Global Mobile Consumer Trends

2020

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Banking & Fintech
43.67%
Jump in new user downloads of Banking and Fintech apps in the **United States**. 20% growth in daily active users

Mobility
-11.31%
Fall in app sessions for Mobility apps in **Europe**

Dating
398%
Boost in daily active users on Dating apps in **India.** 413% jump in downloads by new users

Travel & Hospitality
-14%
Drop in daily active users on Travel & Hospitality apps in **Southeast Asia Oceania**

Health & Fitness
54.66%
Growth in downloads of Heath & Fitness apps by new users in the **Middle East and North Africa**

Top Performers in Q2 vs Q1, 2020

AMERICAS
- **#1** Edtech
- **#2** Banking & Fintech
- **#3** Online Pharmacy
- **#4** Healthcare & Fitness
- **#5** E-commerce

EUROPE
- **#1** Edtech
- **#2** Healthcare & Fitness
- **#3** Dating
- **#4** Online Pharmacy
- **#5** E-commerce

INDIA
- **#1** Dating
- **#2** Healthcare & Fitness
- **#3** Edtech
- **#4** Gaming
- **#5** Food Delivery

MIDDLE EAST & NORTH AFRICA
- **#1** Healthcare & Fitness
- **#2** Online Pharmacy
- **#3** Music & Audio
- **#4** Entertainment
- **#5** Banking & Fintech

SOUTHEAST ASIA & OCEANIA
- **#1** Online Pharmacy
- **#2** Healthcare & Fitness
- **#3** Edtech
- **#4** Food Delivery
- **#5** Entertainment

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.

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

Global Mobile Consumer Trends

Radar Chart (Q2 vs Q1, 2020)

- ● Global Downloads movement
- ● Global DAU movement

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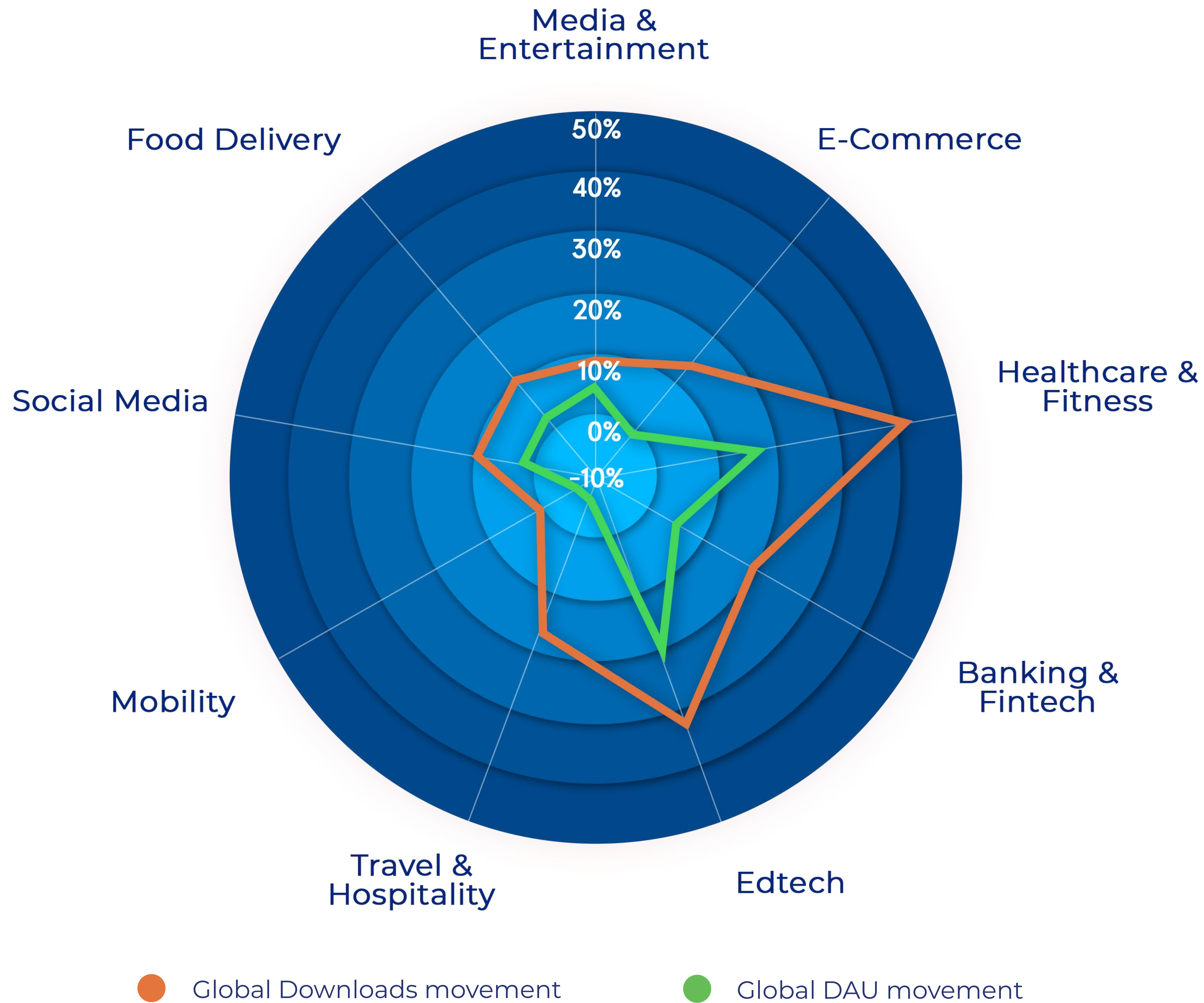
E-COMMERCE

