



# MOBILE APP MARKET ANALYSIS: STRATEGIC RECOMMENDATIONS

INSIGHTS FOR APP DEVELOPMENT AND MONETIZATION

# EXECUTIVE SUMMARY



## Objective:

The company develops free mobile applications; first in the android market, then in the Apple market. Their revenue generation strategy is through in-app purchases.

The management is interested in identifying high-potential app categories in the Apple and Google Play stores based on user engagement, market saturation, and growth opportunities. The findings aim to guide strategic app development and monetization efforts.



## Key Insights:

Over half of the existing apps in both markets belong to the Games and Family/Entertainment categories. These categories have equally become too saturated to engage and retain passionate and/or loyal customers, thereby favouring only a few dominant players.

Conversely, apps within the following categories - Social Networking, Communication, Photography & Videography - targeting teens and pre-teens, turned out to be true favourites in both markets.



## Recommendations:

Focus on developing apps that cater to niche groups or communities; this could be in form of under-served age-groups (e.g., pre-teenagers and teenagers), or under-served communities;

Focus on building apps that can scale, and continuously engage customers e.g., in form of constant updates, regular trivia, personification of avatars etc;

Focus on user experience;

Study high-performing apps to identify success factors;

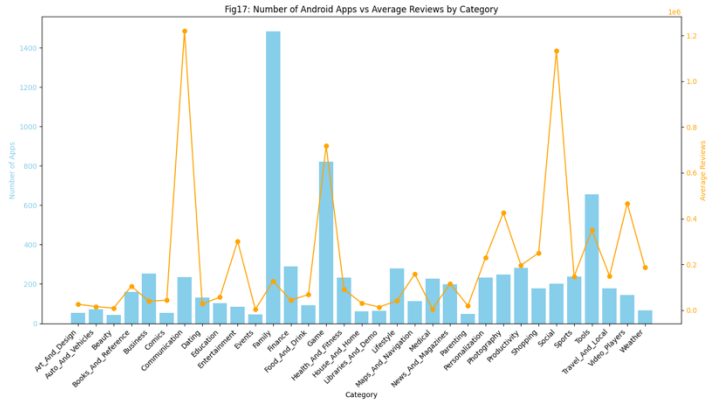
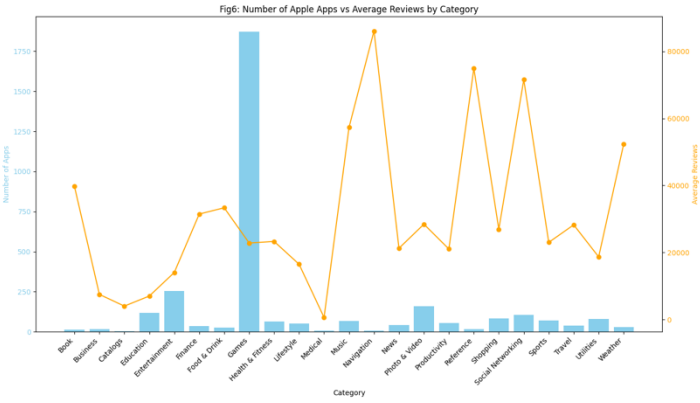
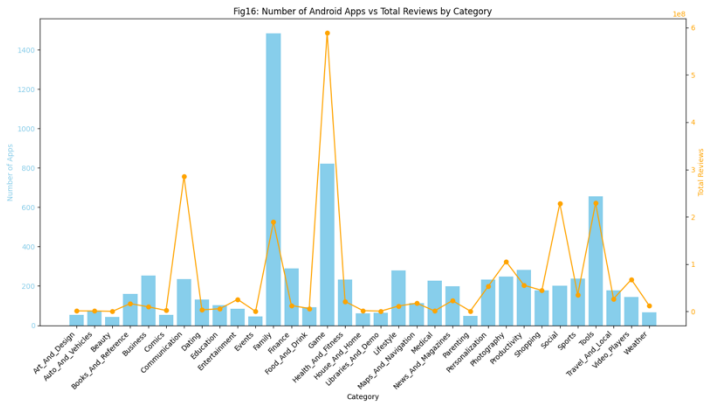
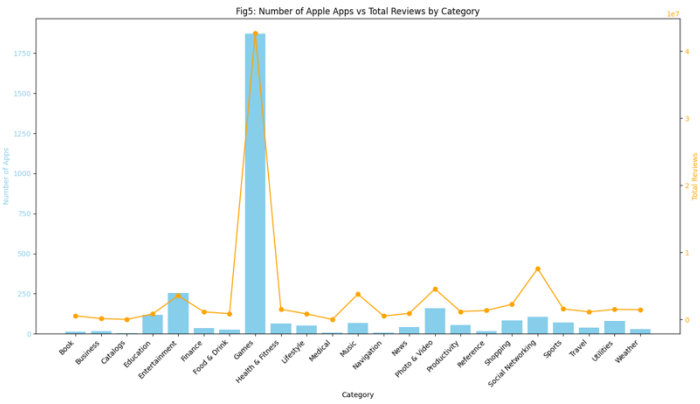
Study low-performing apps to identify unmet user pain points.



