B Business*of*Apps

App Statistics Report

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App Statistics Report

We measure and log our lives with how much time we spend on various activities. Quite often we complain about not having enough time for doing something we would love to. Mobile apps have become part and parcel of a daily life for hundreds of millions all over the globe. How much time do people spend on mobile apps? On what devices do they spend more time watching movies, listening music, communicating with their friends and family? What categories of apps dominate their smartphone and tablet screen? These are the questions we're going to answer in this article to help you to understand better the current state of the app ecosystem.

Key App Usage Statistics:

- The time spent per user with digital media on mobile in US daily in 2015 – 2.8 hours

- The total number of iOS app downloads in 2015 – 25 billions

- The total number of Android app downloads in 2015 – 50 billions

- The app category people spend time the most – Social Networking (29% of users)

- The Mobile app Millennials use the most – Facebook (21% of users)

- The age group that spends the most time on apps monthly – 18-24 (90.6 hrs on smartphone apps, 34.7 hrs. on tablet apps)

- The Top number of apps people use the most – 3 (78% of smartphone app users, 77% of tablet app users)

- The major age group of uses that operate a smartphone with two hands – 55+ (34% of users)
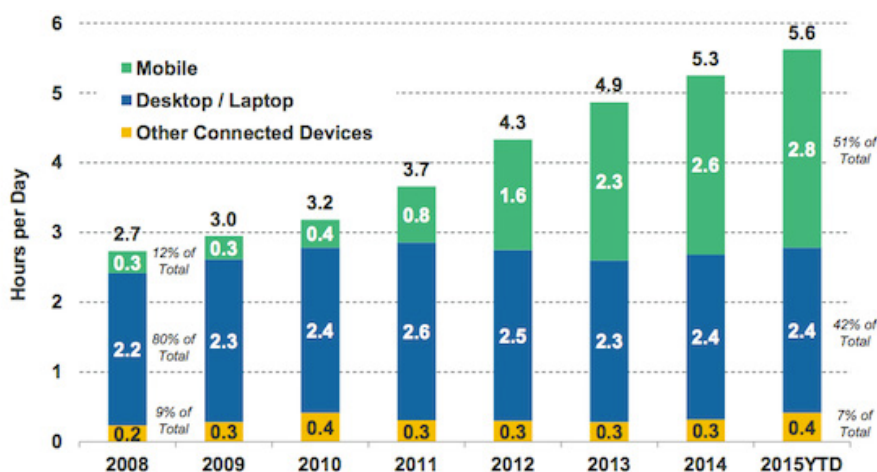
One of the key components of a solid app go-to-market strategy is knowing an actual

demand for specific categories of apps. To be able to know this kind of insight you need to have lots of data, in this article we presented an aggregated picture for app usage statistics, based on the data from several survey and analytics companies. The first graph demonstrates the evolution of a digital media consumption for the last 7 years.

In 2008, when the iTunes App Store was launched, mobile presented just a fraction of the devices to consume media. Thanks to the iPad introduction in January of 2010, we can see a spike on the graph during 2010-2011, it was the first tablet computer that really took off and was adopted by millions of consumers. The iPad as a portable device, that was easier to operate on-the-go than a laptop, and yet with a bigger screen than a smartphone had, fueled media consumption on mobile devices on a great scale. Starting 2013 we see a slow down at the media consumption growth on mobile device because of a tablet computer, and iPad in particular, longer replacement cycle. People began to buy upgrade their iPads less frequent because they continued to be satisfied with their current iPad model. The iPad 3 model got a high resolution Retina display that delivered the best in a class reading experience and starting this model and on certain percentage of the iPad user base felt it was good enough to skip the later iPad models.

But yet we see mobile devices media consumption continues to outpace desktop and other connected devices. This trend can be explained by the wide adoption of LTE mobile communications standard on one side and growing number of phablets introduction (iPhone 6+ and iPhone 6S+ in particular) on the other. The upcoming 5G mobile communications standard introduction, Android driven smartphone adoption in Asia and South America, as well as overall switch from featured phones to smartphones will continue to power mobile media consumption.

*Time Spent per Adult User per Day with Digital Media, USA, 2008-2015*

Source: SmartInsights

Thanks to a great number of OEM that adopted Android as an operating system to drive their mobile devices, starting 2012 we see Android outpacing iOS. In 2015 both Apple and Google released their figures for the total number of downloads for iOS and Android respectively. Android apps were downloaded 50 billion times and iOS only 25. Because Google didn't provide figures for the Android OS app downloads since summer 2013, we can only compare both platforms, as it was done by Benedict Evans, on the graph below. But even with this limited data we can see that Android continues to outpace iOS in a number of apps being downloaded.

Each year, either during its quarter financial conference calls or summer worldwide developers conference, Apple announces the number of iOS apps downloads. The graph demonstrates an exponential iOS app ecosystem growth, which was supported by continues iPhone and iPad models annual upgrade cycle.

Android vs. iOS App Downloads 2012-2015
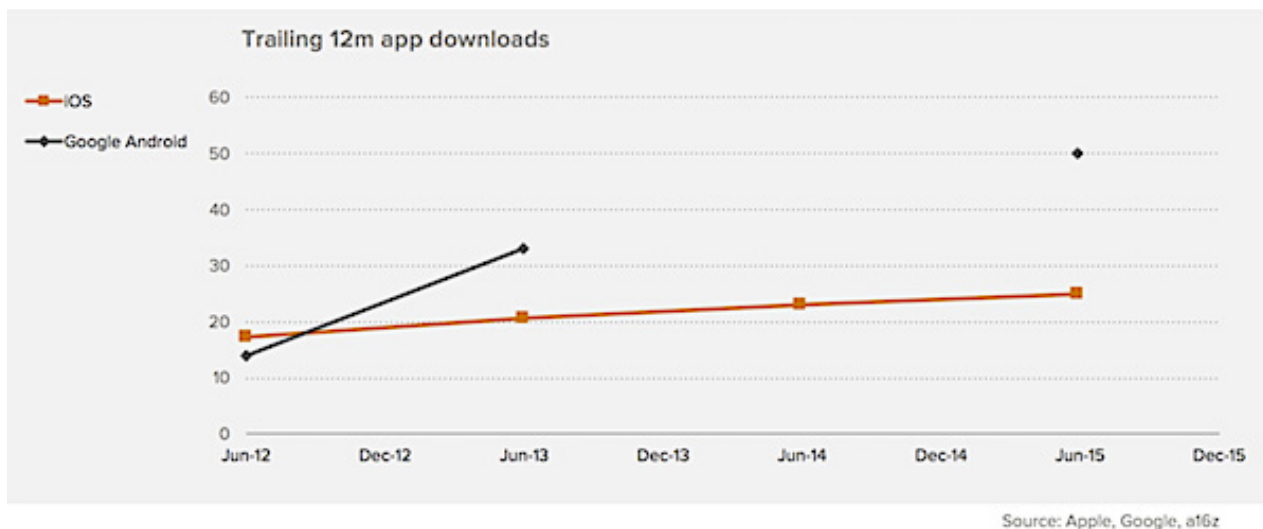
Source: Benedict Evans

This year Apple Watch introduction most likely will become the third driving force behind the iOS platform growth. Even though the iPad sales figures continue to demonstrate a decline, the iPad Pro, the latest iPad model, has a potential to change this trend but its success will depends on the device business adoption, which remains to be seen.

Cumulative Number of iOS Apps Downloaded, 2008-2015
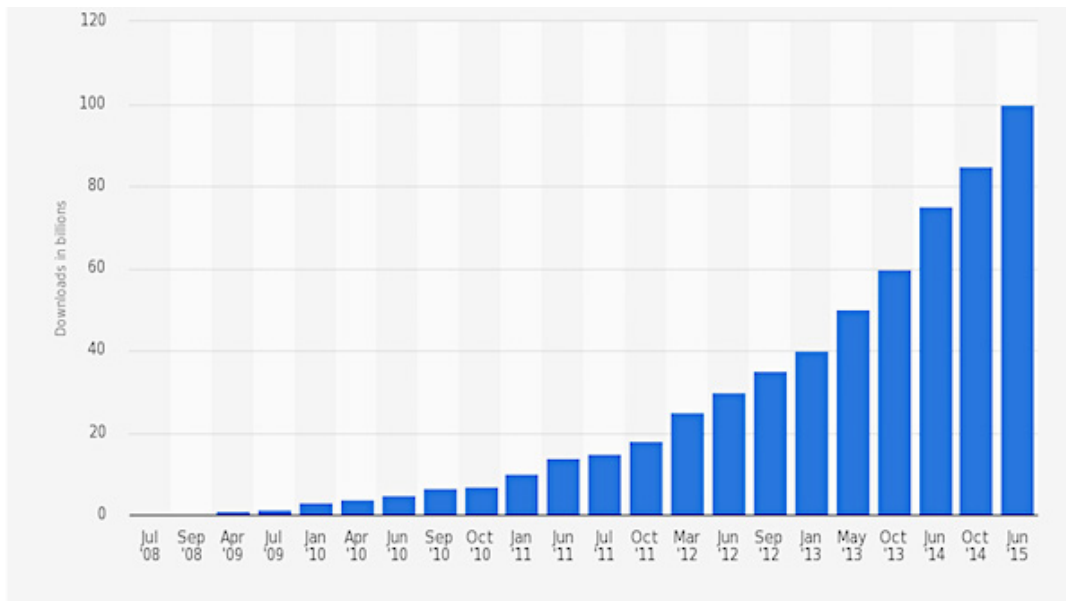
Source: *Statista*

A graph from this year comScore 2015 US Mobile App Report demonstrates what percentage of a time people spend on apps belong to certain app categories. More than a half of a time people devote to apps on their smartphones and tables is dedicated to Social Networking, Radio and Games. This skew to apps that essentially represent entertaining can be explained by phycological pressure people experience in their busy lives. In a nutshell, apps that help to stay connected with people we care about, listen to music and play games help us to overcome our daily hardships. It's interesting to see Music category to have only 4%, in a constant with Radio, which has 15%, it's yet another demonstration of the music streaming model wide adoption.