AMERICAS

Downloads	21.53%
DAU	5.87%

MIDDLE EAST & NORTH AFRICA

Downloads	19.84%
DAU	2.95%

INDIA

Downloads	-1.42%
DAU	-13.88%

EUROPE

Downloads	18.68%
DAU	2.91%

SOUTHEAST ASIA + OCEANIA

Downloads	11.54%
DAU	-4.18%

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

Global Movements (Q2 vs Q1)

Downloads
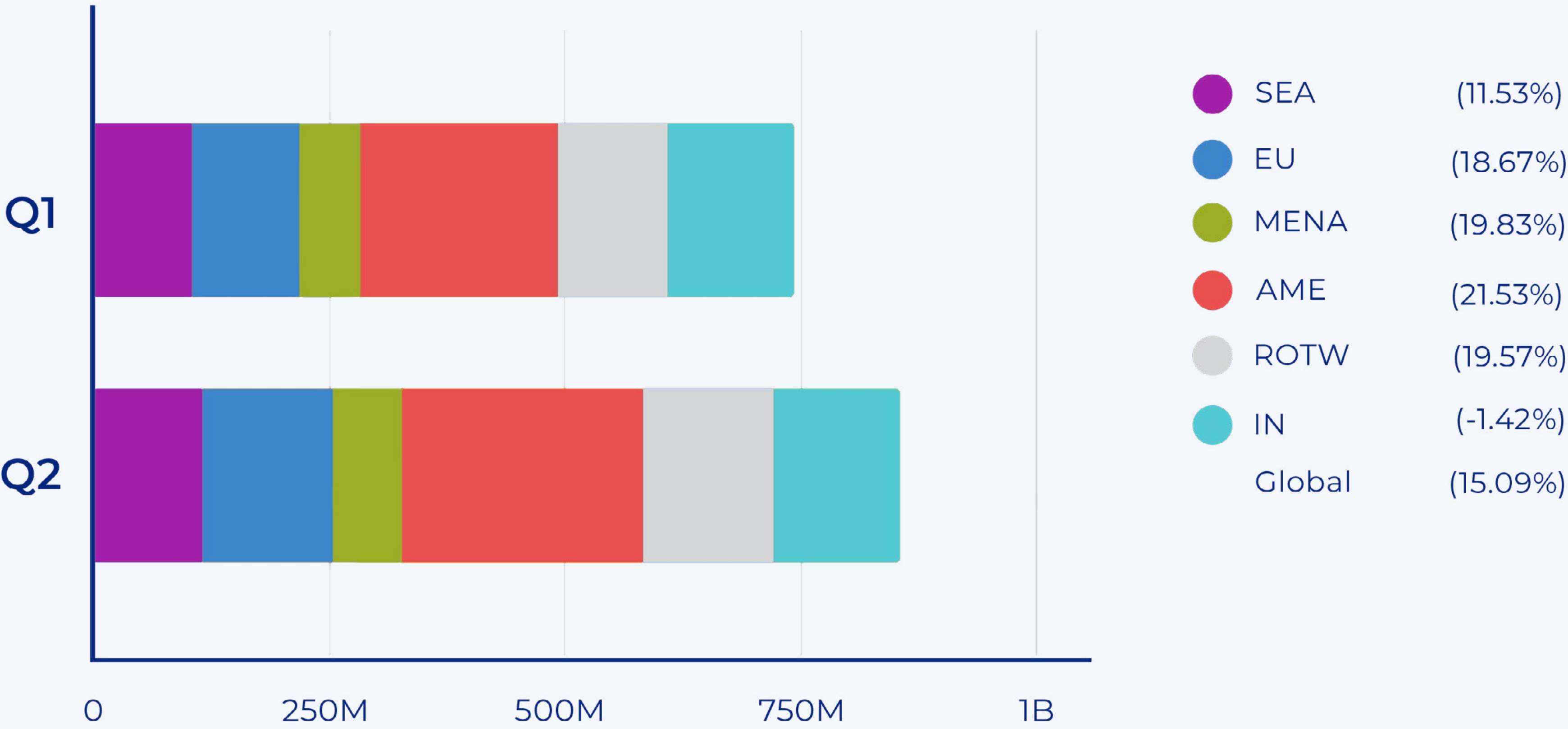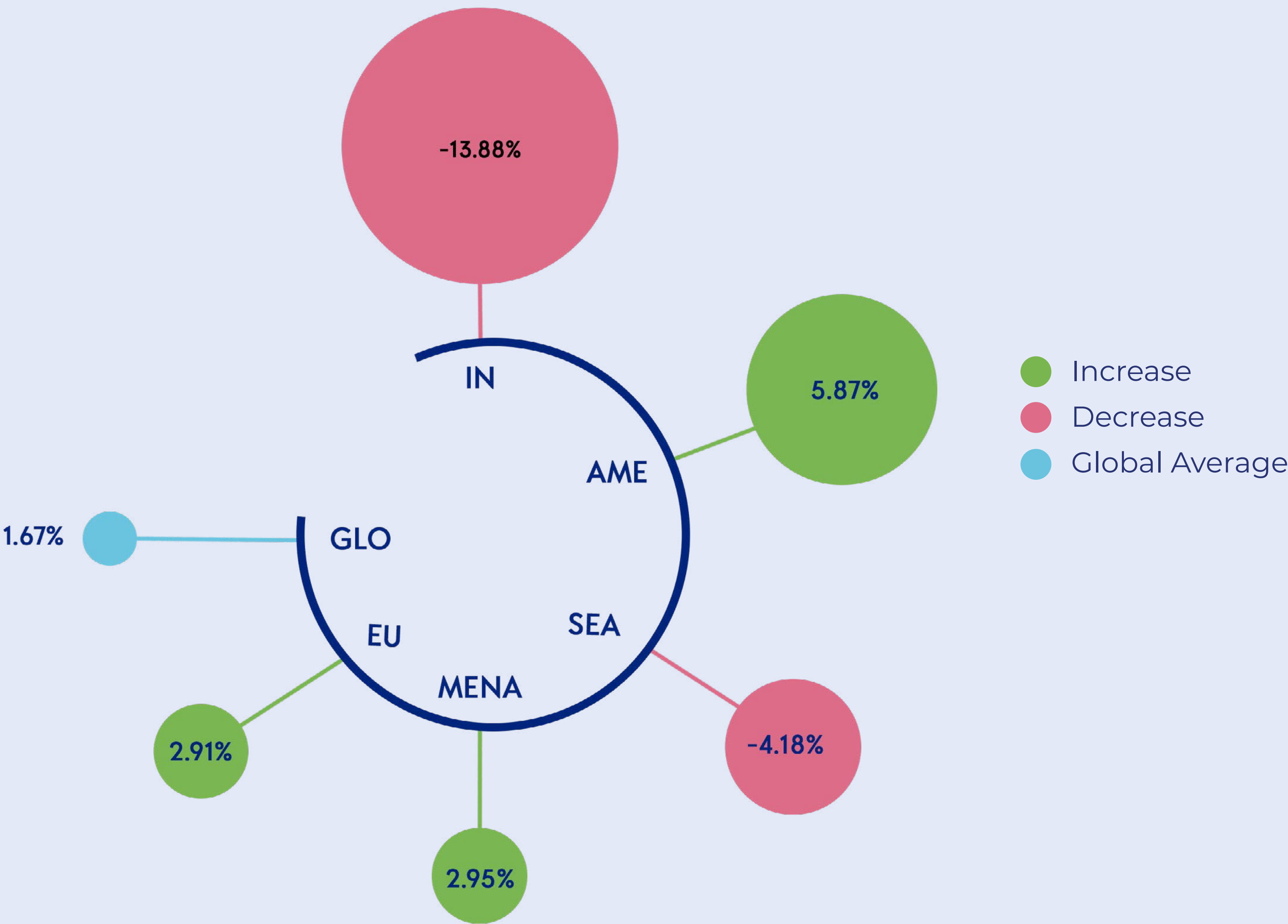
SEA	(11.53%)
EU	(18.67%)
MENA	(19.83%)
AME	(21.53%)
ROTW	(19.57%)
IN	(-1.42%)
Global	(15.09%)

