

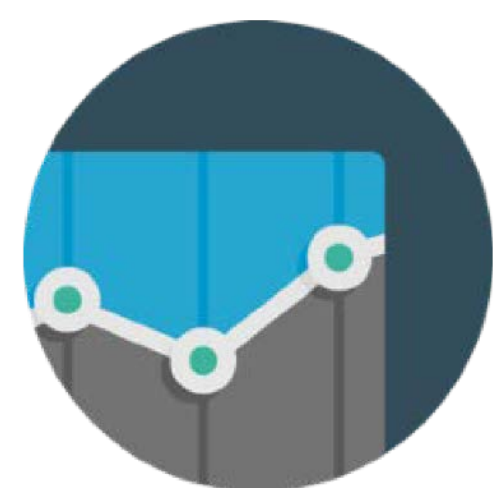
# Q2 2020

## Store Intelligence Data Digest





# Executive Summary: Highlights



**Worldwide app downloads reached an all-time high of 37.8 billion in 2Q20, an increase of 31.7 percent year-over-year.** App Store installs grew 22.6 percent to 9.1 billion, while Google Play saw 34.9 percent growth, reaching 28.7 billion.



**The spread of COVID-19 made a dramatic impact on the app landscape.** Business, Health & Fitness, and Education apps continued to thrive in Q2 2020, while Travel, Navigation, and Sports apps worked to recover from extended periods of low installs.



**Zoom was the top app by downloads worldwide, in the U.S., and in Europe for the quarter.** It was only the third app to reach 300 million installs in a quarter, joining TikTok and Pokémon GO in accomplishing this feat.



**U.S. game downloads and revenue both saw a boost for a few months during COVID-19.** While apps across a wide variety of genres benefitted, Slots, Sandbox, and Battle Royale games experienced an especially large revenue boost.

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*The Q2 2020 Store Intelligence Data Digest offers analysis on the latest mobile trends:*

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# About This Data: Methodology

*Sensor Tower's Mobile Insights team compiled the download estimates provided in this report using the Sensor Tower Store Intelligence platform.*

- Figures cited in this report reflect App Store and Google Play download estimates for January 1, 2012 through June 30, 2020.
- Download estimates presented are on a per-user basis, meaning that only one download per Apple or Google account is counted towards the total.
- Downloads of the same app by the same user to multiple devices, updates, or re-installs of the same app by the same user are not counted towards the total.
- Android app install estimates represent downloads from the Google Play Store only. Sensor Tower does not provide download estimates for third-party Android stores.

Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report? See the fastest growing apps and publishers by downloads or revenue.

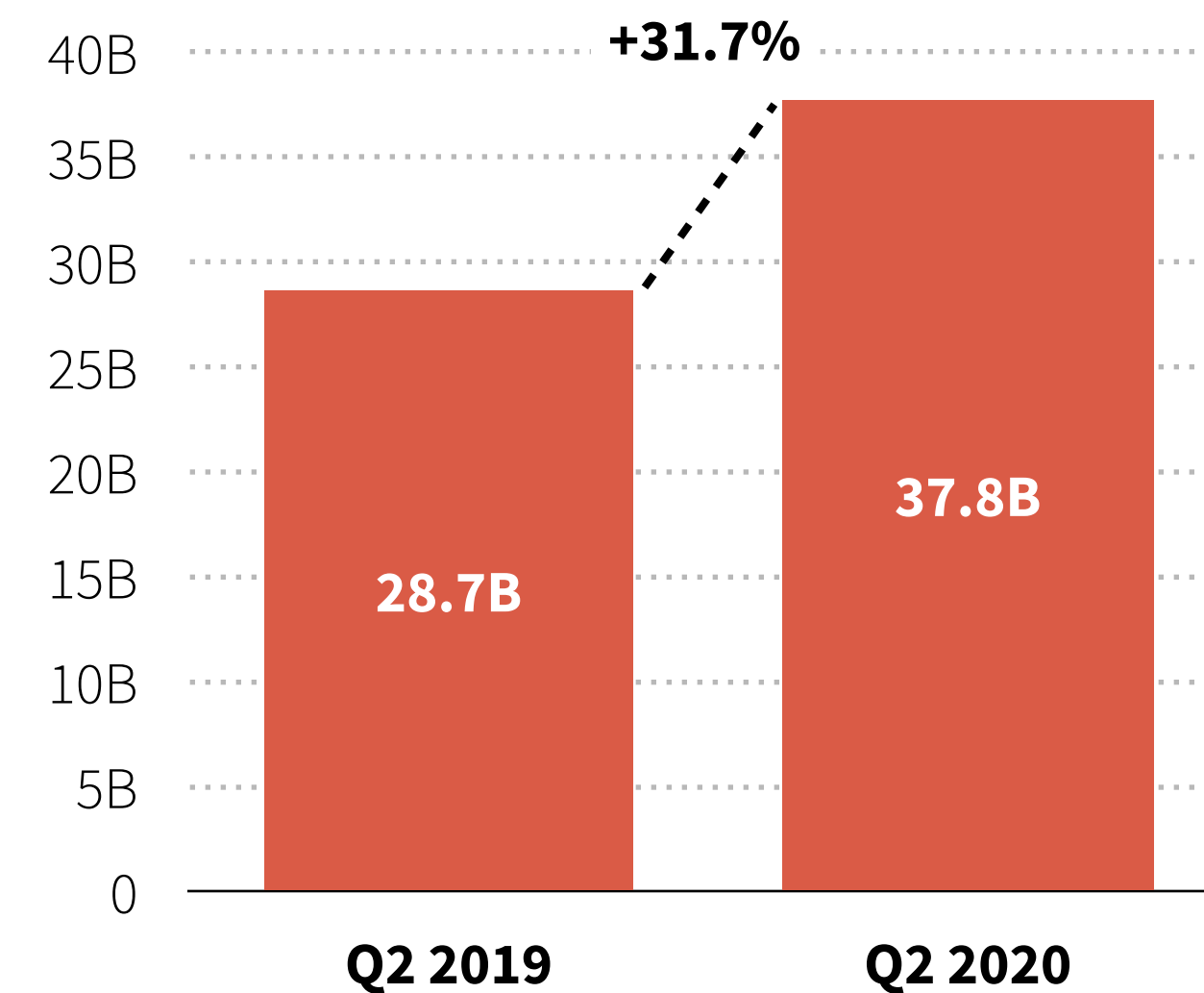
**REQUEST DEMO**



# Market Overview:

## Q2 2020 Worldwide Download Growth

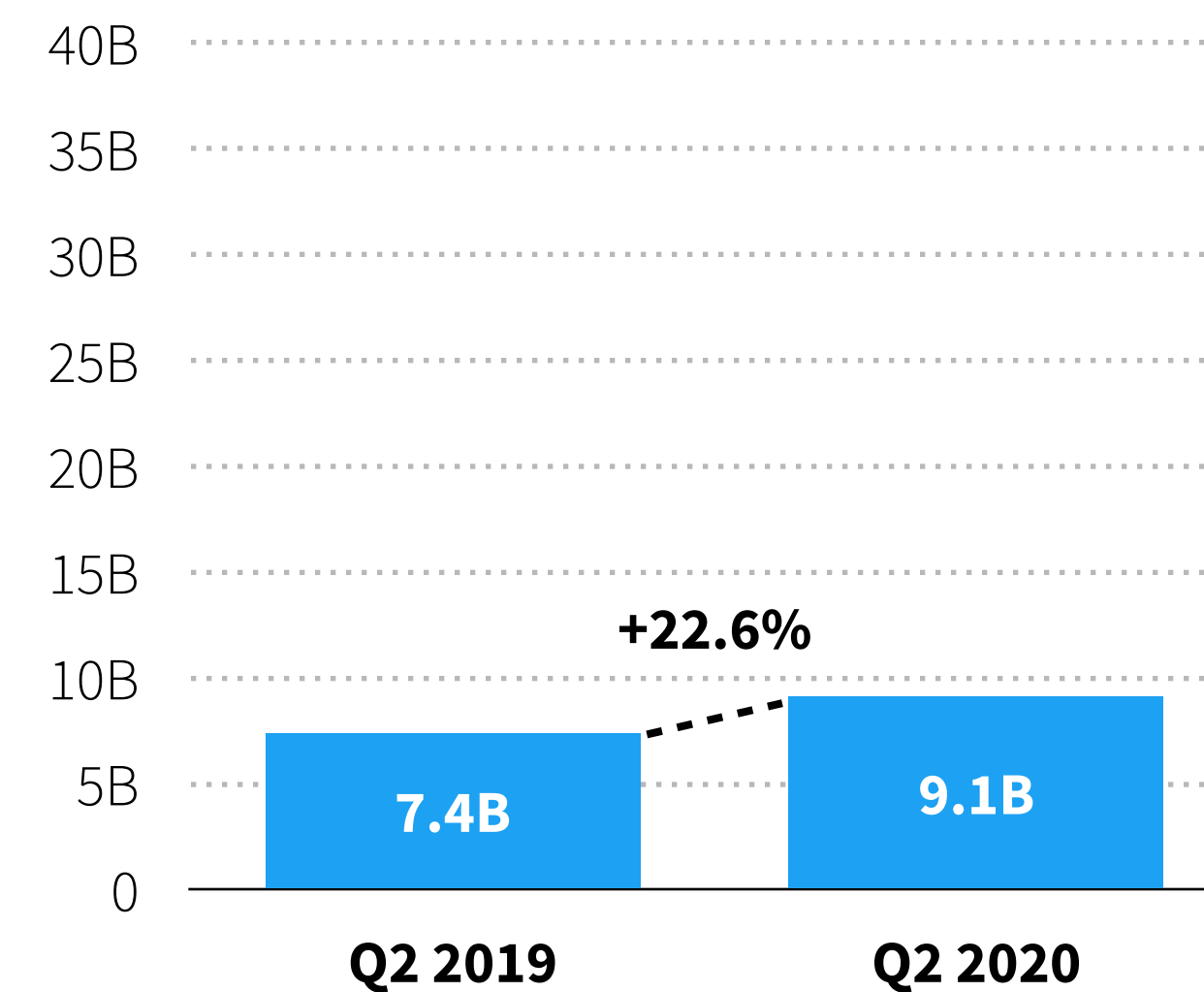
Worldwide App Store and Google Play Downloads



37.8 Billion

App Store + Google Play Downloads

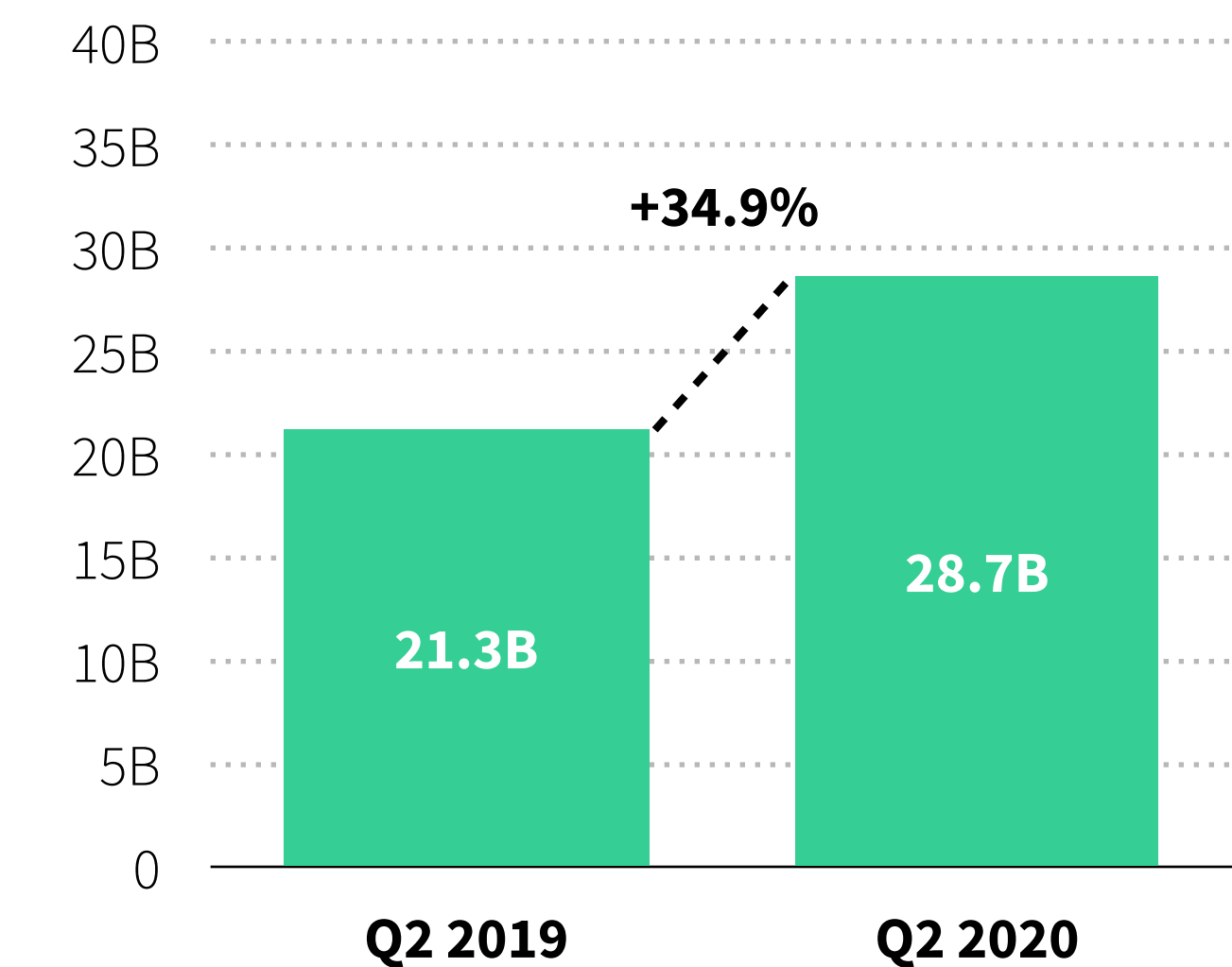
Worldwide App Store Downloads



9.1 Billion

App Store Downloads

Worldwide Google Play Downloads



28.7 Billion

Google Play Downloads

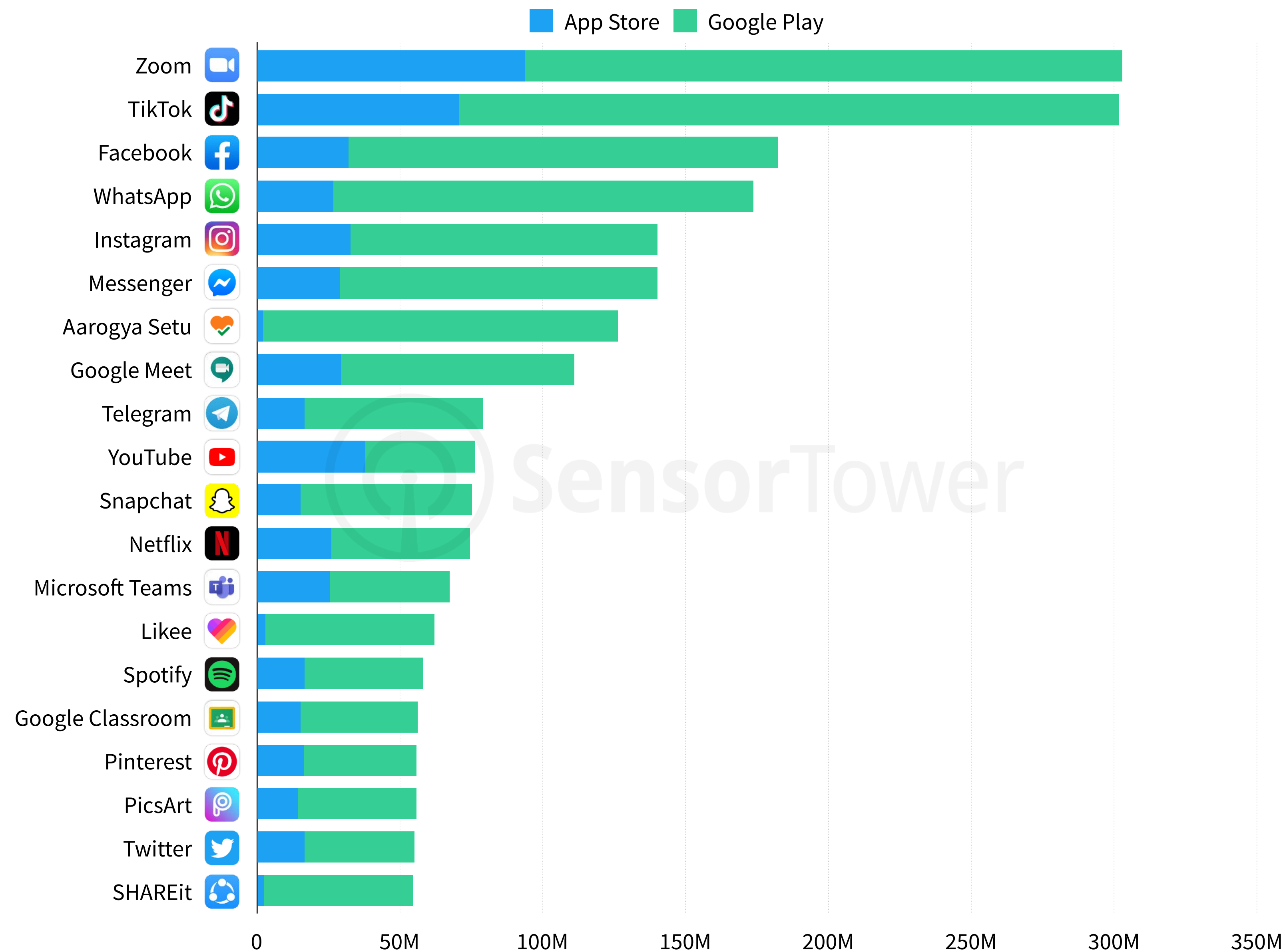


A low-angle, upward-looking shot of a modern skyscraper with a glass facade, set against a clear blue sky. The building's lines converge towards the top of the frame, creating a strong sense of height and scale. The text 'Top Apps' is centered over the middle of the image in a white, sans-serif font.

# Top Apps



# Overall - Worldwide



**Zoom edged TikTok to become the top app by quarterly downloads for the first time.** Zoom was just the third app to surpass 300M installs in a quarter, joining Pokémon GO (in Q3 2016) and TikTok (in both Q1 and Q2 2020).

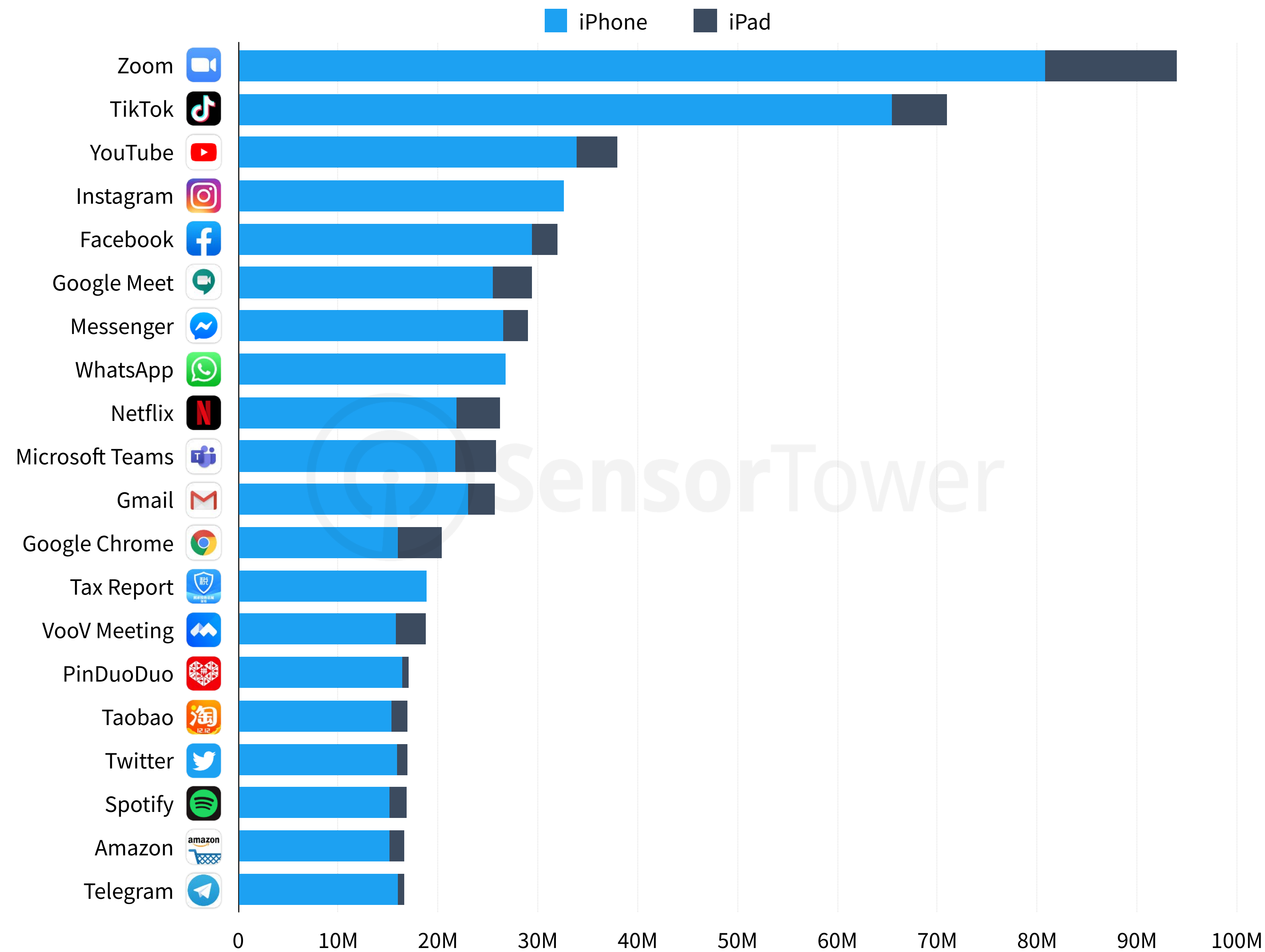
**COVID-19 reshaped the app landscape in the first half of 2020.** Top business apps like Google Meet and Microsoft Teams achieved all-time download highs in Q2, and India's COVID-19 contact tracing app Aarogya Setu reached the top 10 at No. 7.

## Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Apr. 1 through Jun. 30, 2020. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.



# App Store - Worldwide



**Zoom shattered the record for App Store installs in a quarter with nearly 94 million.**

TikTok held the previous record with 67 million downloads in Q1 2020, and no other non-game app has surpassed 50 million in a quarter.

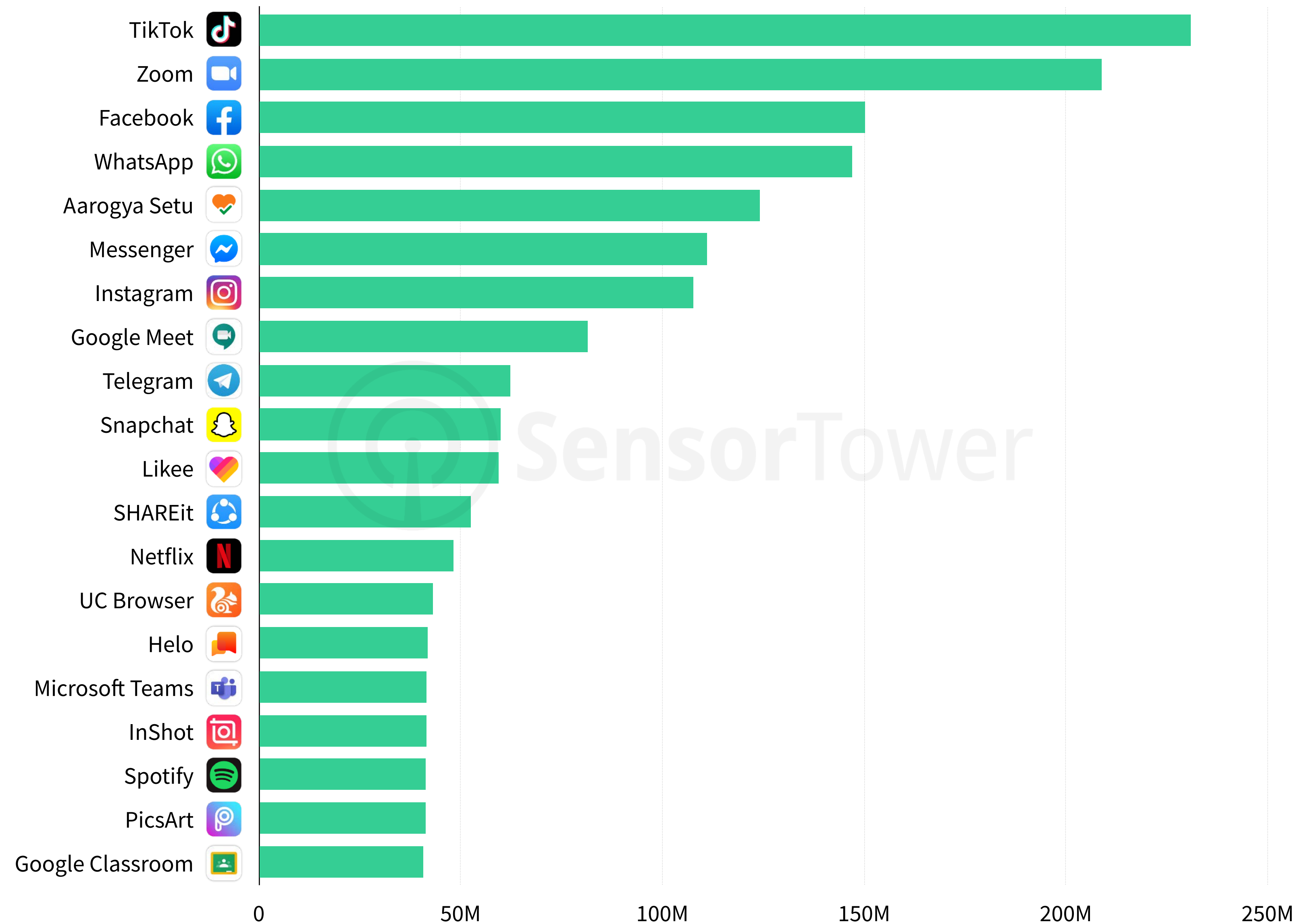
**TikTok also had another strong quarter with nearly 71 million App Store downloads, representing 154 percent year-over-year growth.** Its top markets on the App Store included the U.S. and China, where it is known as Douyin.