Share of Mobile App Category Time Spent
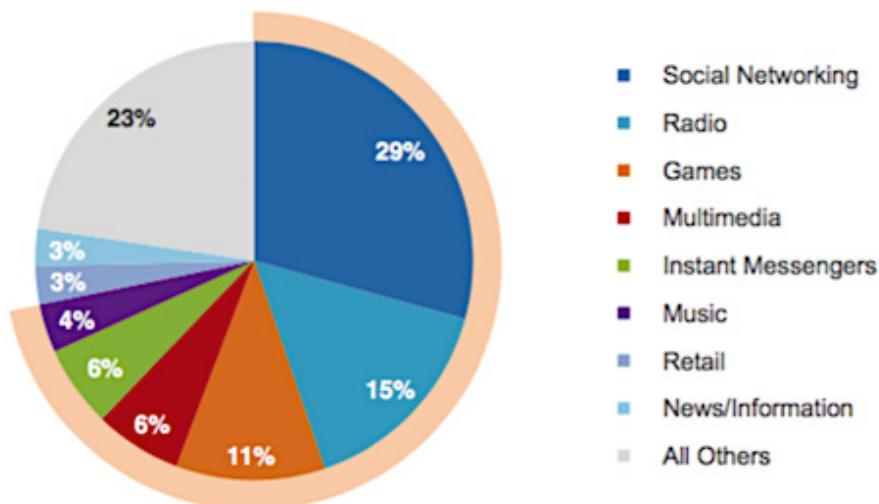
Source: *comScore*

Now let's look at what apps Millennials, the age group that is defined by people of age 18-34, prefer. Unsurprisingly Facebook holds the crown of being number one, with its famous billion+ user base and the active pursue to acquire even more users. Pandora Radio holds the second place on the popularity chart, which means Apple Music team still has a long way to go to gain the same level of adoption. YouTube closes the top 3 of the most popular apps among Millennials and in this light the Alhabet's (Google) step with launching paid subscription service on YouTube looks quite logical. What we don't see in this pie is equally interesting, in particular we don't see any games, even thought Millennials may play games on Facebook.
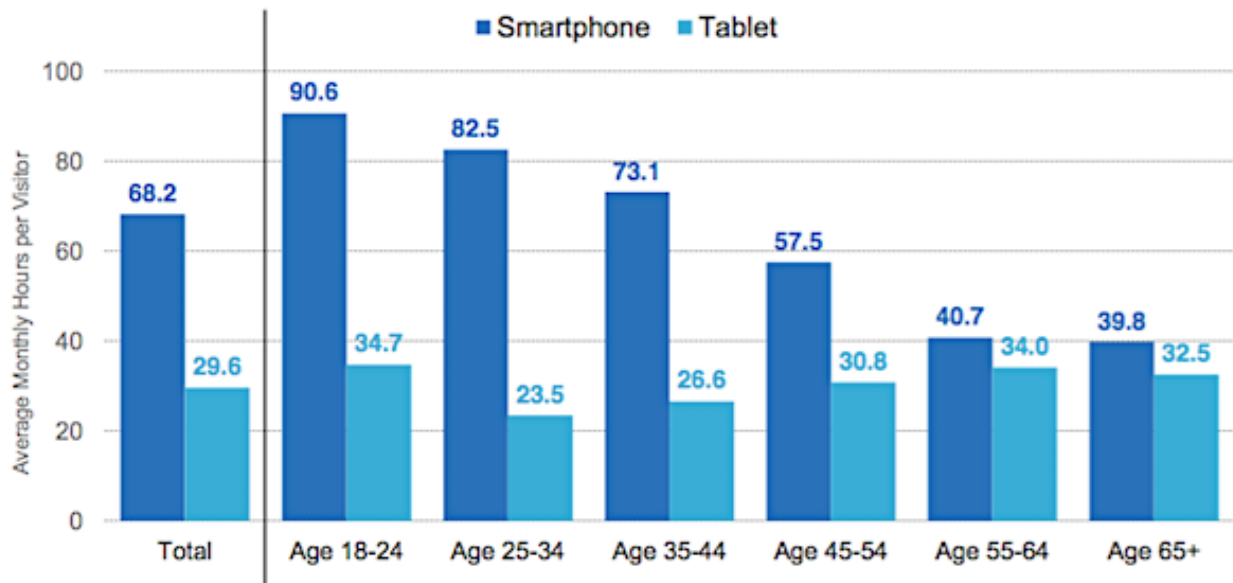
Millennials Top Apps by Mobile App Category Time Spent
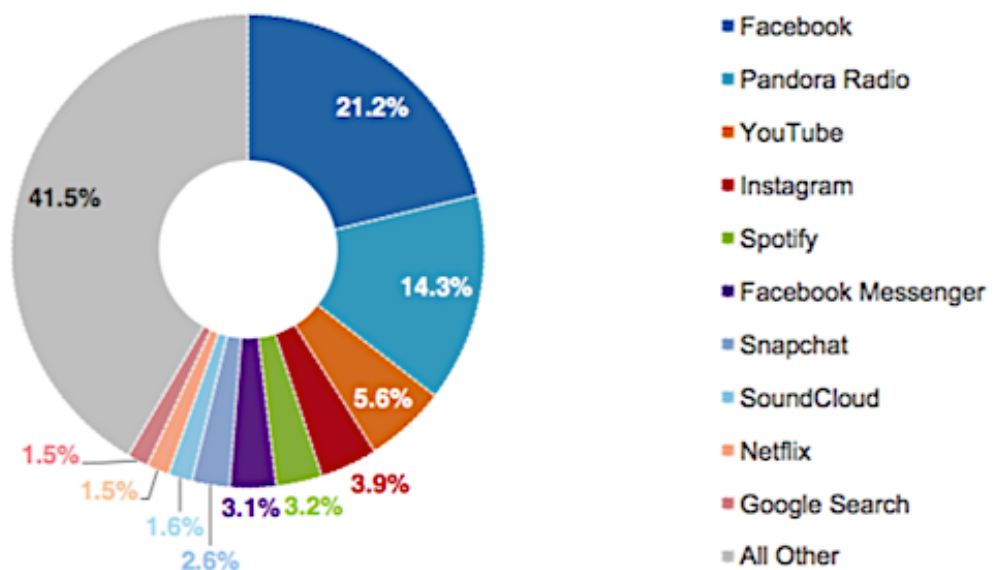
Source: comScore

As you can see on the graph people of different age spend different amount of time on apps. On average, all age groups combined spend more than twice as much on smartphone apps than on tablet ones. People have more chances to interact with a smartphone, essentially anywhere where a single-hand-operation mode is possible, but because of the form factor a table computer provides less variety of situations to use apps. Among all groups, the 18-24 age one demonstrates the greatest time spent. In this age people aren't generally married yet and not really busy with their career, they are on the peek of their social life, so, naturally, they have plenty of time to spend on apps.

In the Age 25-34 group people are focused on their career and hence less time for media content consumption apps, also they get married and have kids, all these factors combined decrease amount of time they can devote to apps. This tendency continues for the rest of the age groups with an interesting twist for time spend on tablet apps. Starting Age 35-44 amount of time people spend on iPad and other tablet computer apps increase, partly because of people's sight is getting worse gradually and tablets provide a better reading experience than smartphone do, partly because they spend time with their kids, using tablets for education and entertainment.

Average Monthly Hours per App Visitor by Age

Even though the number of apps people have on their smartphones and tables are in dozens, a busy lifestyle they have dictates how many apps they can and wish to use daily. The following graph demonstrates this trend clearly. The novelty of mobile apps as the latest Big Thing has gone long time ago and was replaced by a strictly practical approach to what apps should do. This trend has lead to the situation when people use only a handful of apps, in fact 78% use three or less smartphone and 77% tablet apps respectively. It is one of the most sobering findings for mobile app developers – not only they have to compete with other similar apps but to fight for a mobile app user time as well.

Share of Time Spent on Apps Across Ranks
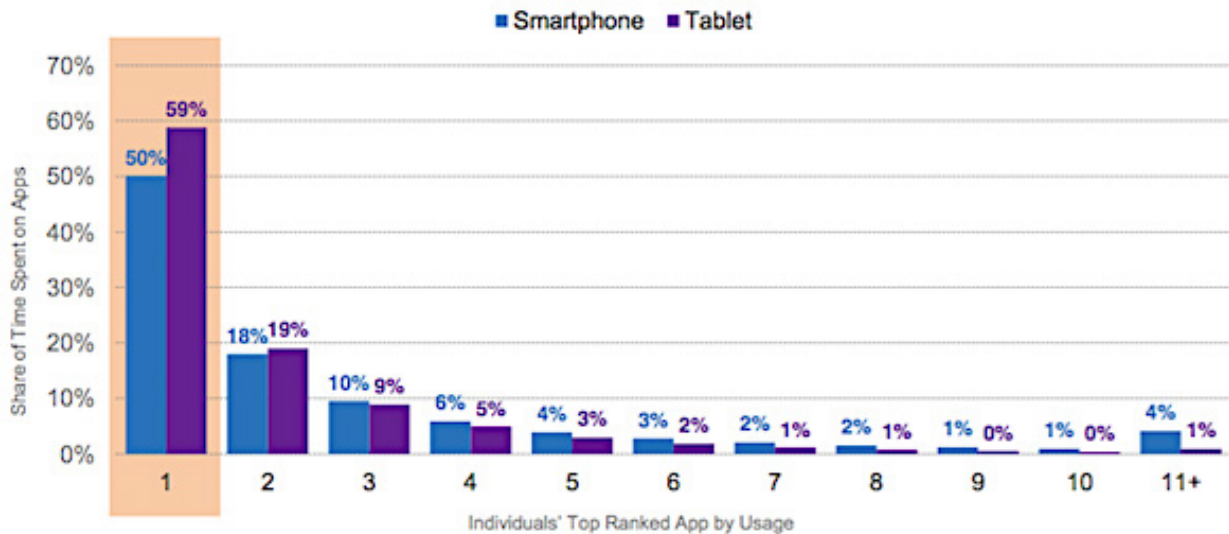
Source: comScore

One of the smartphone competitive advantages over other mobile devices is that it can be operated with one hand. A four inch screen is virtually the upper limit for a screen size that can be managed easily with thumb taps, five and more inch screen phablets operating requires two hands. As you can see on the graph, the biggest jump at switching from a single to two-hands operation mode emerges at 55+ age group. I think we can attribute this jump to the lifestyle change. When you're young and your life is full of commutes, business trips, taking care of your kids, there are much more situations when you are forced to operate your smartphone with just one hand, like when you need to do something at home or work. Once you retire, you aren't in a rush anymore and you switch to more convenient two-hands operation mode. Last but not least it's a matter of how confident smartphone users with their gear, naturally younger generation has a higher level of confidence.

