

2025
The Changing Landscape
of Africa's Mobile App Market



Report Description

Methodology:

This report is a comprehensive data analysis based on our own data and public information from third-party. The conclusions are derived from objective data analysis without any biased opinion.

Logical Framework:

This report focuses on key application categories in Africa's mobile app market, and interprets the changes in market volume, user behavior and leading apps in the overall African mobile market as well as in Eastern Africa, Southern Africa, Western Africa, Northern Africa and Middle Africa between January 2022 and December 2024 by selecting the metrics of average time spent per user, app open count per user, etc. The rankings in the report cover the top apps in each category, and present the app market landscape by showing apps' ranking position, usage statistic, developer, etc.

Data Description:

The data used in this report, including average time spent per user, app open count per user, etc., come from DataSparkle. Data displayed in this report are rounded to at most two decimal places.

Category Definition:

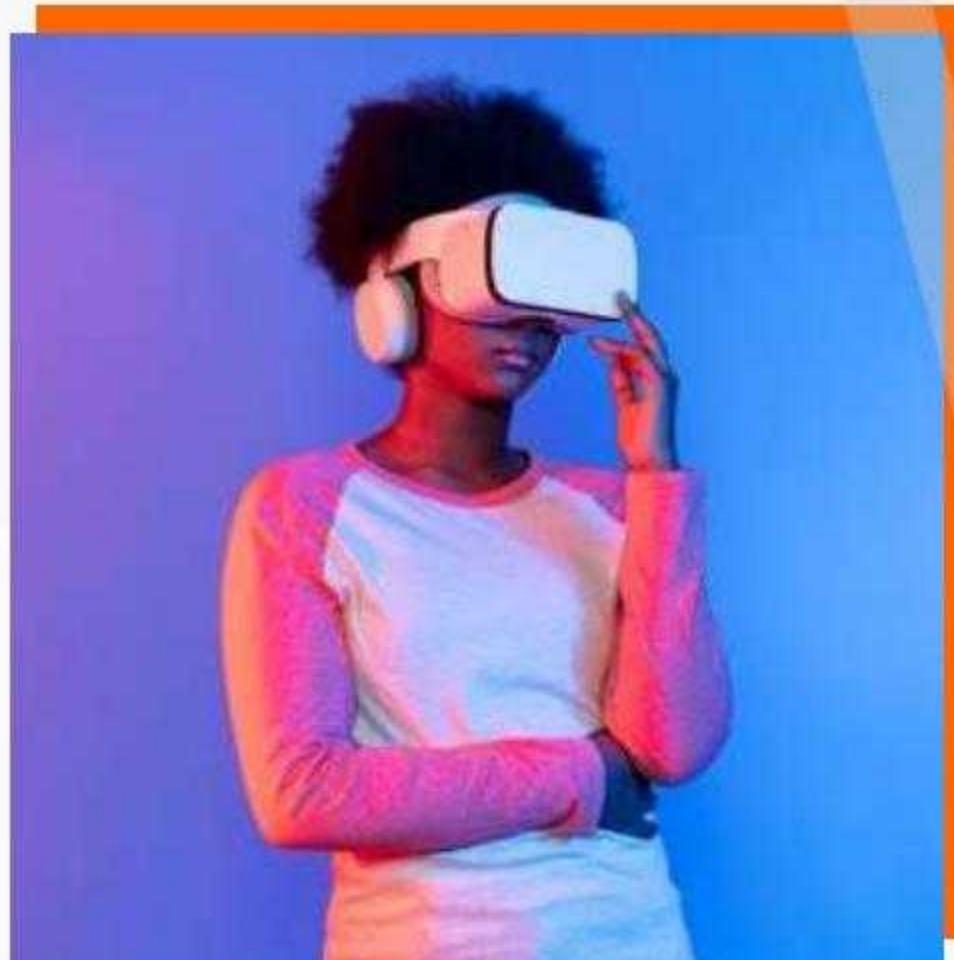
The application categories in this report are all aligned with Google Play application categories

Preface

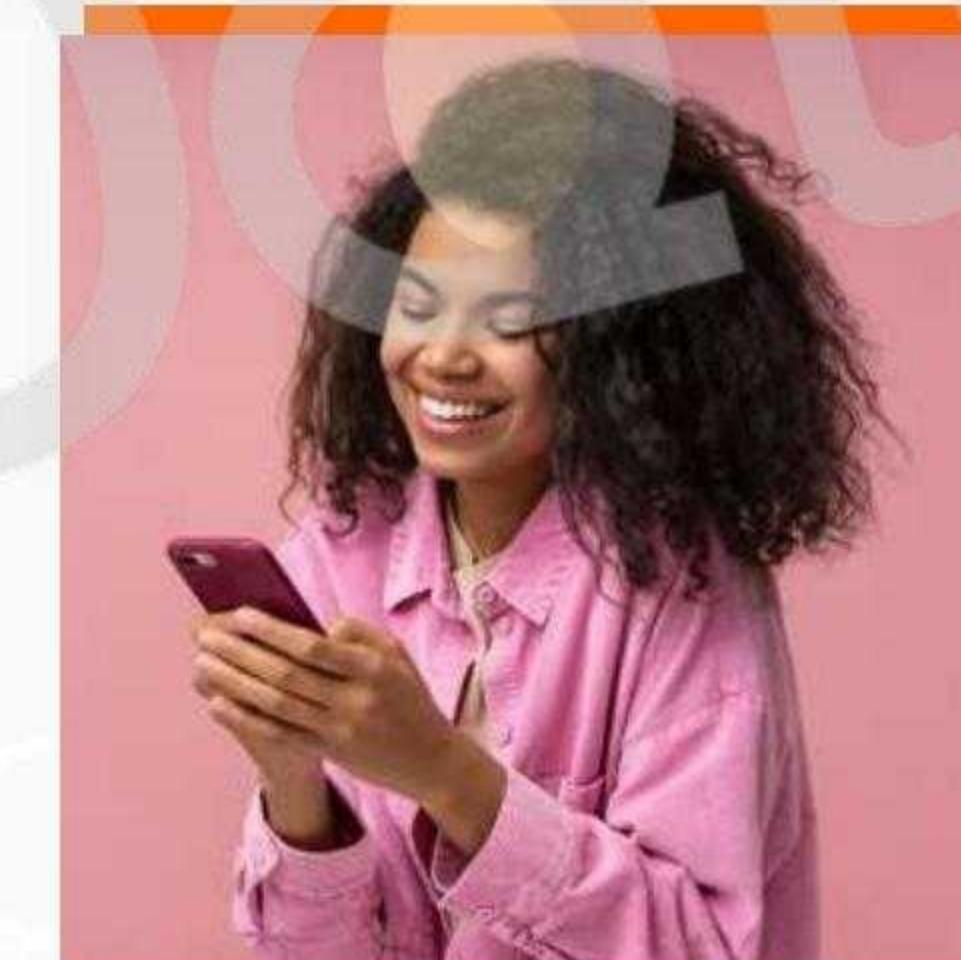
The digital wave is transforming life across Africa. With its youthful population and a mobile-first approach, the continent's mobile app market is thriving. Mobile apps are not only deeply integrated into daily life but are also demonstrating growing influence across various sectors. This report aims to provide a comprehensive analysis of Africa's mobile app market, offering readers valuable insights and trend forecasts.

Grounded in the current state of Africa's digital economy, this report examines key infrastructure indicators such as smartphone penetration and mobile network coverage to systematically review the development of Africa's mobile app market over the past year. It focuses on five active app categories—artificial intelligence, games, finance, shopping, and maps & navigation—and provides in-depth analysis of user base, growth trends, and market performance, shedding light on industry dynamics.

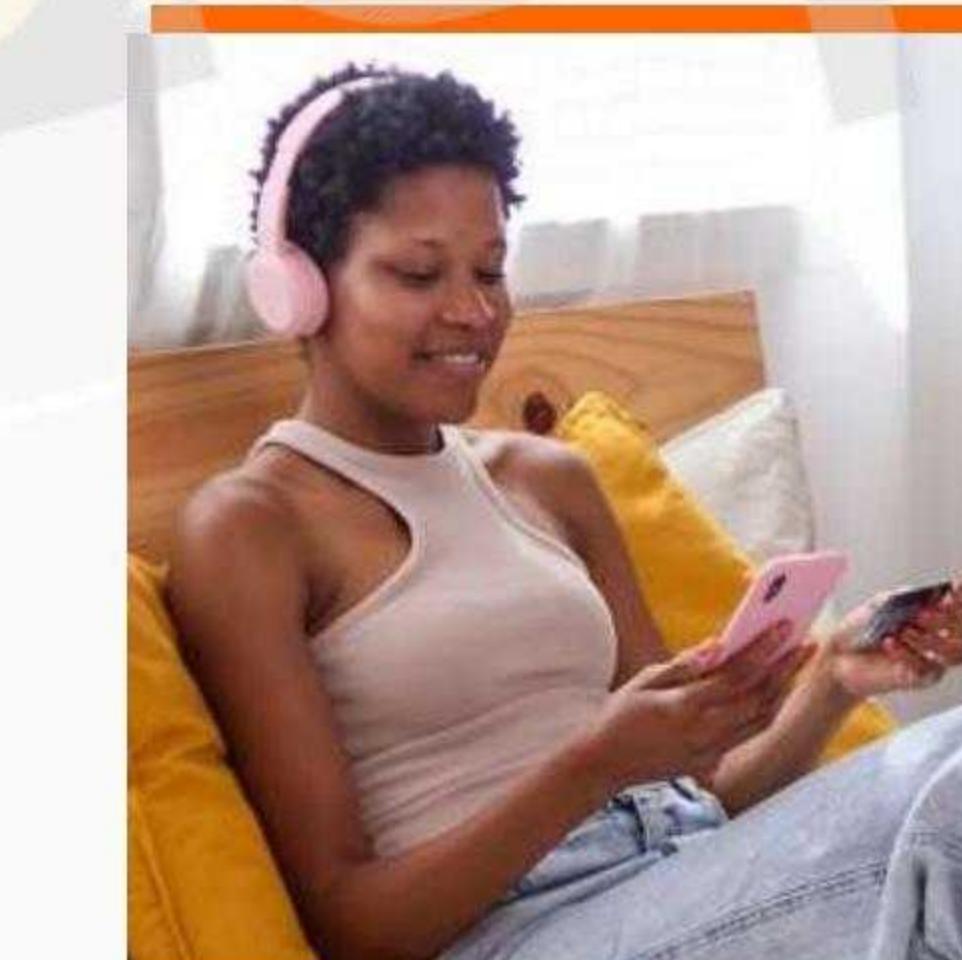
We look forward to discussing with you to further empower app growth in global markets ■



Rapid evolution of the AI market



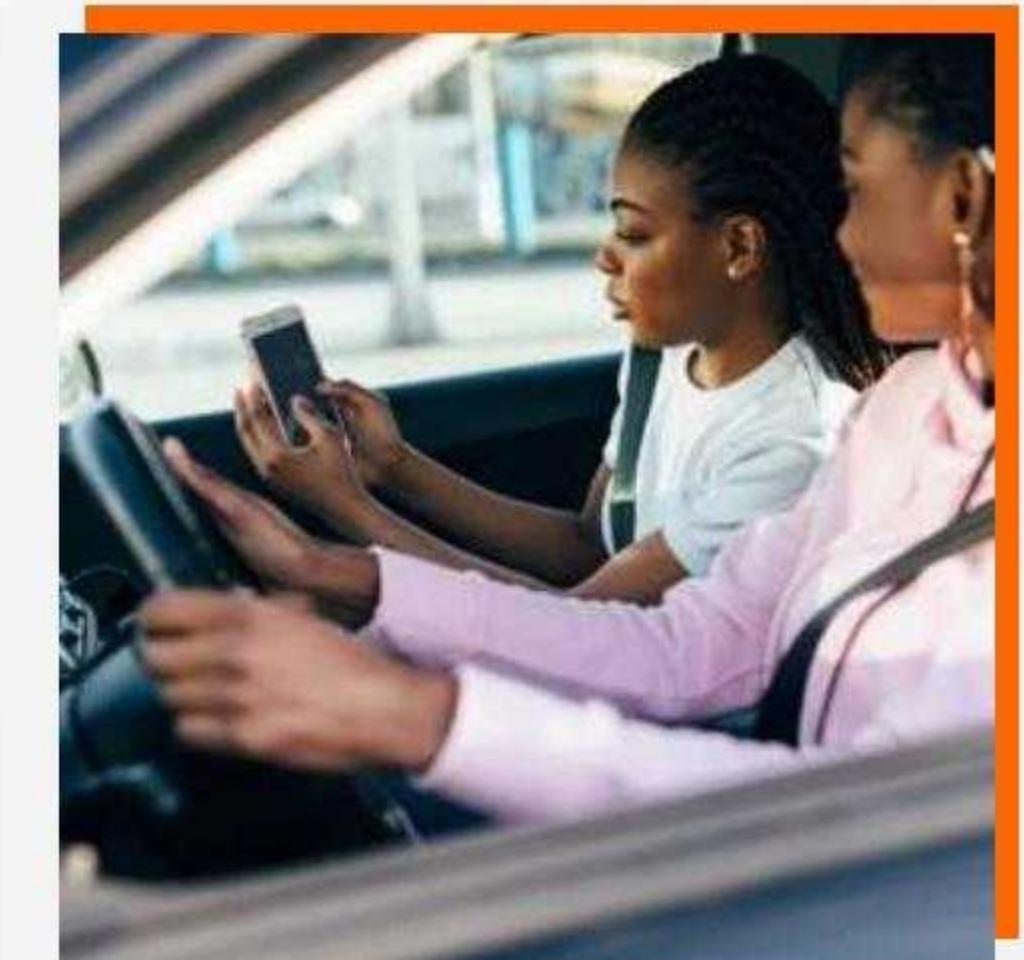
Mobile gaming sector on the rise



Digital financial services widely embraced



Accelerating penetration of online shopping



Mobile transportation reshaping urban life

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- (b) Social
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- (d) Video players & editors
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- (g) Productivity
- (h) Games
- (i) Entertainment
- (j) Travel & local

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CHAPTER I

Africa shapes its digital future

- 1.1 Africa's economy maintains steady growth
- 1.2 Africa's population surpassed 1.5 billion with notable urbanization progress
- 1.3 The shift to smartphones gains momentum
- 1.4 Africa sees consistent growth in mobile users

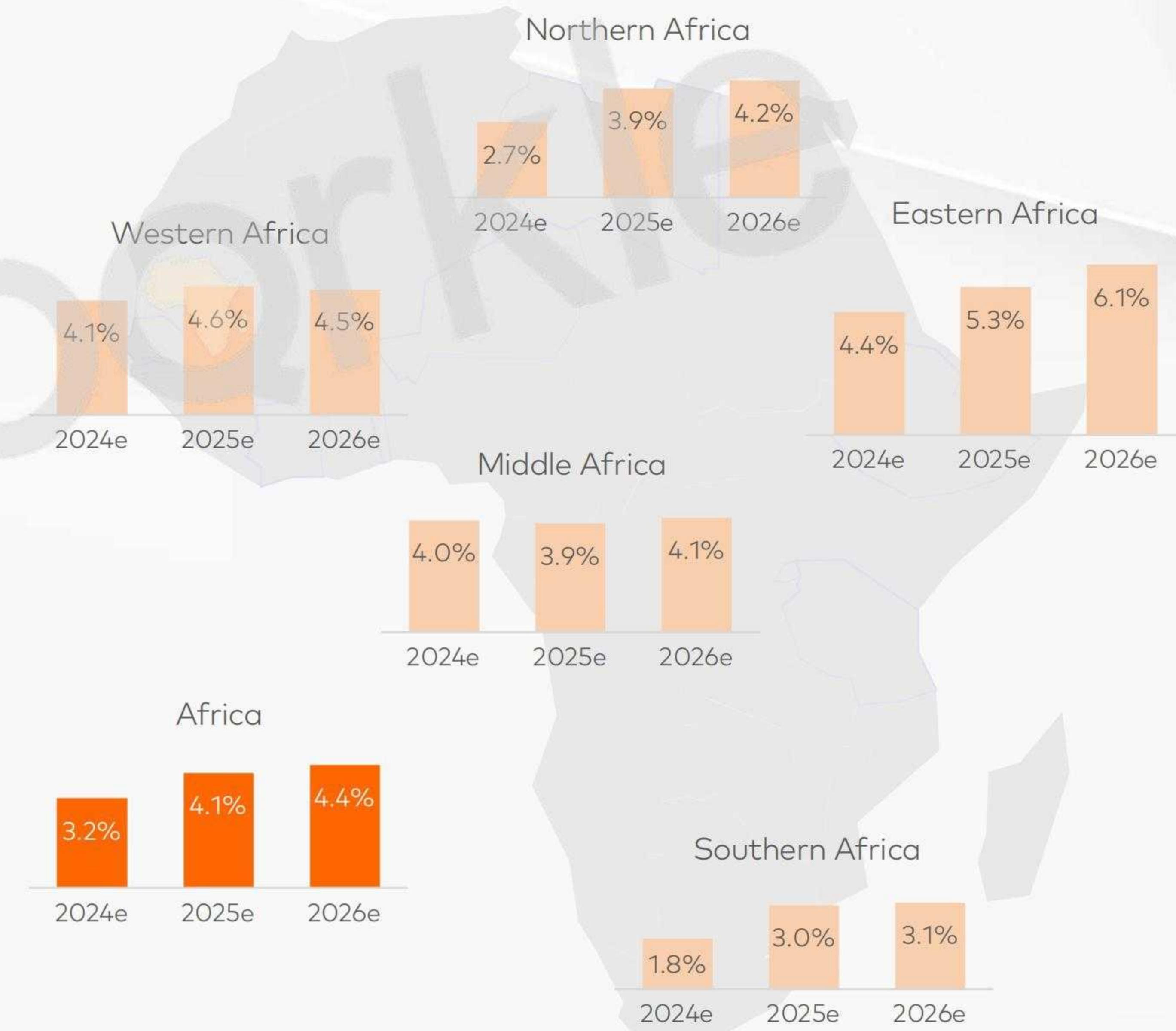


Digital economy to propel Africa's growth

Africa, the world's second-fastest growing economy, is projected to see 4.1% GDP growth by 2025. With 1.5 billion people and rapid urbanization, its digital economy is thriving. By 2030, the mobile economy could add \$170 billion to Sub-Saharan Africa, emerging as a pivotal growth engine.

Africa's economy maintains steady growth

GDP growth rates in Africa by region (2024e-2026e)

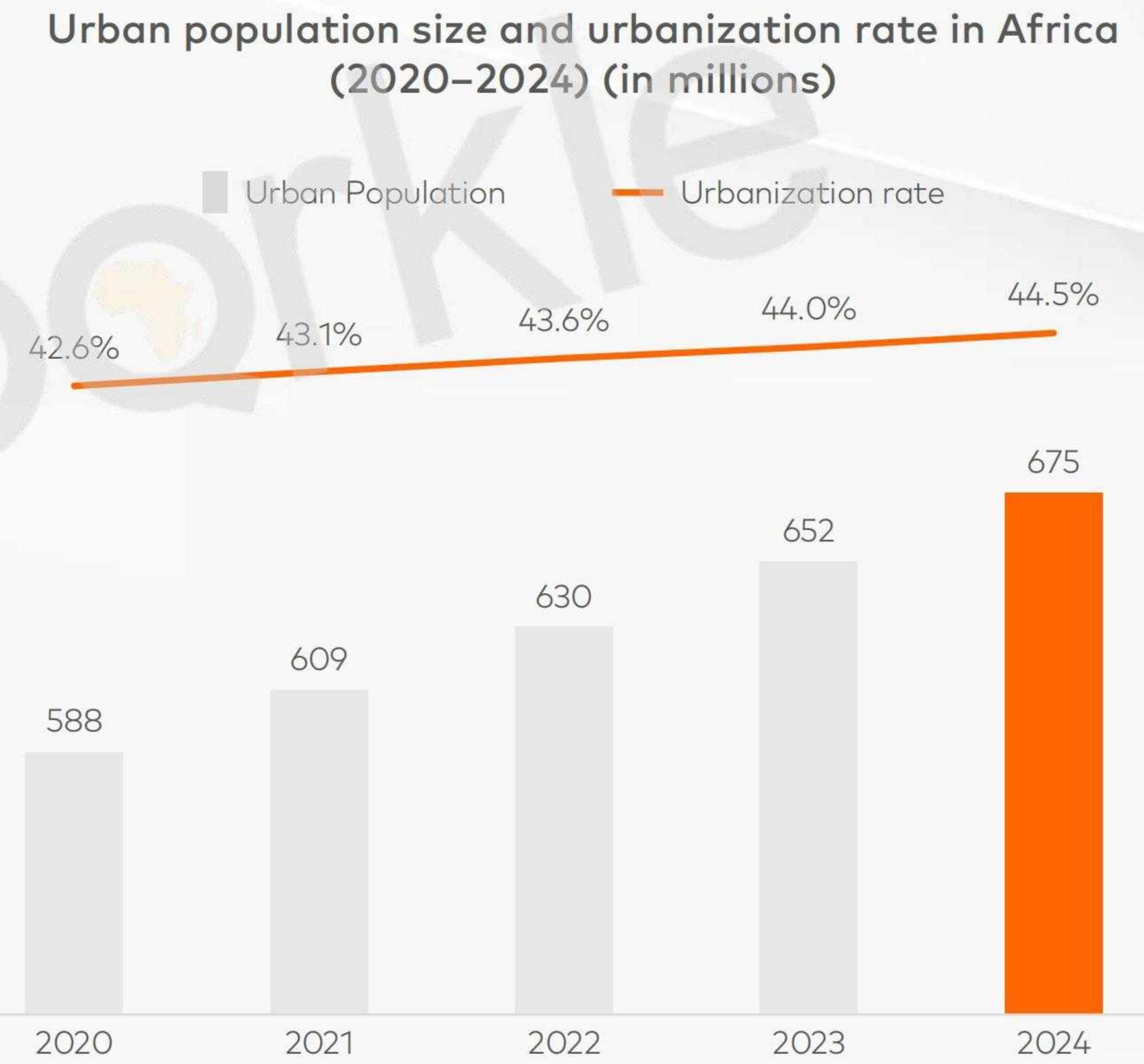


Africa's economy is demonstrating steady recovery and growth. According to the African Development Bank Group, the continent is projected to remain the world's second-fastest growing region, with an average real GDP growth rate expected to reach 4.1% in 2025 and further increase to 4.4% in 2026, surpassing the global average.

By 2025, 24 African countries or regions are expected to achieve GDP growth rates above 5%. Despite a projected global economic slowdown, the number of African economies among the world's top 20 fastest-growing economies is forecasted to rise from 11 in 2024 to 12 in 2025.

Africa's population surpassed 1.5 billion with notable urbanization progress

Africa is the epicenter of global population growth, with both population size and growth rate ranking among the highest worldwide. In 2024, Africa's population surpassed 1.5 billion, with an annual population growth rate exceeding 2%, making it the fastest-growing region globally. With a high birth rate, Africa is also the youngest continent, boasting a median age of just 19.2 years. By 2050, Africa's population is projected to reach 2.5 billion, accounting for over one-quarter of the global population. Since 2000, Africa has witnessed notable urbanization progress. In 2024, the urban population reached approximately 675 million, accounting for 44.5% of the total population. By 2035, the urban population is expected to increase to around 966 million, representing over 50.6% of the continent's total population.

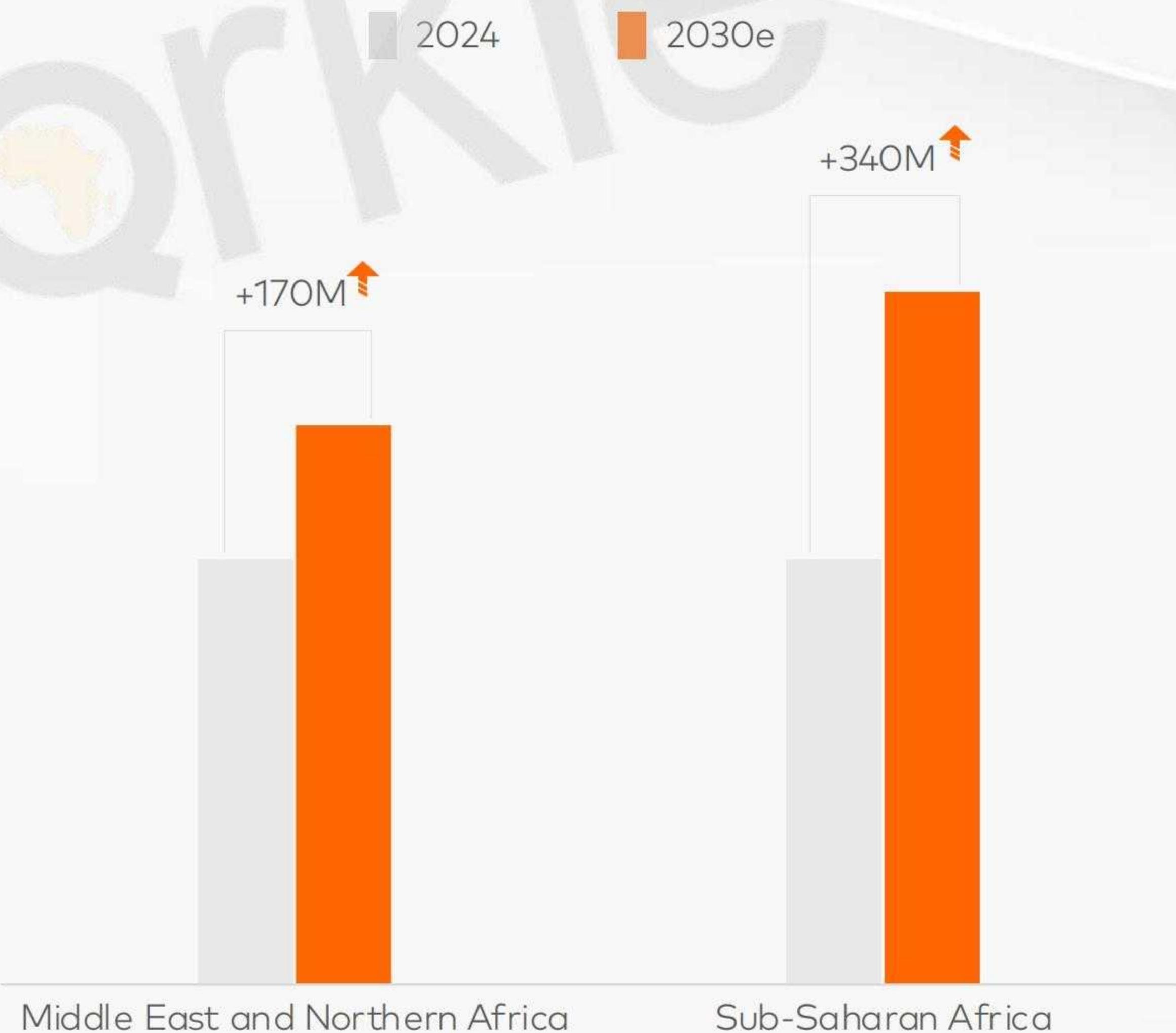


The shift to smartphones gains momentum

Despite rising inflation and affordability pressures, Africa's smartphone market continues to demonstrate remarkable resilience. Data from IDC shows that in Q1 2024, smartphone shipments in Africa surged by 17.9% year-on-year to 20.2 million units, while feature phone shipments dropped by 15.9% to 18.8 million units. This milestone marks the first time that smartphone shipments have overtaken feature phone shipments in Africa, signaling a clear shift toward smartphone adoption.

