

APP TRENDS



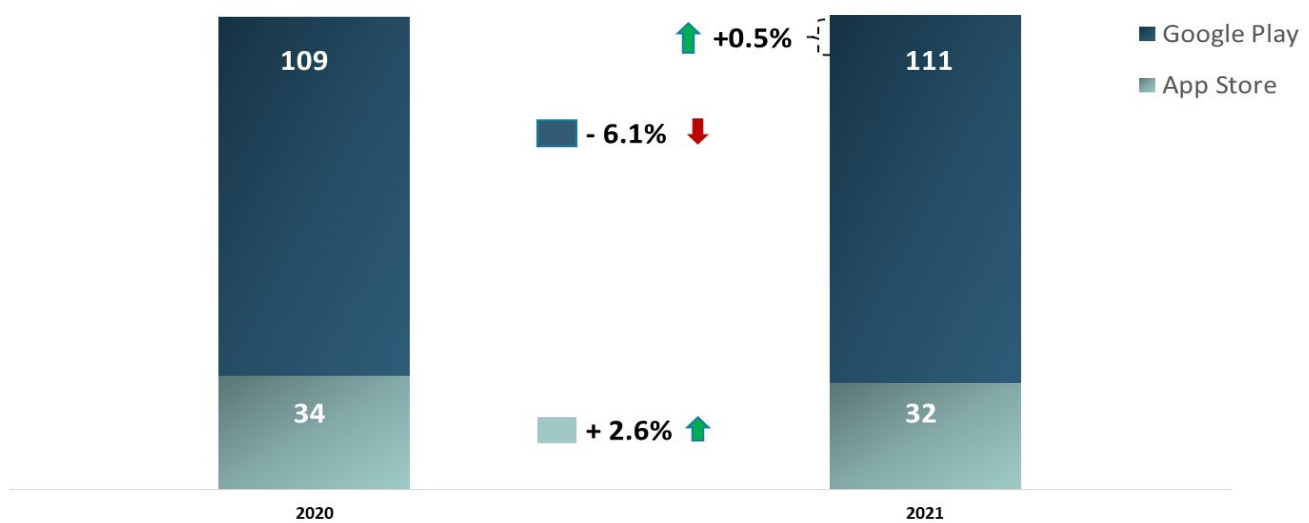
Prospects & Trends of Application Market

