

Condensed Version

2020-2024

Mobile Market Forecast

Executive Summary: Highlights



Global spending in mobile apps will reach \$171 billion by 2024. The App Store will account for \$115 billion at an annual growth rate of 15.8 percent, while Google Play will reach \$56 billion with 13.2 percent annual growth over the next five years.



China is poised to dominate revenue on the App Store and is projected to pull away from the U.S. by 2024. However, the potential introduction of additional regulation around mobile use there makes China a difficult market to predict.



By 2024, more App Store revenue will come from apps than mobile games. The continued growth of subscription monetization will help spending in non-game apps reach \$58 billion on Apple's App Store in 2024.



EMEA is on the rise on both the App Store and Google Play. The European, the Middle Eastern, and African markets all project for higher spending growth than Asia and North America over the next five years across both platforms.

Table of Contents:

Topics Covered

*The **2020-2024 Mobile Market Forecast** report offers a look ahead at consumer spending and downloads on the App Store and Google Play:*

- **Methodology:**
A description of the data and methodology used to create the forecasts in this report.
- **Market Overview:**
A forecast for revenue and download growth on the App Store and Google Play, worldwide and in the U.S.
- **Top Regions:**
Projected revenue and downloads growth by 2024 by region on each platform.
- **Top Countries:**
A look at trends in the top markets on the App Store and Google Play for both revenue and downloads.
- **Top Categories:**
Revenue and download trends for games versus apps, as well as a look at top categories.
- **Conclusion:**
A summary of the key findings from the report.
- **Appendix:**
A discussion of how the download model accounted for the impact of COVID-19 in early 2020.

Methodology: About the Data

Sensor Tower's Mobile Insights team created the revenue and download forecasts featured in this report using the [Sensor Tower Store Intelligence](#) platform.

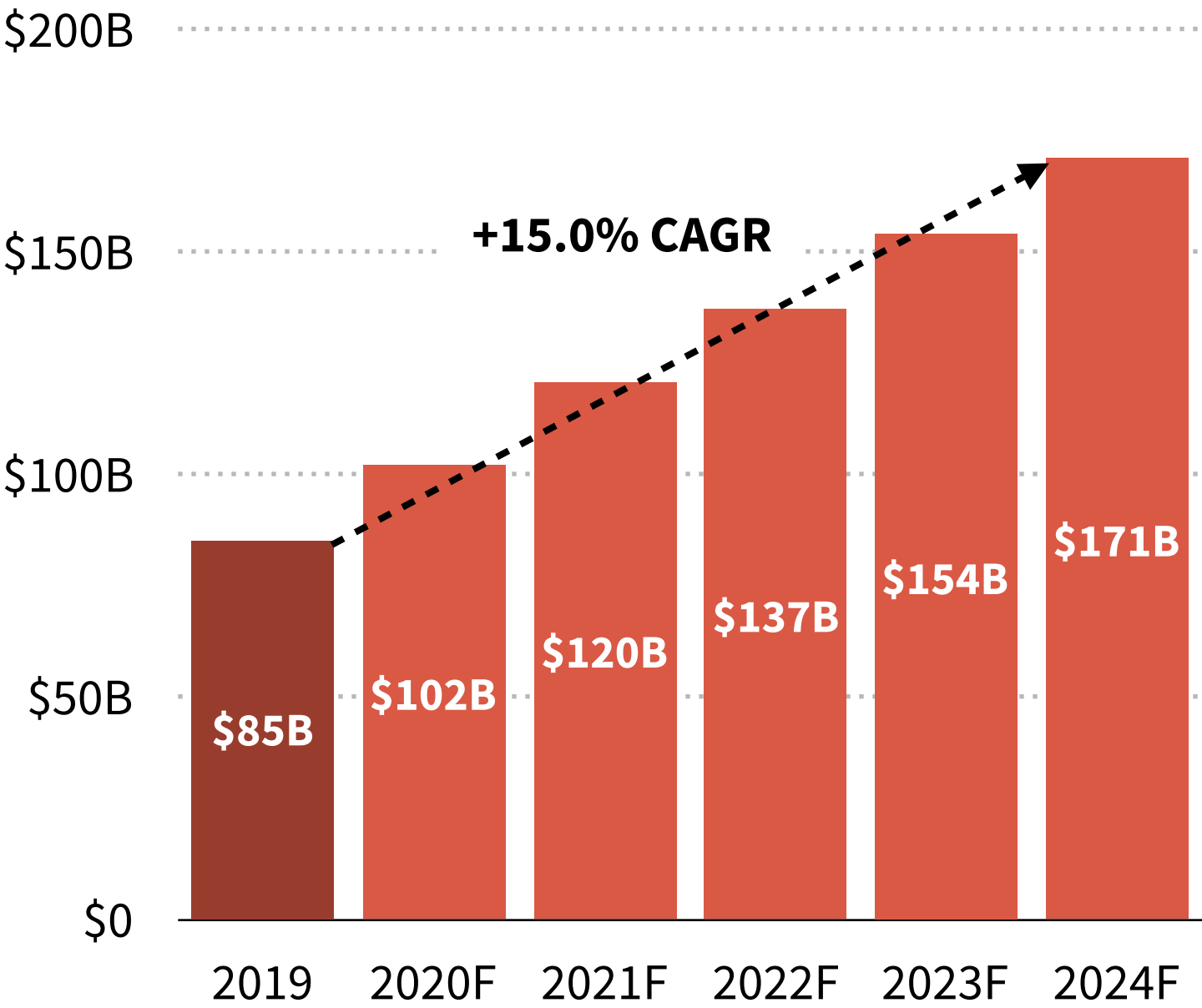
- Figures cited in this report reflect App Store and Google Play gross revenue and downloads estimates for January 1, 2016 through December 31, 2019.
- The market forecast for 2020 to 2024 is based on past revenue and download trends, macroeconomic projections, and additional factors.
- All revenue figures in this report capture consumer spending (gross revenue). This includes the revenue earned by the app developer as well as the portion earned by Apple or Google.
- Android estimates represent revenue and downloads from the Google Play Store only. Sensor Tower does not provide revenue or download estimates for third-party Android stores.

Worldwide Mobile Revenue Forecast

Five-year gross revenue forecast for the App Store and Google Play

Note Regarding Revenue Estimates
We report gross revenue (including the cut for Apple or Google).
Android estimates do not include third-party stores.

