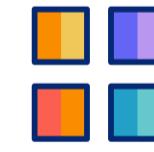


Google Play Store Apps

Trends & Insights Dashboard

App Market Overview



Apps Performance Insights



Trends Over Time



Paid App Market Analysis



Revenue Analysis

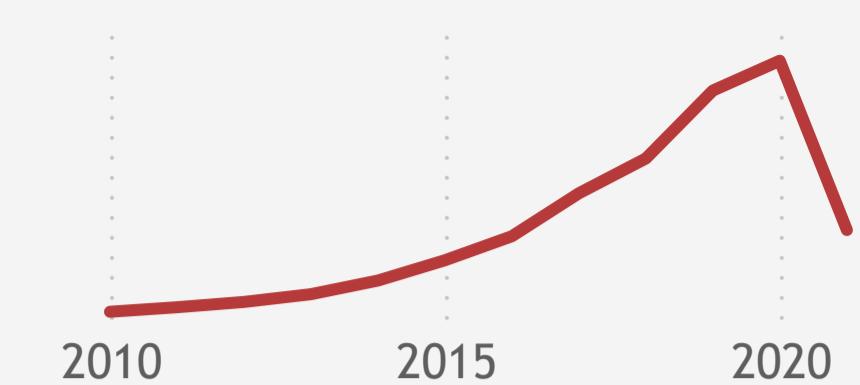




Total Apps

2.31M

▲ +12.2% from Last year



Avg. Ratings Count

2.86K