By 2024, smartphone penetration in Sub-Saharan Africa had reached 54%, while the Middle East and Northern Africa region achieved a penetration rate of 84%. Looking ahead, the development and expansion of 4G networks are expected to remain the primary drivers of smartphone user growth in Africa over the next five years.

Number of smartphone users (2024 vs. 2030e)



Africa sees consistent growth in mobile users

According to the GSMA report, Africa's mobile communications market is both vast and rapidly expanding.

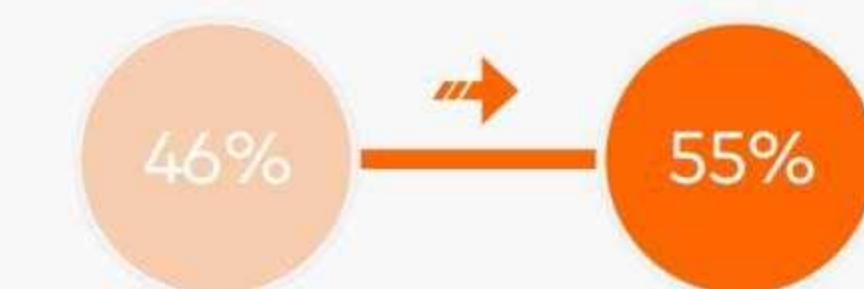
In 2023, the number of mobile users in Sub-Saharan Africa surpassed 500 million, while the Middle East and Northern Africa region exceeded 400 million. In 2024, Africa's mobile penetration rate continues to rise, gradually approaching levels seen in other regions globally.

Mobile technology and services also play a crucial role in Africa's economic growth. For example, in Sub-Saharan Africa, the mobile economy generated \$140 billion in economic value in 2023 and is projected to grow further by 2030

Mobile penetration rate (2024 vs. 2030e)

● 2024 ● 2030e

Sub-Saharan Africa



Middle East and Northern Africa



CHAPTER III

Accelerating growth of Africa's mobile Internet

- 2.1 Mobile internet users grew steadily for 14 consecutive years
- 2.2 Growth in 4G usage rate and time
- 2.3 Growth in WIFI monthly usage per user exceeded 20%
- 2.4 Mobile data costs in more than half of African countries were below the global average
- 2.5 5G commercialization takes shape in Africa

Africa's mobile internet accelerates growth

Africa, a dynamic new digital frontier, is showing unique growth potential. Over the next five years, the number of mobile internet users is expected to more than double, with 353 million new users. As 4G network construction accelerates and cost advantages are further realized, the momentum for mobile internet development in Africa continues to strengthen.



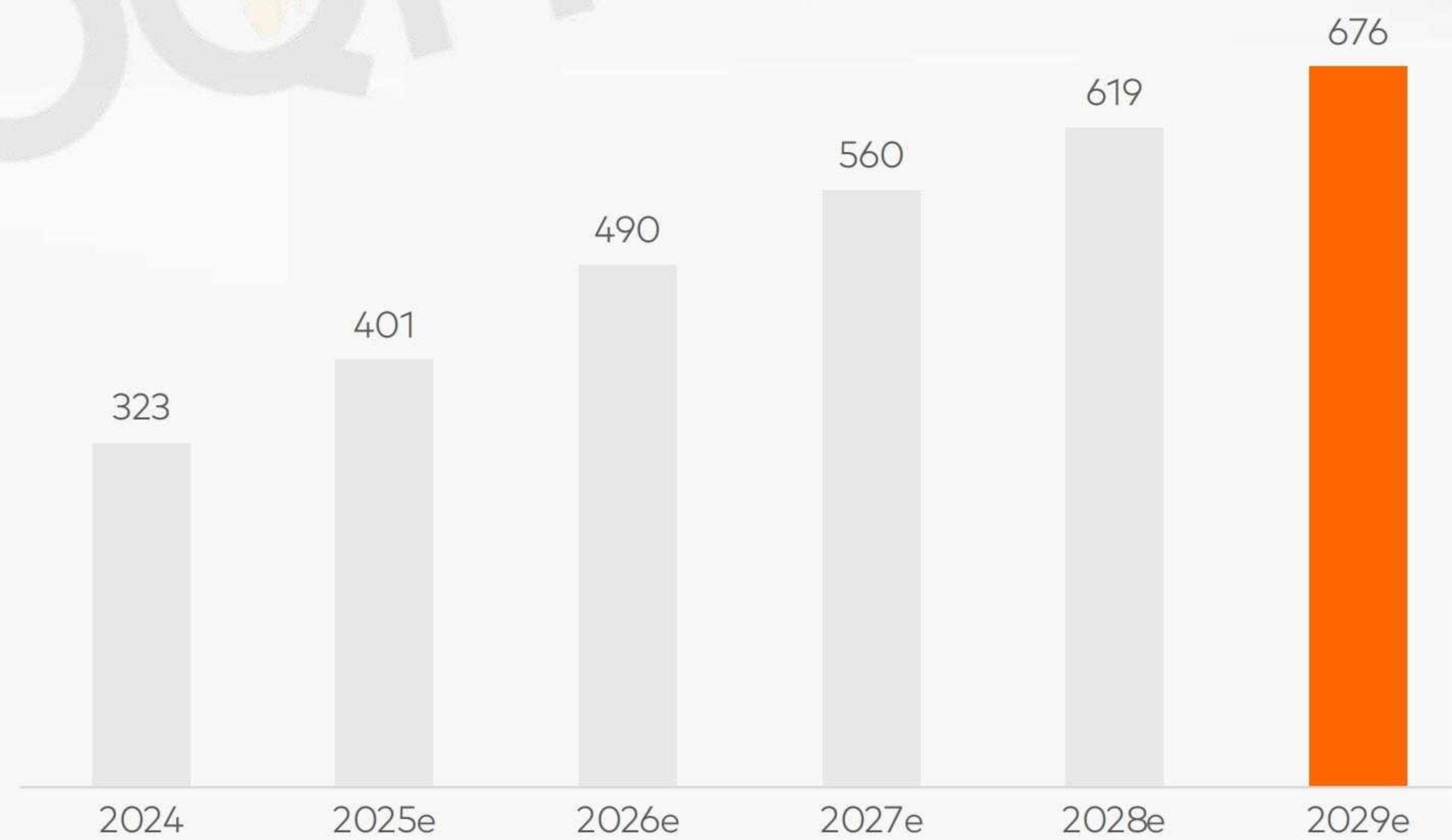
Mobile internet users grew steadily for 14 consecutive years

Africa's mobile internet user base has shown a significant upward trend. Between 2024 and 2029, the number of users is expected to increase by 353 million, representing a growth rate of 109.5%. Data indicates that since 2011, Africa's mobile internet users have experienced 14 consecutive years of growth, entering a rapid development phase after 2020, with a notable rise in the annual number of new users.

At the same time, the construction of Africa's mobile communication networks continues to advance. Currently, 3G remains the most widely covered network mode, although its coverage rate decreased from 92.10% in 2023 to 90.35% in 2024. Meanwhile, 4G is

experiencing strong growth, with its coverage rate rising from 63.09% in 2023 to 72.27% in 2024

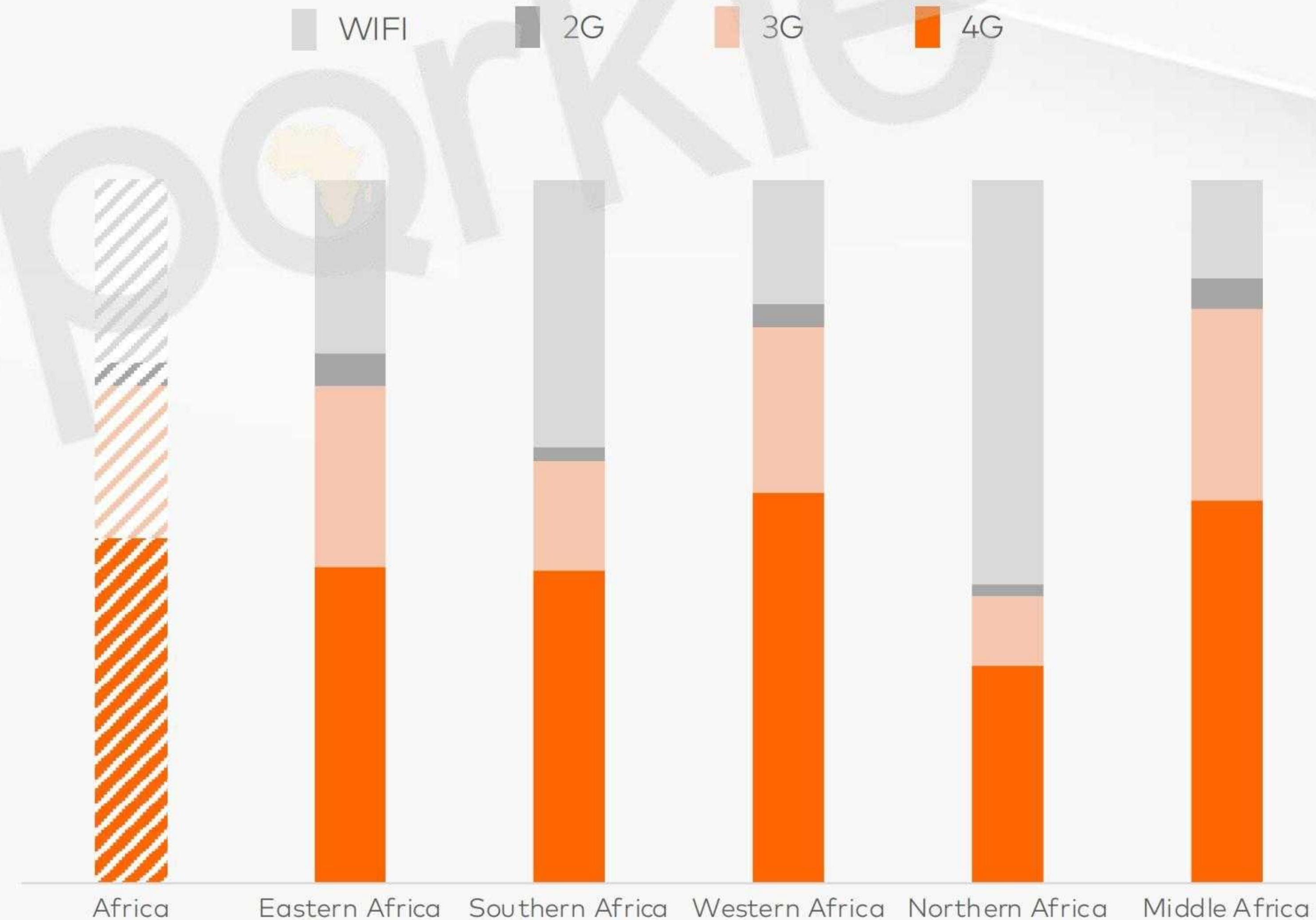
Number of Africa's mobile internet users
(2024-2029e) (in millions)



Growth in 4G usage rate and time

The 4G network in Africa is growing in both its usage rate and time. In terms of usage rate, it rose from 43.73% in 2023 to 49.14% in 2024, with Western Africa and Middle Africa leading this growth. Regarding usage time, African users spent an average of 3.38 hours per day on 4G networks, an increase of 0.15 hours compared to 2023. Southern Africa and Middle Africa recorded the highest usage time, at 4.27 hours and 4.25 hours, respectively. Northern Africa, meanwhile, stands out with a unique WIFI-dominated pattern, with WIFI accounting for 57.55% of usage and an average daily usage time of 5.84 hours, significantly higher than other regions.

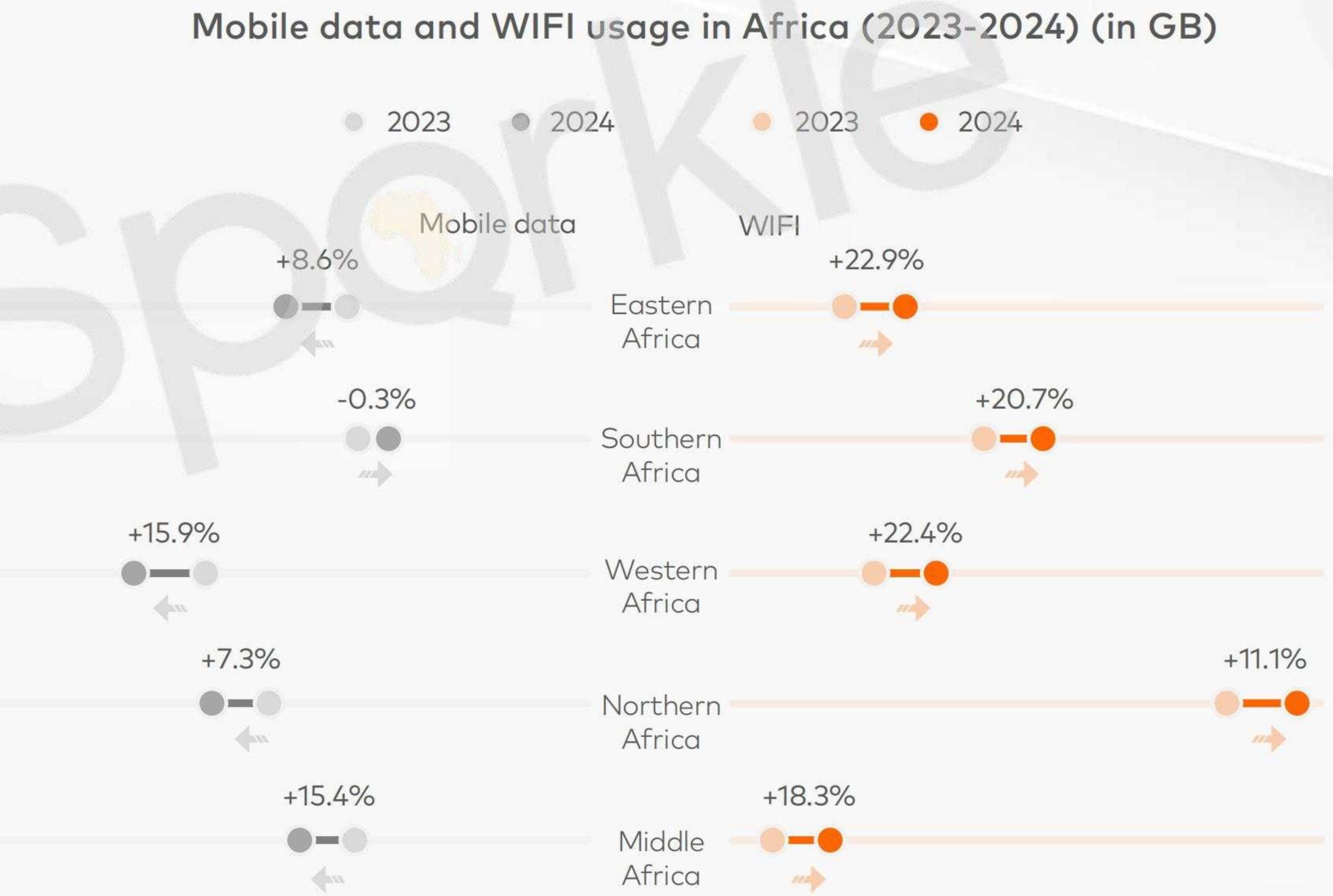
Share of time spent by network technology in Africa (2024)



Growth in WIFI monthly usage per user exceeded 20%

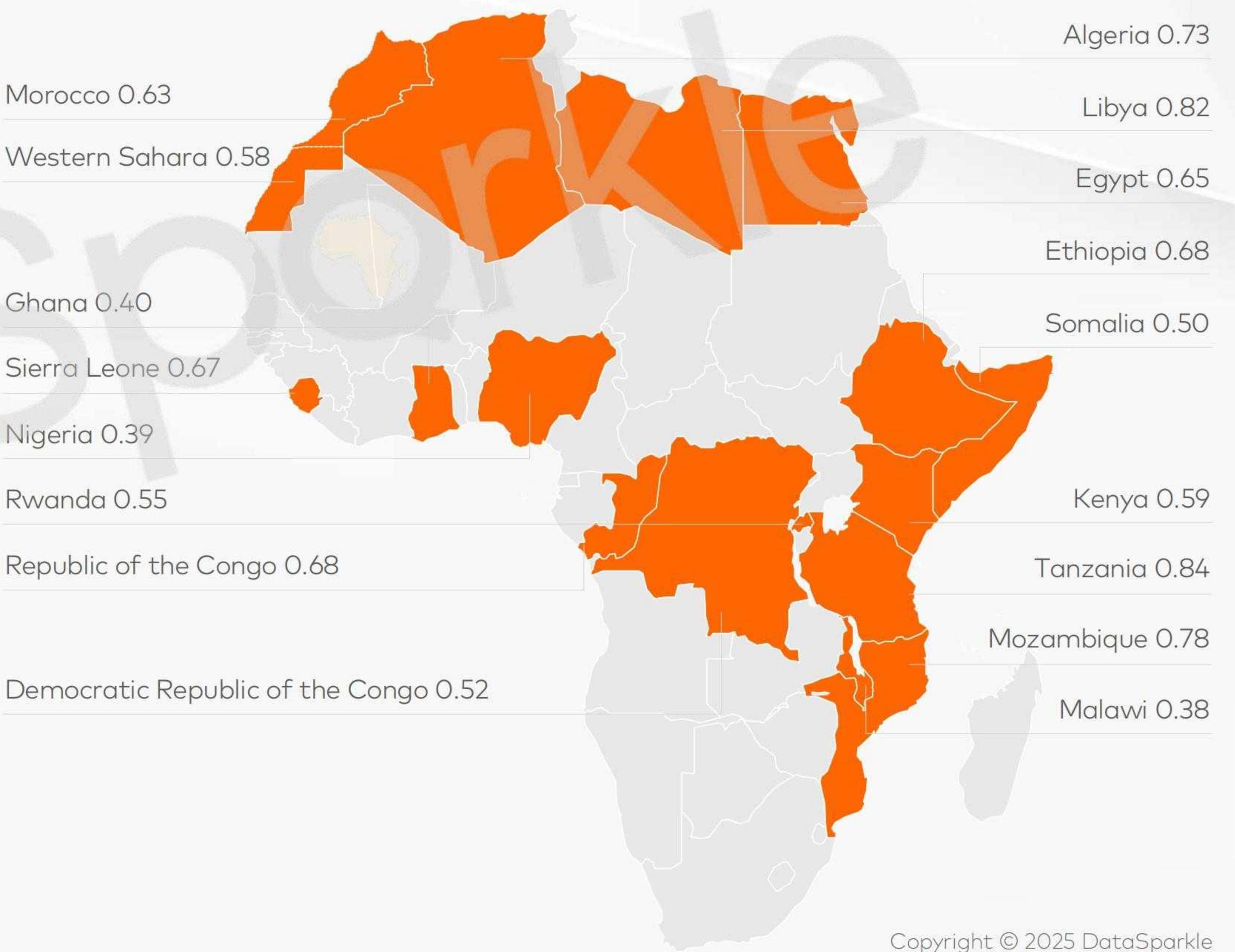
From 2022 to 2024, network usage in Africa has continued to rise. In 2024, the average monthly network usage per user in Africa reached 15.07GB, representing a year-on-year growth of 14.3%. West Africa stood out with a remarkable year-on-year increase of 18.6%, ranking first among all African regions in terms of growth rate.

In terms of network usage composition, mobile data continued to dominate with a 53% share, while WIFI usage is steadily increasing. Regarding mobile data, Western Africa maintained its leading position with an average monthly usage per user of 9.09GB, a year-on-year growth of 15.9%. Meanwhile, WIFI usage showed rapid growth, with increases of approximately 20% in multiple regions, closely tied to improvements in network infrastructure across Africa.



Mobile data costs in more than half of African countries were below the global average

African countries with mobile data prices below \$1/GB
(2023) (\$/GB)



Africa demonstrates a strong price advantage in mobile data costs. According to statistics, the global average price for 1GB of mobile data was \$2.59. Among the 52 African countries and regions included in the analysis, 32 have mobile data prices below the global average, and 17 offer prices under \$1 per GB. Countries like Nigeria (\$0.39), Ghana (\$0.40), Kenya (\$0.59), Morocco (\$0.63), and Egypt (\$0.65) feature mobile data costs significantly lower than the global average, highlighting the price competitiveness of Africa's mobile data. However, the cost remains relatively high compared to local incomes. As economies grow and incomes rise, this price advantage is expected to benefit a larger user base

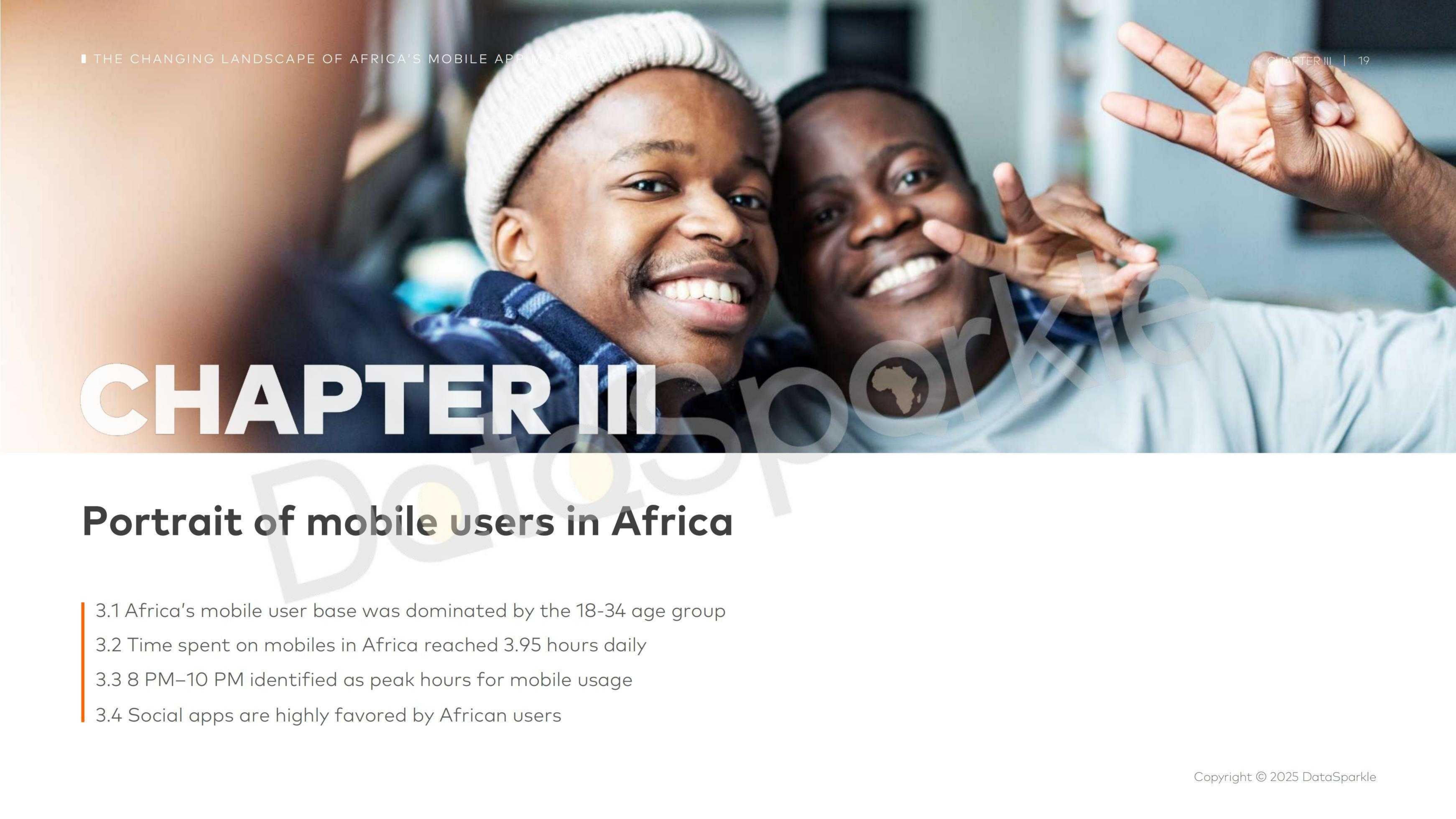
5G commercialization takes shape in Africa

The African mobile telecommunications market is highly competitive, led by key players such as MTN, Orange, Airtel, and Vodafone, alongside more than 180 striving for market share. Over the past five years, regional operators have made significant investments in network infrastructure construction and upgrades to maintain their competitiveness, with total investments exceeding \$28 billion. By the end of 2023, capital expenditure accounted for 19% of total revenue.

