

ARTILLERY DATA BRIEFS

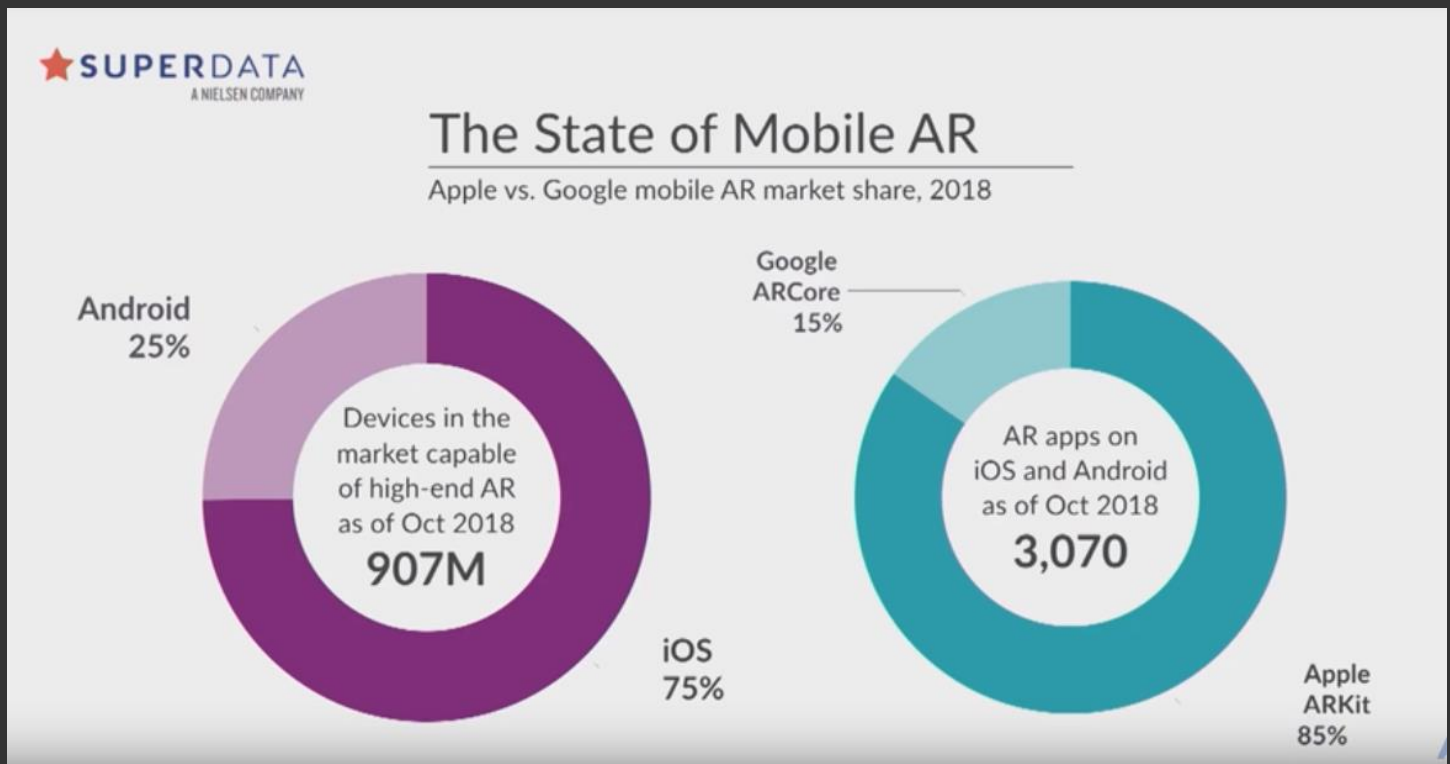
3000+ MOBILE AR APPS IN THE WILD

03/18/19



How many mobile AR apps are in the wild? The latest comes from Superdata, which reported 3,070 apps at the recent ARiA show. That's 85 percent ARKit and 15 percent ARCore.

We've seen intermittent data from app analytics firms like Sensor Tower, indicating 2000 total ARKit apps earlier this year. Though the firms have different methodologies, directionally it implies about 50 percent growth over six months, which annualizes to about 100 percent (or 2x) growth.



That percentage growth will decelerate, as happens when the base figure grows. But it still indicates strong developer activity. There's greater growth in AR users, so demand outpaces supply (more on that in a bit), but it could also just mean consolidated use in a few top AR apps.

Bringing in a third data set, Juniper projects 9.1 million mobile AR apps by 2022. It also projects 6.1 million social AR apps — a key area of growth. The 6.1 million figure goes beyond mobile and includes AR glasses. As always, check methodologies before taking action with forecast data.*

It's also important to consider what's included in these disparate studies. Some of the above figures like Sensor Tower measure AR-only apps. It doesn't count "AR as a feature" within non-AR apps, which happen to be the most popular AR today (Amazon AR View, Snapchat Lenses).

