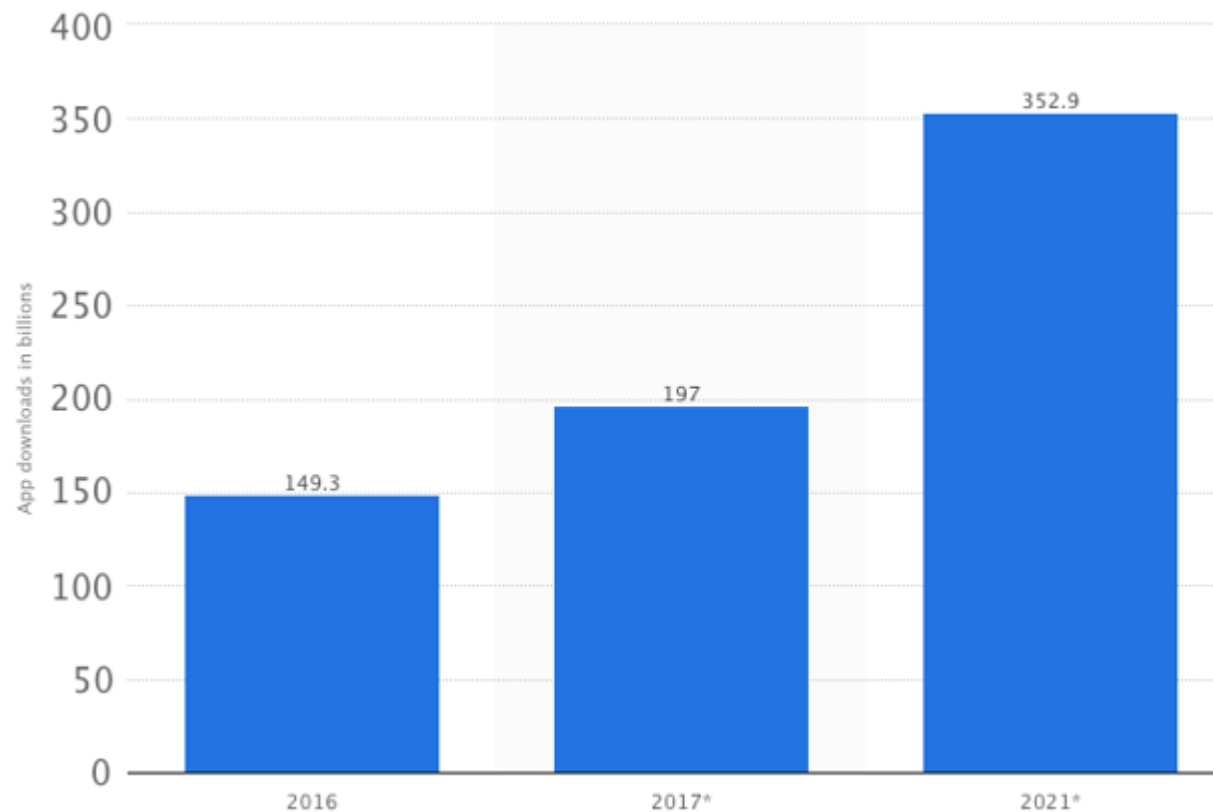


MARKETING YOUR ANDROID APPS

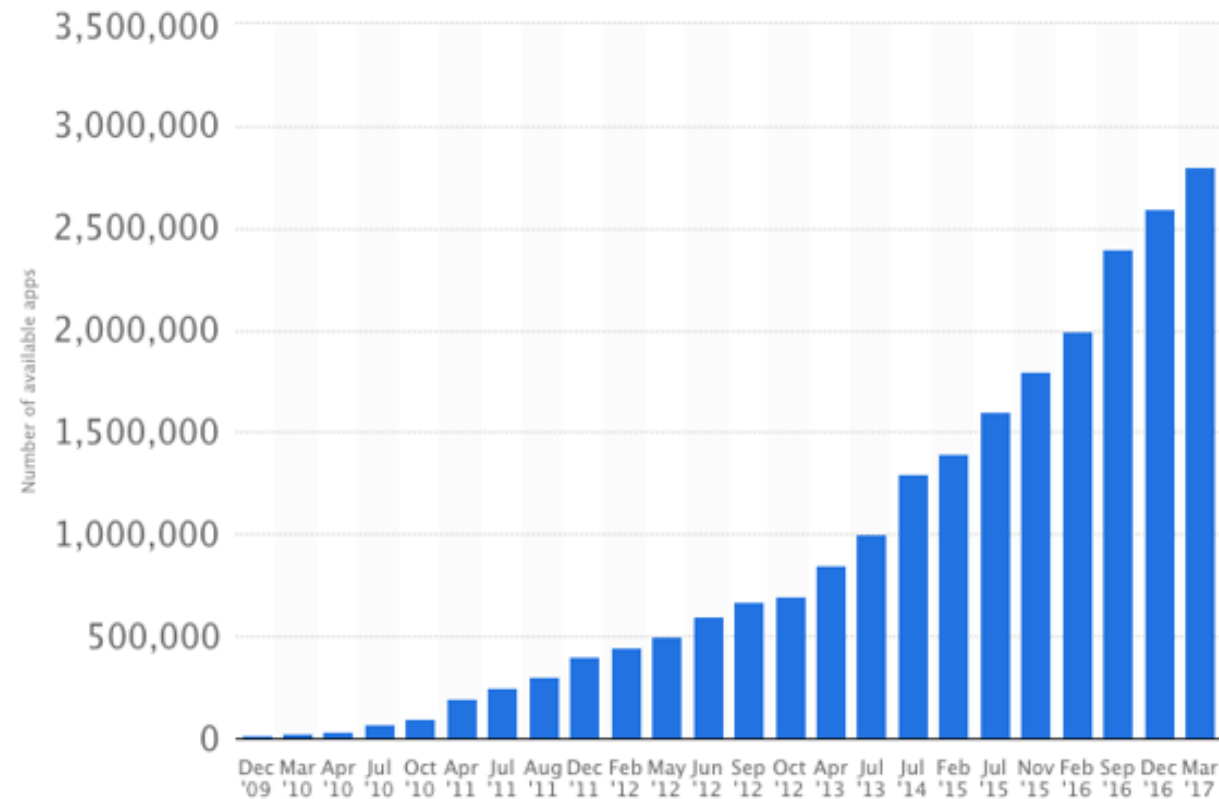
Lesson 1 Data from App Market

Worldwide mobile app downloads in 2016, 2017 and 2021 (in billion U.S. dollars)