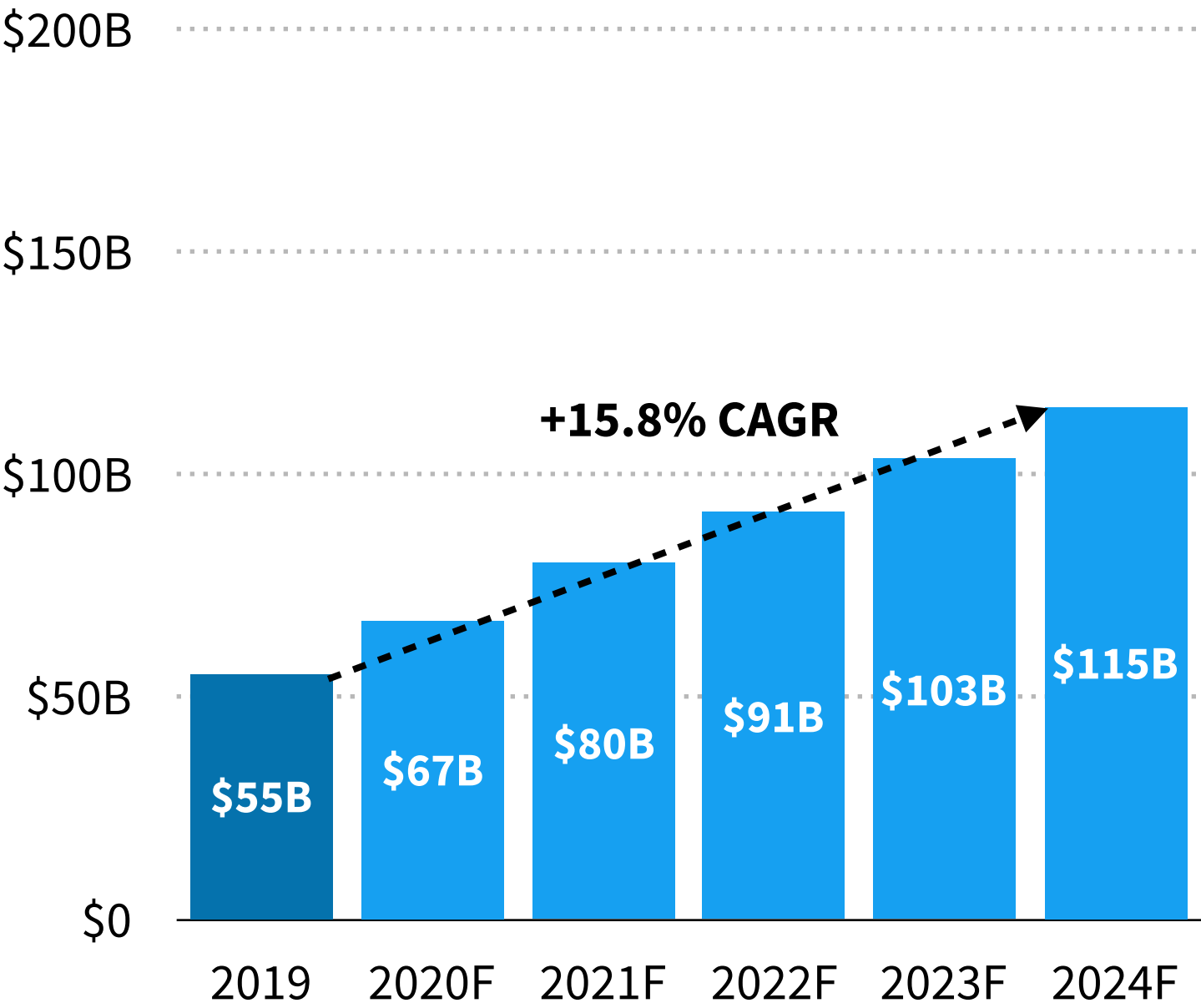
Worldwide App Store and Google Play User Spending