Avg Revenue per App

₹51.6K

Category

All

Free ?

False

True

Content Rating

All

Ad Supported ?

False

True

In App Purchases ?

False

True

Rating

0.00

5.00

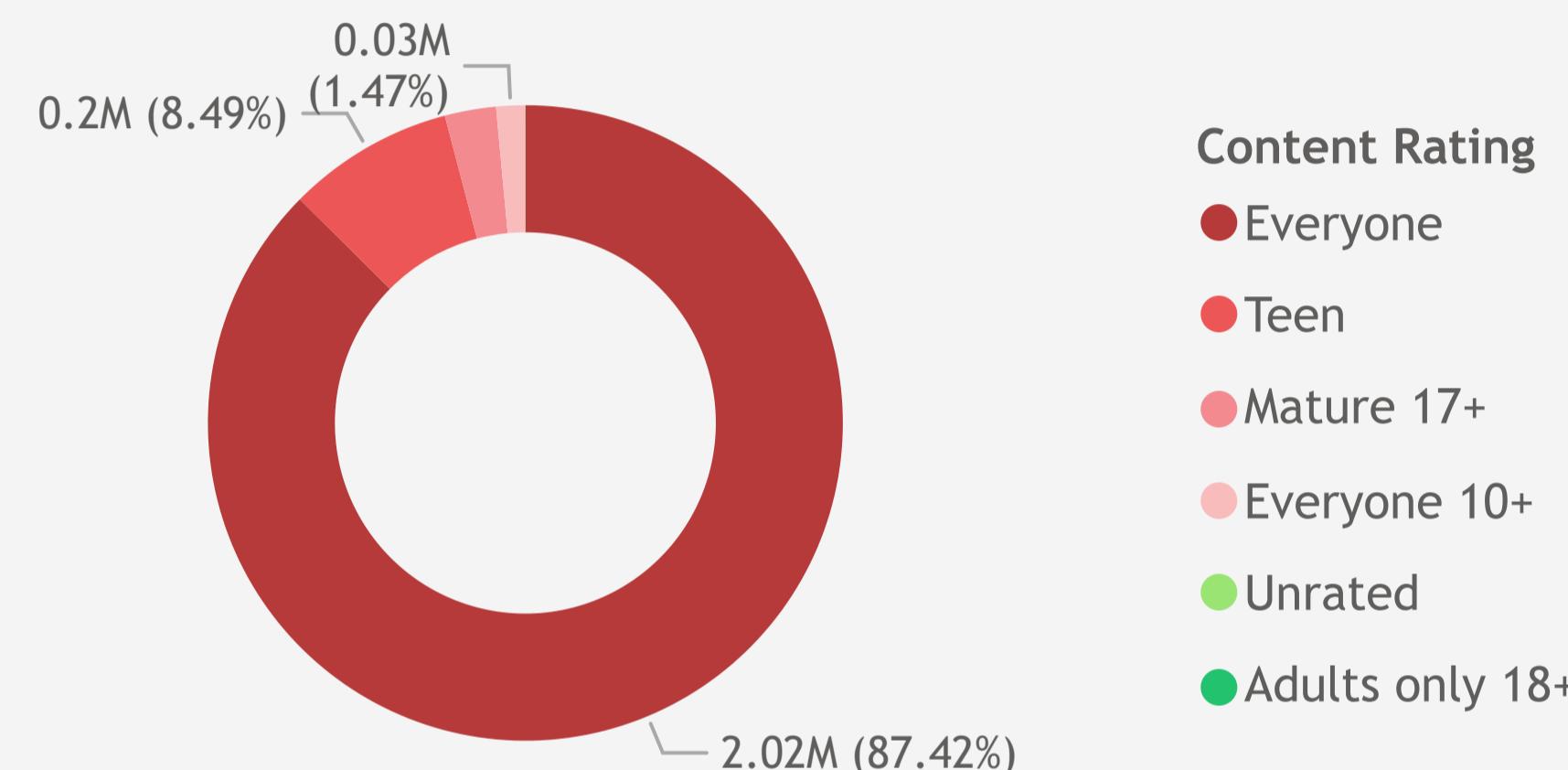
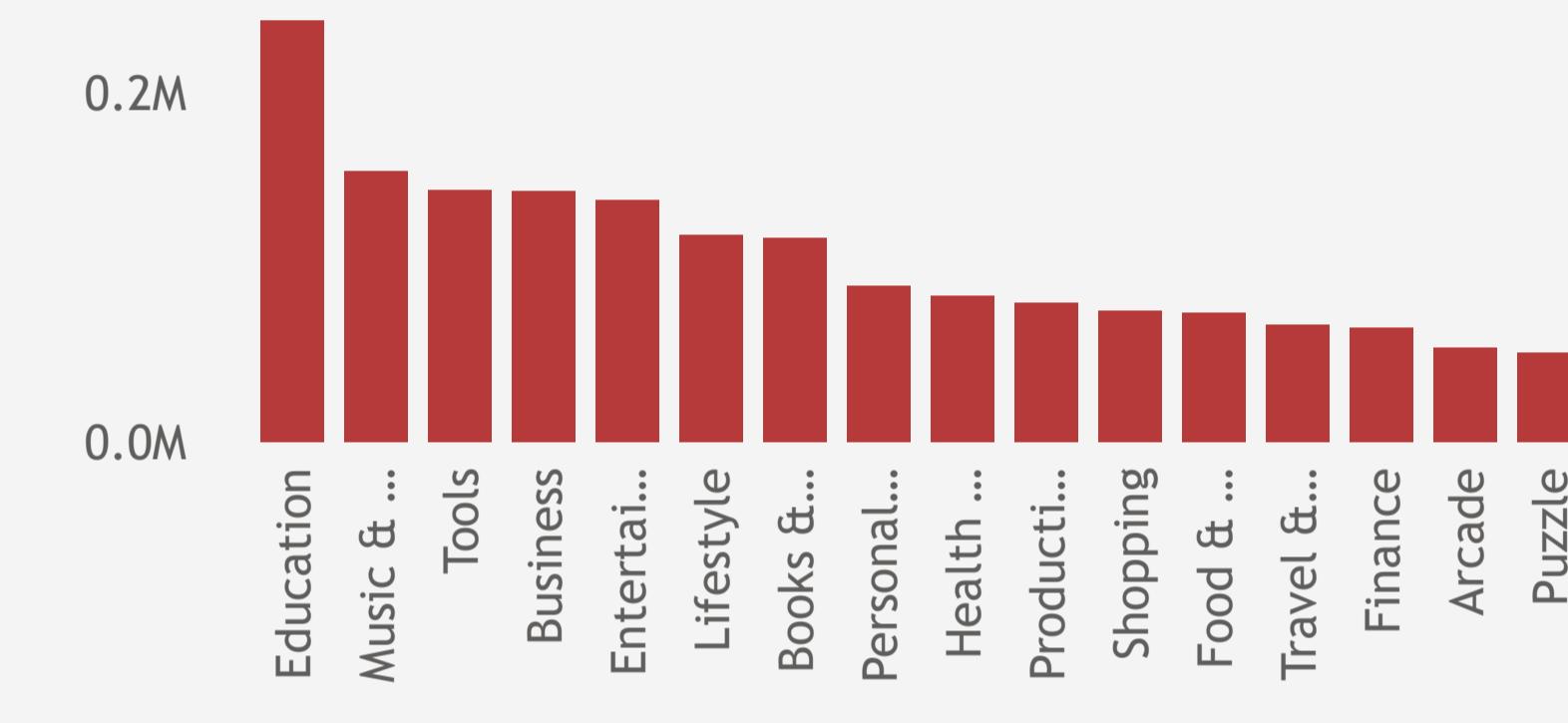
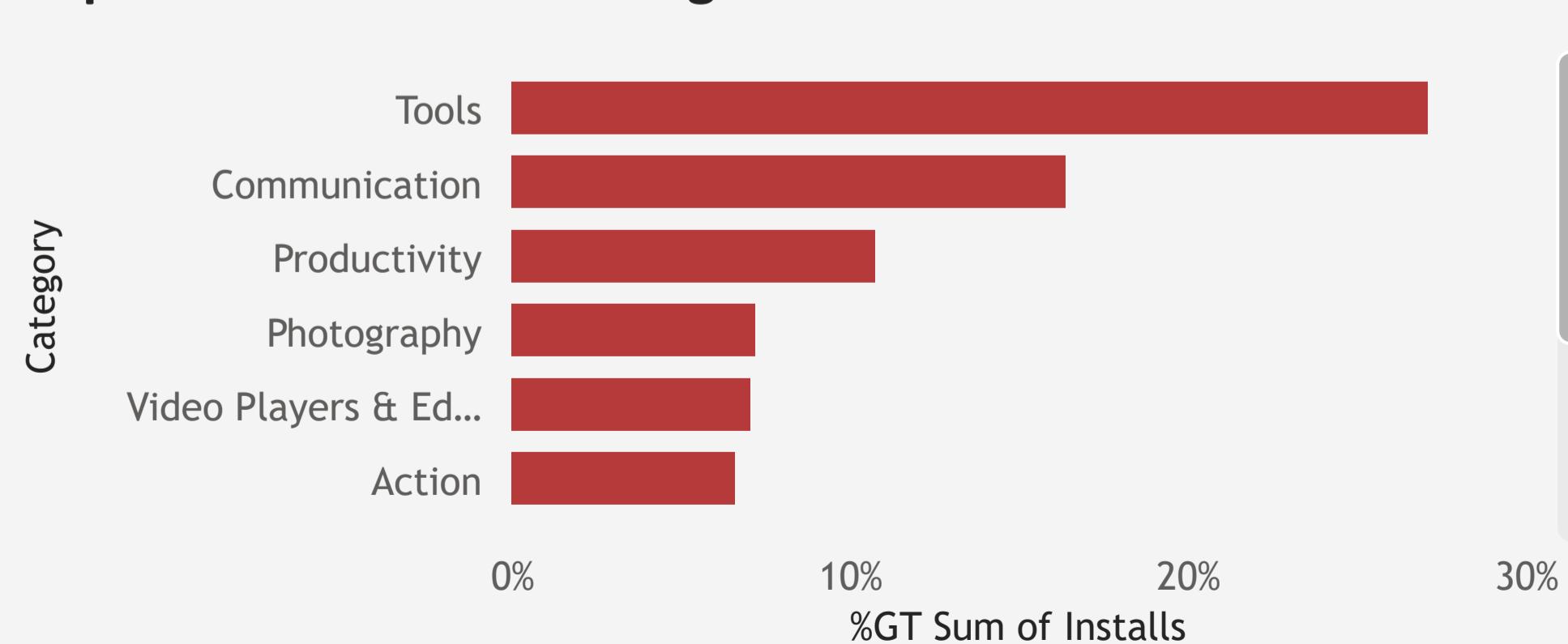
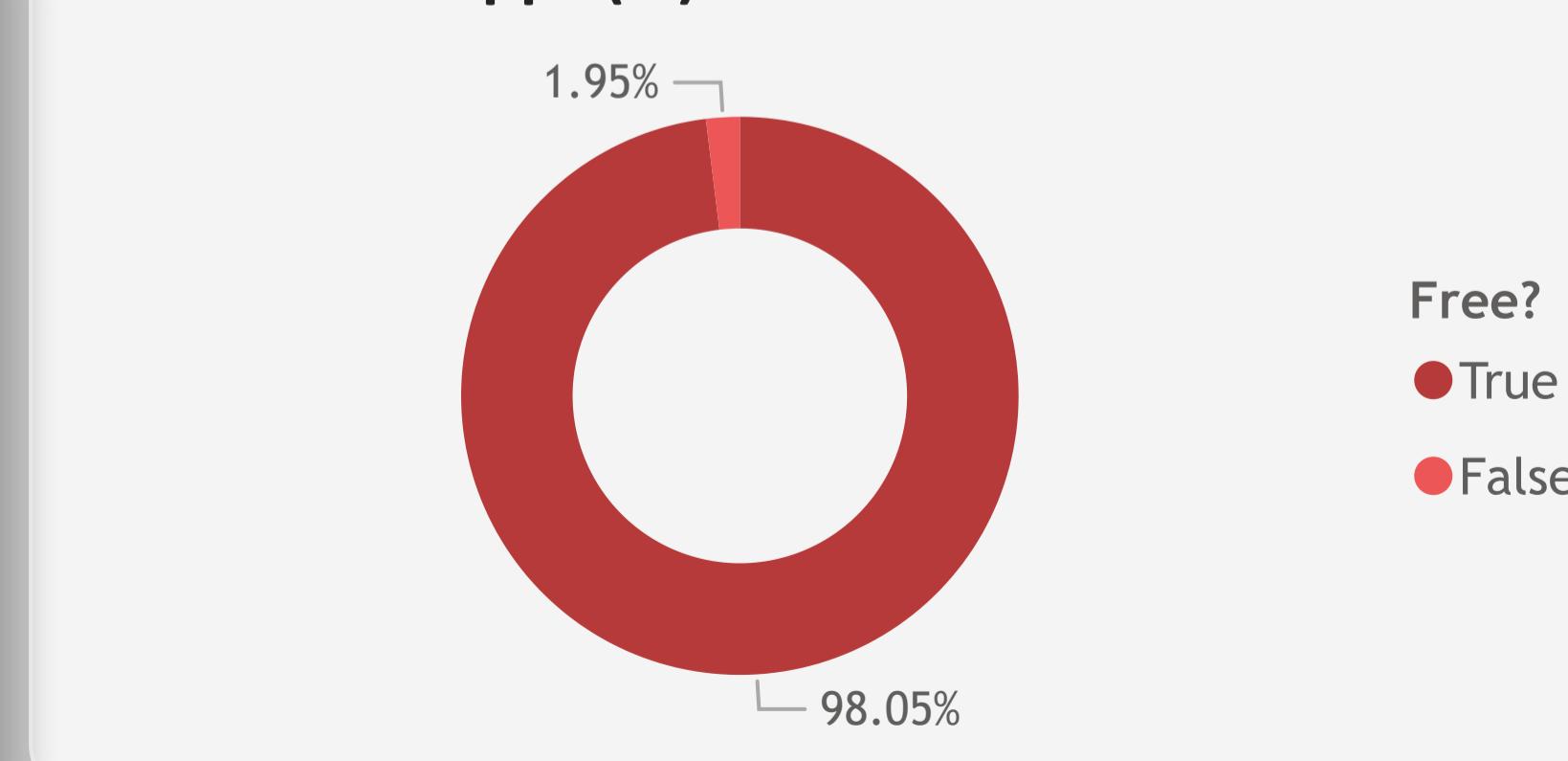
Year

