

Global Mobile Consumer Trends 2020

moengage  apptopia



Summary: Movements in Q2 vs Q1, 2020

Global Mobile Consumer Trends, 2020

Banking & Fintech **43.67%**

Jump in new user downloads of Banking and Fintech apps in the **United States**. 20% growth in daily active users



Dating **398%**

Boost in daily active users on Dating apps in **India**. 413% jump in downloads by new users



Health & Fitness **54.66%**

Growth in downloads of Health & Fitness apps by new users in the **Middle East and North Africa**



Mobility **-11.31%**

Fall in app sessions for Mobility apps in **Europe**

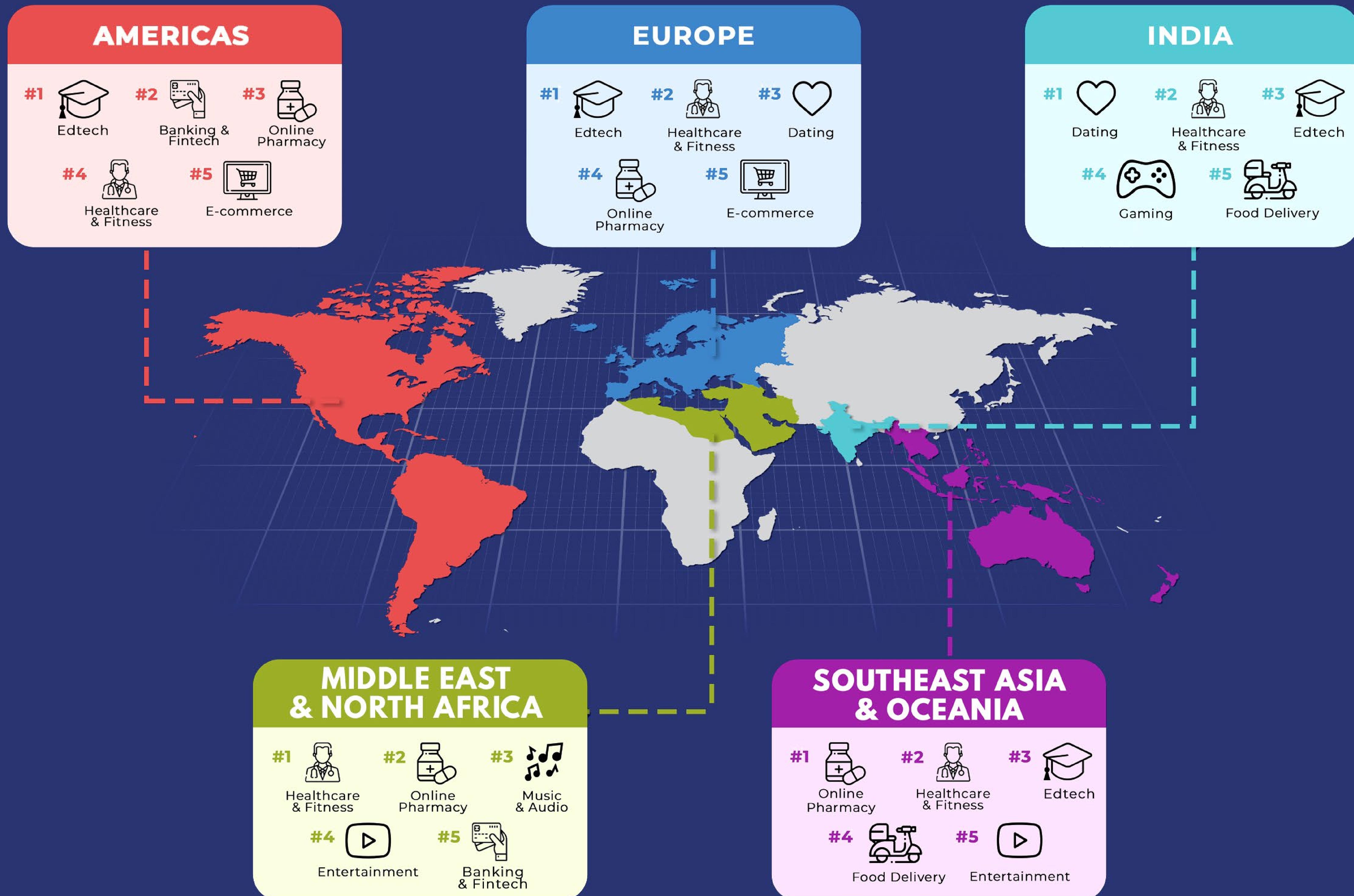


Travel & Hospitality **-14%**

Drop in daily active users on Travel & Hospitality apps in **Southeast Asia Oceania**



Top Performers in Q2 vs Q1, 2020



How To Read This Report

- ▶ You can either go through the report in a sequential manner or directly jump to an industry of your choice from the table of contents.
- ▶ Q1, 2020 refers to the months of January, February, and March, and Q2, 2020 refers to the months of April, May, and June.
- ▶ ‘Downloads’ refers to mobile app downloads from both Google’s Play Store and Apple’s App Store.
- ▶ DAU or Daily Active Users refers to the total number of people who open and engage with a mobile app in a given day.
- ▶ Average Session Duration is the total duration of all sessions (in seconds) / number of sessions.
- ▶ All data shown in this report is relative to Q1, 2020 - percentage movements. All data charts in this report show the relative movement of a metric in Q2, 2020 relative to Q1, 2020.
- ▶ Most graphical data representations in the report are collected through all the apps in the associated Play Store/App Store category.
- ▶ Few industries in the report display graphical movement in Q2 vs Q1. This is made by taking a representative set of apps in the associated Play Store/App Store category.