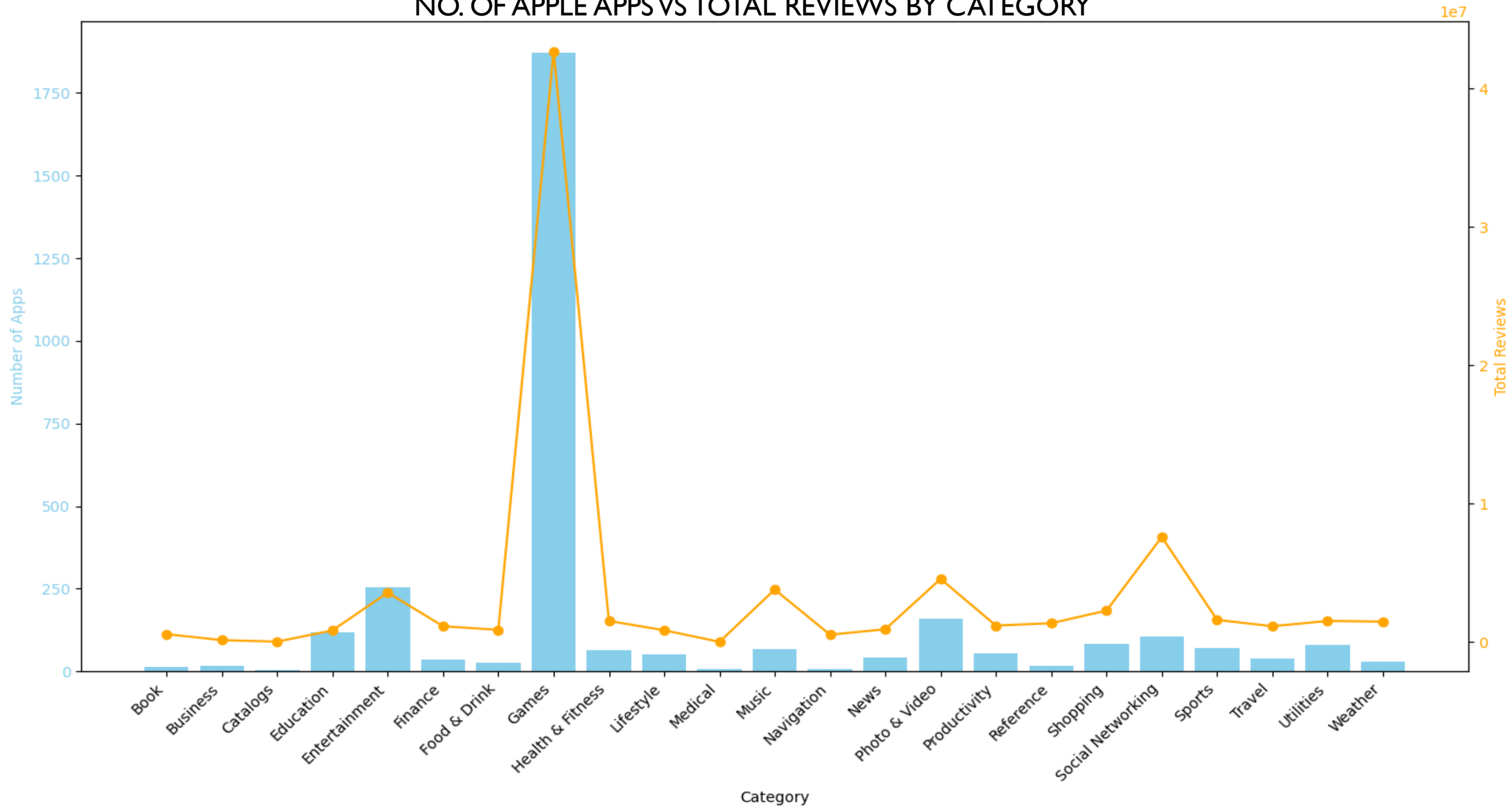
## Conclusion:

Each category requires its own specific strategy, depending on the trend of its performance across both markets. The key performance trends this analysis focuses on include - High Total Reviews, Low Average Reviews; Low Total Reviews, High Average Reviews; and High Total Reviews, High Average Reviews.