All

Month

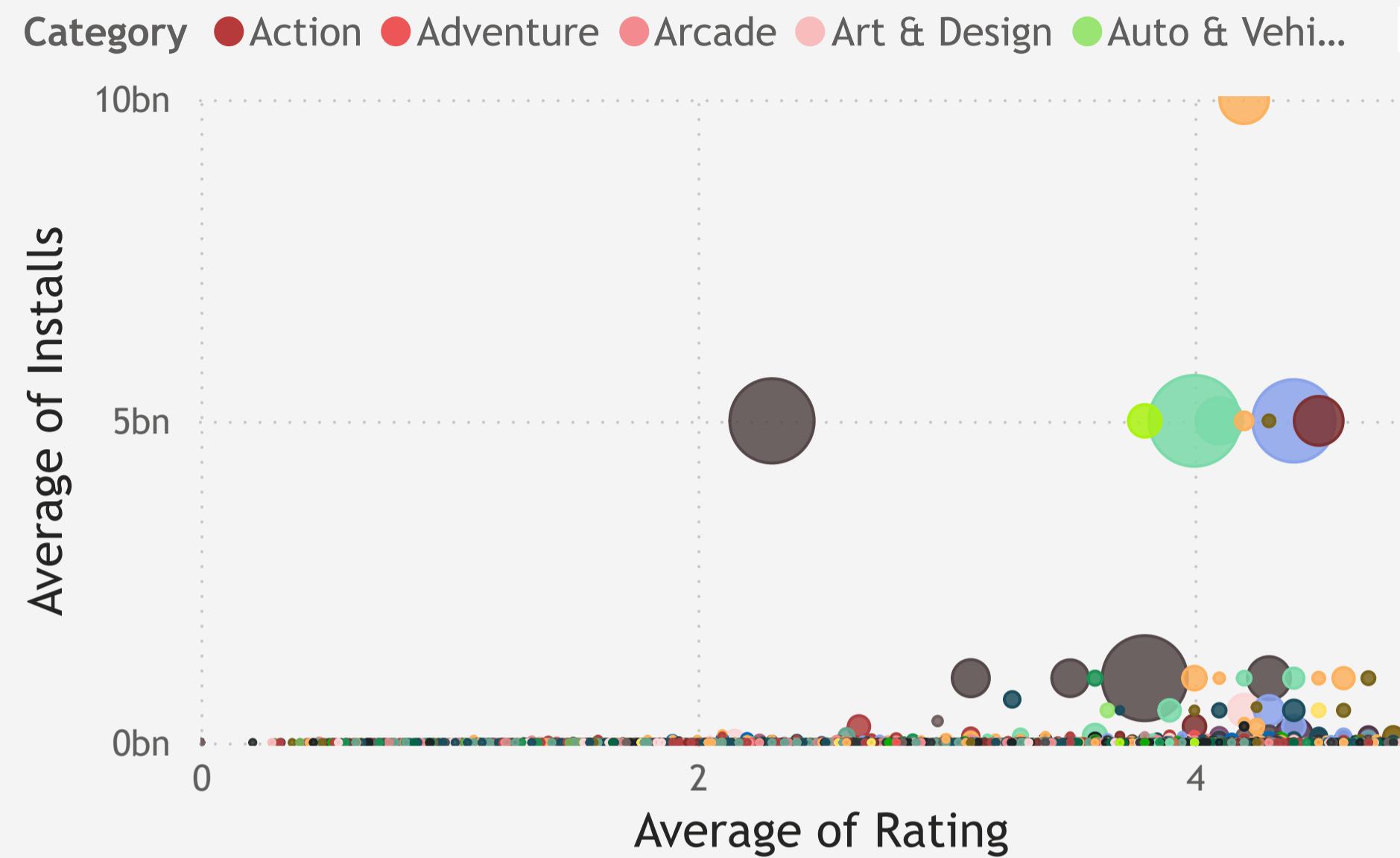
All

Clear all slicers

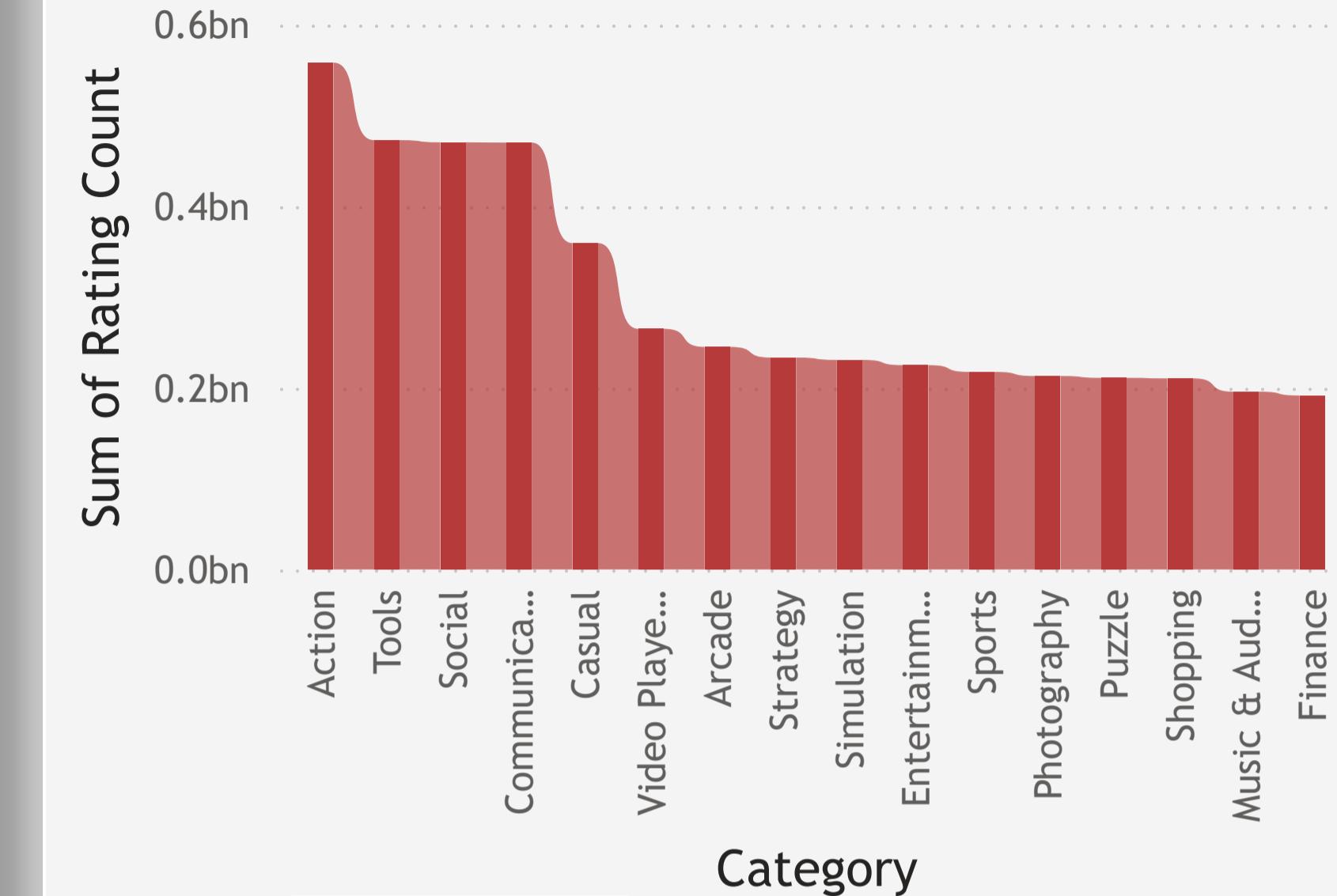
Apps Distribution by Content Rating**Apps Distribution by Category****Top 10 Most Installed Categories****Free vs Paid Apps (%)**



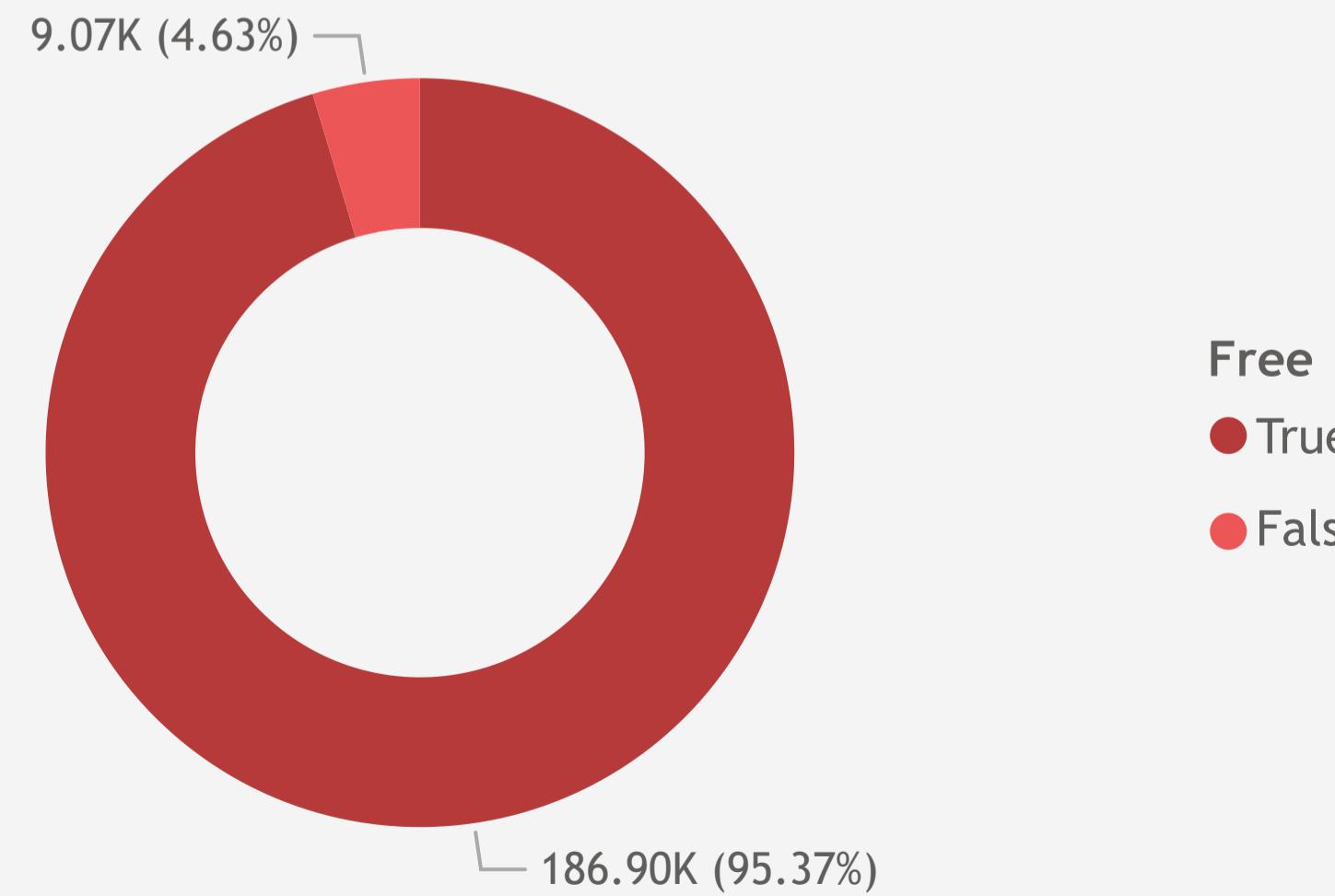
Rating vs Number of Installs



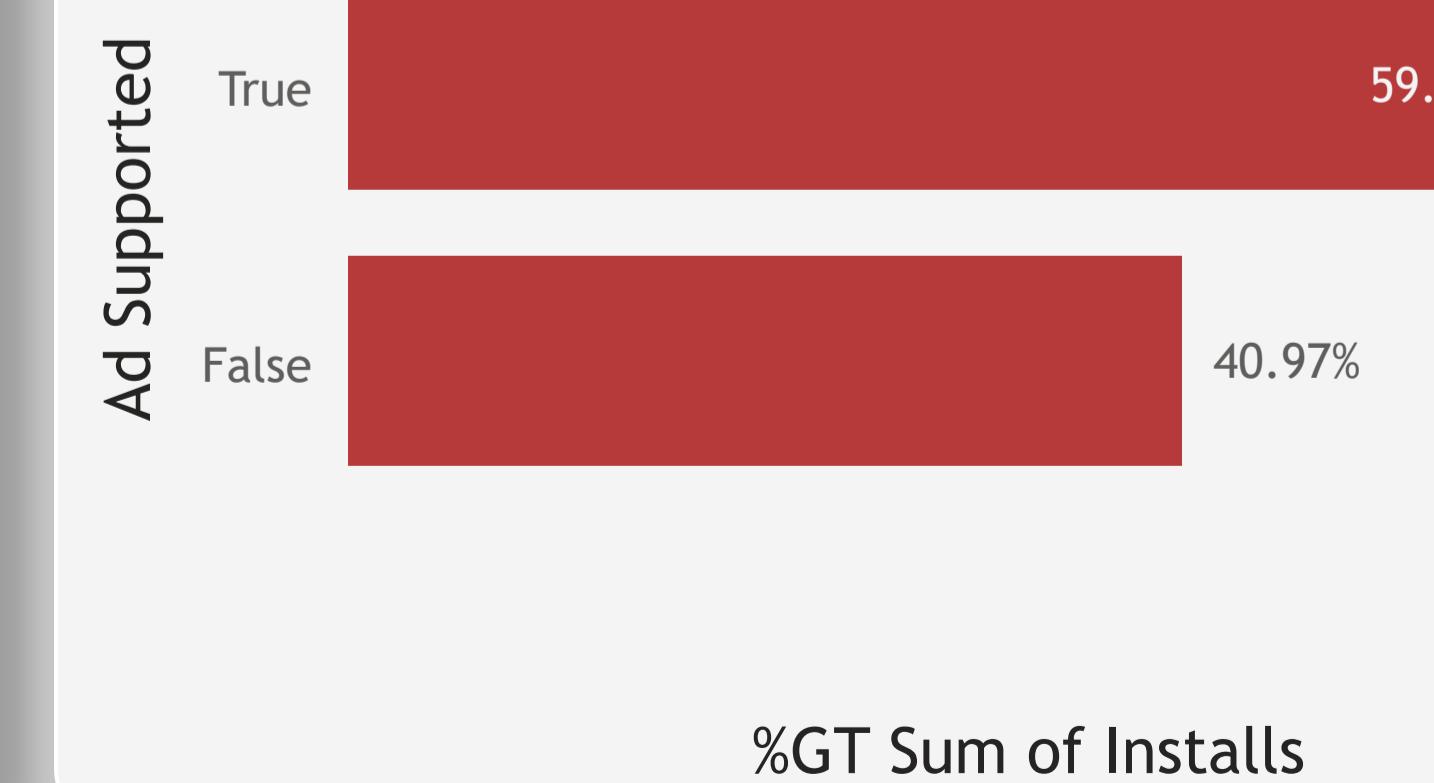
App Categories with most Ratings



Paid Apps vs Installs



Ad Supported vs Installs



Category

All ✓

Free ?