\$171 Billion

App Store + Google Play Revenue
By 2024

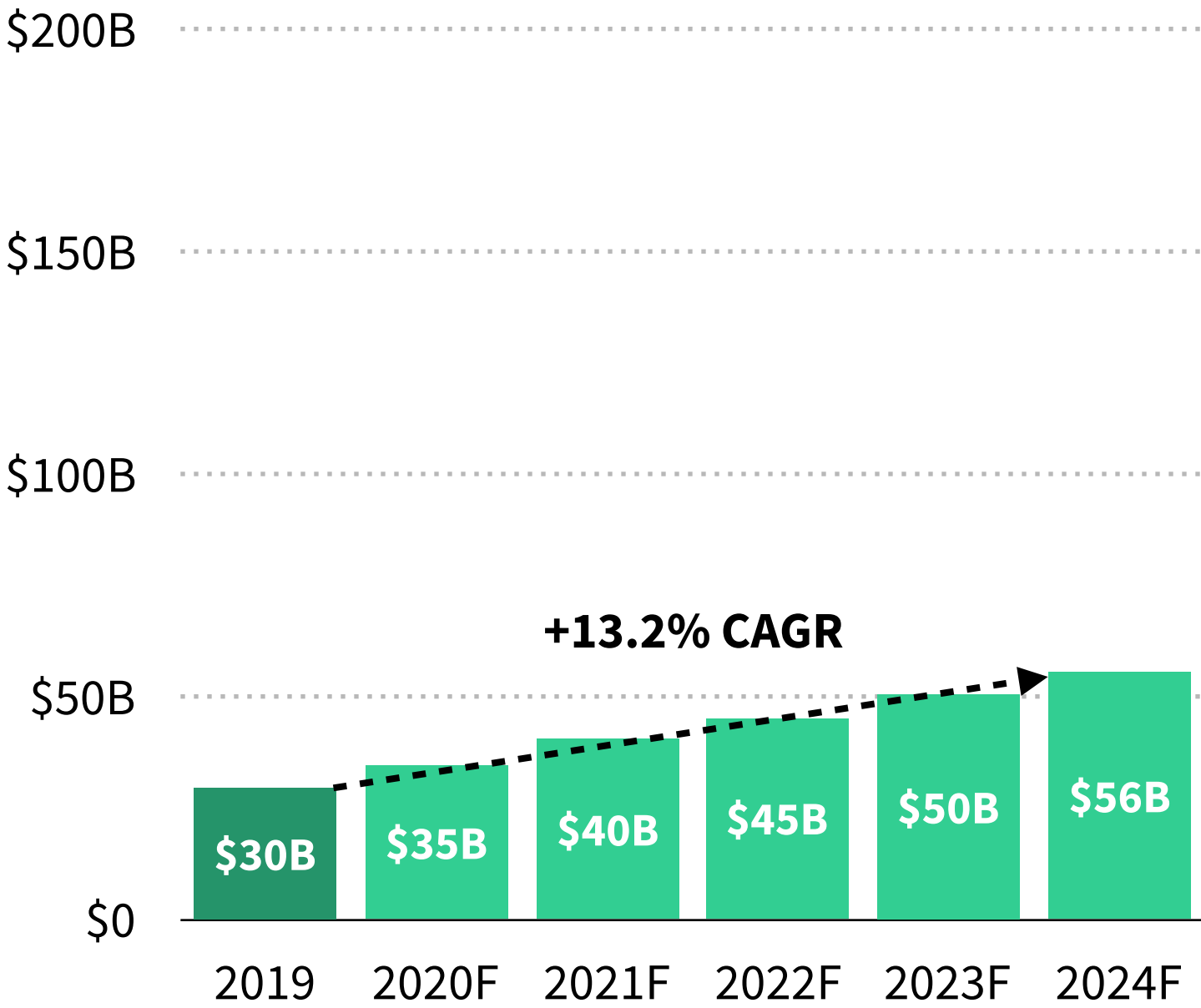
Worldwide App Store User Spending



\$115 Billion

App Store Revenue
By 2024

Worldwide Google Play User Spending



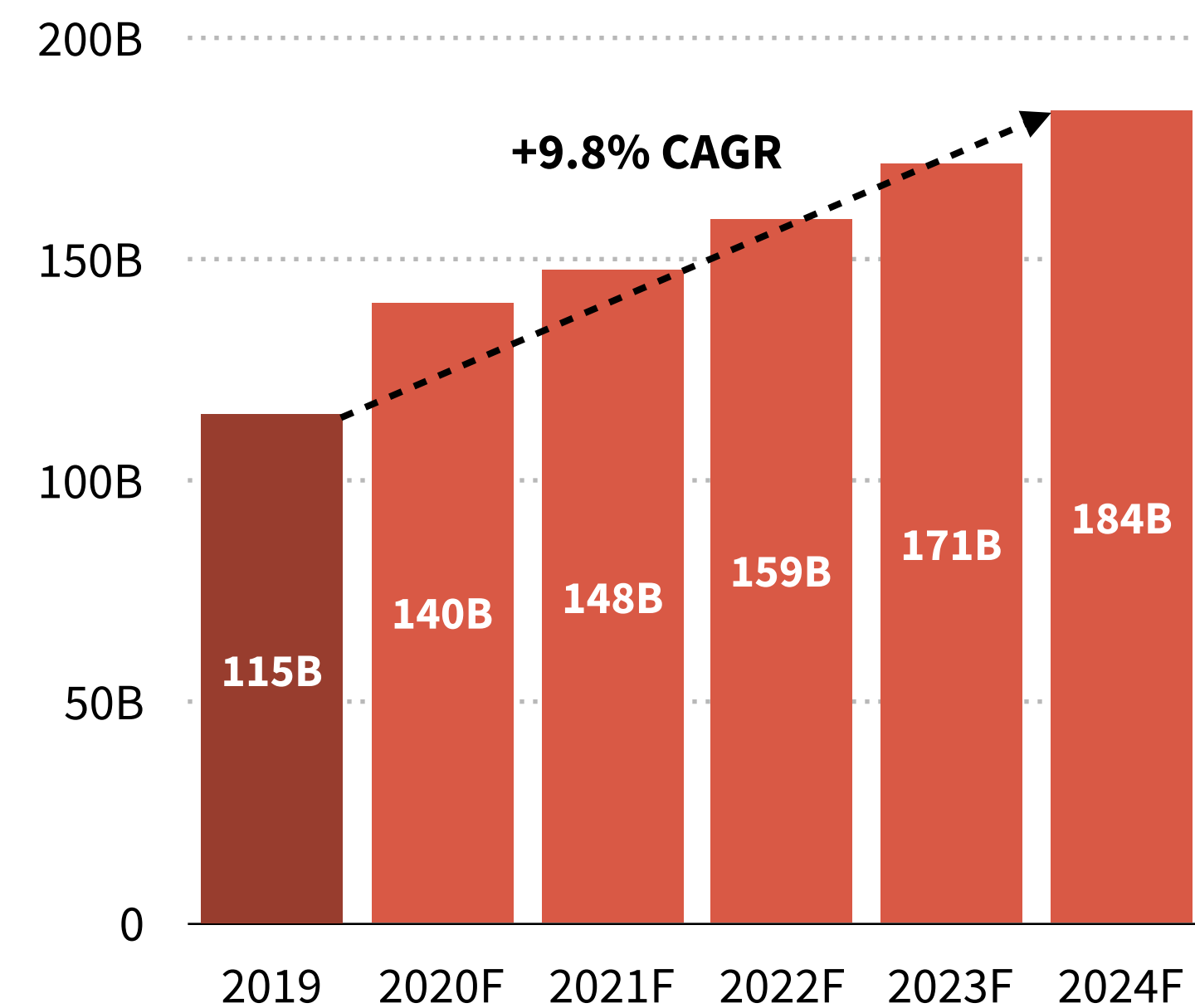
\$56 Billion

Google Play Revenue
By 2024

Worldwide Download Forecast

Five-year download forecast for the App Store and Google Play

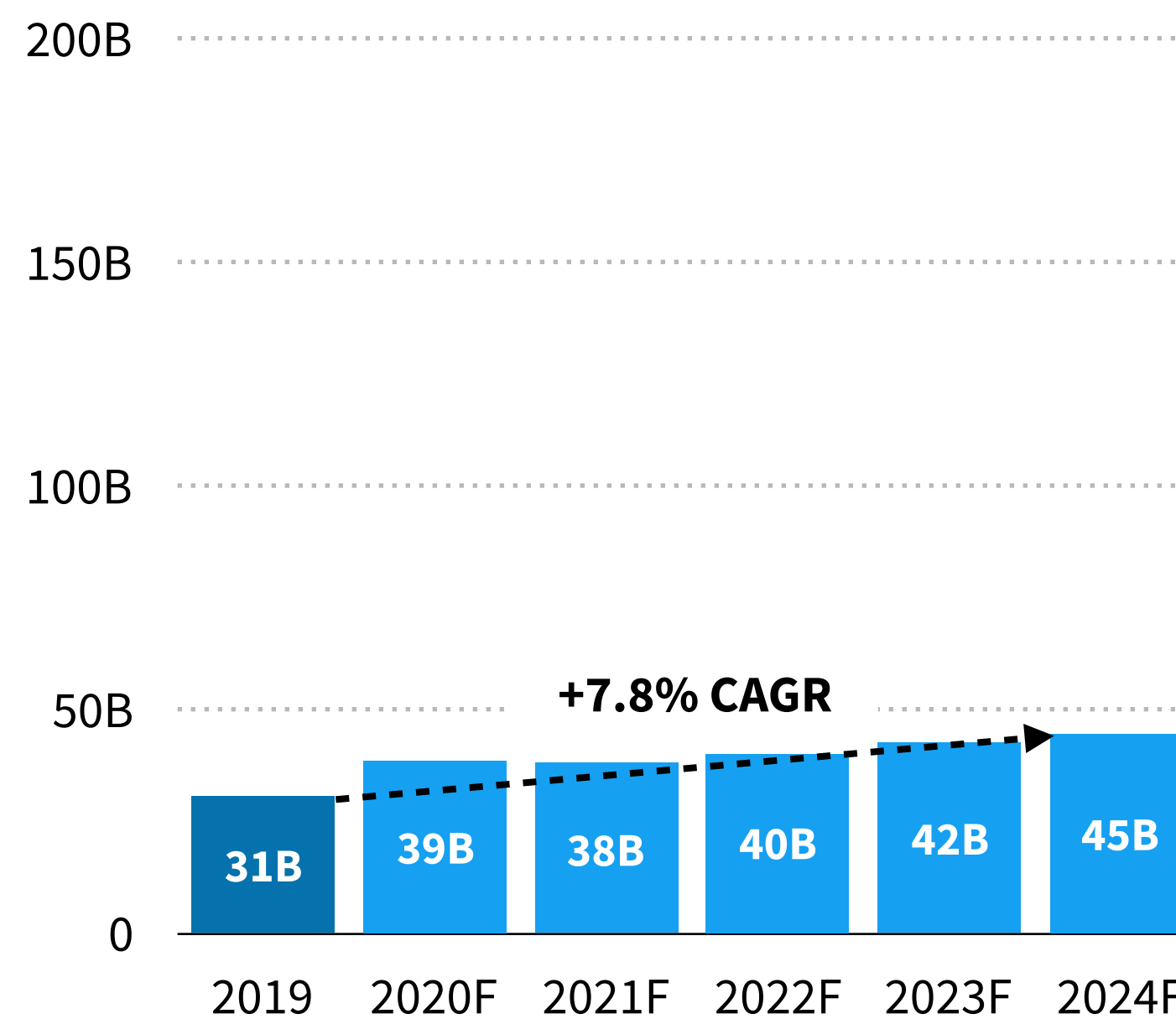
Worldwide App Store and Google Play Downloads



184 Billion

App Store + Google Play Downloads
By 2024

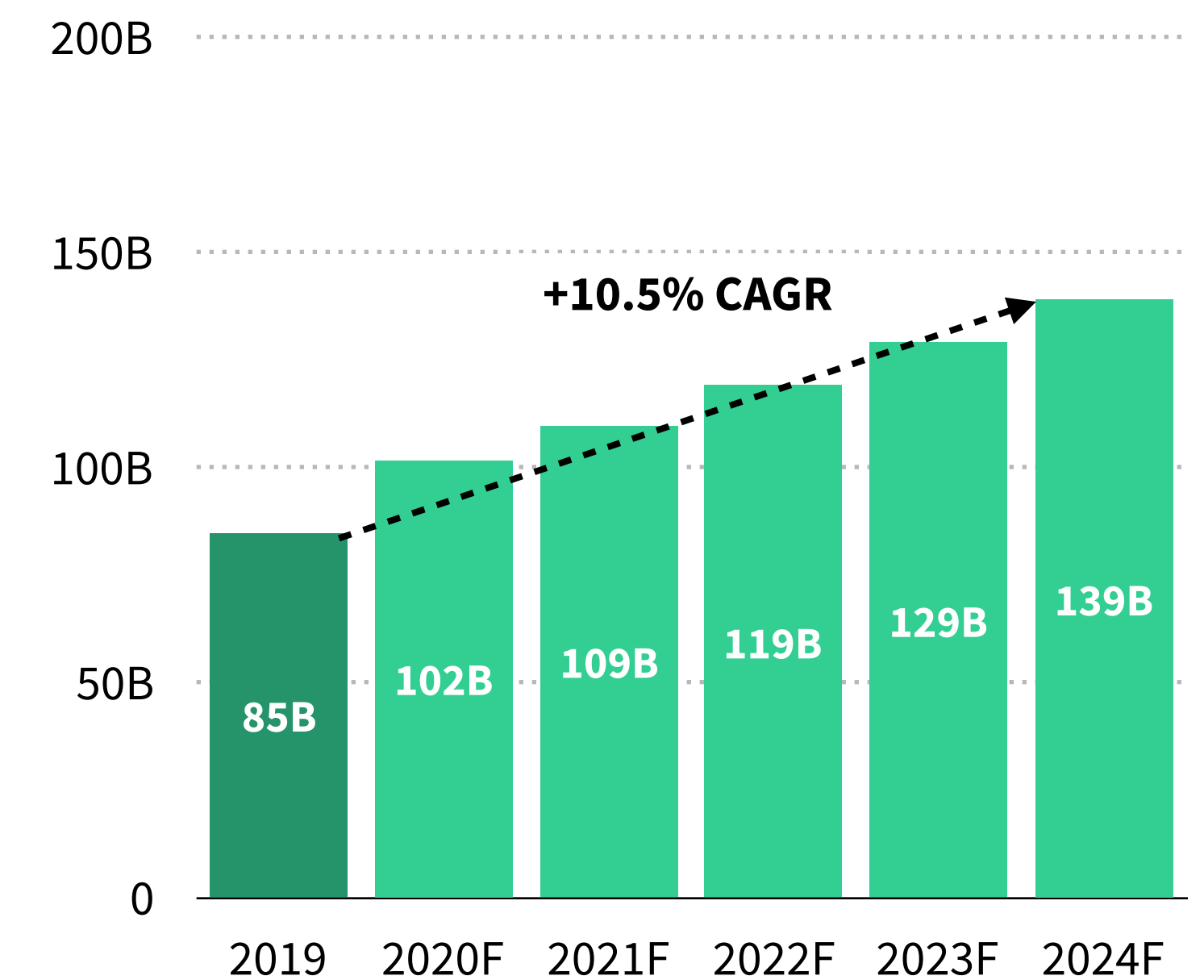
Worldwide App Store Downloads



45 Billion

App Store Downloads
By 2024

Worldwide Google Play Downloads





139 Billion

Google Play Downloads
By 2024

App Store Countries by Revenue

Top 10 countries by App Store consumer spending

2019

- 1  China
- 2  United States
- 3  Japan
- 4  Great Britain
- 5  Taiwan
- 6  Canada
- 7  Australia
- 8  Germany
- 9  South Korea
- 10  France

2020F

- 1  China -
- 2  United States -
- 3  Japan -
- 4  Great Britain -
- 5  Taiwan -
- 6  Canada -
- 7  South Korea +2
- 8  Germany -
- 9  Australia -2
- 10  France -

2024F

- 1  China -
- 2  United States -
- 3  Japan -
- 4  Great Britain -
- 5  Taiwan -
- 6  Canada -
- 7  South Korea -
- 8  Germany -
- 9  Australia -
- 10  France -

The ranking among the top five revenue generating countries for Apple’s App Store will remain unchanged through 2024. All of these countries are projected for a CAGR greater than 10 percent, with the highest expected in Great Britain at 17.8 percent.