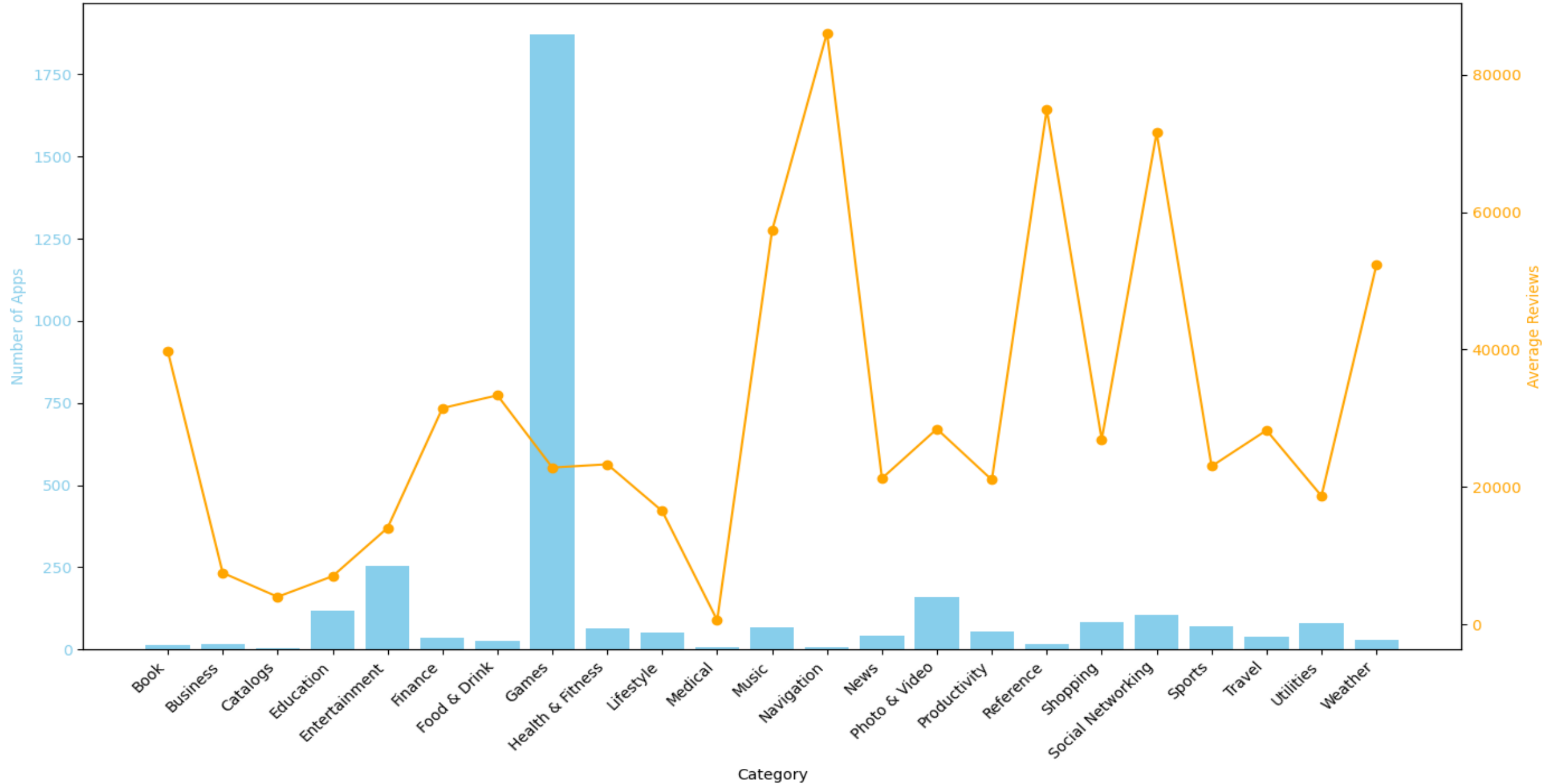
# MARKET OVERVIEW - CATEGORY



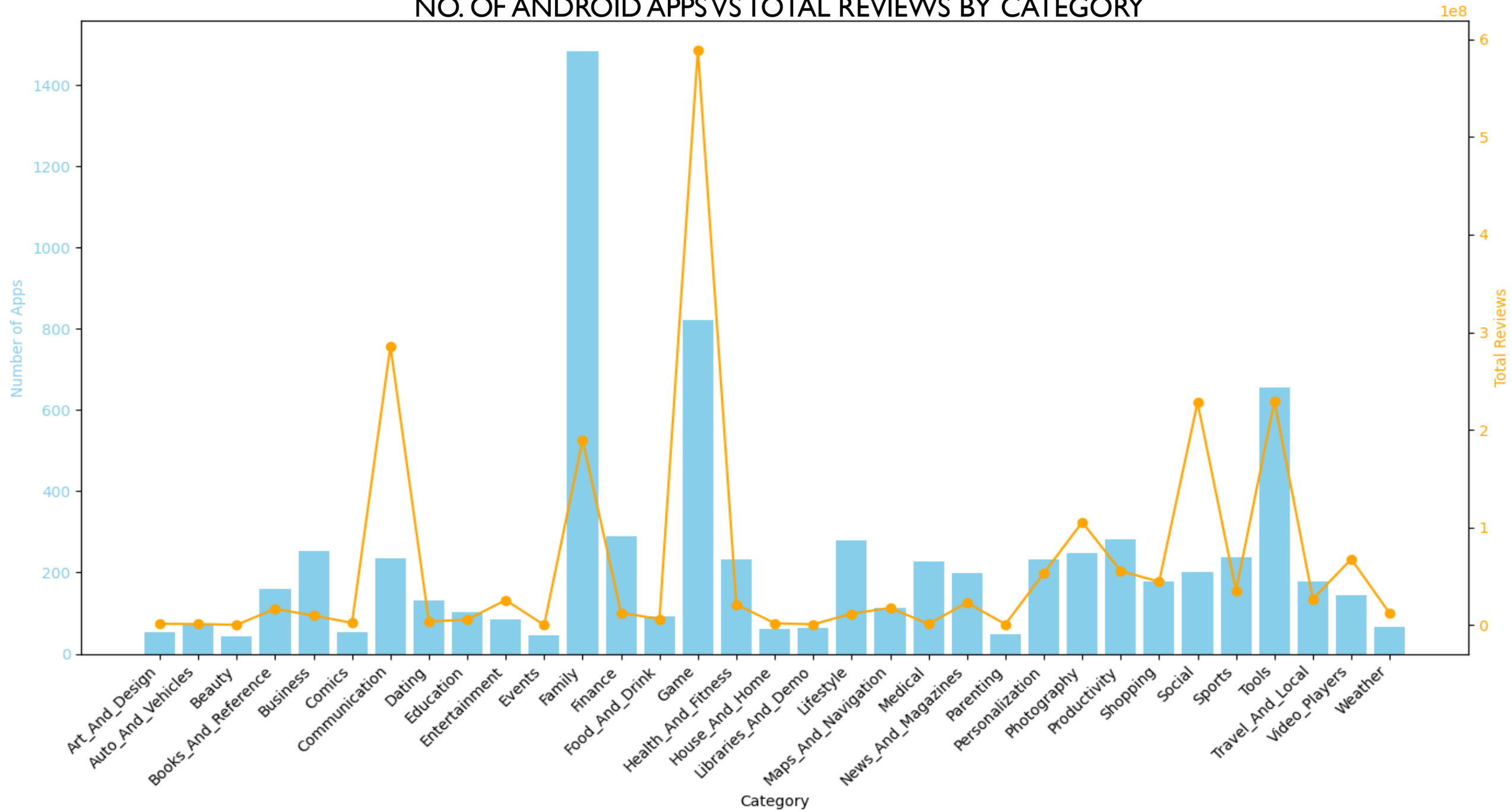
NO. OF APPLE APPS VS TOTAL REVIEWS BY CATEGORY