False True

Content Rating

All ✓

Ad Supported ?

False True

In App Purchases ?

False True

Rating

0.00 5.00

Year

All ✓

Month

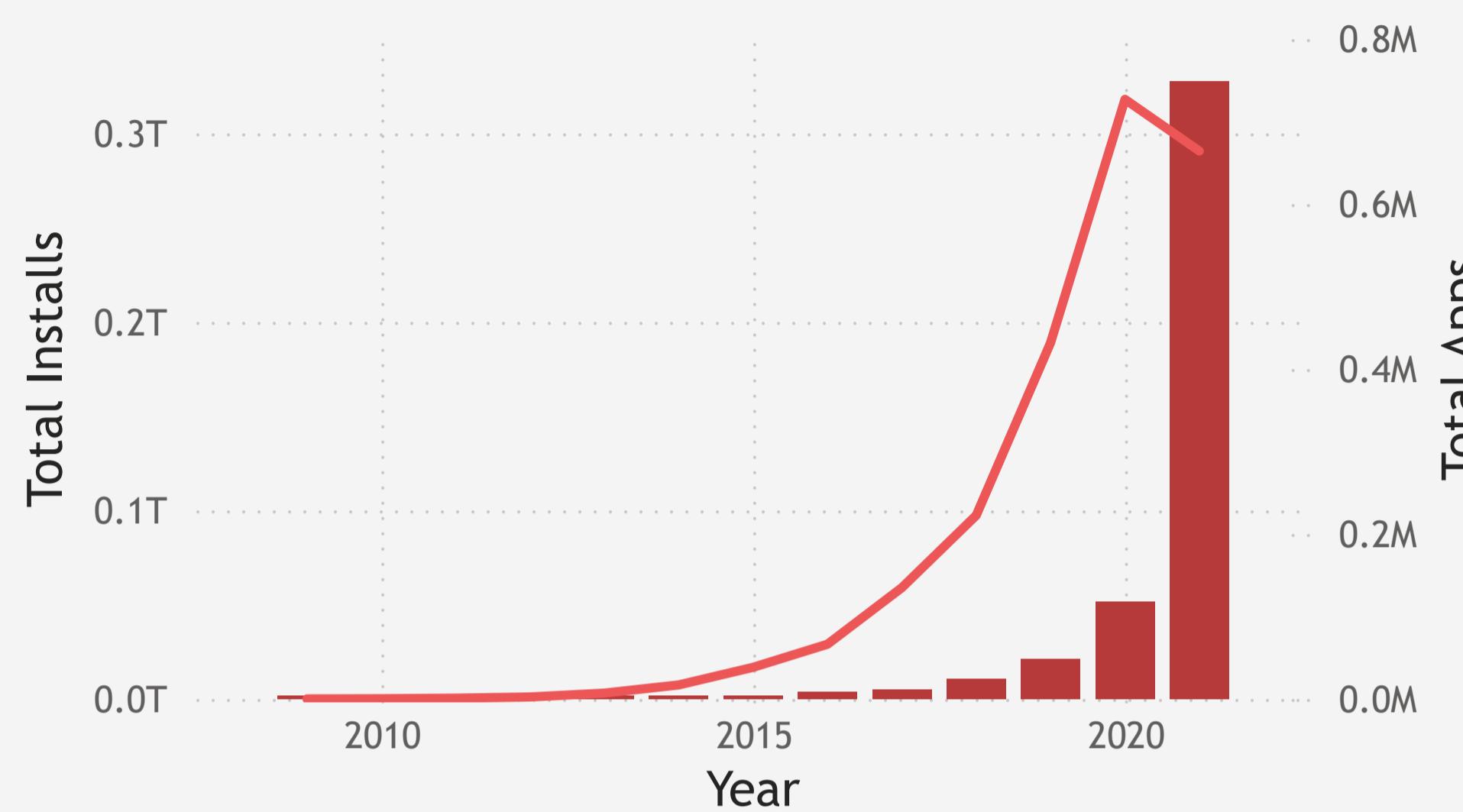
All ✓

Clear all slicers

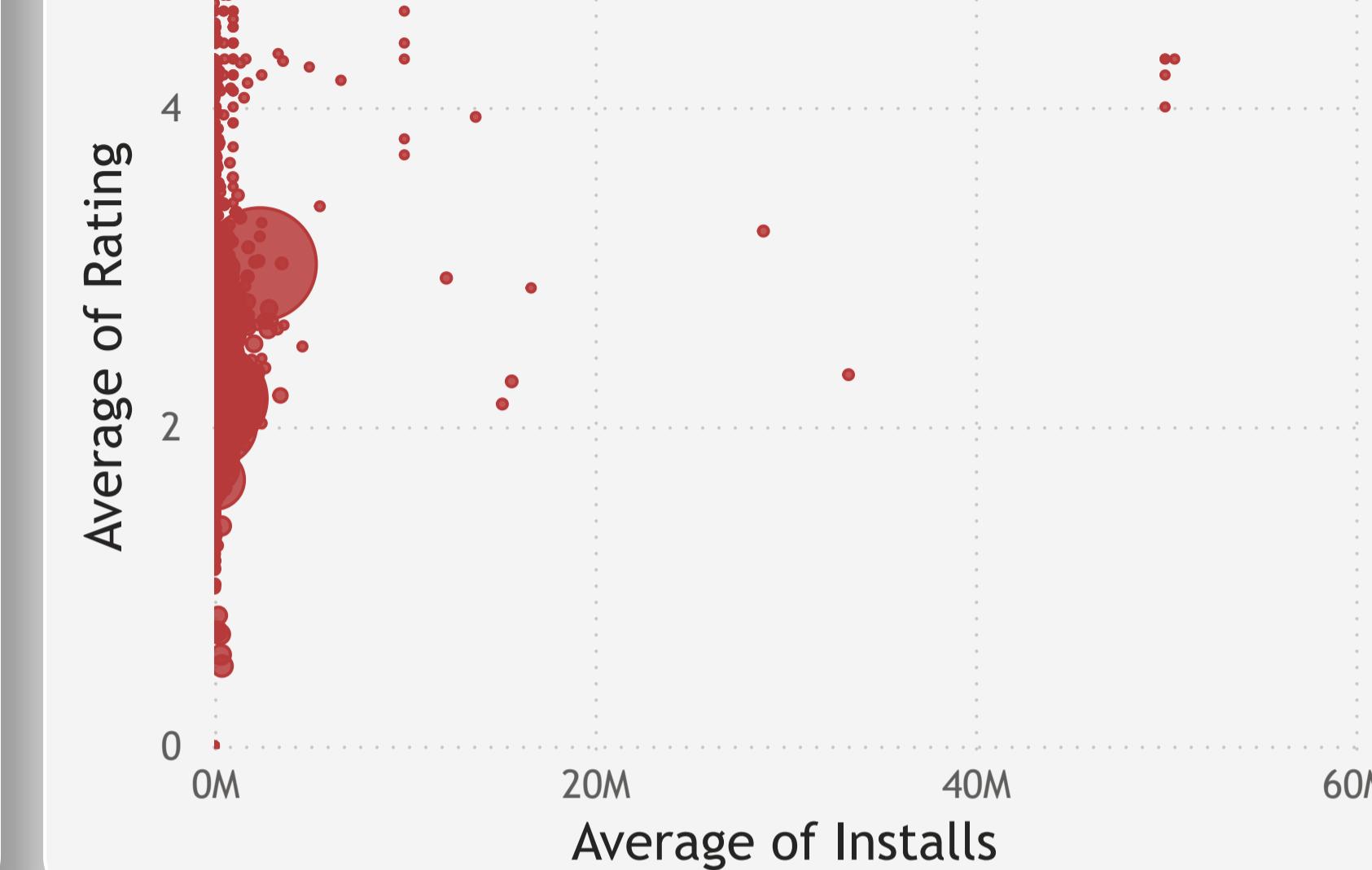


Number of Apps Updated vs Installs per Year

Total Installs Total Apps

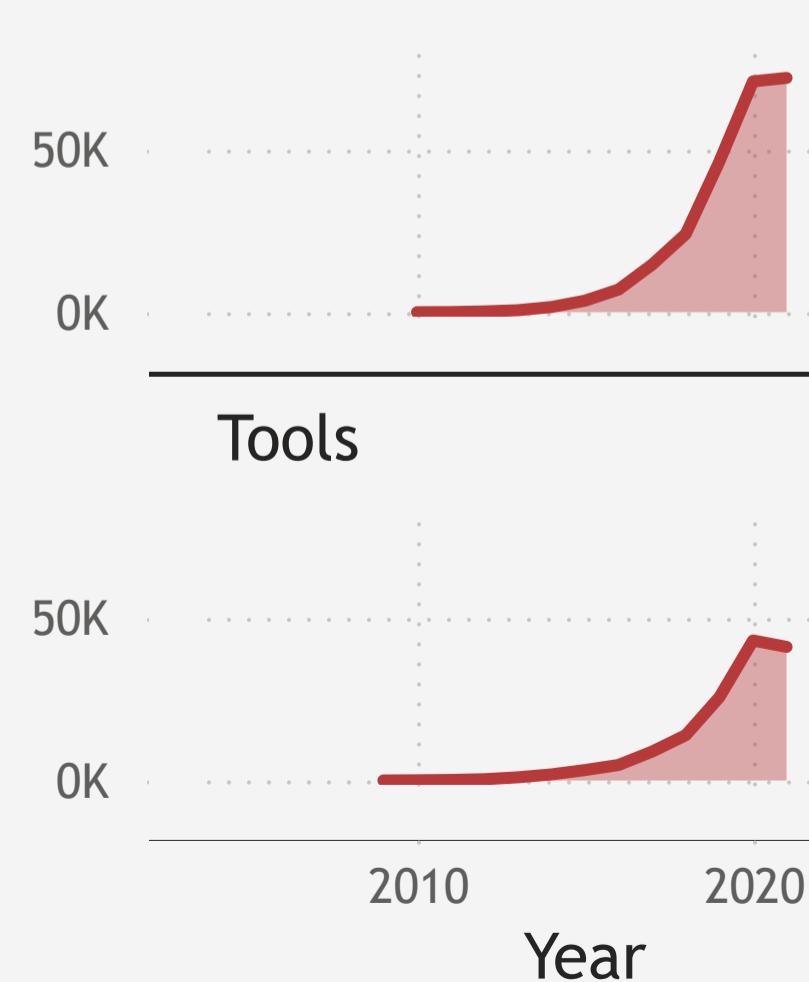