Those caveats aside, why is all this important? App volume represents the supply side of the supply/demand equation. It can inform AR platform decisions. For example, web AR can sidestep crowded app stores, and reduce users' download friction — critical in demand-sparse early days.

Key Market Statistics for Augmented & Mixed Reality



\$2.3 Billion

Total Smartphone AR Games Value by 2022



6.1 Billion

Total Social Augmented & Mixed Reality Applications by 2022



9.1 billion

Total Mobile Augmented & Mixed Reality Applications by 2022

Speaking of which, what does mobile AR demand look like? According to data from our sister-research firm ARtillery Intelligence, there are 139 million active AR users globally, growing to just over a billion by 2022. That includes AR as a feature (non-AR primary apps) and web AR.

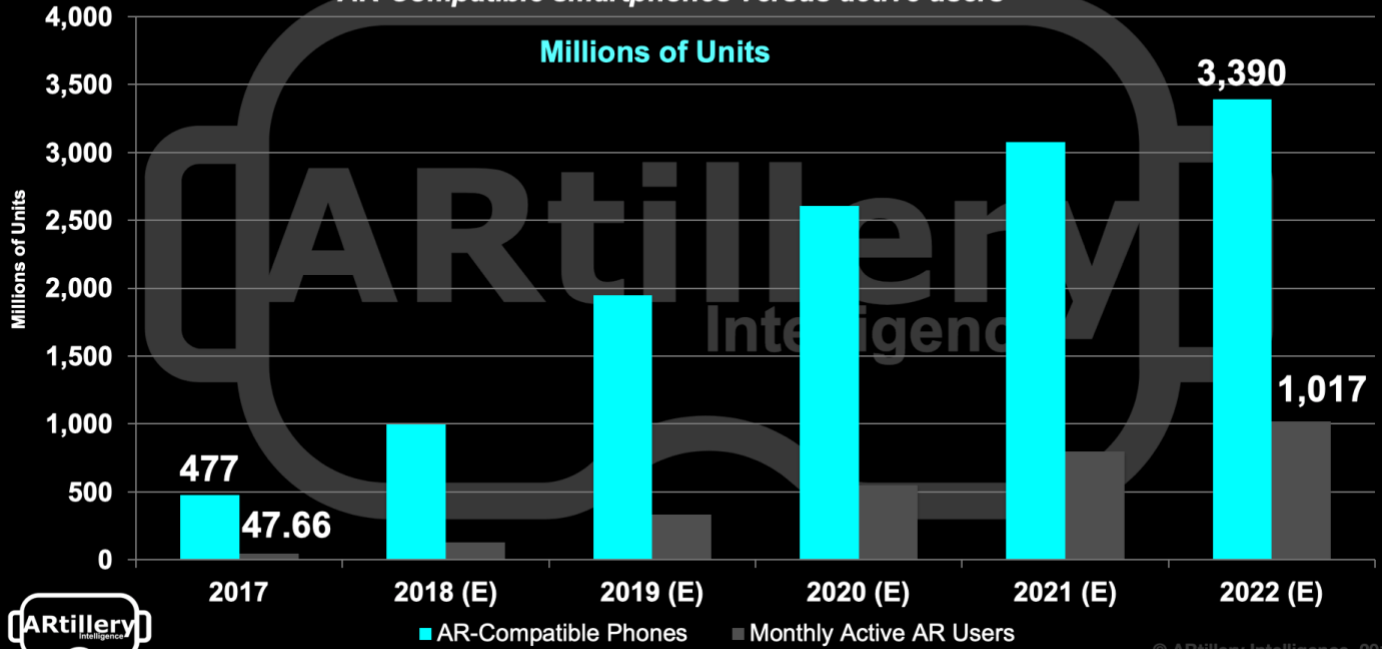
In terms of growth, that's roughly 170 percent growth in AR active users in 2018 (not speaking to usage volume or frequency). That rate will slow over time — again, as often happens with a larger base. But we're on pace for the projected 1 billion AR active users in 2022.

Of course, that could, and likely will, shift with market events over the coming months and years. We'll be watching closely and course-correcting figures and projections as those dynamic market shifts and inflections points happen. Stay tuned for more data tidbits and takeaways here.

ARCORE + ARKIT INSTALLED BASE

AR-Compatible smartphones versus active users

(SIMPLIFIED VIEW)



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About ARtillery Intelligence

ARtillery Intelligence chronicles the evolution of augmented reality (AR) and virtual reality (VR). Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies. It's about insights, not cheerleading.

Run by analysts and former journalists, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in AR & VR, long-term cultural, technological and financial implications are primary.

Products include the *AR Insider* publication and the *ARtillery PRO* research subscription., which together engender a circular flow of knowledge. Research includes monthly Intelligence Briefings, market-sizing forecasts and consumer survey data, all housed in a robust intelligence vault.

Learn more at <https://artilry.co/about>



About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence* and Editor-in-Chief of *AR Insider*.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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