Expected to Register a CAGR of 13.4% from 2022 to 2023

Expected to reach USD 565.40 billion by 2030

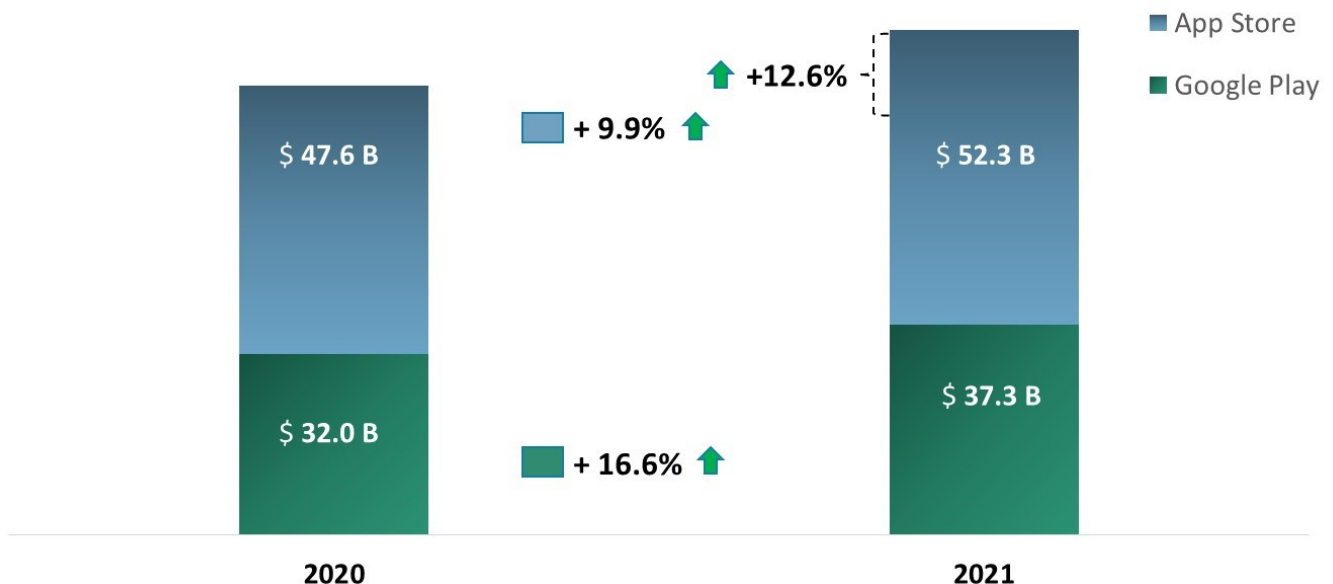
Global Download of Mobile Apps

2020 – 2021 in Billion \$



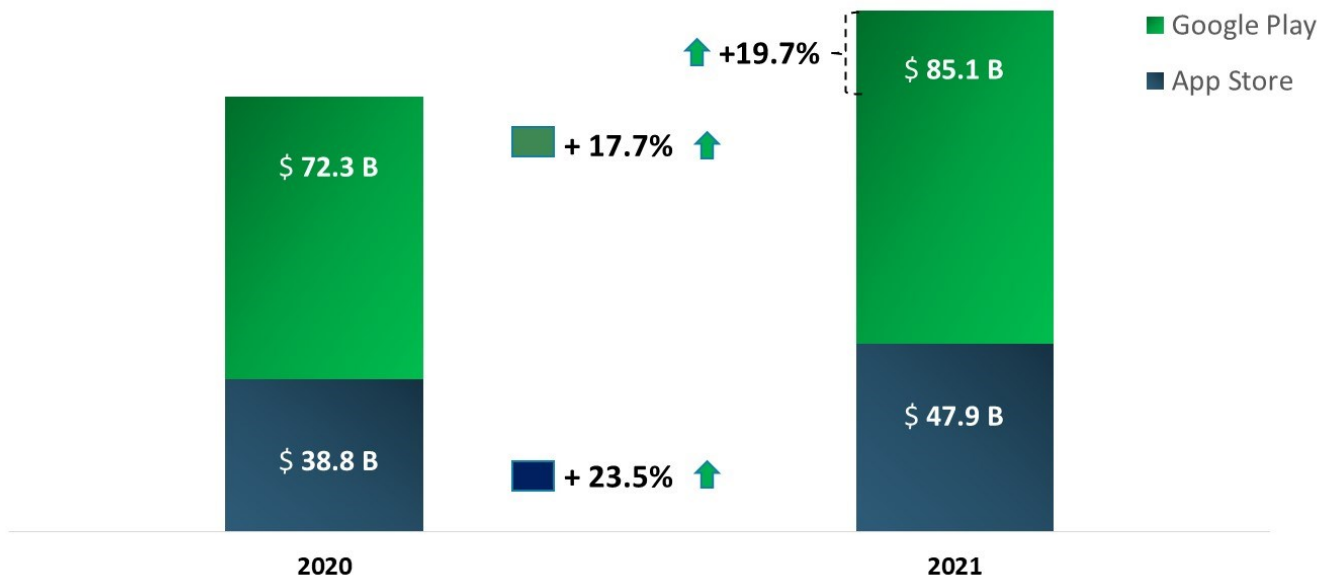
Global Consumer Spend on Mobile Games