App Size vs Rating/Installs

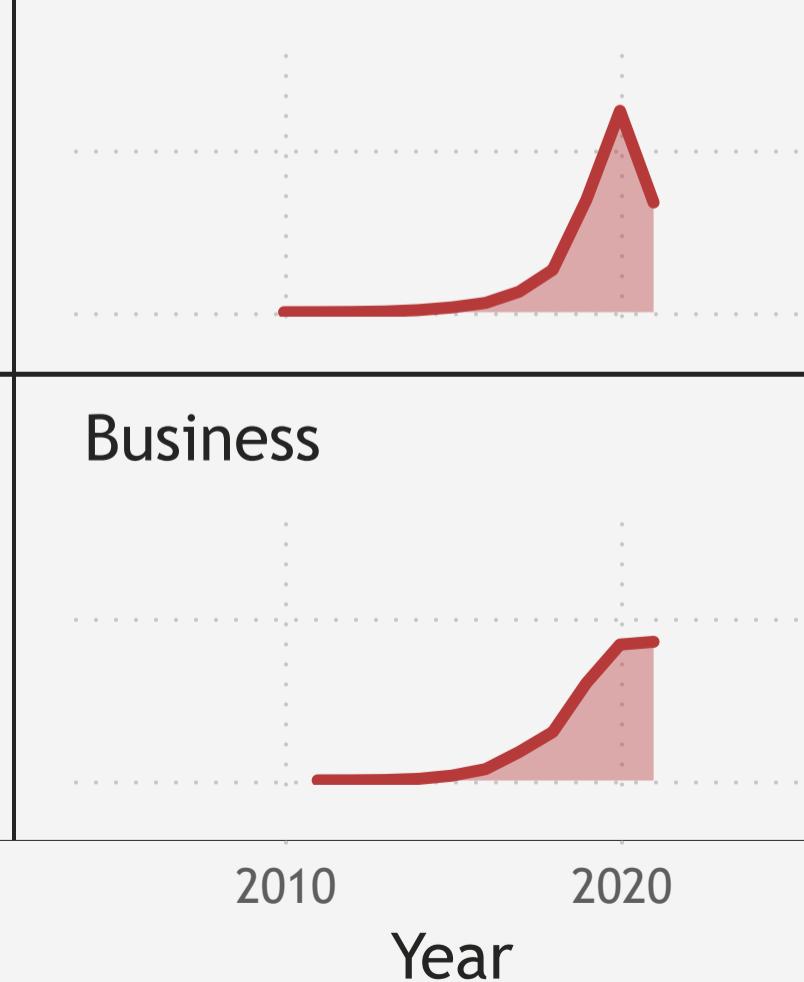


Category-wise Updates Over Time

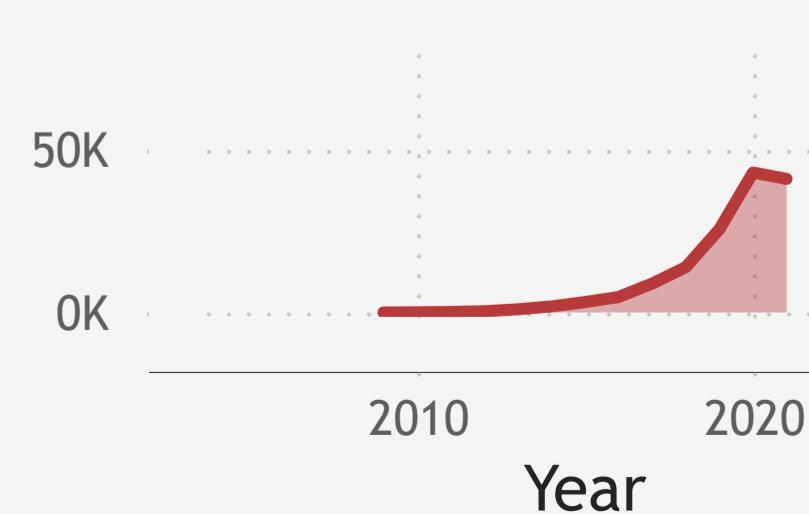
Education



Music & Audio

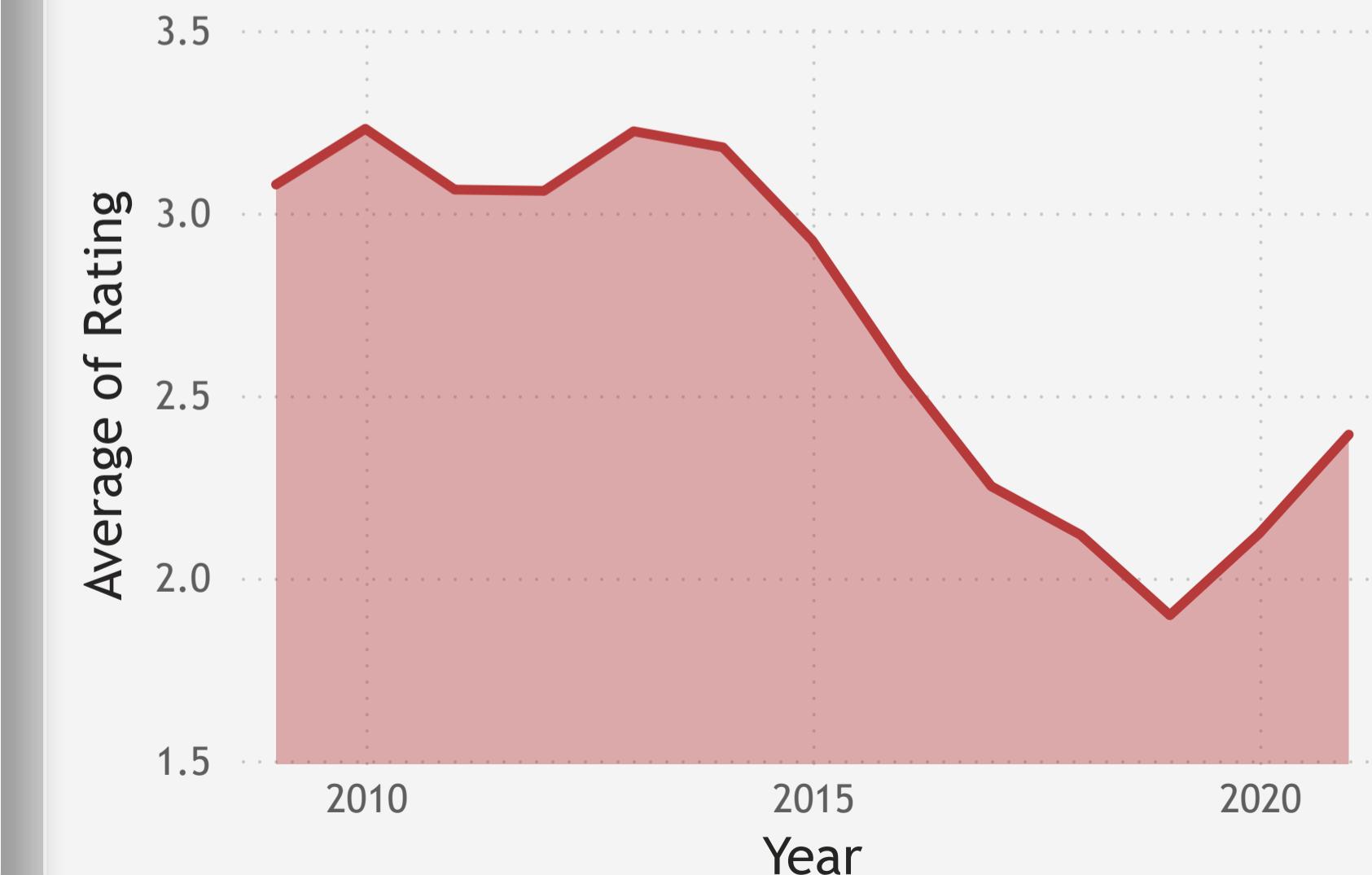


Tools



Business

Average of Ratings by Year



Category

All

Free ?

False

True

Content Rating

All

Ad Supported ?

False

True

In App Purchases ?

