

Google Apps Store Marketing Overview

Category

Type

Total Apps

9.6K

Total Installs

146.6B

Avg Ratings

4.2

Total Categories

33

Avg Rating per Category

All

EDUC...

ART_...

EVEN...

BOOK...

PERS...

PARE...

GAME

BEA...

HEA...

SOC...

SHO...

WE...

SPO...

PRODUCTI...

LIBRARIES...

NEW...

ENTE...

FINA...

FAMILY

HOUSE_A...

AUTO_AN...

FOOD_AN...

BUSI...

LIFES...

TRAV...

MEDICAL

COMMUNI...

VIDEO_PL...

MA...

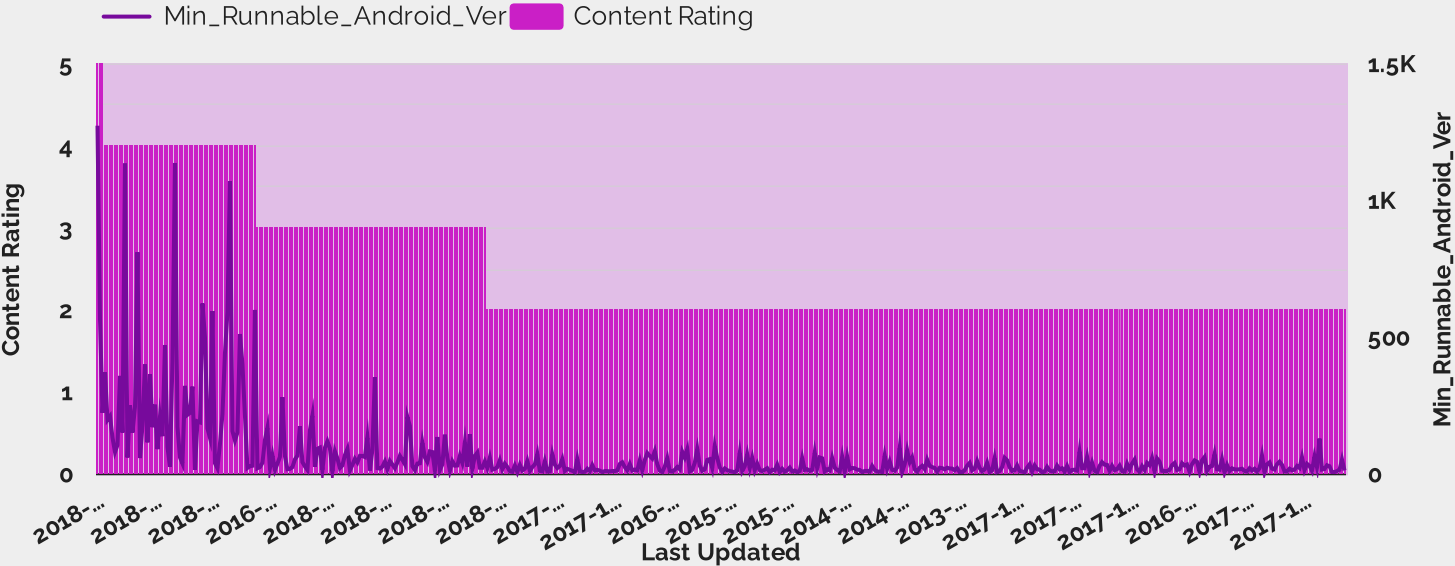
DA...

PHOTOGR...

COMICS

TOOLS

Content Rating by Last Updated



App Intelligence Table

	Category	Avg_I... ▾	Size
1.	GAME	31.5B	151
2.	COMMUNICATION	24.2B	118
3.	SOCIAL	12.5B	105
4.	PRODUCTIVITY	12.5B	131
5.	TOOLS	11.5B	203
6.	FAMILY	10B	212
7.	PHOTOGRAPHY	9.7B	113
8.	TRAVEL_AND_LOCAL	6.4B	87
9.	VIDEO_PLAYERS	6.2B	84
10.	NEWS_AND_MAGAZINES	5.4B	86

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Free Vs Paid Apps