Introduction

“In God we trust, all others must bring data.”
- W. E. Deming

A lot has happened in 2020. We started the year in a festive mood. Travel & hospitality were cashing in on Q1 earnings and then the Covid-19 pandemic hit us.

Similar to most other global recessions, the Covid-19 linked recession hit businesses around the world. As countries entered into various levels of lockdown and shelter-in-place, industries such as **Travel, Hospitality and Mobility were hit pretty hard.**

While the digitally savvy industries such as **Media & Entertainment, Social Media, E-commerce, Food Delivery and Gaming continue to grow in strength**, it is the increase in digital adoption of products and services that were predominantly considered offline that is a pleasant surprise.

Gyms, grocery chains, pharmacies, real estate and even banks have almost overnight grown their digital footprint. These offline-turned-online businesses have not only onboarded millions of users in the past 6 months but also continue to **sustain customer interest by delivering value and engaging users effectively.**

While management consultants are trying to analyze and make sense of the widening business impact of Covid-19, MoEngage and Apptopia bring you the **actual data from Q2, 2020** - data that reflects consumer confidence trends in different industries. Data that highlights shifts and **helps you prepare for the future.**

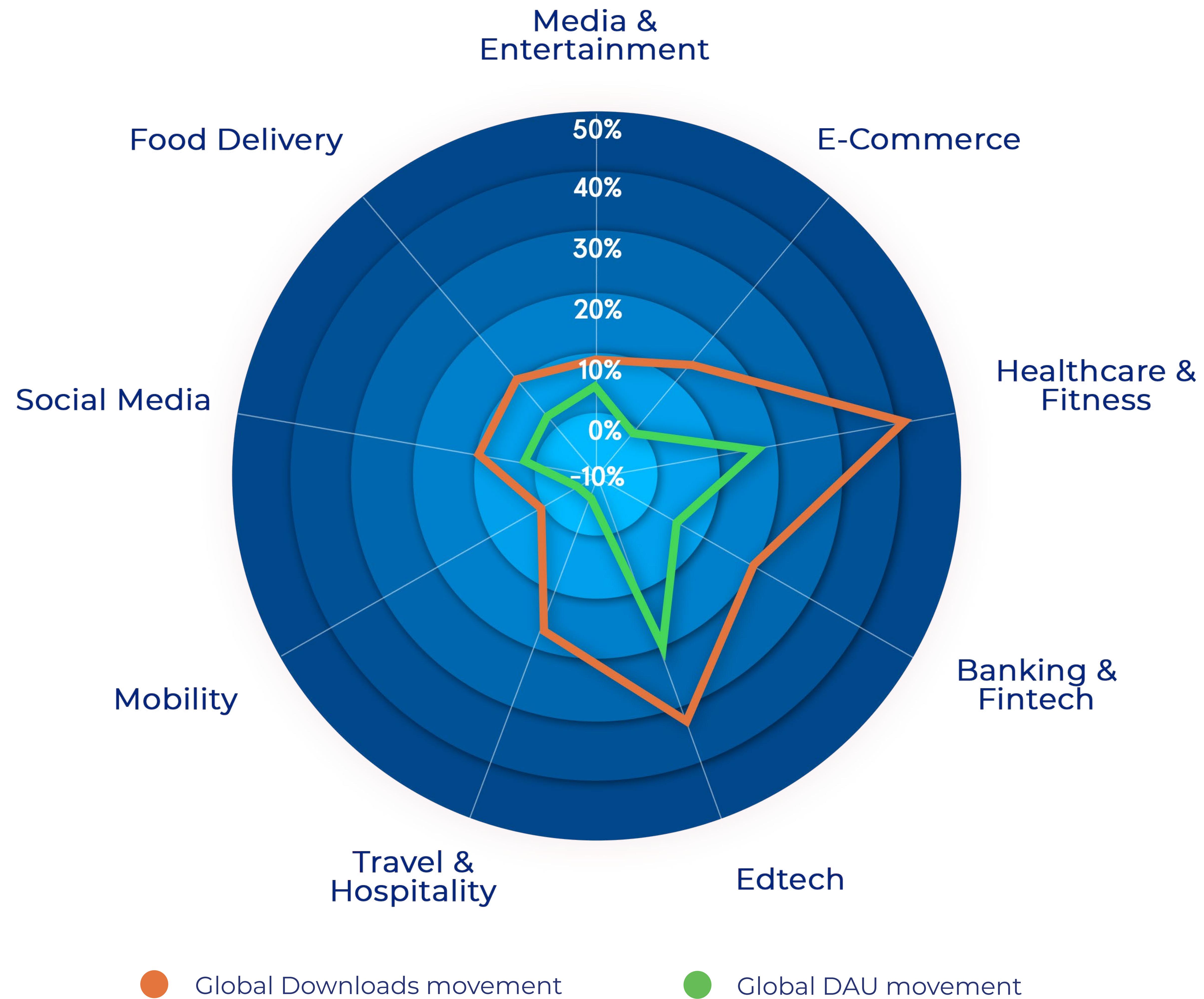
We have identified data patterns of 1.5 billion mobile app users spread across **5 different geographical regions**. In this report, we have covered **9 different industry** verticals and **6 sub-verticals**.