False

True

Rating

0.00

5.00

Year

All

Month

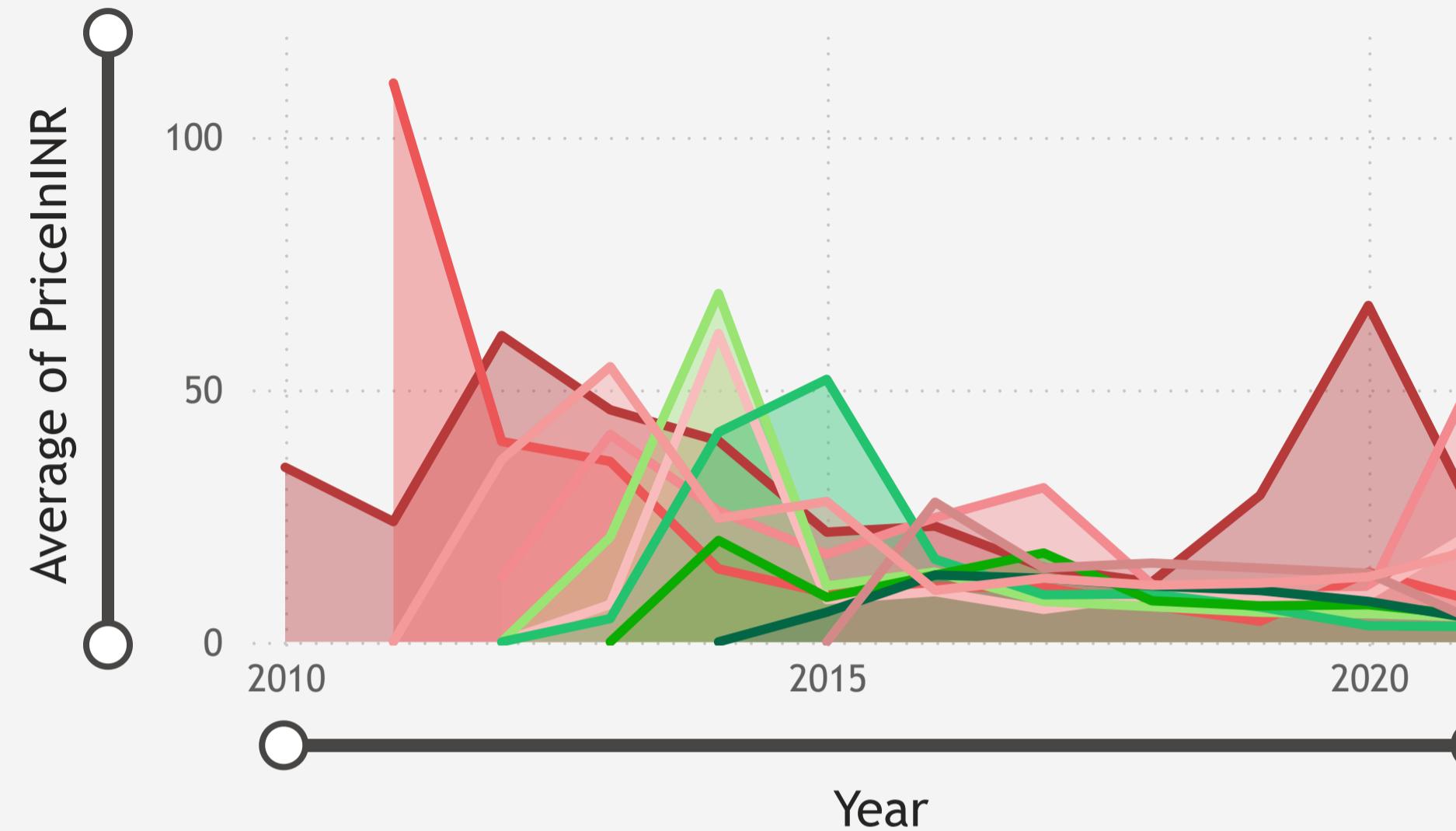
All

Clear all slicers



App Price by Year per Android version

Minimum Android ● 2.2 and up ● 2.3 and up ● 4.0 and up ● 4.0.3 and up

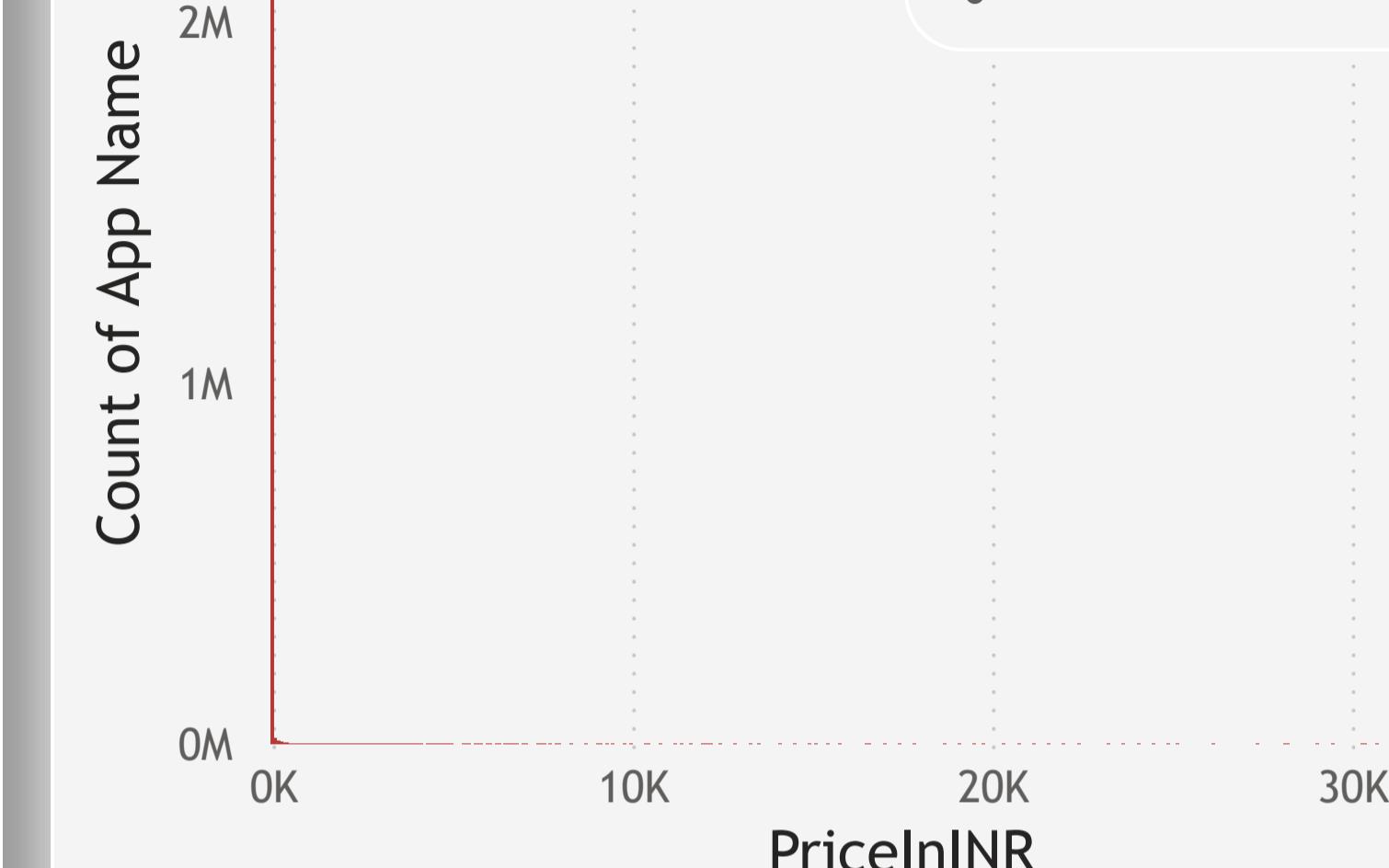


No. of Apps by Price Range

App Price

0.00 33,200.00

Count of App Name



Category

All

Free ?

False

True

Content Rating

All

Ad Supported ?

False

True

In App Purchases ?