In terms of network technology evolution, although 4G will remain the dominant access technology in the coming years, 5G development has already shown strong momentum. Over the past year, several African governments have actively promoted the release of 5G spectrum resources, while operators have accelerated the pace of network modernization. As of now, more than ten countries and regions, including Nigeria and parts of Eastern and Southern Africa, have successfully launched commercial 5G services.

Leading operators in key African countries (2024)

Egypt	Kenya	Nigeria	South Africa	Tanzania
Vodacom 	Safaricom 	MTN 	Vodacom 	Vodafone 
Etisalat 	Airtel 	Airtel 	MTN 	Airtel 
Orange 	Telkom 	Globacom 	Telkom 	Yas 
WE 	Jmai 	9Mobile 	Cell C 	Halotel 



CHAPTER III

Portrait of mobile users in Africa

The background image shows two young African men smiling and making peace signs with their hands. A large, semi-transparent watermark with the word "DataSparkle" and a small map of Africa is overlaid across the center of the slide.

- 3.1 Africa's mobile user base was dominated by the 18-34 age group
- 3.2 Time spent on mobiles in Africa reached 3.95 hours daily
- 3.3 8 PM–10 PM identified as peak hours for mobile usage
- 3.4 Social apps are highly favored by African users

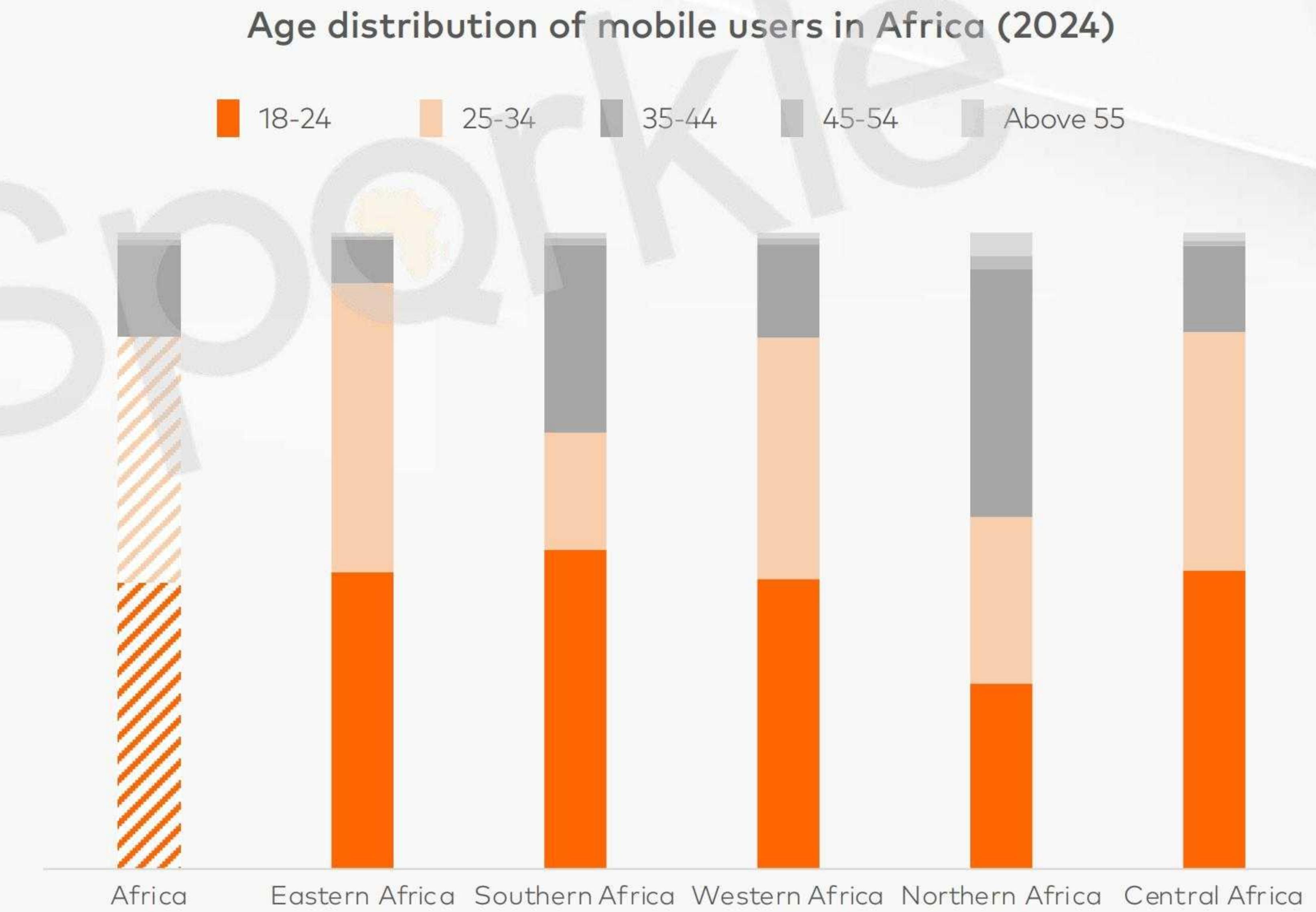


Young and dynamic users

The 18-34 age group dominates Africa's mobile user base, with an average daily usage time of 3.95 hours, surpassing the global average. Social, communication, and video players & editors remain the most active categories, reflecting Africa's evolving digital lifestyle.

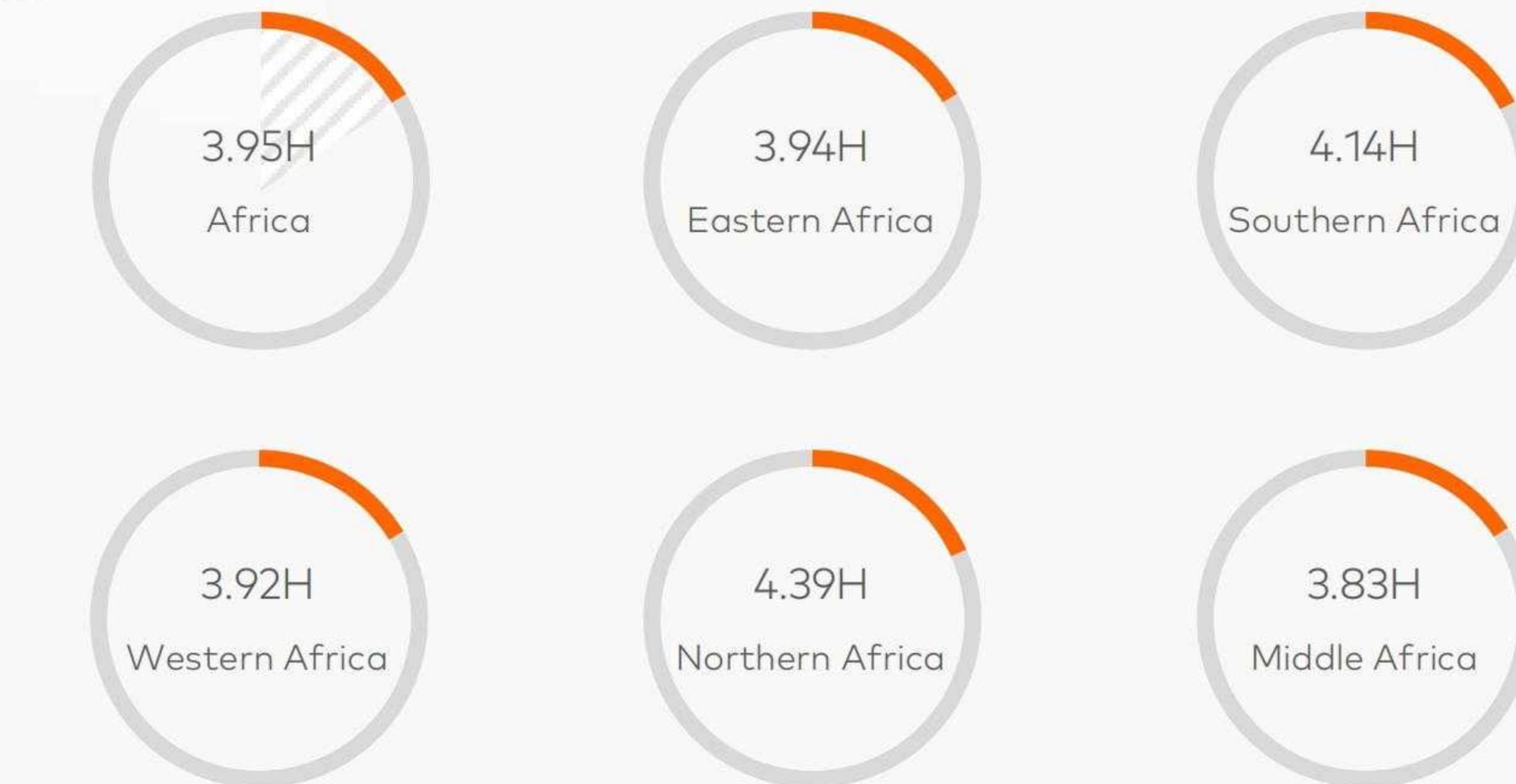
Africa's mobile user base was dominated by the 18-34 age group

Africa's mobile user base displayed a youthful profile, with 18–24-year-olds accounting for 45.06% and 25–34-year-olds making up 38.64%. Together, these age groups formed the majority of users. This trend was further reflected in leading social platforms like Facebook, Instagram, TikTok, WhatsApp, and YouTube, where the 18–34 demographic dominate. Regionally, Eastern Africa recorded the highest proportion of young users, while Northern Africa exhibited a more balanced age distribution. In terms of gender, male users accounted for the majority across most regions except South Africa. In 2024, males comprised 63.74% of Africa's overall user base.



Time spent on mobiles in Africa reached 3.95 hours daily

Average daily screen time on mobile phones in Africa (2024)

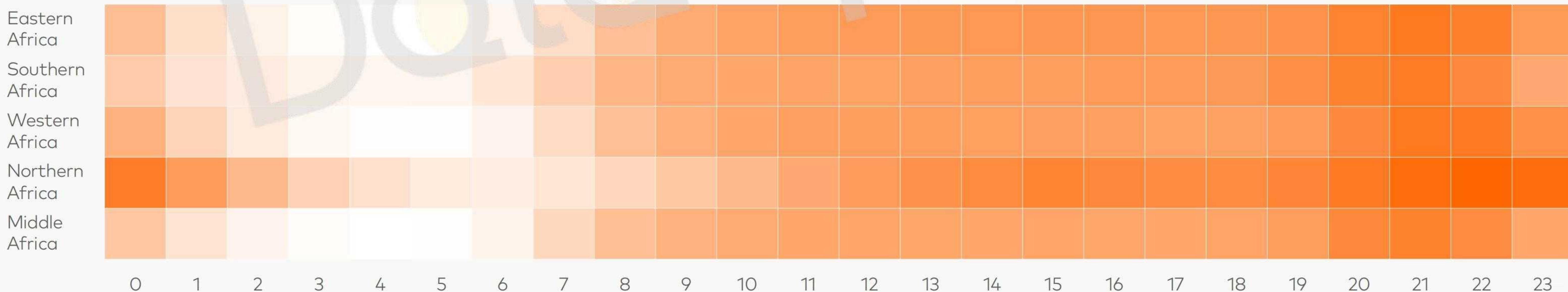


In 2024, African mobile users spent an average of 3.95 hours per day on their phones. From a regional perspective, Northern Africa led with 4.39 hours per day, reflecting a 2.67% increase from 2023. Internationally, users in Ghana and South Africa surpassed 5 hours per day, positioning them at the forefront globally. Meanwhile, Kenya, Egypt, and Nigeria ranked 7th, 15th, and 21st, respectively.

8 PM–10 PM identified as peak hours for mobile usage

As digitalization progresses, mobile phones are now an integral part of daily life for African residents. Data shows that in 2024, the average daily open count of mobile phones per user in Africa was nearly 13 times, and their mobile phone usage demonstrated clear time-based trends: activity began to rise after 6 AM, reaching a steady level by 10 AM. Usage intensity increased significantly in the evening, especially around 8 PM, and continued to climb until peaking at 10 PM. Regionally, Northern Africa differed from other regions with greater fluctuations in usage time and significantly higher intensity during nighttime hours.

24-hour breakdown of average mobile usage time in Africa (2024)



Social apps are highly favored by African users

In 2024, African users' mobile app usage was primarily concentrated in three key categories: social, communication, and video players & editors. Usage time for these apps showed steady growth.

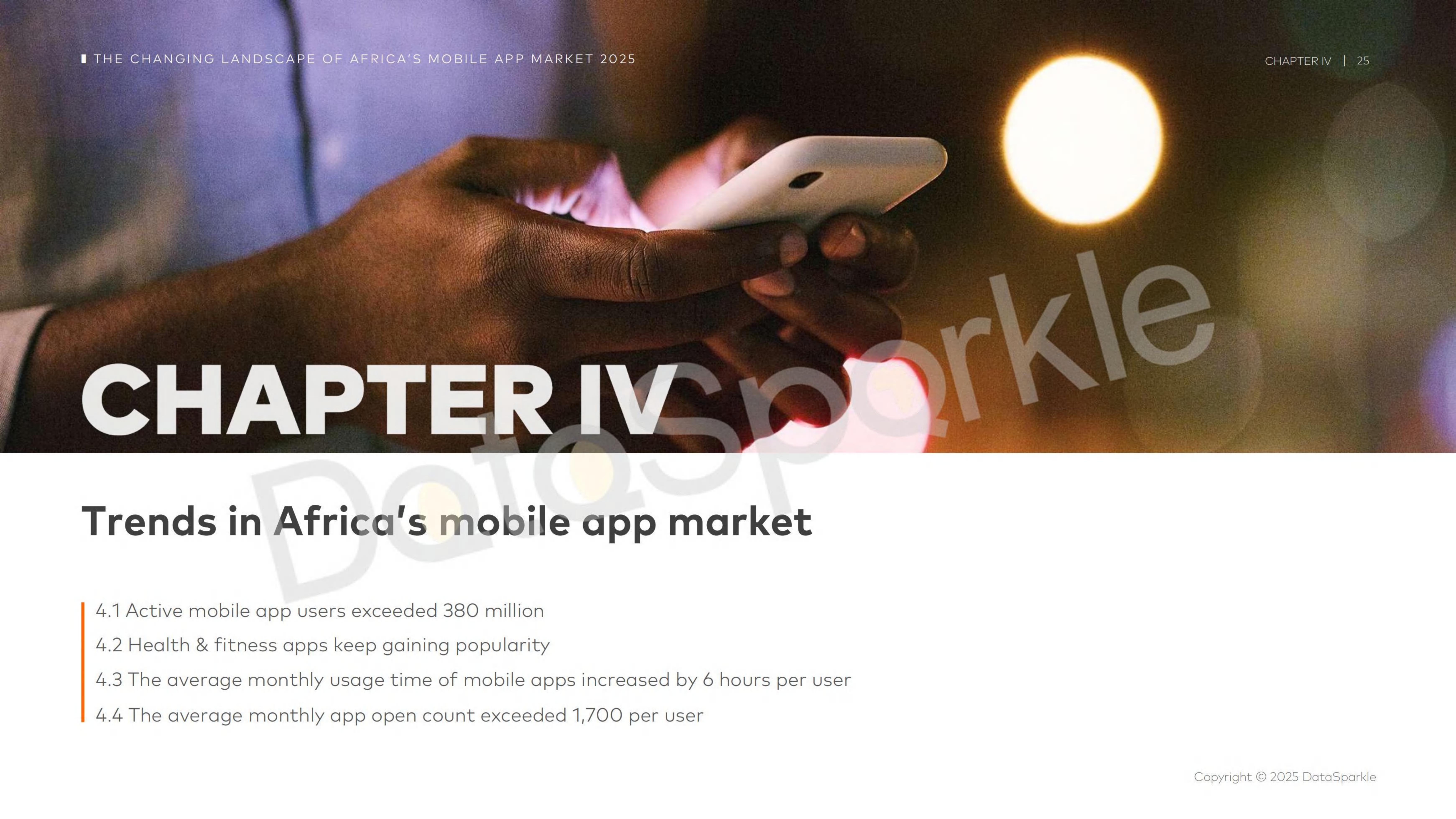
Social apps topped the list with a monthly average usage time of 38.2 hours per user, reflecting an 8.22% year-on-year increase. Communication apps saw a 14.16% year-on-year increase, while video players & editors grew by 6.98%.

Furthermore, apps associated with quality of life saw notable increases. Usage time for house & home apps doubled, while dating apps and food & drink apps increased by 44.4% and 33.3%, respectively.

Average time spent per month on apps in Africa by category (2024)



CHAPTER IV



The background of the slide features a close-up of a person's hands holding a smartphone. The phone's screen is illuminated with a vibrant purple and pink gradient. The background is a soft-focus blend of warm colors like orange, yellow, and red, suggesting a sunset or a colorful urban environment. The title 'CHAPTER IV' is overlaid in large, bold, white letters across the center of the slide.

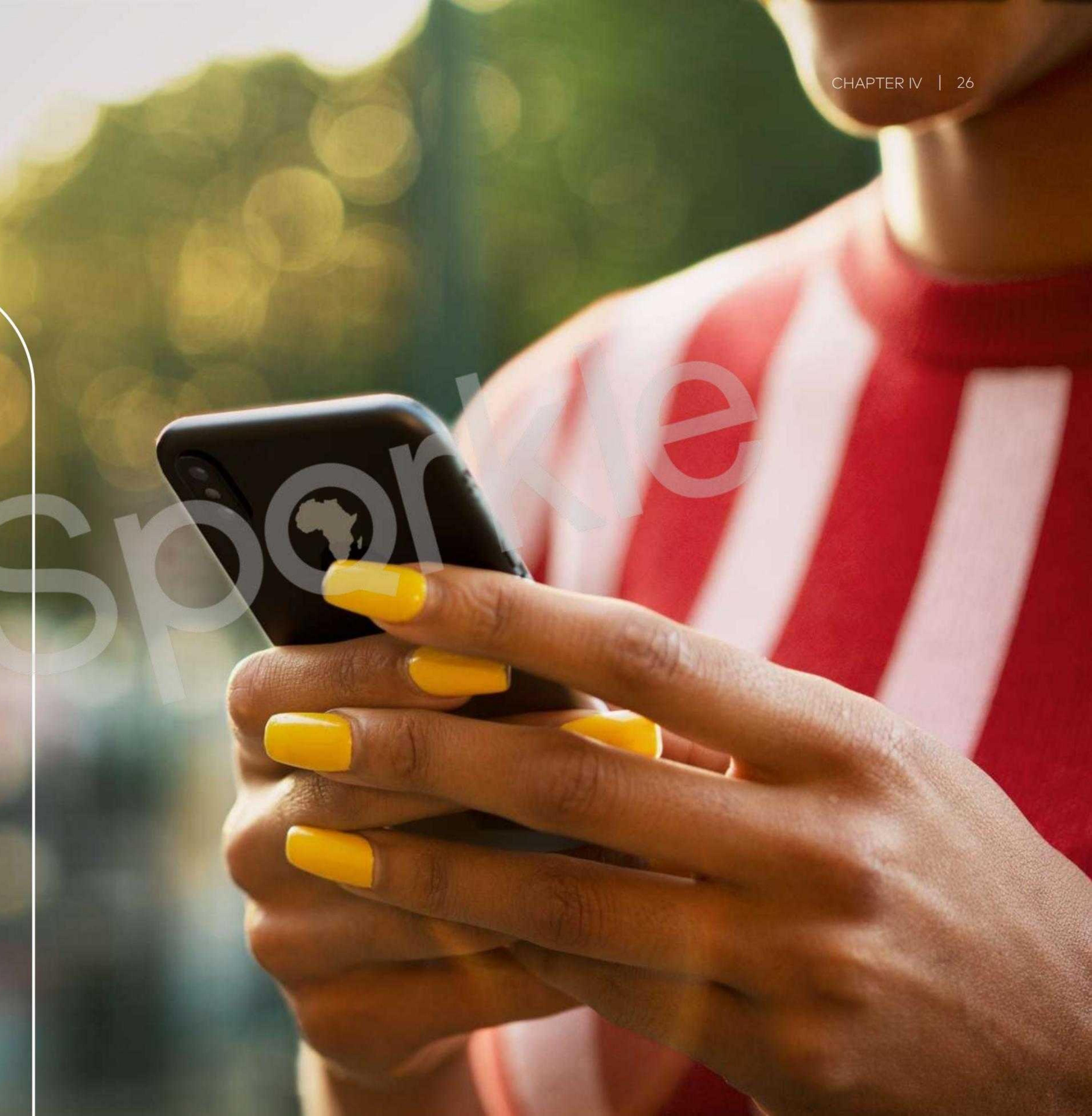
DataSparkle

Trends in Africa's mobile app market

- 4.1 Active mobile app users exceeded 380 million
- 4.2 Health & fitness apps keep gaining popularity
- 4.3 The average monthly usage time of mobile apps increased by 6 hours per user
- 4.4 The average monthly app open count exceeded 1,700 per user

Thriving mobile app ecosystem

Africa's mobile app ecosystem continues to diversify, with usage scenarios steadily expanding. By December 2024, active mobile app users in Africa surpassed 380 million, growing 15.4% year-on-year. Apps in health & fitness, sports, finance, and tools experienced a notable rise in user share.

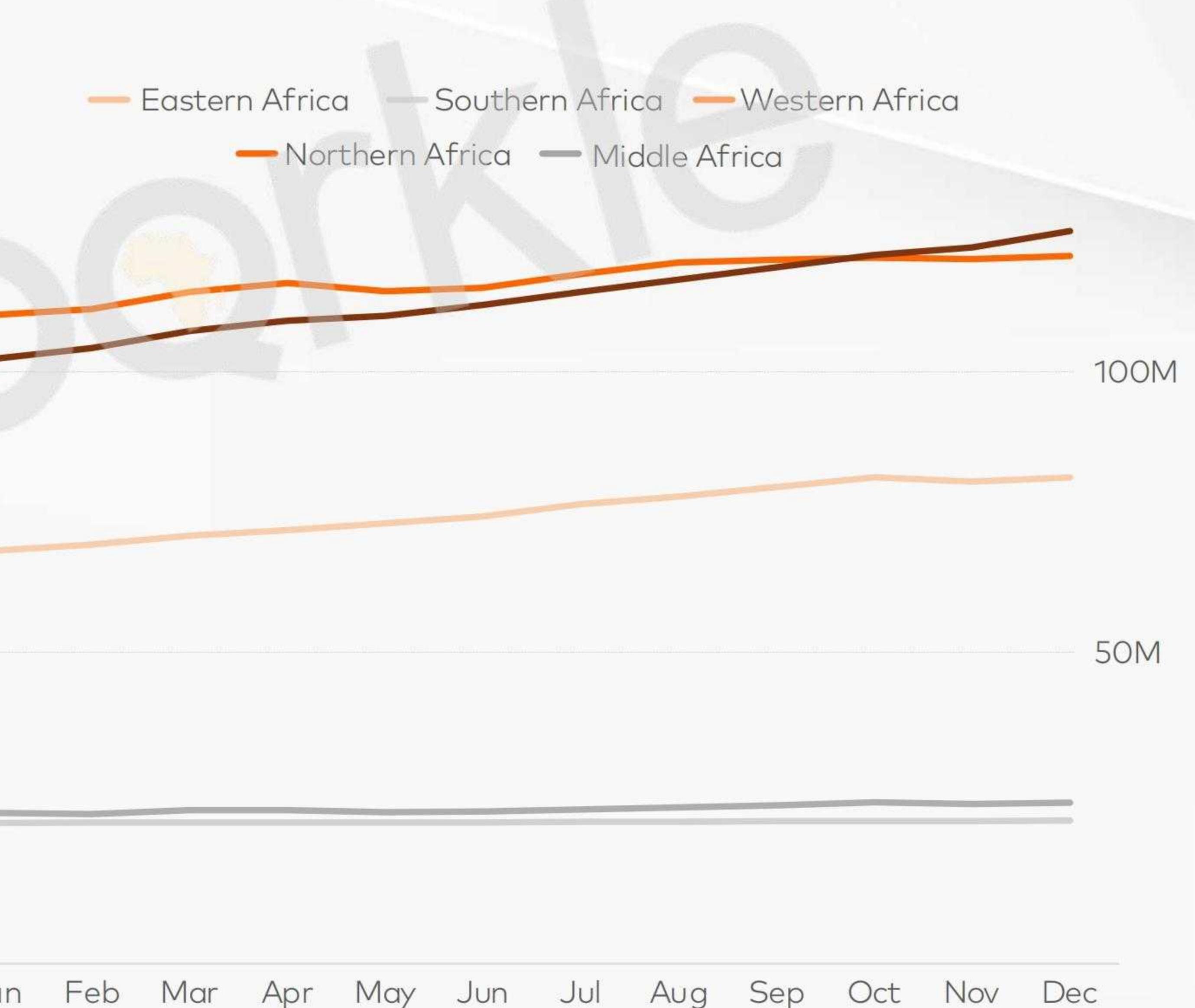


Active mobile app users exceeded 380 million

Africa's mobile app market continues to thrive, with the number of active users steadily climbing. Data shows that from 2022 to December 2024, the active mobile app user base in Africa experienced consistent growth. By December 2024, the number of active users had surpassed 380 million, representing a year-on-year increase of 15.4%.