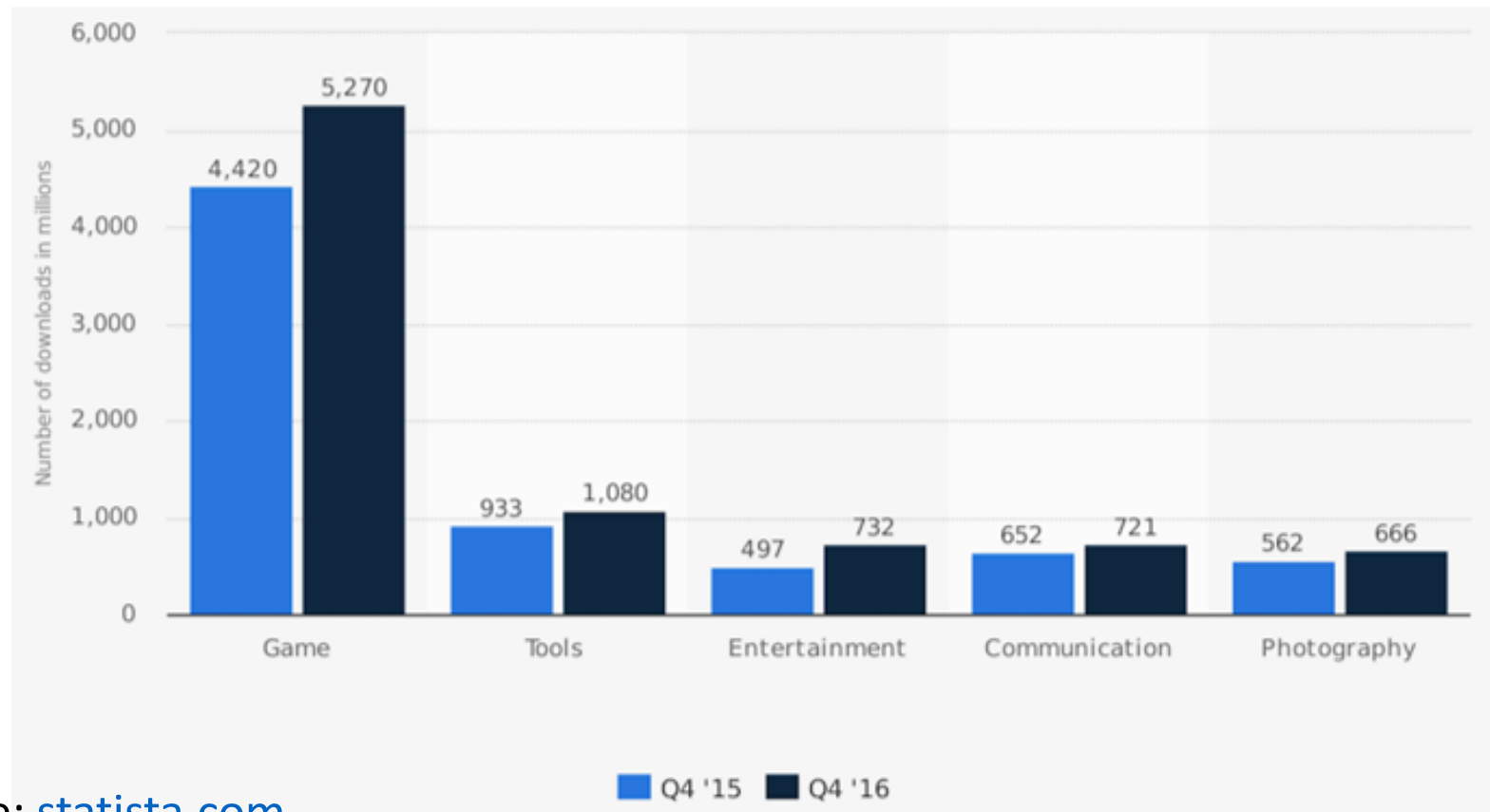
Source: [statista.com](https://www.statista.com)