In a snapshot, **all industries** except Travel, Hospitality and Mobility are **neutral or see a positive growth** in downloads and daily active users.

Explosion	Growth	Slowdown
High downloads and daily active users Edtech Health, Fitness & Online Pharmacy Banking & Fintech	Flat to high growth in downloads and daily active users E-commerce Social Media Food Delivery Media & Entertainment	Drop in downloads and daily active users Travel & Hospitality Mobility

Global Mobile Consumer Trends

Radar Chart (Q2 vs Q1, 2020)





HEALTHCARE & FITNESS

AMERICAS

Downloads **28.28%**
DAU **9.41%**



MIDDLE EAST & NORTH AFRICA

Downloads **46.31%**
DAU **19.89%**

EUROPE

Downloads **25.47%**
DAU **8.32%**



INDIA

Downloads **111.80 %**
DAU **57.07%**



SOUTHEAST ASIA + OCEANIA

Downloads **45.40 %**
DAU **24.25%**



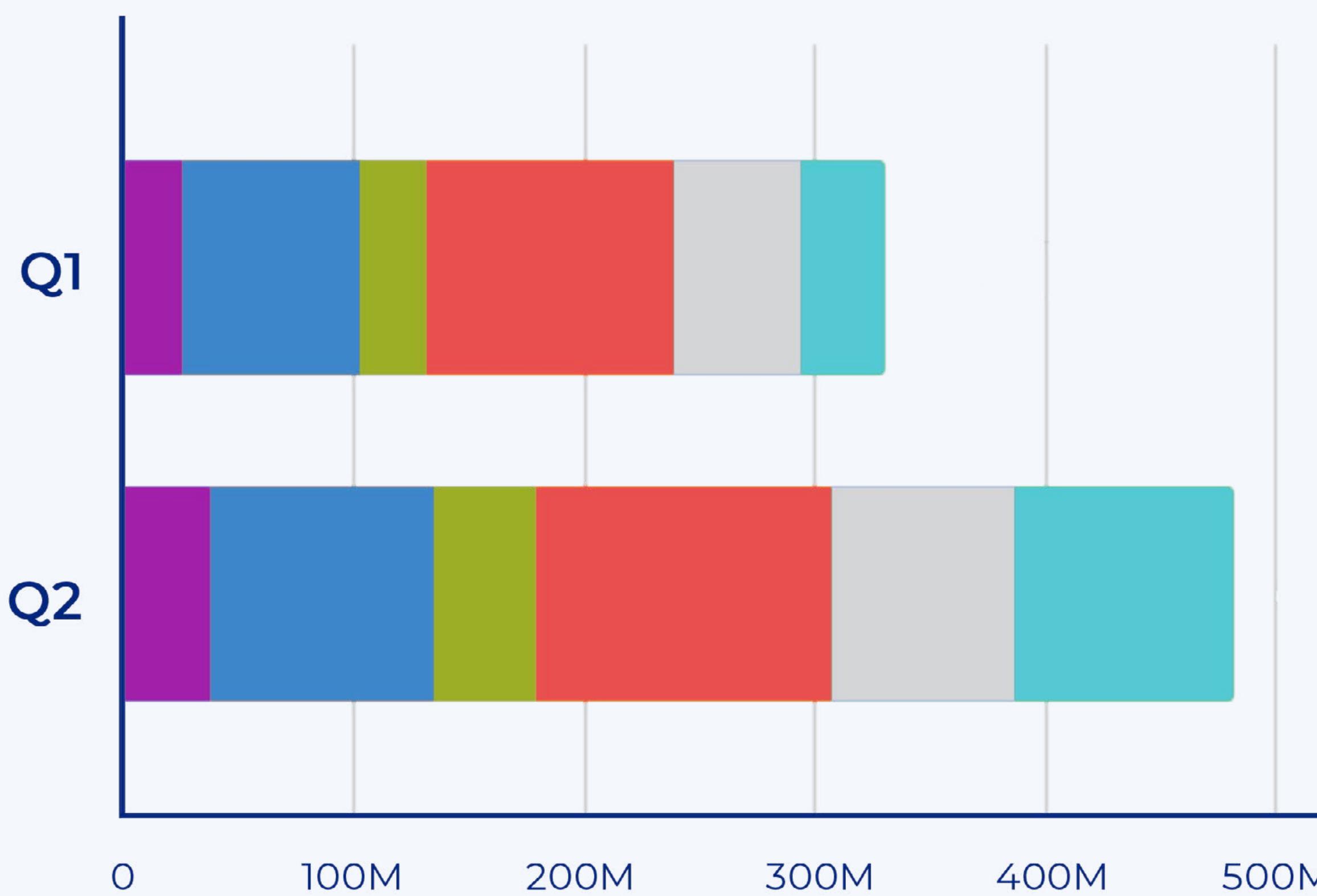
*All data above is from Q2, 2020 relative to Q1, 2020