Regionally, Northern Africa had maintained the largest active user base since 2022. However, in September 2024, Western Africa surpassed Northern Africa for the first time to claim the top spot. In terms of growth momentum, Western Africa stood out, demonstrating stable and continuous growth ■

Monthly active users of mobile apps in Africa (2024)



Health & fitness apps keep gaining popularity

Among the Top 20 app categories by active users in Africa in 2024, health & fitness, sports, finance, and tools saw significant growth in active penetration rates¹, with increases of 17.1%, 12.3%, 12.2%, and 6.0%, respectively. Notably, the active penetration rates of health & fitness apps and finance apps have been rising steadily since 2022.

Meanwhile, comics, events, auto & vehicles, and parenting apps experienced substantial growth in active penetration rates in 2024, with year-on-year increases exceeding 50%. Among them, comics stood out with an impressive growth rate of 158.1% ■

Top 5 app categories with the highest year-on-year active penetration growth in Africa (2024)

Ranking	Eastern Africa	Southern Africa	Western Africa	Northern Africa	Middle Africa
No 1	Comics +228%	House & Home +300%	Comics +157%	Events +208%	Comics +186%
No 2	Auto & Vehicles +120%	Comics +133%	Events +59%	Comics +106%	Auto & Vehicles +177%
No 3	Art & Design +49%	Auto & Vehicles +58%	Libraries & Demo +56%	Parenting +74%	House & Home +128%
No 4	Parenting +47%	Medical +50%	Auto & Vehicles +53%	Beauty +49%	Art & Design +64%
No 5	Events +38%	Art & Design +37%	Weather +38%	Art & Design +42%	Parenting +60%

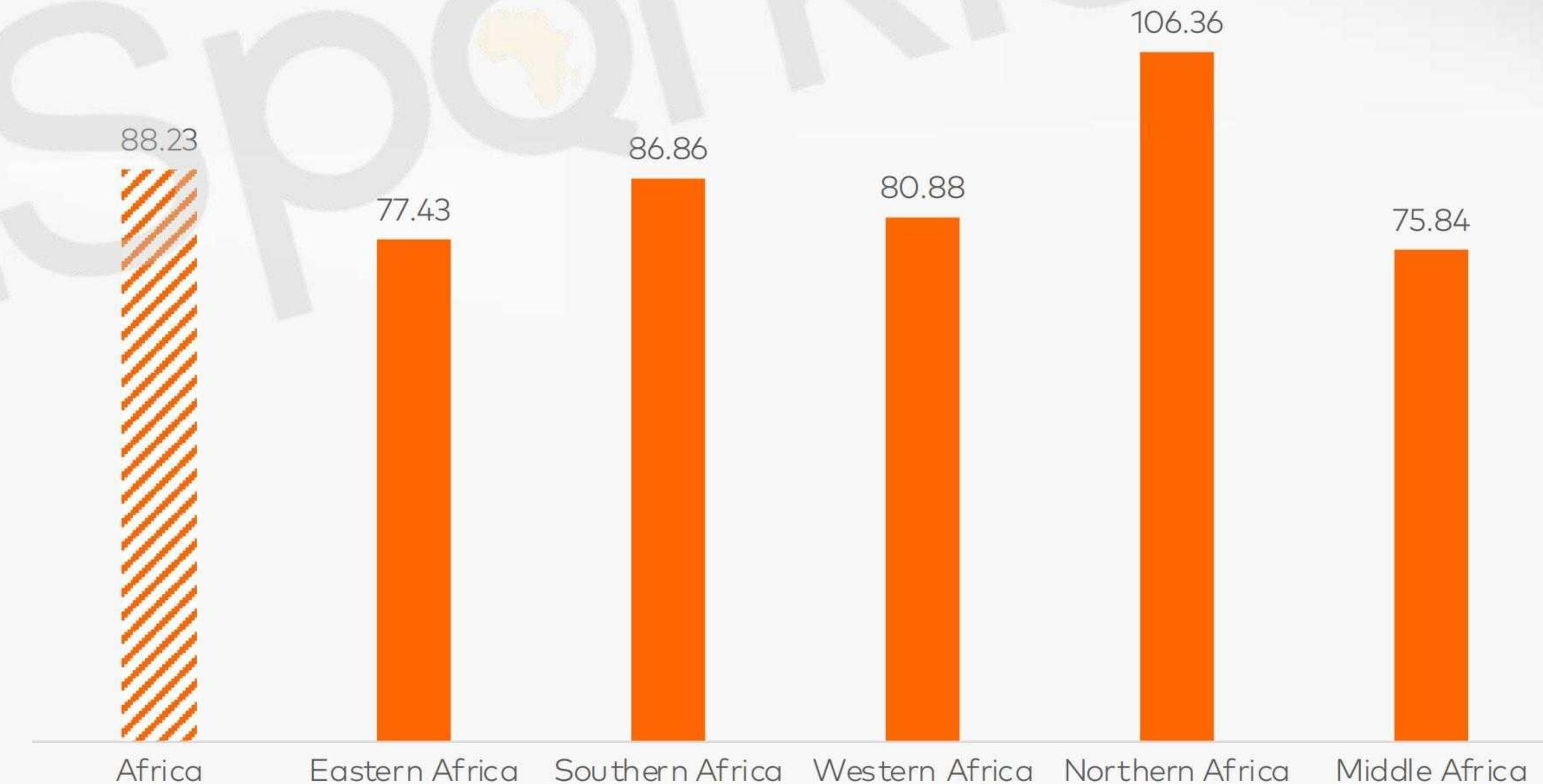
The average monthly usage time of mobile apps increased by 6 hours per user

The average monthly usage time of mobile apps in Africa has been increasing year by year. By December 2024, the monthly average app usage time in Africa exceeded 88 hours, representing an increase of approximately 6 hours compared to the same period in 2023.

From a regional perspective, Northern Africa ranked first with an average monthly usage time exceeding 100 hours. Southern Africa followed with nearly 90 hours, surpassing the overall African average.

In terms of app categories, social apps dominated with more than 38 hours of average monthly usage, significantly ahead of communication apps, which ranked second with 25 hours. They were followed by video players & editors (nearly 14 hours), games (nearly 12 hours), and sports (nearly 4 hours).

Average monthly mobile app usage time per person in Africa (2024) (in hours)



The average monthly app open count exceeded 1,700 per user

In December 2024, the average monthly app open count per user in Africa reached 1,720, representing a year-on-year growth of 4.7%.

From a regional perspective, all regions in Africa, except Southern Africa, showed steady growth. Among them, Northern Africa led the way, with a monthly average of nearly 2,000 app opens per user.

By app category, communication, social, personalization, photography, and sports ranked as the Top 5 categories in average monthly app open count¹, recording approximately 800, 450, 140, 120, and 110 app opens per user, respectively ■

Top 5 app categories by average monthly app open count in Africa (December 2024)

Ranking	App category	Average monthly open count per user (nearly)	Top apps
No 1	Communication	800	 Google Chrome: Fast & Secure  WhatsApp Messenger
No 2	Social	450	 Facebook Lite  TikTok Lite - Save Data & Fast
No 3	Personalization	140	 Photo Lock App - Hide Pictures  Love Photo Keyboard Theme 2023
No 4	Photography	120	 AI Gallery  Photo Lab Picture Editor & Art
No 5	Sports	110	 BeSoccer - Soccer Live Score  Flashscore: Live Scores & News



CHAPTER V Market Competition

Intensifying competition among developers in Africa

- 5.1 Africa's mobile app developers exceeded 96,000
- 5.2 The Top 500 apps in Africa were developed by 364 developers
- 5.3 Chinese developers stay ahead as emerging market players enter the scene

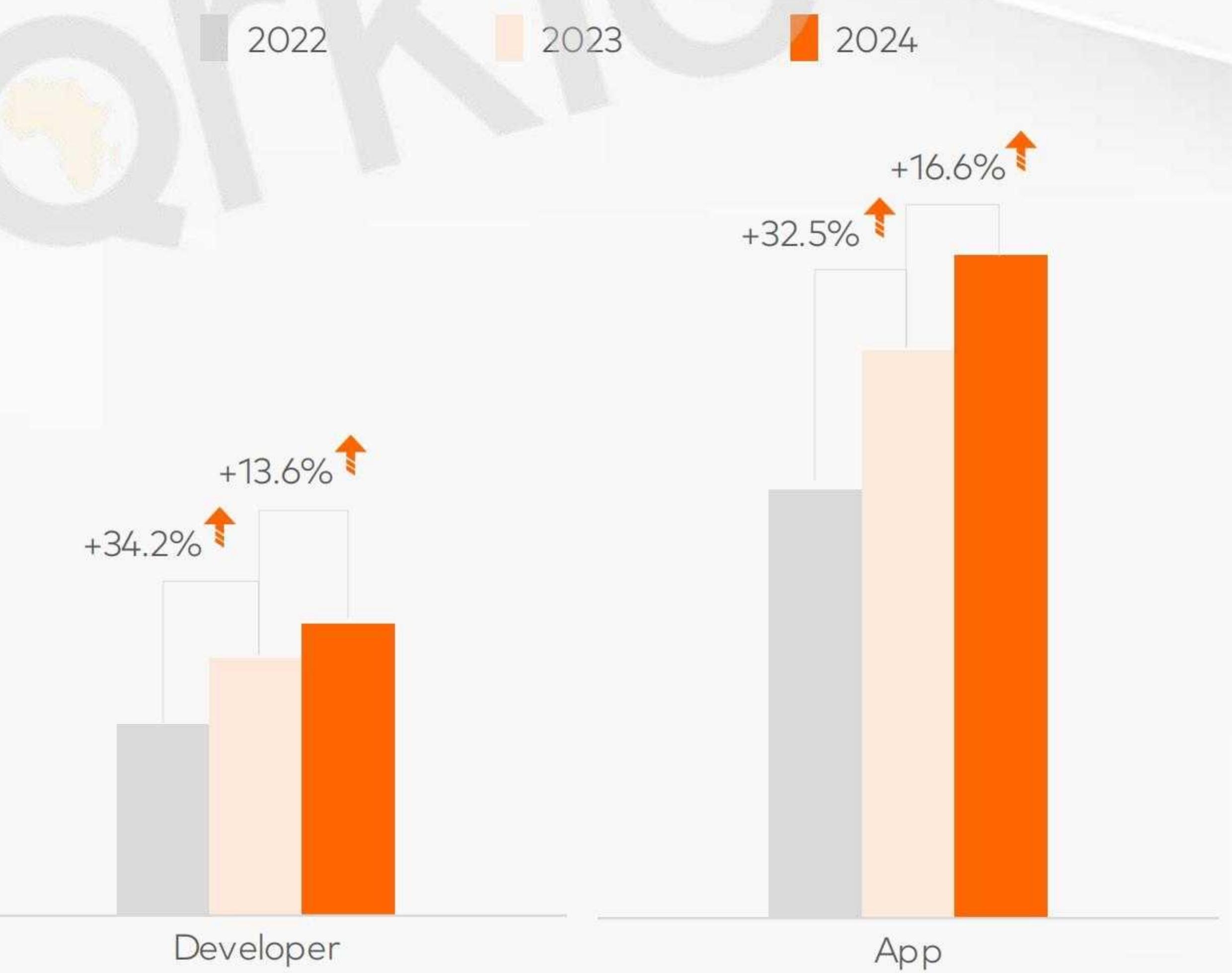
The background of the slide features a dense collage of various traditional African leather goods, such as bags, purses, and decorative items, all intricately decorated with beads, fringes, and vibrant colors like red, yellow, and blue. This visual metaphor represents the rich cultural heritage and craftsmanship that are being integrated into the modern mobile app market.

Developers accelerate expansion in Africa

With the rapid growth of Africa's mobile app market, global developers are increasingly investing in this emerging market. In 2024, the number of developers in Africa's mobile app market exceeded 96,000, contributing over 167,000 apps. Mobile games remain the most favored sector among developers.

Africa's mobile app developers exceeded 96,000

The number of mobile app developers and apps in Africa (2022-2024)

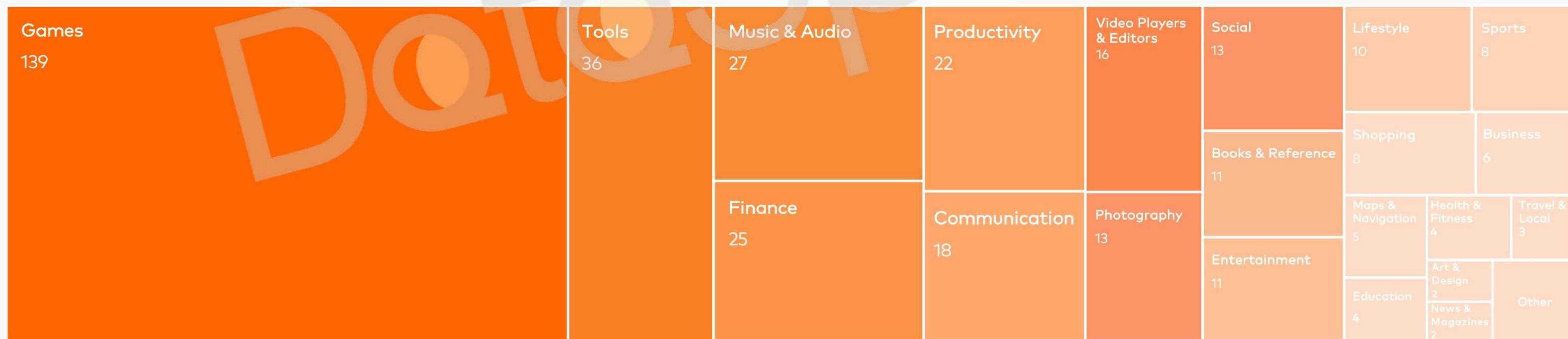


Africa's thriving mobile app market has attracted a significant number of developers. The number of mobile app developers in Africa has been increasing steadily since 2021, reaching over 96,000 in 2024—a 13.6% growth compared to 2023. These developers have contributed more than 167,000 apps to the African market, marking a 16.6% increase from 2023.

The Top 500 apps in Africa were developed by 364 developers

In 2024, Africa's top 500 mobile apps by active users were contributed by 364 developers, an increase of 6 developers compared to 2023. From a category perspective, the overall structure remained stable compared to last year. Specifically, games held the largest share, with approximately one-third of the top developers focused on this sector, collectively contributing over 200 games to the Top 500 list. In addition, tools, music & audio, finance, and productivity apps were also key areas, with 36, 27, 25, and 22 developers, respectively. Notably, the number of productivity app developers grew by 22.2% compared to 2023.

Category breakdown of Africa's Top 500 apps by active users and the number of developers (2024)



Chinese developers stay ahead as emerging market players enter the scene

In 2024, Chinese mobile app developers continued to hold a leading position in Africa's mobile app market, contributing 42 of the Top 100 apps by active users. Meanwhile, developers from the United States and Europe, leveraging their strong market influence and technological advantages, continued to play a key role in the region. In terms of app categories, Chinese developers dominate in games and video players & editors, while developers from the US and Europe excel in communication and social apps. Additionally, developers from emerging markets, such as the Middle East, Southeast Asia, and South Asia, are accelerating their entry into Africa's mobile app market.

Number of developers by region for Africa's Top 100 apps by active users and leading companies (2024)

23 United States
Google LLC
Meta Platforms, Inc
WhatsApp LLC

11 Europe
Truecaller
Opera
Telegram FZ-LLC

7 Africa
Ayoba
OPay Digital Services Limited
e& Egypt

42 China
Colorful Point
Transsion Holdings
Xender File Sharing Team

11 Emerging Asian markets¹
TikTok Pte. Ltd.
creative & quality std
HighQ Games Studios

CHAPTER VI

INSIGHTS

Africa's booming mobile app market

- 6.1 "Million Club" grew to 800 apps
- 6.2 25 app categories showed faster user growth than Africa's average
- 6.3 Over 39,000 apps had an average daily open count of more than 2.13 per user
- 6.4 The changing landscape of popular app verticals in Africa

Thriving growth in various mobile app categories

The African mobile app market shows robust growth in both user scale and engagement.

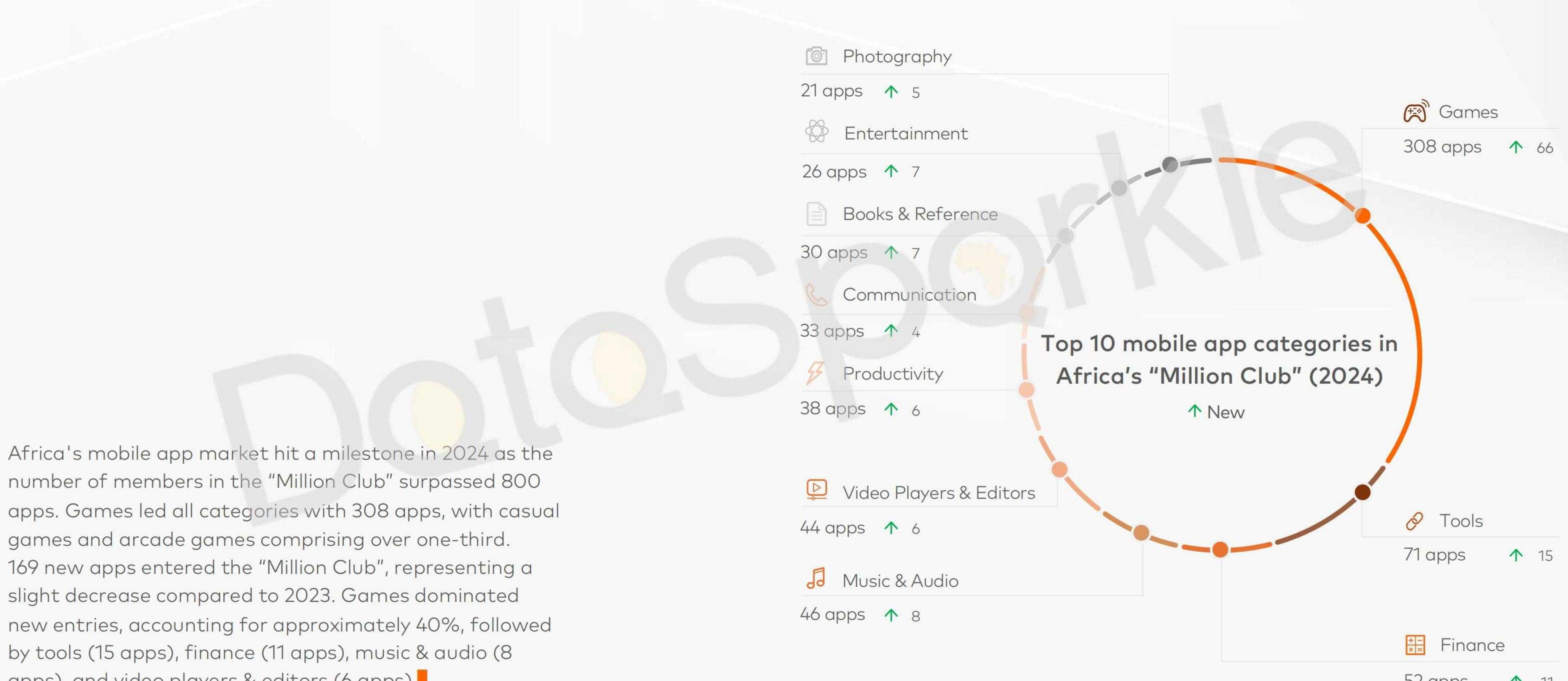
The "Million Club" expanded to 800 apps in 2024, adding 169 new entries.

Driven by AI advances and local digital needs, games, finance, shopping, maps & navigation are thriving with continuous innovation.

Digital
Society



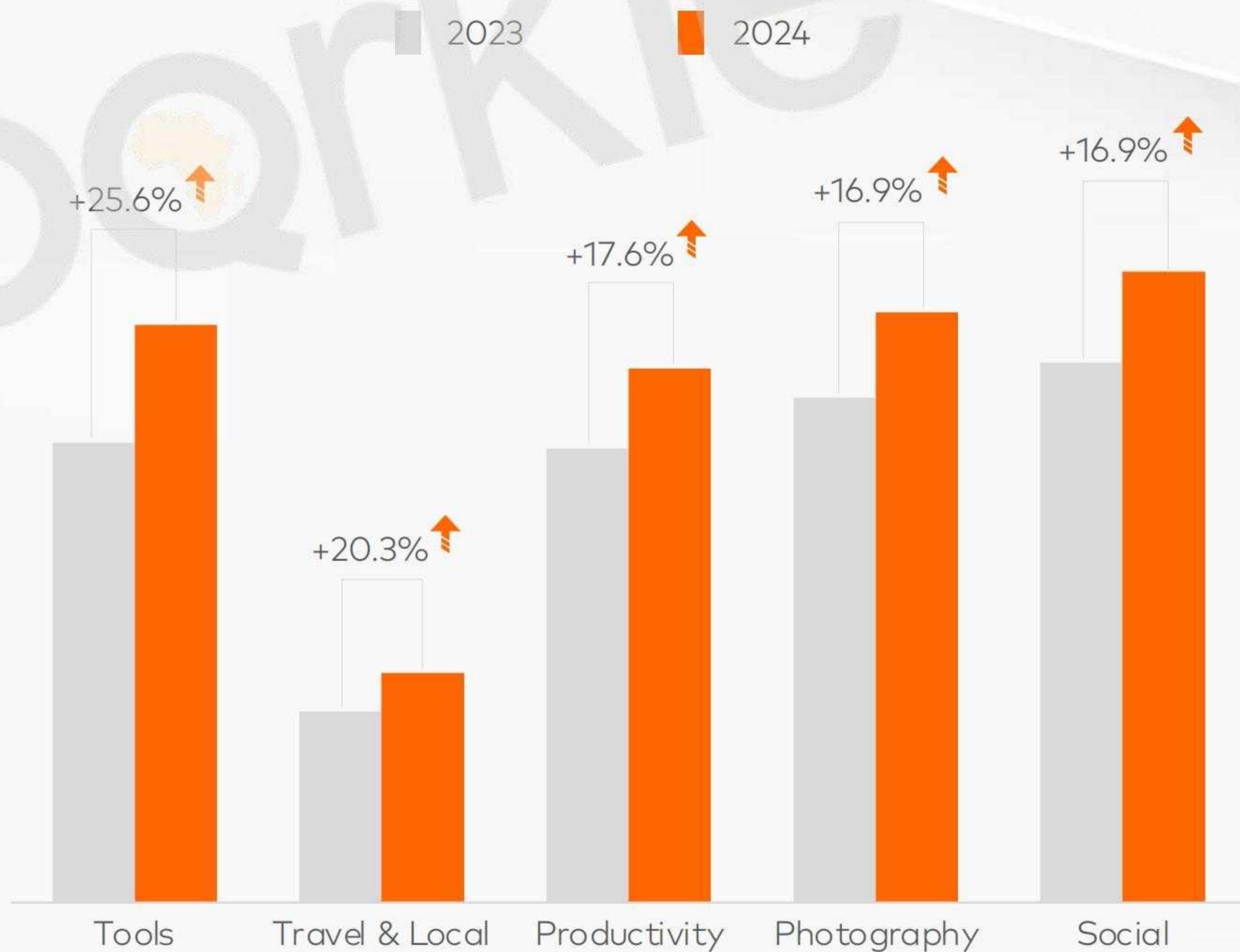
"Million Club" grew to 800 apps



Africa's mobile app market hit a milestone in 2024 as the number of members in the "Million Club" surpassed 800 apps. Games led all categories with 308 apps, with casual games and arcade games comprising over one-third. 169 new apps entered the "Million Club", representing a slight decrease compared to 2023. Games dominated new entries, accounting for approximately 40%, followed by tools (15 apps), finance (11 apps), music & audio (8 apps), and video players & editors (6 apps).