After a few years of declining spending, particularly in mobile games, revenue growth in South Korea took off in the second half of 2019 and has continued into 2020. It is expected to pass Australia and Germany in 2020 and hold that position through 2024, making it increasingly attractive to publishers.

Google Play Countries by Revenue

Top 10 countries by Google Play consumer spending











2019

- 1  United States
- 2  Japan
- 3  South Korea
- 4  Germany
- 5  Taiwan
- 6  Great Britain
- 7  France
- 8  Canada
- 9  Australia
- 10  Brazil

2020F

- 1  United States -
- 2  Japan -
- 3  South Korea -
- 4  Germany -
- 5  Taiwan -
- 6  Great Britain -
- 7  France -
- 8  Canada -
- 9  Brazil +1
- 10  Australia -1

2024F

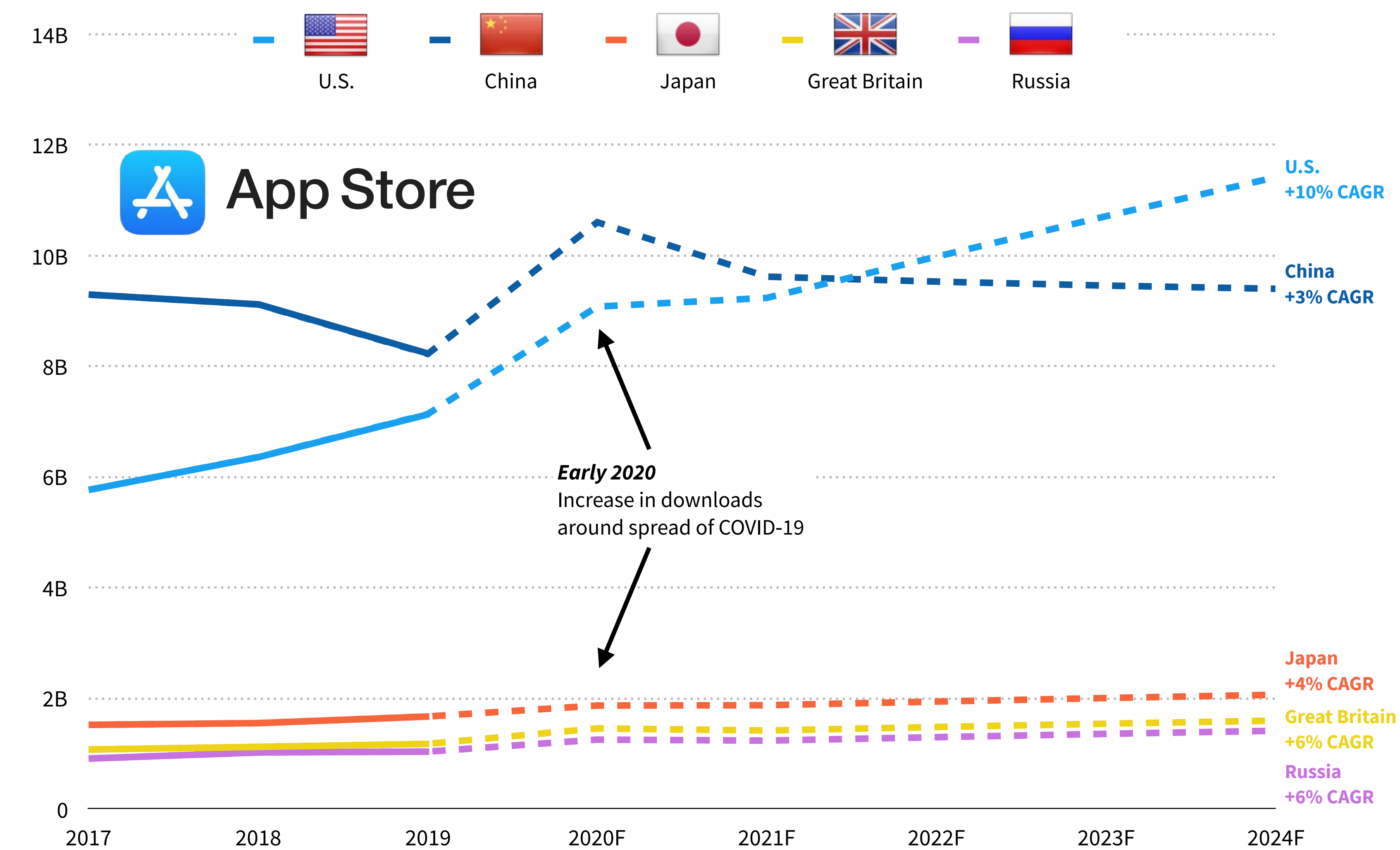
- 1  United States -
- 2  Japan -
- 3  South Korea -
- 4  Germany -
- 5  Taiwan -
- 6  Great Britain -
- 7  Brazil +2
- 8  France -1
- 9  Canada -1
- 10  Australia -

Similar to the App Store, the order among the top five countries on Google Play is not expected to change by 2024. The U.S., Japan, and Taiwan are among the top five countries by revenue on both platforms.

Brazil, the No. 2 country by Google Play downloads in 2019, ranked only No. 10 by revenue. This user base has it in a strong position to grow, with its projected CAGR of 22 percent outpacing that of Canada (18 percent) and Australia (16 percent).