DAU

- Increase
- Decrease
- Global Average

-13.88%
5.87%
1.67%
2.91%
-4.18%
2.95%

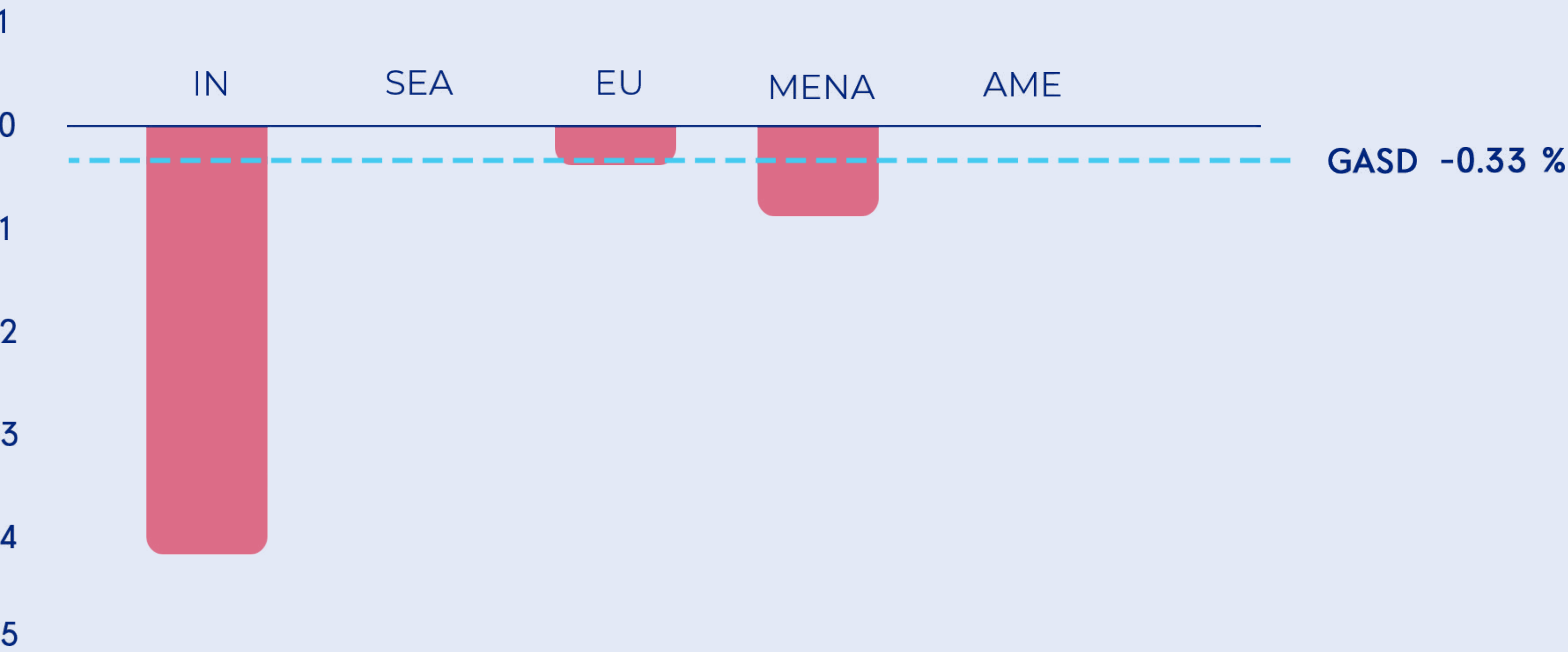IN
AME
GLO
EU
SEA
MENA

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

- This category includes e-commerce apps, retail apps and grocery apps.

- The Americas have seen the highest increase in the number of new users (21.53%) and active users (5.87%), followed by Middle East and North Africa which has seen a 19.84% increase in new users and 2.95% in active users.

- While the number of new users has increased by 15.09% globally, the number of active users has reduced by 0.10%.

- DAU has seen a major decrease in India, followed by countries in Southeast Asia. This trend is reflected in the global average number, which has seen a slight decrease (-0.10%).