% of Smartphone Users by Age Segment Who Only Operate Phone with Two Hands
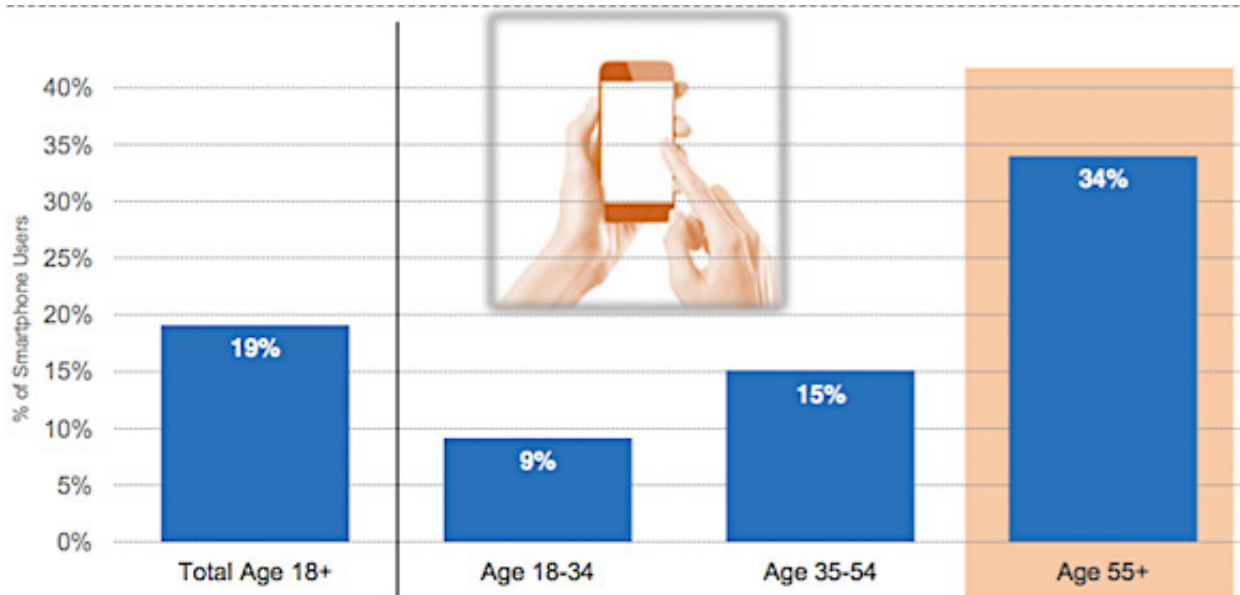
Source: comScore

Conclusion

The takeaway from the presented data would be this. People spend more time consuming digital media on mobile devices than on a desktop and this trend will definitely continue. Social networking, listening music, watching videos and playing games represent the bulk of what people do with their smartphones and tables. Essentially it's about communication and entertainment, two things that help people to cope with the level of stress in today's world.

Age 18-24 is the age group that spends the greatest amount of time on mobile apps. It goes to show you how important are mobile apps for people when they live a really active social life. Tablet apps are more important for people of age over 45 because of changes in their lifestyle and issues with their sight. Because time is one of the most precious commodities people have, they try to spend it wisely. People focus the time they spend on apps on the most important ones, hence about 80% of people use up to 3 apps most frequently. Even though smartphone is designed to be operated primarily with one hand, as people get older, more of more of them begin to use it with both.

Next: App Revenue Statistics 2015

App Revenue Statistics 2015

This year marks the seventh anniversary of the iTunes App Store and essentially mobile app development as a business. For many indie developers, mid and big size companies it's been a bumpy road with many ups and downs. There-is-an-app-for-that moment has gone several years ago, the focus from novelty has shifted to innovation and long-term profitability. The app business is matured and has become part and parcel of the economy itself.

Let's look the numbers for how much revenue was generated by the app economy since 2011 and the forecast for the next two years.

Key App Revenue Statistics:

- Total app revenues are projected to grow from $45,37B in 2015 to $76.52B in 2017

- Paid-for app revenues growth forecast for 2017 – $1,95 billion

- In-app purchase revenues will reach $28,9 billion by 2017

- The in-app purchase share of the total app revenue is projected to hit – 48.2% in 2017

- Apps contribution projection to overall iTunes revenue will hit 20% by the year 2020

As you can see on the first graph below, the biggest increase was in 2012, when the annual revenue jumped from $8,32B to $18.56B. For the iOS platform this jump can be explained by Apple introducing iPhone 5, the first model with a bigger 4 inch screen. It was the first screen size increase since the original iPhone that debuted in 2007 with 3.5 inch screen. Bigger screen meant an opportunity to introduce new kind of apps and as a consequence it facilitated app revenues fast growth. For Android it was the year of a significant growth as well, in Q3 of 2012 Android got 75% of the global smartphone market. The growth was fueled by more and more OEM adopting Android to run their mobile devices with.

Worldwide mobile app revenues from 2011 to 2017 (in billion U.S. dollars)
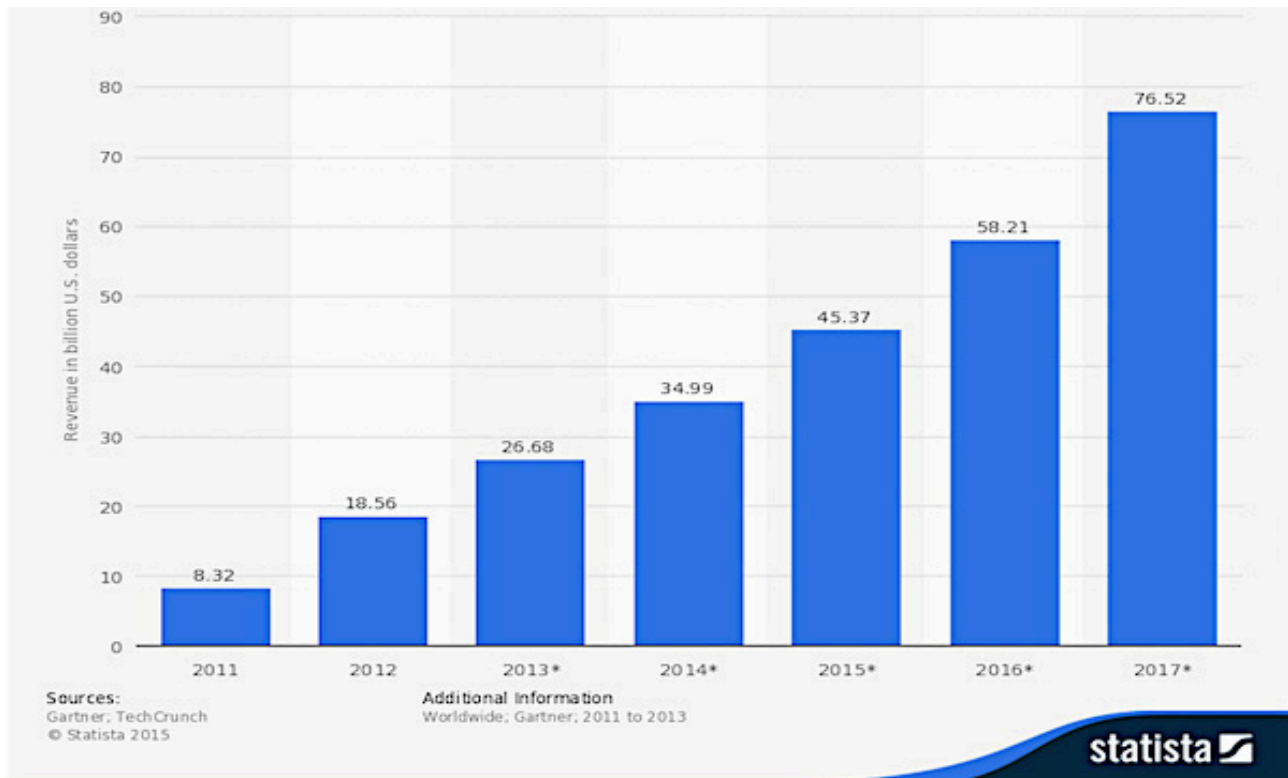
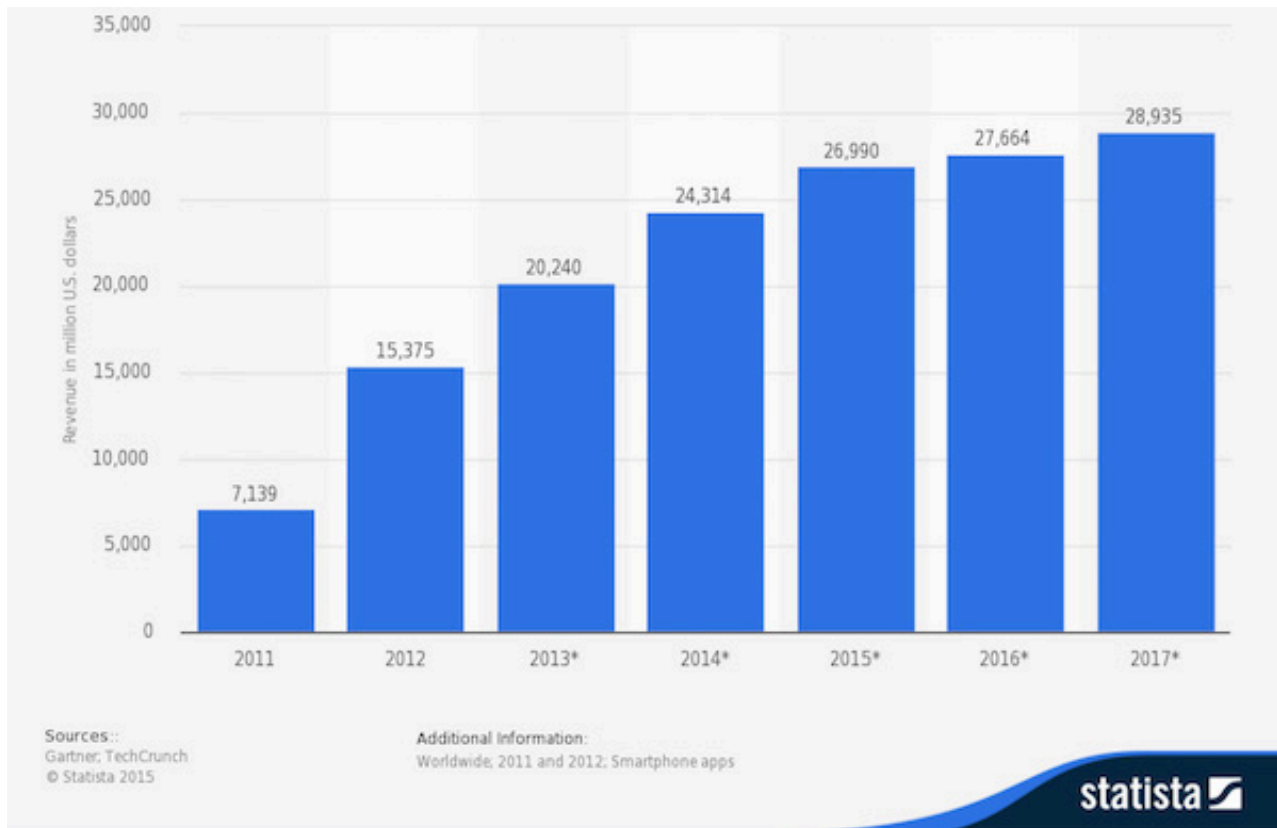*Source: Statista*

During 2013 and 2014 we see a decline in growth and than another spike in 2015, $10.38B up from the previous year, as a result of Apple's launch of iPhone 6, iPhone 6+ in 2014 and than this year iPhone 6S and iPhone 6S+. All these models have become extremely popular in Asia, particularly in China. The hardware popularity and adoption rate increase always lead to the software, it powered by, growth as well. On the Android side this spike was driven by its continuing leadership in daily activation rate. More device activation results in more downloads and ultimately higher app revenue.