False

True

Rating

0.00

5.00

Year

All

Month

All

Clear all slicers

Average of PriceInINR by Category

Medical

Role Playing

Sports

Strategy

Books & Reference

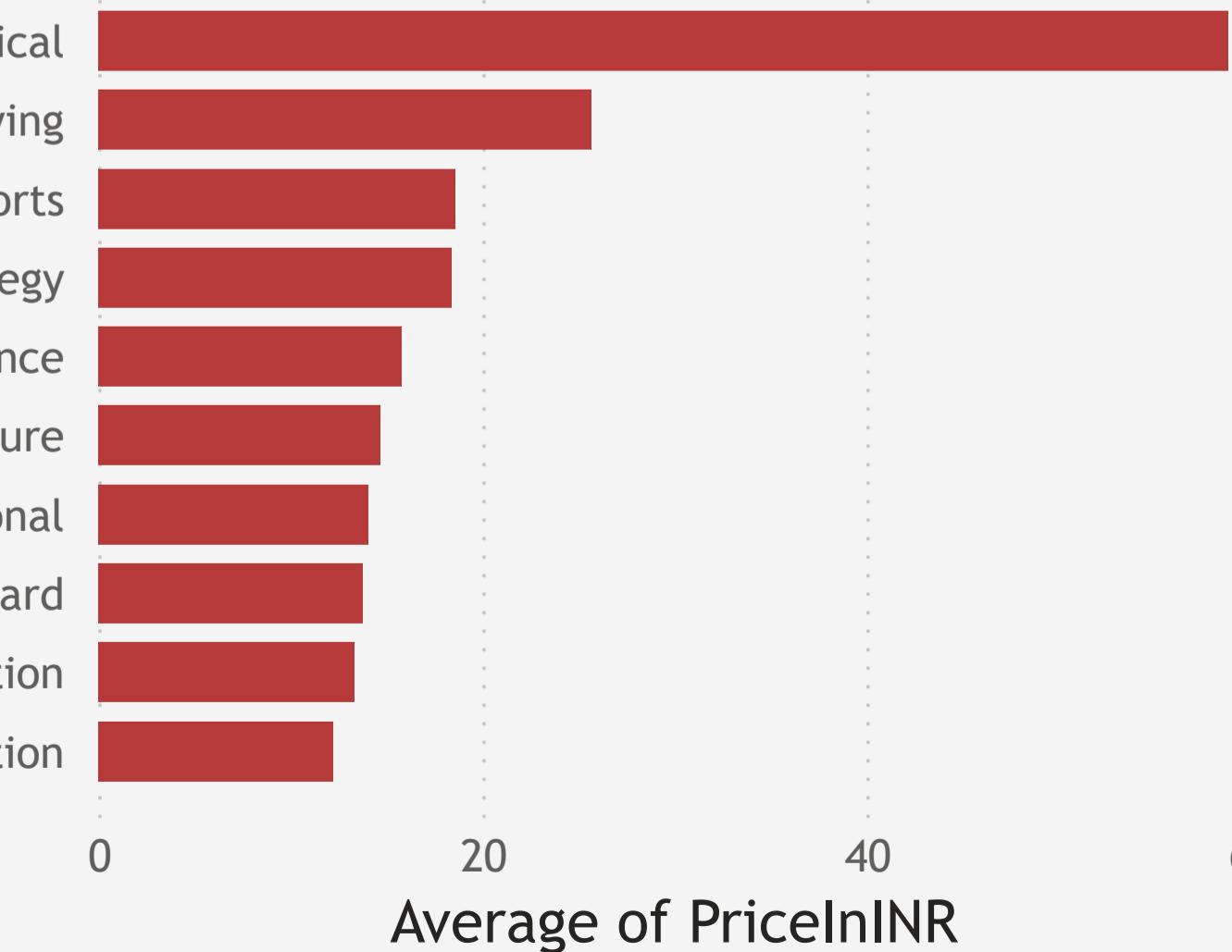
Adventure

Educational

Board

Education

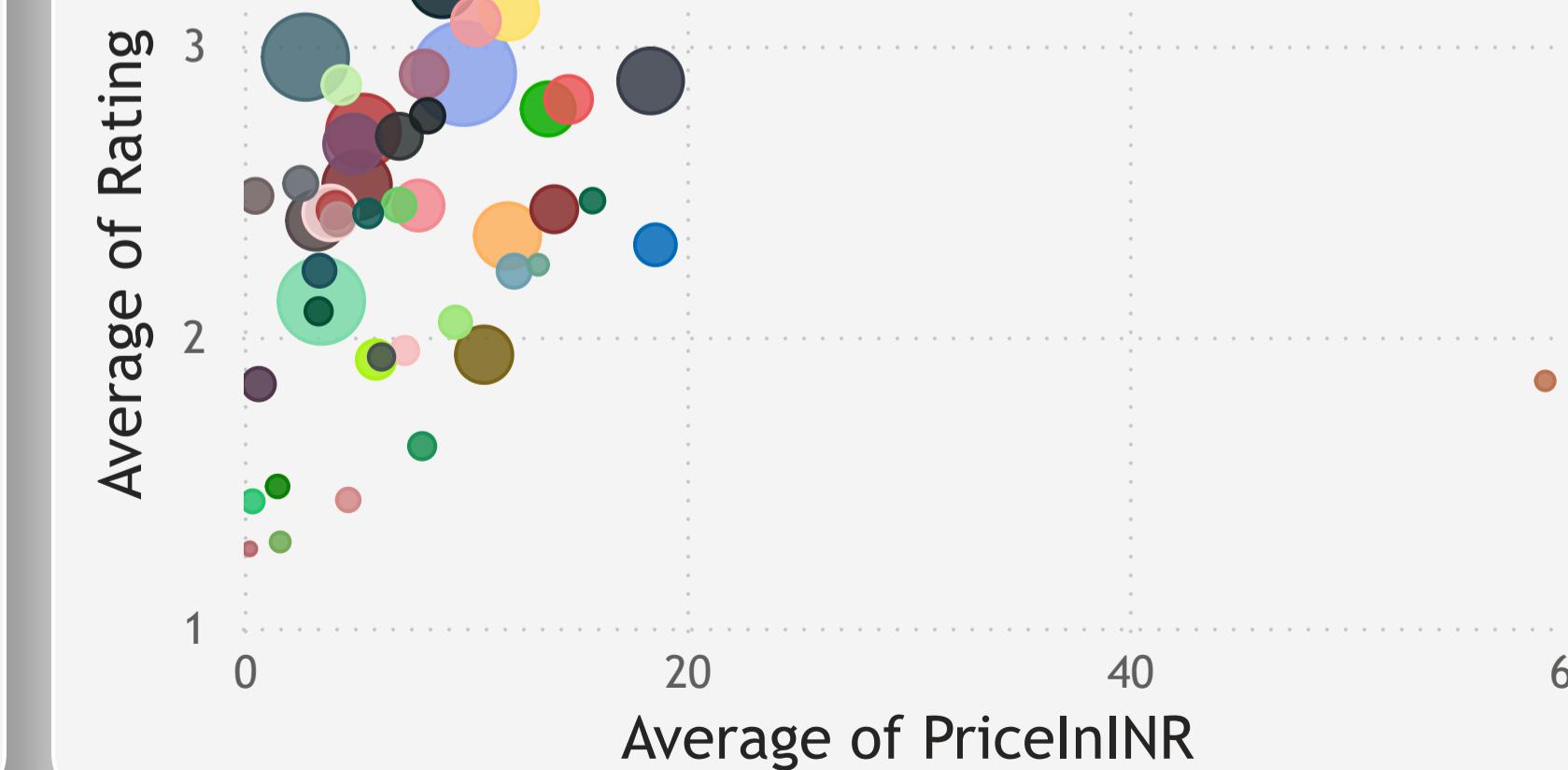
Maps & Navigation



App Category Performance: Price vs Rating

Category ● Action ● Adventure ● Arcade ● Art & Design

Average of Rating





Total Revenue

₹119.38B

▲ +76.7% from Last year

2010 2015 2020

Top 10 Revenue Potential Apps

● Sum of Revenue ● Sum of Installs



Total Installs

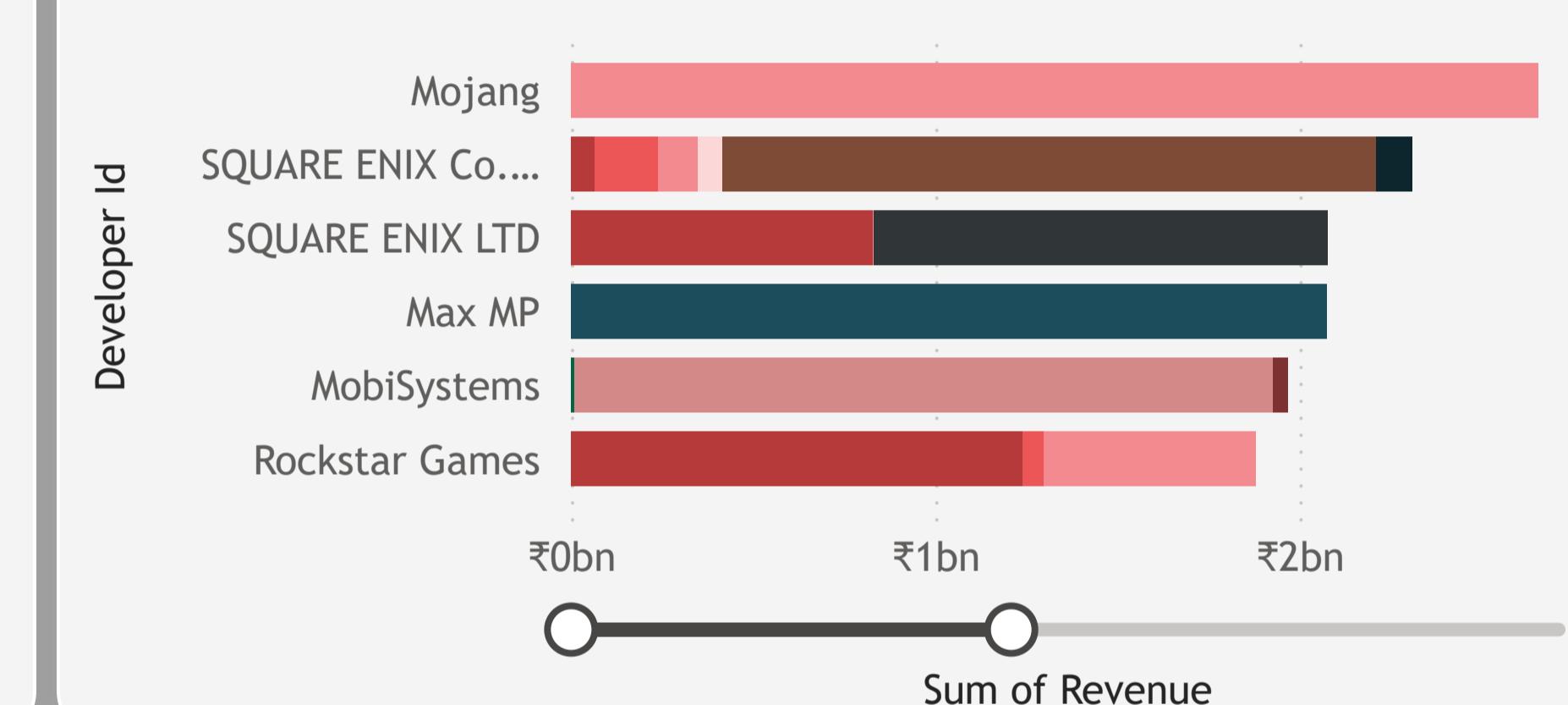
740.61B

▲ +332.8% from Last year

2010 2015 2020

Top Developers by Revenue

Category ● Action ● Adventure ● Arcade ● Art & Design ● Auto & Vehic...



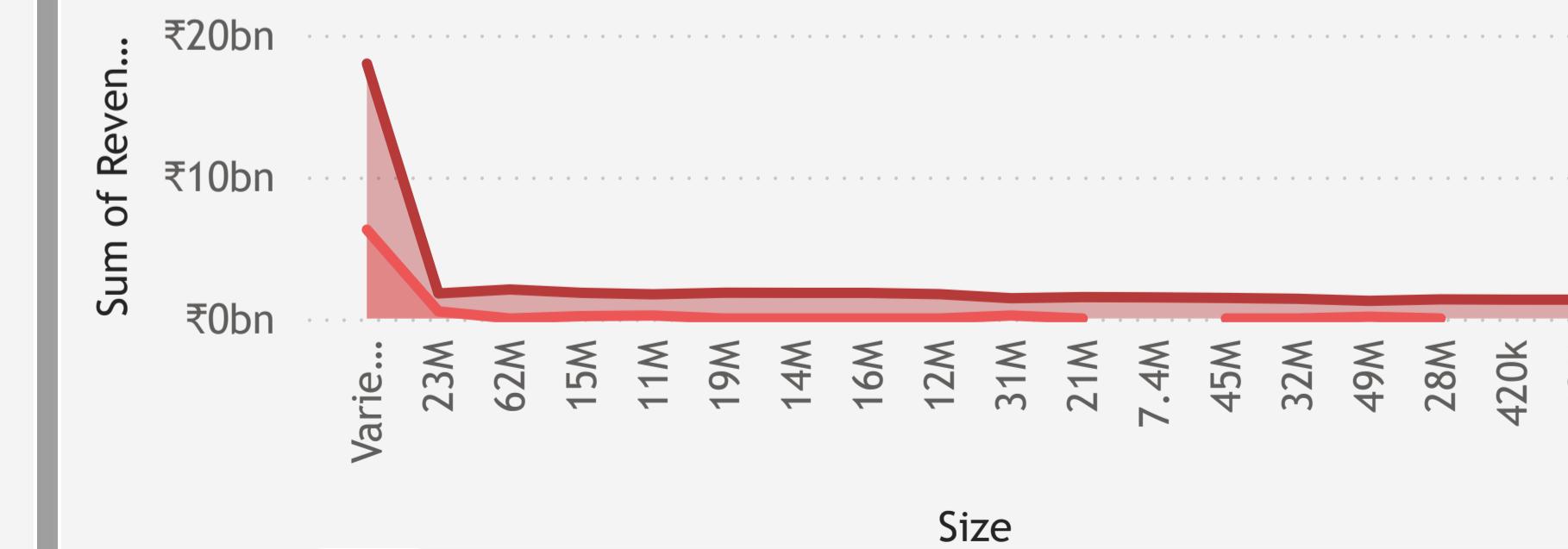
Top 10 Most Revenue Generated Categories

Category



Revenue by App size & Editor's choice

Editors Choice ● False ● True



Category

All

Free ?

False

True

Content Rating

All

Ad Supported ?

False

True

In App Purchases ?

False

True

Rating

0.00

5.00

Year

All

Month

All

Clear all slicers

More charts →



Total Revenue

₹119.38B

▲ +76.7% from Last year

2010 2015 2020

Total Installs

740.61B

▲ +332.8% from Last year

2010 2015 2020

Category

All

Free ?