## Note Regarding Download Estimates

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# Google Play - Worldwide



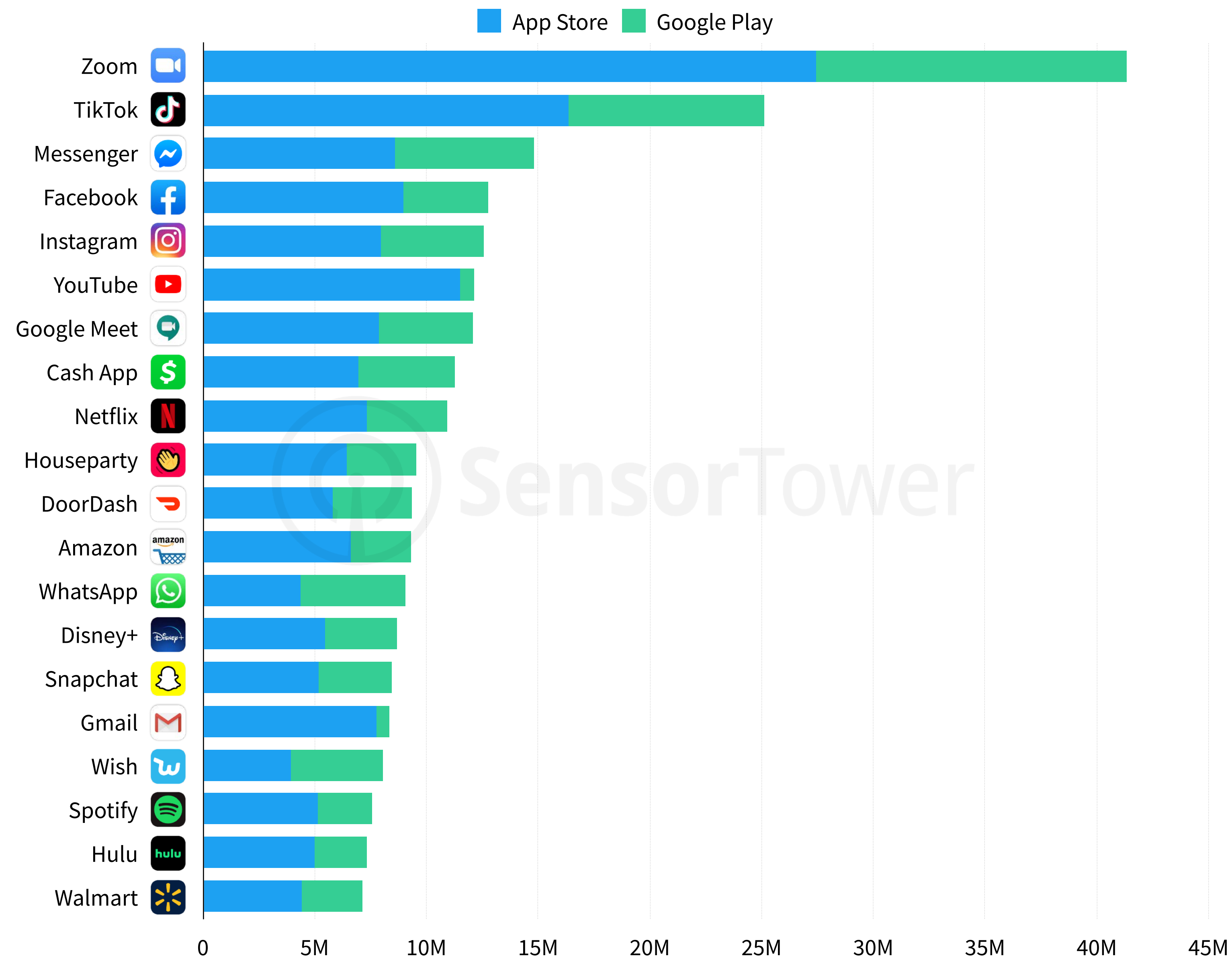
**On Google Play, TikTok held off Zoom to take the top spot in Q2 2020.** Zoom's Google Play installs increased by more than 200 percent quarter-over-quarter, while TikTok experienced a 9.5 percent decline from its high in Q1 2020.

**After having four of the top five apps in Q1 2020, Facebook's dominance on Google Play slipped a bit in Q2.** Facebook, WhatsApp, Messenger, and Instagram still ranked among the top 10.

## Note Regarding Download Estimates

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# Overall - United States



## Zoom was also the top app by U.S.

**downloads.** The U.S. was its second largest market in Q2 2020 with more than 41 million installs, only trailing India's 68 million installs.

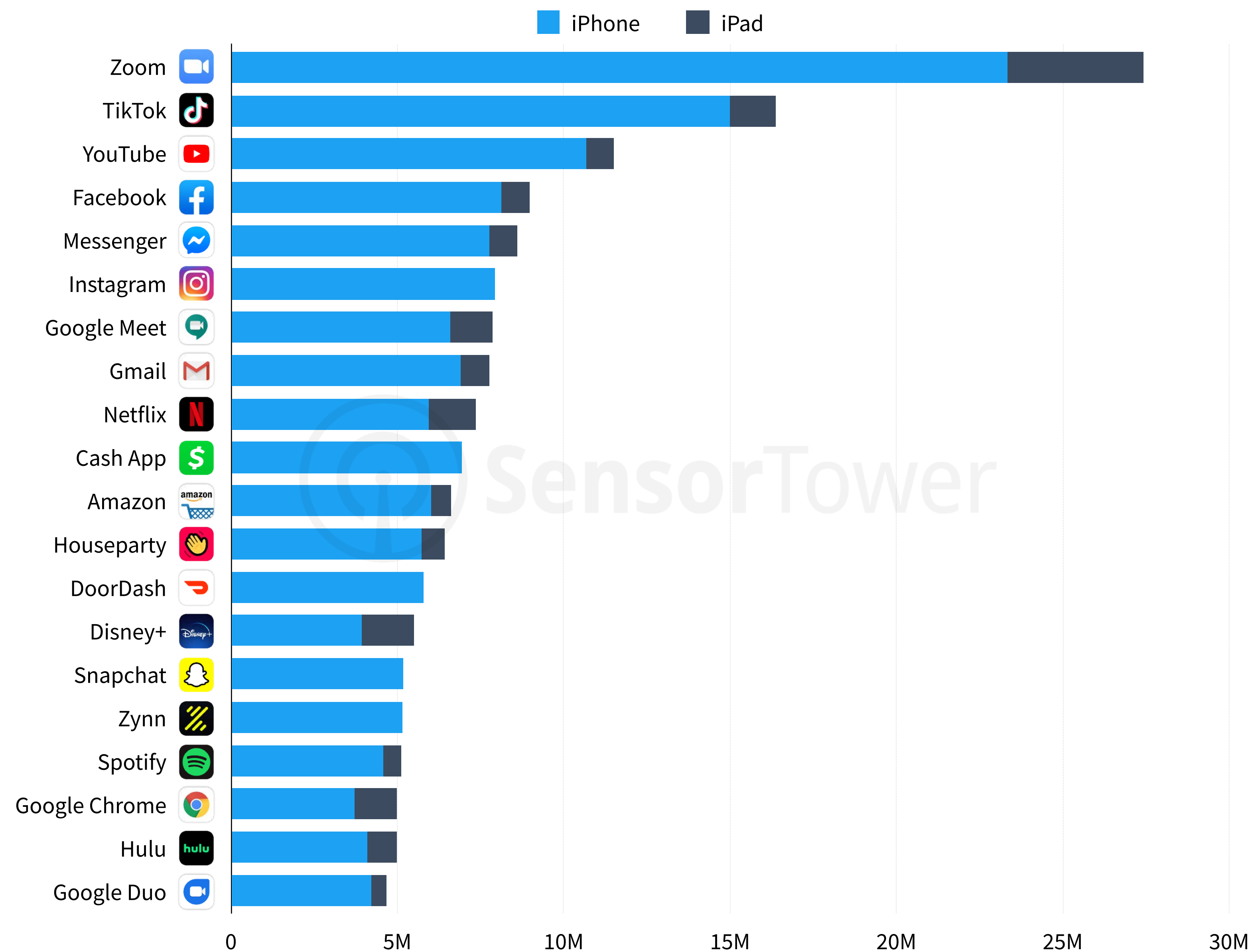
**After a strong launch in late 2019, Disney+ ranked at No. 14 in the U.S. in Q2 2020.** It was the top app by U.S. downloads in 4Q19 and ranked No. 2 behind TikTok in 1Q20.

## Note Regarding Download Estimates

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# App Store - United States



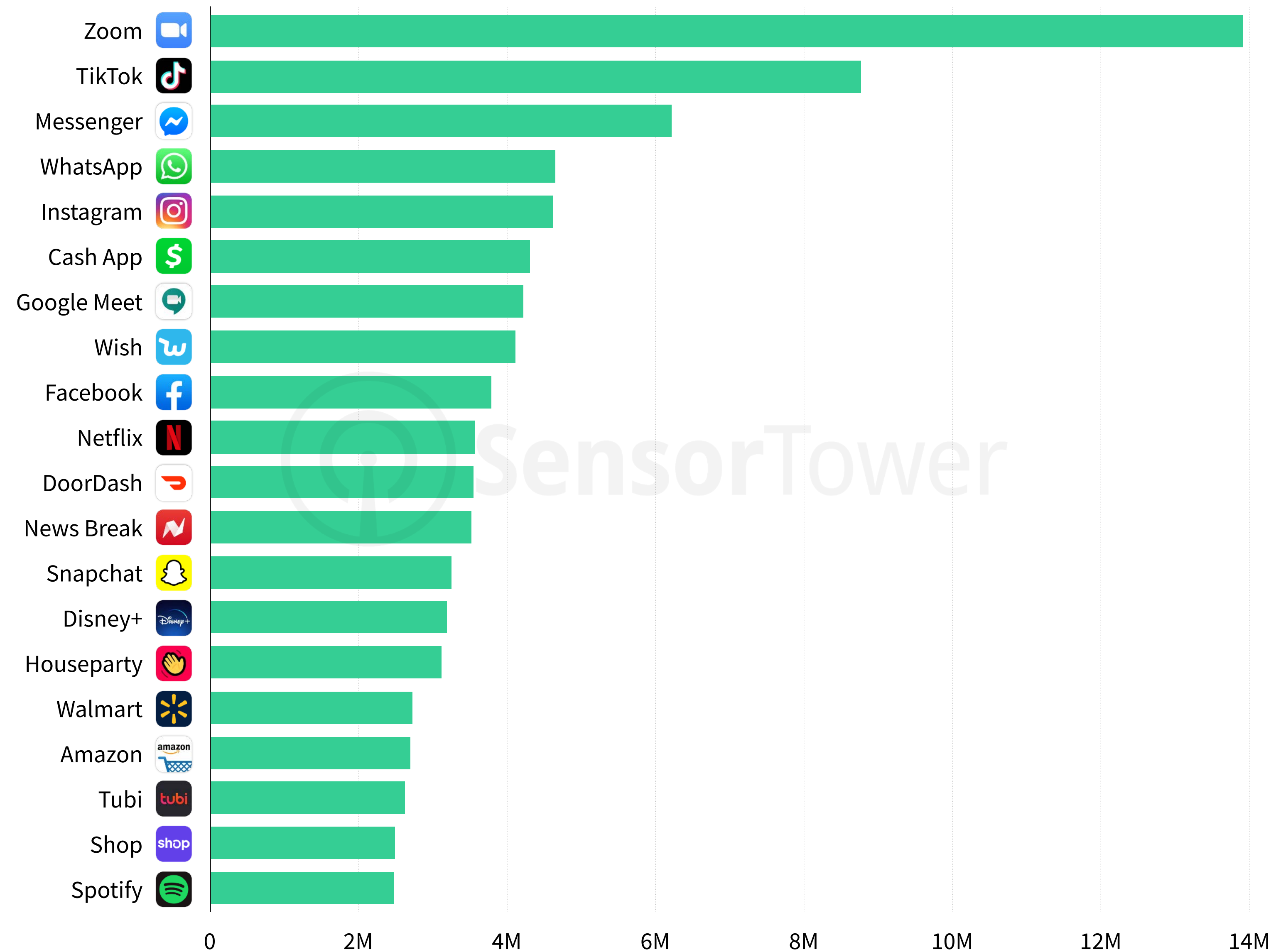
**Eight of the top 10 apps from Q1 2020 returned to the top 10 in Q2.** Google Meet and Cash App replaced Disney+ and News Break, respectively, this quarter.

DoorDash had three straight quarters of declining downloads in the U.S. between Q2 and Q4 2019. **Food delivery bounced back as restaurants were closed due to the coronavirus, and DoorDash achieved a new high in downloads during Q2 2020.**

## Note Regarding Download Estimates

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# Google Play - United States



**Zoom and Google Meet were top business apps in the U.S. on Google Play, ranking at No. 1 and 7, respectively.** The two apps combined for 18 million downloads in Q2 2020, up from just 750K two quarters prior.

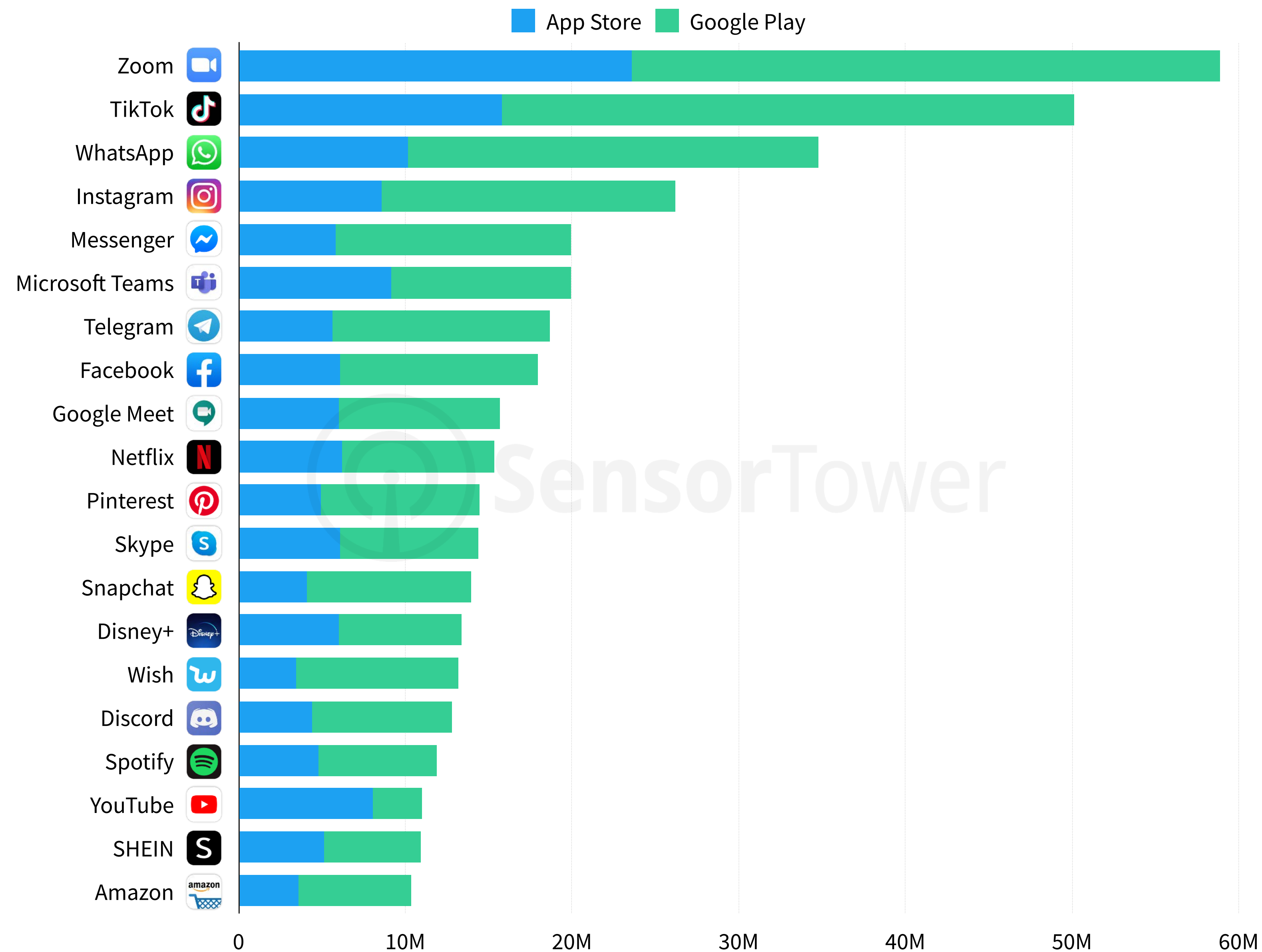
**Square's Cash App was vaulted to No. 6 on Google Play with 74 percent year-over-year growth.** It moved up five positions compared to Q1 2020.

## Note Regarding Download Estimates

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# Overall - Europe



**Remote work and video conferencing apps were common among the top apps in Europe.**

Zoom, Microsoft Teams, and Google Meet all saw huge growth in Q2 2020.

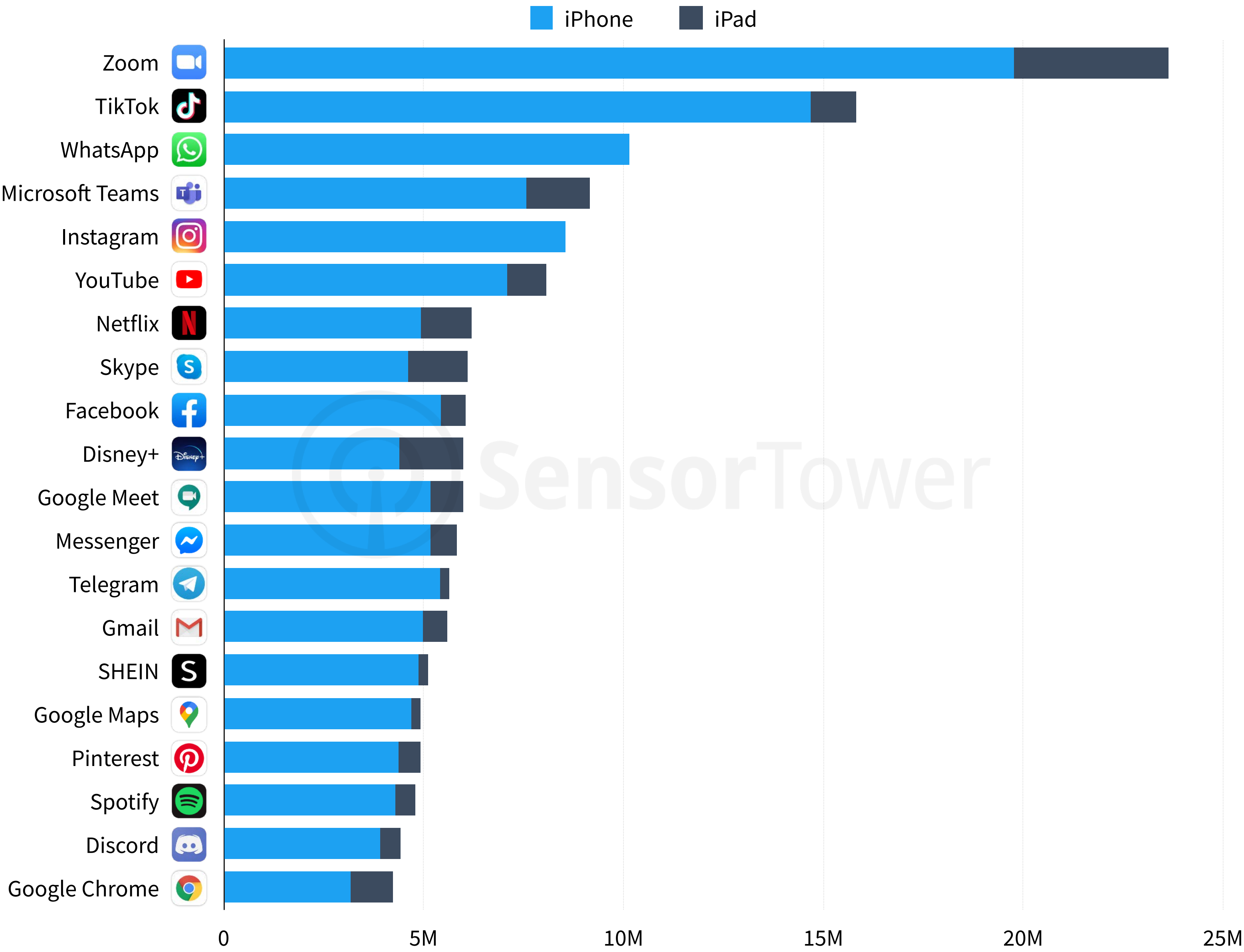
**Disney+ entered the top 20 for the first time in Europe at No. 15.**

It launched in markets including Great Britain, Ireland, France, Germany, Italy, Spain, Austria, and Switzerland in late March 2020.

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# App Store - Europe



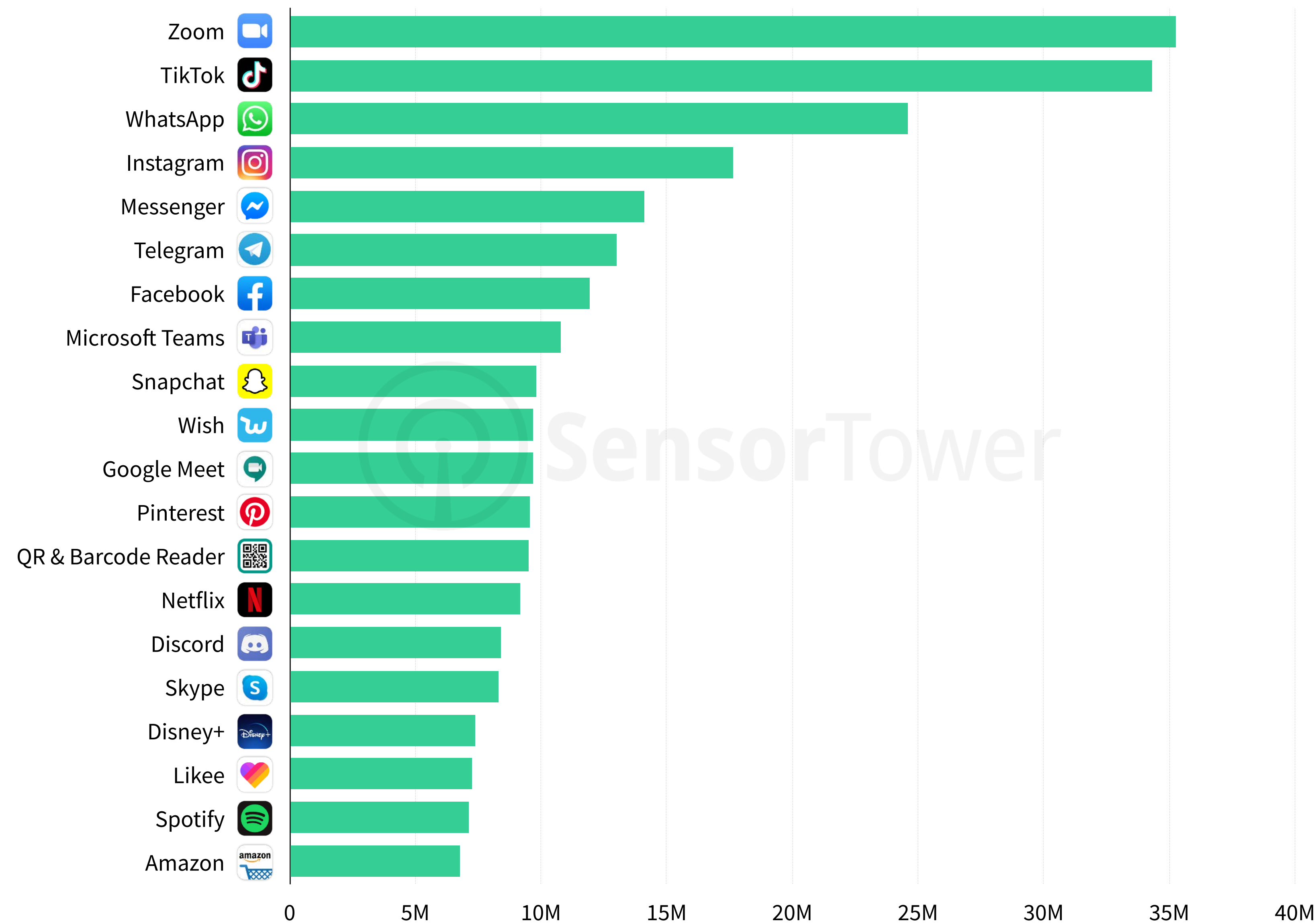
**Zoom and TikTok were the top two apps on the App Store in Europe, the U.S., and worldwide.** Facebook-owned WhatsApp was No. 3 in Europe despite being outside of the top 20 in the U.S.

**Google had five of the top 20 apps in Europe,** with YouTube (No. 6), Google Meet (11), Gmail (14), Google Maps (16), and Google Chrome (20).

**Note Regarding Download Estimates**  
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# Google Play - Europe



**The top three apps on Google Play were the same as the top three on the App Store.**

Facebook's Instagram and Messenger rounded out the top five on Google Play

**Business apps continued to thrive during COVID-19 as consumers turned to new options for remote work.**

Downloads for Zoom, Microsoft Teams, and Google Meet in Europe more than doubled quarter-over-quarter.

## Note Regarding Download Estimates

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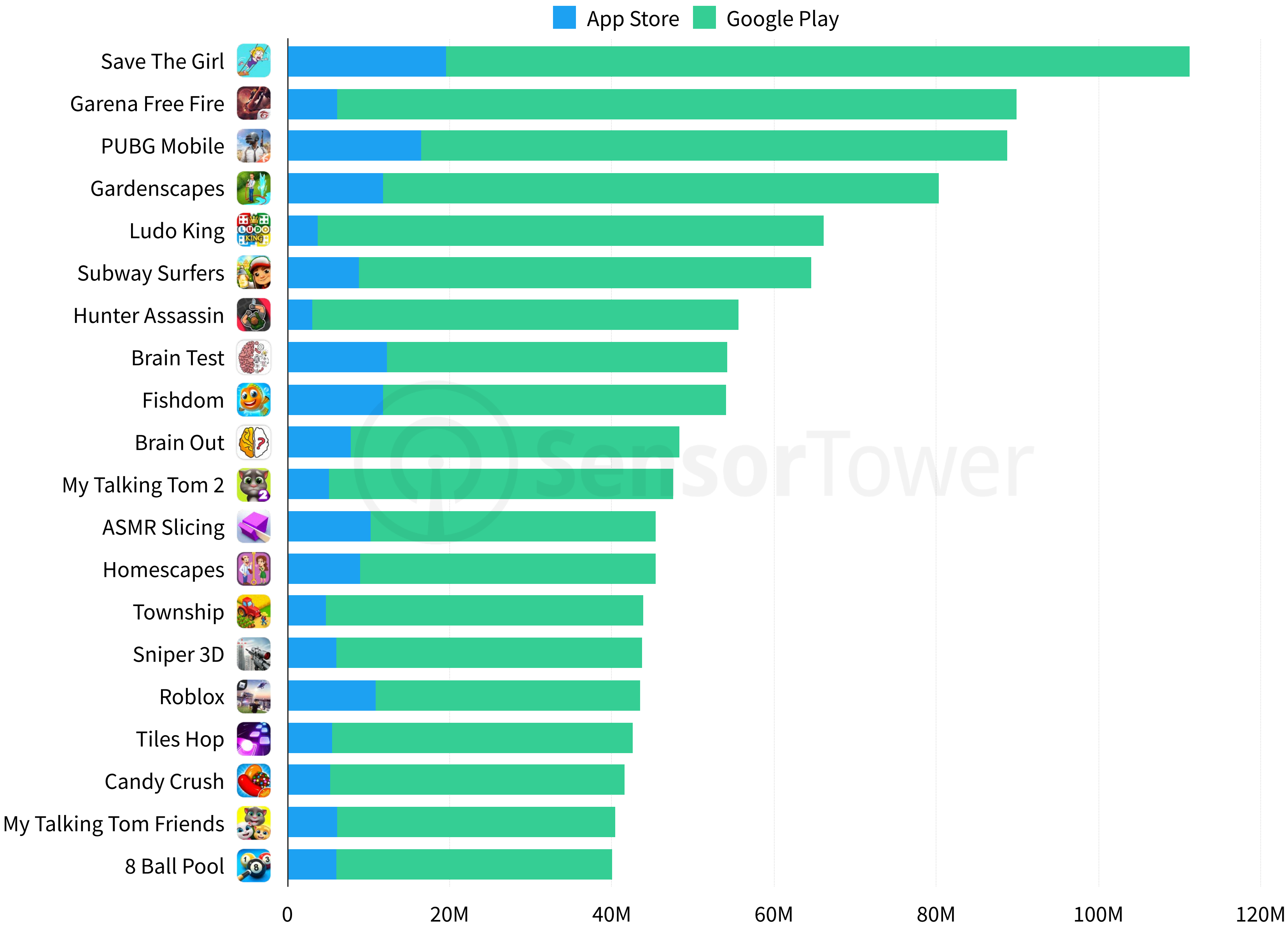


# Top Games

A dimly lit arcade with various games. In the center, two 'KING OF GAMES' machines are visible. To the left, there's a 'MONOPOLY' board game machine and a 'KING OF GAMES' machine. To the right, there's a 'HOT SPOT' machine with a 'WIN BIG MONEY!' sign and an 'ADMIRAL' machine. The background shows more arcade games and a person standing near the right side.