Fitness Apps

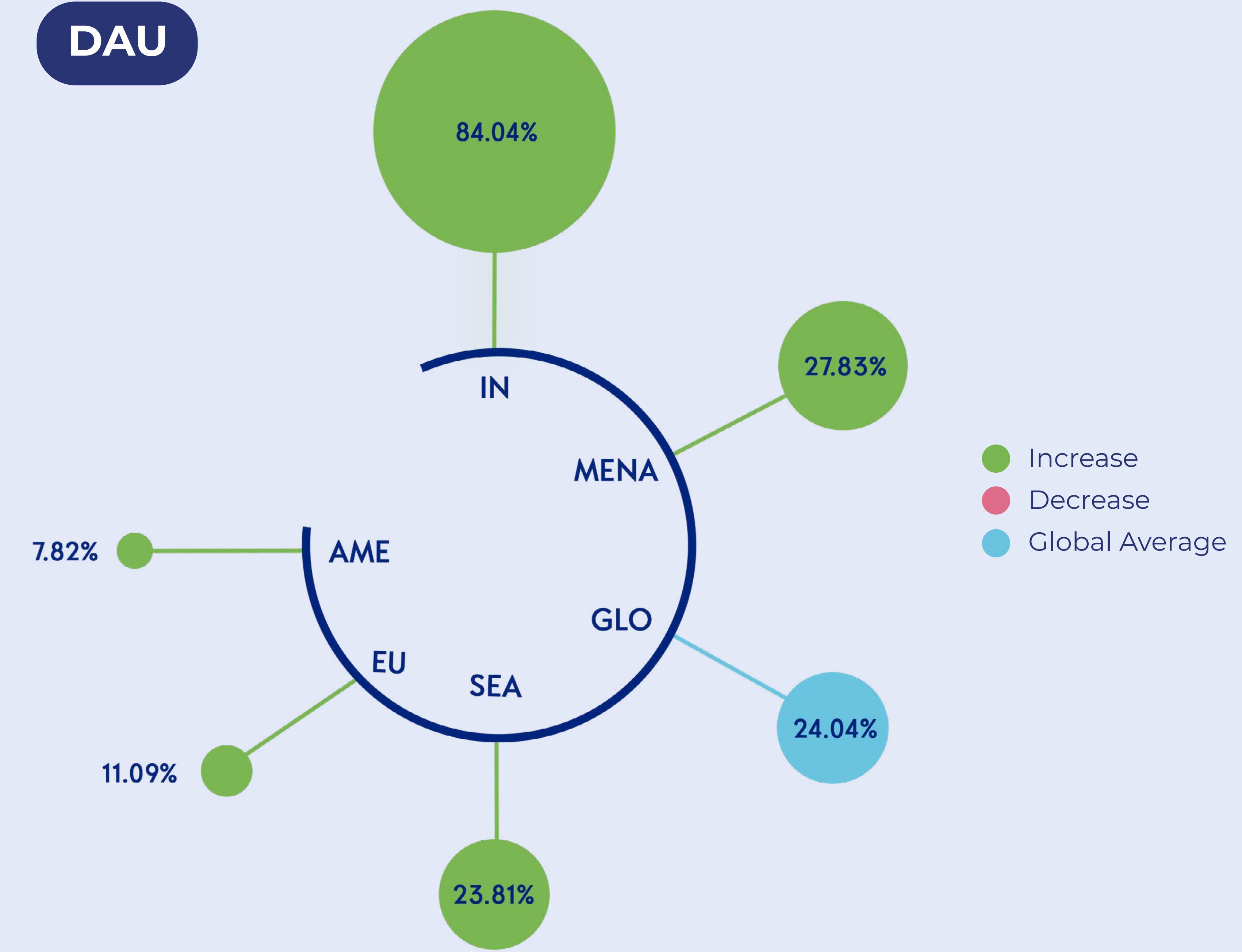
Global Movements (Q2 vs Q1)

Downloads



● SEA (46.65%)
● EU (24.82%)
● MENA (54.66%)
● AME (20.69%)
● ROTW (43.40%)
● IN (156.72%)
● Global (45.66%)