App Store Downloads by Country

Projected downloads for the top five countries

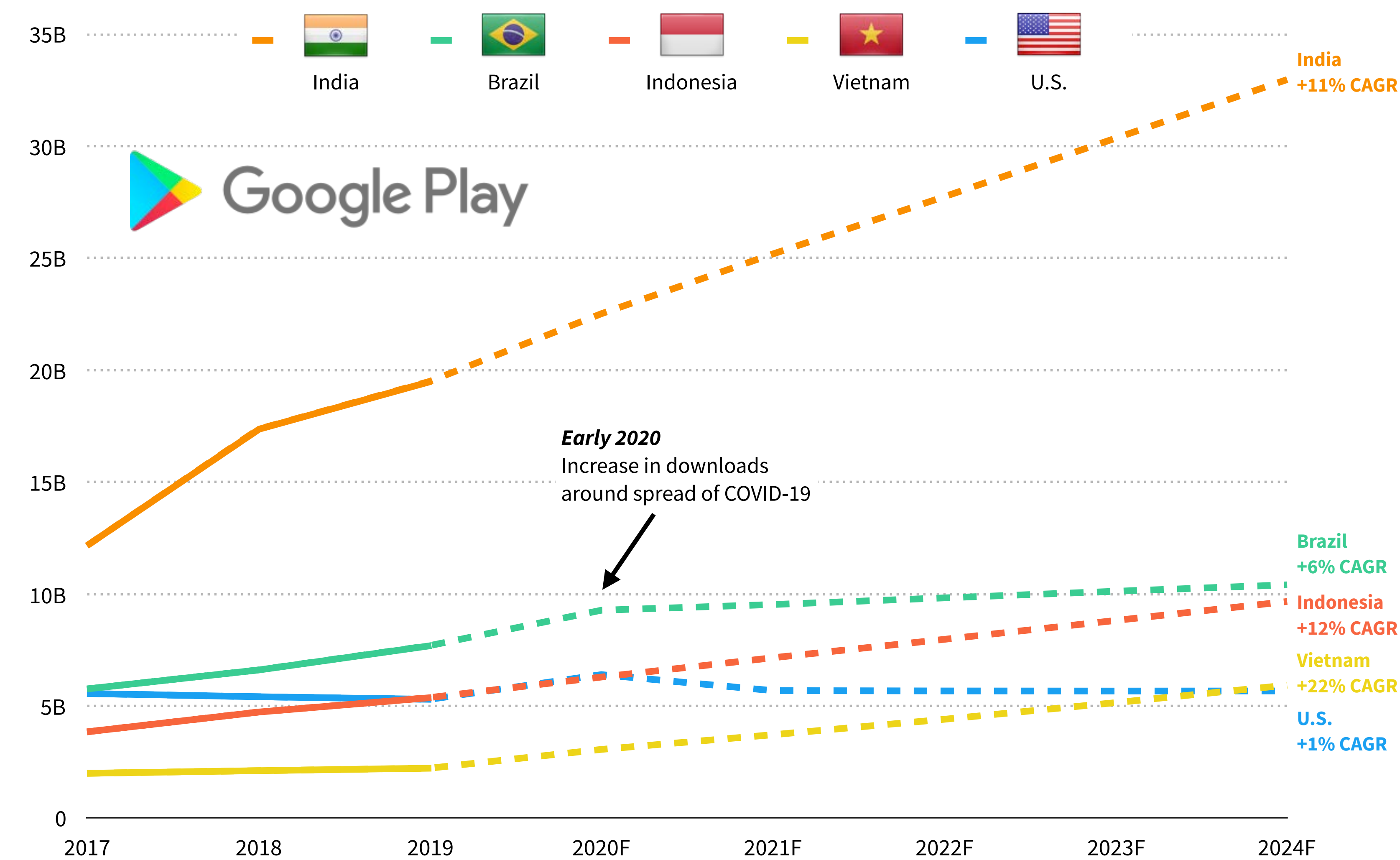


Early indications suggest that China will have see a massive increase in downloads in 2020, with categories including Games and Education receiving large boosts during the COVID-19 outbreak. However, downloads during the few years before had been affected by government regulatory practices.

Meanwhile, the U.S. has seen steady growth and will also experience a spike in installs in 2020 due to COVID-19. After a year-over-year increase of 27 percent in 2020, growth is expected to return back towards pre-2020 levels, settling around 7 percent annually between 2021 and 2024.

Google Play Downloads by Country

Projected downloads for the top five countries

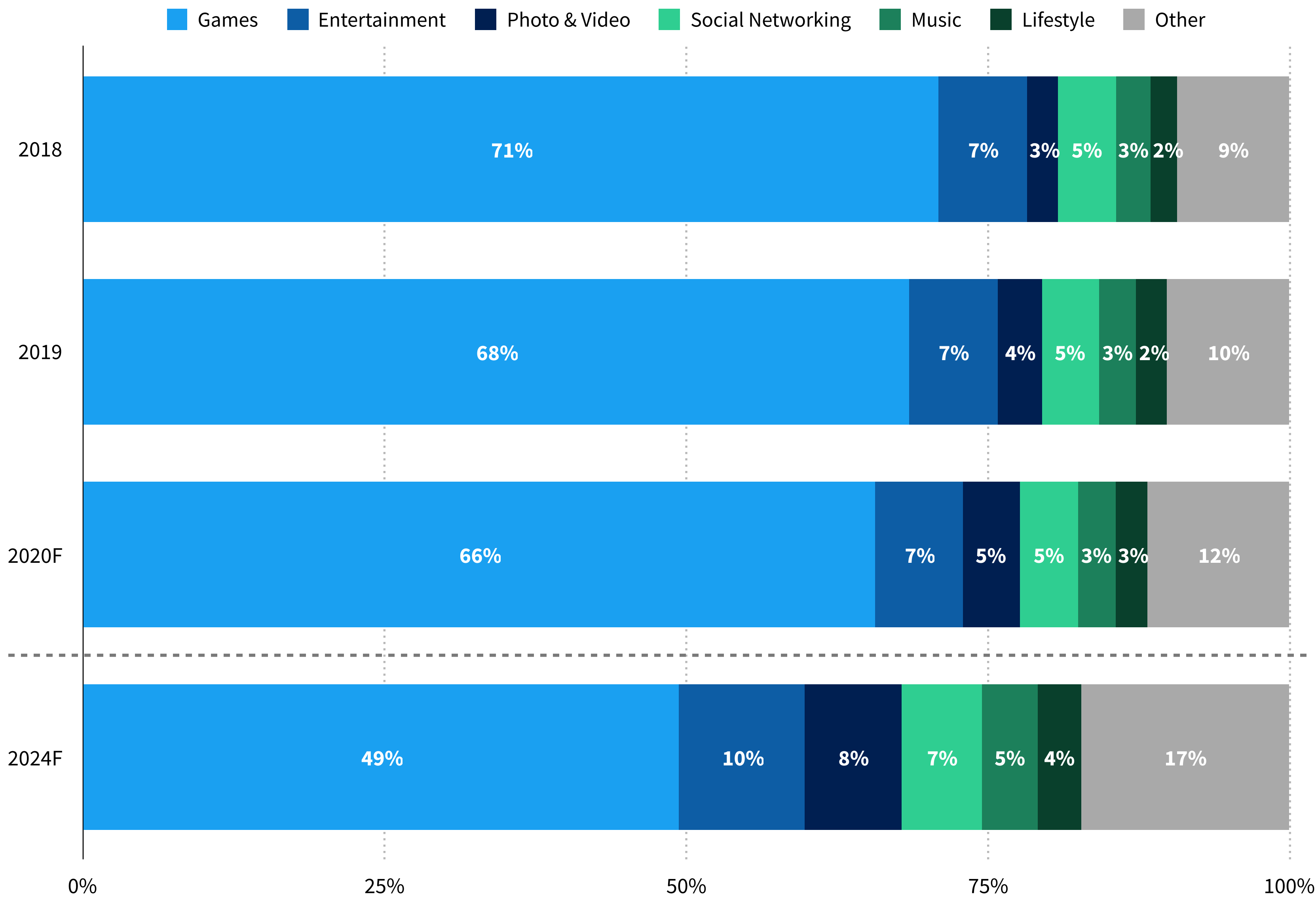


India continues to dominate on Google Play. While its year-over-year growth rate dropped from 43 percent in 2018 to 12 percent in 2019, the recent success of hyper-casual games will help propel growth into 2020.