This projection is based on a forecast for how much iOS and Android devices will be sold and the expectation for the iTunes App Store and Google Play store growth. There are high expectations for iOS Enterprise penetration increase in the coming years, which is currently low but Apple's partnerships with IBM and Cisco do promise to change it in a future. On the Android side the app revenue growth is associated with its potential to growth in India, Europe and South America. And there is a potential for Android to growth in Africa as well, where mobile devices provide people an access to the Internet and Android is the leading platform to support it.

Global paid-for mobile app revenues from 2011 to 2017 (in million U.S. dollars)

Source: Statista

Mobile app business is powered by three models – paid, in-app purchase and advertising. Originally the app ecosystem debuted with the paid model and, as we see during 2011-2012, the total revenue was doubled, from $7,1 billion in 2011 to $15,4 billion in 2012 but since the following year and on we see a rapid decline, the revenue leveled on $3,9 billion a year on average. The reason for revenue, driven by paid model, to decline was in-app purchase model introduction. With in-app purchase mobile app users could install an app for free, try it to see if it's something they really need and later pay for additional functionality or to remove ads inside an app. Over the years this in-app purchase advantage allowed this model to outgrow the paid one. The forecast predicts even steeper decline for the next two years. The app revenue growth estimation for 2016 and 2017 is $973M on average.

Total worldwide in-app purchase revenues from 2011 to 2017 (in million U.S. dollars)
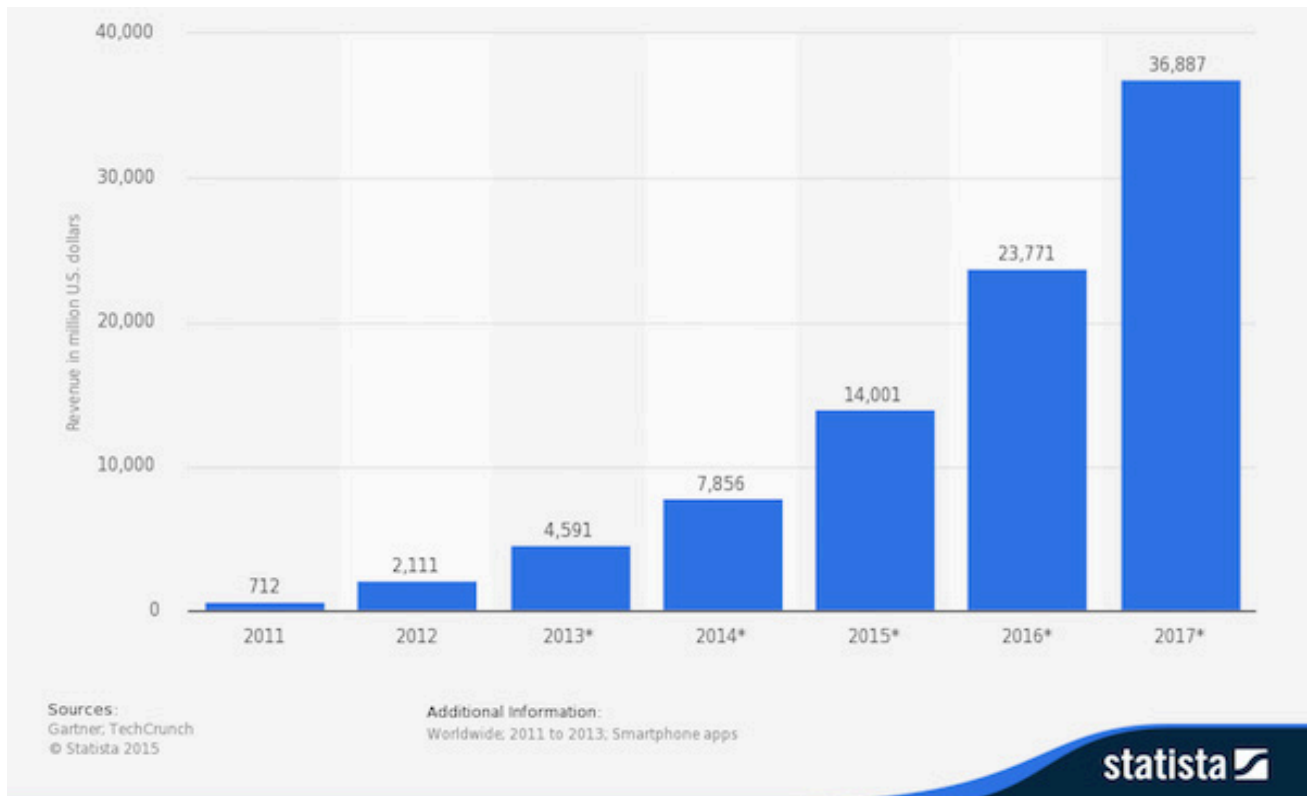
Source: Statista

On the contrary, the in-app purchase model is being growing exponentially since it was introduced in 2011. By 2017 it's expected to be almost triple, comparing to this year figure. Despite the fast and stable growth, it remains to be seen how mid-size and small indie developer companies will manage to sustain their app business, based on this model. Currently, according to the VisionMobile research paper, more than 60% of app developers make less than $500 / month and it's considered to be an app developer poverty threshold. The in-app purchase revenue growth for 2016 is $9,77 billion up and $13,2 billion up in 2017.

Share of world mobile app revenues from 2011 to 2017, by channel
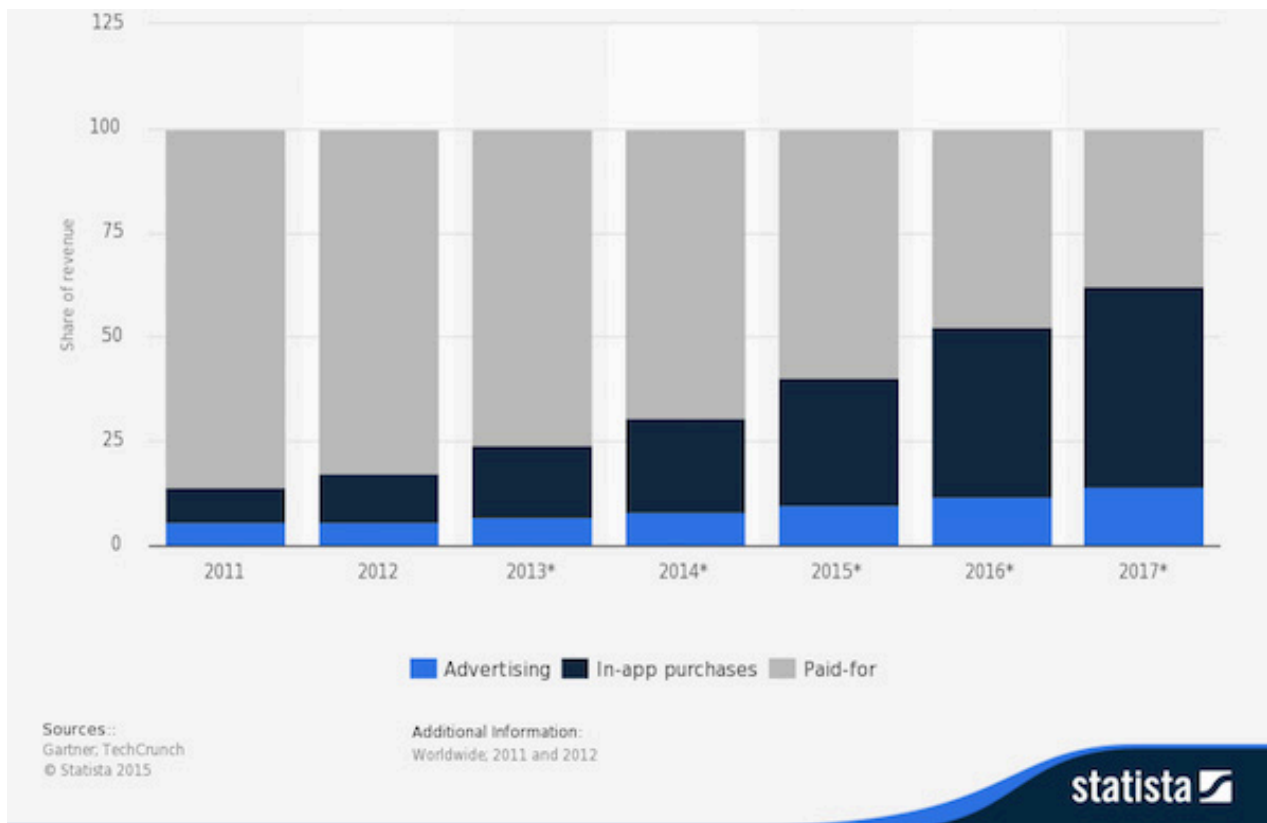
Source: *Statista*

This graph demonstrates in what proportion all three models – advertising, paid and in-app purchase one contribute to the overall app revenue growth. As we observed earlier, in-app model is the one that outgrows the other models and by a great margin. Next year and on the video format wide adoption, that happened this year, will contribute to revenue, generated by advertising, growth but still it won't grow significantly to compete with in-app purchase. In 2012, in-app purchases accounted for 11.4 percent of global mobile app revenues and are expected to grow to 48.2% in 2017.

Apps As The Major iTunes Growth Driver from 2013 to 2020
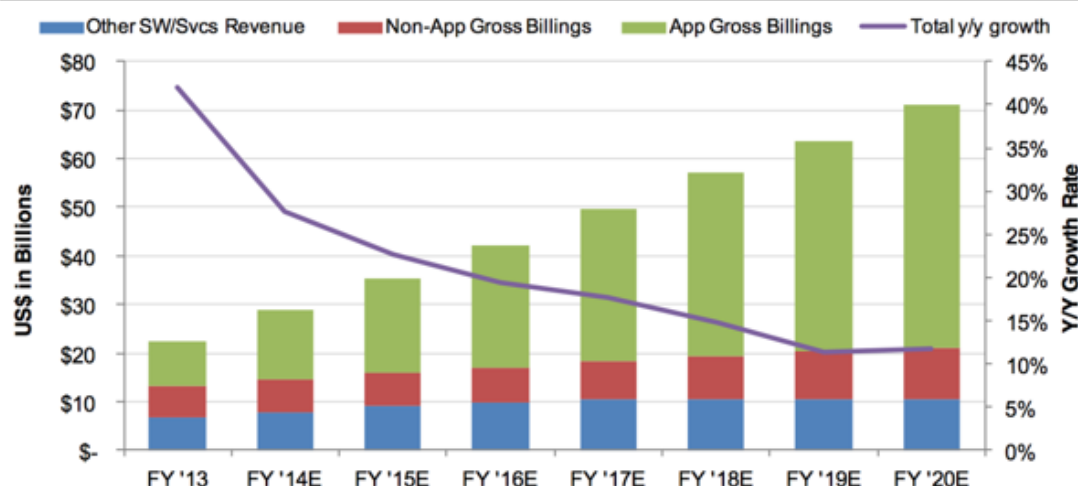
Source: Company data, Macquarie Capital (USA), March 2014

Source: Macquarie Group data

There are number of constituents that contribute to the Apple's iTunes business growth. These contributing factors are presented by Apps, Content (presented as Non-App Gross Billings on the graph) and Services. Among these three, Apps has been the major contributor, starting from 2013, when it contributed about 6% of the total revenue growth, to 9% this year and it's projected to contribute 20% in the year 2020. One of the factors that will influence the Apps contribution will be, launched this year, Apple TV fourth generation with its dedicated tvOS. tvOS features its own app store and SDK for app developers to create apps specifically for Apple TV.