# Overall - Worldwide

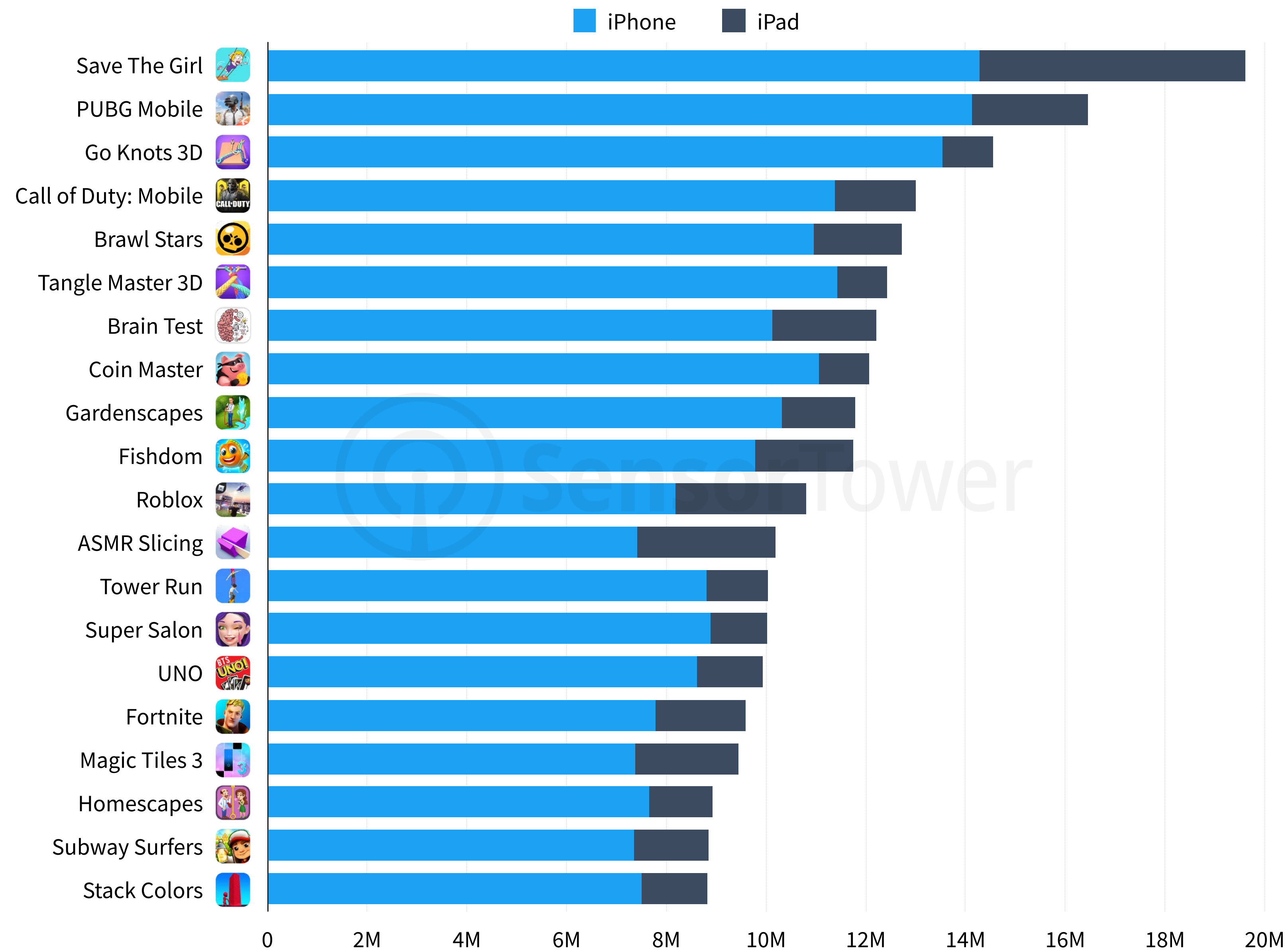


**Save The Girl from Lion Studios was the top game by worldwide downloads in Q2 2020.** It was Lion Studio’s first game to reach 100 million downloads in a quarter and helped the publisher surpass 250 million installs for the third consecutive quarter.

**Top battle royale games Garena Free Fire and PUBG Mobile ranked No. 2 and 3, respectively, in Q2 2020.** Garena Free Fire had its best quarter yet with quarter-over-quarter growth of 28 percent.

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# App Store - Worldwide



**After four consecutive quarters with less than 5 million downloads, Supercell's Brawl Stars had a huge quarter following its launch in China and reached 12.7 million installs in Q2 2020.** This was Brawl Star's best quarter on the App Store yet and was good enough for it to rank No. 5.

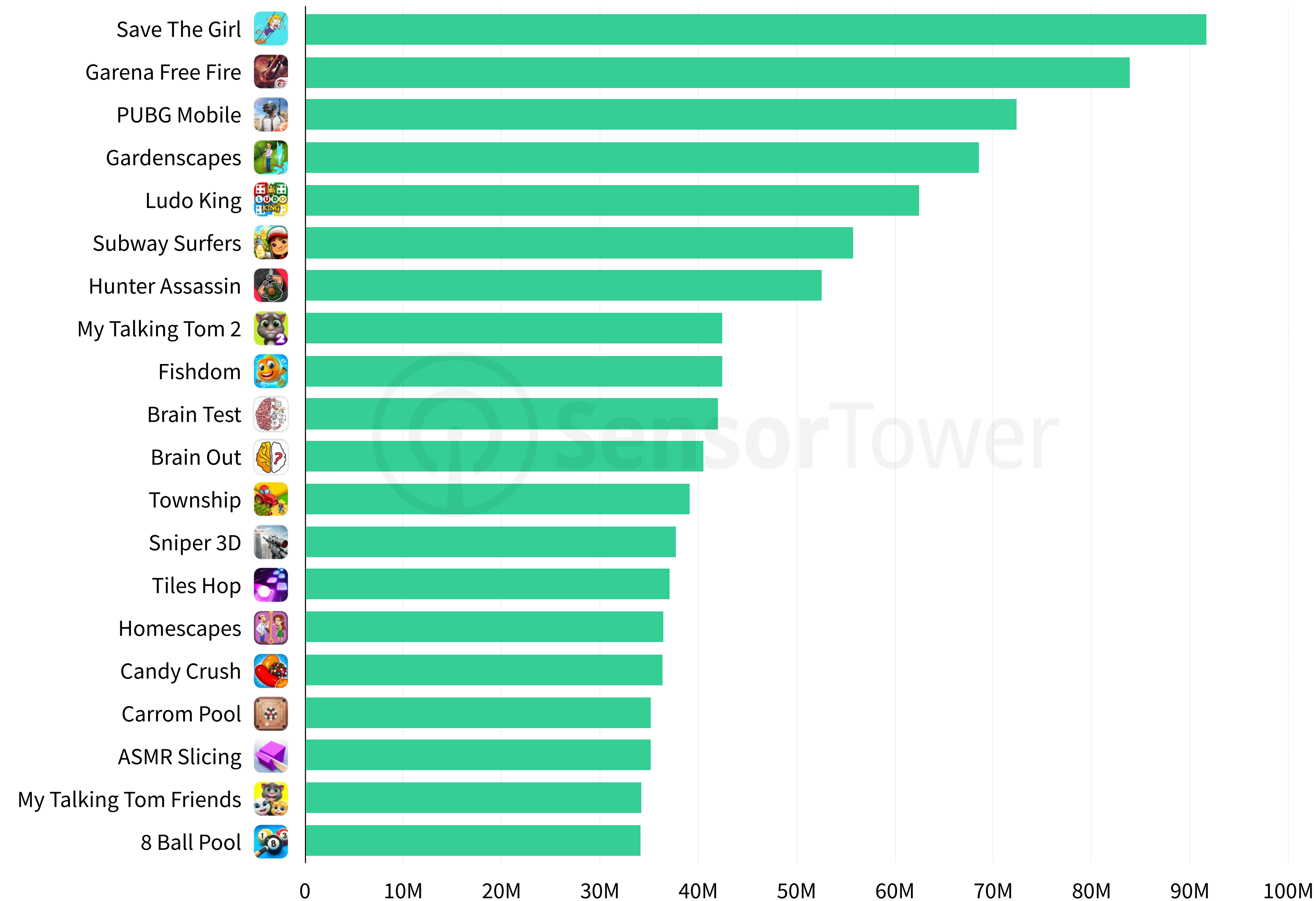
**Coin Master from Moon Active entered the top 20 for the first time at No. 8.** It reached 12 million downloads off of 177 percent growth quarter-over-quarter.

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# Google Play - Worldwide



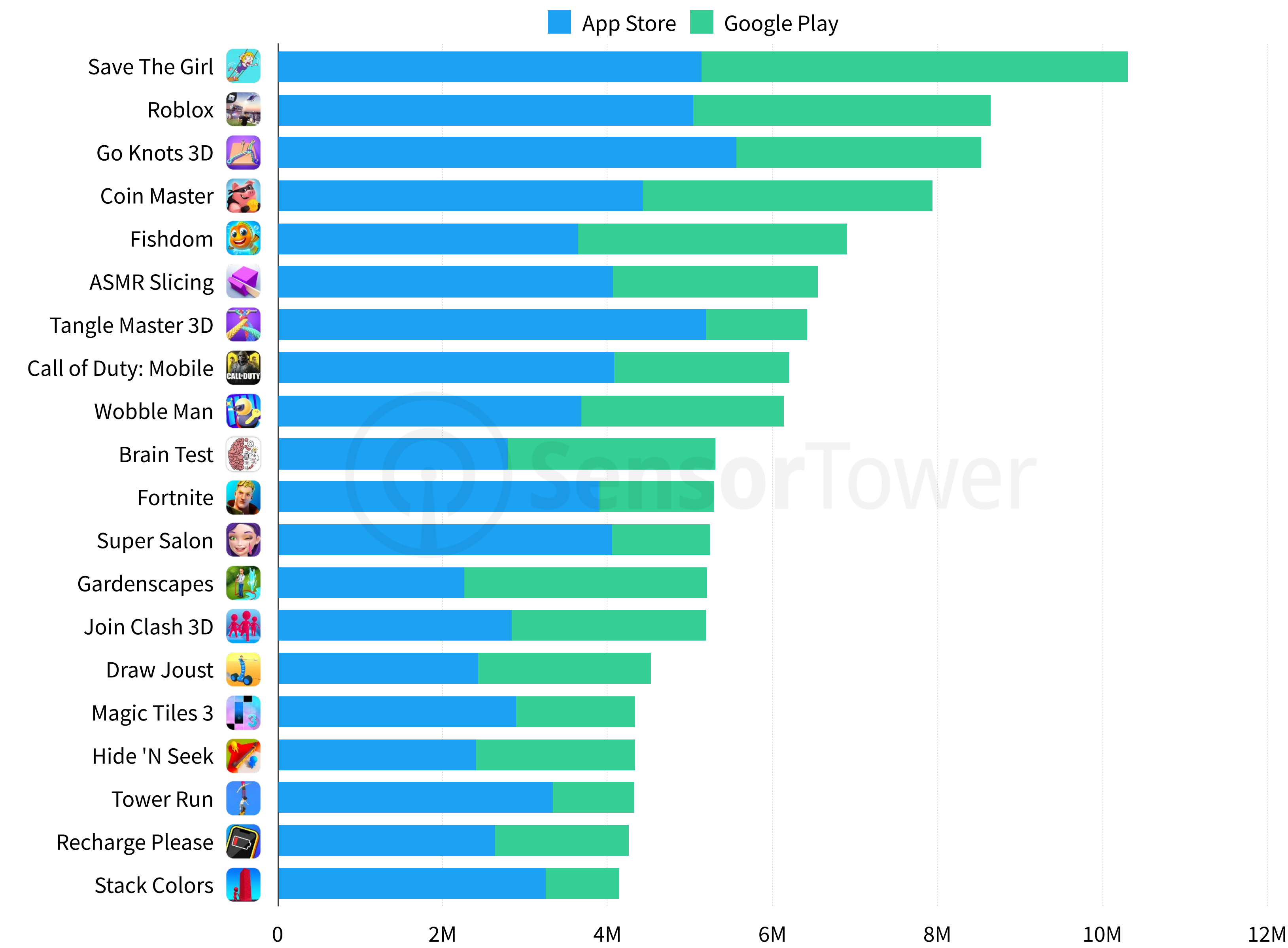
**Save The Girl was also the most downloaded game on Google Play last quarter.** Its nearly 92 million downloads in Q2 2020 was the most for any game in a quarter since Call of Duty: Mobile in Q4 2019.

**Playrix had four of the top 20 games.** These included Gardenscapes (No. 4), Fishdom (9), Township (12), and Homescapes (15).

## Note Regarding Download Estimates

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# Overall - United States



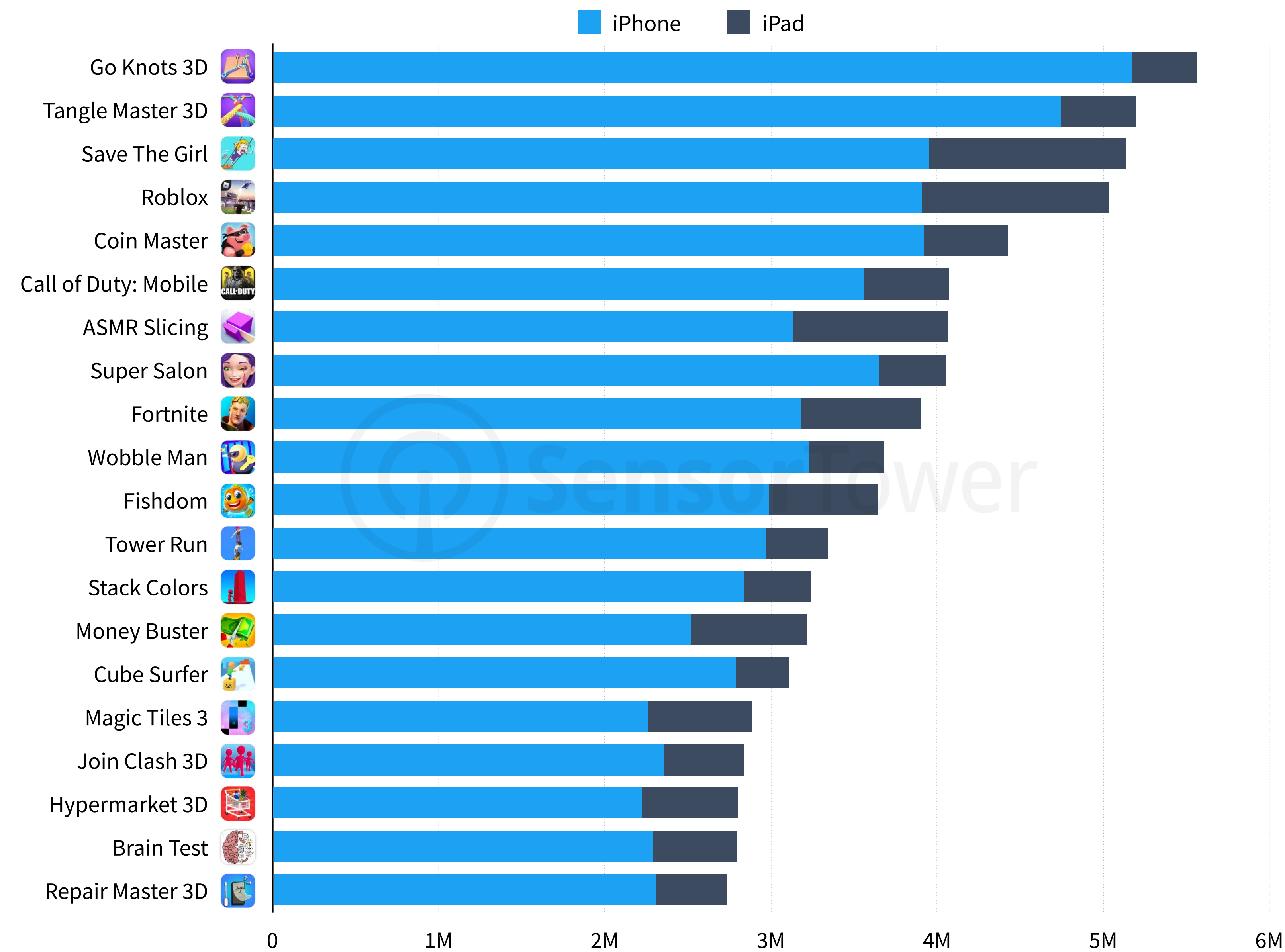
**Roblox flew up the U.S rankings from No. 11 in Q1 2020 to No. 2 in Q2.** It was a popular option during shelter-in-place orders in the U.S. and it achieved a new high of 8.6 million U.S. downloads in the quarter.

**Boosted by its release on Google Play, Fortnite entered the top 20 for the first time since 2018.** Its 5.3 million U.S. installs in Q2 2020 reflected an 88 percent quarter-over-quarter increase.

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# App Store - United States

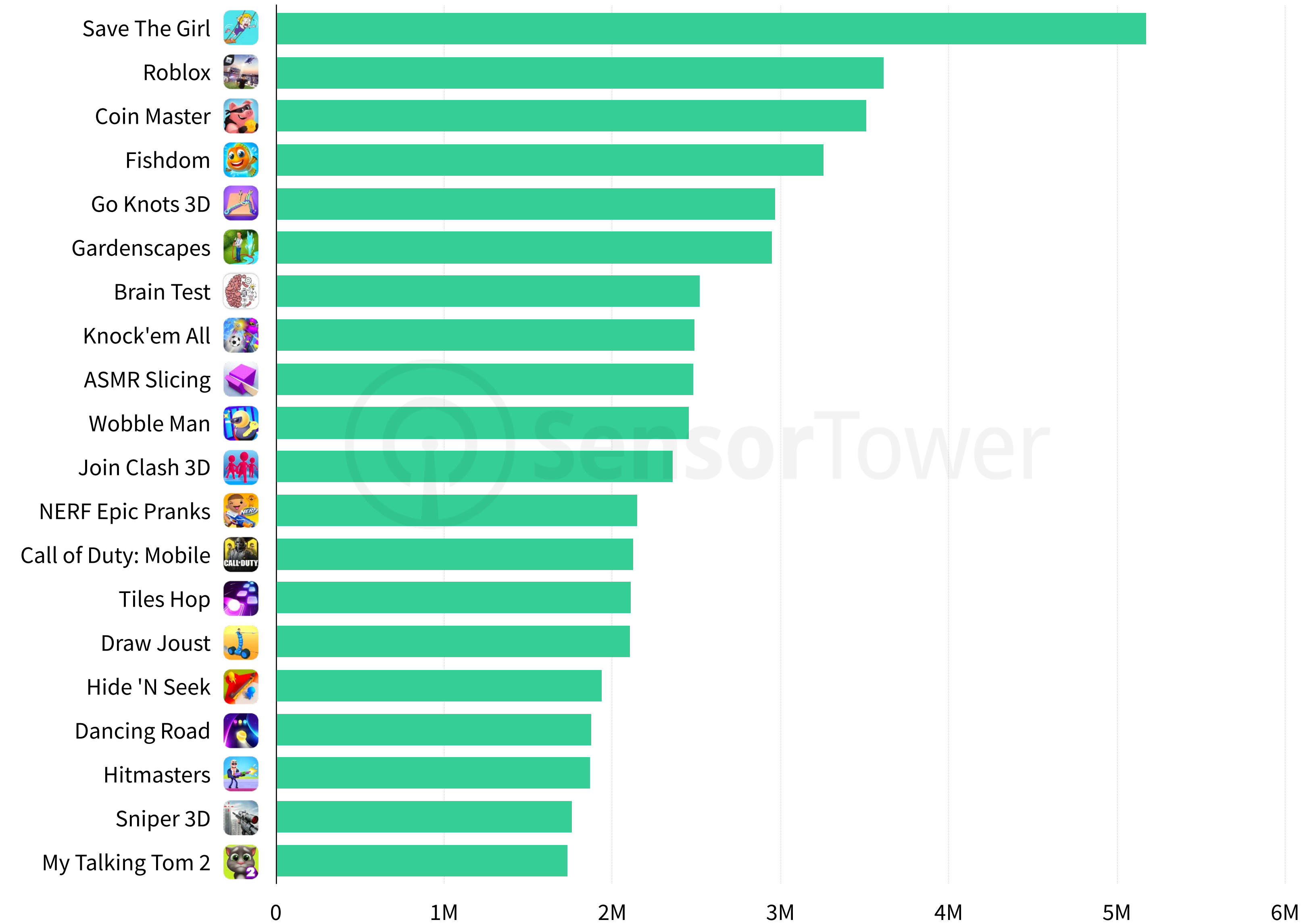


**Rollic Games had the top two titles on the U.S. App Store in Q2 2020, with Go Knots 3D and Tangle Master 3D each clearing 5 million downloads in the quarter.** It also had the No. 20 game, Repair Master 3D.

**Lion Studios also had two games among the top 10 on the App Store.** Save The Girl ranked No. 3 and Super Salon was No. 8.

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# Google Play - United States



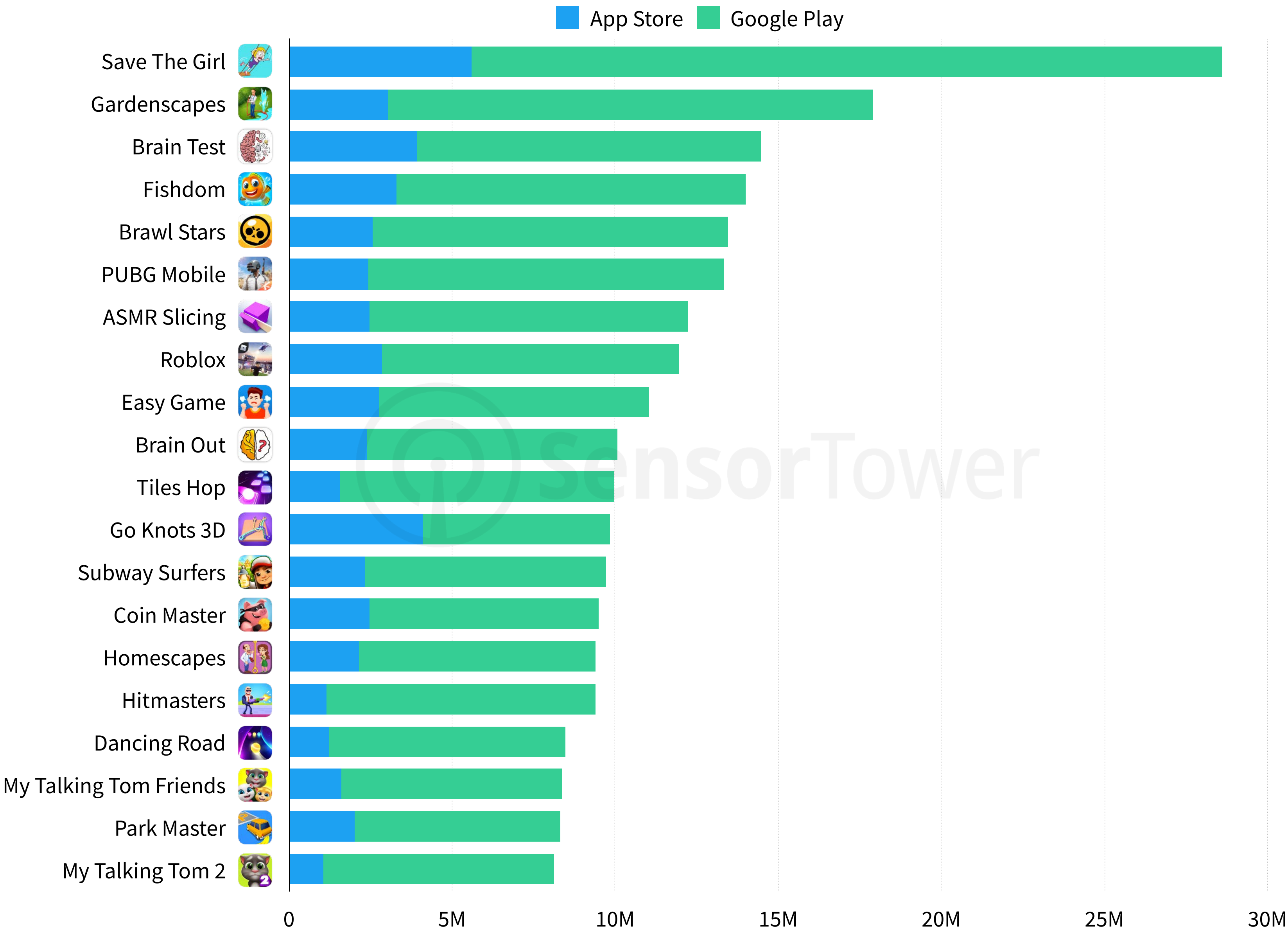
**Coin Master continued to see huge download growth in the U.S. on Google Play.** After entering the top 20 at No. 18 in Q1 2020, it climbed all the way to No. 3 in Q2.

**Playrix’s Fishdom and Gardenscapes each reached new highs in Q2 2020, ranking at No. 4 and 6, respectively.** Fishdom’s installs grew 65 percent quarter-over-quarter, while Gardenscapes’s increased 23 percent.