DAU



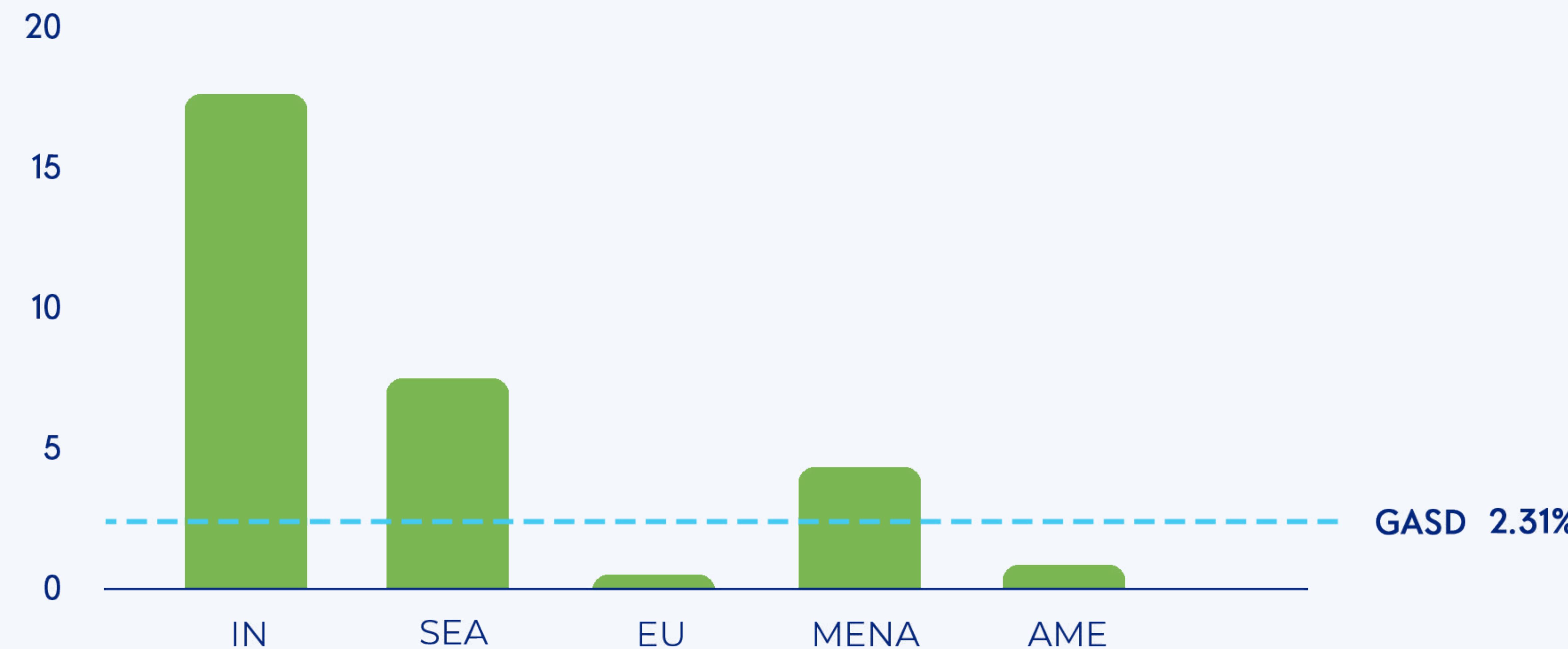
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- Global rise in downloads of fitness apps in Q2 vs Q1 was 45.66%.
- The boost to global downloads of fitness apps in Q2 globally was driven majorly by India (156.73%), which translated to 58 million active users.
- Southeast Asia, Oceania and Middle East and North Africa followed the global upward trend in downloads (~ 50%).
- Europe and the Americas lagged the global trend in downloads but saw strong growth at 24.82% and 20.70% respectively.
- Global rise in daily active users of fitness apps in Q2 vs Q1 was 24.04%.
- As with downloads, the major boost to DAU in Q2 was driven by India. With a whopping 84% growth, that translated to 12 million users.
- Southeast Asia and Oceania (23.81%) and Middle East and North Africa (27.83%) closely followed the global upward trend in DAU.
- Europe (11.09%) and the Americas (7.82%) saw steady positive movements in DAU for Q2 as compared to Q1.

Fitness Apps

Global Movements (Q2 vs Q1)