Mobile Games Revenue 2013-2016

US Mobile Game Revenues, by Venue, 2013-2016

	2013	2014	2015	2016
Game in-app purchases (billions)	$1.12	$1.51	$1.82	$1.99
—% change	99.3%	35.6%	19.9%	9.4%
—% of mobile game revenues	55.0%	58.1%	59.8%	60.1%
—% of total mobile download and in-app revenues*	14.6%	17.0%	18.5%	19.1%
Game downloads (billions)	$0.91	$1.09	$1.22	$1.32
—% change	46.0%	19.8%	11.7%	8.1%
—% of mobile game revenues	45.0%	41.9%	40.2%	39.9%
—% of total mobile download and in-app revenues*	11.9%	12.3%	12.4%	12.6%

*Note: includes game downloads and in-app purchases on ereaders, mobile phones and tablets; excludes ad-supported revenues and subscriptions; *includes downloads of ebooks (including audiobooks), games, music and video, as well as game in-app purchases and other; includes ereaders, mobile phones and tablets; excludes ad-supported revenues and subscriptions*
Source: eMarketer, Feb 2015

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Source: eMarketer

Games have been a staple for mobile apps ecosystem growth since the iTunes App Store inception back in 2008. This year the games share on the iTunes App Store is roughly 30% but, according to the eMarketer forecast, the total mobile games revenue to exceed $3 billion by the end of the year. If we take a look at the mobile games revenue growth over the years, we see a slow down. In the 2013 – 2014 period game in-app purchases revenue increased from $1,12B to $1,51B or $0.39B up and from $0.91B to $1.09B or $0.18B up for paid-for game downloads. In 2014-2015 period we see an increase from $1.82B to $1.99B or only $0.17B up and from $1.32B to $1.22B or only $0.10B up respectively.

Conclusion

In a big way the future level of app revenue will depend on how fast the Internet of Things technology (IoT) will be evolving and its adoption rate. IoT emerges as a natural progression for software to continue to lead humankind technological growth. Essentially the Internet of Things allows to capture more information to be used to optimize and improve many things in our life.

Because of the app consumer market segment saturation, the Enterprise segment will likely to be a driver behind the app revenue growth in the coming years. Currently, Smart Home, Retail and Industrial are the three leading areas, that see the highest adoption rate among app developers. All three, as well as Wearables, do have a big potential to fuel app revenue growth in a near future. Both Apple and Google heavily invest into R&D and popularization of IoT among app developers.

Next: App Store Statistics Roundup

App Store Statistics Roundup

An app store (or app marketplace) is a type of digital distribution platform for computer software, often in a mobile context. With an introduction of an app store software distribution model, software developers got a new way to distribute applications they develop and profit on it. The app store model has its pros and cons. To the pros we can attribute an app store much bigger capacity to reach out app users, leveraging the trust, established by a company that runs an app store, as well as apps purchasing transactions handling takes place on an app store side. As an app store cons we should mention app discoverability issue that app owners have, lack of software trial support and the fact that app owners don't have access to information about people who purchase and download their software.

The Apple's App Store is built on a curated model, it implies Apple's control over apps quality and their compliance to certain standards, defined by Apple. On the positive side of this model is the ability to provide app users with apps, free of malware, bugs and content, which is inappropriate for minors. On the negative side, there are inescapable issues with disapproving for publication of apps that mistakingly fall under Apple's app content publication guidances. The reason for Apple for choosing a curation model is that it's extremely important for the company to keep mobile apps quality on par with its iconicity high hardware standard and keep customer satisfaction rate as high as possible.

The Google's Google Play store app publication process implies much less strict guidelines for Android app developers to comply. An app review process takes much less time than the Apple's App Store one does. As a consequence app developers can publish their apps much faster but the flip side is that a significant number of malicious Android apps being published on Google Play and it's ongoing problem Google has to deal with. Google see its Android app store as yet another channel to distribute software, where the company can place ads and being able to profit on it.

From a business perspective, for Amazon its Amazon AppStore serves as an add value proposition for people who trust the company's brand and purchase on the Amazon's online store a great number of various products. Amazon doesn't consider its app store from a revenue generating perspective. That's why Amazon provides its customers Android apps and doesn't invest in creating its own mobile software ecosystem, as Apple and Google do with their iOS and Android OS respectively.

The list of the major app stores consists of the following stores – Google Play, Amazon AppStore, other stores that host Android apps, such as: Aptoide, GetJar, AppBrain, Samsung Apps, Baidu, Tencent App Gem and others, Firefox Marketplace, Ubuntu App Store, Windows Phone Store, Windows Store, Mac App Store, App Store, BlackBerry World.

In this article we're putting together the data to analyze three biggest and the most dynamically evolving mobile application stores – the App Store, Google Play and Amazon AppStore.
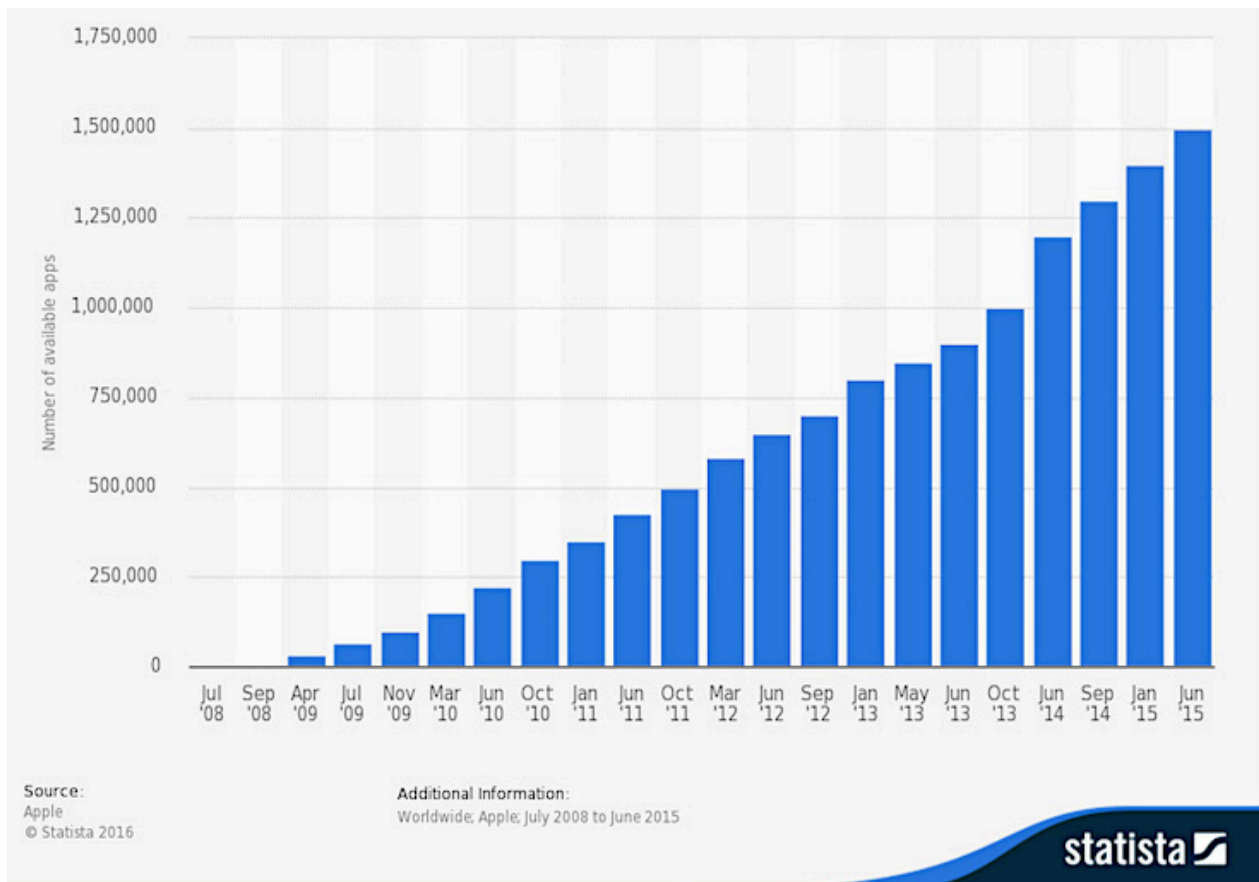
Key App Store Statistics:

- Total number of apps on the App Store – 1,5 million (as of the summer of 2015)
- Total number of apps on Google Play – 1,8 million (as of the winter of 2015)
- Total number of apps on Amazon AppStore – 400k (as of spring 2015)
- The most popular App Store category – Games (23% of the total number of apps)
- The most popular Google Play category – Games (21% of the total number of apps)
- The most popular Amazon AppStore category – Games (21% of the total number of apps)
- Cumulative number of apps downloaded from the App Store -100 billion (as of winter of 2015)
- Cumulative number of apps downloaded from the Google Play – 50 billion (as of winter of 2013)
- Total number of app publishers – 620k (Google Play), 400k (App Store), 63k (Amazon AppStore)

In summer of 2008 Apple revolutionized software distribution by introducing its mobile application store – the App Store. Over the course of the 7+ years since that moment, it's been growing exponentially and has come a long way from several thousands at its launch to 1,5 million apps by the summer of 2015. The current rate of its growth is more than 1,000 new apps a day.

The reason behind such massive growth lies at Apple's ability to build an ecosystem. The company provides app developers with easy-to-use, powerful tools to build apps, as well as support with a training program, including WWDC annual conference, where developers are introduced to the latest platform updates and can participate in many workshops hosted by Apple.

Also such growth was and is caused by so-called a Halo effect – the App Store is part of the iTunes store, the marketplace that, over the years, has won hundreds of millions Apple's paying customers trust. Today the Apple's App Store represents the half of the mobile duopoly that commands the mobile app industry and it continues setting the tone for all other players on this market. It continues to be a prime app development platform for millions of app developers around the world and recent tvOS and WatchOS Apple's development platforms, for AppleTV and AppleWatch respectively, provide new angels to the iOS App Store growth. Now app businesses can develop apps for multiple Apple's devices and beat their competition.