Number of available apps in the Google Play Store from Dec 2009 to March 2017



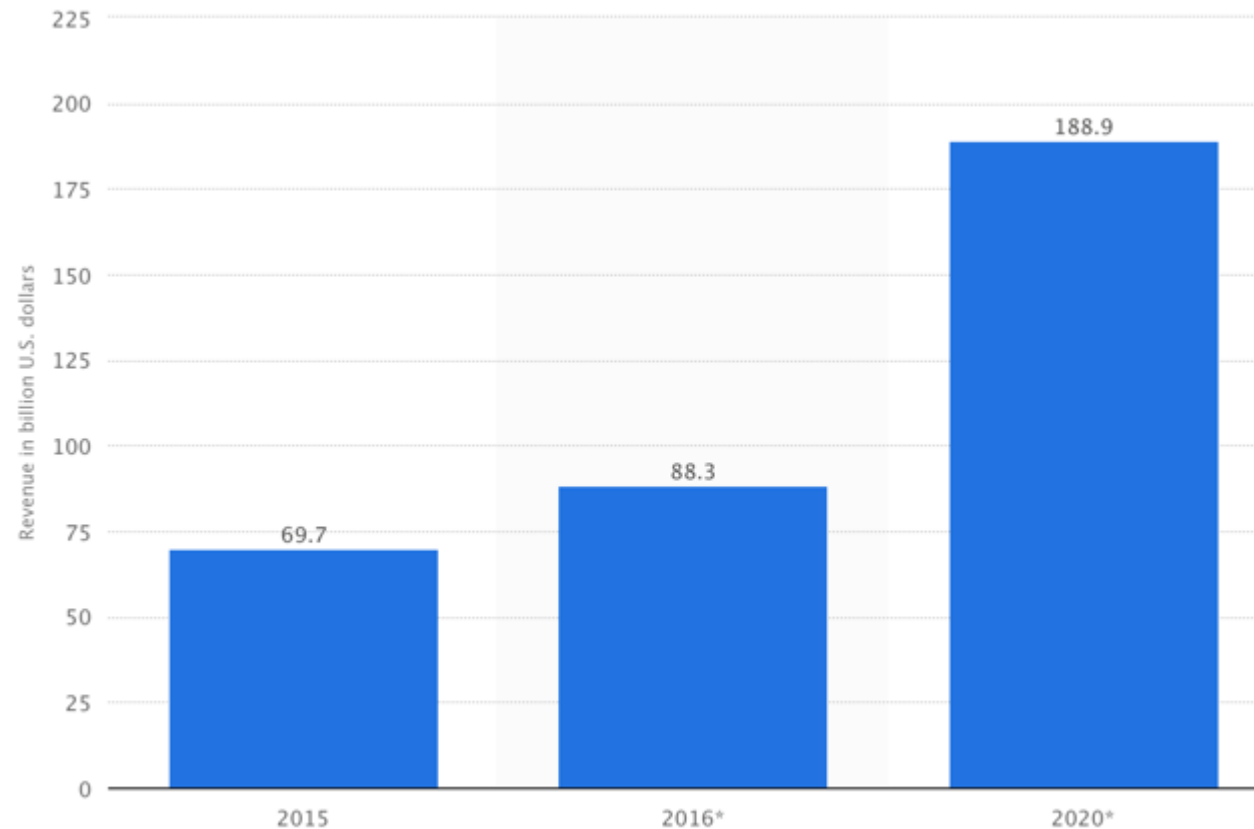
Source: statista.com

Most popular Google Play app store categories in 4th quarter 2015 and 2016, by number of downloads (in millions)



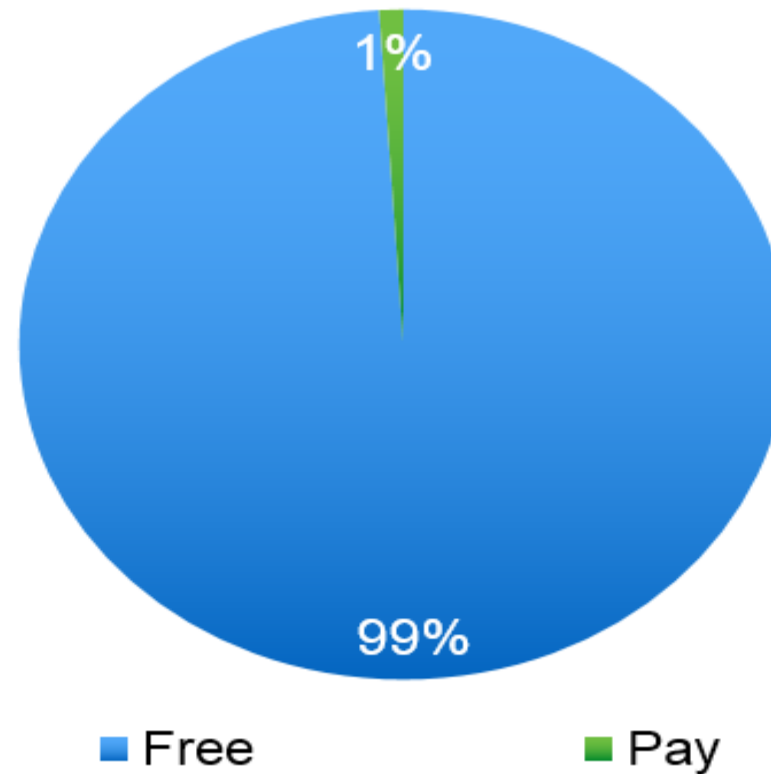
Source: statista.com

Worldwide mobile app revenues in 2015, 2016 and 2020 (in billion U.S. dollars)