25 app categories showed faster user growth than Africa's average

Top 5¹ fastest-growing app categories by active users in Africa (2023-2024)

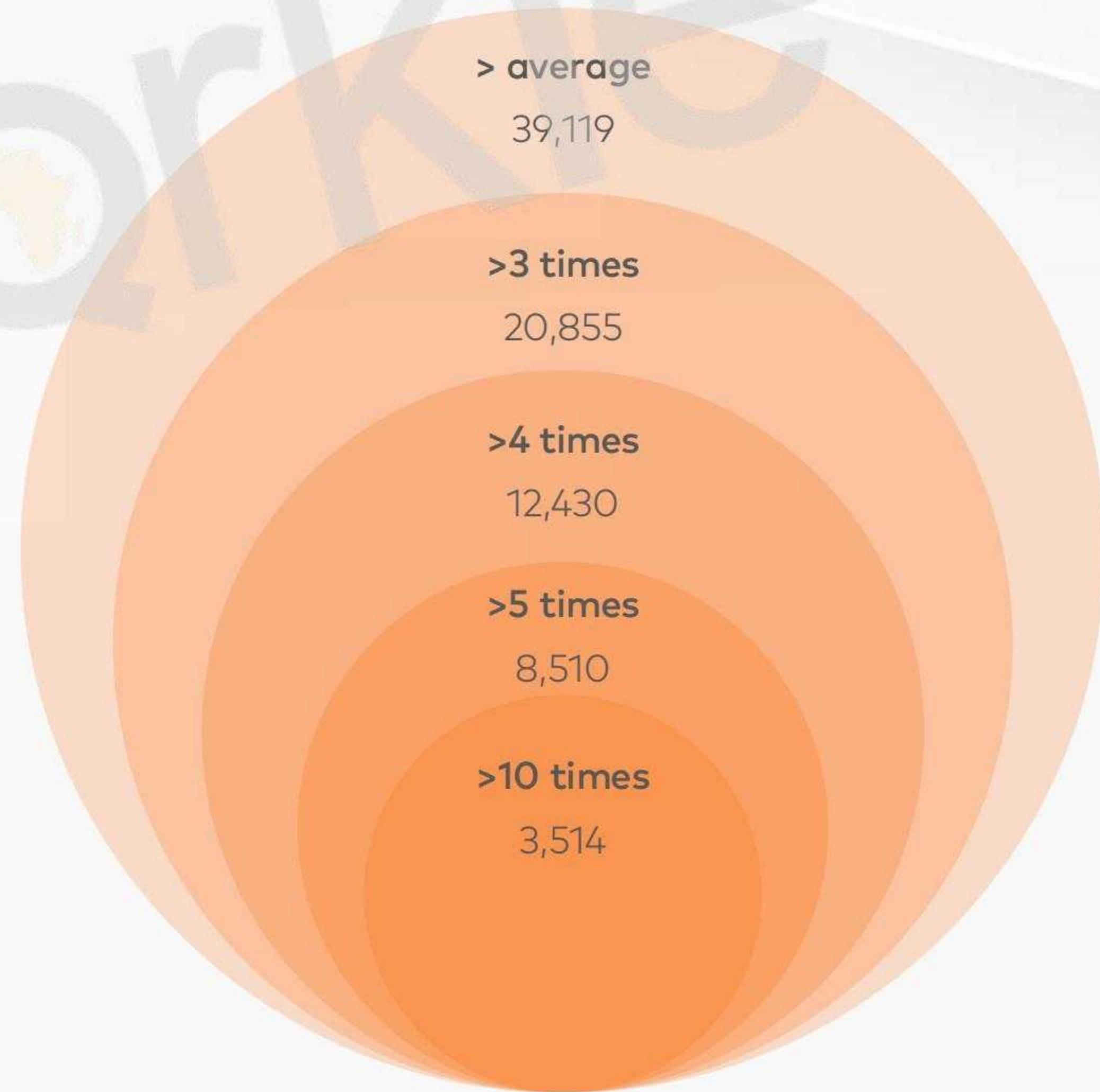


In 2024, the active user base of 25 app categories in Africa grew by over 15% year-on-year, surpassing the overall growth rate of mobile app active users in Africa (15.4%). The comics category led with a remarkable 201% increase.

Six of these fast-growing categories - tools, travel & local, productivity, photography, social, and communication - ranked in the Top 10 for active user base, demonstrating robust growth momentum ■

Over 39,000 apps had an average daily open count of more than 2.13 per user

Number of apps with per capita daily open count above average in Africa (2024)



From 2023 to 2024, the average daily open count per user for mobile apps in Africa increased from 1.7 to 2.13. More than 39,000 apps exceeded the market average in daily open counts. Apps with an average daily open count of more than 3 per user showed substantial growth, while the number of apps with an average daily open count exceeding 10 reached 3,514 in 2024, representing a 24% year-on-year increase.

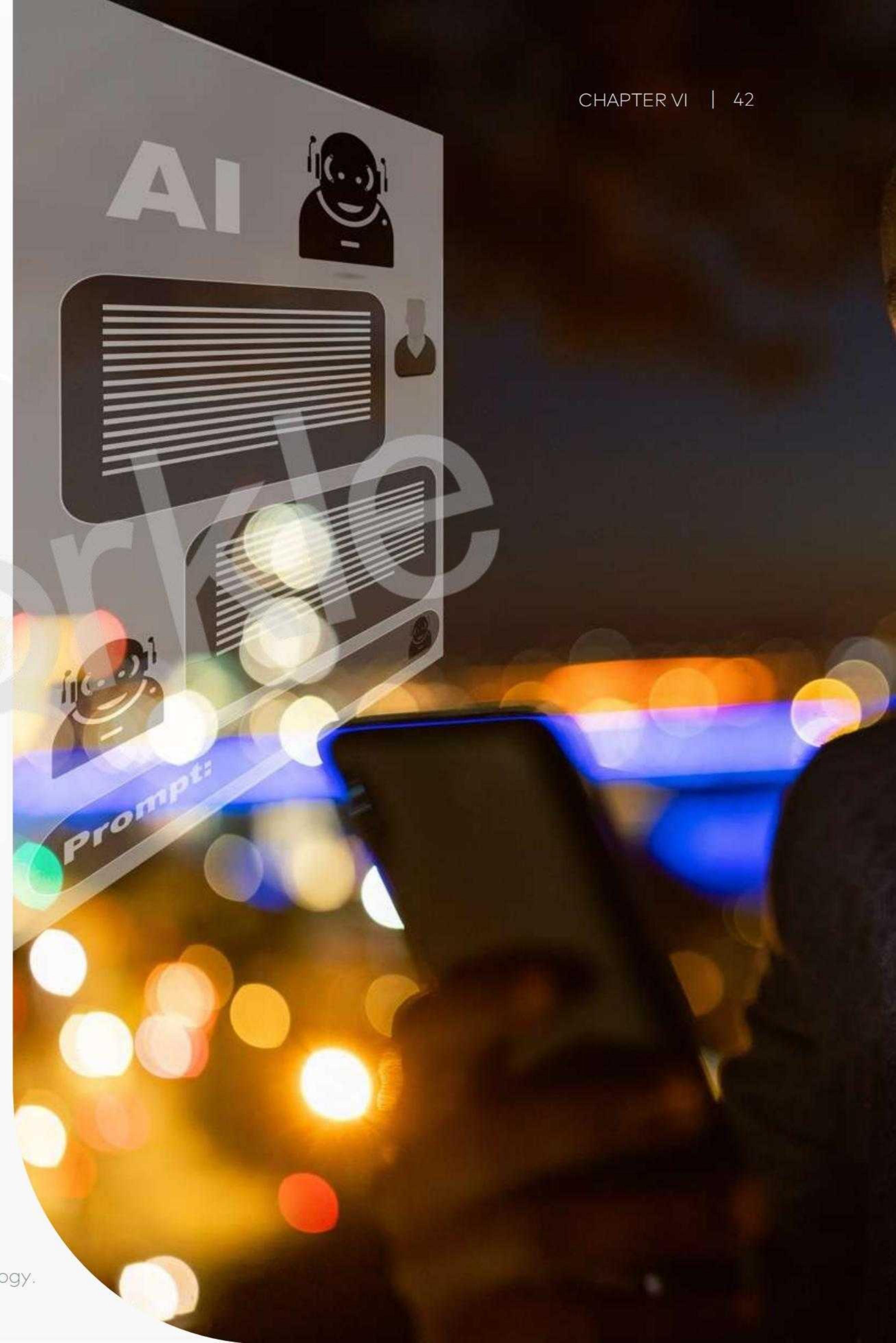
The changing landscape of popular app verticals in Africa



Artificial Intelligence (AI)

Driven by both global AI technology trends and local digital transformation demands, the number of AI-related apps¹ in Africa saw explosive growth in 2024, with continued market expansion. AI features were primarily adopted in games, photography and productivity apps, leading to innovative solutions tailored to local markets. The development of AI integration varied significantly across regions, where Northern Africa demonstrated the highest level of advancement.

Note: 1. AI-related mobile apps are defined as mobile apps with names or descriptions that include terms such as AI, GPT and related terminology.



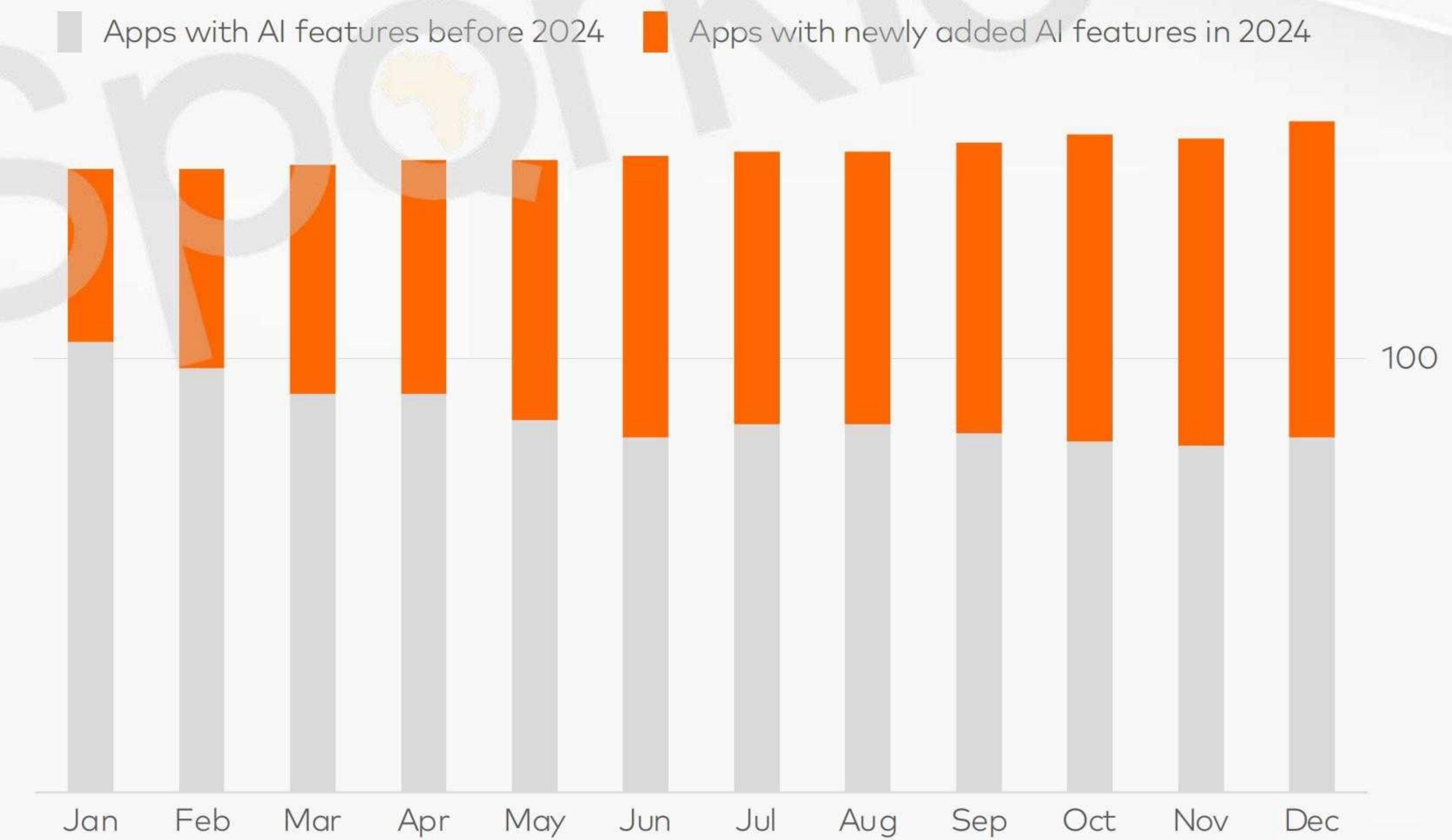
▶ ▶ ▶ AI

Over 200 AI-related apps emerged in Africa

Driven by the continued momentum of global AI trends, AI development in Africa's mobile app market demonstrated robust growth in 2024. The number of AI-related apps in the African mobile market reached 215 throughout the year, representing an increase of 52.2% from 2023. Among the total, 101 AI-related apps were either newly released or newly integrated with AI features during this period, accounting for 47%. The number of new AI-related apps grew by 37.7% year-on-year as of December 2024.

However, as of December 2024, only 155 AI-related apps remained active in Africa's mobile app market, with approximately 60 apps (28%) exiting the market during this period. These dynamics demonstrate both the market's vitality and its current stage of competitive consolidation.

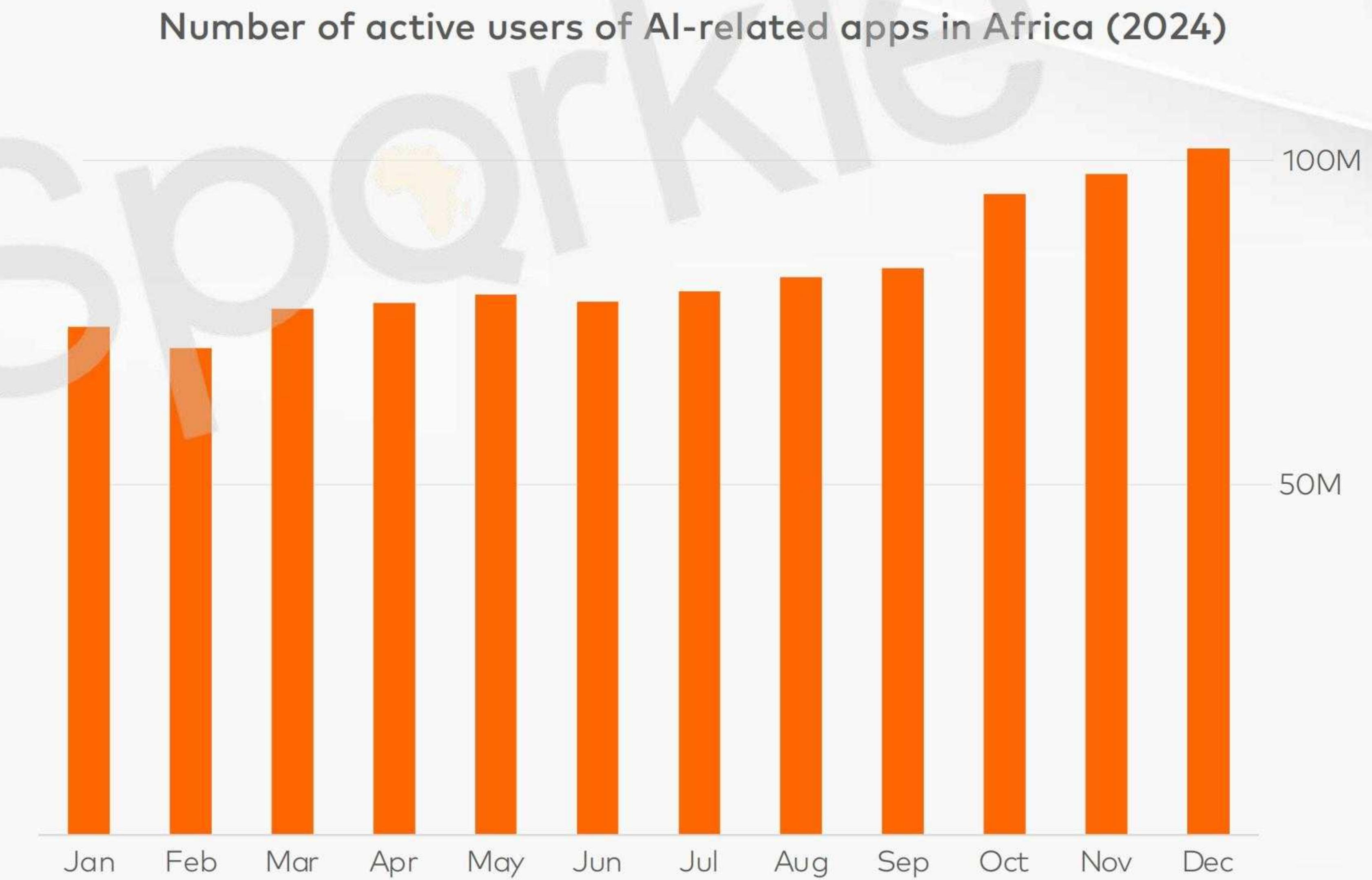
The number of AI-related apps in Africa (2024)



▶ ▶ ▶ AI

Total open counts of AI-related apps exceeded 2.3 billion in 2024

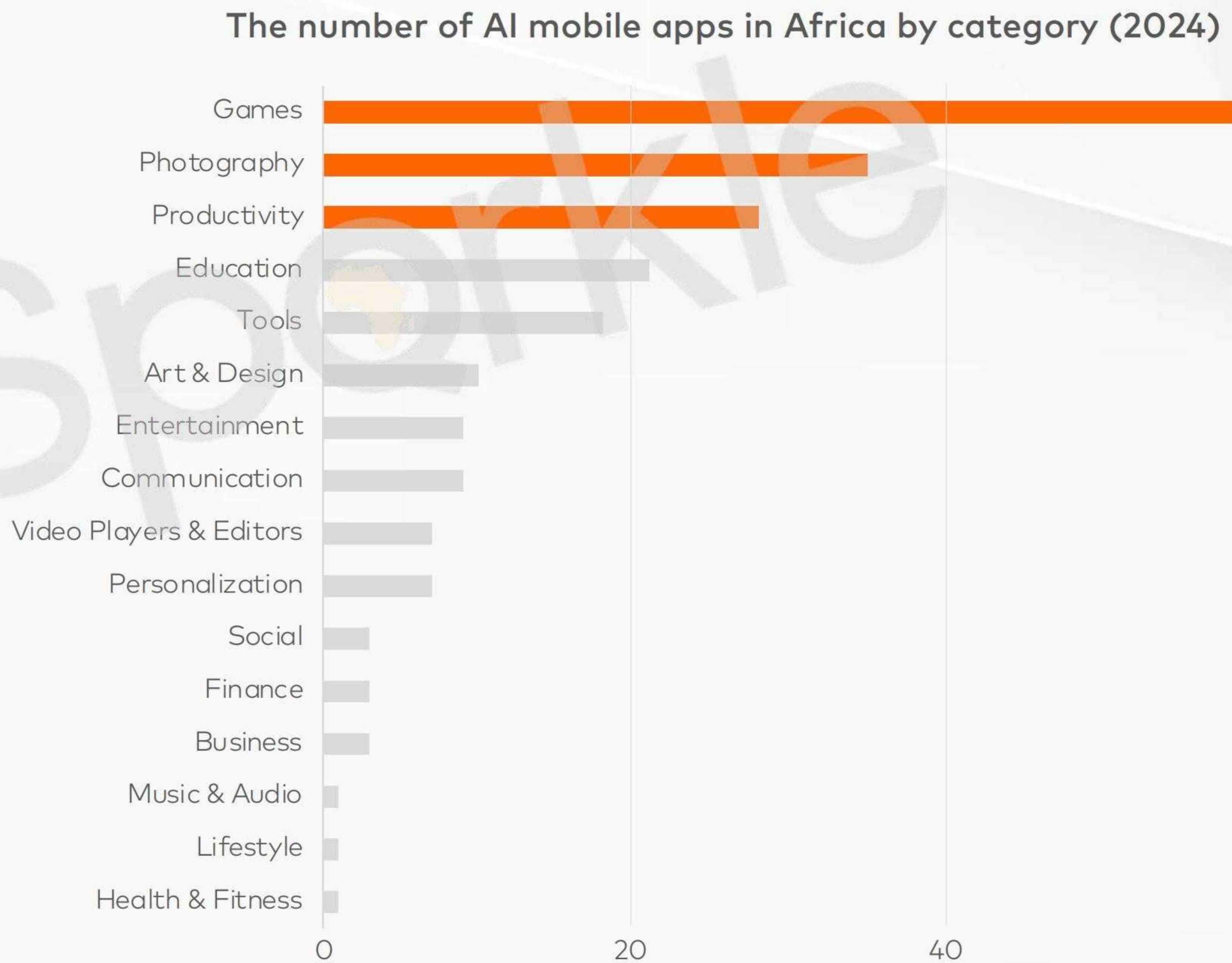
AI-related apps in Africa demonstrated growth in both active user base and user engagement throughout 2024. By December 2024, the number of monthly active users reached 100 million while total open counts exceeded 2.3 billion for the year. More than 110 apps reported positive user growth, with 20 apps surpassing the milestone of 1 million active users by year-end. Additionally, 100 AI-related apps achieved higher average monthly usage duration in December compared to January.



▶ ▶ ▶ AI

Games, photography and productivity apps lead the way in AI integration

AI technology has been adopted across 16 categories in Africa's mobile app market, with games, photography, and productivity apps being the categories where AI is most extensively applied. In terms of application scenarios, game app developers tend to use AI as a marketing highlight in app names and descriptions. Among them, AI-powered casual games account for approximately 27%, while simulation games make up about 22%. In contrast, photography apps deeply integrate AI technology into photo editing and retouching features, whereas productivity apps primarily focus on AI-powered conversational assistants.

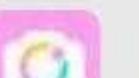


▶ ▶ ▶ AI

AI fever sweeps across Northern Africa

The usage of AI-related apps in Africa demonstrates significant regional differences, with Northern Africa leading the way as its active users grew from 30 million at the beginning of the year to 40.69 million by year-end. Among other regions, Eastern and Western Africa reached 24.39 million and 27.93 million users respectively, positioning them in the second tier. Meanwhile, Middle Africa, despite its smaller user base, demonstrates strong growth momentum.

Top AI-related apps in Africa (December 2024)

Region	Top Apps
Eastern Africa	 ChatGPT  BeautyCam-AI Photo Editor
Southern Africa	 Nedbank Money  Adobe Acrobat Reader: Edit PDF
Western Africa	 ChatGPT  Opera browser with AI
Northern Africa	 ChatGPT  VivaCut - AI Video Editor
Middle Africa	 ChatGPT  Luzia: Your AI Assistant

Games

“ The African mobile gaming market continued to show strong momentum in 2024, with active user numbers surpassing 270 million and notable growth in Western and Eastern Africa. A diverse array of gaming genres, ranging from casual and puzzle games to action games, has fostered a thriving ecosystem with steady development. The market remains highly accessible to new players, creating opportunities for innovation. ”



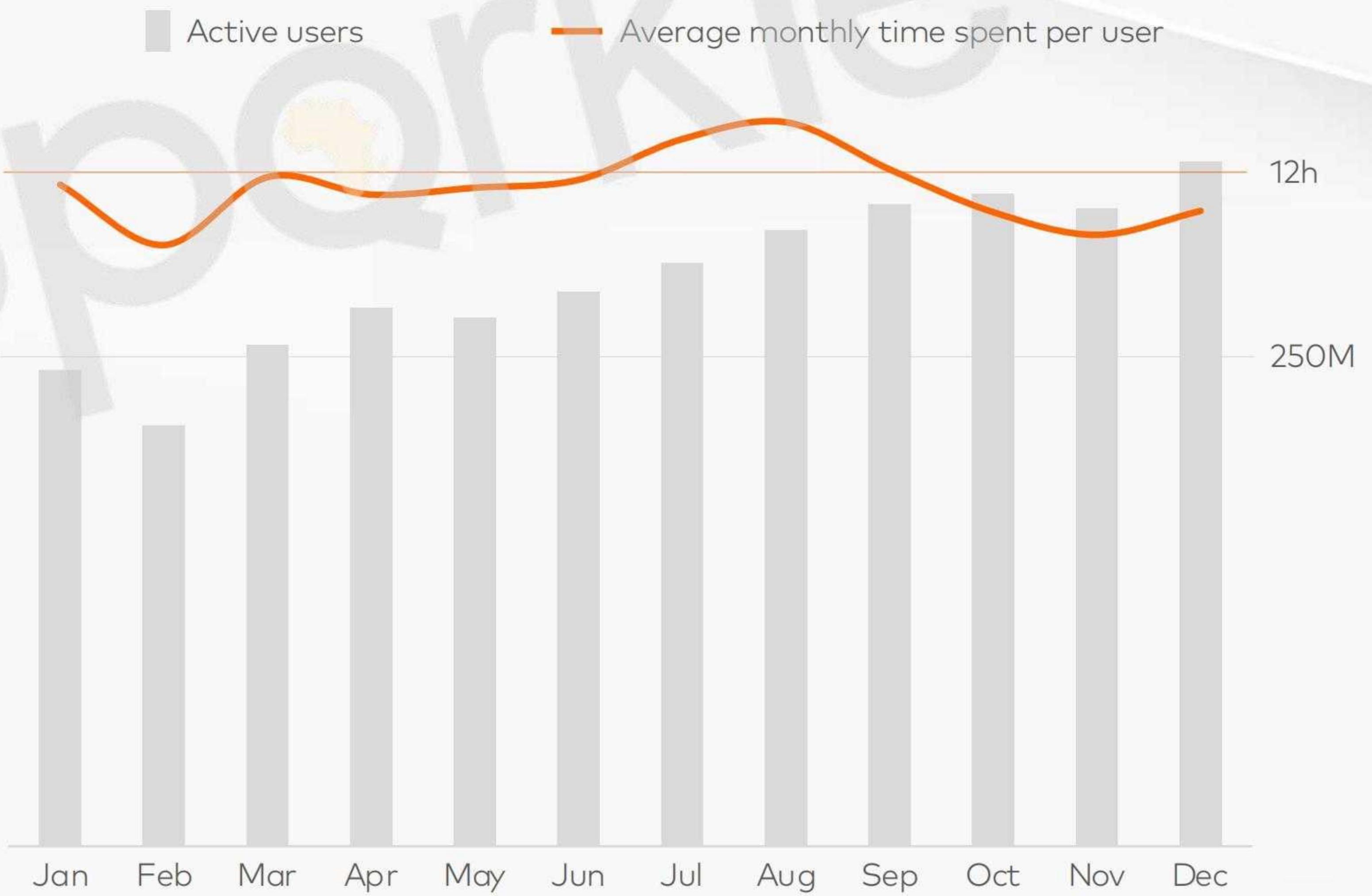
▶ ▶ ▶ Games

Active gaming users in Africa exceeded 270 million

In December 2024, the number of active users in mobile games in Africa exceeded 270 million, representing a year-on-year growth of 9.5%. Western Africa and Eastern Africa led this growth, with active users increasing by 17% and 13% respectively. Northern Africa, Middle Africa, and Southern Africa maintained stable user numbers.