Session Duration



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

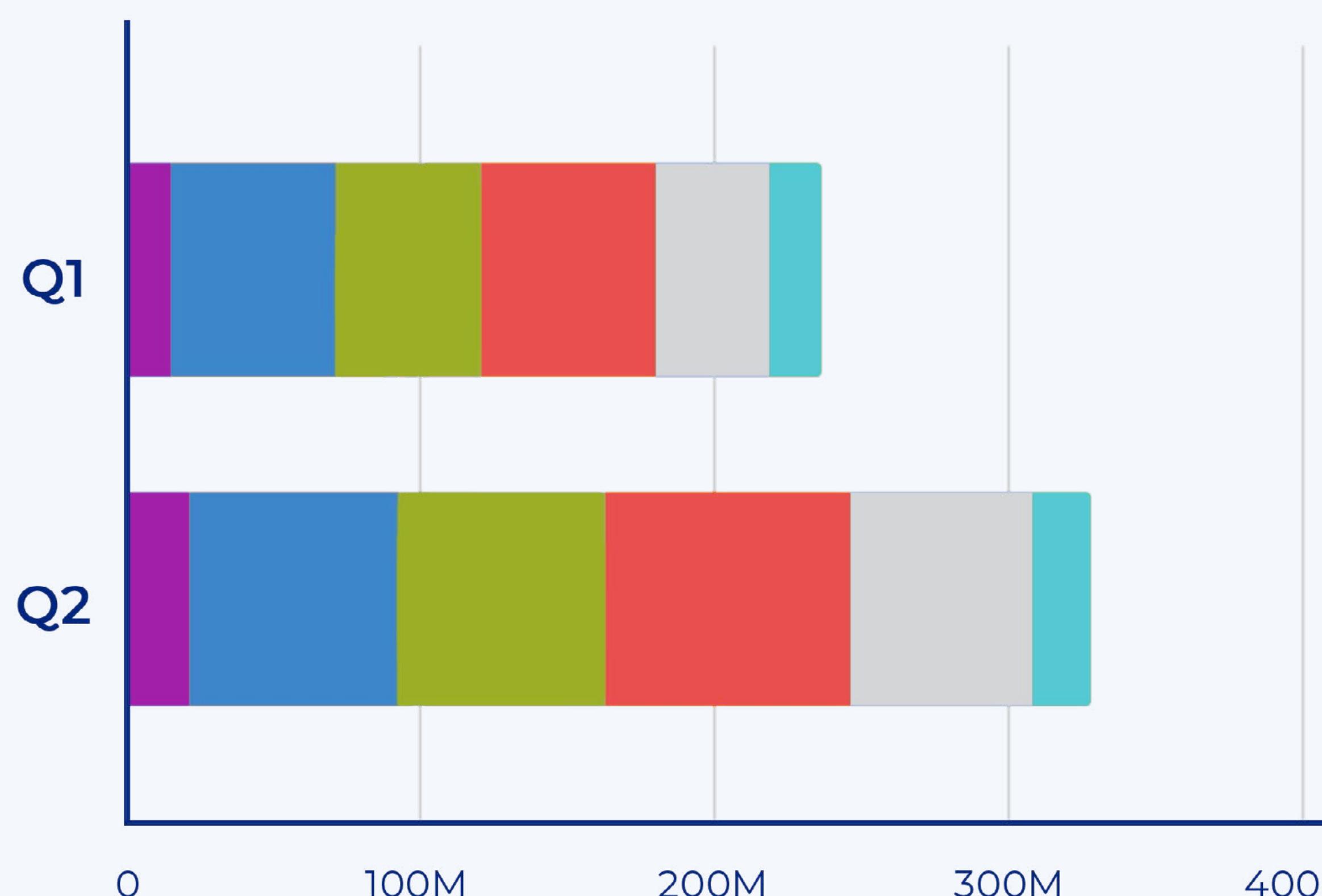
- Global rise in average session duration of fitness apps in Q2 vs Q1 was 2.31%.
- India came out on top with a 17.82% growth in time spent on fitness apps.
- Southeast Asia and Oceania saw a sustained rise in average session duration on fitness apps with 7.52% growth in Q2 as compared to Q1.



Online Pharmacy

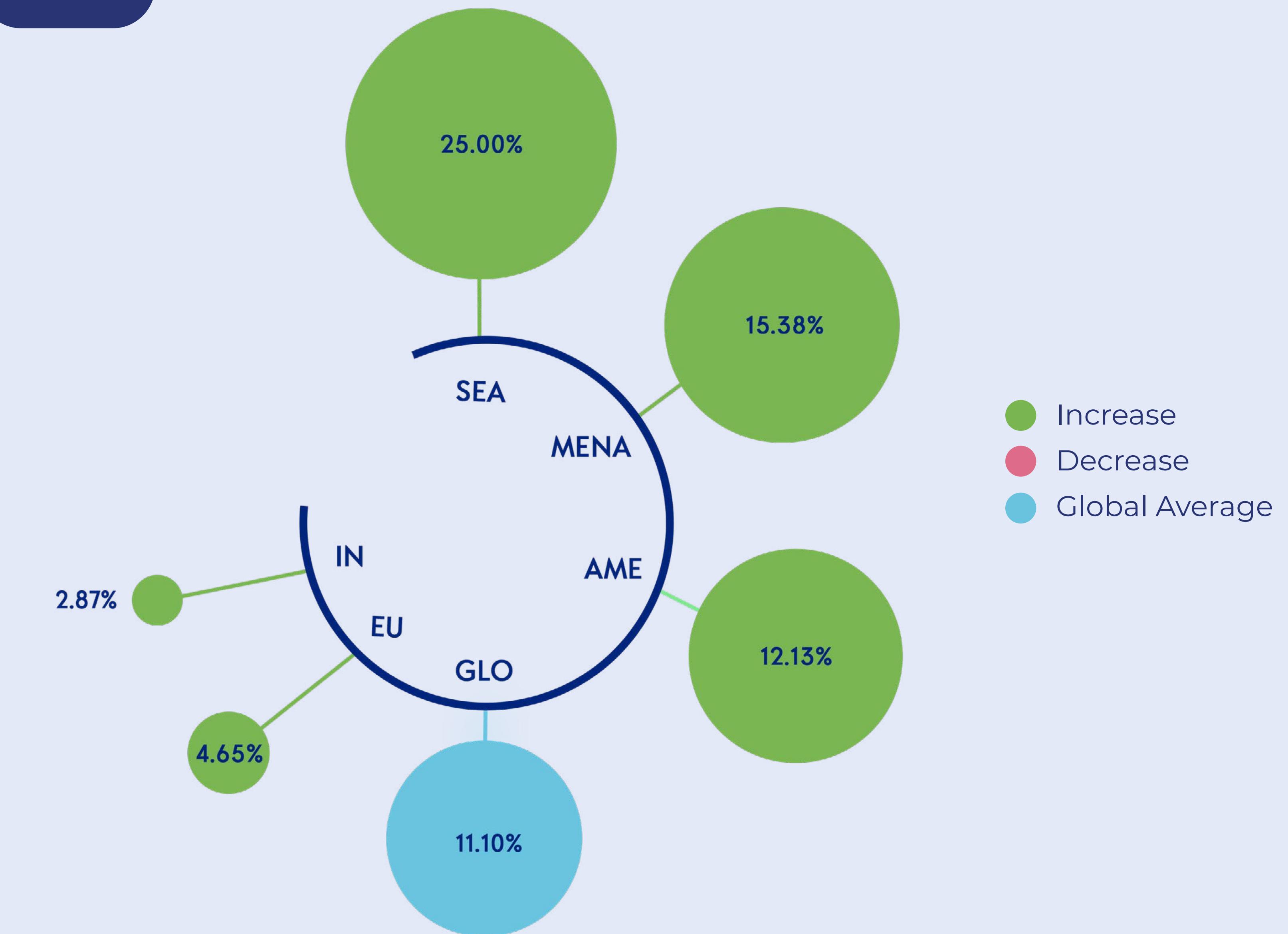
Global Movements (Q2 vs Q1)