*Number of Available Apps in the Apple App Store from 2008 to 2015*

Source: Statista

The Android Market, which later become part of the Google Play marketplace, was launched 3 months after the Apple's App Store in October of 2008. By October of 2012 Google Play app store matched the Apple's App Store by the number of apps and by the end of 2015 it reached 1,8 million Android app mark, which was 300K apps more than the Apple's mobile application store had. The current rate of its growth is more than 1,300 apps a day. The reason why Google Play app market has been growing faster than the Apple's App Store is that Android OS, the operating system that drives apps published on it, was released by Google under open source licenses. Multiple companies sell smartphones and tablets that run Android OS and hence the overall volume of hardware, for which Android app developers create apps, is much larger than its Apple's iOS counterpart.

The Alphabet Inc., the Google's parent company from 2015, has multiple branches that provide Android OS with areas to grow into. Such as wearables, health care, robotics, autonomies car, smart home and desktop applications such as Chromebook.

Number of Available Apps in the Google Play Store from 2009 to 2015
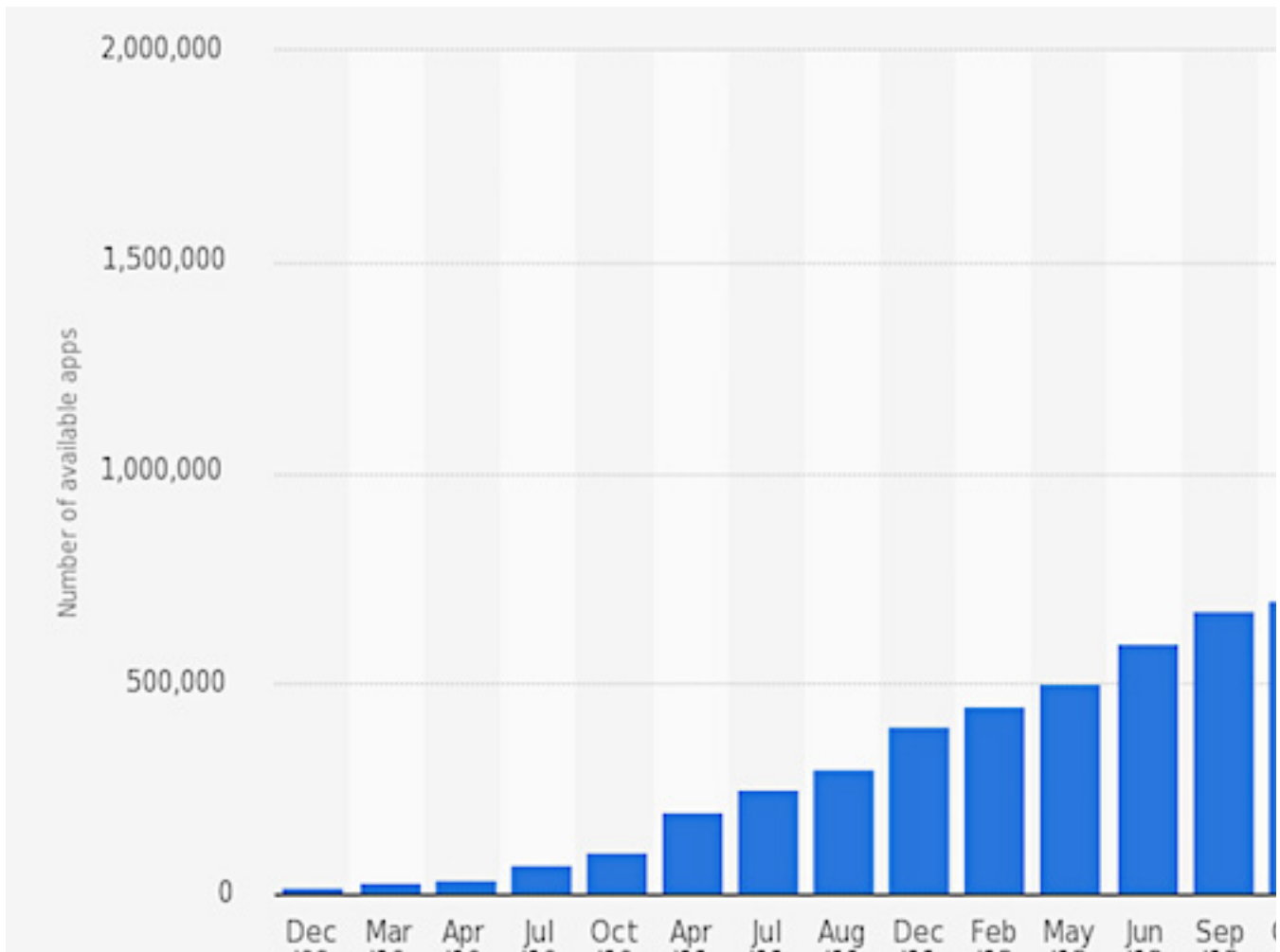
Source: Statista

Amazon Appstore is an app store for Android apps run by Amazon Inc., it was launch three years after the Google's Google Play app marketplace (former Android Market) in March of 2011. On its launch the app store had only 3,800 apps and on March 2015 it reached 400k application mark, with a growth rate range equals to 50k-100k apps year over year.

Number of Available Apps in the Amazon AppStore from 2011 to 2015
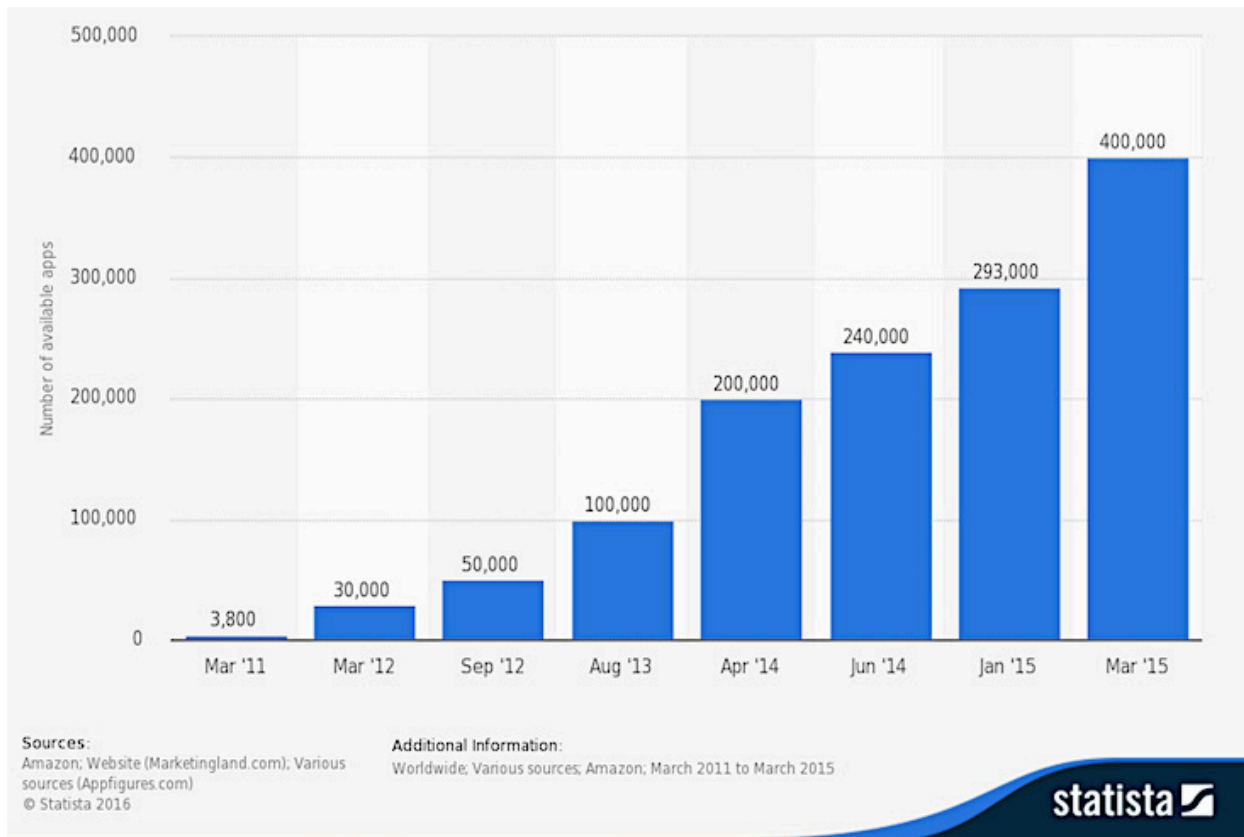
Source: Statista

Among all app categories of the App Store, games has always been the biggest category and in 2015 it commanded 23% of all iOS apps on the App Store. Prior to the iOS 8 release in 2014, the Games category was the only one on the App Store that had sub-categories. It was and remains to be the most profitable category among others, even though it's certainly has reached its saturation point and the bulk of the revenue generated with iOS games belongs to a small number of big mobile games powerhouses. The second most popular category is Business with slight more than 10%, the reason for such popularity is that with the current level of the Games category saturation, app developers are switching to apps that facilitate e-commernce on mobile. This is the category where a great potential to profit lies and it's far from its saturation point. The least popular category is navigation, because creating navigational apps require not only iOS development expertise but significant investments in territory mapping. It's an expensive one to develop for and it's dominated by Google and Apple duopoly as well.