2020 – 2021 in Billion \$



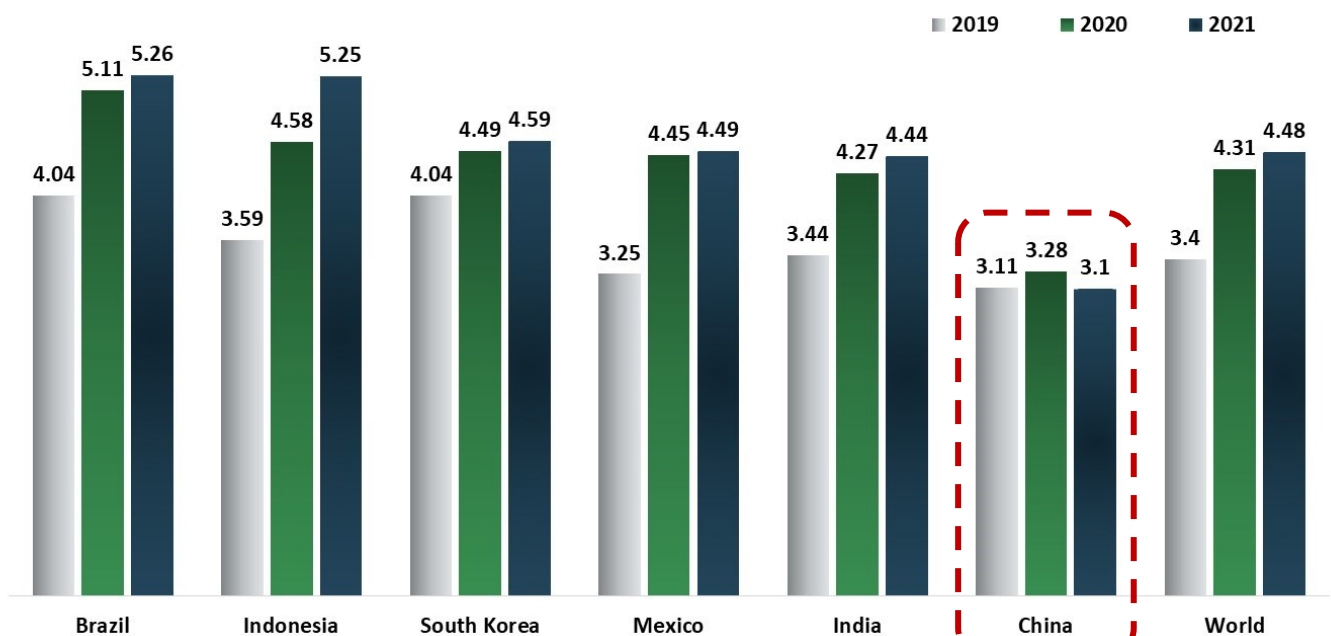
Global Consumer Spending

2020 – 2021 in Billion \$



No of Hours Spend Per Day Using App

2020 – 2021 in Billion \$



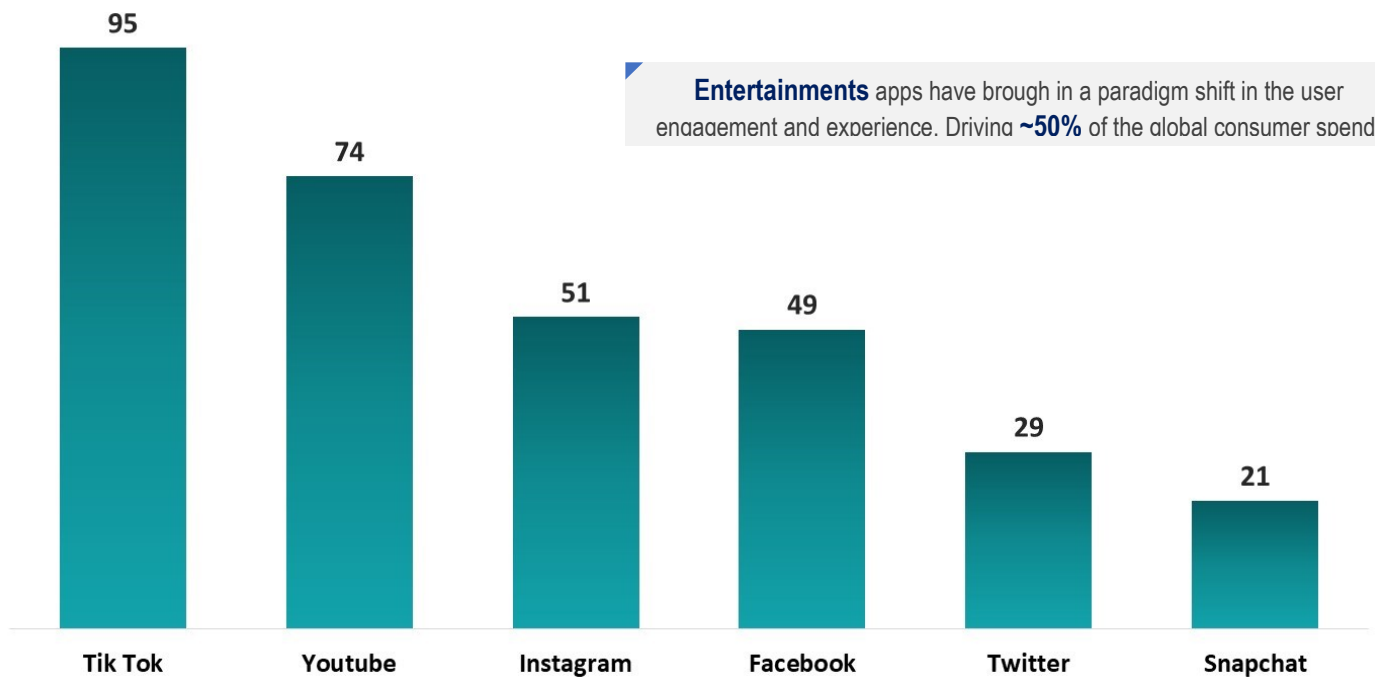
On an average there has been ~ **+26%** ↑ increase in the time spend on Apps

A noticeable but negligible drop of **-0.3%** ↓ drop in the time spend

TREND – This increase in time spend on app can be directly attributed to the increase in applications and the engaging interfaces along with the resourcefulness