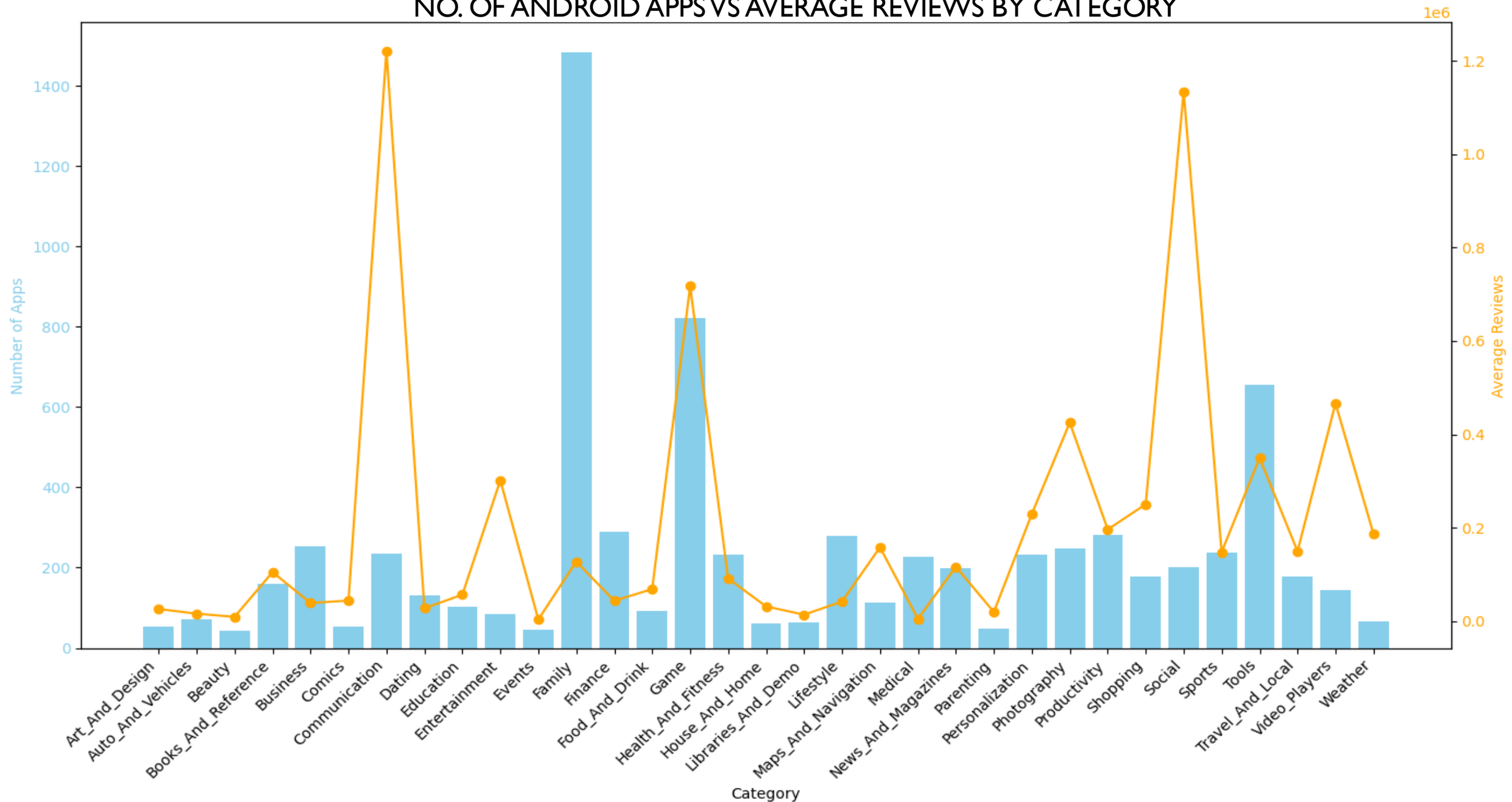
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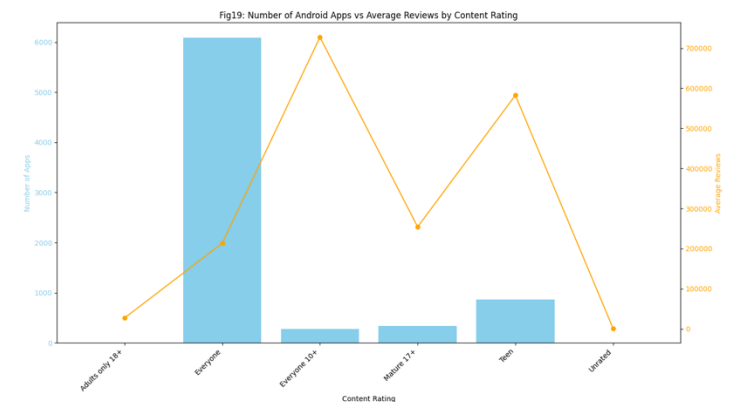
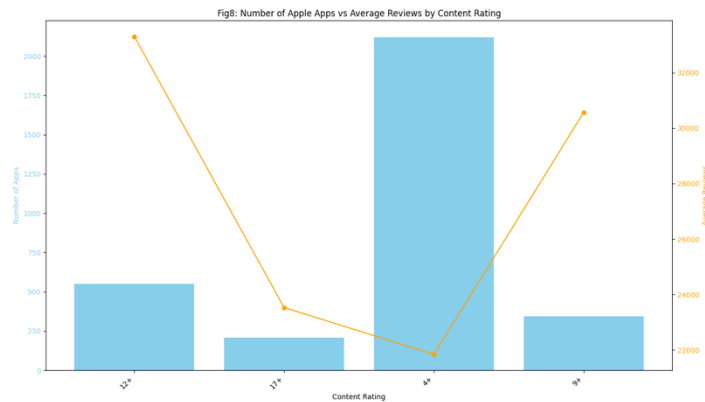
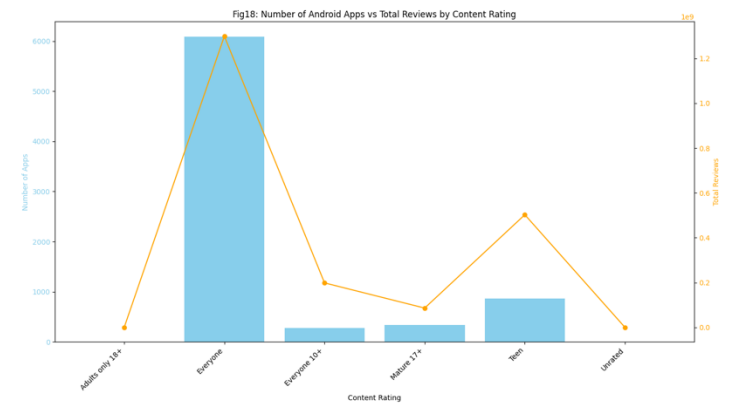
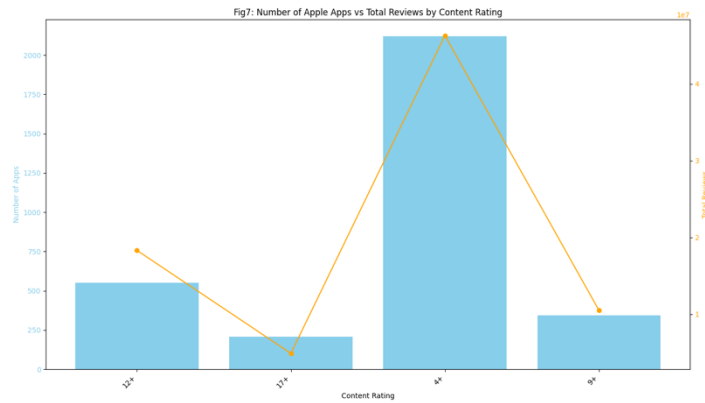
NO. OF ANDROID APPS VS TOTAL REVIEWS BY CATEGORY