As of 2017, the U.S. had 1.7 billion more downloads than Indonesia. Indonesia managed to surpass the U.S. in 2019 and is expected to have 70 percent more downloads by 2024, increasing its appeal to publishers.

App Store Revenue Share by Category

Projected consumer spending for top categories

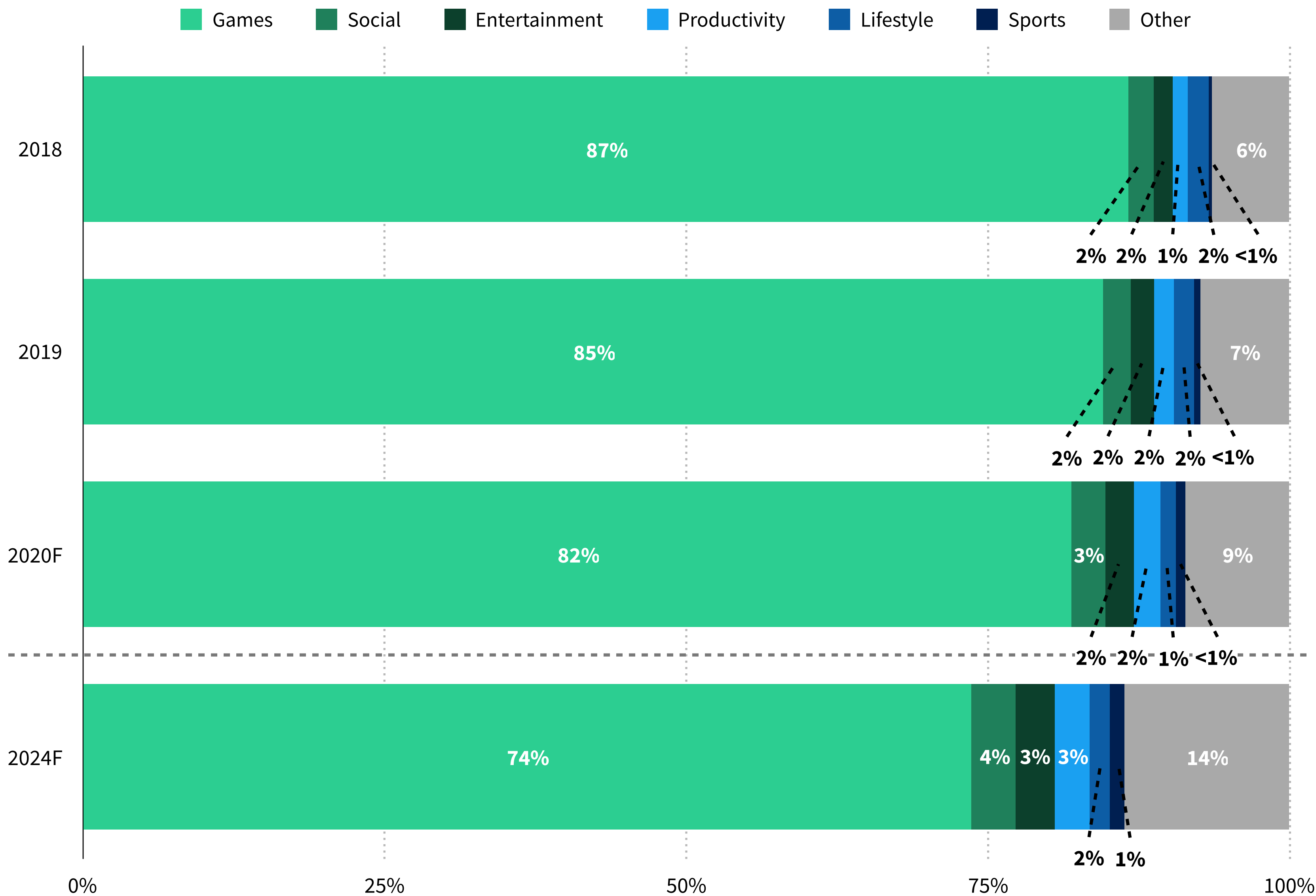


In 2024, more than half of App Store revenue is expected to come from non-game apps, with the other 51 percent from mobile games. Gaming’s share of revenue has decreased each year since 2016, from 82 percent in 2016 to 68 percent in 2019.

Revenue from the Entertainment, Photo & Video, and Social Networking categories is expected to grow by more than 230 percent combined between 2019 and 2024 and will account for more than a quarter of App Store revenue in 2024. Top apps in these categories primarily rely on subscriptions for their monetization.

