Intro:

What is an App Store:

The Apple App Store is a digital [distribution platform](https://www.investopedia.com/terms/t/thirdpartydistributor.asp) where individuals can buy and download digital software and applications. Apps—an abbreviation of the word "applications"—are software tools that provide additional functionality to an operating system.

an **app store** is an [app](https://www.computerhope.com/jargon/a/app.htm)lication that helps a user find [software](https://www.computerhope.com/jargon/s/software.htm) and [install](https://www.computerhope.com/jargon/i/install.htm) it on their [computer](https://www.computerhope.com/jargon/c/computer.htm) or [mobile device](https://www.computerhope.com/jargon/m/mobile.htm). It's a collection of free or commercial software and games approved for use on your device. You can browse, purchase, [download](https://www.computerhope.com/jargon/d/download.htm), install, and update software through your device's app store.

The Google Play Store for Android and the Apple App Store for iOS are the two largest distribution channels for mobile apps, offering almost global coverage to a huge potential audience. However, as competition on the two major stores has grown, developers have found it increasingly difficult to achieve visibility for their apps on these stores.

Types:

All major [mobile operating system](https://www.techtarget.com/searchmobilecomputing/definition/mobile-operating-system) vendors, including Apple, Google, BlackBerry and Microsoft, run their own app stores, which gives them control over the software available on their respective platforms. There are also several third-party app stores in operation; examples include the Amazon Appstore for [Android](https://www.techtarget.com/searchmobilecomputing/definition/cross-platform-mobile-development) and Cydia for [jailbroken](https://www.techtarget.com/whatis/definition/jailbreaking) iOS Apple devices.

**Apple App Store:**

The **App Store** is an [app store](https://en.wikipedia.org/wiki/App_store) platform, developed and maintained by [Apple Inc.](https://en.wikipedia.org/wiki/Apple_Inc.), for [mobile apps](https://en.wikipedia.org/wiki/Mobile_app) on its [iOS](https://en.wikipedia.org/wiki/IOS) and [iPadOS](https://en.wikipedia.org/wiki/IPadOS" \o "IPadOS) operating systems. The store allows users to browse and download approved apps developed within Apple's [iOS Software Development Kit](https://en.wikipedia.org/wiki/IOS_Software_Development_Kit). Apps can be downloaded on the [iPhone](https://en.wikipedia.org/wiki/IPhone), [iPod Touch](https://en.wikipedia.org/wiki/IPod_Touch), or [iPad](https://en.wikipedia.org/wiki/IPad), and some can be transferred to the [Apple Watch](https://en.wikipedia.org/wiki/Apple_Watch) smartwatch or 4th-generation or newer [Apple TVs](https://en.wikipedia.org/wiki/Apple_TV) as extensions of iPhone apps.

Speaking of 2020, Apple app store is not just an app store, but a paradise for mobile users.

As the world’s leading software company, Apple is always HUGE on user experience, no doubt.

Therefore, it even has the most awesome app store for its consumers.

Apple app store is a digital distribution platform for Apple users to explore iOS and iPad apps.

With it, smartphone users get assurance of downloading trustworthy iOS powered apps from verified [**mobile development businesses**](https://techliance.com/mobile-app-development-services) worldwide.

History:

The App Store was opened on July 10, 2008, with an initial 500 applications available. The number of apps peaked at around 2.2 million in 2017, but declined slightly over the next few years as Apple began a process to remove old or 32-bit apps that do not function as intended or that do not follow current app guidelines. As of 2021, the store features more than 1.8 million apps.

**How the Apple App Store Works**

Apple’s App Store is a big business for the company. In 2019, Apple's App Store had gross sales of around $50 billion. Developers take approximately 70% of the purchase price of an app on the Apple App Store. Even still, this means that the App Store generated about $15 billion in revenue for Apple in 2019.

### **How Can Developers Publish an App?**

Developers must pay a $99 annual fee to access the Apple Developer Program. (This fee is waived for [nonprofits](https://www.investopedia.com/terms/n/non-profitorganization.asp) and governments.) App publishers must submit their app to a testing process, adhere to Apple's rules and guidelines, and meet a number of prerequisites. Some prerequisites include:

* Getting an App ID or application identifier for your app.
* Obtaining a distribution certificate, which enables an app developer to create a provisioning profile.
* Creating an iOS provisioning profile to distribute an app via the App Store.
* Building settings.
* Setting a deployment target (important to get this right the first time).

**Google Play Store:**

**Intro:**

Google Play Store is a [digital distribution](https://en.wikipedia.org/wiki/Digital_distribution) service operated and developed by [Google](https://en.wikipedia.org/wiki/Google). It serves as the official app store for certified devices running on the [Android operating system](https://en.wikipedia.org/wiki/Android_(operating_system)) and [its derivatives](https://en.wikipedia.org/wiki/Google_Operating_System), as well as [ChromeOS](https://en.wikipedia.org/wiki/ChromeOS" \o "ChromeOS), allowing users to browse and download applications developed with the [Android software development kit](https://en.wikipedia.org/wiki/Android_software_development) (SDK) and published through Google.