Among various game genres, casual, puzzle, and arcade games remained the most popular in the African market. The number of active users in casual and puzzle games surpassed 140 million. Casual games represented around 25% of the market share, with 24 apps ranking among the Top 100 mobile games by active users in Africa ■

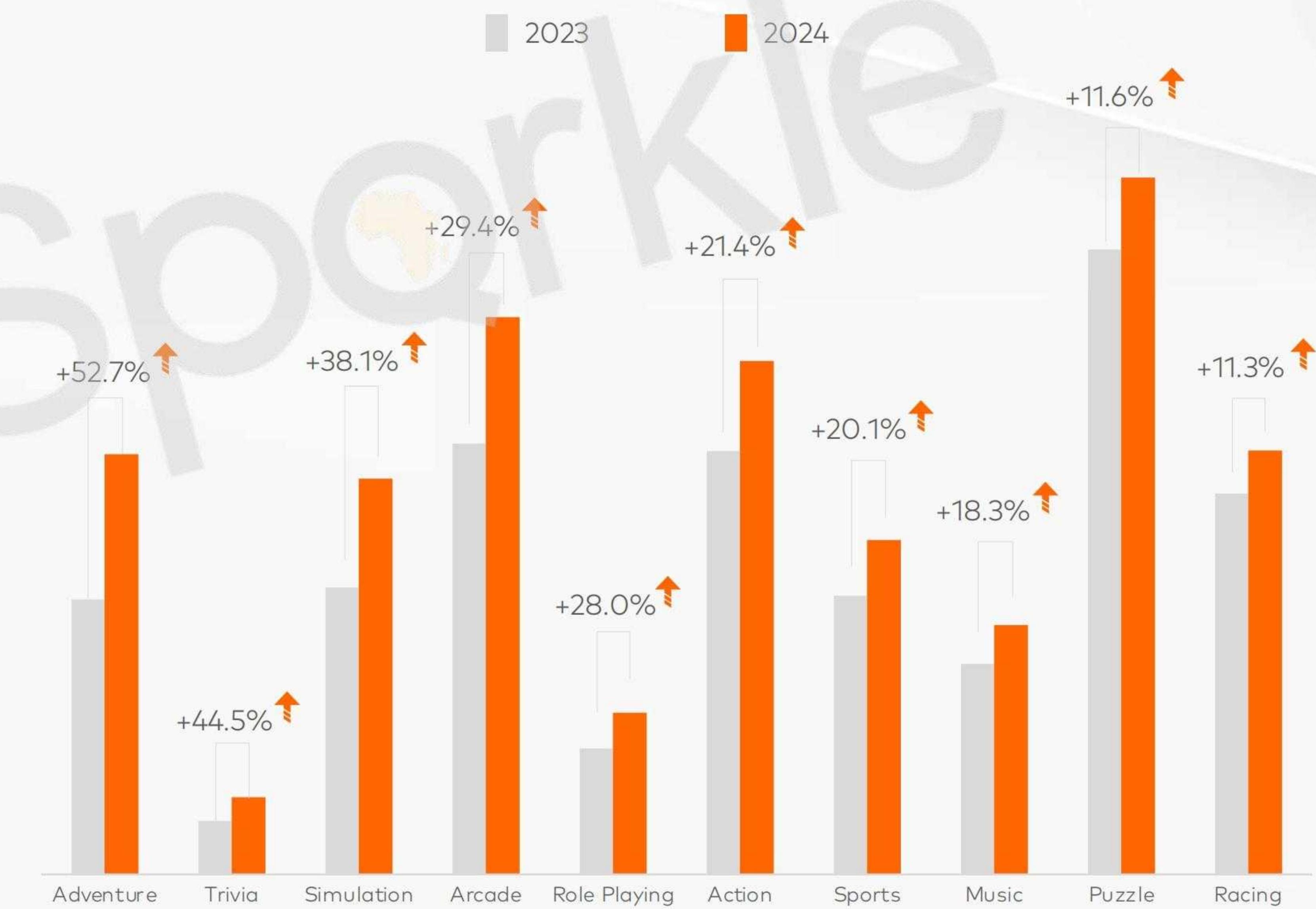
Number of active users and average monthly time spent per user in mobile games in Africa (2024)



▶ ▶ ▶ Games

7 game genres saw user base grow faster than average

Top 10 game genres with the fastest year-on-year active user growth in Africa (2024)



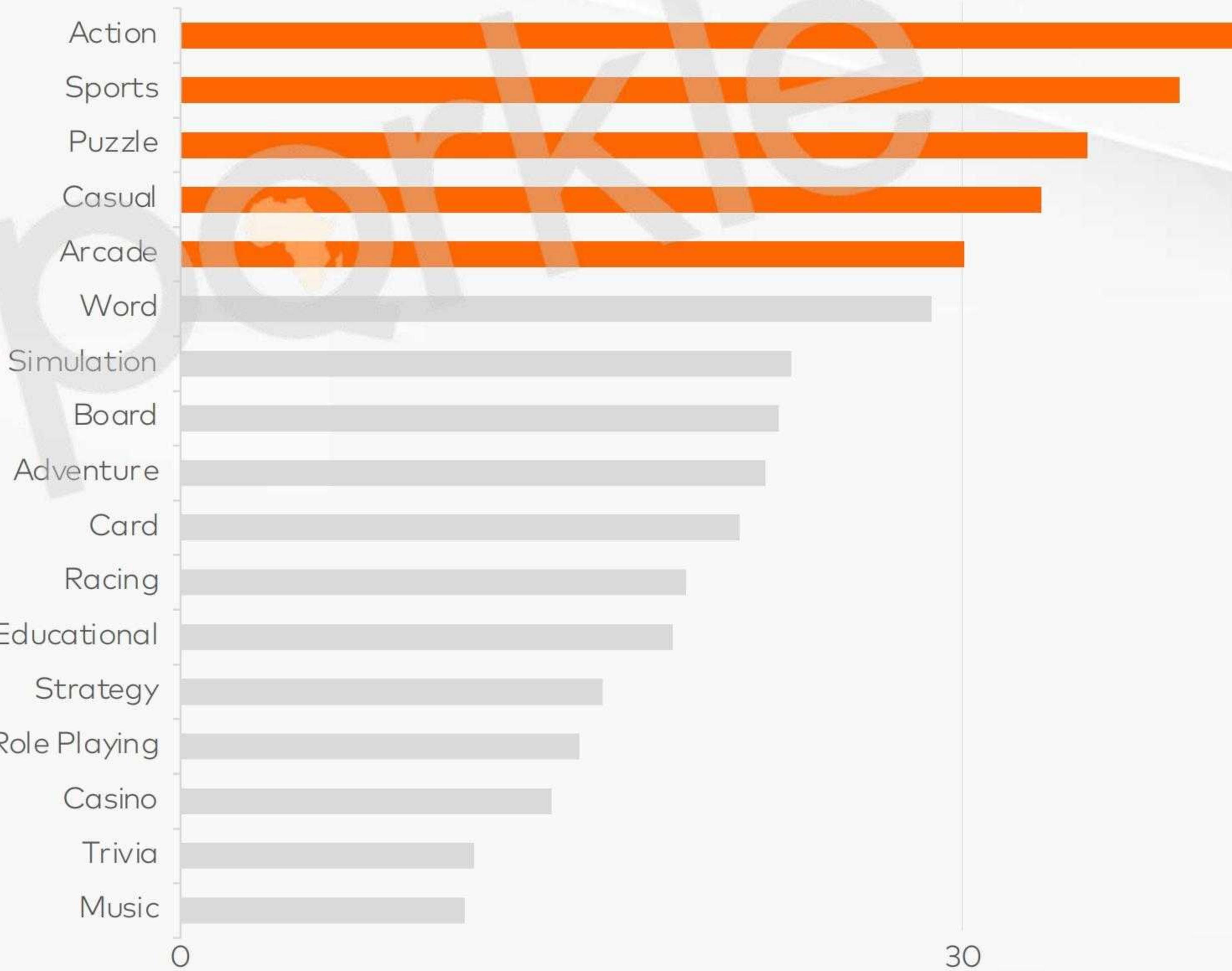
In 2024, among Africa's mobile game genres, adventure, trivia, simulation, arcade, role-playing, action, and sports games all experienced active user growth rates surpassing the average. Specifically, adventure, trivia, and simulation games led the growth, with year-on-year increases of 52.7%, 44.5%, and 38.1%, respectively.

▶ ▶ ▶ Games

Sports and action games showed high user engagement

In 2024, African users spent an average of nearly 12 hours on mobile games per month, recording a 2% year-on-year decrease while maintaining overall stability. Among game genres, sports games continued to lead the rankings, with users spending an average of 6.11 hours per month in December 2024, reflecting a 13.5% year-on-year increase. Action games followed closely, with users spending an average of 5.79 hours per month. Meanwhile, the average monthly open count per user for mobile games in Africa exceeded 110 times in 2024. The engagement levels were particularly notable across major genres, with action, sports, puzzle, casual, and arcade games each recording more than 30 opens per user monthly, indicating that users accessed these games at least once daily.

Average monthly opens per user by game genre in Africa
(December 2024)

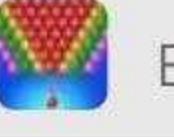
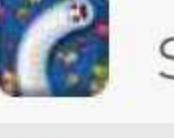
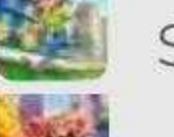


▶ ▶ ▶ Games

Ample market space for educational and casual games

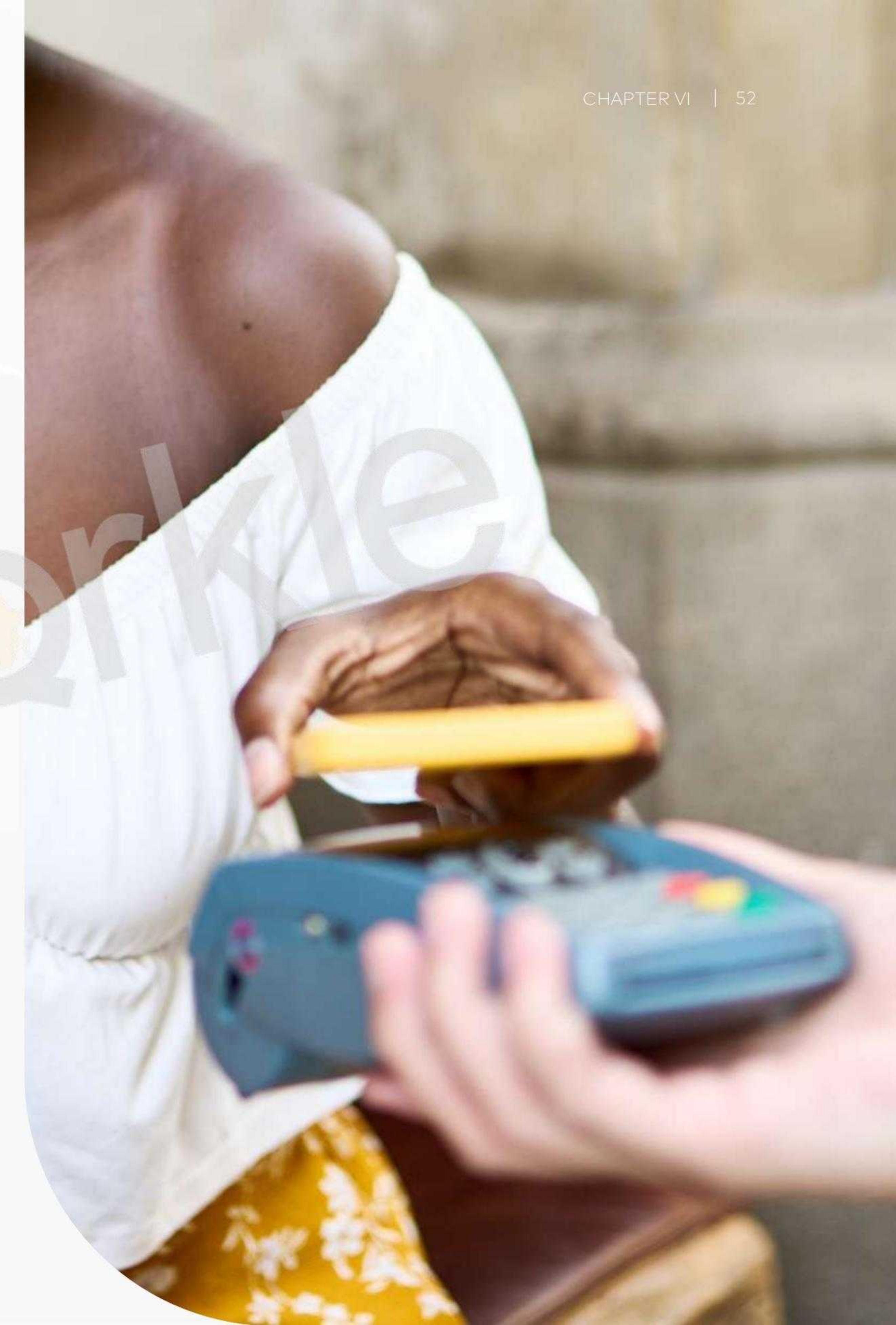
In terms of market concentration¹, a key indicator of monopoly level, mobile games showed the lowest concentration among all mobile apps in Africa in 2024, indicating immense market potential. Specifically, 11 out of 17 game genres in Africa demonstrated market concentration below 50%. By genre, casino games reached a new high in market concentration at 93%, while music and card games exceeded 70%, indicating intense market competition. In contrast, educational and casual games show no dominant market leaders yet, with market concentration below 20%, leaving significant room for further development ■

Market concentration of different game genres in Africa (2024)

Market Concentration	Game Genres	Top Games
0-20%	Educational, Casual	 ColorWaterSort:Brain Game  Bubble Shooter Blast: Pop Game
20%-40%	Simulation, Puzzle, Racing, Action, Strategy, Role Playing	 Bubble Shooter With Friends  Snake Lite® - Worm Snake Game
40%-60%	Arcade, Sports, Word, Adventure, Board, Trivia	 Subway Rusher  Fun Cat Go
60%-80%	Music, Card	 Naija Whot  Piano Fire: Edm Music & Piano
80%-100%	Casino	 Ludo Master

Finance

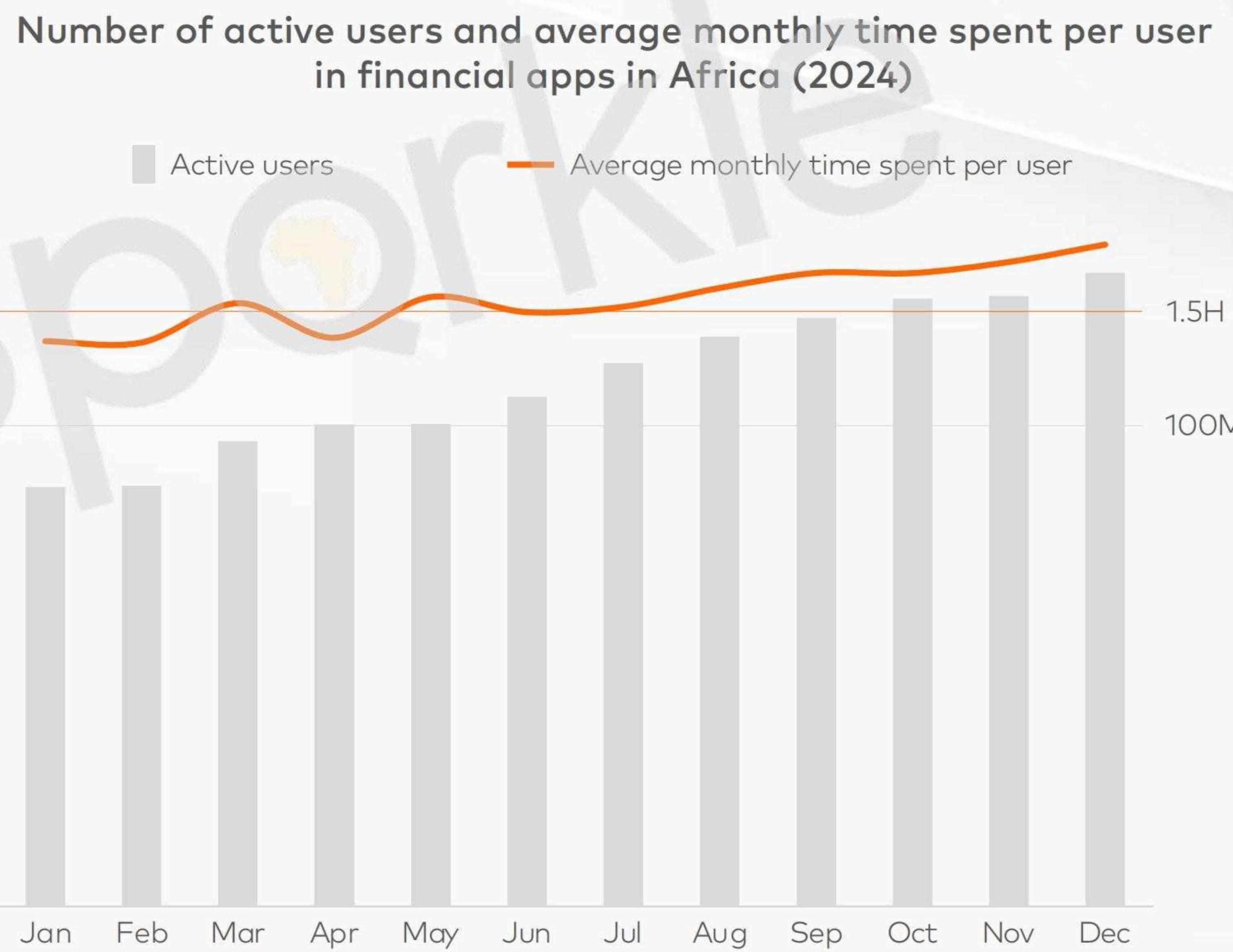
“ Africa is witnessing rapid digital financial transformation amid global digitalization. As of December 2024, the number of active users of finance apps in Africa surpassed 130 million, marking an annual growth rate of over 20%. From mobile payments to digital banking, and from insurtech to inclusive finance, localized financial apps are delivering more efficient and accessible services to individuals and businesses across Africa. ”



► ► ► Finance

African financial app users have crossed the 100-million milestone

Fintech, as a key focus of Africa's internet development, continues to attract strong market interest. In 2024, the number of financial app developers in Africa increased by approximately 18% compared to 2023. The active user base of financial apps in Africa has also shown a sustained upward trend. As of December 2024, the number of active users reached a record high of over 130 million, representing a year-on-year growth of 28.9%. Regionally, Western Africa, represented by Nigeria, recorded the largest active user base, with over 72 million users, accounting for 55.2% of Africa's total financial app active users. This represents a year-on-year growth rate of 33.3%, second only to Northern Africa in terms of growth speed.



► ► ► Finance

Significant growth in digital payment and mobile bank

In 2024, the African finance app market maintained relatively stable, with a market concentration of 44.3%, marking a slight 5% year-on-year decline. Within major verticals such as digital wallets & payments, personal loans, and mobile banking, digital payment giants OPay and PalmPay demonstrated robust growth, achieving 55% and 51% year-on-year increases in active users, respectively. Notably, mobile banking app Moniepoint emerged as a strong contender in 2024, with its personal app recording a dramatic 400% year-on-year growth in users, while its business app successfully entered Africa's Top 10 finance apps by active users, showcasing its strong market competitiveness.

Top 10 finance apps by active users in Africa (2024)

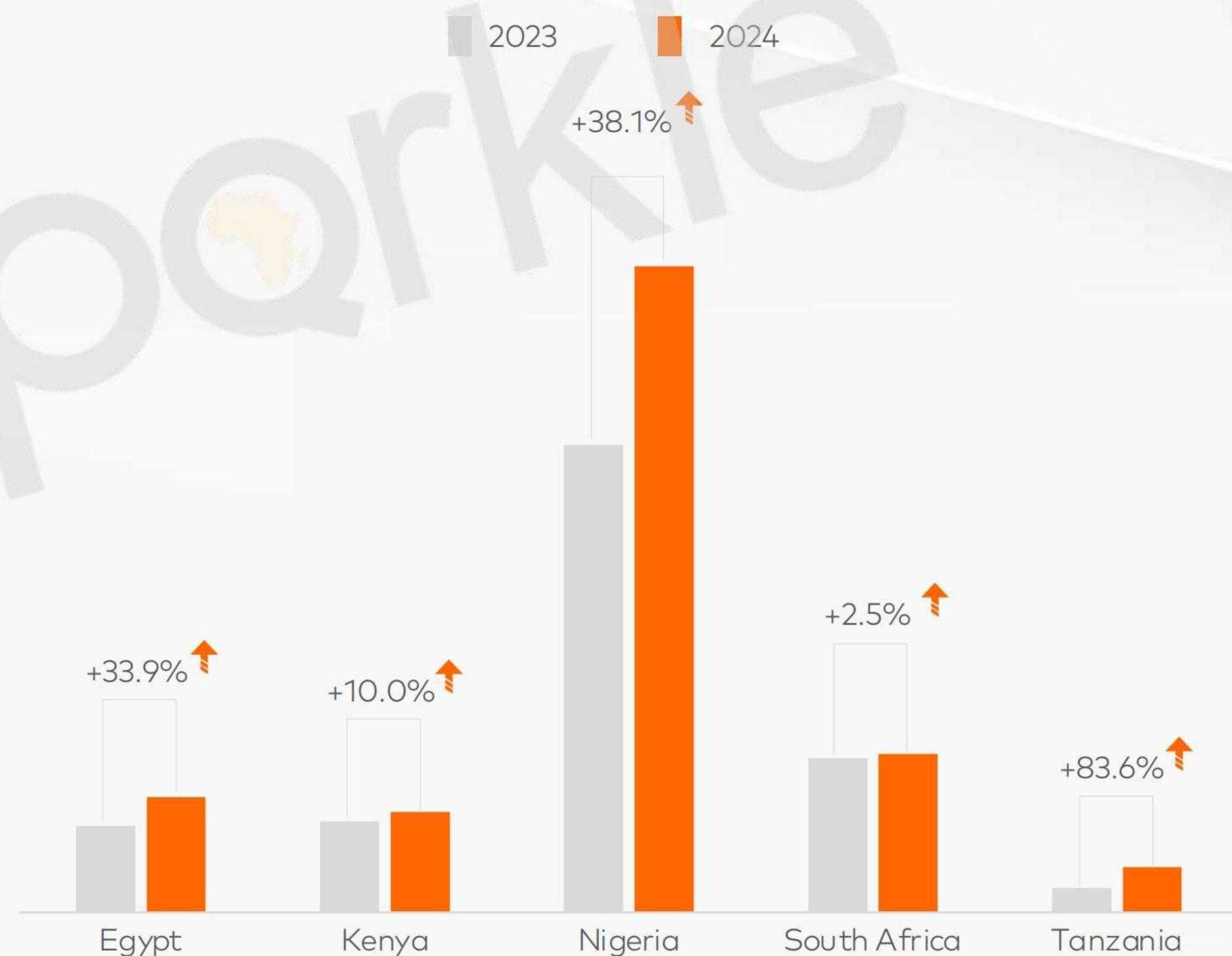
Ranking	App Name
1 -	 OPay
2 -	 PalmPay - Transfers, Bills
3 -	 Wave - Mobile Money
4 ↑16	 Moniepoint Personal Banking
5 ↓1	 Capitec Bank
6 ↓1	 Access More
7 ↑2	 Binance: Buy Bitcoin & Crypto
8 ↓1	 MoMo
9 New	 Tonkeeper — TON Wallet
10 New	 Moniepoint Business Banking