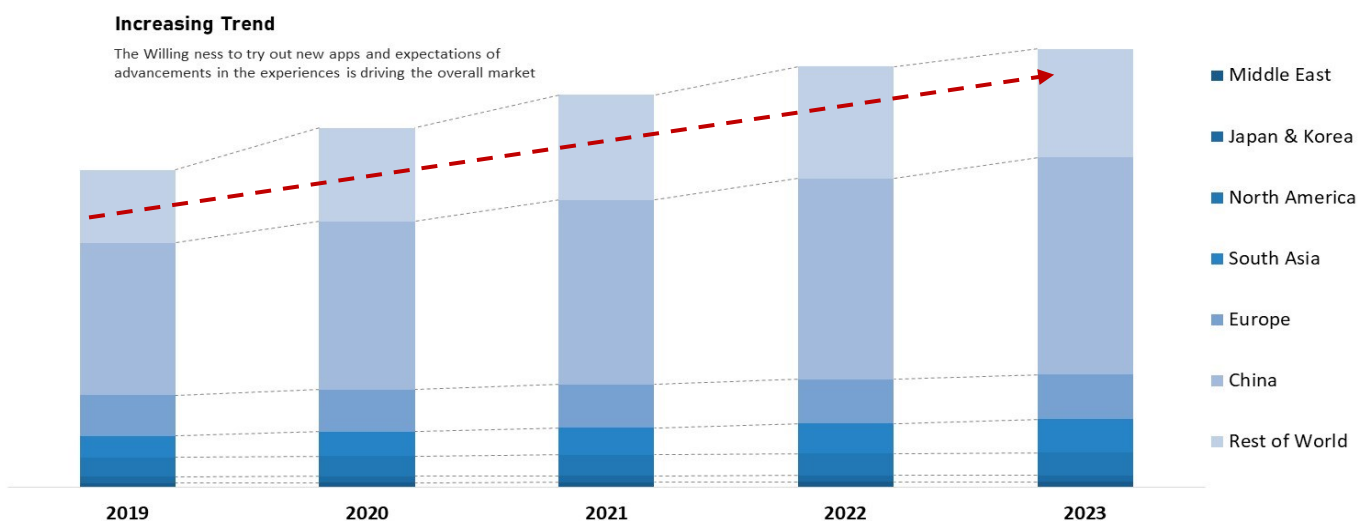
Average Time Spent Daily - Global

Entertainment – 2022 – Quarter 02 in minutes



Global Consumer Spend on Mobile Games

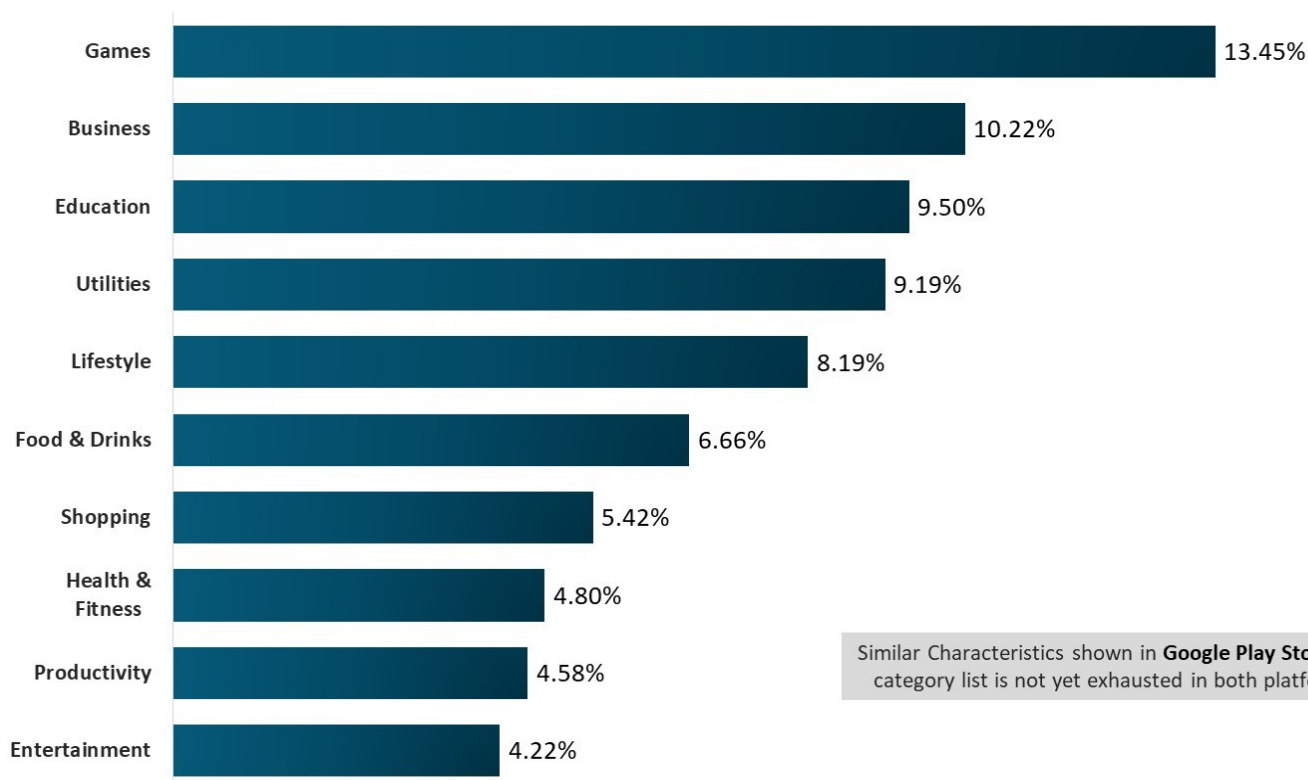
2020 – 2021 in Billion \$



TREND – The **Overall** trendline as well as the **Region** wise trend line points to the same fact that consumers are ready to make **In App** as well as **App Store** purchases.

Popular Categories Share, Apple App Store

2022 Quarter - 2



Retention Rate in Popular Categories

Media and Entertainment Applications have the highest retention rate

