the coming years, they were joined by the likes of [Tinder](#), [Grindr](#) and [Lovoo](#) to make Dating one of the most lucrative app categories.
- [MLB At Bat](#) launched in 2012 with a [range of innovative features](#). Subscription payments for streamed content allowed it to quickly become a top grossing app, and as of May 2018 it remained the most used sports league app in the world.

2013

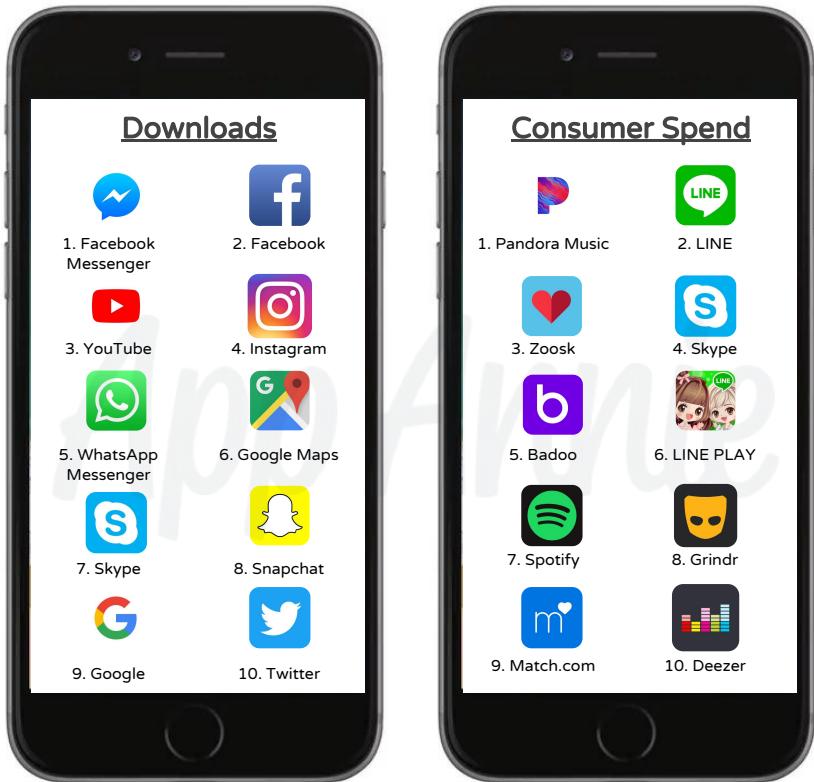
- In 2013, the iOS App Store generated more than \$10 billion in consumer spend for the first time.
- Pandora Music hit the number 1 spot for consumer spend in 2013. Pandora blazed a trail for a music industry that has increasingly adopted the mobile platform. In 2017, apps in the Music category on the iOS App Store alone generated more than \$1 billion in worldwide consumer spend.
- Snapchat began its meteoric rise, appearing in the top 10 for the first time since its 2011 release.



Note:

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

2014



Note:

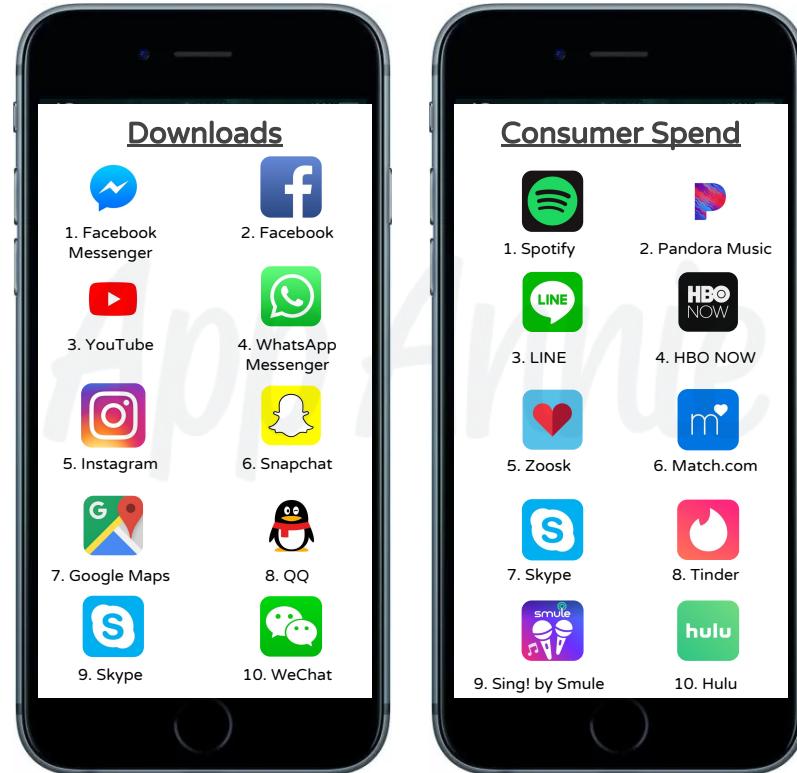
- Top apps excluding Games on the iOS App Store worldwide
- Analysis excludes downloads and consumer spend from pre-installed apps