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# Overall - Europe



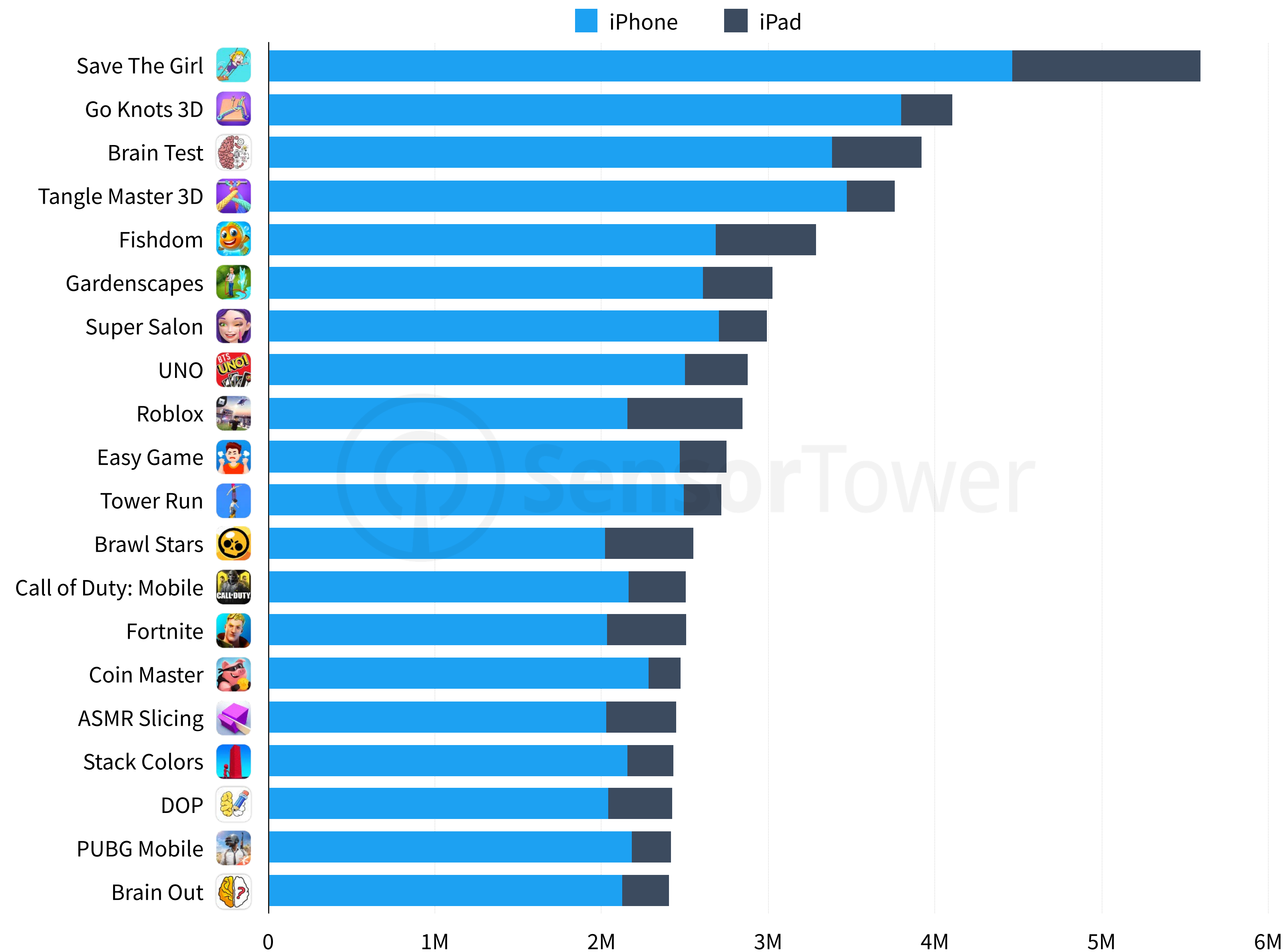
**Save The Girl was the top game in Europe with 28.6 million downloads, well ahead of the No. 2 game Gardenscapes at 17.9 million.** Russia accounted for 22.7 percent of its installs, followed by Turkey at 15 percent.

**Outfit7 Limited continued its success with the My Talking Tom franchise with its release of My Talking Tom Friends.** The game ranked No. 18 in Europe for the quarter, despite not launching until early June in top markets such as Russia, Turkey, and France.

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# App Store - Europe



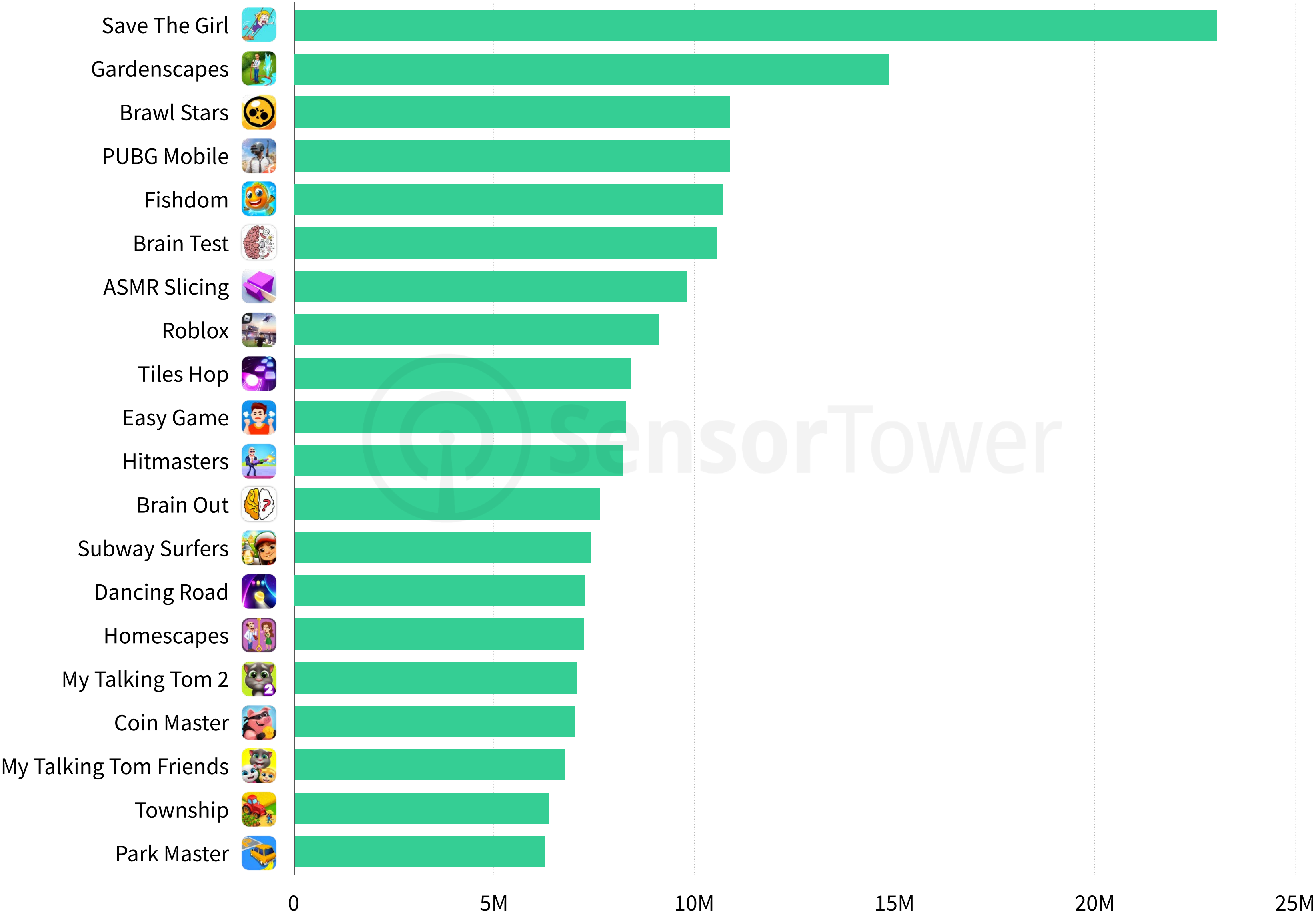
**Four of the top 10 games from Q1 2020 returned in Q2**, including Brain Test from Unico Studio, Fishdom and Gardenscapes from Playrix, and Easy Game from Easybrain.

**Meanwhile, three of the top five games did not launch until late March 2020 and were new to the top 20.** Save The Girl and Go Knots 3D launched in late March to early April, and Tangle Master 3D ranked No. 4 in the quarter despite not launching until June.

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# Google Play - Europe



**PUBG Mobile from Tencent surpassed 10 million Google Play downloads in Europe for the second consecutive quarter.** This was enough to rank fourth for the quarter.

**Roblox, the No. 2 app in the U.S. on Google Play, also did well in Europe.** It ranked at No. 8 in Q2 2020, up from No. 20 the previous quarter.

**Note Regarding Download Estimates**  
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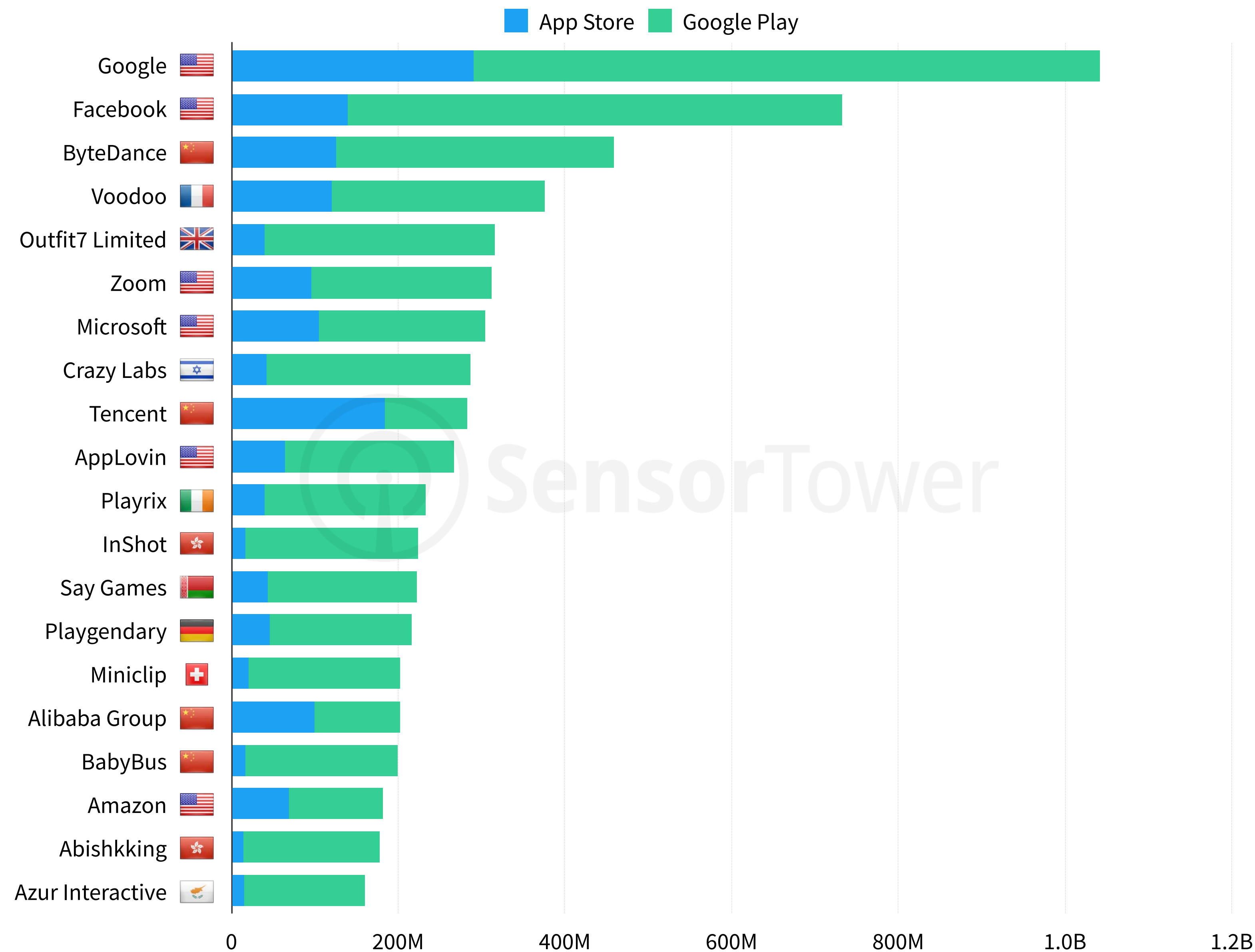




# Top Publishers



# Overall - Worldwide



**Google became the first mobile publisher to break the one billion download threshold in a quarter, representing huge growth from its roughly 800 million installs in Q1 2020.**

Facebook held the previous high with 883 million downloads in Q3 2018.

**Outfit7 Limited was the only different publisher among the top five compared to Q1 2020.** Its newly released title My Talking Tom Friends was its second most installed game in the quarter behind My Talking Tom 2.

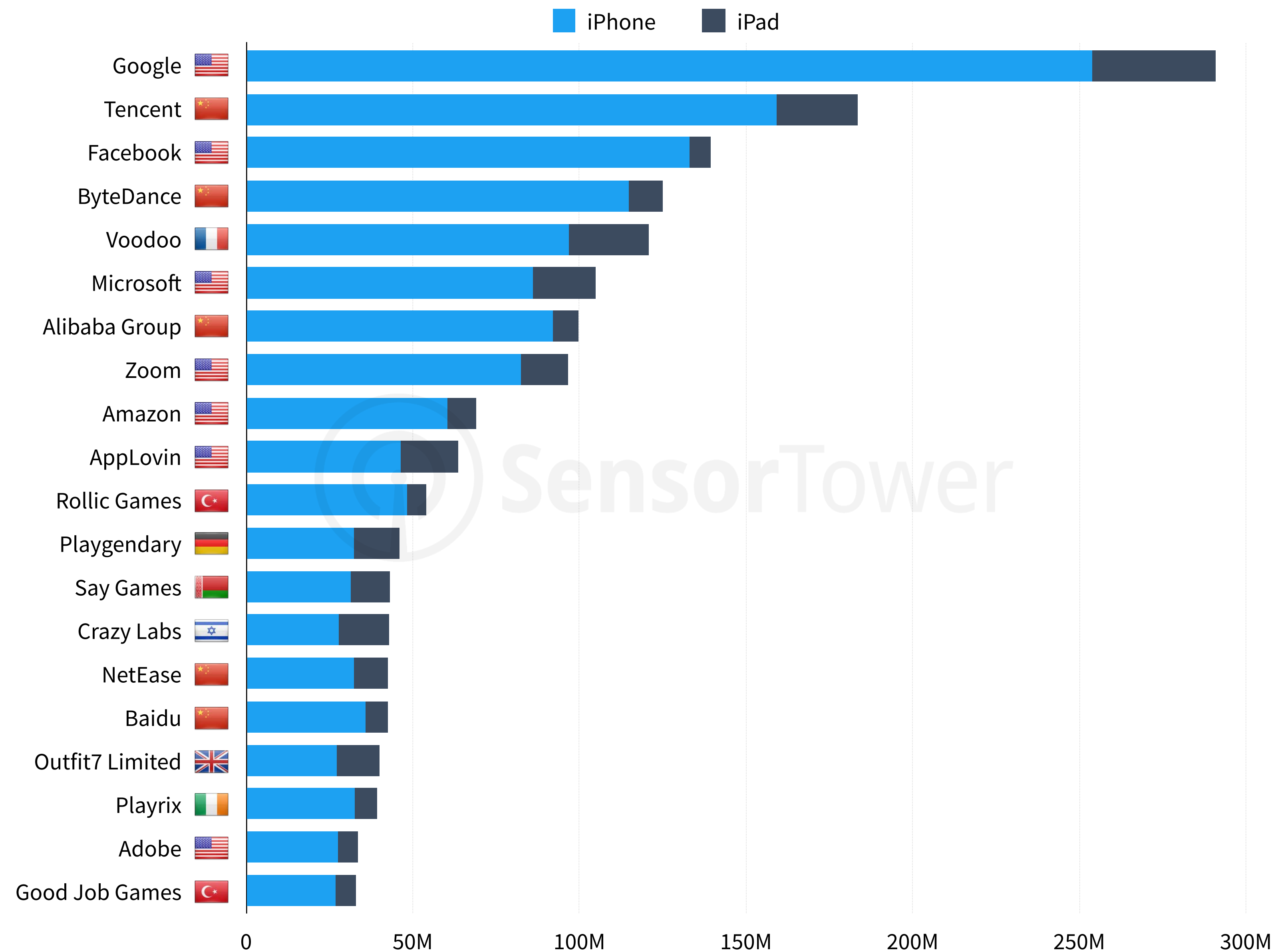
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# App Store - Worldwide



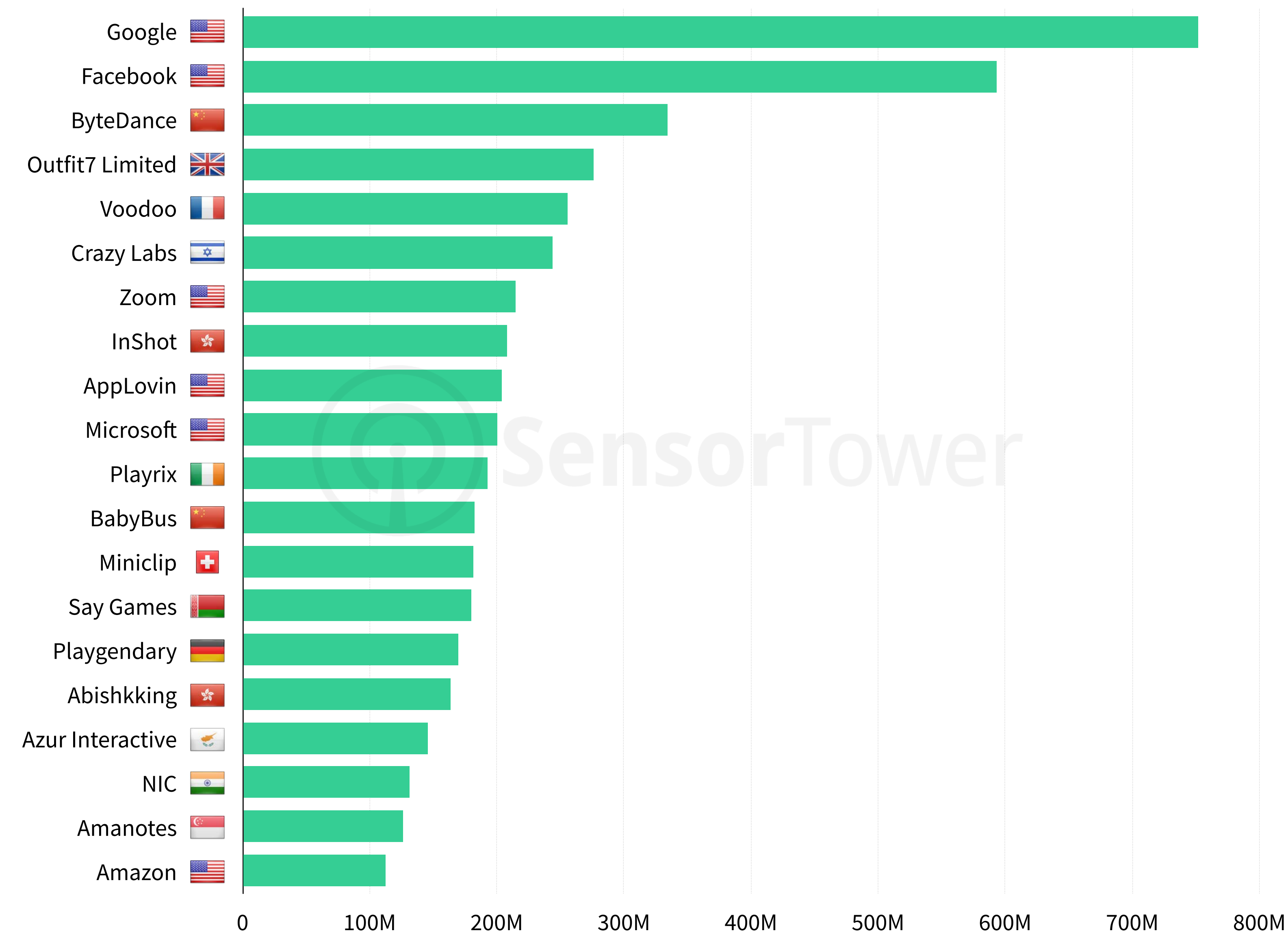
**The top five publishers on the App Store were the same as last quarter.** The only change in order among them was Facebook and Voodoo switching spots at No. 3 and 5, respectively.

**Six U.S.-based publishers were among the top 10 by worldwide downloads in Q2 2020, including Google, Facebook, and Microsoft.** Zoom, based in San Jose, California, had the top app in the quarter and was the No. 8 publisher.

## Note Regarding Download Estimates

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# Google Play - Worldwide



**Google passed Facebook for the first time on Google Play with more than 750 million installs in Q2 2020.** Google Meet was its top app in the quarter, with Google Classroom also seeing strong growth.

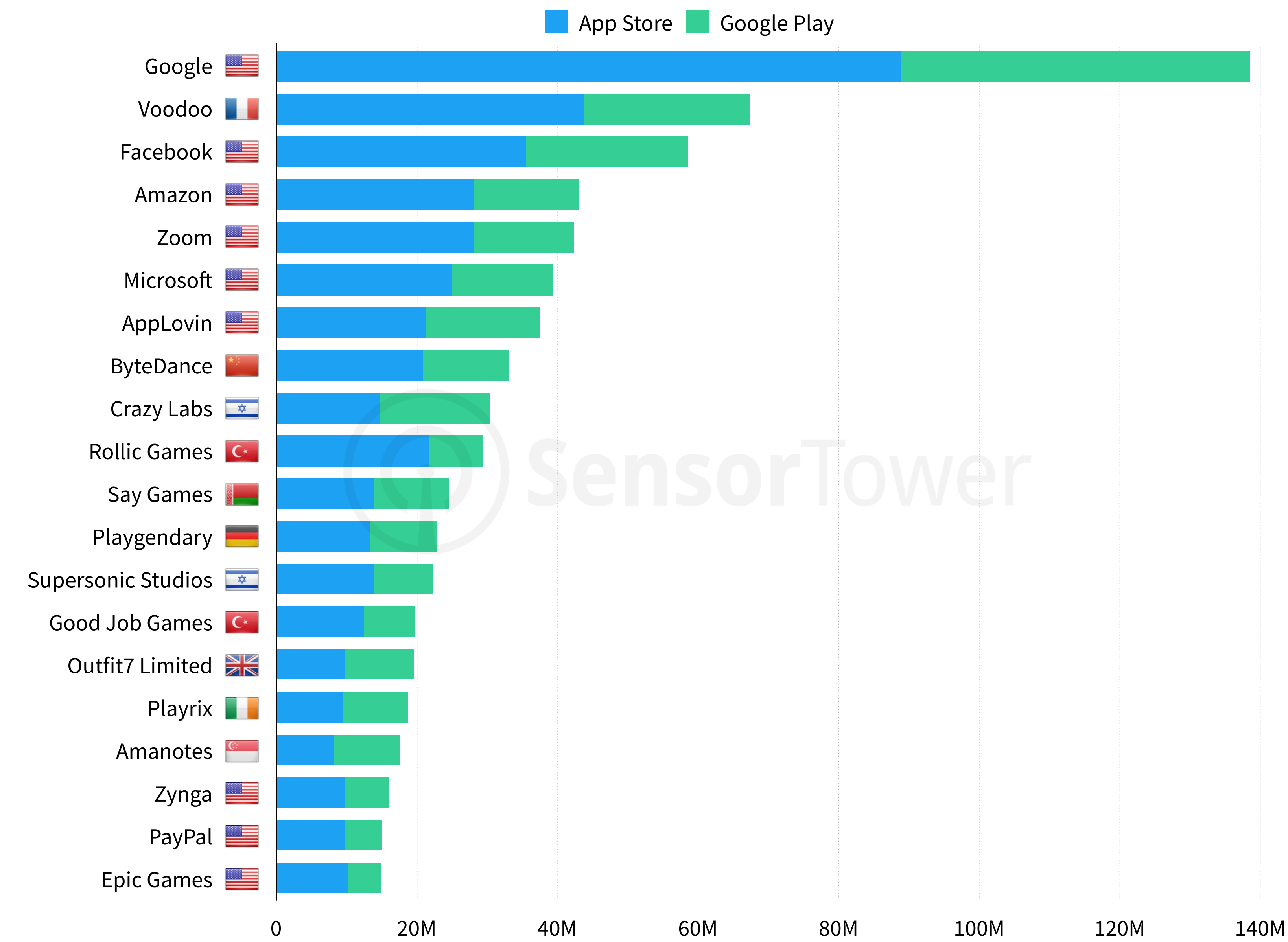
**ByteDance was the No. 3 publisher for the second consecutive quarter.** TikTok was responsible for nearly 70 percent of its downloads in Q2 2020.

## Note Regarding Download Estimates

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# Overall - United States

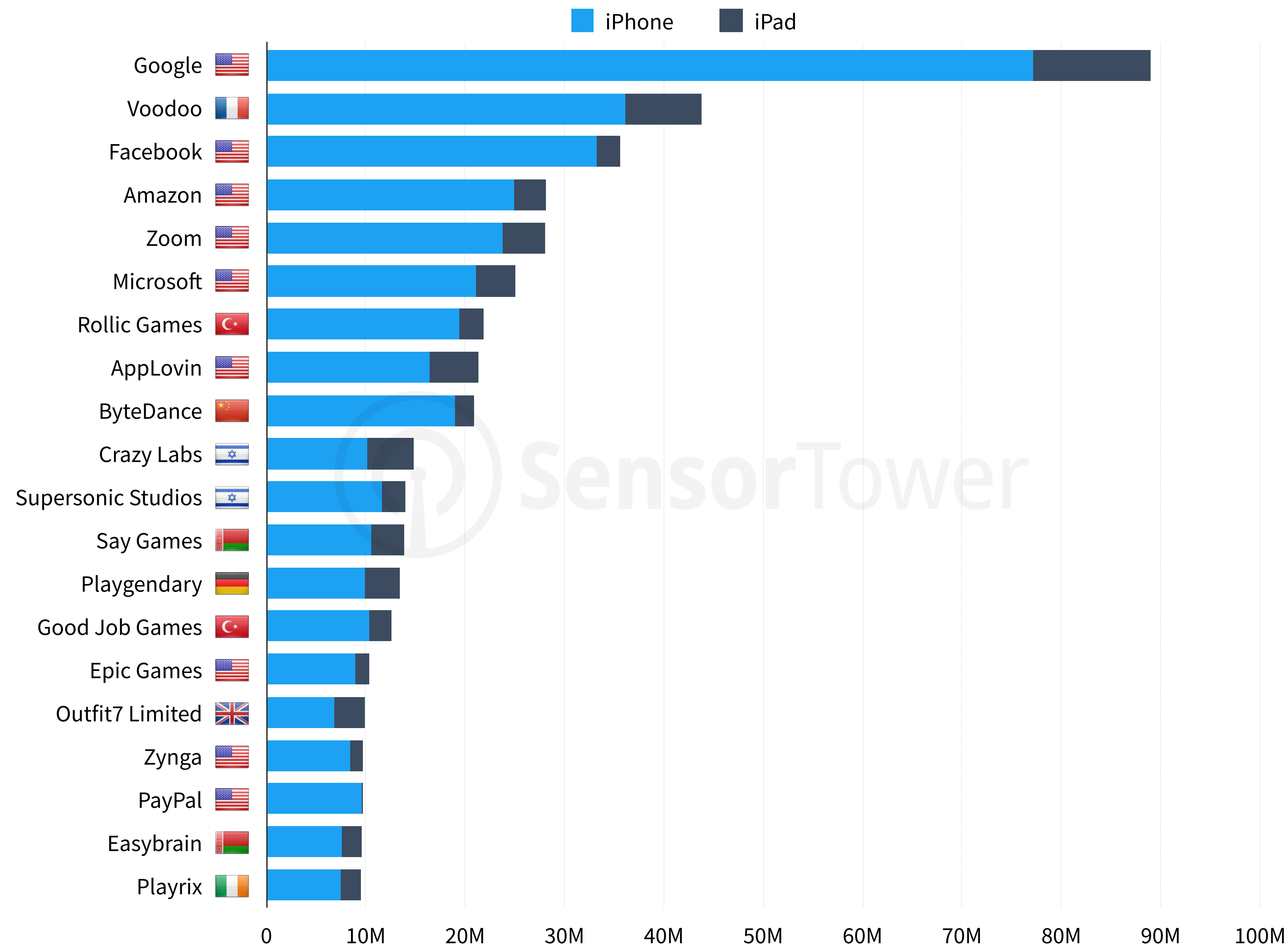


**Google had more than twice as many downloads as any other publisher in the U.S.** Its 89 million App Store downloads alone were more than any other publisher across both the App Store and Google Play.