- India was the only region to see a decrease in both downloads (-1.42%) and DAU (-13.88%). On the other hand, grocery apps have seen the highest increase in daily active users in India.
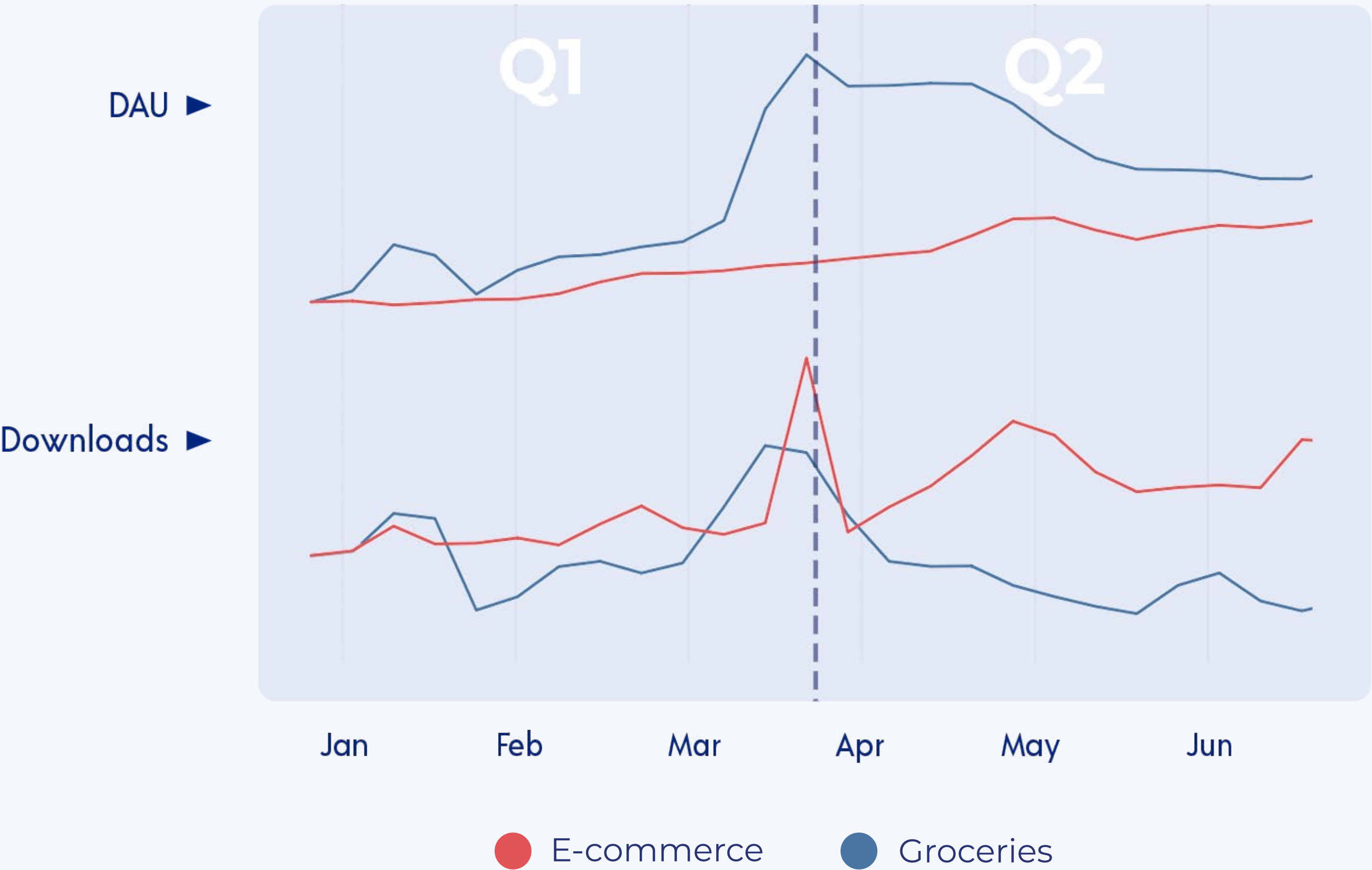
Global Movements (Q2 vs Q1)

Session Duration

GASD -0.33 %

DAU vs Downloads

Source: MoEngage
Region: India, Southeast Asia

DAU ▶

Q1   Q2

Downloads ▶

Jan   Feb   Mar   Apr   May   Jun

● E-commerce   ● Groceries

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

· Although the number of new users increased for online shopping apps, the average session duration has dropped globally by 0.33%. The Americas and Southeast Asia are exceptions, where the average session duration has remained almost the same.

· India and Southeast Asia were the only two regions to see a decrease in the frequency of usage of online shopping apps.

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

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:
www.apptopia.com

Discover new growth paths and engagement strategies during crises for 2020

Additional resources

<u>20 Engagement Strategies During Crisis From Global Marketers</u>

<u>Coronavirus Business Impact:</u>
<u>Data driven strategies for brands (Q1, 2020)</u>

<u>The complete Growth Strategy Handbook</u>
<u>A guide to building up people, processes, and technology for your business</u>

<u>Marketing in a recession:</u>
<u>How can mobile brands navigate during a crisis (2020)</u>

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