- [Facebook Messenger](#) immediately leapt to the number 1 spot by downloads following its unbundling from the main [Facebook](#) app. Facebook Messenger and Facebook remained in the number 1 and 2 spots, respectively, until 2017.
- Apple Pay was made available for the first time in 2014. Within 3 days of the launch, 1 million credit cards were registered with Apple Pay. Mobile devices continue to grow in importance as a personal financial hub. Worldwide in 2017, there were over 1.4 billion app downloads from the Finance category on the iOS App Store.

2015

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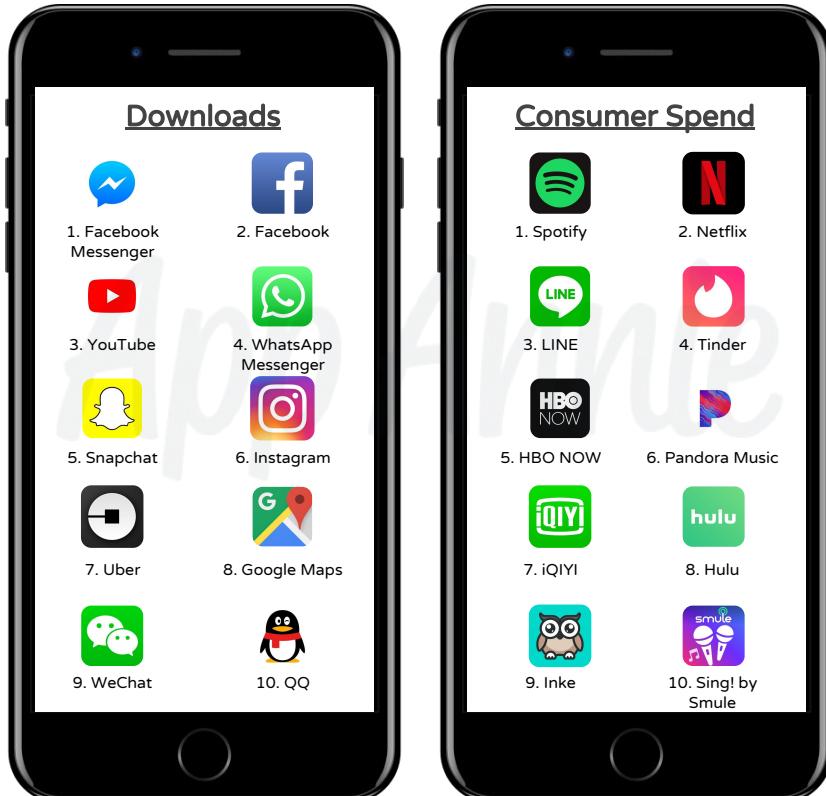
- In 2015, China overtook the United States to become the largest market by iOS App Store downloads.
- [Spotify](#), [Hulu](#), [Pandora Music](#) and [HBO NOW](#) all ranked in the top 10 apps by consumer spend. This was the strongest showing yet for entertainment companies and demonstrated just how lucrative the iOS App Store had become as a streaming platform.