False

True

Content Rating

All

Ad Supported ?

False

True

In App Purchases ?

False

True

Rating

0.00

5.00

Year

All

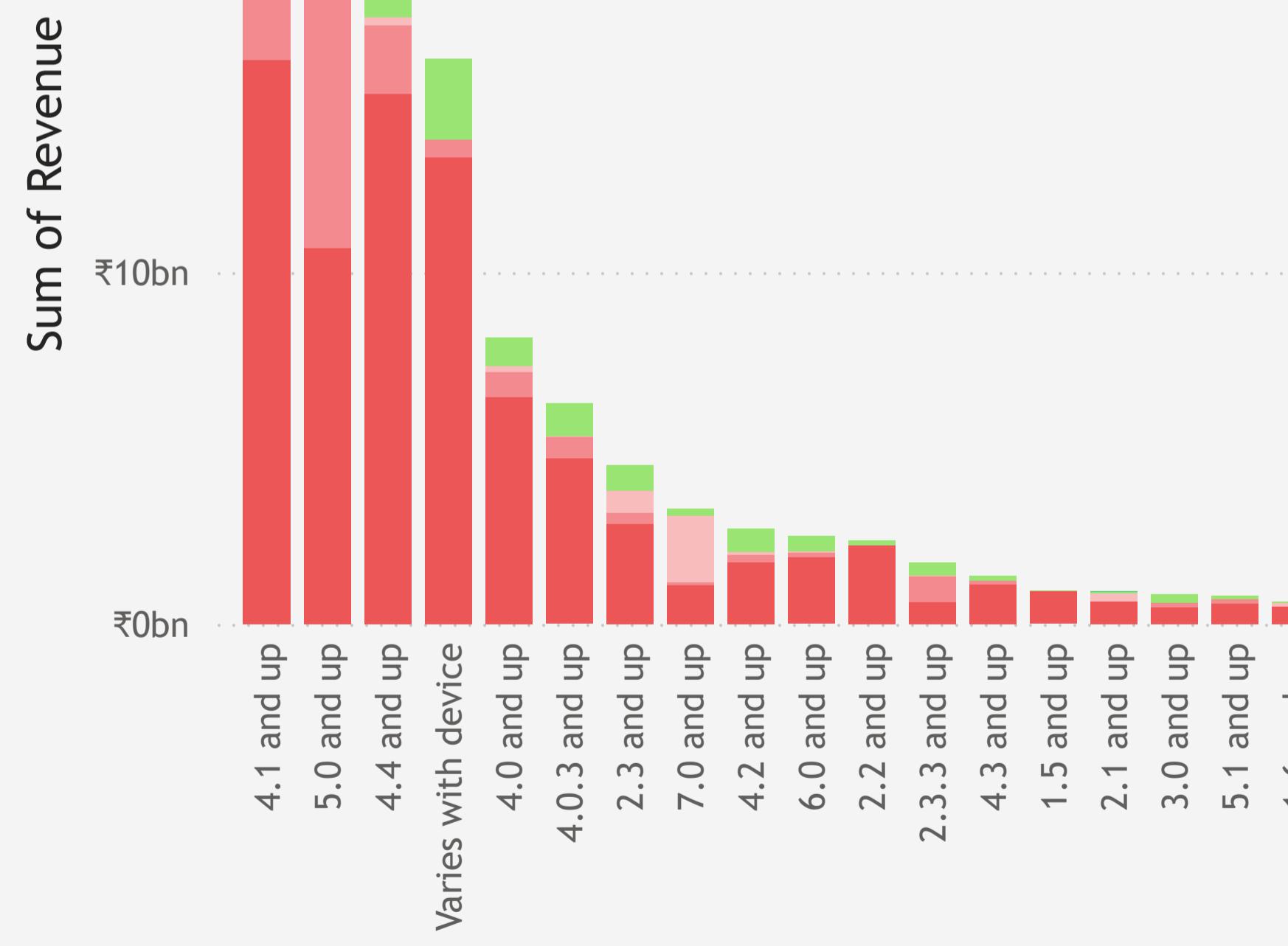
Month

All

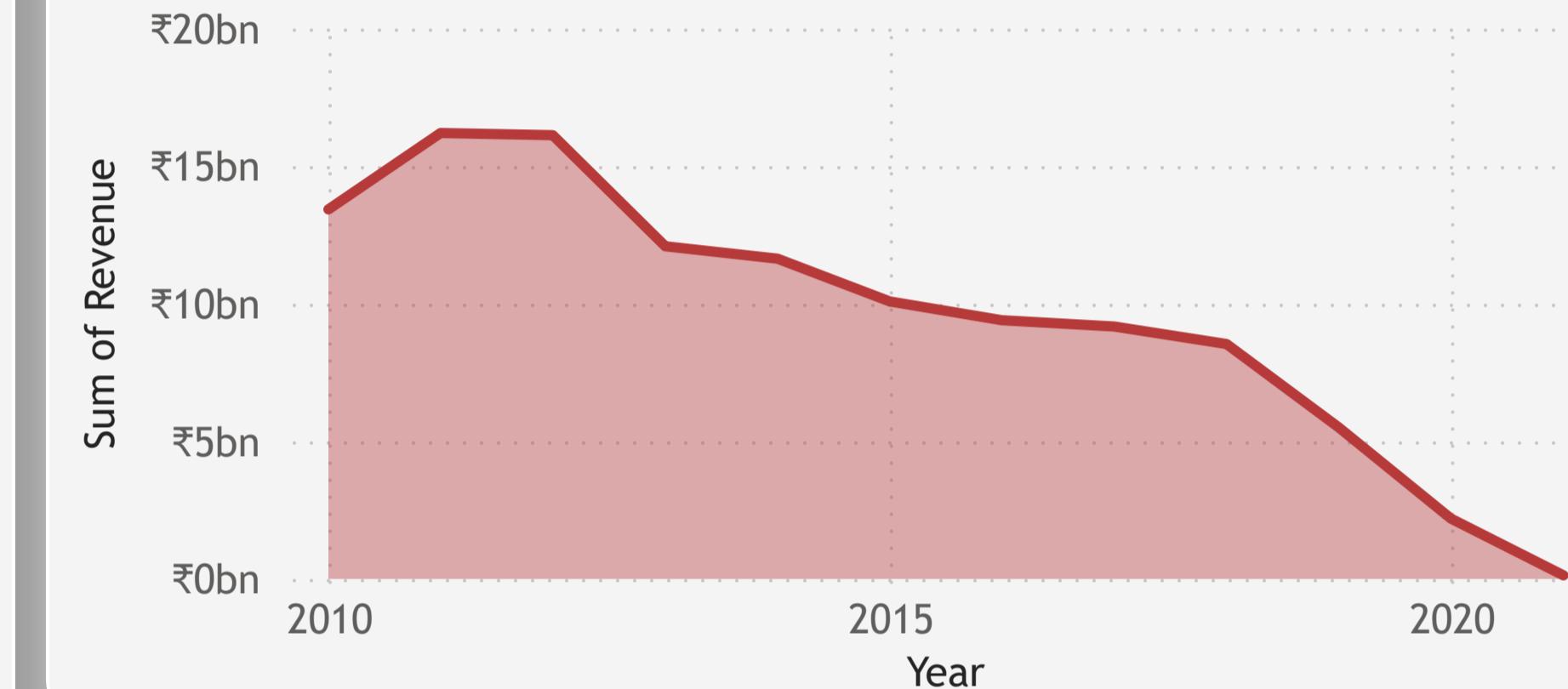
Clear all slicers

Revenue by Android version and Content Rating

Content Rating ● Adults only... ● Everyone ● Everyone... ● Mature ...

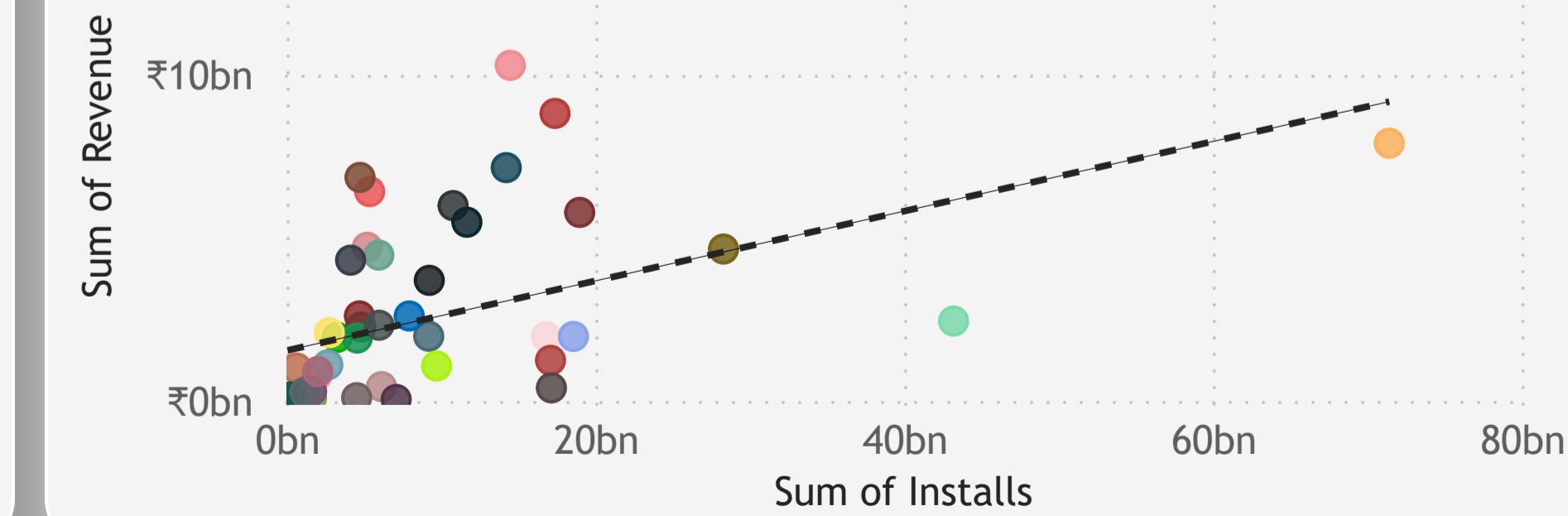


Revenue by Year



Installs vs Revenue by Category

Category ● Action ● Adventure ● Arcade ● Art & Design ● Auto & Vehic...



← Back