# NO. OF ANDROID APPS VS AVERAGE REVIEWS BY CATEGORY

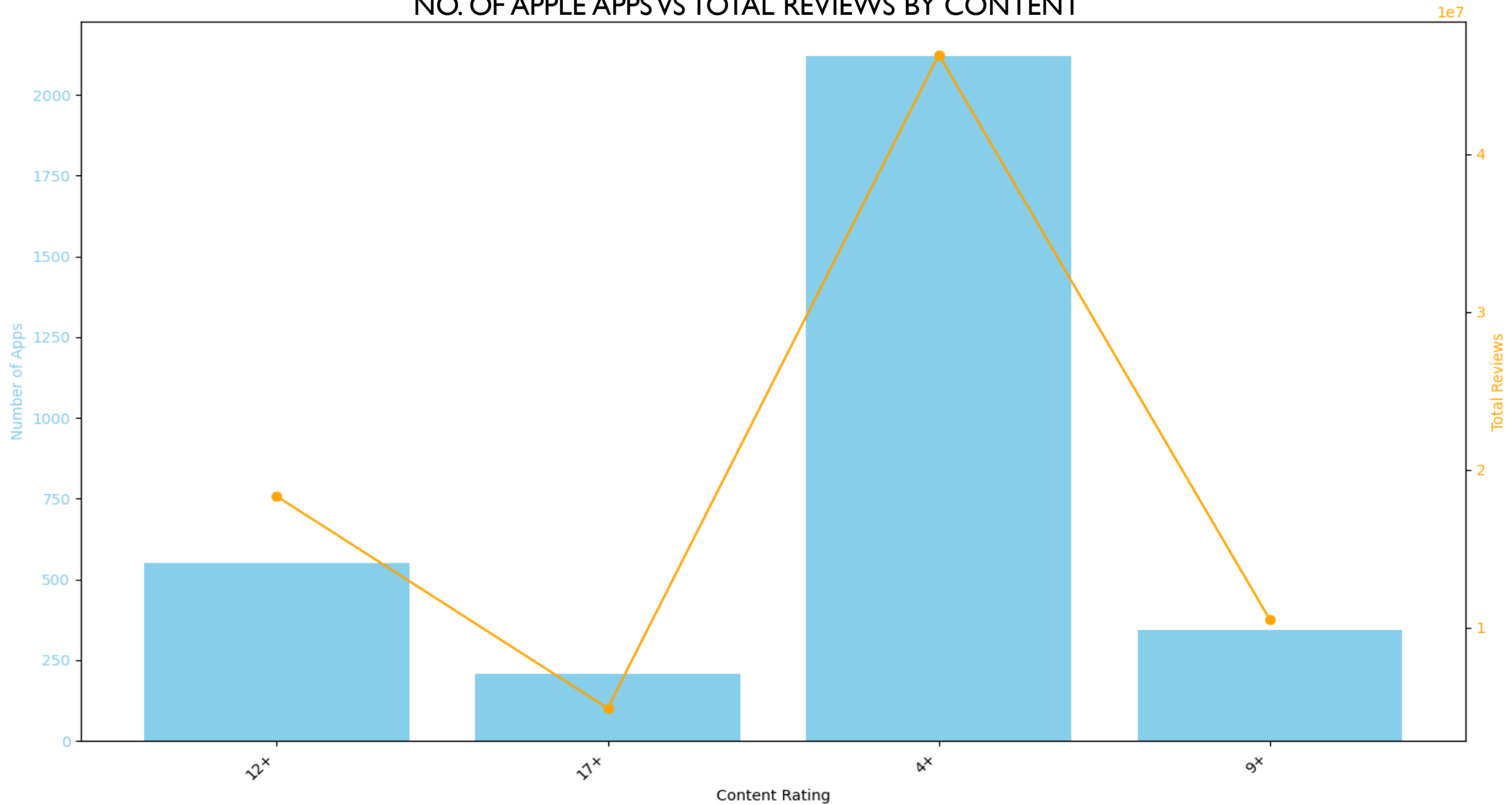


# MARKET OVERVIEW - CONTENT

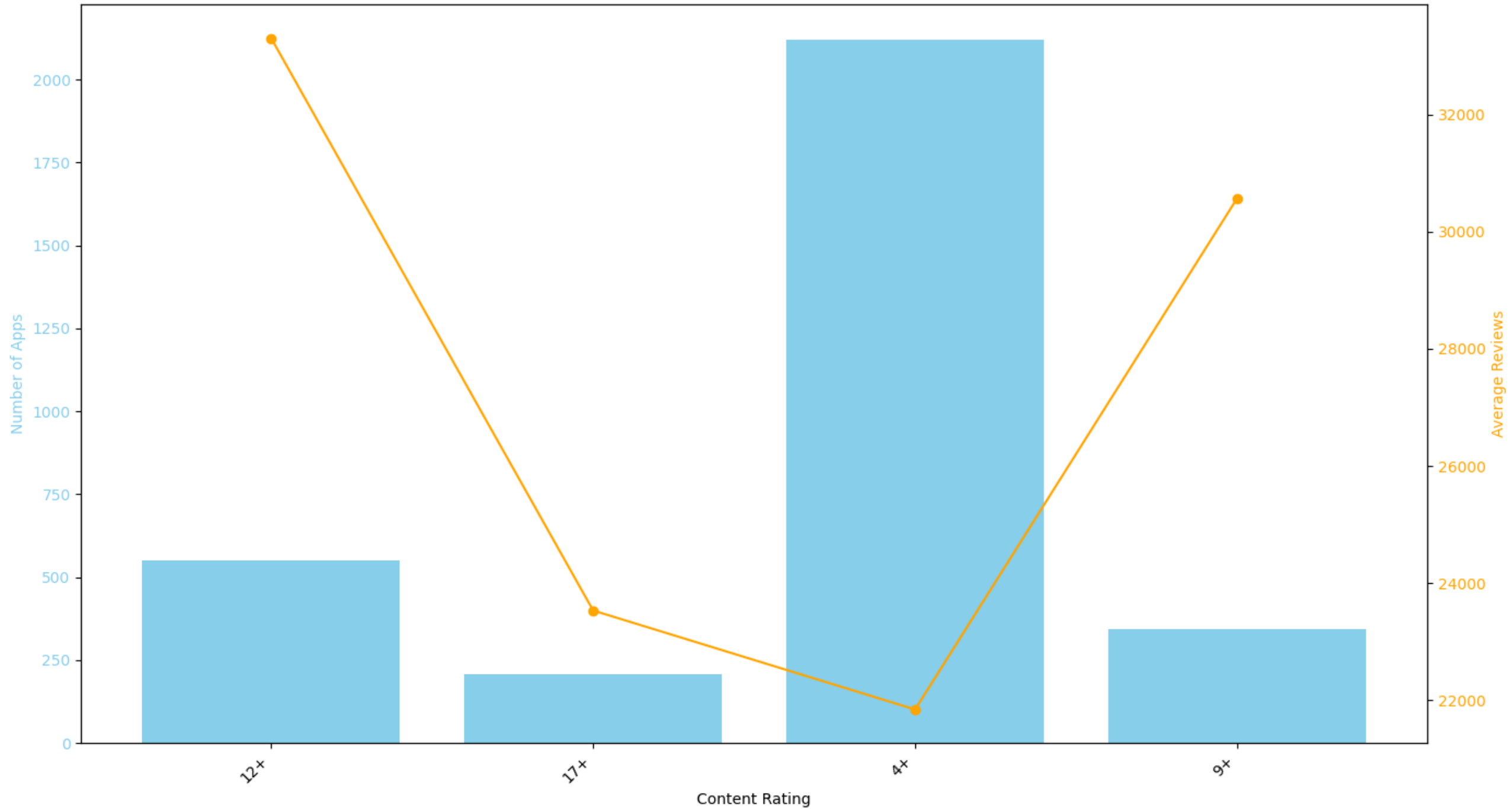




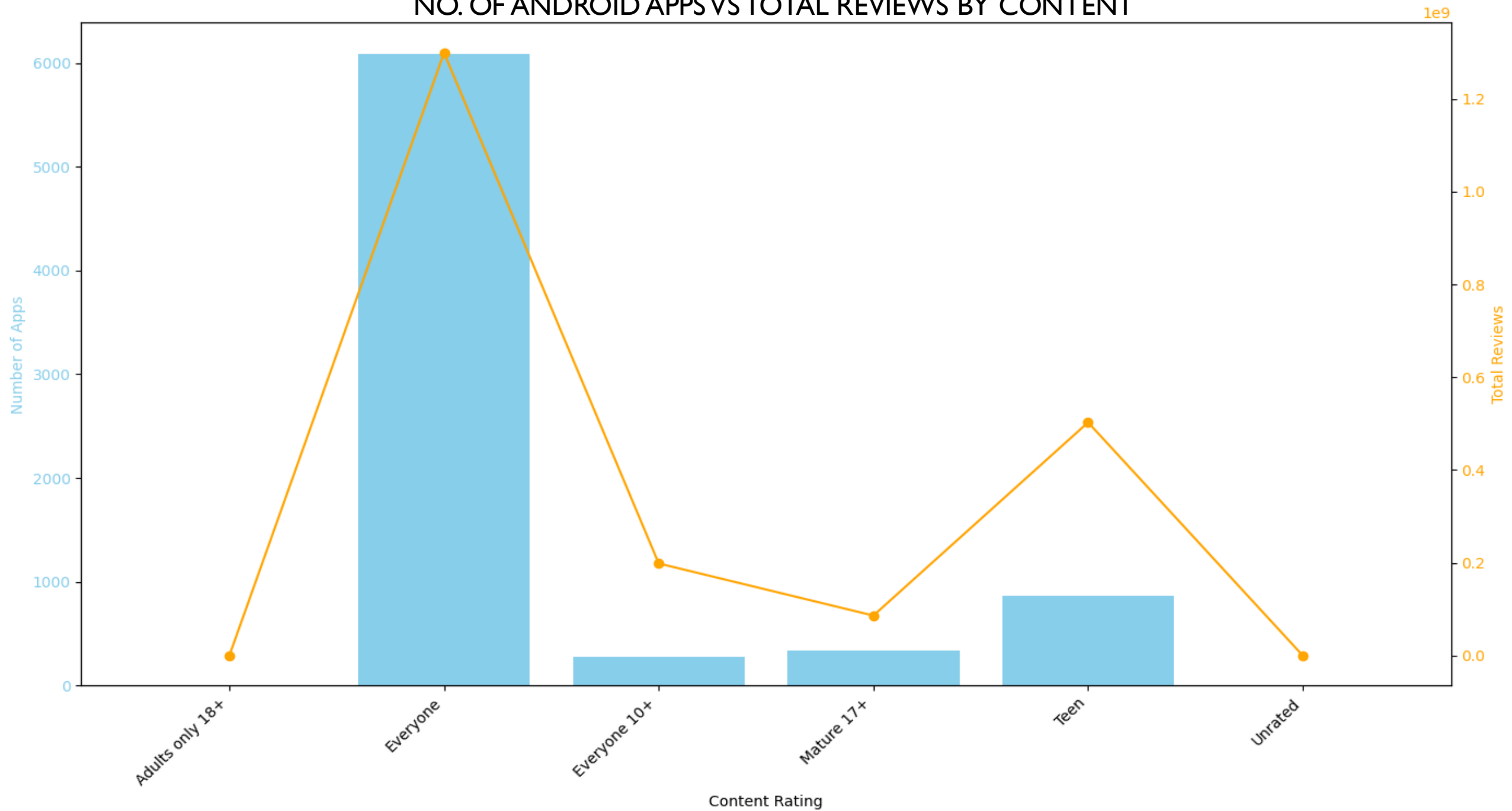
NO. OF APPLE APPS VS