► ► ► Finance

Regulatory policies shape African fintech development

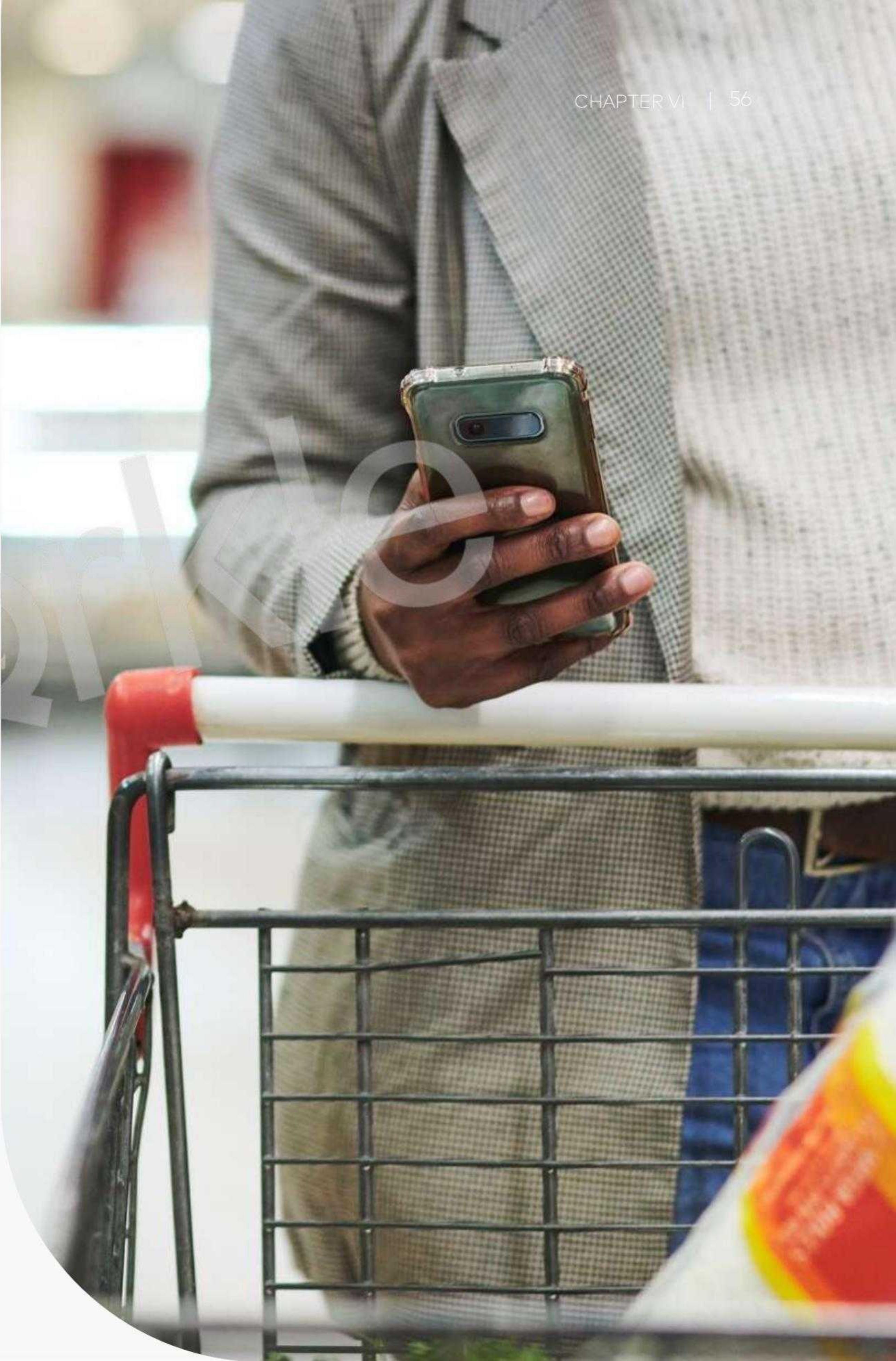
African governments and regulatory authorities continued to strengthen fintech market frameworks in 2024, fostering digital financial innovation. Building on its cashless policy in 2023, Nigeria lifted its cryptocurrency ban at year-end, followed by the Securities and Exchange Commission (SEC) bringing cryptocurrency under formal regulatory oversight in 2024. During this period, the Kenyan government advanced its digital asset regulatory framework through the proposed Virtual Asset Service Providers (VASP) Bill. These measures are expected to enhance financial inclusion in African markets, drive regional digital economy and fintech innovation ■

Active user growth of finance apps in major African countries
(2023 vs. 2024)



Shopping

With increasing smartphone penetration and improved mobile payment infrastructure in Africa, the region is gradually revealing its enormous potential as a massive e-commerce market. In 2024, active users of shopping apps in Africa grew by 30% year-on-year. Leading apps are actively optimizing user experience, with a focus on enhancing core features such as mobile payments and instant delivery. Regionally, Western African markets, particularly Nigeria, demonstrate the most significant growth. **”**

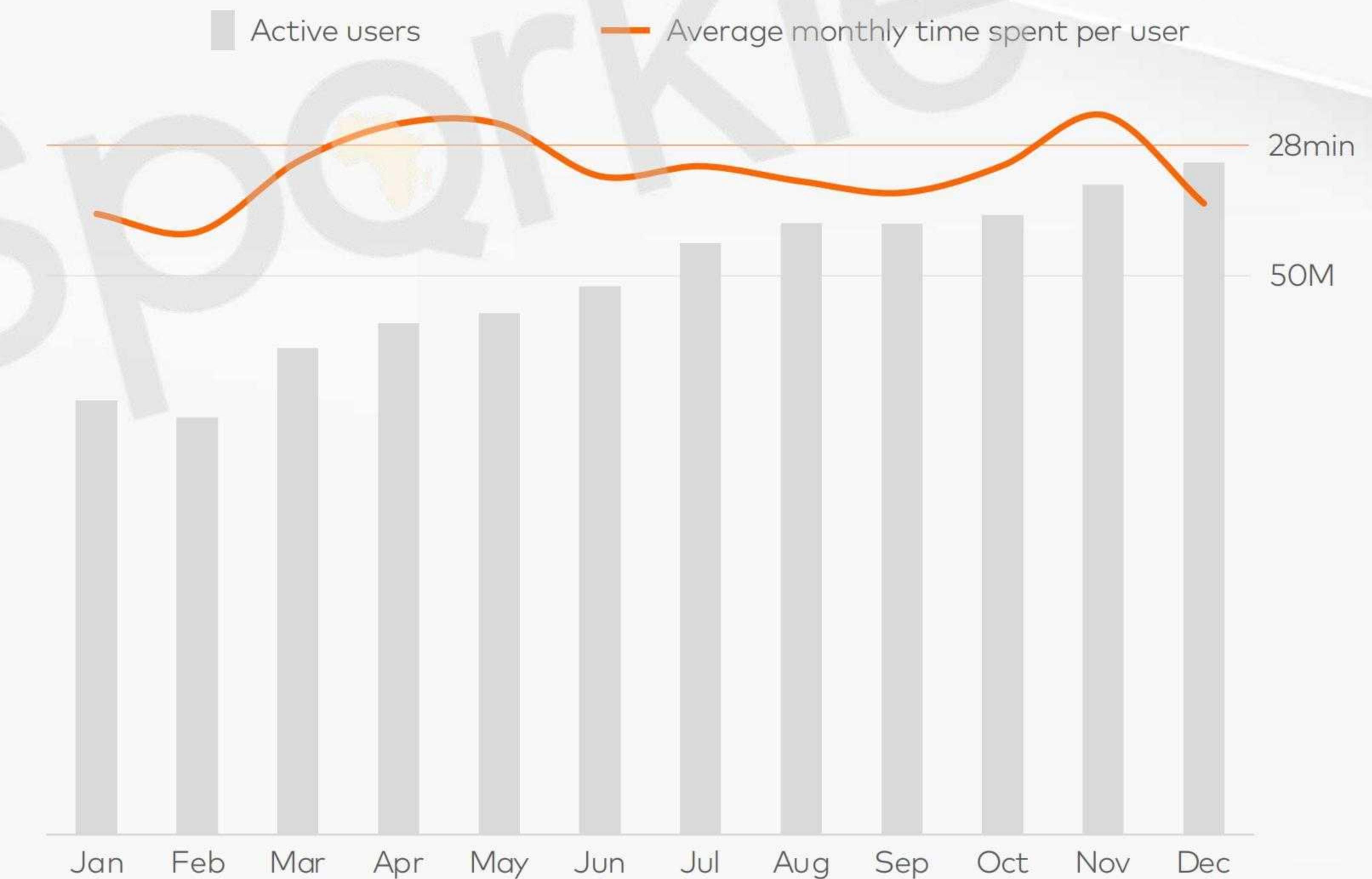


▶ ▶ ▶ Shopping

Consumer behavior rapidly shifts towards online channels

With improved mobile network coverage and digital payment systems in Africa, shopping apps have experienced rapid growth. As of December 2024, the active user base of shopping apps exceeded 56 million, marking a 30.6% year-on-year increase, both reaching record highs. Regarding use duration, the data shows seasonal patterns, with higher average use duration observed in April-May and November compared to other months.

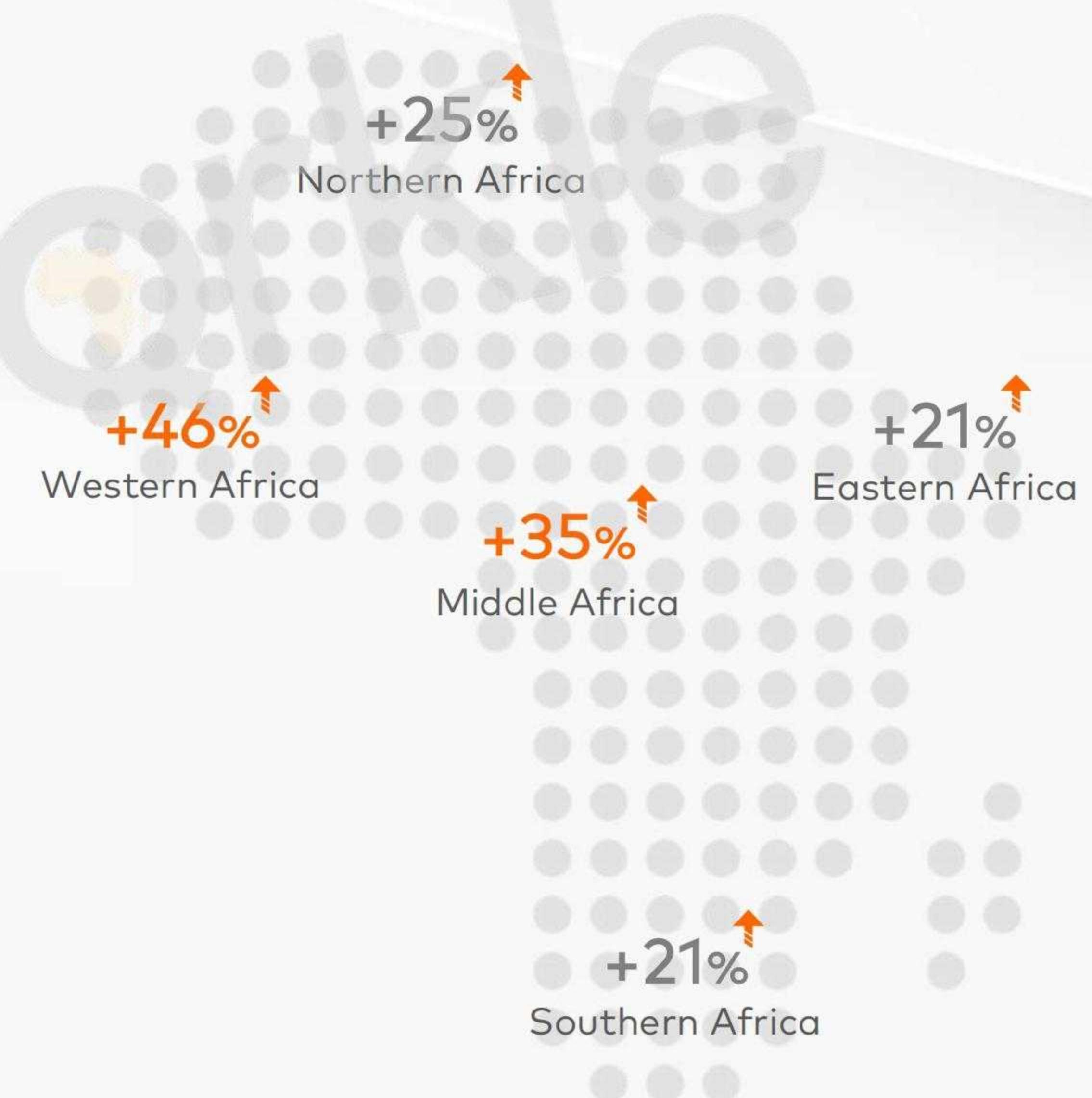
Number of active users and average monthly time spent per user in shopping apps in Africa (2024)



▶ ▶ ▶ Shopping

Western and Middle Africa as leading regions for shopping app growth

Active user growth of shopping apps in Africa (2024)



Africa's shopping app market showed significant regional development disparities. According to data, Western Africa and Northern Africa led the way with 18.88 million and 18.2 million active users, respectively, surpassing other regions. In terms of growth rate, Western Africa ranked first with an impressive 46.3% growth, while Middle Africa, despite having an active user base in the millions, achieved a growth rate of 34.7%, ranking second and showing promising development potential ■

▶ ▶ ▶ Shopping

New entrants in Africa's Top 10 shopping apps

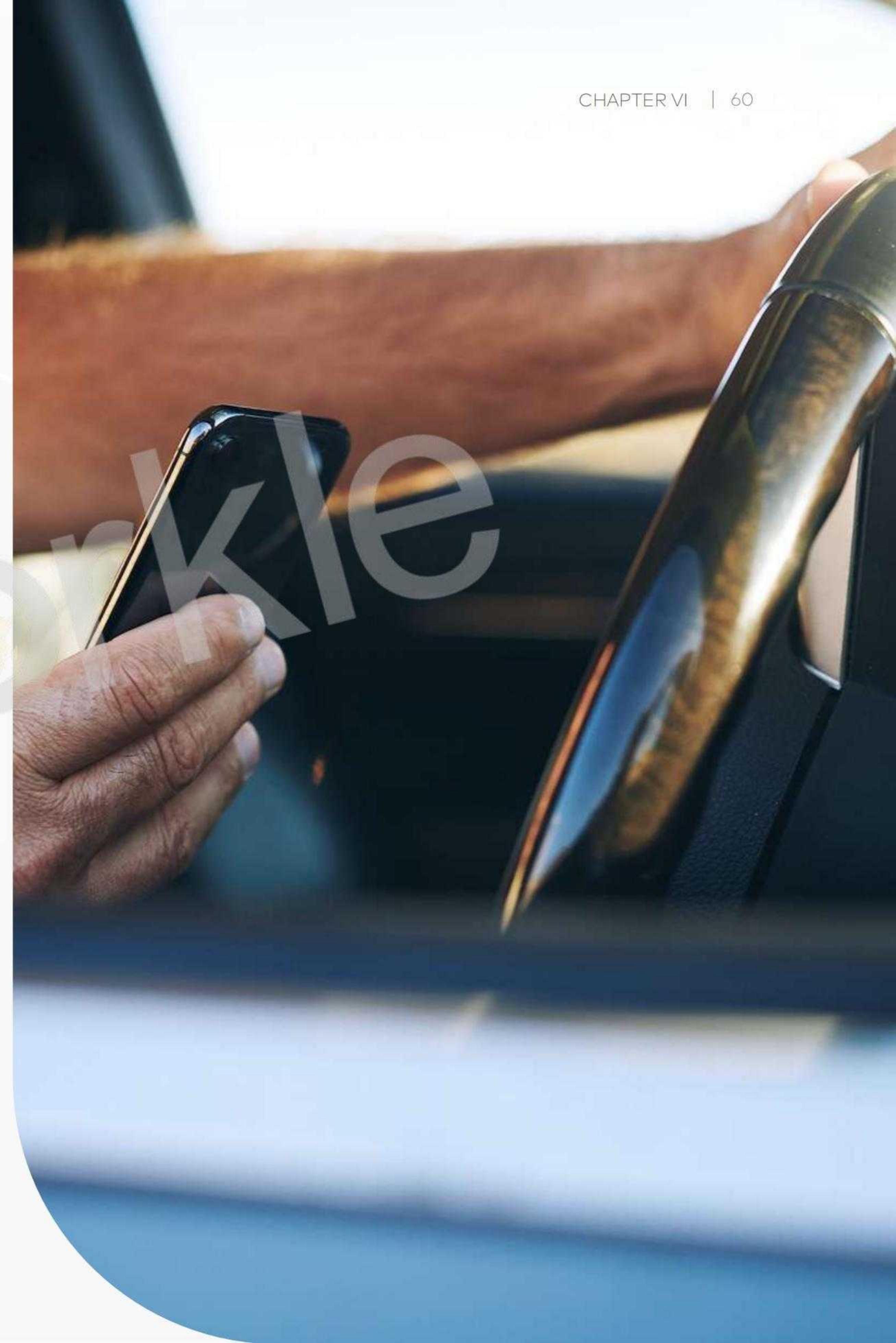
Africa's shopping app market demonstrated steady growth in 2024, maintaining relative stability while welcoming new players. The market concentration reached 72.3%, reflecting an intensely competitive landscape. Local e-commerce platforms stood out, with Jumia ranking second, followed by Takealot in fourth, and Kilimall and Jiji Nigeria occupying ninth and tenth places. Among global players, Alibaba led the rankings, followed by SHEIN at third place with a 31% year-on-year growth in active users. Global e-commerce giant Amazon ranked fifth, and Temu, a new entrant in South Africa and Nigeria markets in 2024, rose rapidly to take the sixth position.

Top 10 shopping apps by active users in Africa (2024)

Ranking	App Name
1 -	Alibaba.com - B2B marketplace
2 -	JUMIA Online Shopping
3 ↑1	SHEIN-Shopping Online
4 ↓1	Takealot – Online Shopping App
5 ↓1	Amazon Shopping
6 New	Temu: Shop Like a Billionaire
7 ↑2	XPARK
8 ↓1	AliExpress - Shopping App
9 ↓3	Kilimall - Affordable Shopping
10 ↓2	Jiji Nigeria: Buy&Sell Online

Maps & Navigation

“Driven by accelerated urbanization, mobile apps for maps & navigation in Africa demonstrate steady growth. International platforms like Bolt and inDrive dominate the market through localized operations and diversified services. On the demand side, mobility services are increasingly extending beyond traditional ride-hailing to encompass a variety of scenarios. As Africa's digital economy advances, these apps are transforming from basic transportation tools into all-in-one mobility platforms.”



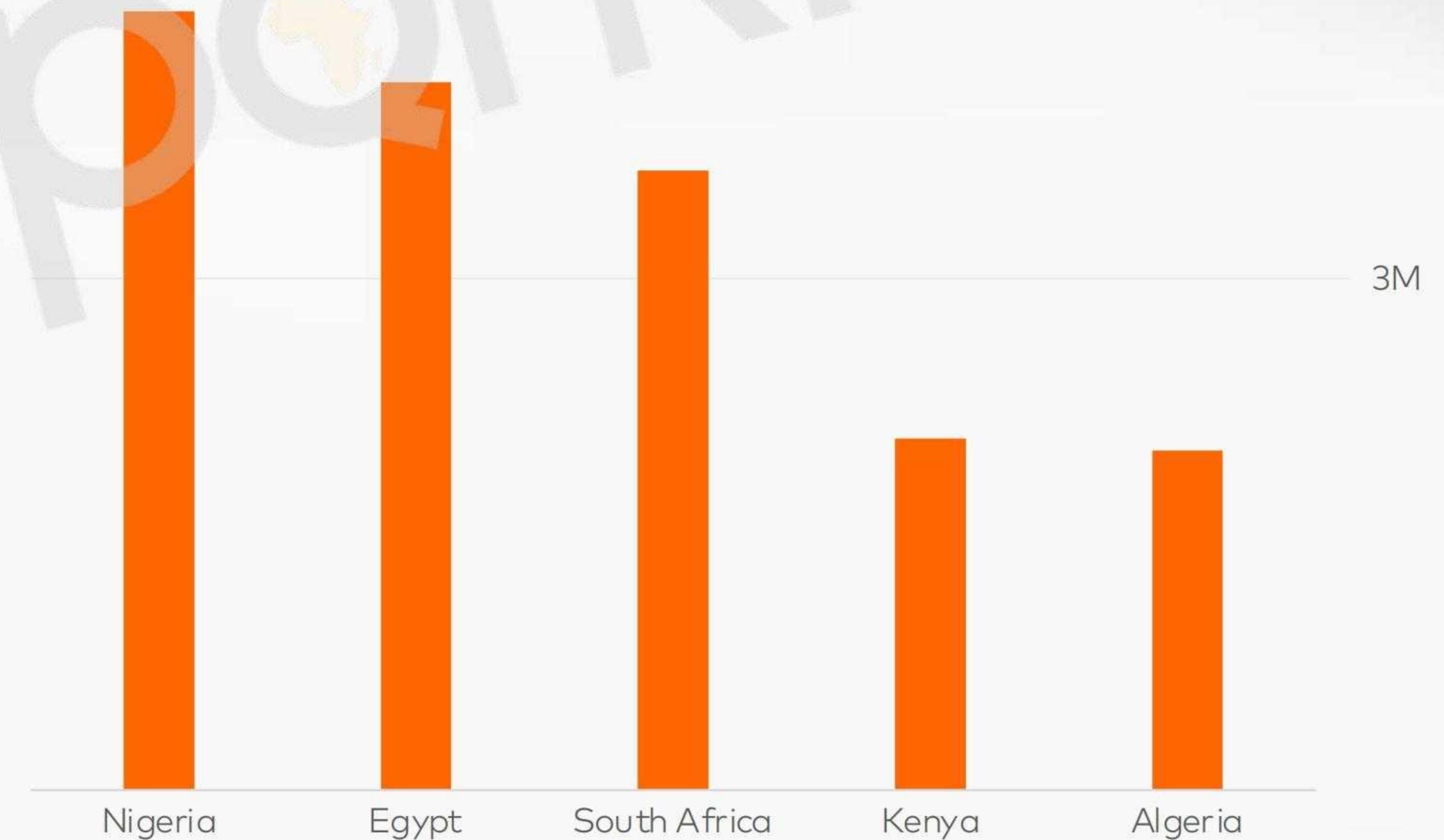
► ► ► Maps & Navigation

Urbanization drives adoption of maps & navigation apps

Since 2021, mobility services in Africa have shown sustained growth, driven by accelerated urbanization and demand for convenient travel. By December 2024, active users of maps & navigation apps reached 34 million across Africa, representing a year-on-year growth of 16.2%.

Analysis of individual markets reveals that user bases correlated with population size and urbanization levels. Nigeria, Egypt, South Africa, Kenya, and Algeria emerged as the top five markets for maps & navigation services. Notably, Kenya and Algeria demonstrate exceptional growth, with user numbers surging by over 30%, indicating significant market potential ■

Top 5 countries by active users of maps & navigation apps in Africa (2024)



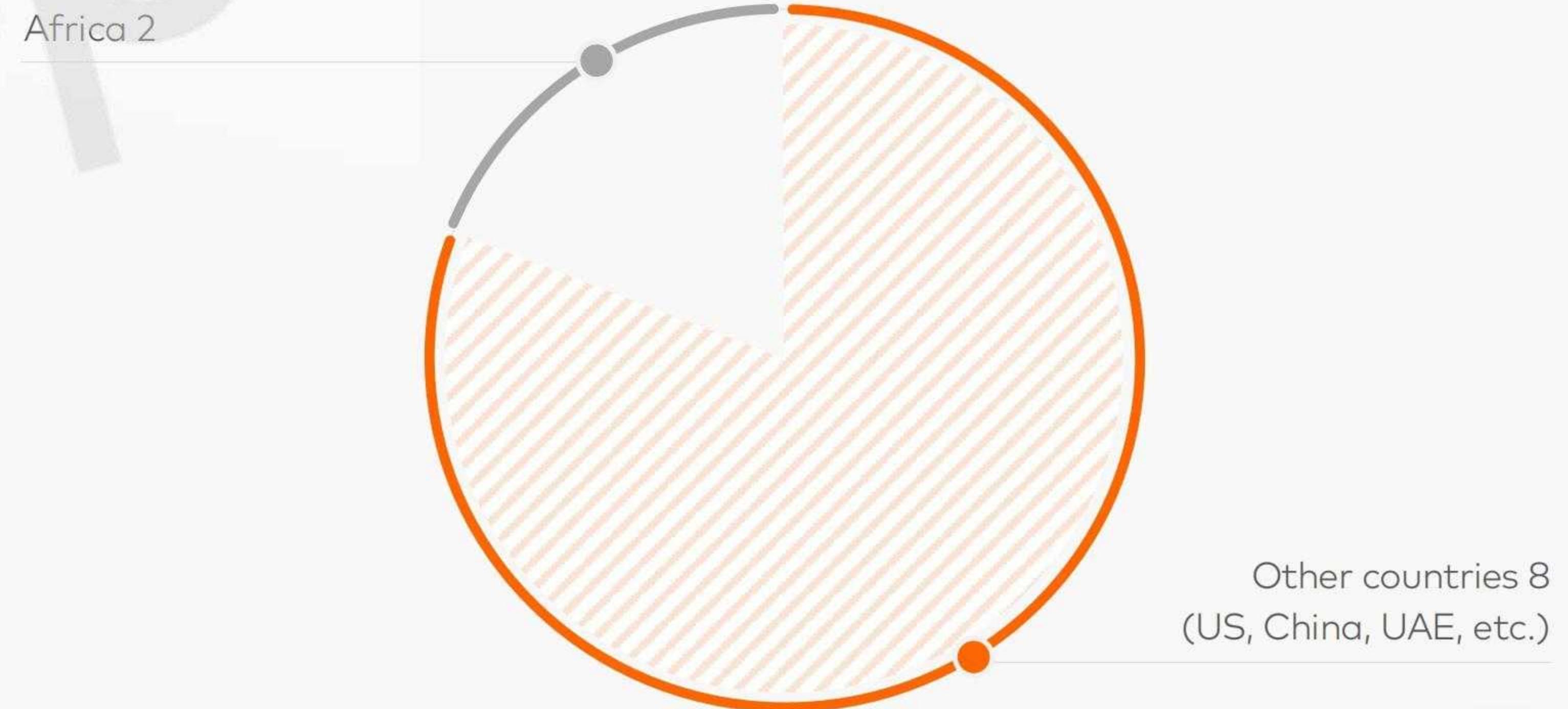
► ► ► Maps & Navigation

International players dominate the market

The African maps & navigation app market demonstrates a high degree of concentration, with ride-hailing platforms leading the top rankings. As of December 2024, the market concentration reached 63%, representing a 5% decrease from the same period in 2023.

The Top 10 ride-hailing apps by active users¹ came from 8 companies, but only 2 of these apps were developed by African companies. In terms of market reach, international player Bolt had operations in 11 African countries and regions, whereas local player Yassir was active in just 5 countries: Algeria, Morocco, Tunisia, South Africa, and Senegal, showing significant potential for expansion among local enterprises ■

Top 10 ride-hailing app developers in Africa by region (2024)



► ► ► Maps & Navigation

From single-purpose tools to all-in-one mobility platforms

Maps & navigation apps in Africa demonstrated high usage frequency and a trend toward diversified development. Data reveals that within Africa's mobile app market, this category ranked 14th in average monthly open count per user, maintaining an average of over 30 times in 2024. This figure surpassed food & drink apps (21.5 times), shopping apps (13 times), and travel & local apps (7.5 times).