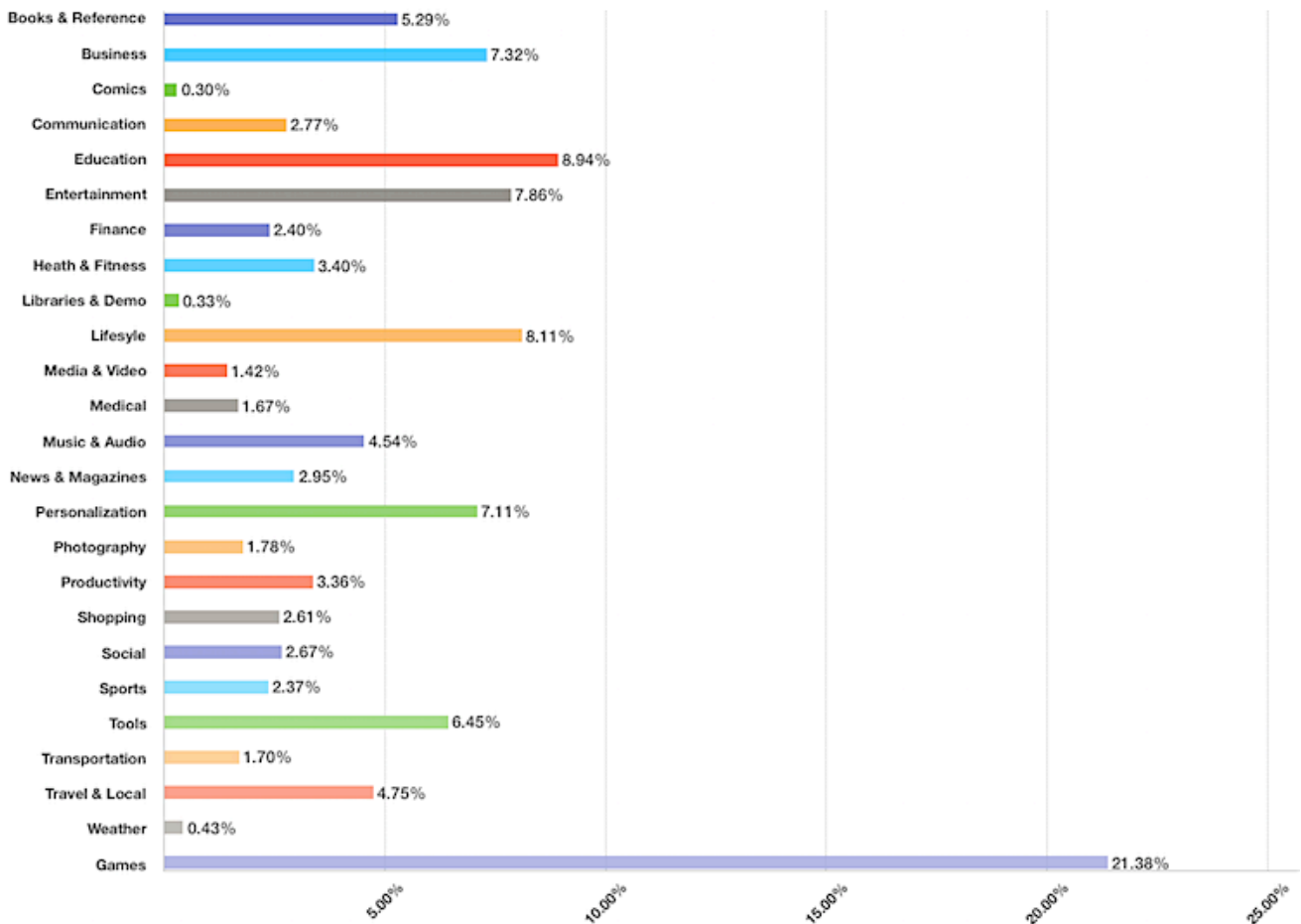*Most Popular Apple App Store Categories in 2015, by Share of Available Active Apps*
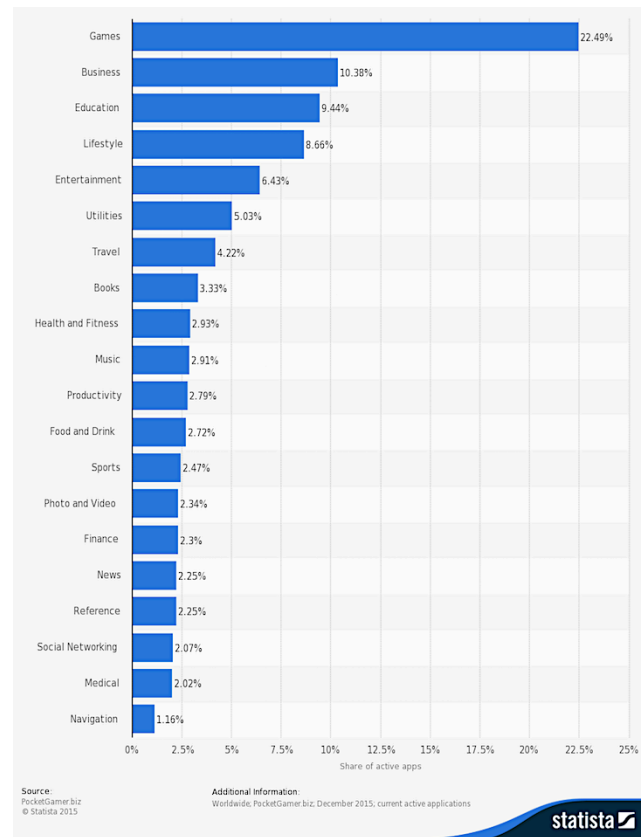
Source: Statista

Similar to the Apple's App Store, Google Play most popular category is Games, it contributes 21% of the total number of Android apps on the store. With 9% of the total number, Education apps are the second most popular category. For education Android OS presents a viable alternative to Apple's iOS, Android tablets are much more affordable for schools, universities and other educational institutions. Also many families are seeking for ways to improve their kids education and they see Android tablets with educational apps as the way to go. It all creates a demand Android app developers are seeking to meet. Lifestyle, Entertainment and Business categories follow shortly after the Education category, with 8, 7.9 and 7% respectively.

Most Popular Google Play Categories in 2015, by Share of Available Apps

Category	Share
Books & Reference	5.29%
Business	7.32%
Comics	0.30%
Communication	2.77%
Education	8.94%
Entertainment	7.86%
Finance	2.40%
Heath & Fitness	3.40%
Libraries & Demo	0.33%
Lifesyle	8.11%
Media & Video	1.42%
Medical	1.67%
Music & Audio	4.54%
News & Magazines	2.95%
Personalization	7.11%
Photography	1.78%
Productivity	3.36%
Shopping	2.61%
Social	2.67%
Sports	2.37%
Tools	6.45%
Transportation	1.70%
Travel & Local	4.75%
Weather	0.43%
Games	21.38%

Source: AppBrain

The Amazon AppStore is dominated by games that represent 61% of the total number of available apps. Many Android app developers see this market as just another outlet for the apps. In a contrast to the Apple's App Store and Google's Google Play markets, it's not well researched, very few app success stories have come out of it and therefore developers can't see significant value to gain by publishing any kind of apps on this market, expect games. Games as a category has proven its enormous popularity and success on both App Store and Google Play and so developers do their bet on succeeding with their game title on the Amazon's AppStore too.

Most Popular Amazon Appstore Categories in 2014, by Downloads
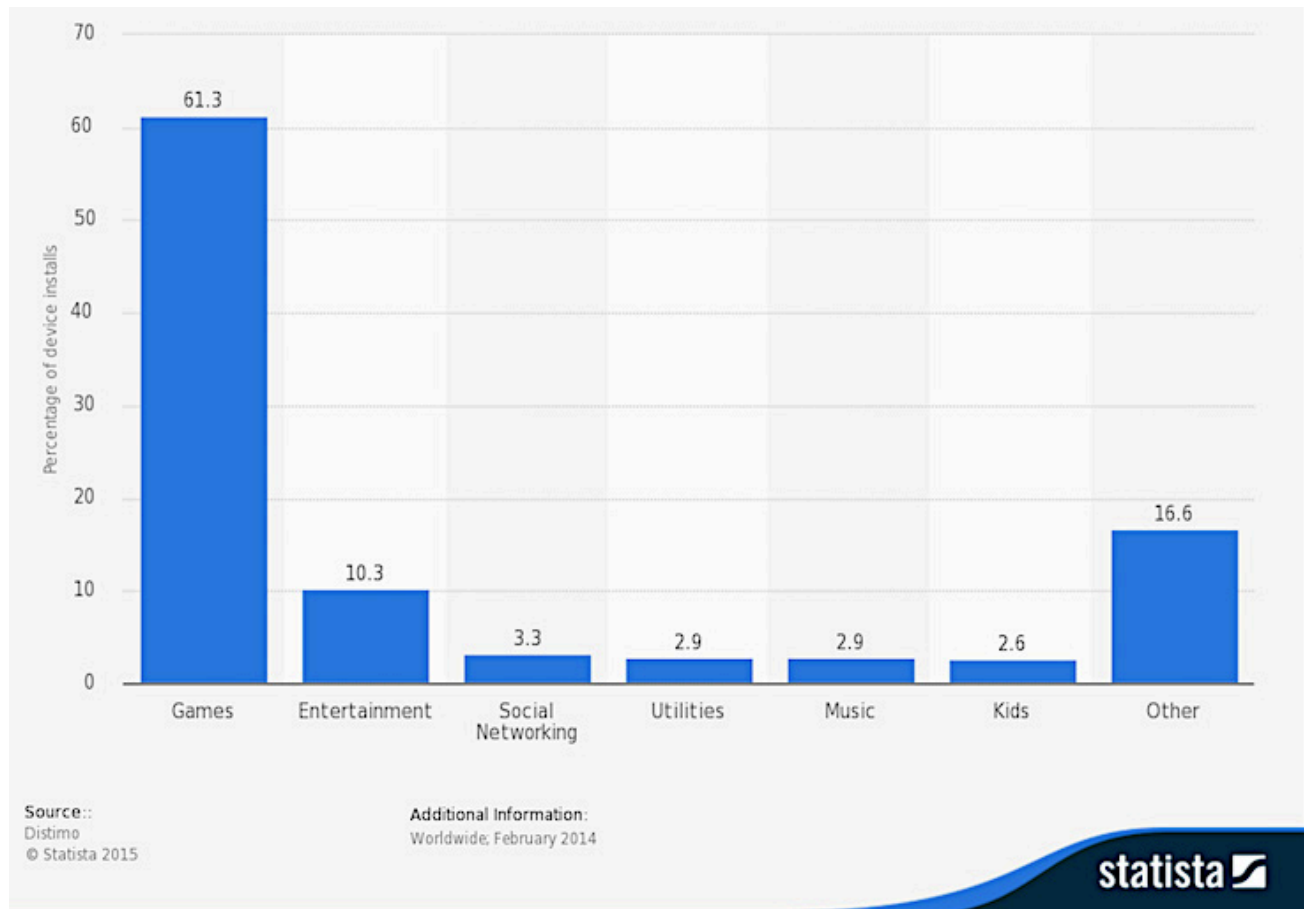
Source: *Statista*

In June of 2015 the App Store crossed a 100 billion app downloads mark. This number illustrates its extremely high level of adoption among smartphone and tablet owners and app developers, also it corresponds to the amount of revenue it has brought to them, since 2008 iOS app developers earned $25 billions on app sales.