TOTAL REVIEWS BY CONTENT



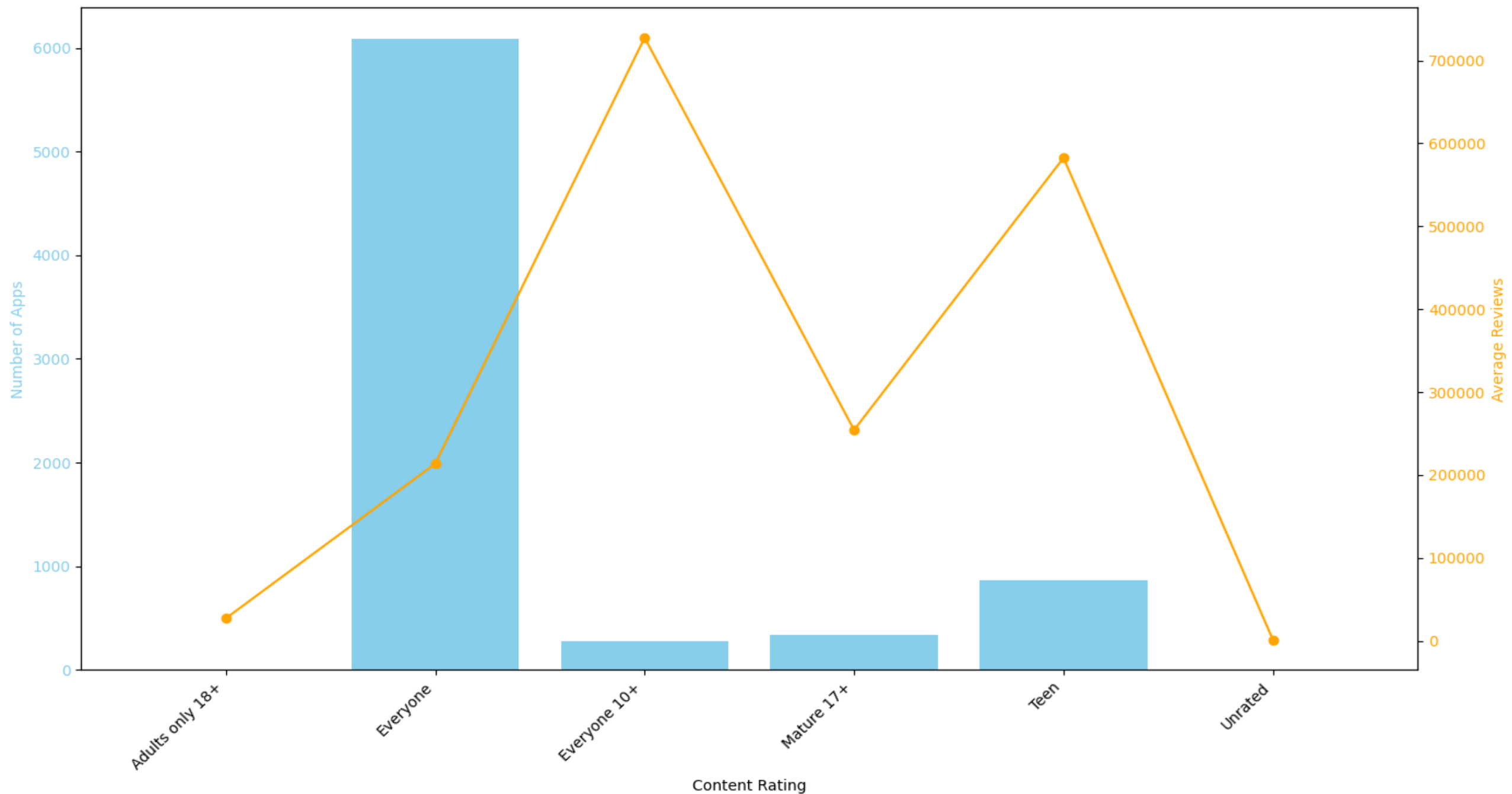
NO. OF APPLE APPS VS AVERAGE REVIEWS BY CONTENT