**Voodoo was well ahead of its next closest competitor among game publishers.** AppLovin was the second highest ranking publisher primarily focused on games at No. 7 overall, with its downloads mostly coming from its game studios Lion Studios and Machine Zone.

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# App Store - United States



**Zoom and Rollic Games were the only new publishers in the top 10 compared to Q1 2020.**

Zoom had the top app by U.S. downloads on the App Store in 2Q20, and Rollic Games had the top two games (Go Knots 3D and Tangle Master 3D).

**Games publishers were common across the top 20, including Voodoo, Rollic Games, Crazy Labs, Supersonic Studios, and Say Games.**

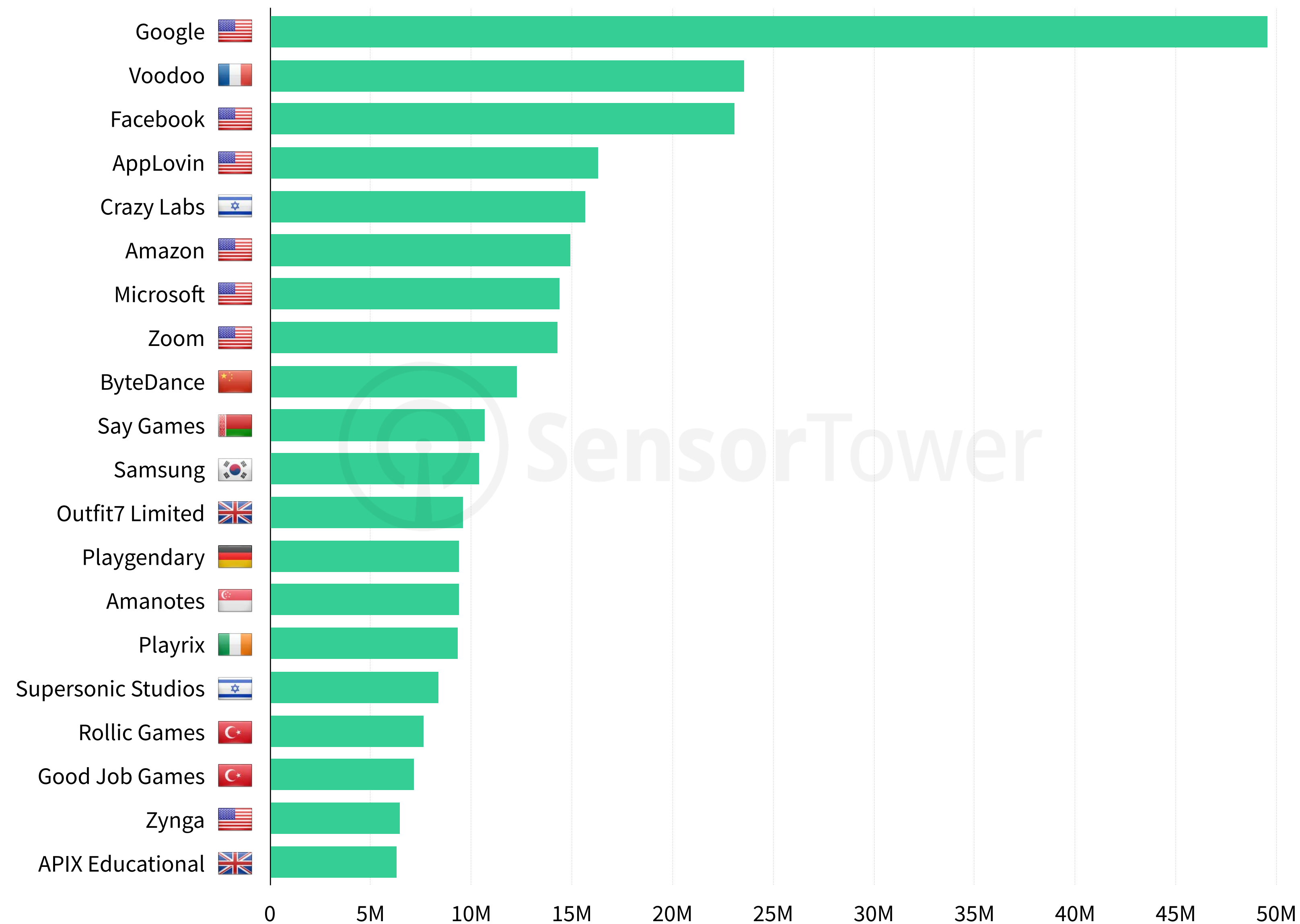
Overall, 13 of the top 20 publishers received the majority of their downloads from games.

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# Google Play - United States



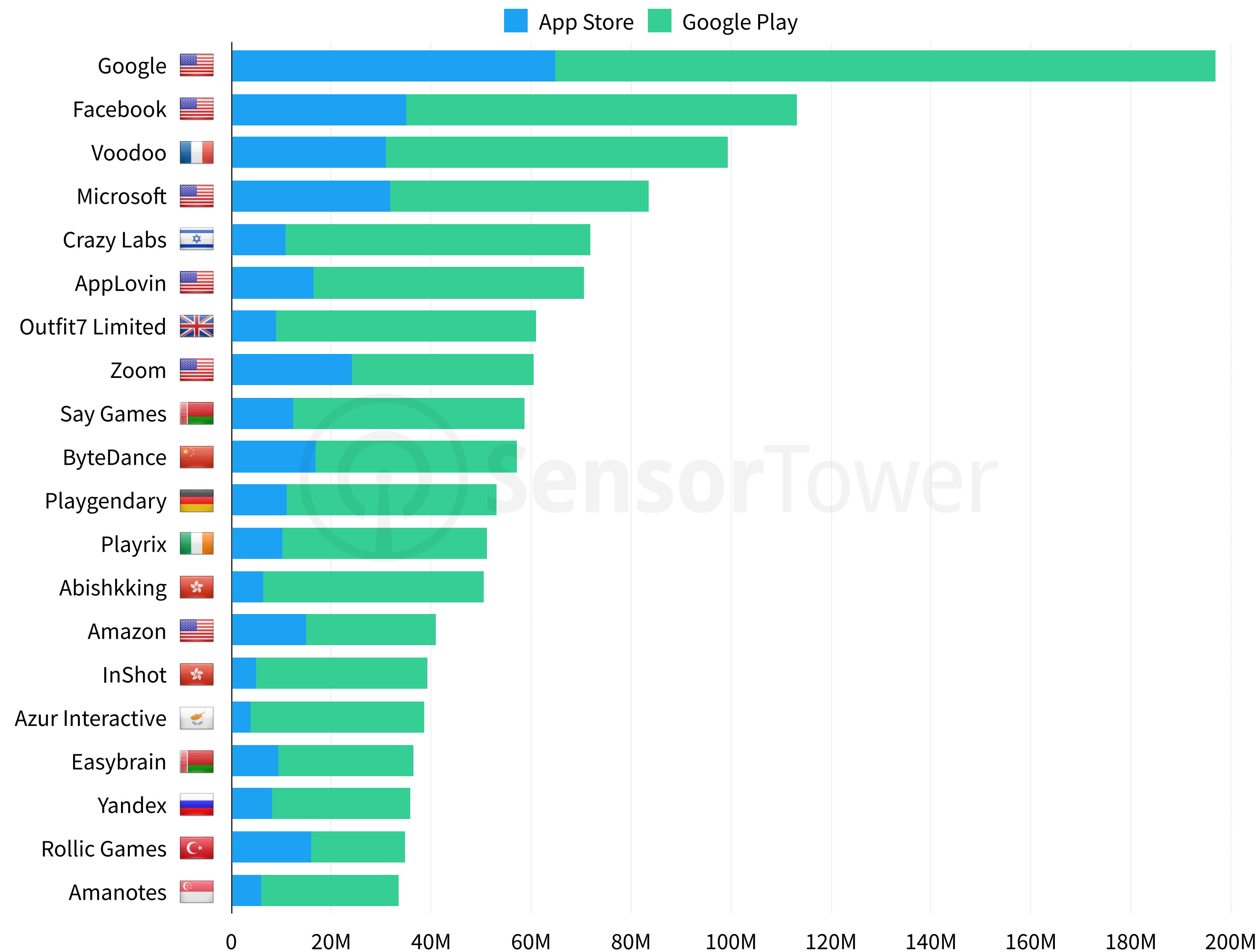
**A strong quarter for apps like Google Meet and Google Duo helped Google reach its highest U.S. download total yet on Google Play**, with nearly 50 million installs on the platform in Q2 2020.

**While seven of the top 20 publishers were based in the U.S., there were 10 other countries represented.** Top publishers based outside of the U.S. included Voodoo in France, Crazy Labs in Israel, and ByteDance in China.

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# Overall - Europe



**Microsoft experienced rapid growth in Europe as consumers adjusted to remote work during COVID-19, with Microsoft Teams leading the way.** Microsoft's 83.5 million installs in Europe were more than 2.6 times its total from Q2 2019.

**After entering the top 10 in Europe for the first time last quarter, TikTok's publisher ByteDance returned in Q2 2020.** Its downloads increased 15 percent quarter-over-quarter.

## Note Regarding Download Estimates

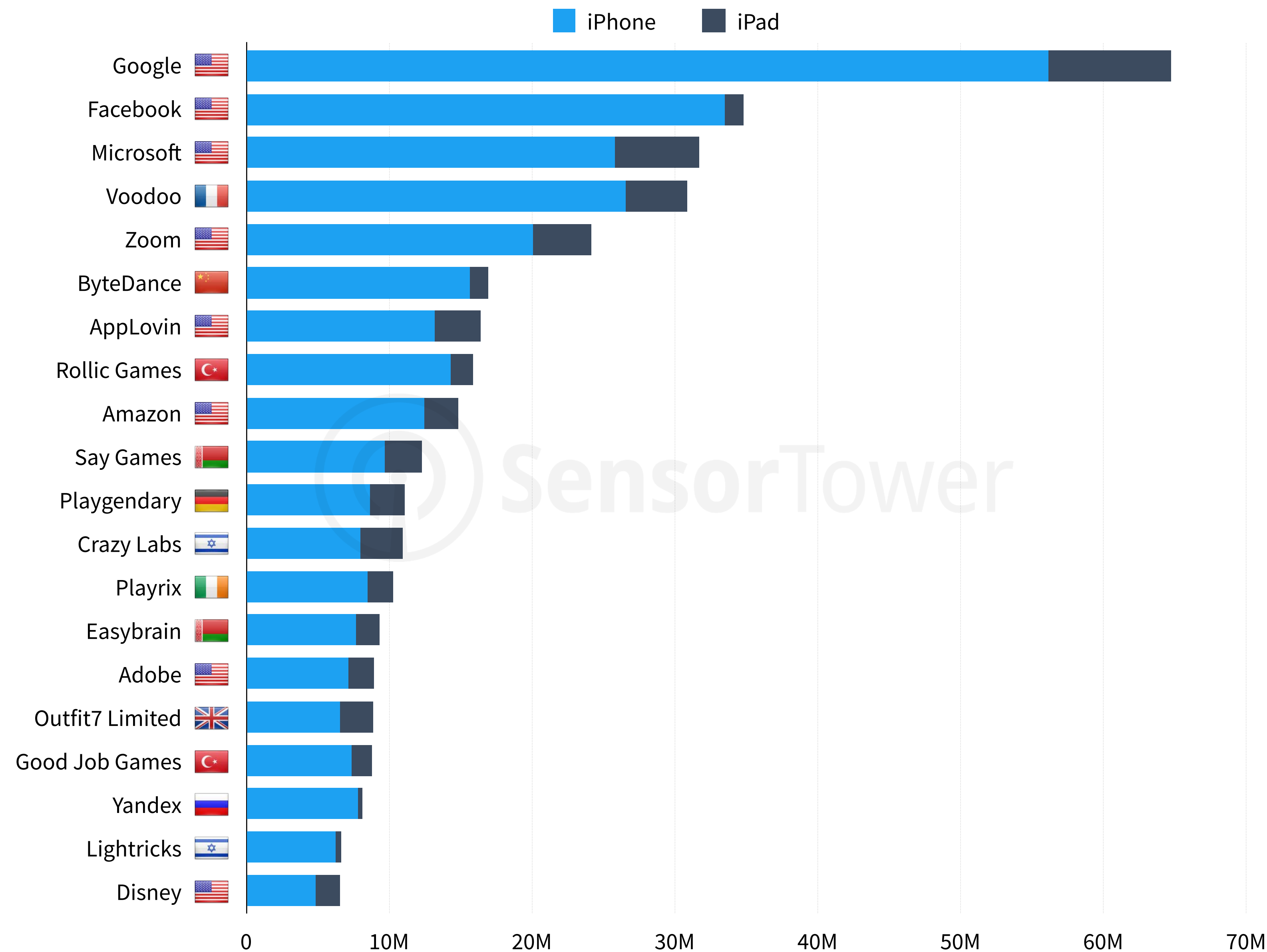
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# App Store - Europe



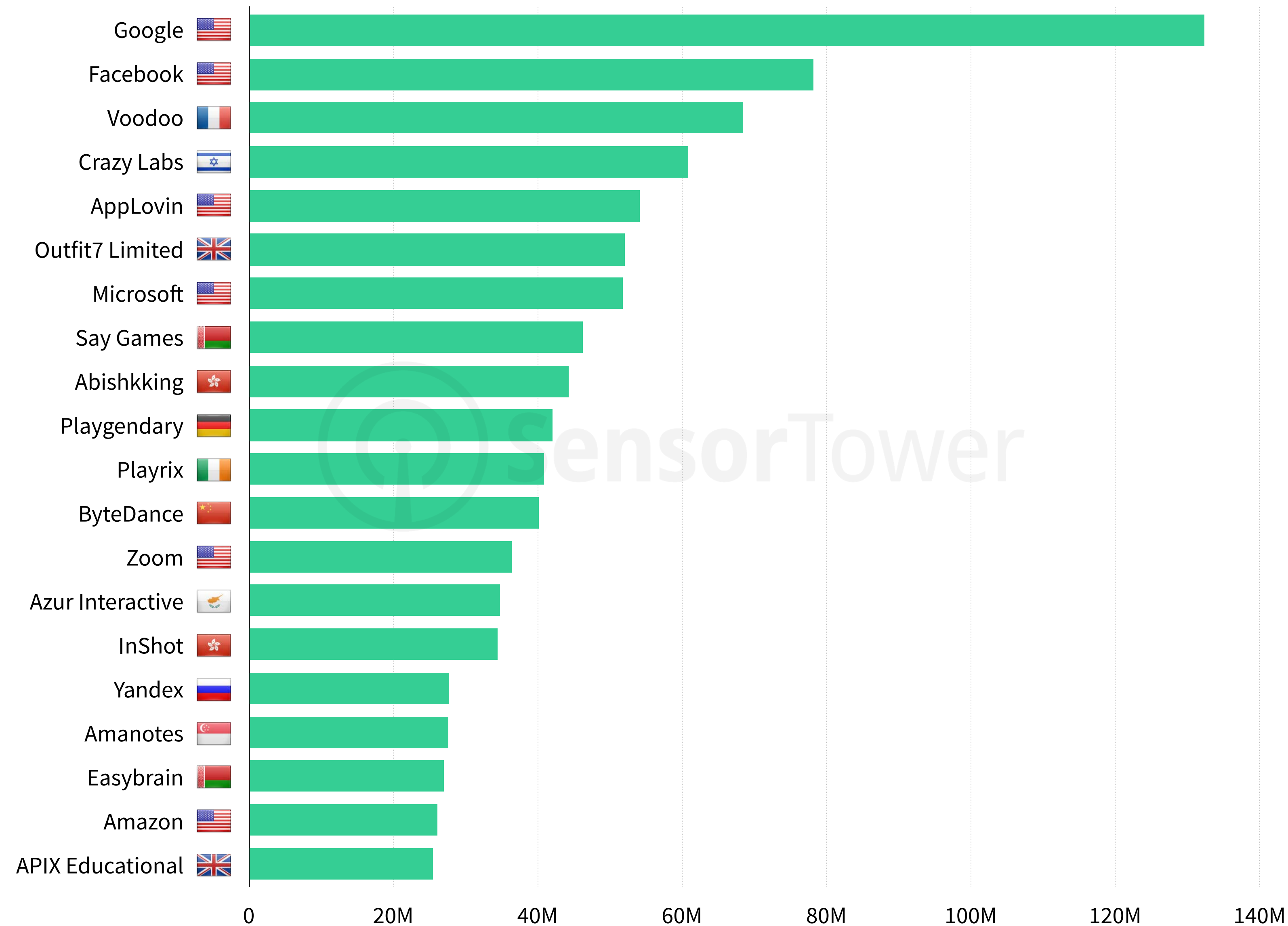
**Zoom continued its rapid rise in Europe, ranking as the No. 5 publisher behind Google, Facebook, Microsoft, and Voodoo.** It came in at No. 20 last quarter as the stay-at-home measures began to be implemented.

**Disney entered the top 20 in Q2 2020, with Disney+ accounting for more than 91 percent of its downloads in Europe.** The new streaming service had nearly as many downloads as Netflix in the quarter.

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Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2020. Apple apps are excluded. We report unique installs only (one download per User).

# Google Play - Europe



There were many games publishers in the top 10 on Google Play, including Voodoo, Crazy Labs, Outfit7 Limited, Say Games., and Playgendary AppLovin also received the bulk of its installs from its hyper-casual games publisher Lion Studios.

Abishkking, a publisher of health and fitness apps, saw its installs nearly double year-over-year in the wake of COVID-19. Its home workout apps did particularly well while gyms were closed due to COVID-19.

## Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Apr. 1 through Jun. 30, 2020. We report unique installs only (one download per User). Google preinstalled apps are excluded. Android download estimates do not include third-party stores.

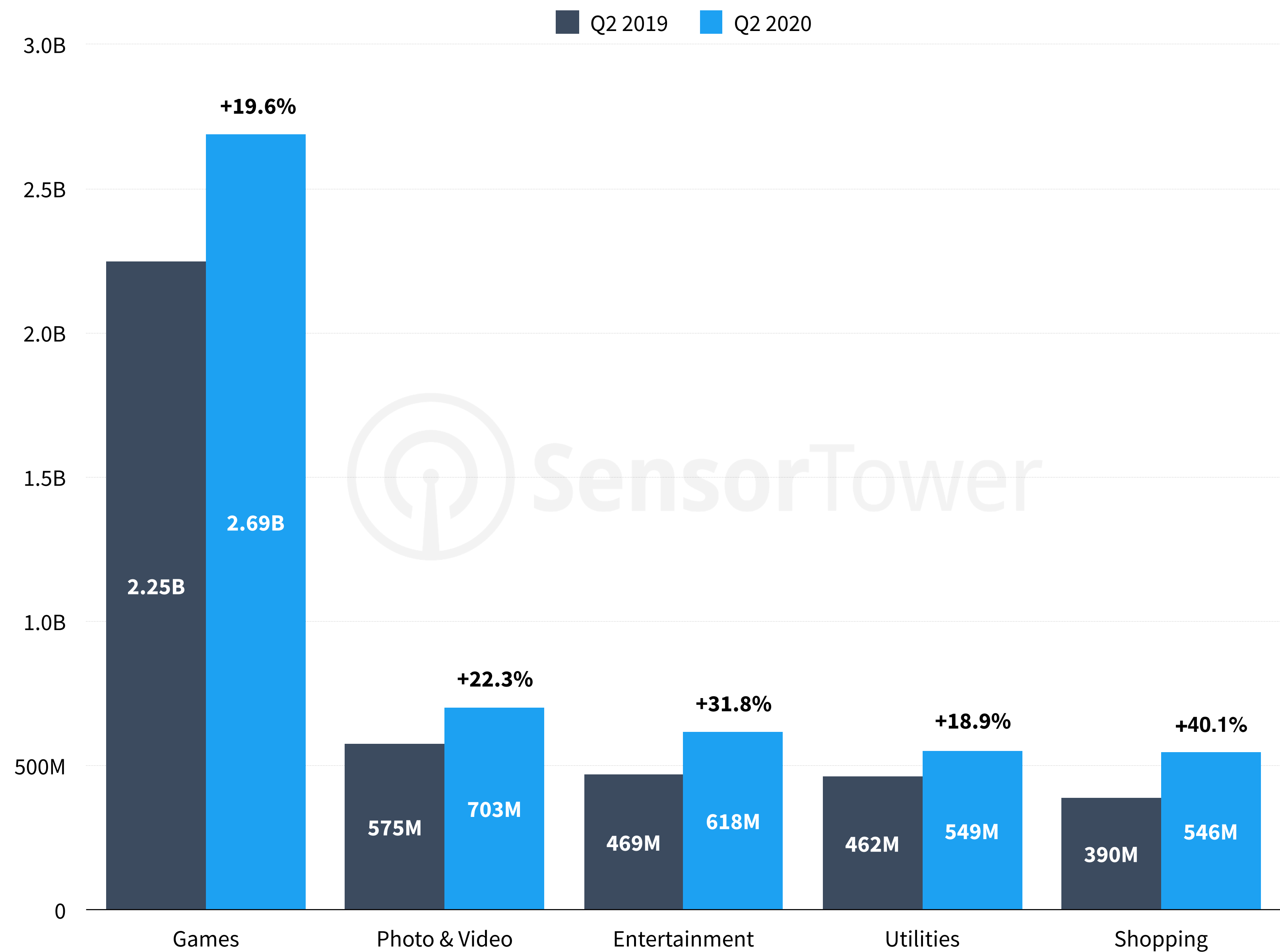




# Top Categories



# App Store



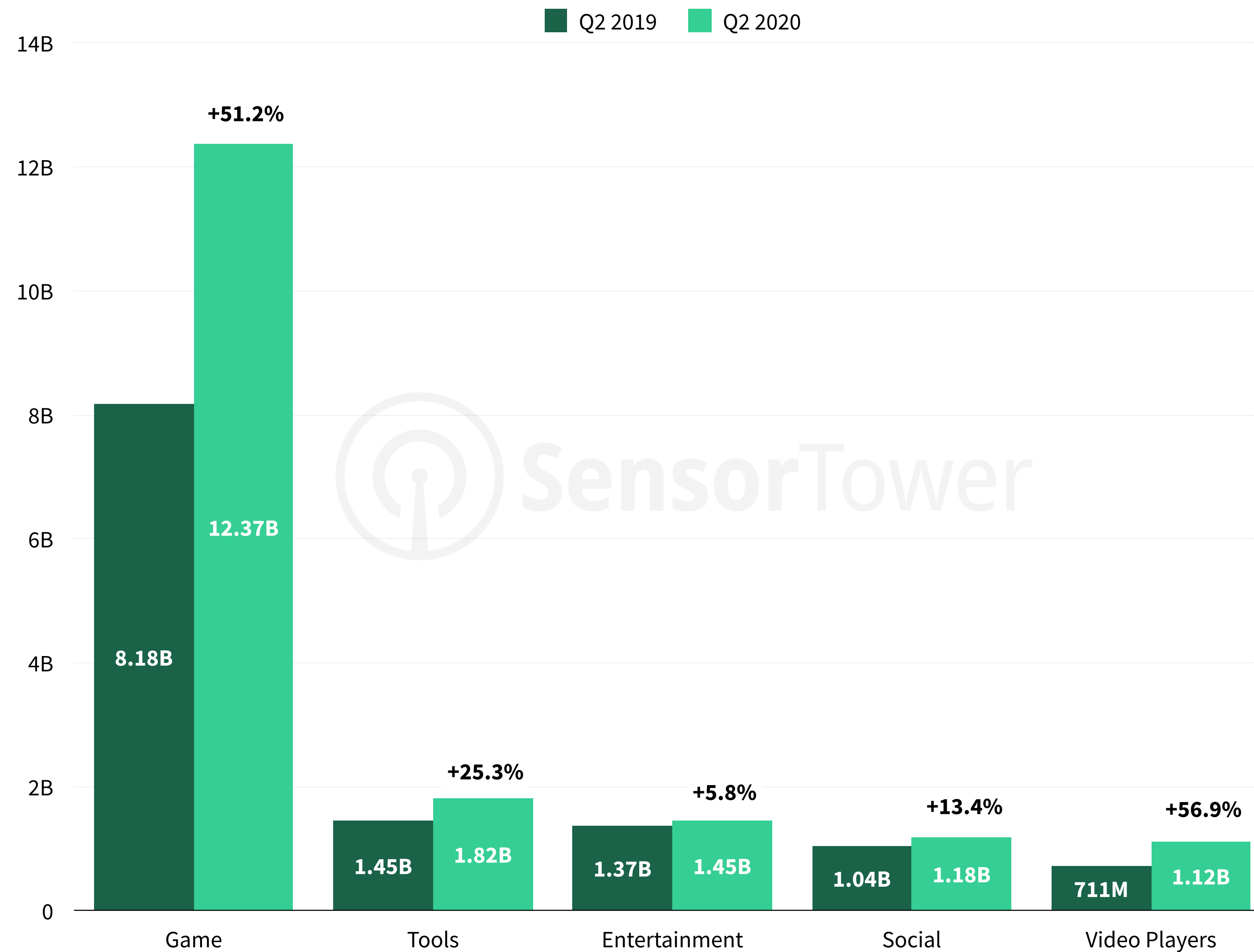
**While Games installs on the App Store fell off from their high of nearly 3 billion in Q1 2020, the category still had its second best quarter ever.** Q2 2020 was just the second time Games had more than 2.5 billion installs in a quarter.