Note:

- Top apps excluding Games on the iOS App Store worldwide
- Analysis excludes downloads and consumer spend from pre-installed apps

2016



Note:

- Top apps excluding Games on the iOS App Store worldwide

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

- In 2016, China overtook the US to become the largest market by App Store consumer spend. China began its reign as the largest iOS App Store market by both downloads and consumer spend.
- Apple [revamped their subscription model](#) in September 2016. The iOS App Store saw 50% growth in consumer spend from 2016 to 2017 — the fastest annual growth rate since 2011. Apps had become the epicenter for organizing the services we use.
- Chinese streaming giant [iQIYI](#) broke into the top 10 apps by spend for the first time in 2016. So far in 2018, *iQIYI* remains one of the largest streaming services by consumer spend in the world — driven almost entirely by its performance in China.

2017

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- China dominated the 2017 charts. Nearly half of top apps were owned by China-headquartered companies.
- In June 2017, Apple celebrated the 10 year anniversary of the iPhone and released the iPhone X in November.
- Apple also launched a significant App Store redesign in September 2017. iOS 11 aimed to make app discovery easier and more compelling for users.

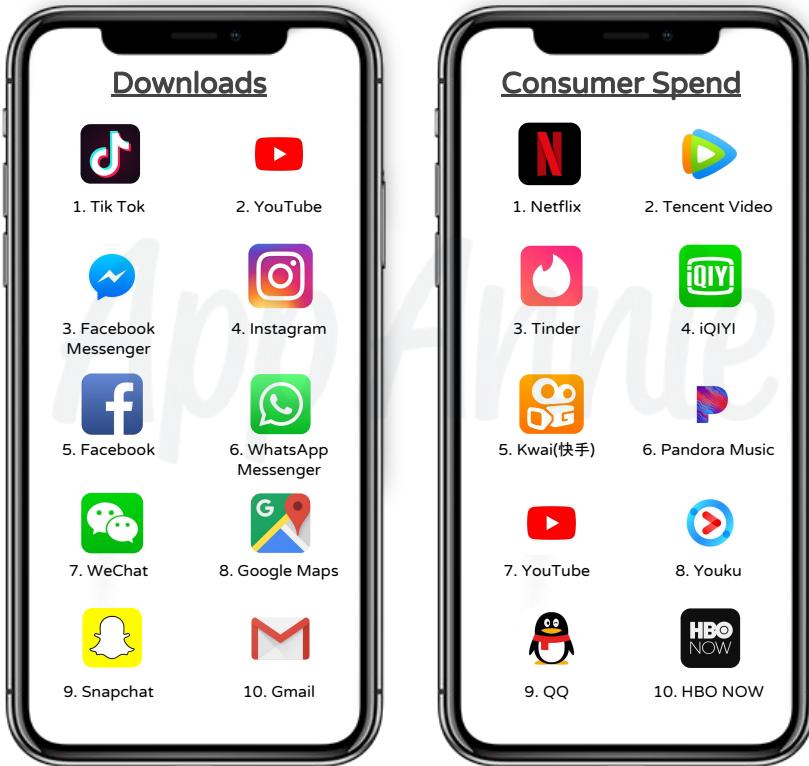


Note:

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

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2018



Note:

- Top apps excluding Games on the iOS App Store worldwide
- 2018 data covers January 1st to May 31st
- Analysis excludes downloads and consumer spend from pre-installed apps

- Year-to-date in 2018, [Tik Tok](#), a popular short form video platform and social network from China, has leapt to the number 1 spot by global downloads. *Tik Tok* allows users to create and share their own short music videos and recently announced it had more than [150 million daily users](#) in mainland China alone.
- [Netflix](#) sustained its number 1 spot for iOS App Store consumer spend to start off 2018, in part driven by its [continued international expansion](#).
- Each year has brought new iPhones, new OS updates and new in-demand apps. What remains constant in 2018 is mobile being at the center of our lives – bringing us entertainment, connecting us to work and friends, facilitating romance, playing our favorite music and navigating us to new places. The iOS App Store has brought unparalleled digital access to millions of people around the world and will continue to enhance our lives as we head into [its 11th year and beyond](#).

Read Further Analysis on the App Economy

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

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About App Annie

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

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