# NO. OF ANDROID APPS VS TOTAL REVIEWS BY CONTENT



NO. OF ANDROID APPS VS AVERAGE REVIEWS BY CONTENT



# KEY FINDINGS

## 01

**Engagement:** Across both markets, the true favourites are Social Networking/ Communication, Photography & Videography. These categories appeared to enjoy high demand and high satisfaction. On the other hand, Games and Family/Entertainment apps are saturated.

## 02

**Opportunity:** Within both markets, there appears to be opportunities for growth in the pre-teenage and teenage sub-categories. Further, despite significant competition from existing global players, the concentration of a loyal fanbase makes categories like Social Networking/Communication, Photography & Videography attractive for investment.

## 03

**Demographics:** While more than half of the existing apps in both markets are rated generally suitable for viewing, apps channelled to pre-teenagers and teenagers found more sustainable love in the hearts of the users.

## 04

**Major players:** Most of the successful categories are inhabited by global players like Microsoft, Meta, Google and Apple. It is also possible that some of their success can be attributed to constant updates and the use of AI to improve personalization and user-engagement e.g., Whatsapp, Facebook, Instagram.

# CONCLUSION

## High Total Reviews, Low Average Reviews

This trend signifies a large user base and potentially saturated market, dominated by a few major players. A good example of this trend is the Game category, dominated by apps like Candy Crush, Angry Birds, Subway Surfer etc., in both Android and Apple markets. Investing in apps within this category is not primarily recommended; however, if it is desired, the Company should:

1. focus on identifying the areas of dissatisfaction among current users in the market, and building apps that soothe the pain points;
2. invest in unique app features, that encourage regular engagement, drive retention e.g., regular trivia, wide array of styles and designs to select from, personification (e.g., using one's own photograph to create an emoji or avatar), leveraging Artificial Intelligence etc;
3. focus on apps that cater or appeal to pre-teenage or older user groups.





# CONCLUSION

## Low Total Reviews, High Average Reviews

Categories following this trend potentially have too few apps but highly engaged users. Such categories include Education, Entertainment, Navigation, Weather etc., in both Apple and Android markets, which tend to be niche and hard to get into except there is a tangible offering catering to unmet needs. To thrive in this market, the Company should:

1. focus on niche offerings e.g., apps serving pre-teenage and older groups;
2. ensure marketing focuses on highlighting specific product offering and word-of-mouth growth to scale total reviews.
3. collaborate with influencers aligned with the value offering to promote popularity and engagement among users
4. consider localizing product offering to tap into underserved regions or communities





# CONCLUSION

## High Total Reviews, High Average Reviews

This trend denotes popular and deeply engaging categories with high demand and equally high satisfaction, which most apps in my review fall under. However, the top apps following this trend include Social Networking, Communication, Photos & Videos, Shopping etc., in both Apple and Android markets. These categories are not saturated and have significant opportunity for growth. To thrive within this market, the company must:

1. create truly innovative apps that can scale and potentially sway users from their original favourites;
2. consider implementing features as micro-services;
3. focus on user experience and community building;
4. study the top-performing apps in the category to identify success factors, and replicate or improve upon them e.g., Whatsapp, Instagram, Subway Surfer etc.





# RECOMMENDATIONS

## Focus on Niche Creations

- This could be in the form of localized apps for marginalized groups, apps targeting a particular age-bracket etc.
- For example, teenagers represent a particularly dynamic and inquisitive user base. Apps that captivate their curiosity and align with their desire for exploration—whether through social interaction, education, or creative expression—can drive significant engagement.

## Target High-Potential Categories

- Focus on categories like Social Networking/Communication, Shopping, Photography/Videography
- While many apps in these categories are dominated by established global players like Google, Meta, and Microsoft, the loyal user-base they offer is attractive.

# RECOMMENDATIONS

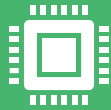
## Tap into the Gaming Space Creatively

- Although the gaming category is highly saturated, it remains an area of limitless creativity.
- A thorough analysis of why the poor apps are underperforming and why the top-performing apps stand out can provide valuable insights for adoption.
- Further, leveraging on features and innovations that cater to the average user's fast waning attention span can be useful.

## Leverage the Power of AI

- **Optimization:** Enhance app performance and user experience.
- **Personalization:** Deliver tailored content, recommendations, or learning paths.
- **Advanced Capabilities:** Use AI for photo editing, real-time chat assistance, or gamified learning.
- Align app development with advancements in AI technology to differentiate offerings and increase user engagement.

# LIMITATIONS



Some apps that might traditionally be considered game apps are instead categorized as entertainment apps within the dataset. This discrepancy may introduce subtle biases in the conclusions drawn from the analysis. However, for the purposes of this study, it was assumed that the provided categorizations were sufficiently relevant and accurate to inform meaningful insights. Future analyses could benefit from refining or reclassifying app categories to improve accuracy.



The Apple dataset does not have information on total number of installations; whereas the Android dataset has information on both Installations and Reviews. Upon reviewing the Android dataset, we ascertained that both metrics provide very similar information about user engagement within the Android market. For the sake of uniformity, we relied on the number of reviews as a measure for user engagement in both markets.



The dataset used in this analysis does not have sufficient information on the period to which it relates, which suggest that the findings in this analysis may not be in line with the current market landscape.