Google Play Revenue Share by Category

Projected consumer spending for top categories

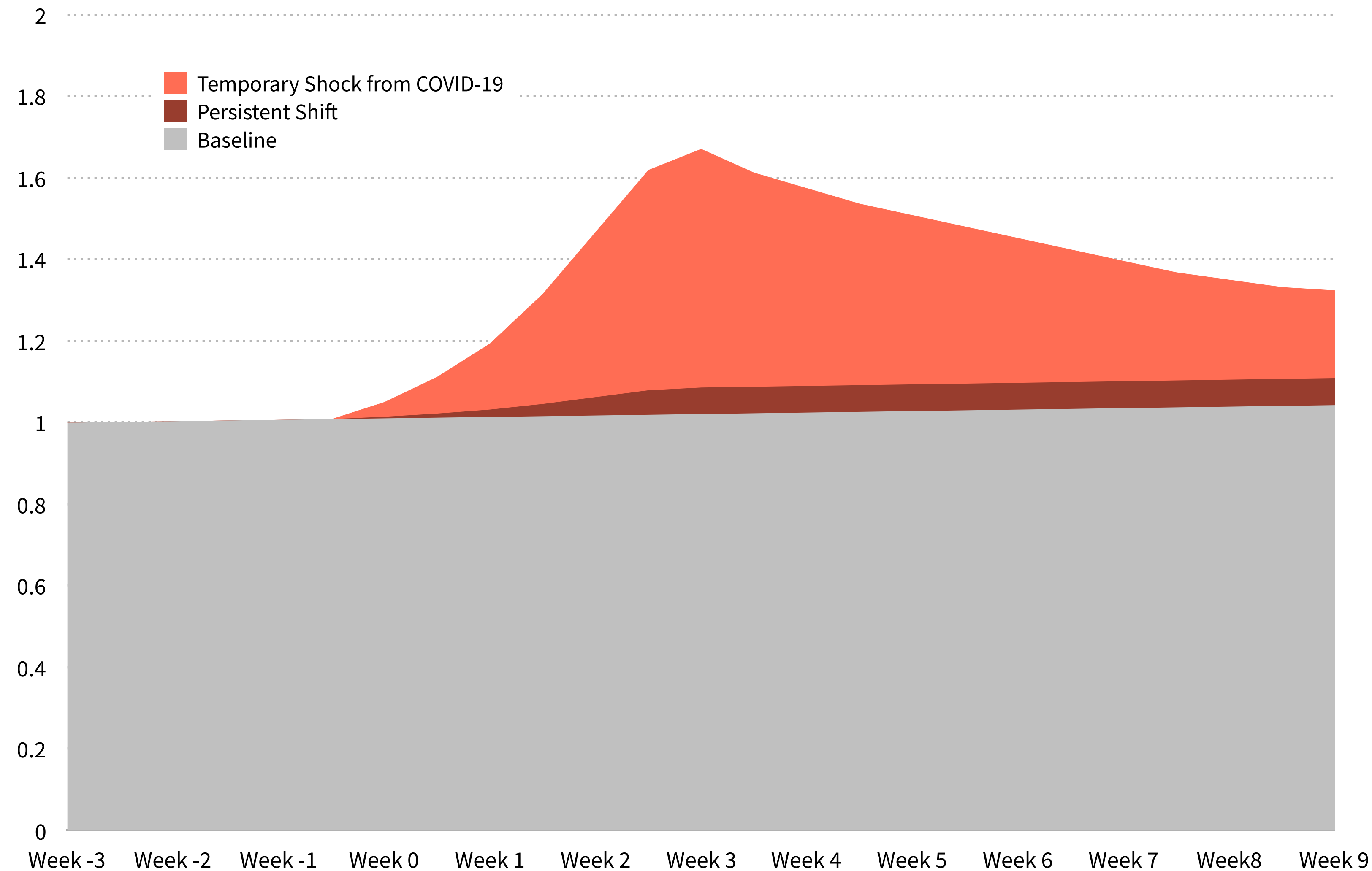


Similar to the App Store, mobile gaming’s share of revenue on Google Play has fallen due to rapidly increasing revenue for non-game apps on both stores. Games will continue to take a higher share on Google Play than the App Store, with its projected 74 percent share in 2024 compared to 49 percent on the App Store.

Entertainment and Social apps will each account for 3 to 4 percent of Google Play revenue by 2024, up from approximately 2 percent in 2019. Meanwhile, revenue from Sports apps are projected to more than quadruple between 2019 and 2024.

Download Spike Following COVID-19

Model of mobile app installs following COVID-19



Apps provided solutions for consumers adjusting to a new status quo during the COVID-19 outbreak. For example, video conferencing and grocery delivery apps became necessary for those required to shelter at home. A large portion of the install spike associated with this is expected to be temporary, as consumers eventually acquire all the apps they need for their new circumstances.

This necessity for consumers to download additional apps also reflects a persistent shift towards mobile. For example, some employers may be more willing to adopt remote working, requiring new employees to download apps such as Zoom or Slack. In addition, users have been exposed to new types of apps and may be more likely to rely on mobile in the future.

2020-2024 Mobile Market Forecast: There's More!

The full **2020-2024 Mobile Market Forecast** report is available exclusively to Sensor Tower Enterprise customers. [Request the full report from our sales team \(sales@sensortower.com\)](mailto:sales@sensortower.com):

Additional Insights in the Full Mobile Market Forecast Report (30 more pages)

- A Forecast for U.S. Revenue and Download growth
- Projected Revenue and Download Growth by Region
- A Closer Look At Revenue and Download Trends in China and the U.S.
- Download Market Share for Top Categories on the App Store and Google Play
- **And more!**

Request the Full Report

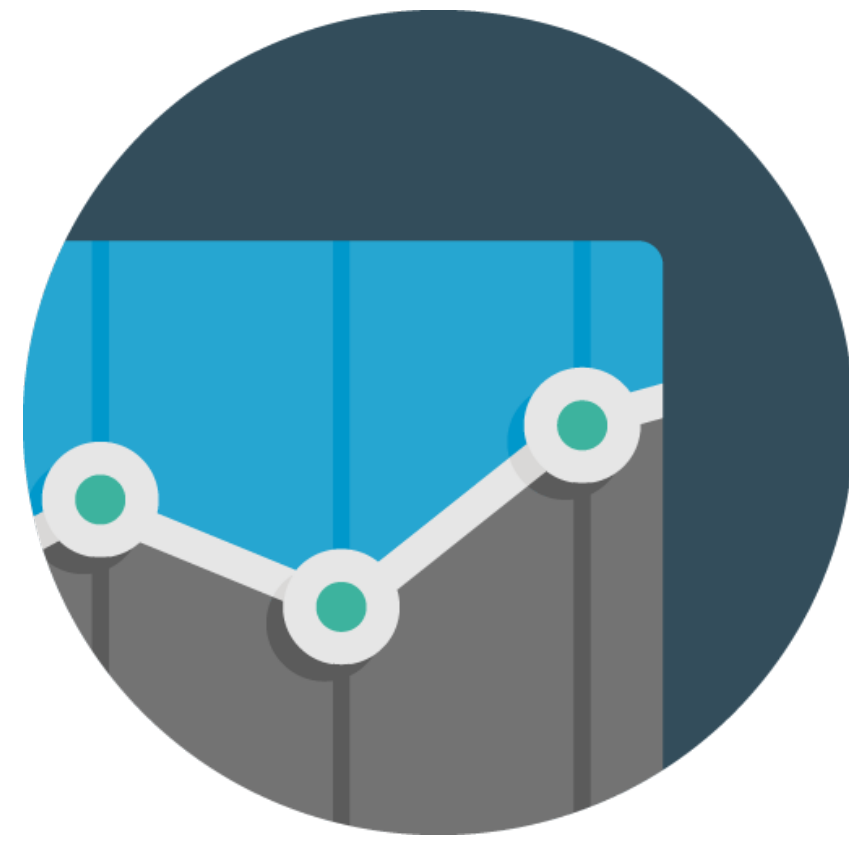


Sensor Tower Solutions



Top Charts & Leaderboards

Monitor app trends throughout the global app economy.



Store Intelligence

Make strategic decisions with the industry's most accurate estimates.



App Intelligence

Drive organic growth with the leading App Store Optimization platform.



Ad Intelligence

Develop winning User acquisition campaigns with crucial mobile advertising insights.



Usage Intelligence

Benchmark app usage, engagement, and demographics.

Sensor Tower

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About Us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower's product suite includes: Top Charts, App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.

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