Your market is
DECLINING

Prepared for GUILHERME RODRIGUES | Sep 27, 2021

How to interpret this data

📅 Last 30-day period (as of 09/26/2021)   🌐 All data is Worldwide   🍎 + ▶ = 🗔 Both app stores included

Market Size

⬇ **2.7M** New Users	📅 **3.3M** Daily Active Users (DAU)	📅 **9.2M** Monthly Active Users (MAU)

Recent MoM Growth

New Users	DAU	MAU
+10%	+0.5%	-1.2%

● Jul 2021   ● Aug 2021

90-day Growth

New Users	DAU	MAU
-1.1%	0%	+1.5%

● 90d ending 06/28/2021   ● 90d ending 09/26/2021
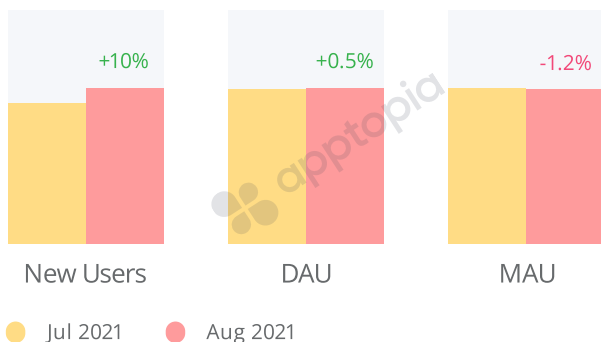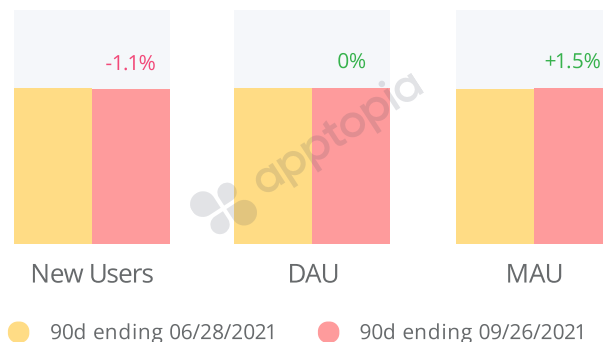
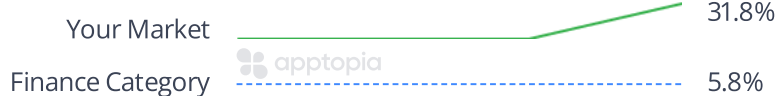## New Users Growth
See how Downloads are growing in your market versus the average for your primary category.
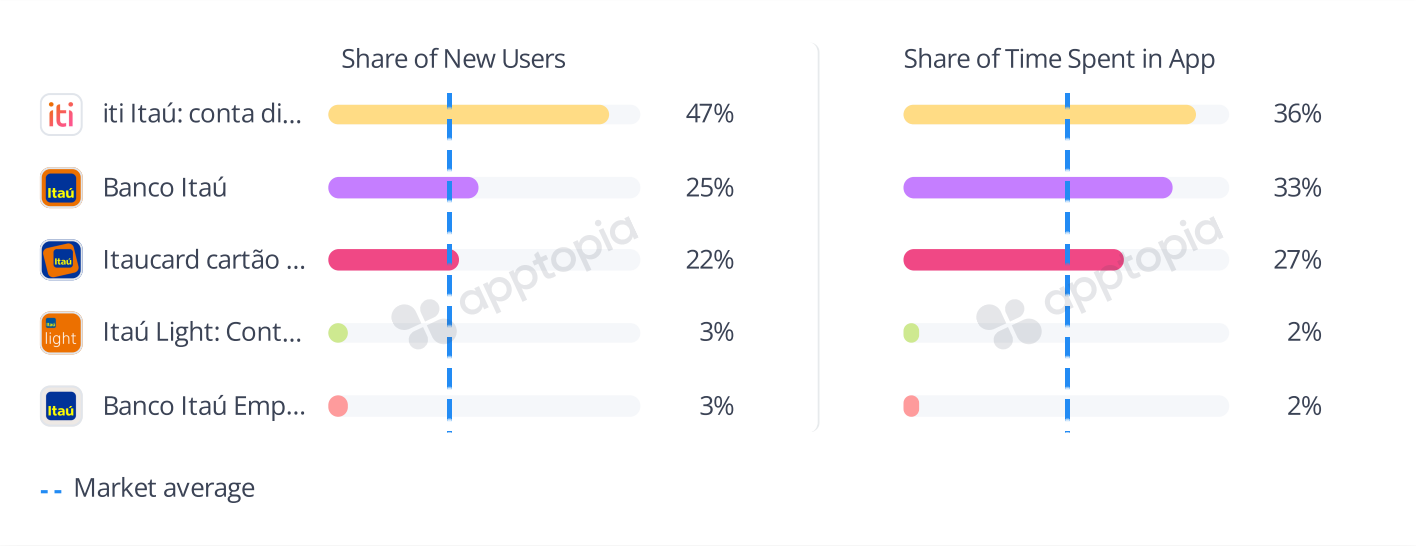
Your Market — 31.8%

Finance Category ----- 5.8%

Your Market **Outperformed** Category Avg by
26.0%

Competitor Highlights Quick facts about the top players in the market.

Most users	Best day 1 retention	Best day 30 retention
44% MAUs	**29%** Of users returning	**13%** Of users returning
iti Itaú: conta digital	Banco Itaú	Banco Itaú

Most sticky users	Happiest users	Most frequent updates
43% Of MAUs open the app daily	**72%** Of users express positive sentiment	**30 days** Between releases on avg
Itaucard cartão de crédito	iti Itaú: conta digital	Banco Itaú

Market Share Understand which players are performing above or below market average.

	Share of New Users	Share of Time Spent in App
iti Itaú: conta di...	47%	36%
Banco Itaú	25%	33%
Itaucard cartão ...	22%	27%
Itaú Light: Cont...	3%	2%
Banco Itaú Emp...	3%	2%

-- Market average

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Competitive Positioning
Uncover your users' sentiment about your app compared to other players.

- - Market average

Number of reviews

+

-

- Negative

Review Sentiment

+ Positive

Join the top businesses that trust Apptopia

glu VISA ⊙ TARGET. lyft Rappi ///NESN

Not included in this report
- Country breakdown
- Historical data back to Jan 2015
- Revenue and sessions metrics
- Cross app usage

Product resources
- Solutions for Brands & Publishers ›
- How accurate is our data? ›
- API Documentation ›
- Pricing ›

Additional insights
- Reports & Guides ›
- Free Insights ›
- Case Studies ›
- Blog ›

📞 Talk to an app intelligence specialist ›

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