**Shopping passed Social Networking to enter the top five off of about 40 percent year-over-year growth.** Top apps such as PinDuoDuo, SHEIN, and Amazon all contributed with very strong quarters.

**Note Regarding Download Estimates**  
Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2020. Apple apps are excluded. We report unique installs only (one download per User).



# Google Play



**The decrease in Game downloads on the App Store was more than offset by a huge increase on Google Play.** The category grew by more than 50 percent year-over-year, and nearly 20 percent quarter-over-quarter from its previous high of 10.4 billion in Q1 2020.

**Video Players entered the top five categories on Google Play with more than 1.1 billion installs.** Top apps included Likee along with a few versions of TikTok and TikTok Lite.

## Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Apr. 1 through Jun. 30, 2020. We report unique installs only (one download per User). Google preinstalled apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.

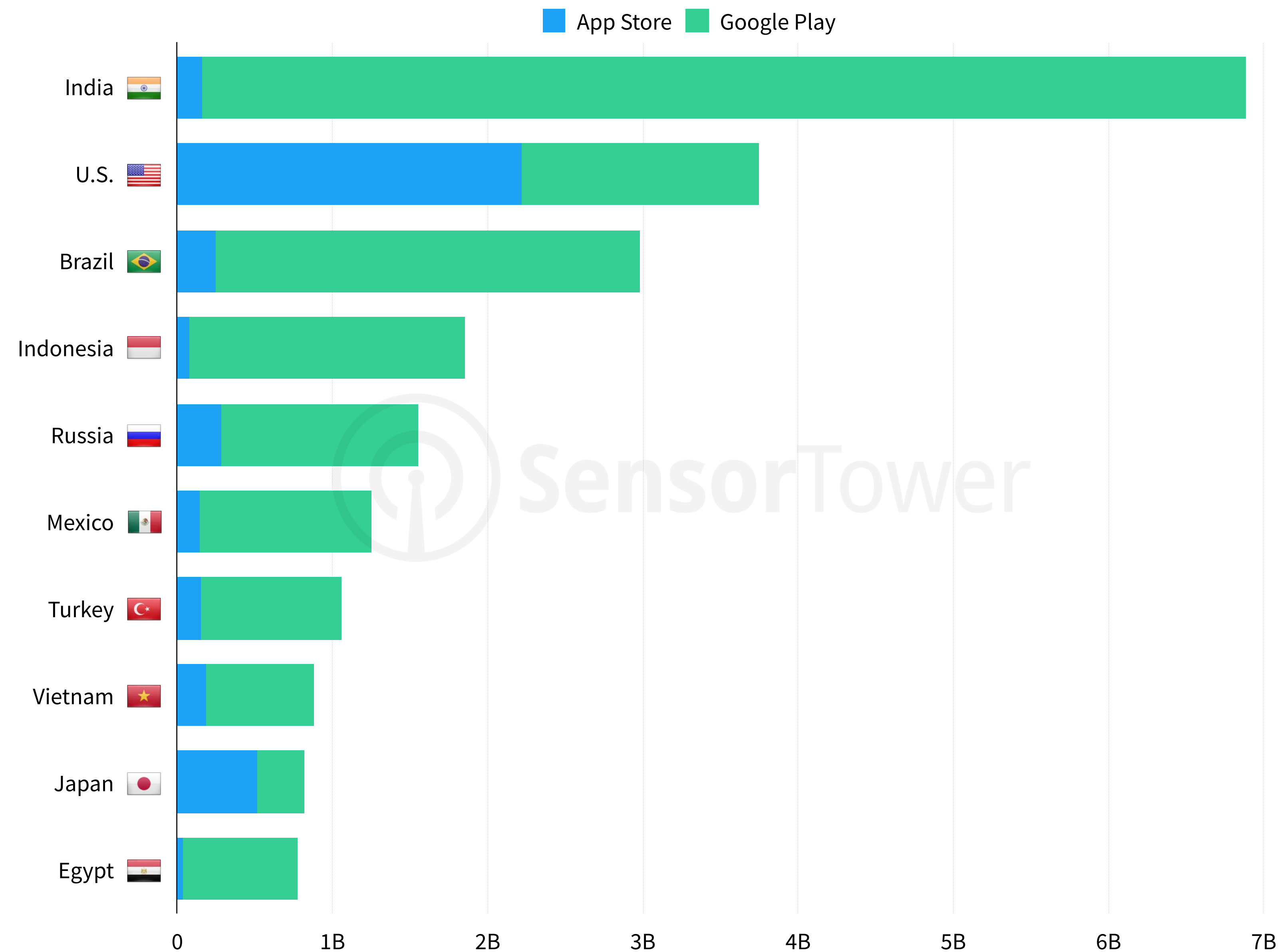


A vintage map of North America, showing the United States, Canada, and Mexico. The map is overlaid with a dark, semi-transparent layer. The text "Top Countries" is written in a large, white, serif font across the center of the map. The map itself is a detailed historical or nautical chart, showing coastlines, major cities, and geographical features. The colors are muted, with a dark blue/green for water and a brownish-tan for land. The text "Top Countries" is the primary focus, centered horizontally and vertically.

# Top Countries



# Overall



India's download growth had tapered off from its peak at 5.3 billion in Q2 2019. **That changed in Q2 2020 as the country achieved a record 6.9 billion downloads, or 30 percent quarter-over-quarter growth.**

**Egypt entered the top 10 for the first time in Q2 2020.** It saw 67 percent year-over-year growth on Google Play, and the platform accounted for more than 96 percent of its downloads between it and Apple's App Store.

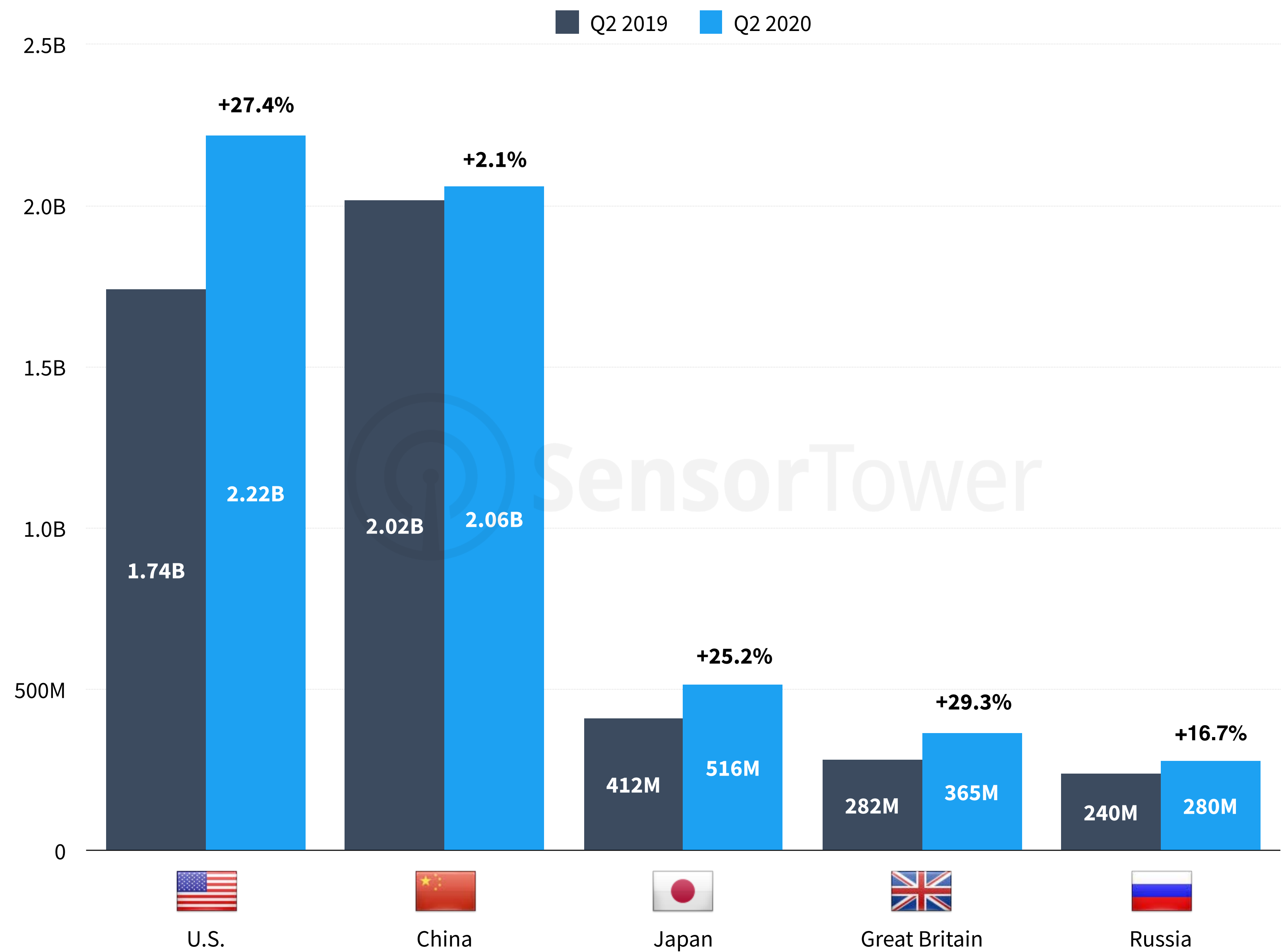
## Note Regarding Download Estimates

Our estimates include worldwide daily download totals for the App Store and Google Play for Apr. 1 through Jun. 30, 2020. Apple apps and Google pre-installed apps are excluded. We report unique installs only (one download per User).

**As Google Play is not available in China, we have excluded the country from this chart.**



# App Store



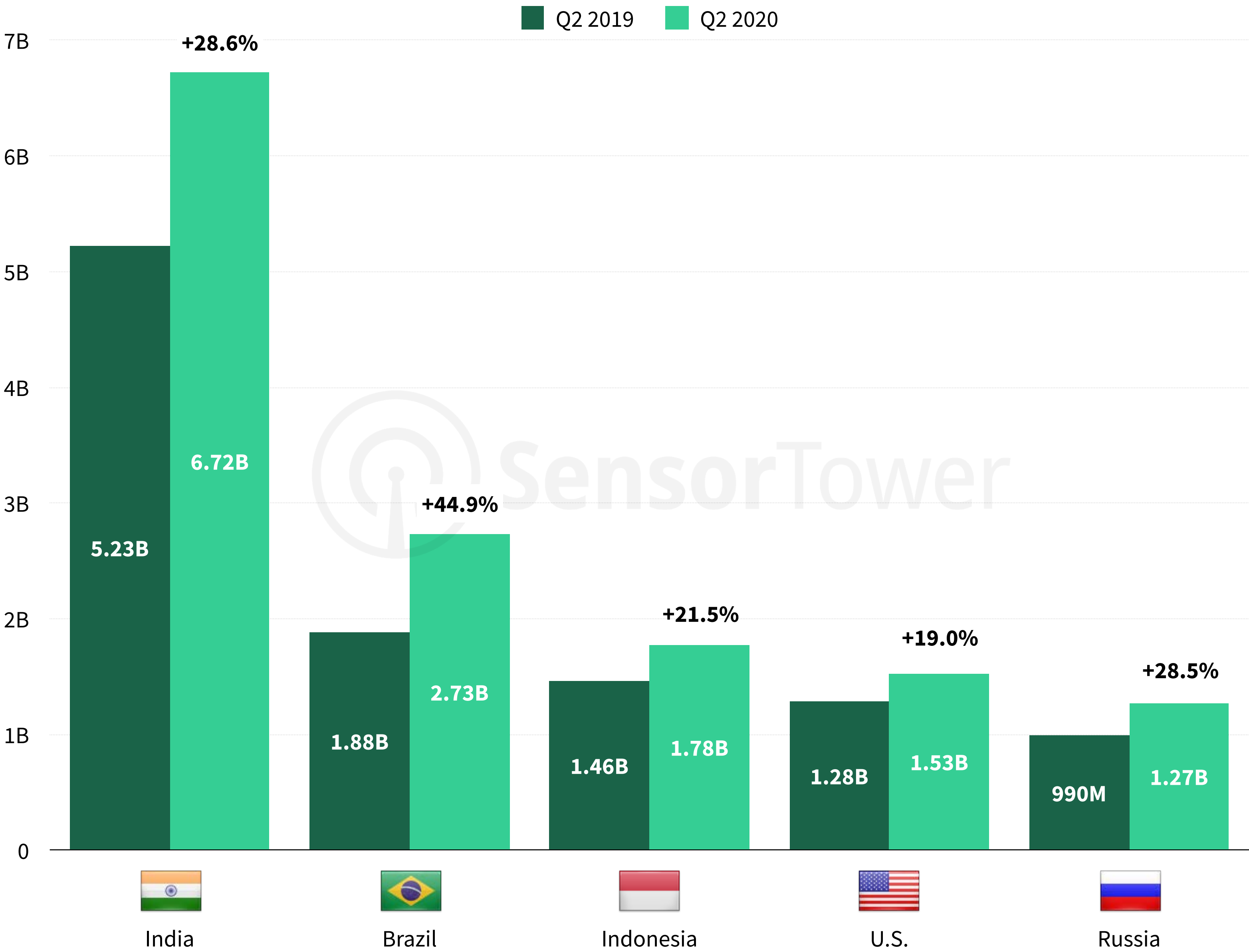
**The U.S. surpassed China for the first time since 2014 with more than 2.2 billion installs.** It had 27.4 percent year-over-year growth in 2Q20 compared to just 2.1 percent Y/Y growth for China.

**The rest of the top five remained the same as in Q1 2020, with Japan and Great Britain setting new highs for a quarter.** Japan reached 500 million downloads for the first time on 15 percent growth from its previous high in 1Q20.

**Note Regarding Download Estimates**  
Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2020. Apple apps are excluded. We report unique installs only (one download per User).



# Google Play



**Brazil’s strong download growth on Google Play continued in Q2 2020.** Its roughly 2.7 billion downloads ranked only behind India on the platform.

**Indonesia passed the U.S. to rank as the third largest market on Google Play.** This was only the second time that Indonesia had more installs than the U.S. (the other being Q2 2019).

**Note Regarding Download Estimates**  
Our estimates include worldwide daily download totals for Google Play for Apr. 1 through Jun. 30, 2020. We report unique installs only (one download per User). Google preinstalled apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.



A low-angle, upward-looking photograph of several tall skyscrapers in a city, likely New York City. The buildings are dark and feature a grid-like pattern of windows. The sky is a pale, overcast blue. The perspective creates a sense of height and scale.

# Stories of the Quarter



# Stories of the Quarter:

## 1. Business Apps Flourish

In Q2 2020, the world began to witness the impact of COVID-19 on the app ecosystem.

Categories such as Business, Education, and Health & Fitness saw huge boosts, and Business apps achieved download totals far beyond the previous highs in the category.

- **Downloads for Business, Education, and Health & Fitness apps more than doubled in the first few weeks following the spread of COVID-19.** While downloads have decreased since then, they still remain far above pre-COVID-19 levels.
- **Business apps have maintained particularly high download totals in the wake of COVID-19.** Installs remained more than 80 percent above pre-coronavirus levels 13 weeks following countries' 200th confirmed case, and four Business apps surpassed the pre-2020 record for downloads in a quarter in Q2 2020.

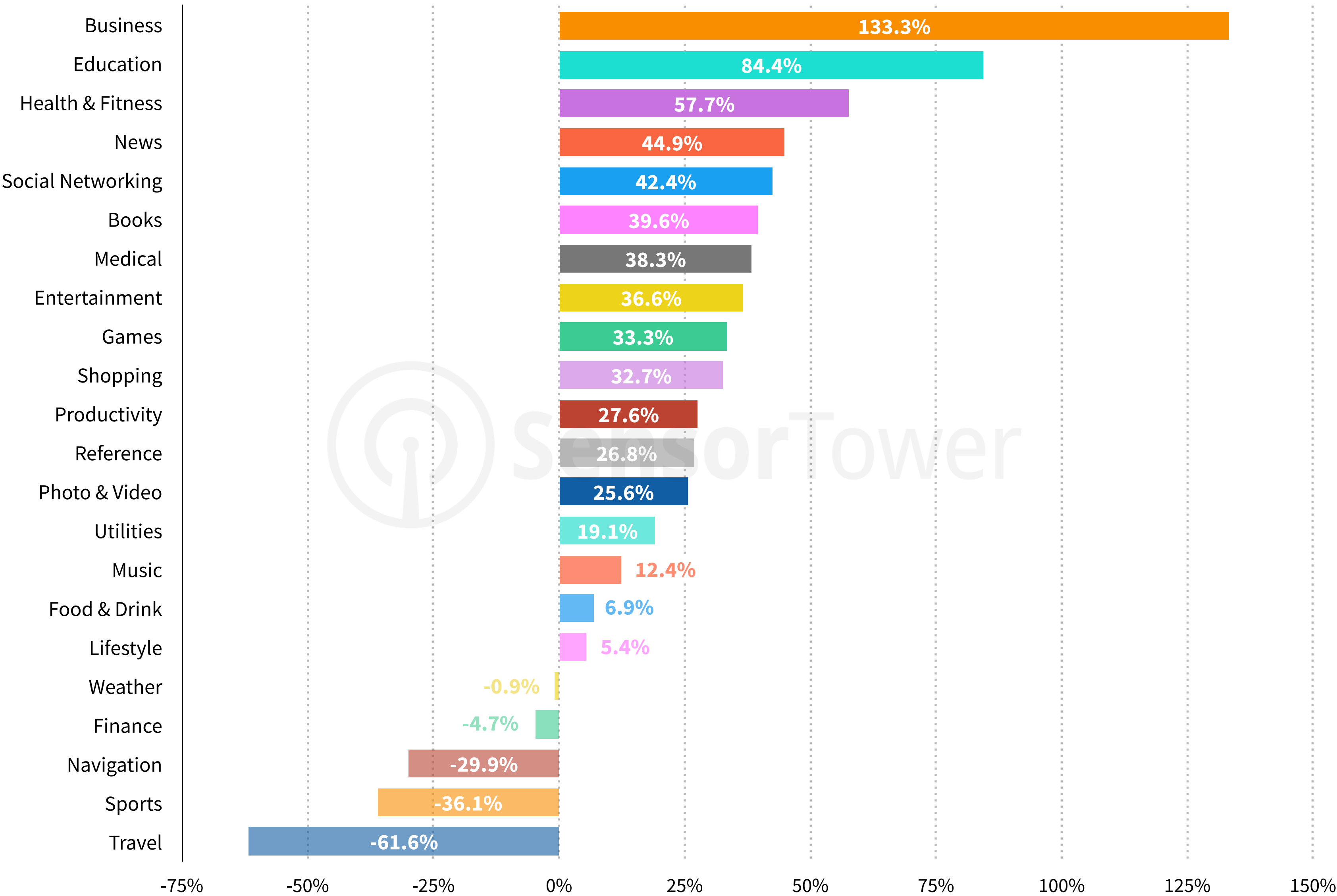


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# App Store Category Growth



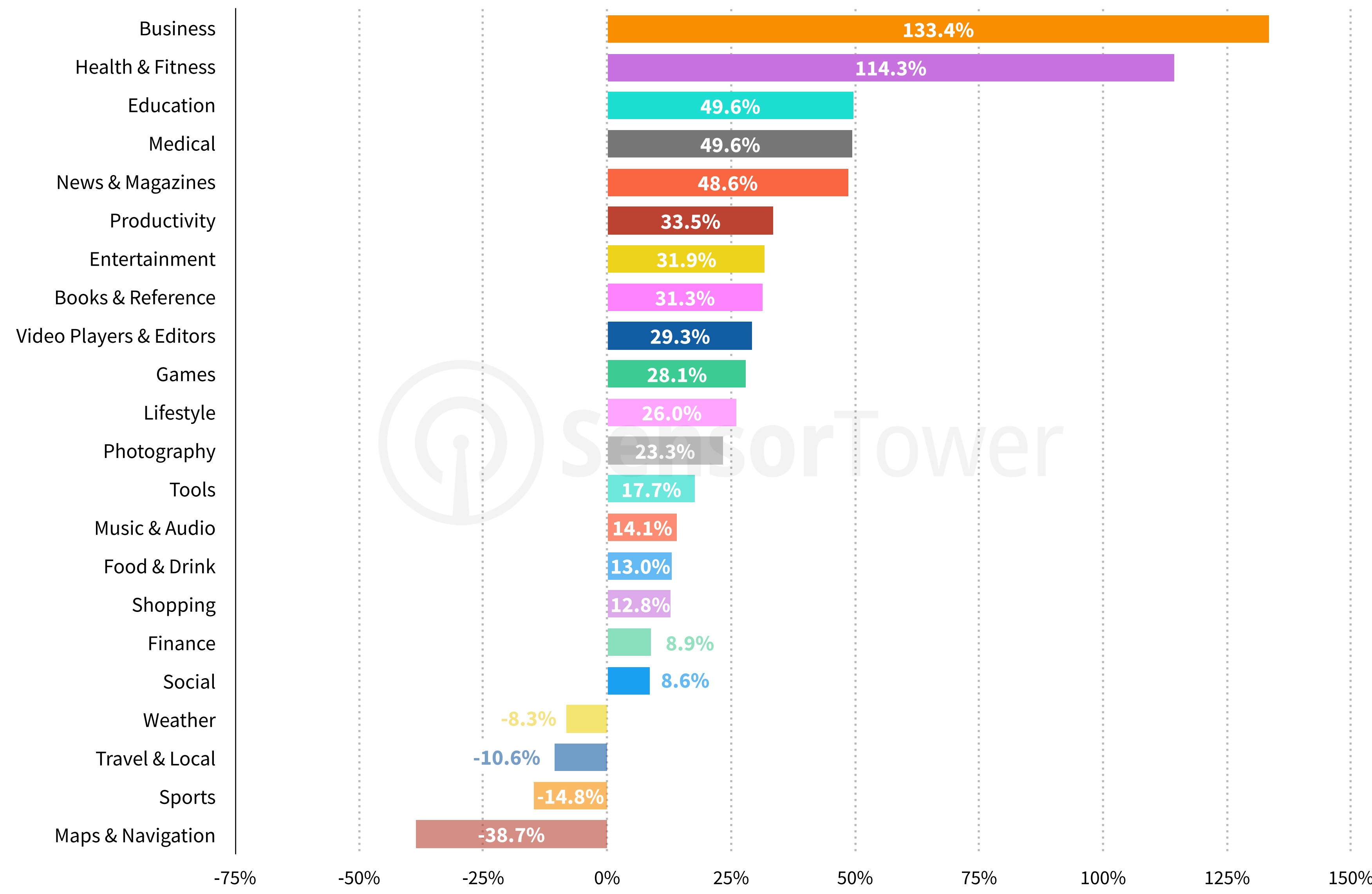
**Most App Store categories saw positive download growth following COVID-19, with Business, Education, and Health & Fitness leading the way with huge growth.** Games also saw strong growth at 33 percent above pre-coronavirus levels.

**Meanwhile, Sports, Navigation, and Travel apps struggled in the post-COVID world.** Downloads for Travel apps were more than 60 percent below pre-COVID levels in the 10 weeks following countries’ 200th confirmed case.

**Note Regarding Growth Estimates**  
Data is aggregated for 67 countries. Growth is calculated comparing the average weekly downloads in the 10 weeks following each country’s 200th confirmed case of COVID-19 vs. the prior 5 weeks.



# Google Play Category Growth



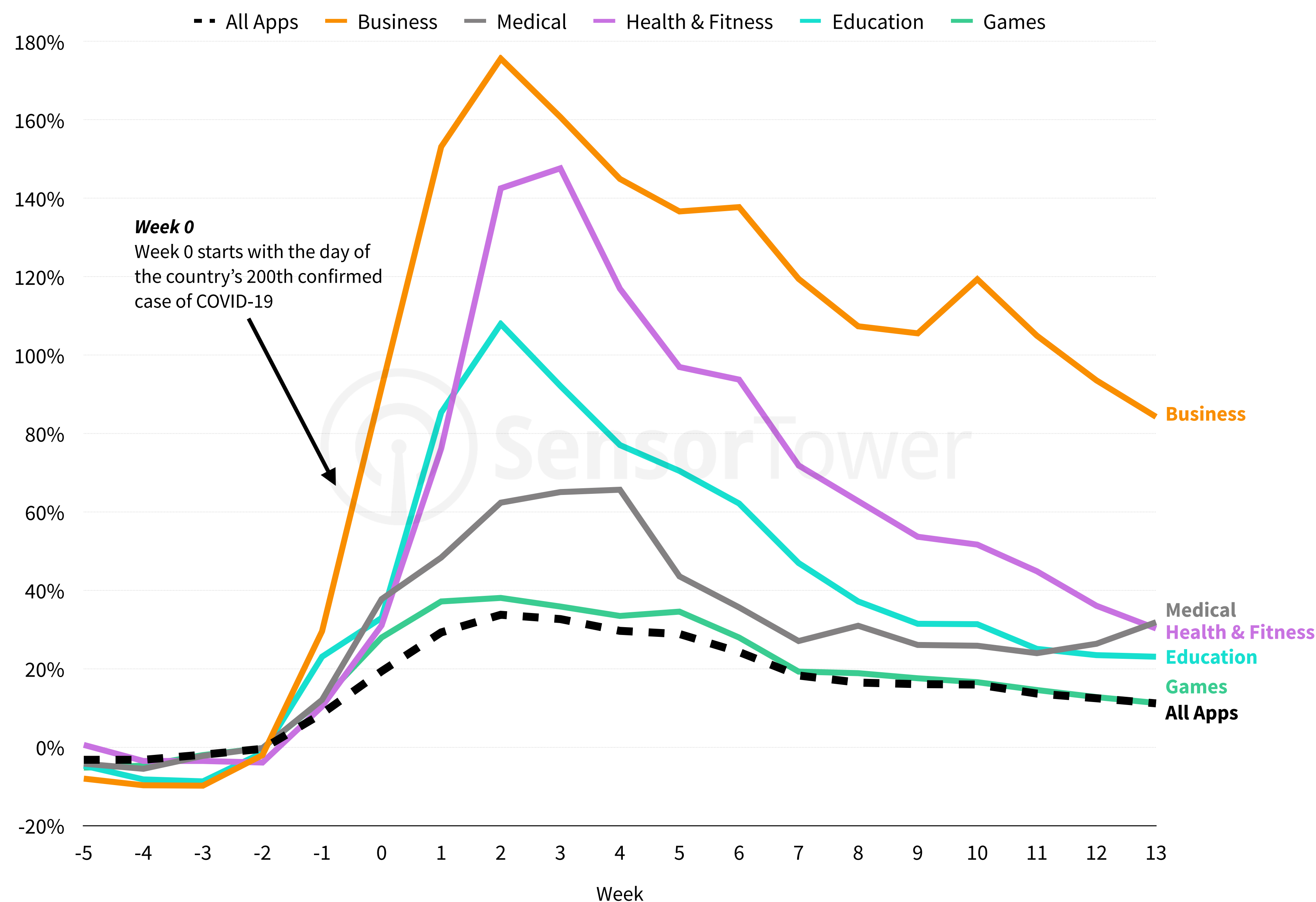
**Business apps experienced huge growth on Google Play following COVID-19.** Health & Fitness apps also saw particularly high growth on Google Play at 114 percent, compared to just 58 percent on the App Store.

