What is Microsoft App Store?

The Microsoft Store formerly called the Windows Store is an online marketplace for consumers to buy and download a variety of items. The store enables users to purchase hardware such as PCs, Surface products and Xbox consoles, or download software and digital content, including apps, games, movies or TV shows.

**Microsoft Store offerings**

Items from the Microsoft store that users can purchase include the following:

* **Software.** Microsoft Teams, Outlook and a collection of other applications are available, including Adobe Photoshop, Netflix, iTunes and Spotify.
* **Business applications.** These include business apps such as Microsoft Cloud, [Azure](https://www.techtarget.com/searchcloudcomputing/definition/Windows-Azure), Microsoft 365 and [Dynamics 365](https://www.techtarget.com/searchcustomerexperience/definition/Microsoft-Dynamics-365).
* **Games.** Users can peruse a catalog of games that spans console and mobile platforms, supported by Windows and Xbox systems.
* **Movies and TV.** These includes a collection of new and old movies and TV shows.
* **PCs and other hardware.** These include computers, Surface devices, Xbox consoles, accessories and virtual reality (VR) hardware, apps and accessories.
* **Developer and IT-related tools and applications.**These include tools for Windows Server, Windows Dev Center, [HoloLens](https://www.techtarget.com/searchmobilecomputing/definition/Microsoft-HoloLens) and .NET applications.
* **Other items.** These include gift cards, licensing and education-based content.

How many apps are there in the Microsoft Store?

In the second quarter of 2022, the Microsoft Store (previously known as the Windows Store) hosted and distributed **44,275 gaming apps**, making it the largest category of mobile apps on the platform. Utilities and tool apps ranked second, with approximately 10,000 apps hosted and distributed in the Microsoft Store.

Google Play Store:

Google Play was launched on March 6, 2012, bringing together Android Market, [Google Music](https://en.wikipedia.org/wiki/Google_Play_Music), Google Movies, and the Google eBookstore under one brand, marking a shift in Google's digital distribution strategy. Google has expanded the geographical support for each of the services.

History:

Purpose of Creating Play Store:

 Previously, Android users had to get apps, games, movies and TV shows from the Android Market, music from Google Music and electronic books from the Google eBookstore. Google’s decision to merge all of these stores into one portal made the lives of all Android device owners much easier, and it likely helped to expand the reach of the OS in general.