The high engagement level was likely driven by leading apps continuously expanding their application scenarios, focusing on localized services and last-mile delivery optimization. Notably, Bolt, the market leader in annual active users, has diversified its business operations by offering electric motorbike ride-hailing services in markets like Kenya and Uganda, instant parcel delivery services through Bolt Send, and food delivery services through Bolt Food.

Top 10 maps & navigation apps by active users in Africa (2024)

Ranking	App Name
1 -	Bolt: Request a Ride
2 -	inDrive. Rides with fair fares
3 -	Yango: taxi, food, delivery
4 ↑1	Uber - Request a ride
5 ↓1	Phone Tracker and GPS Location
6 -	DiDi Rider: Affordable rides
7 ↑29	GPS Satellite View: Live Maps
8 ↑1	Yassir - Ride, Eat & Shop
9 ↑18	Location Share
10 ↓2	Heetch - Ride-hailing app



APPENDIX

Top mobile apps by active users in Africa 2024

- (a) Communication
- (b) Social
- (c) Photography
- (d) Video players & editors

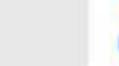
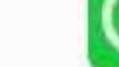
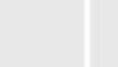
- (e) Tools
- (f) Music & audio
- (g) Productivity
- (h) Games

- (i) Entertainment
- (j) Travel & local

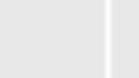
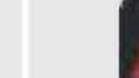
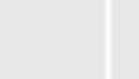
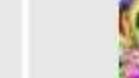
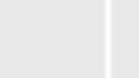
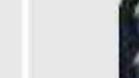
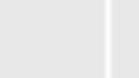
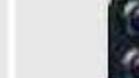
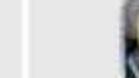
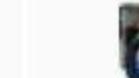
(a) Top 10 communication apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	Google Chrome: Fast & Secure	Google Chrome: Fast & Secure	Google Chrome: Fast & Secure	Google Chrome: Fast & Secure	Google Chrome: Fast & Secure	Google Chrome: Fast & Secure
2	WhatsApp Messenger	WhatsApp Messenger	WhatsApp Messenger	WhatsApp Messenger	WhatsApp Messenger	WhatsApp Messenger
3	Phoenix - Fast & Safe	Messenger	Phoenix - Fast & Safe	Phoenix - Fast & Safe	Phoenix - Fast & Safe	Phoenix - Fast & Safe
4	Messenger	Truecaller: Phone Call Blocker	Opera Mini: Fast Web Browser	Truecaller: Phone Call Blocker	Opera Mini: Fast Web Browser	Ayoba Chat.Games.News.Music
5	Snapchat	Phoenix - Fast & Safe	Truecaller: Phone Call Blocker	Opera Mini: Fast Web Browser	Truecaller: Phone Caller Blocker	Snapchat
6	Truecaller: Phone Call Blocker	Snapchat	Ayoba Chat.Games.News.Music	Snapchat	Ayoba Chat.Games.News.Music	Messenger
7	WhatsApp Business	Telegram	Snapchat	Messenger	Snapchat	Opera Mini: Fast Web Browser
8	Opera Mini: Fast Web Browser	Ayoba Chat.Games.News.Music	Messenger	WhatsApp Business	WhatsApp Business	WhatsApp Business
9	Ayoba Chat.Games.News.Music	WhatsApp Business	WhatsApp Business	Ayoba Chat.Games.News.Music	Messenger	Telegram
10	Telegram	imo -International Calls & Chat	Telegram	Telegram	MoyaApp	Hi Browser-Private&Fast web

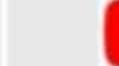
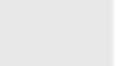
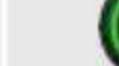
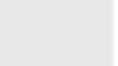
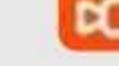
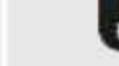
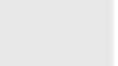
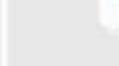
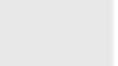
(b) Top 10 social apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 Facebook Lite	 Facebook	 Facebook Lite	 Facebook Lite	 Facebook Lite	 Facebook Lite
2	 Facebook	 TikTok	 TikTok Lite - Save Data & Fast	 TikTok Lite - Save Data & Fast	 TikTok	 Instagram
3	 TikTok	 Instagram	 TikTok	 Facebook	 TikTok Lite - Save Data & Fast	 TikTok Lite - Save Data & Fast
4	 TikTok Lite - Save Data & Fast	 Facebook Lite	 Facebook	 TikTok	 Facebook	 Facebook
5	 Instagram	 TikTok Lite - Save Data & Fast	 Instagram	 Instagram	 Instagram	 TikTok
6	 Instagram Lite	 Bigo Live - Live Stream, Go Live	 X	 X	 Status Saver – Video Saver	 XClub
7	 X	 X	 Instagram Lite	 Instagram Lite	 Instagram Lite	 Instagram Lite
8	 XClub	 Threads	 XClub	 Bigo Live - Live Stream, Go Live	 X	 X
9	 Bigo Live - Live Stream, Go Live	 Instagram Lite	 Status Saver – Video Saver	 Pi Network	 Status, Sticker Saver	 Status Saver – Video Saver
10	 Threads	 XClub	 Threads	 XClub	 Status Saver: Video Downloader	 Likee - Short Video Community

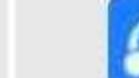
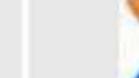
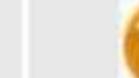
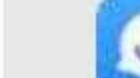
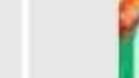
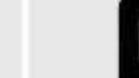
(c) Top 10 photography apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 AI Gallery	 AI Gallery	 AI Gallery	 AI Gallery	 Video Editor & Maker - InShot	 AI Gallery
2	 Photo Lab Picture Editor & Art	 Picsart AI Photo Editor, Video	 Video Editor & Maker - InShot	 Photo Lab Picture Editor & Art	 AI Gallery	 Photo Lab Picture Editor & Art
3	 Video Editor & Maker - InShot	 Remini - AI Photo Enhancer	 Photo Lab Picture Editor & Art	 BeautyPlus-AI Photo/Video Edit	 Photo Lab Picture Editor & Art	 Video Editor & Maker - InShot
4	 BeautyCam-AI Photo Editor	 B612 AI Photo&Video Editor	 HD Camera	 Video Editor & Maker - InShot	 BeautyPlus-AI Photo/Video Edit	 HD Camera
5	 Picsart AI Photo Editor, Video	 Video Editor & Maker - InShot	 Photo frame app, collage maker	 Gallery - Photo Gallery	 BeautyCam-AI Photo Editor	 Photo frame app, collage maker
6	 BeautyPlus-AI Photo/Video Edit	 Photo Lab Picture Editor & Art	 Photo Collage Maker,Pic Editor	 Music Video Maker: Slideshow	 YouCam Perfect - Photo Editor	 Photo Collage Maker,Pic Editor
7	 Remini - AI Photo Enhancer	 Phototoroom AI Photo Editor	 Phototoroom AI Photo Editor	 BeautyCam-AI Photo Editor	 Photo Collage Maker,Pic Editor	 HD Camera: Professional Camera
8	 Music Video Maker: Slideshow	 UpFoto - AI Photo Enhancer	 Private Photo Vault	 PixelLab - Text on pictures	 Remini - AI Photo Enhancer	 Background Changer of Photo
9	 FaceApp: Perfect Face Editor	 YouCam Makeup - Selfie Editor	 BeautyPlus-AI Photo/Video Edit	 Phototoroom AI Photo Editor	 HD Camera: Professional Camera	 Private Photo Vault
10	 Photo frame app, collage maker	 Lightroom Photo & Video Editor	 HD Camera: Professional Camera	 Picsart AI Photo Editor, Video	 VisualVibe - Photo Editor	 HD Camera: Professional Camera

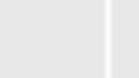
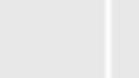
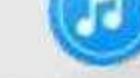
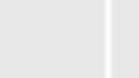
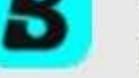
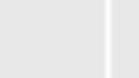
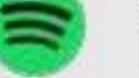
(d) Top 10 video players & editors apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 YouTube	 YouTube	 YouTube	 YouTube	 YouTube	 YouTube
2	 CapCut - Video Editor	 Snaptube	 VidMate	 MovieBox-HD Movies & TV Shows	 VidMate	 VidMate
3	 VidMate	 CapCut - Video Editor	 CapCut - Video Editor	 Video Player All Format	 CapCut - Video Editor	 CapCut - Video Editor
4	 Snaptube	 Kwai - Short Video Community	 Snaptube	 CapCut - Video Editor	 Kwai - Short Video Community	 PLAYit-All in One Video Player
5	 Video Player All Format	 VivaCut - AI Video Editor	 PLAYit-All in One Video Player	 MX Player	 PLAYit-All in One Video Player	 Snaptube
6	 PLAYit-All in One Video Player	 VidMate	 MovieBox-HD Movies & TV Shows	 VidMate	 Snaptube	 Status Saver
7	 Kwai - Short Video Community	 Url Video Player	 Status Saver	 PLAYit-All in One Video Player	 SPlayer - Fast Video Player	 Video Player All Format
8	 VivaCut - AI Video Editor	 PLAYit-All in One Video Player	 Video Player All Format	 MX Player Beta	 Photo Video Maker With Music	 Photo Video Maker: Slideshows
9	 MX Player	 Video Editor & Maker VideoShow	 Photo Video Maker with Music	 Status Saver	 Video Downloader	 Photo Video Maker with Music
10	 Status Saver	 MX Player	 All video downloader - Anysave	 MX Player Pro	 Video & Music Downloader	 Photo Video Maker With Music

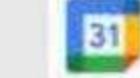
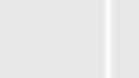
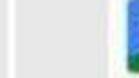
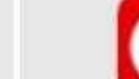
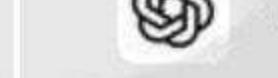
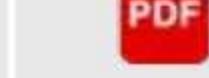
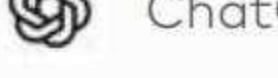
(e) Top 10 tools apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 Google Assistant Go	 SHAREit: Transfer, Share Files	 Xender - Share Music Transfer	 Xender - Share Music Transfer	 SHAREit: Transfer, Share Files	 Xender - Share Music Transfer
2	 Xender - Share Music Transfer	 Google Assistant Go	 Google Assistant Go	 Google Assistant Go	 Google Assistant Go	 Google Assistant Go
3	 SHAREit: Transfer, Share Files	 تمام لوحة المفاتيح العربية	 Personal Safety	 Personal Safety	 Personal Safety	 Personal Safety
4	 Personal Safety	 Personal Safety	 All Video Downloader & Player	 GENIEX - Connection Made Easy	 All Document Reader & Analyze	 All Video Downloader & Player
5	 Google Translate	 My WE	 QR & Barcode Scanner	 Stark VPN Reloaded	 Load Shedding Notifier	 HA Tunnel Plus
6	 All Video Downloader & Player	 Google Translate	 TickTock-TikTok Live Wallpaper	 Google Translate	 Status Saver • Status Downloader	 Vocha Master: Airtime loadup,
7	 AppLock	 AppLock	 AI Assistant	 Google Authenticator	 HA Tunnel Plus	 Status Saver
8	 TickTock-TikTok Live Wallpaper	 HideU: Calculator Lock	 HTTP Custom - AIO Tunnel VPN	 Status Saver	 All Video Downloader & Player	 SecureX - Safe Proxy Browser
9	 تمام لوحة المفاتيح العربية	 QR & Barcode Scanner	 TC Tunnel Plus	 Satoshi App: Get Airdrops	 Status Saver - Save Status	 Security Master
10	 Thunder VPN - Fast, Safe VPN	 All Video Downloader & Player	 Status Saver	 AI Assistant	 Wallpapers for WA Chat	 AI Assistant

(f) Top 10 music & audio apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 YouTube Music	 YouTube Music	 YouTube Music	 YouTube Music	 YouTube Music	 YouTube Music
2	 Boomplay - Download Music MP3	 Lark Player:Music Player & MP3	 Boomplay - Download Music MP3	 Boomplay - Download Music MP3	 Boomplay - Download Music MP3	 Boomplay - Download Music MP3
3	 Audiomack: Music Downloader	 Music Player - MP3 Player App	 Music Player - MP3 Player App	 Audiomack: Music Downloader	 Spotify: Music and Podcasts	 Music Player - MP3 Player App
4	 Music Player - MP3 Player App	 Boomplay - Download Music MP3	 MusiX - Share Offline Music	 Music player	 Music Player - MP3 Player App	 Shazam: Find Music & Concerts
5	 Lark Player:Music Player & MP3	 Spotify: Music and Podcasts	 Spotify: Music and Podcasts	 MusiX - Share Offline Music	 Shazam: Find Music & Concerts	 MusiX - Share Offline Music
6	 Music player	 SoundCloud: Play Music & Songs	 Shazam: Find Music & Concerts	 Shazam: Find Music & Concerts	 Boomplay Lite: Music Downloader	 Audiomack: Music Downloader
7	 Spotify: Music and Podcasts	 Music player	 Boomplay Lite: Music Downloader	 Music Player - MP3 Player App	 Music Player & MP3 Player	 Boomplay Lite: Music Downloader
8	 MusiX - Music Player & Share	 Music Player & MP3 Player	 Lark Player:Music Player & MP3	 MusiX - Music Player & Share	 Tubidy Mp3 Music Downloader	 Music player
9	 Shazam: Find Music & Concerts	 قرآن كامل ماهر المعقولي بدون نت	 Music player	 Boomplay Lite: Music Downloader	 Vodacom Music	 Spotify: Music and Podcasts
10	 MusiX - Share Offline Music	 عبد الباسط قرآن كامل بدون نت	 Music Player & MP3 Player	 Spotify: Music and Podcasts	 Cross DJ Pro - Mix & Remix	 DJ Music mixer - DJ Mix Studio

(g) Top 10 productivity apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 Google Calendar	 Google Calendar	 Google Calendar	 Google Calendar	 Google Calendar	 Google Calendar
2	 Carcare	 My e&	 Carcare	 Carcare	 SHAREit Lite - Fast File Share	 Carcare
3	 WPS Office- PDF,Word,Sheet,PPT	 Ana Vodafone	 WPS Office- PDF,Word,Sheet,PPT	 WPS Office- PDF,Word,Sheet,PPT	 SHARE Lite	 WPS Office- PDF,Word,Sheet,PPT
4	 SHAREit Lite - Fast File Share	 My Orange Egypt	 ChatGPT	 myMTN NG	 MTN	 CamScanner- scanner, PDF maker
5	 My e&	 SHAREit Lite - Fast File Share	 CamScanner- scanner, PDF maker	 WPS 预览版	 WPS 预览版	 WPS 预览版
6	 WPS 预览版	 WPS Office- PDF,Word,Sheet,PPT	 WPS 预览版	 CamScanner- scanner, PDF maker	 Carcare	 PDF Reader – PDF Viewer
7	 Ana Vodafone	 ChatGPT	 PDF Reader & PDF Viewer - Docx	 PDF Reader – PDF Viewer	 PDF Reader – PDF Viewer	 PDF Reader & PDF Viewer - Docx
8	 CamScanner- scanner, PDF maker	 QR & Barcode Reader	 PDF Reader – PDF Viewer	 ChatGPT	 WPS Office- PDF,Word,Sheet,PPT	 ChatGPT
9	 ChatGPT	 Carcare	 Adobe Acrobat Reader: Edit PDF	 Adobe Acrobat Reader: Edit PDF	 Adobe Acrobat Reader: Edit PDF	 Adobe Acrobat Reader: Edit PDF
10	 My Orange Egypt	 WPS 预览版	 Microsoft 365 Copilot	 PDF Reader & PDF Viewer - Docx	 ESP "EskomSePush" Loadshedding	 SHAREit Lite - Fast File Share

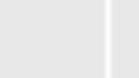
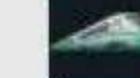
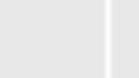
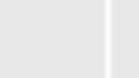
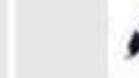
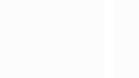
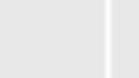
(h) Top 10 mobile games by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	Piano Fire: Edm Music & Piano	Subway Surfers	Fun Cat Go	Piano Fire: Edm Music & Piano	Dream League Soccer	Subway Rusher
2	Subway Rusher	PUBG MOBILE	Piano Fire: Edm Music & Piano	Relic Adventure Run	Subway Rusher	Relic Adventure Run
3	Fun Cat Go	Candy Crush Saga	Relic Adventure Run	Fun Cat Go	Piano Fire: Edm Music & Piano	Fun Cat Go
4	Relic Adventure Run	Subway Rusher	Subway Rusher	ColorWaterSort:Brain Game	Fun Cat Go	Bubble Shooter With Friends
5	ColorWaterSort:Brain Game	Knife Hit	ColorWaterSort:Brain Game	Subway Rusher	Subway Surfers	Piano Fire: Edm Music & Piano
6	Bubble Shooter With Friends	Piano Fire: Edm Music & Piano	Bubble Shooter With Friends	Naija Ludo	Candy Crush Saga	Bubble Shooter Blast: Pop Game
7	Bubble Shooter Blast: Pop Game	Fun Cat Go	Car Speed Up	Bubble Shooter With Friends	2 3 4 Player Mini Games	Dream League Soccer
8	Subway Surfers	Relic Adventure Run	Bubble Shooter Blast: Pop Game	Naija Whot	Relic Adventure Run	ColorWaterSort:Brain Game
9	Ludo Master	Snake Lite® - Worm Snake Game	On The Run:Moto	Candy Crush Saga	Block Blast!	Subway Princess Runner
10	Football League 2025	Dream League Soccer	Dream League Soccer	Car Speed Up	Block Puzzle Sudoku	Football League 2025

(i) Top 10 entertainment apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	TECNO SPOT	شہید - Shahid	MovieBox-Asian Drama, HD Movies	MovieBox-Asian Drama, HD Movies	Netflix	TECNO SPOT
2	MovieBox-Asian Drama, HD Movies	Viu: Dramas, TV Shows & Movies	TECNO SPOT	TECNO SPOT	Vskit - Short Series	MovieBox-Asian Drama, HD Movies
3	Netflix	Katamars + Orsozoxi	Netflix	Netflix	DStv Stream	AzamTV Max
4	Talking Tom Cat 2	Google Play Games	Vskit - Short Series	MovieBox - Movies & TV Shows	Video Play	Vskit - Short Series
5	MovieBox - Movies & TV Shows	YouTube Kids	MovieBox - Movies & TV Shows	Vstatus - Video Downloader	connectU	Vstatus - Video Downloader
6	Vstatus - Video Downloader	Talking Tom Cat 2	Vstatus - Video Downloader	MyGOTv	Viu: Dramas, TV Shows & Movies	DJ Mwanga
7	Vskit: Watch Video, Earn Daily	MovieBox - Movies & TV Shows	YouTube Kids	Vskit: Watch Video, Earn Daily	Playinc - Play it your way	Vskit: Watch Video, Earn Daily
8	شہید - Shahid	Auto- Athkar for muslims	Viusasa	Edge Lighting & Border Light	Showmax	Simba SC #NguvuMoja App
9	YouTube Kids	WePlay (ویلے) - Game & Chat	StarTimes ON-Live TV, Football	DramaBox - Stream Drama Shorts	MyDStv SA	CHECHE
10	Vskit - Short Series	Twist TV	Talking Tom Cat 2	MyDStv Africa	TECNO SPOT	Video Downloader and Player

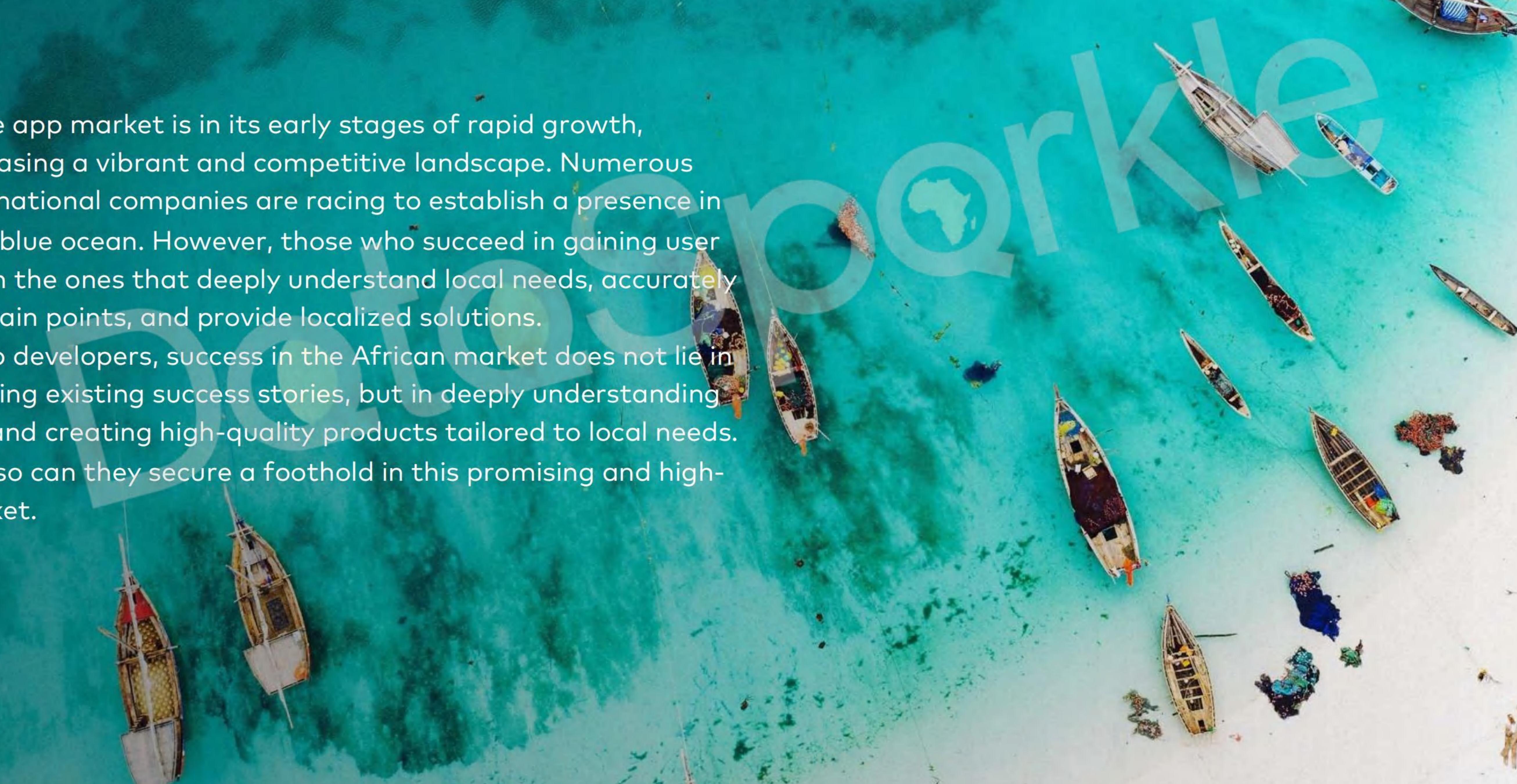
(j) Top 10 travel & local apps by active users in Africa (2024)

Ranking	Africa	Egypt	Kenya	Nigeria	South Africa	Tanzania
1	 Maps	 Maps	 Maps	 Maps	 Maps	 Maps
2	 Google Maps Go	 Google Maps Go	 Google Maps Go	 Google Maps Go	 Google Maps Go	 Google Maps Go
3	 Salaat First: Prayer Times	 Egypt's Trains - Voice Search	 ENA Coach	 Currency converter offline	 Travelstart: Flights & Hotels	 Airbnb
4	 Airbnb	 Google Earth	 Google Earth	 Wakanow: Flights, Hotels, Cars	 Booking.com: Hotels and more	 Google Earth
5	 Google Earth	 Wego - Flights, Hotels, Travel	 Booking.com: Hotels and more	 Airbnb	 Airbnb	 Booking.com: Hotels and more
6	 Booking.com: Hotels and more	 Booking.com: Hotels and more	 Easycoach Booking	 Google Earth	 Google Earth	 SAWASDEE by AOT
7	 Currency converter offline	 Egyptian National Railways	 Airbnb	 Currency Converter Plus	 ALL.com - Hotel booking	 BusBora - Buy Bus Tickets
8	 MAPS.ME: Offline maps GPS Nav	 Egy Train : Daily schedules	 Monthly Calendar & Holidays	 Booking.com: Hotels and more	 FlySafair	 Flightradar24 Flight Tracker
9	 Egypt's Trains - Voice Search	 TaxiF - A Better Way to Ride	 The Guardian Coach Booking App	 Qatar Airways	 Currency converter offline	 Hijri calendar (Islamic Date)
10	 Flightradar24 Flight Tracker	 Nusuk نسک	 Flightradar24 Flight Tracker	 Find my Phone - Family Locator	 Find my Phone - Family Locator	 GPS Satellite View Navigation

Conclusion

Africa's mobile app market is in its early stages of rapid growth, already showcasing a vibrant and competitive landscape. Numerous local and international companies are racing to establish a presence in this untapped blue ocean. However, those who succeed in gaining user favor are often the ones that deeply understand local needs, accurately address user pain points, and provide localized solutions.

For mobile app developers, success in the African market does not lie in simply replicating existing success stories, but in deeply understanding local cultures and creating high-quality products tailored to local needs. Only by doing so can they secure a foothold in this promising and high-potential market.



About DataSparkle

DataSparkle is a data and analytics platform for emerging markets. Relying on advanced data technologies, DataSparkle provides systematic and comprehensive analysis of emerging markets, helping global companies, investors and developers capture market trends, gain insight into consumer feedback, explore market opportunities and develop promotional strategies to drive business growth.

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