**Social apps saw substantially lower growth on Google Play than on the App Store.** Downloads on Google Play’s Social category grew just 9 percent following COVID-19, compared to 42 percent growth for the App Store’s Social Networking category.

**Note Regarding Growth Estimates**  
Data is aggregated for 66 countries. Growth is calculated comparing the average weekly downloads in the 10 weeks following each country’s 200th confirmed case of COVID-19 vs. the prior 5 weeks.



# Download Growth by Category



**Business apps saw the highest growth following COVID-19 and have been able to maintain strong growth relative to other categories.** Business installs peaked at 176 percent above pre-coronavirus levels, and were still more than double those levels by 10 weeks following the country's 200th confirmed case.

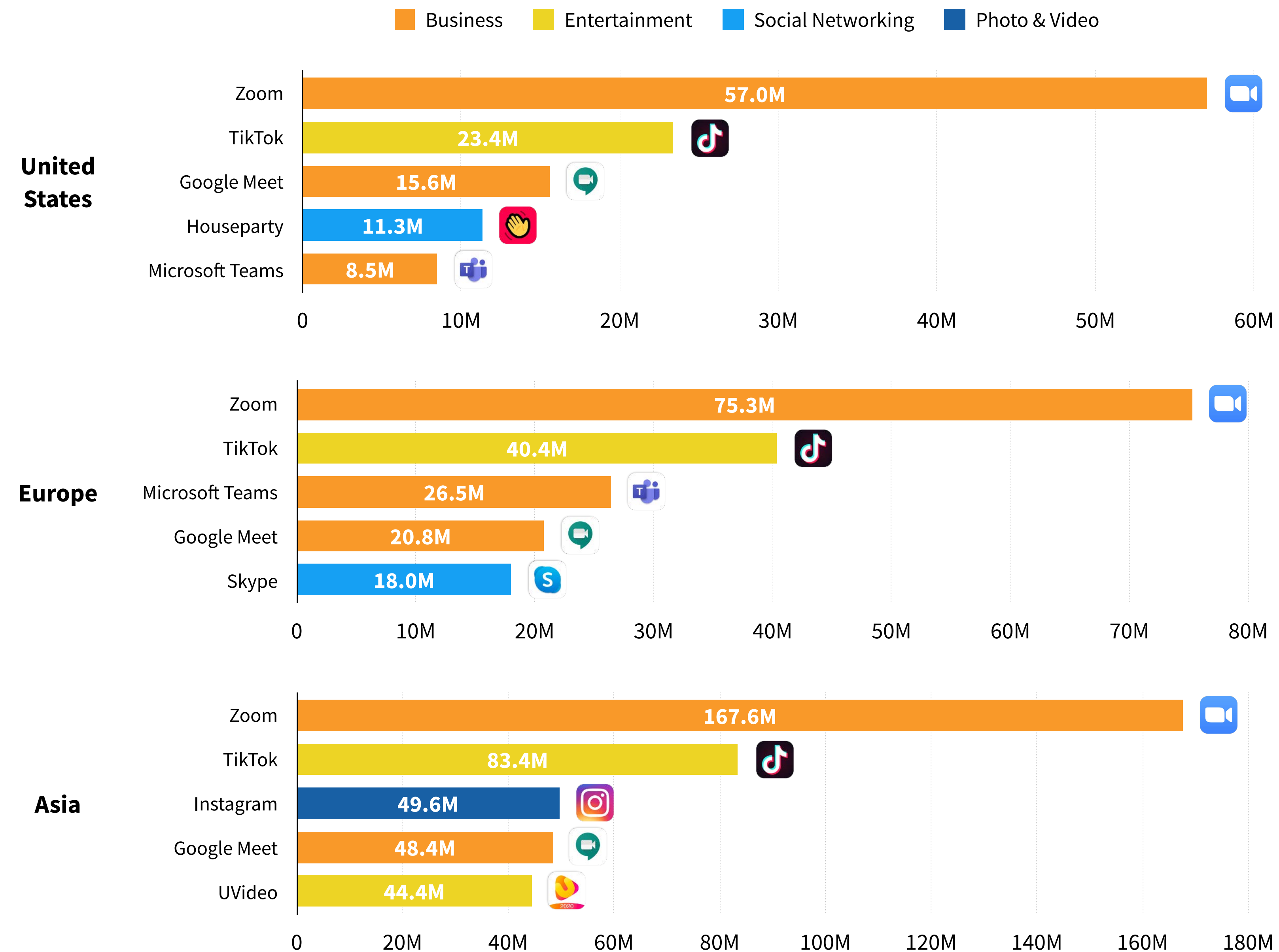
**Health & Fitness, Education, and Medical apps also saw large increases during COVID-19.** Downloads remained 20-35 percent higher than pre-coronavirus levels 13 weeks out.

## Note Regarding Growth Estimates

Data is aggregated for 67 countries. Category data is normalized around average downloads during the five weeks prior to the coronavirus outbreak. Week 0 starts with the day the country had its 200th confirmed case of COVID-19. China data is App Store only, while all other countries include App Store and Google Play.



# Top Growing Apps



**Business apps were among the top growing apps across the U.S., Europe, and Asia in 1H20.** Zoom was the top app by growth for each, with Google Meet also making the top five in each region.

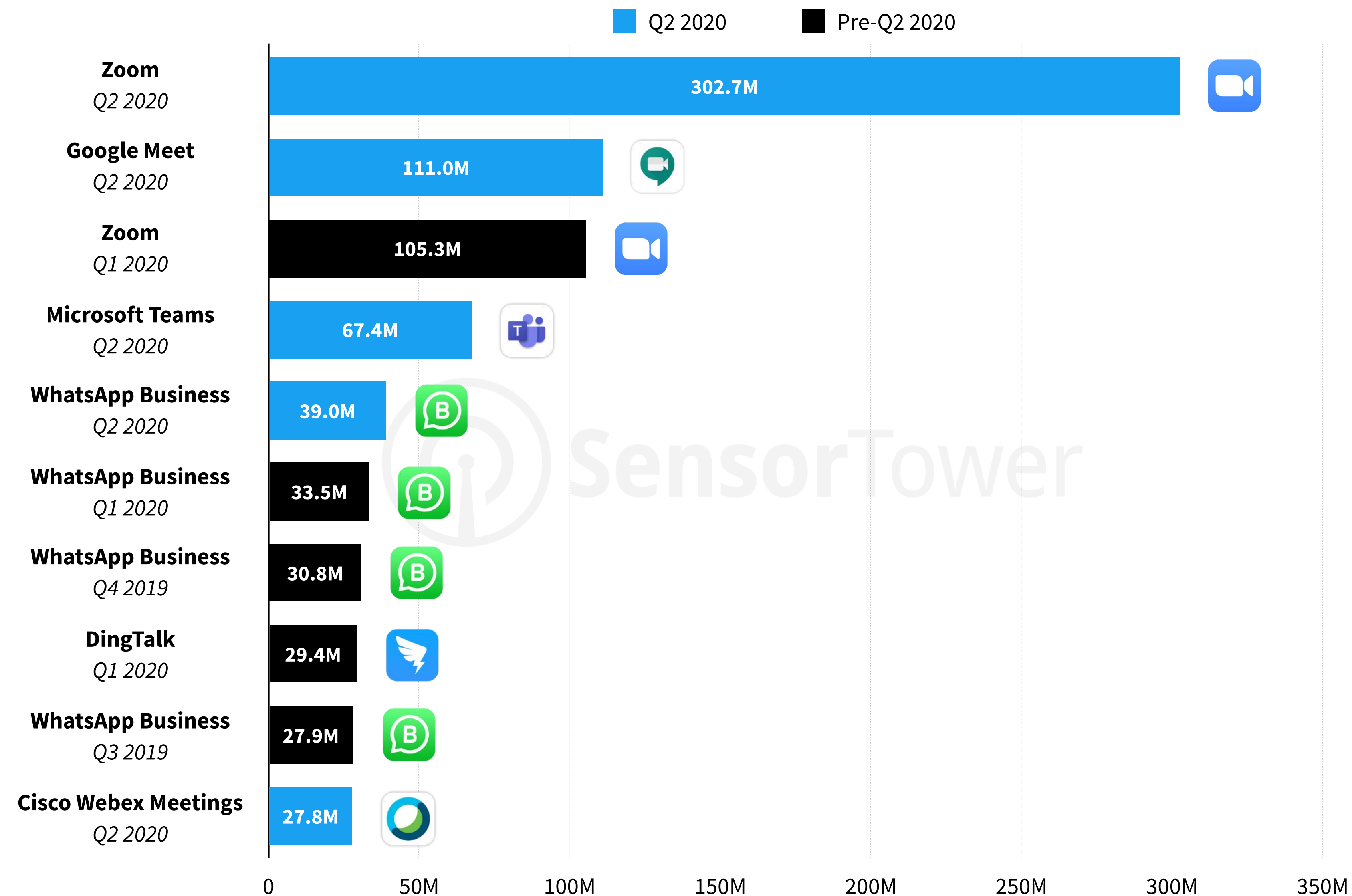
**Other top growing apps benefitted from the shelter-in-place orders following COVID-19.** Social apps like Houseparty and Skype helped consumers stay connected while at home.

## Note Regarding Growth Estimates

Data is from the App Store and Google Play. Growth is calculated between the second half of 2019 and the first half of 2020.



# Top Quarters for Business Apps



**Business apps achieved download totals that would have seemed impossible before COVID-19 forced offices to close.** Five of the top 10 Business apps in Q2 2020 had their best quarters ever, including four of the top five.

At the end of 2019, the highest download total for any Business app in a quarter was 30.8 million. **Zoom achieved nearly 10 times this total in Q2 2020.**

## Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jan. 1, 2012 through Jun. 30, 2020. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores.



# Stories of the Quarter:

## 2. Rebound from COVID-19

Many Travel and Sports apps have struggled in the wake of stay-at-home orders following COVID-19. As countries' strategies for opening back up will vary, so will the impact on the app economy. Some app categories hit the hardest by COVID-19 have already started to bounce back towards their totals from pre-coronavirus times.

- **Travel, Navigation, and Sports apps were hit particularly hard as the coronavirus spread.** Downloads for Sports apps have already started to return as major sports leagues resume play. Look for these apps to bounce back assuming leagues are able to continue their seasons.
- **Travel and Navigation trends in Norway helped reveal which apps in these categories can expect a faster return.** Apps focusing on local travel like Google Maps and Vy have mostly recovered, while air travel and vacation-focused apps continued to struggle.

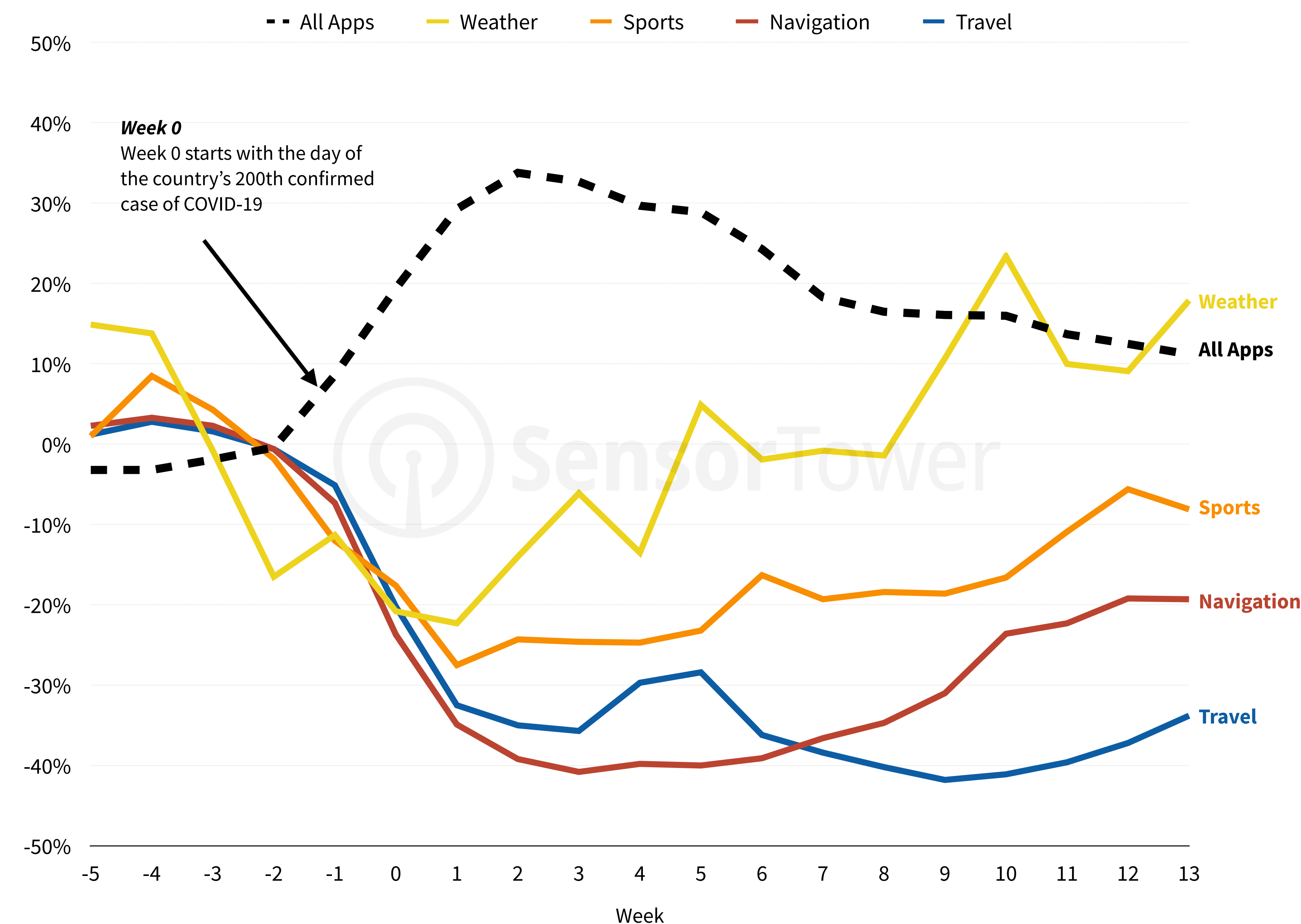


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# Download Growth by Category



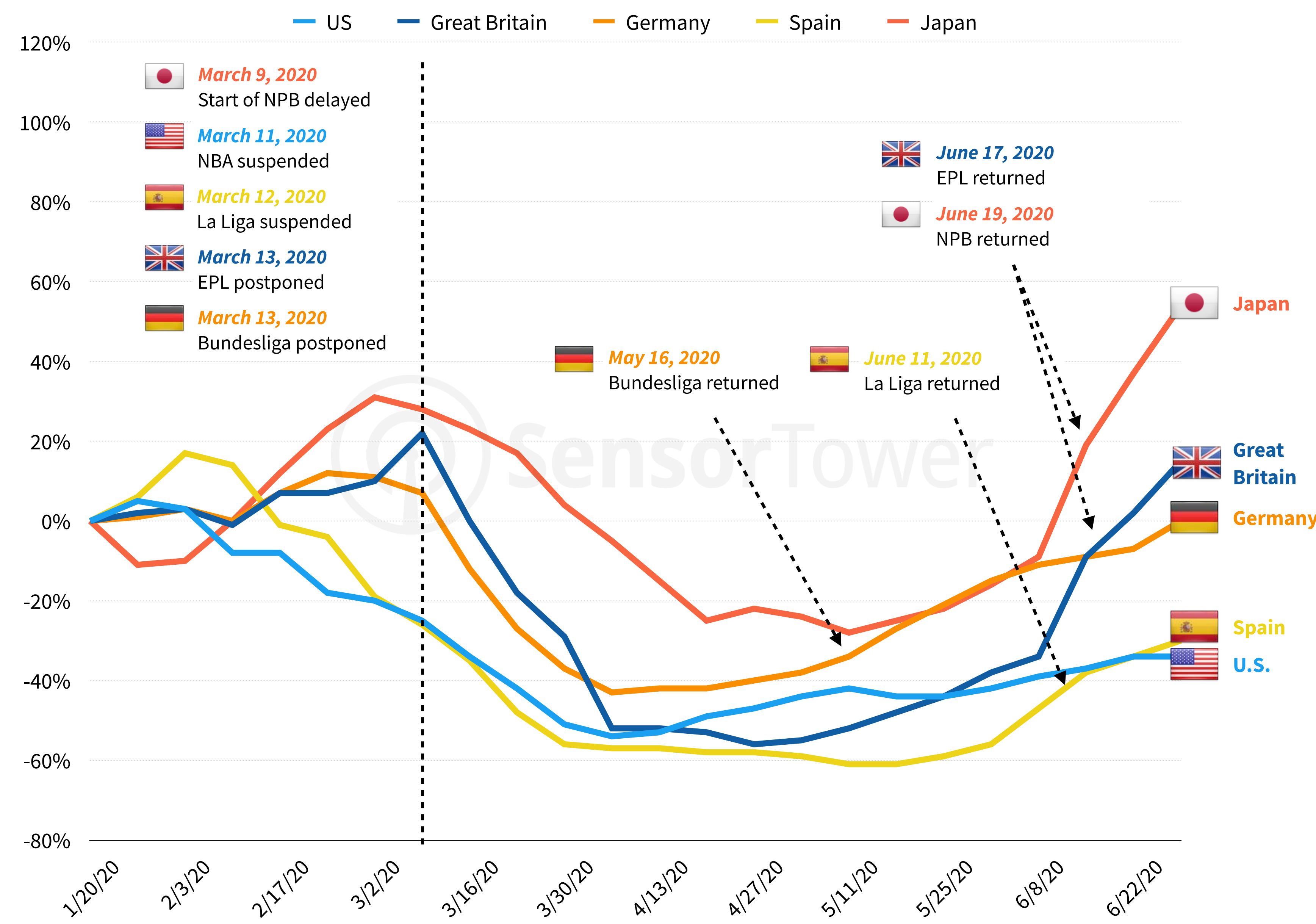
Some categories struggled during stay-at-home orders following COVID-19, including Sports, Navigation, and Travel. While Travel and Navigation downloads started to return, they remained far from normal levels.

Sports apps were within 10 percent of pre-COVID-19 levels by 12 weeks following countries' 200th confirmed case. Sports leagues returned without spectators in countries including Germany, Spain, and Japan.

**Note Regarding Growth Estimates**  
Data is aggregated for 67 countries. Category data is normalized around average downloads during the five weeks prior to the coronavirus outbreak. Week 0 starts with the day the country had its 200th confirmed case of COVID-19. China data is App Store only, while all other countries include App Store and Google Play.



# Sports Downloads by Country



Downloads in the Sports category began to return with major sports leagues resuming their seasons. Great Britain, Germany, and Spain all saw an uptick in installs with the return of their soccer leagues.

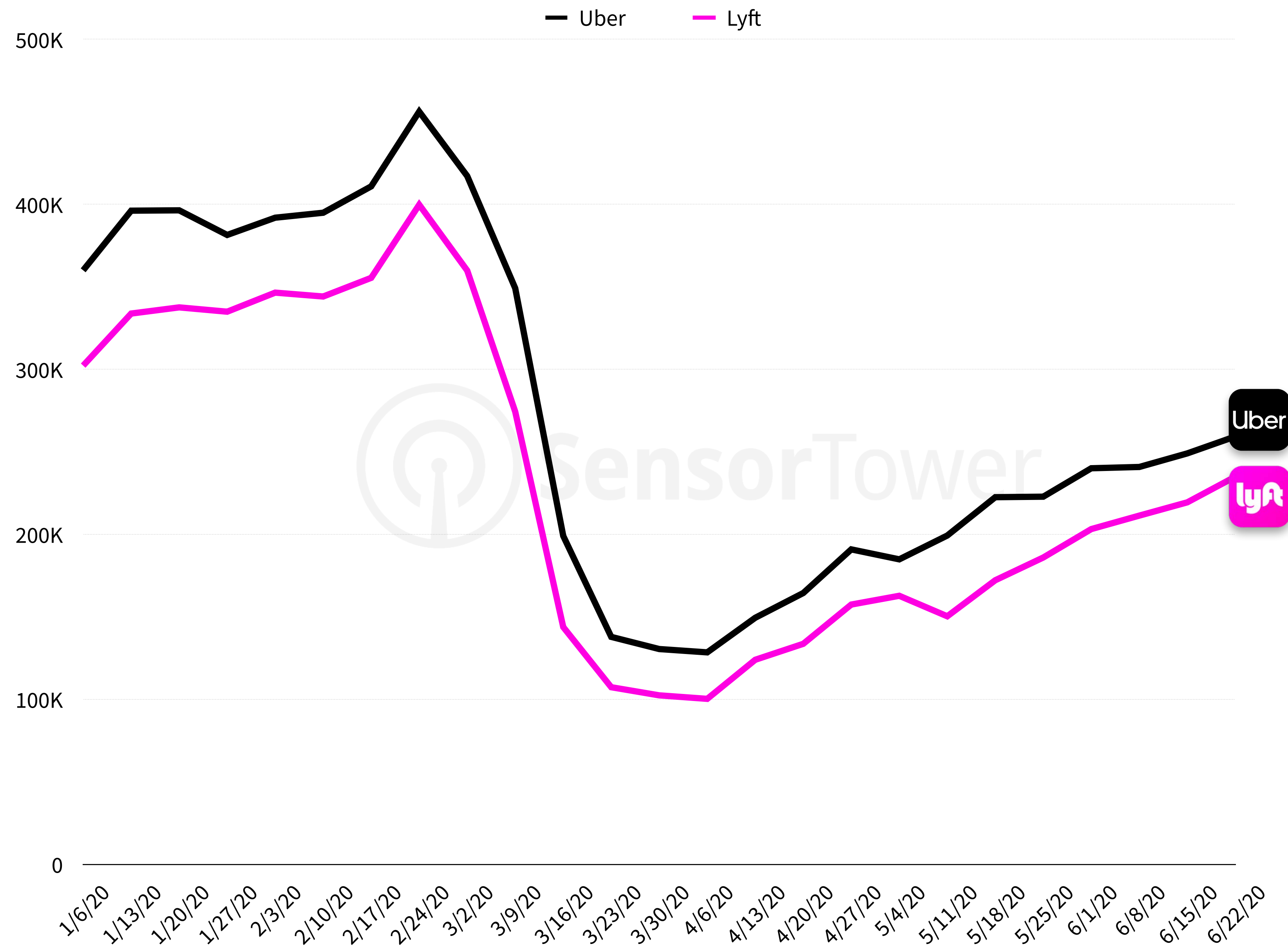
Meanwhile, Sports downloads in the U.S. have remained low. Major sports leagues like the MLB and NBA are not set to return until late July 2020.

**Note Regarding Growth Estimates**  
Country data is normalized around weekly downloads between Dec. 30, 2019 and Jan. 20, 2020. Data shown is a four-week rolling average. Data includes the App Store and Google Play.

Four-Week Rolling Average



# U.S. Rideshare Downloads



**Uber and Lyft both saw a precipitous decline in U.S. downloads in early March as the coronavirus began to spread.** After reaching a low point in early April, downloads have climbed steadily since.

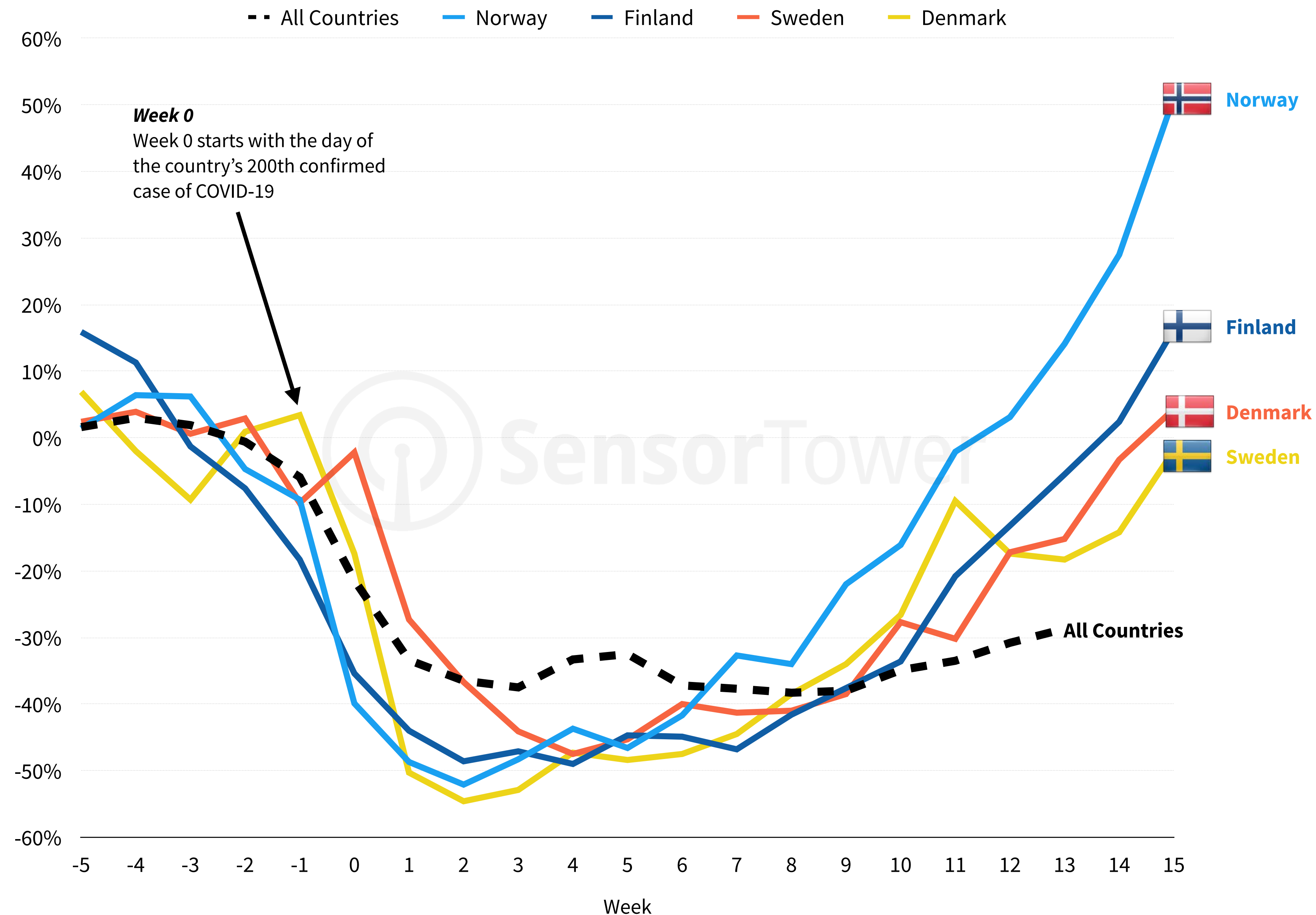
**Uber and Lyft still have a long way to go until their downloads reach their pre-COVID-19 levels in the U.S.** At the end of June, Uber and Lyft's weekly downloads were still only 57 and 59 percent of their 2020 peaks, respectively.

## Note Regarding Download Estimates

Our estimates include U.S. daily download totals for the App Store and Google Play.