Cumulative Number of Apps Downloaded from the Apple App Store from 2008 to 2015, in Billions
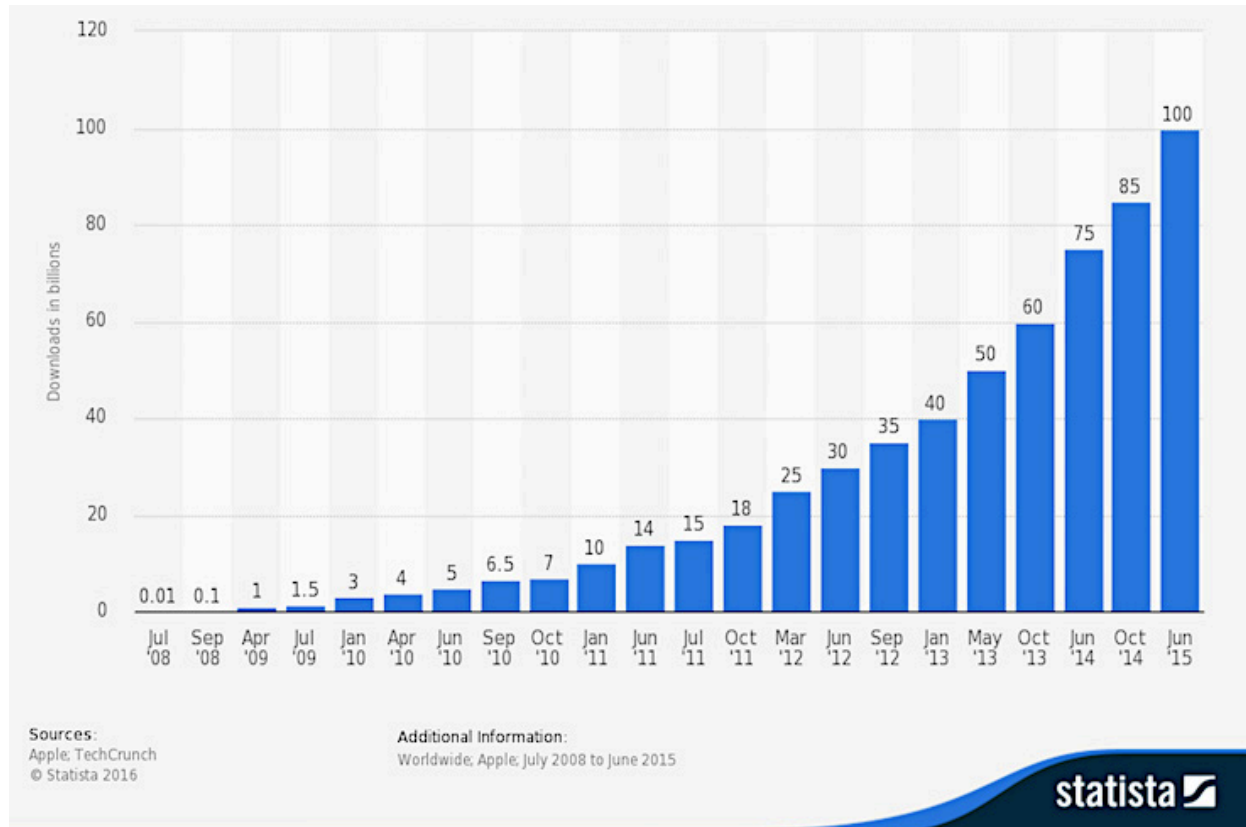
Source: Statista

Unfortunately Google has stopped providing data about the number of downloads in 2013 and hence the graph below can only demonstrate the latest publicly known number of Android app downloads as of June 2013 and it equals to 50 billion. With the growing number of sold smartphones and tablets that run Android, the number of Android app downloads will be mirroring this trend but there is fundamental difference between the Apple's App Store and Google Play growth and it calls fragmentation. Only a fraction of smartphones and tablets that run Android OS, have its latest version installed on them, meanwhile with iOS the picture is completely different – currently about 70% of all iOS devices run iOS 9, the latest version.
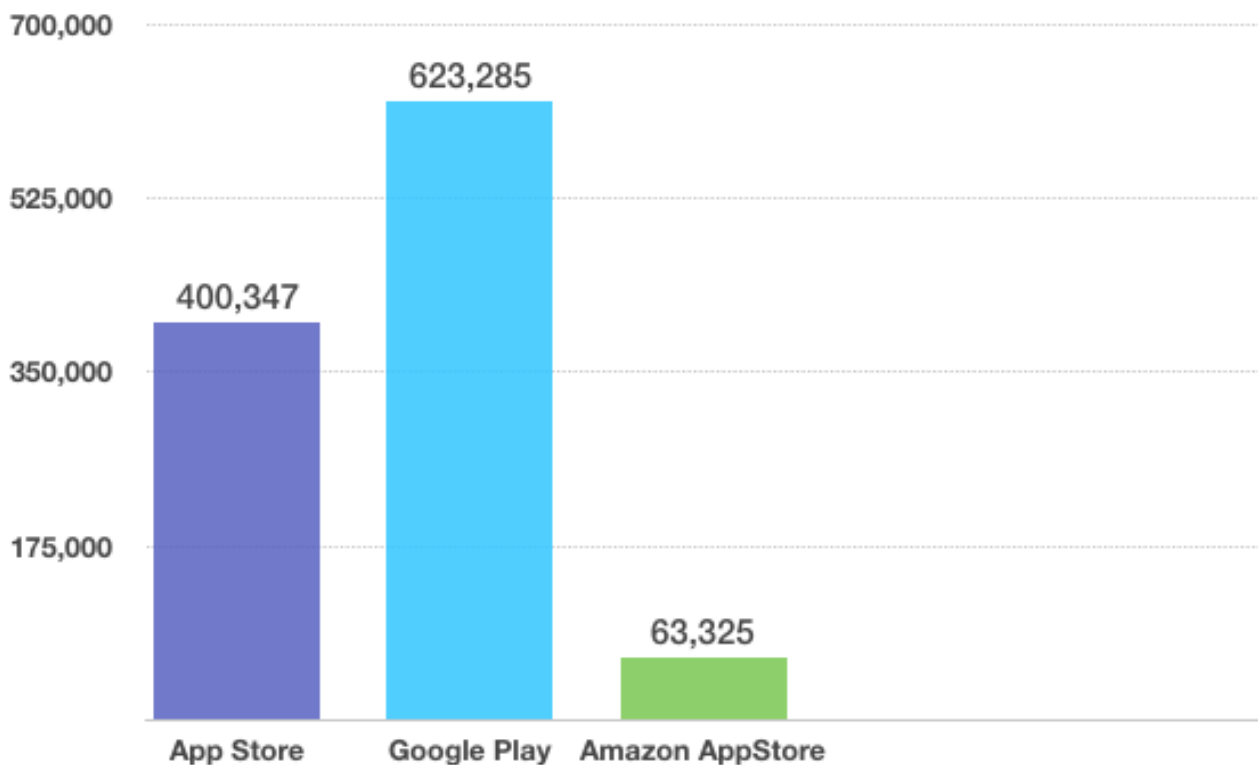
Cumulative Number of Apps Downloaded from Google Play as of 2013, in Billions
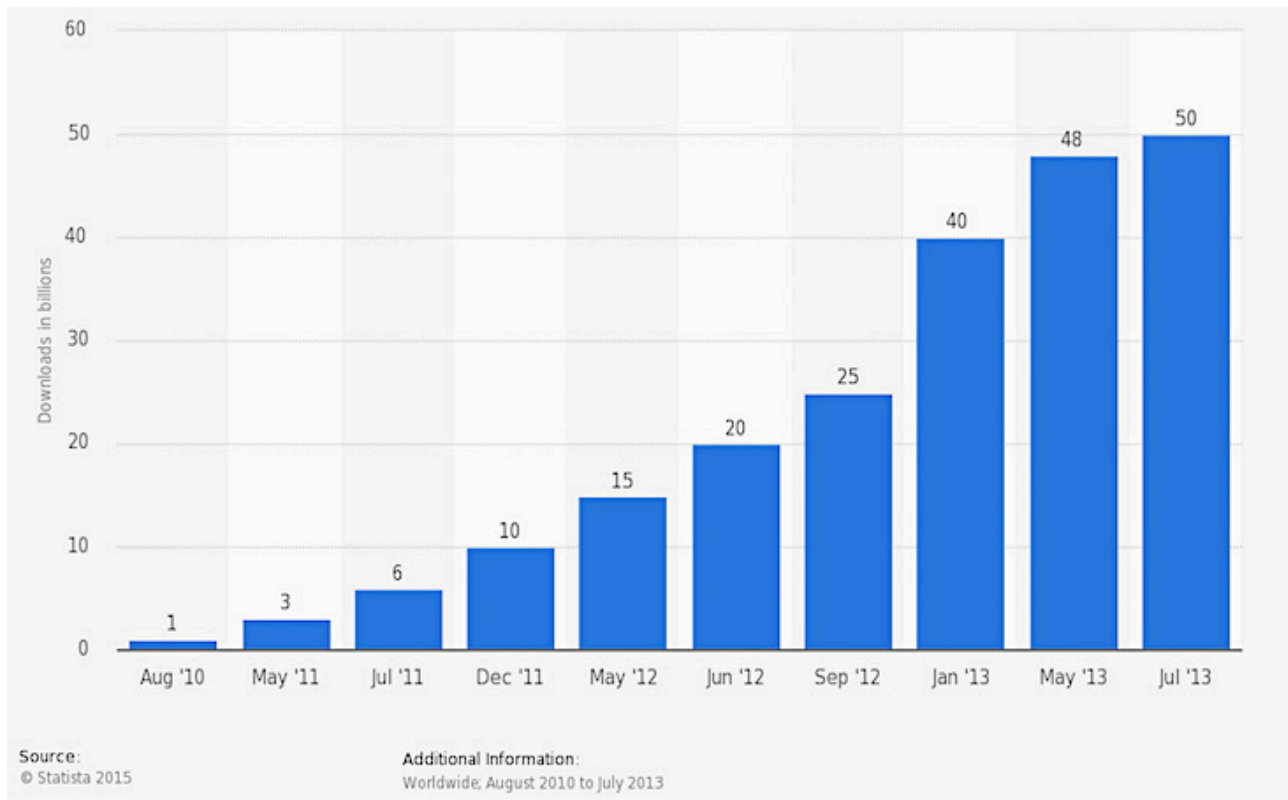
Source: Statista

A number of publishers each app store has reflects it's adoption rate and how attractive and lucrative for app developers a specific store is. On the graph below we see a snapshot of the current number of publishers on the App Store, Google Play and Amazon AppStore. Even though the App Store continues its domination in terms of how much revenue it generates for app developers, Google Play has more registered publishers. As the matter of fact, Android has much higher level of adoption in India and China, countries with the biggest population in the world and in case of China, a rising middle class and therefore it's quite logical that Android app store should have more registered publishers than other platforms. The Amazon AppsStore number of registered publishers mirrors the platform, comparing to Apple's and Google's, smaller scale.

Number of App Publishers, by App Store

Final Thoughts

The app store landscape features the Google and Apple duopoly with their Google Play and App Store mobile application stores. Next to this duopoly, with a big gap in a number of apps and generated revenue, comes the Amazon AppStore that, like Google Play, also provides its customer Android apps. Because each of these app stores has its own advantages, the smart strategy for app developers to follow is to release a mobile app on multiple platforms. Among these three stores, the App Store generates the biggest revenue, Google Play provides the greatest reach and Amazon AppStore serves as an alternative for Android developers to explore and define how much profit it'll able to generate for their apps. Building an app store, as crucial part of a mobile app ecosystem, is very complex, time and finance consuming effort and hence it's very unlikely that any company will be able to shake up the existing Apple-Google-Amazon trio of the mobile application stores.

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