Downloads



SEA (43.22%)
EU (26.34%)
MENA (41.50%)
AME (41.96%)
ROTW (58.29%)
IN (15.26%)
Global (38.99%)

DAU



● Increase
● Decrease
● Global Average

SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

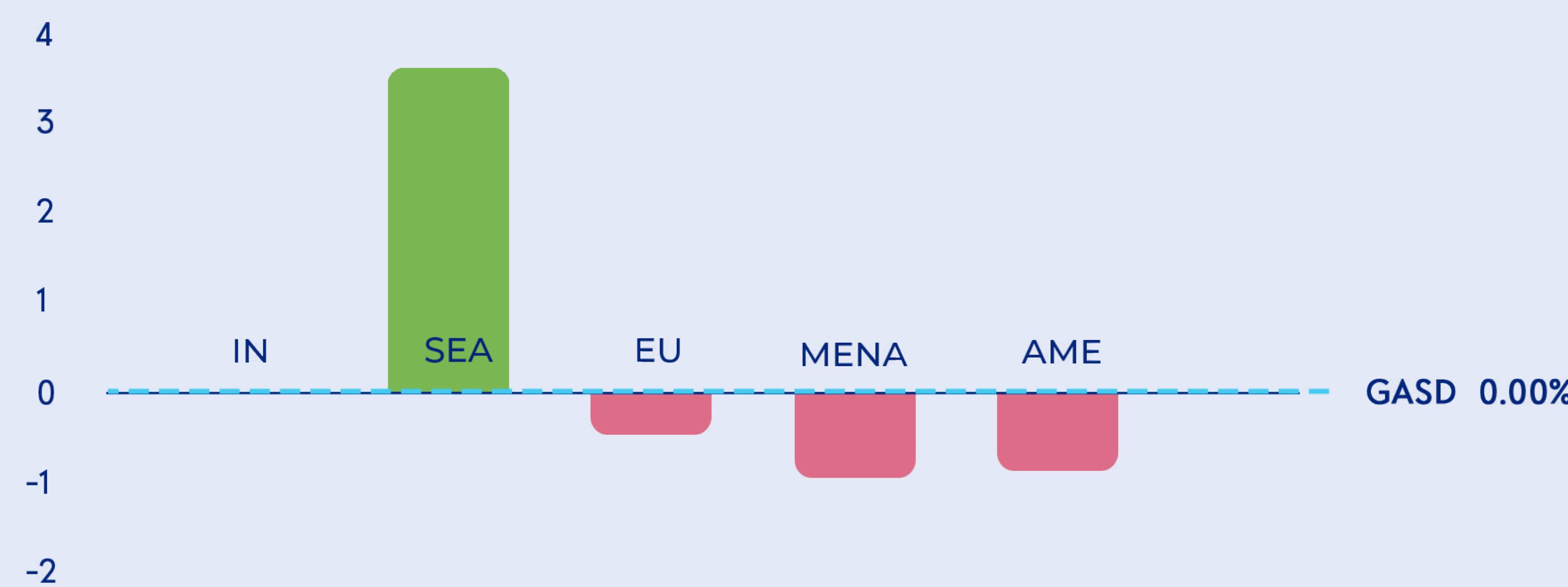
- Global rise in downloads of medical apps in Q2 vs Q1 was 38.99%.
- Southeast Asia and Oceania (43.22%), Middle East and North Africa (41.51%) and Americas (41.97%) followed the global upward trend in downloads.
- India and Europe saw strong sustainable growth in downloads at 15.27% and 26.35% respectively.
- Global rise in daily active users of medical apps in Q2 vs Q1 was 11.10%.
- Southeast Asia and Oceania led overall percentage movements in DAU for medical apps with growth of 25%.