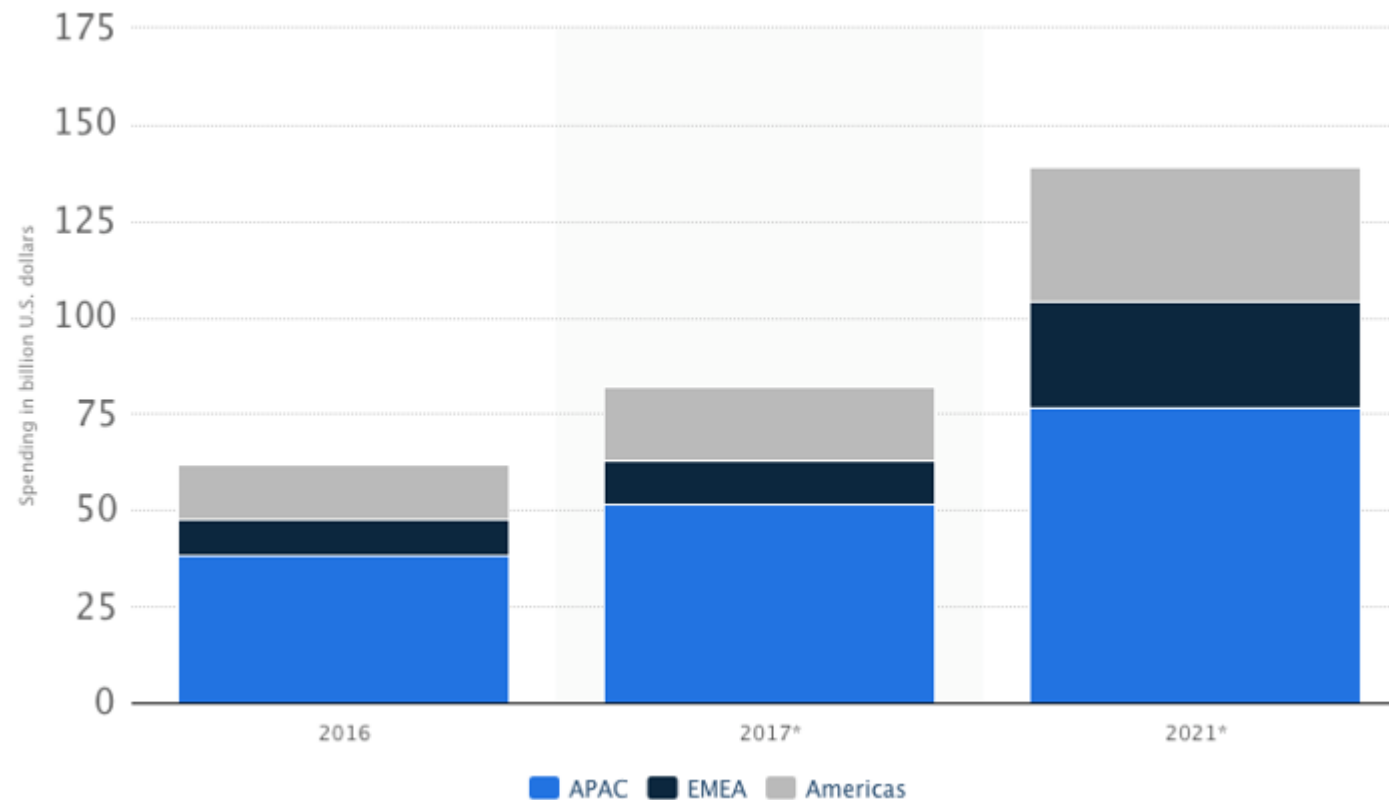
Source: [statista.com](https://www.statista.com)

Worldwide mobile app Free vs Paid App



Source: [statista.com](https://www.statista.com)

Worldwide consumer spending on mobile apps in 2016, 2017 and 2021, by region (in billion U.S. dollars)



Source: [statista.com](https://www.statista.com)

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