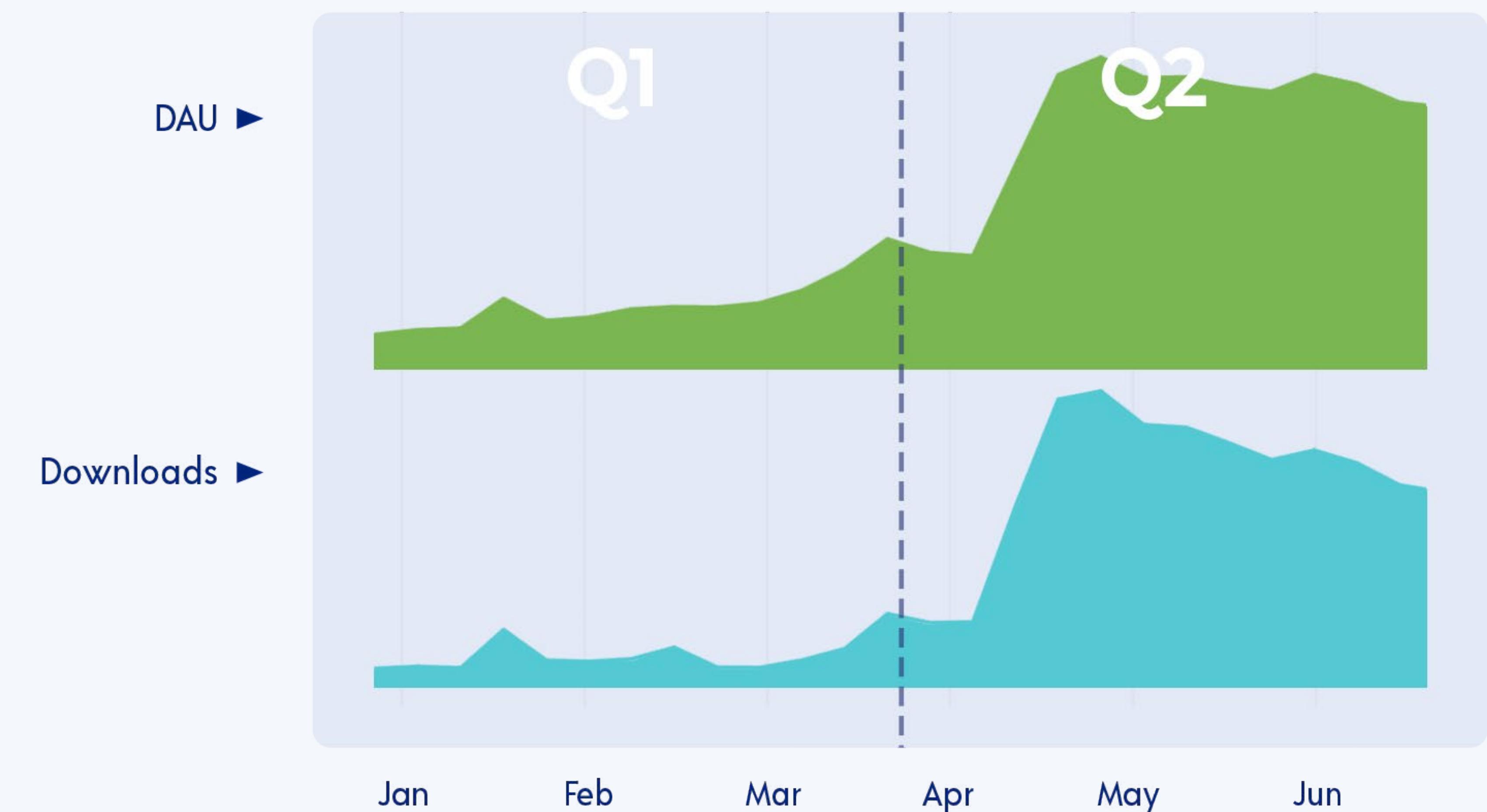
Online Pharmacy

Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads



Source: MoEngage
Region: India, Southeast Asia

SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Global average session duration remained the same in Q2 as compared to Q1.
- Southeast Asia and Oceania displayed positive growth in average session duration at 3.69% in Q2.

ABOUT MOENGAGE

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer.

With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper-personalization at scale across mobile, email, web, SMS and messaging channels.

To learn more about omnichannel customer engagement with MoEngage, visit our website:
www.moengage.com



ABOUT APPTOPIA

Apptopia provides competitive intelligence for the mobile app economy.

Apptopia was founded on the belief that the mobile app community requires transparency to level the playing field and make way for innovation and industry advancements.

To learn more about mobile intelligence with Apptopia, visit our website:

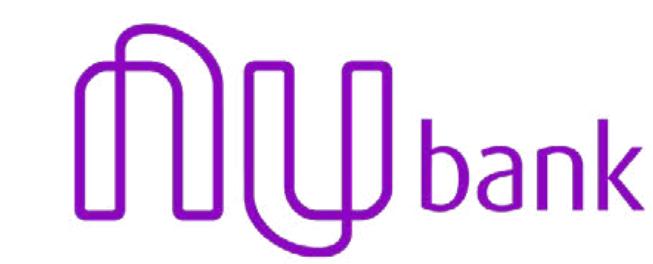
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Discover new growth paths and engagement strategies during crises for 2020

Additional resources

[20 Engagement Strategies During Crisis From Global Marketers](#)

[Coronavirus Business Impact:](#)
Data driven strategies for brands (Q1, 2020)

[The complete Growth Strategy Handbook](#)
A guide to building up people, processes, and technology for your business

[Marketing in a recession:](#)
How can mobile brands navigate during a crisis (2020)