# Travel & Navigation Downloads



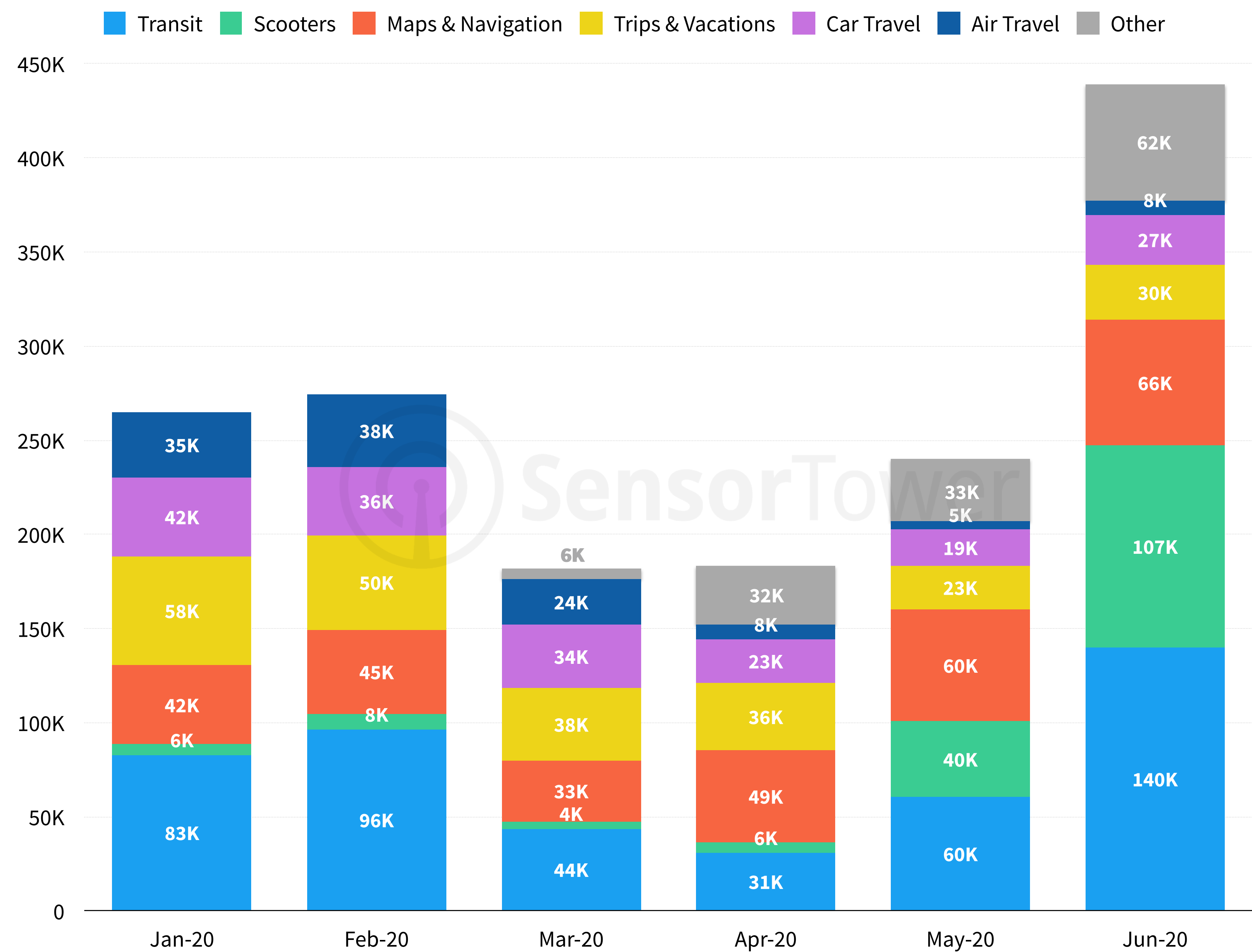
While worldwide Travel and Navigation app downloads remained about 30 percent below pre-coronavirus levels, downloads in some countries began to return. Some of this boost could be attributed to summer travel.

Scandinavian countries and Finland were some of the first to see Travel and Navigation downloads return. Norway in particular saw huge growth, with downloads reaching 50 percent above pre-coronavirus levels.

## Note Regarding Growth Estimates

Data includes the **Travel** and **Navigation** categories on the App Store and **Travel & Local** and **Maps & Navigation** categories on Google Play. Country data is normalized around average downloads during the five weeks prior to the coronavirus outbreak. Week 0 starts with the day the country had its 200th confirmed case of COVID-19. **All Countries** data is aggregated for 67 countries.

# Norway Travel Downloads



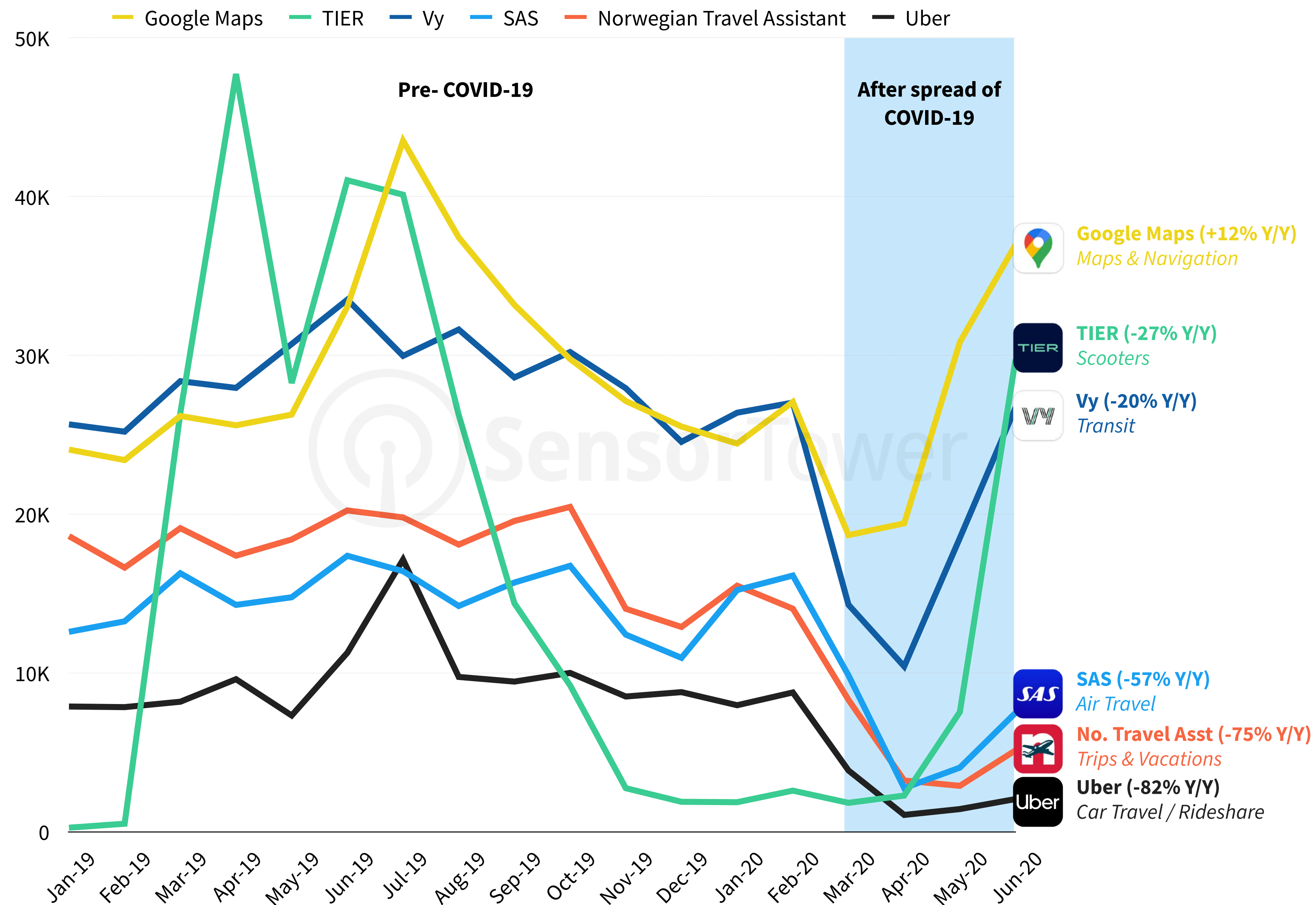
Travel subcategories that decreased the most between February and April included Transit (for buses, trains, ferries, etc.), Trips & Vacations, and Air Travel. Car Travel / Rideshare apps also struggled.

Apps focused on travel within the country began to bounce back in May and June as the summer holidays began. Transit, Scooters, and Maps & Navigation apps saw downloads surge.

**Note Regarding Download Estimates**  
Data includes the top 50 apps each month for **Travel** and **Navigation** categories on the App Store and **Travel & Local** and **Maps & Navigation** categories on Google Play. Apps were grouped into different subcategories.



# Top Travel Apps in Norway



**A look at some of the top Travel apps in Norway revealed how COVID-19 has affected apps differently.** Installs for Google Maps, TIER, and Vy have approached their totals from the 2019 summer months as the country reopened.

**Apps for Air Travel, Trips & Vacations, and Rideshare have experienced a slower return.** SAS, Norwegian Travel Assistant, and Uber each had downloads decrease by at least 50 percent in June 2020 compared to a year prior.

## Note Regarding Download Estimates

Our estimates include downloads for iPhone, iPad, and Google Play for Jan. 1, 2019 through Jun. 30, 2020. We report unique installs only. Android estimates do not include third-party stores.

# Stories of the Quarter:

## 3. Gaming Amid COVID-19

Mobile games received a boost during COVID-19. While all top game genres contributed to this growth, certain genres in particular were able to capitalize on changing routines during stay-at-home orders.

- **Despite reduced commuting due to office closures, Hyper-casual and Puzzle games maintained high U.S. download totals in March and April.** Other genres including Arcade, Simulation, and Lifestyle also saw a boost.
- **U.S. game revenue also increased in Q2 2020.** Slots games did particularly well, as did games with a strong social component including Sandbox games like Roblox and Battle Royale games like Fortnite and PUBG Mobile.

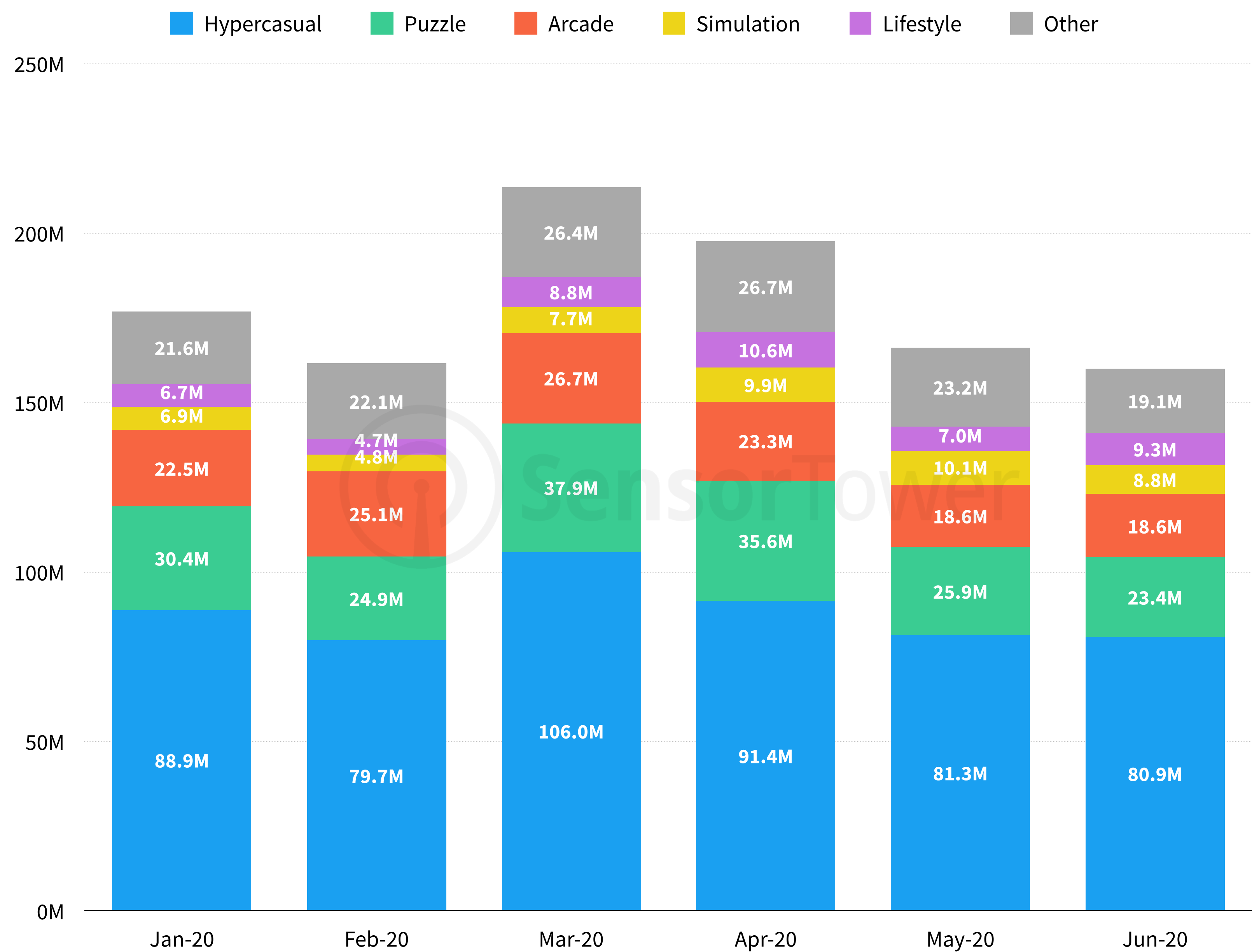


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# U.S. Game Downloads by Genre

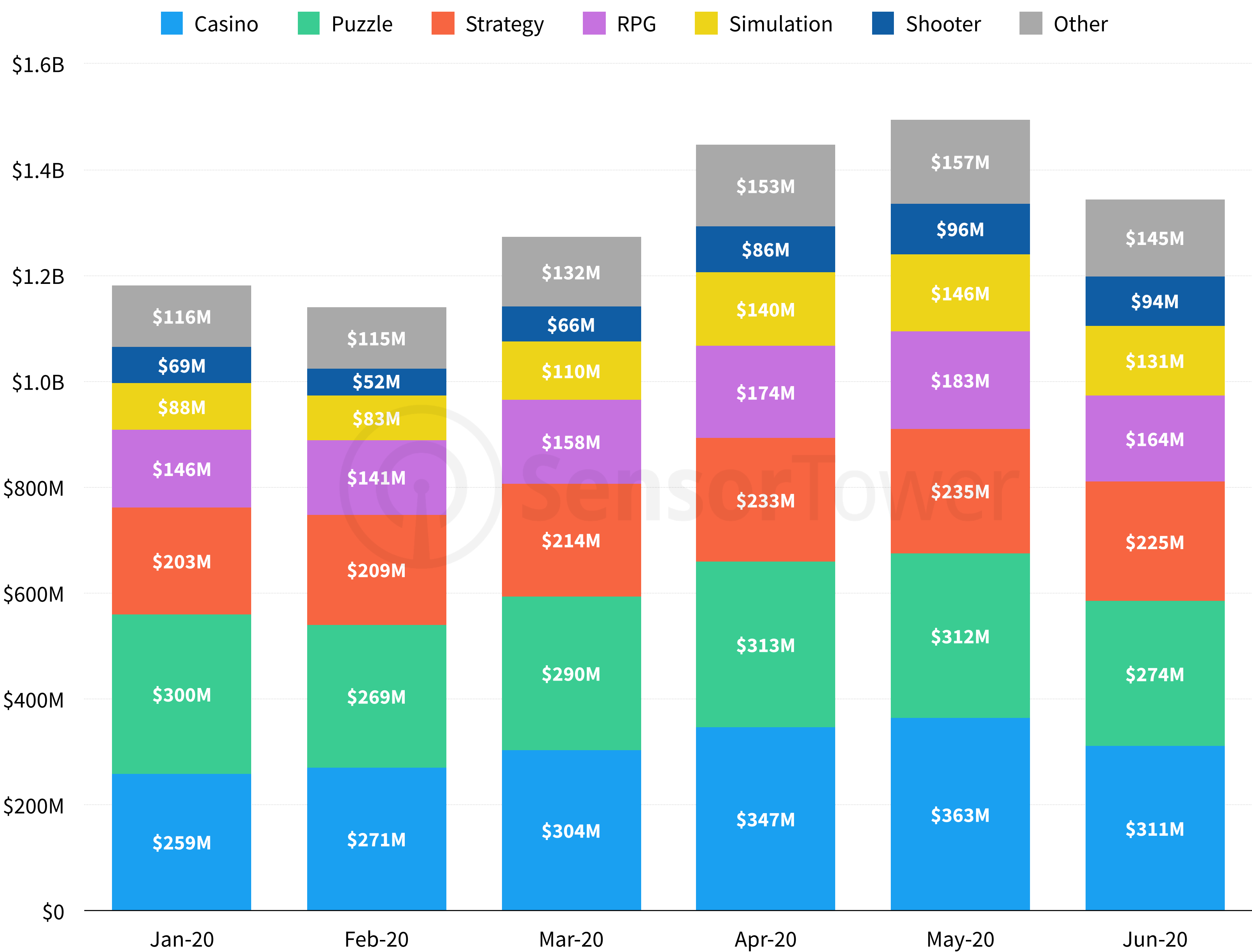


**U.S. game downloads spiked in March 2020 amid shelter-in-place orders in response to COVID-19.** Downloads increased across top Genres, including Hyper-casual, Puzzle, Simulation, and Lifestyle.

**By June, downloads for Hyper-casual, Puzzle, and Arcade games had fallen below their respective totals in January.** Simulation and Lifestyle games were able to maintain most of the increase from earlier in the year.

**Note Regarding Download Estimates**  
Our estimates include U.S. downloads for iPhone, iPad, and Google Play for Jan. 1 through Jun. 30, 2020. Data includes top 200 games each month. We report unique installs only. Android estimates do not include third-party stores.

# U.S. Game Revenue by Genre



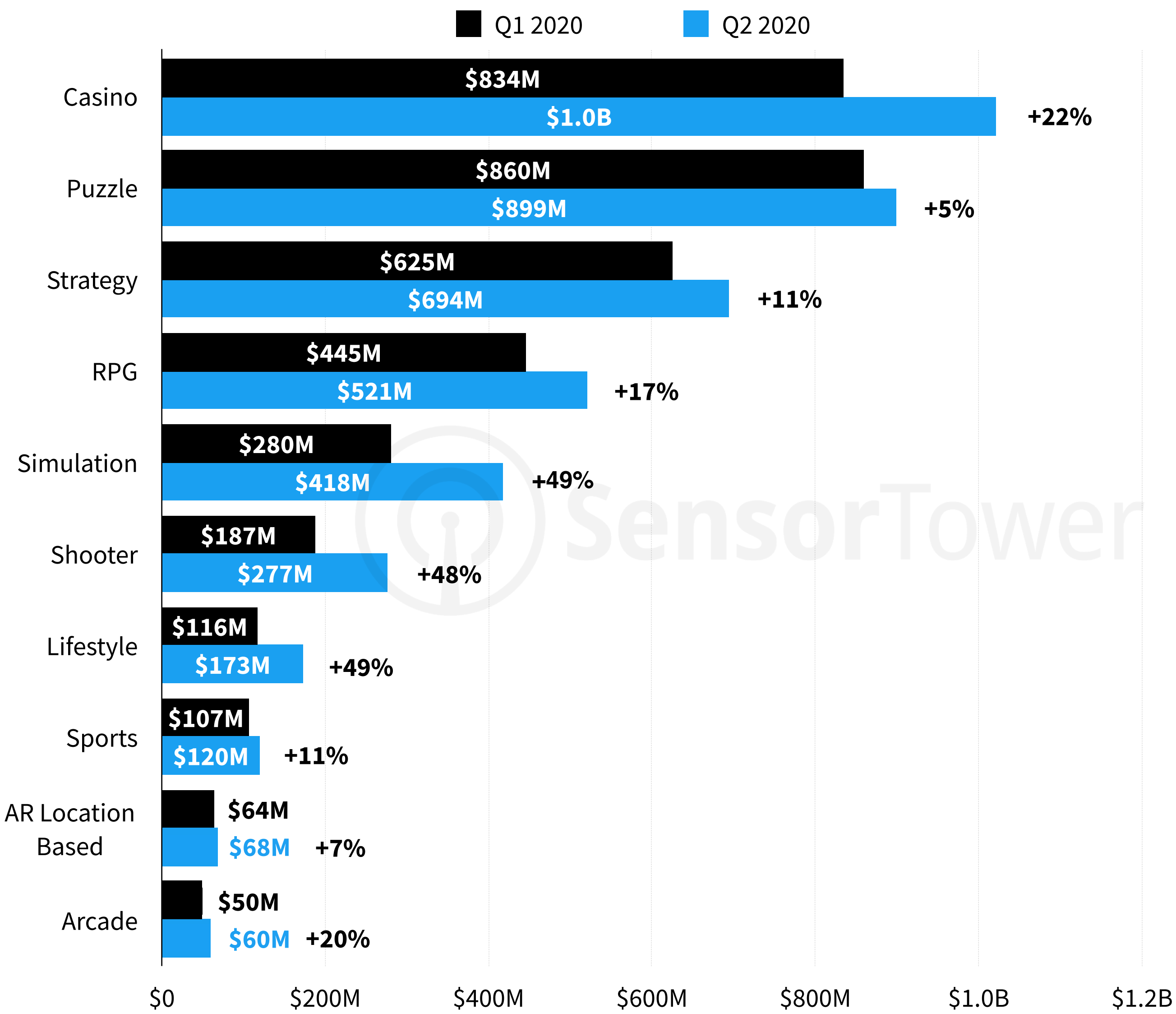
**U.S. game revenue peaked a few months after the increase in downloads.** The top 200 games combined for nearly \$1.5 billion in U.S. user spending in May. Revenue decreased across the top genres in June.

**Similar to downloads, revenue growth was also distributed across top genres.** It was especially high for Simulation and Shooter games, which each saw quarter-over-quarter growth of nearly 50 percent in Q2 2020.

**Note Regarding Revenue Estimates**  
Our revenue estimates capture gross revenue, including the cut taken by Apple or Google. Our estimates include U.S. revenue for iPhone, iPad, and Google Play for Jan. 1 through Jun. 30, 2020. Data includes top 200 games each month. Android estimates do not include third-party stores.



# Top Game Genres



Top Game:

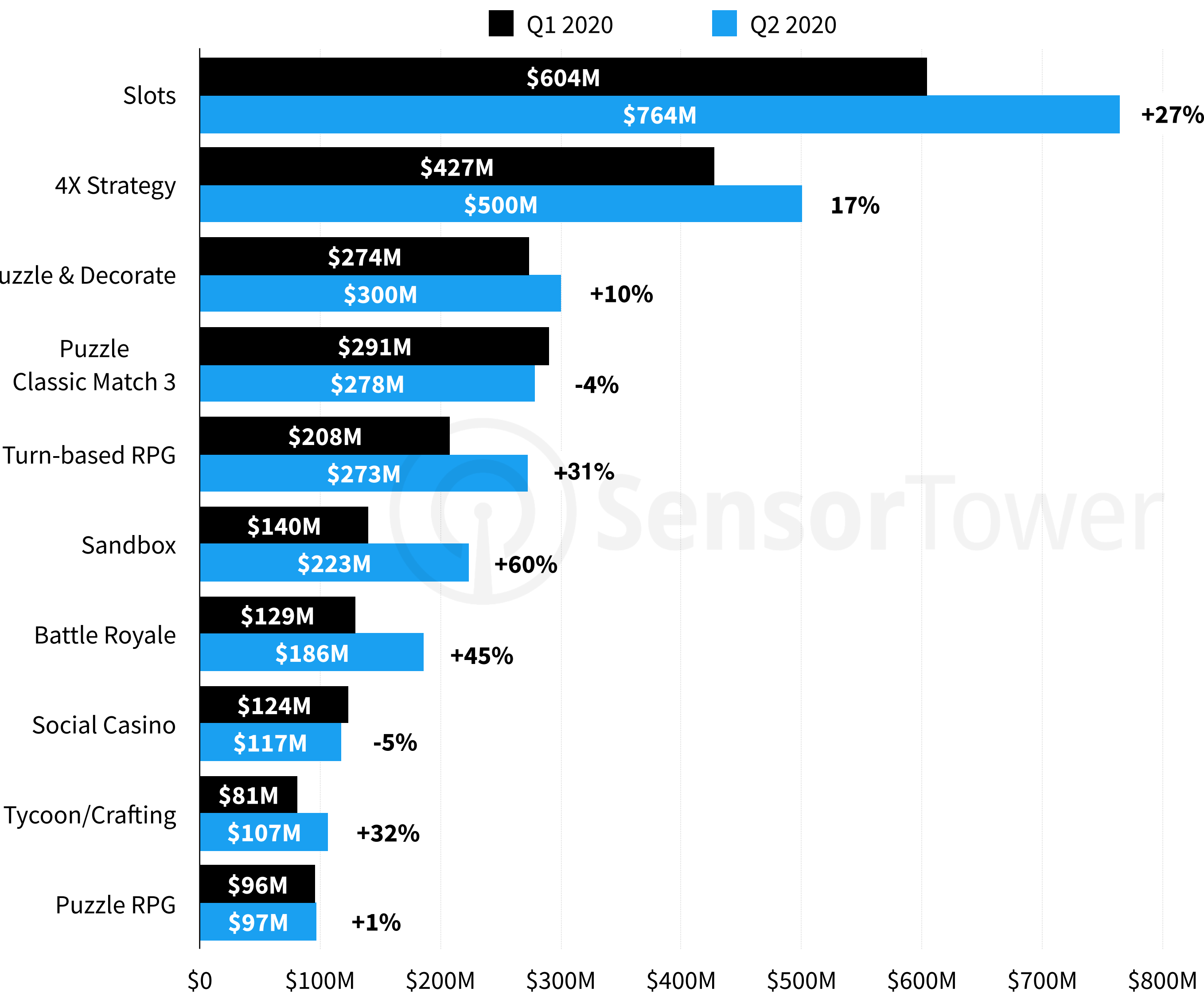
- Coin Master
- Candy Crush Saga
- Clash of Clans
- MARVEL Strike Force
- Roblox
- Fortnite
- Design Home
- Golf Clash
- Pokémon GO
- Yahtzee with Buddies

Each of the top 10 genres had positive U.S. revenue growth quarter-over-quarter. Casino games, led by Coin Master, passed Puzzle to become the top genre in the quarter.

Genres including Simulation, Shooter, and Lifestyle each saw growth of nearly 50 percent quarter-over-quarter. Meanwhile, AR Location Based games only had single digit growth as travel was restricted due to COVID-19.

**Note Regarding Revenue Estimates**  
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# Top Game Sub-Genres



Top Game:

- Slotomania
- Rise of Kingdoms
- Gardenscapes
- Candy Crush Saga
- MARVEL Strike Force
- Roblox
- Fortnite
- Coin Master
- Township
- Empires & Puzzles

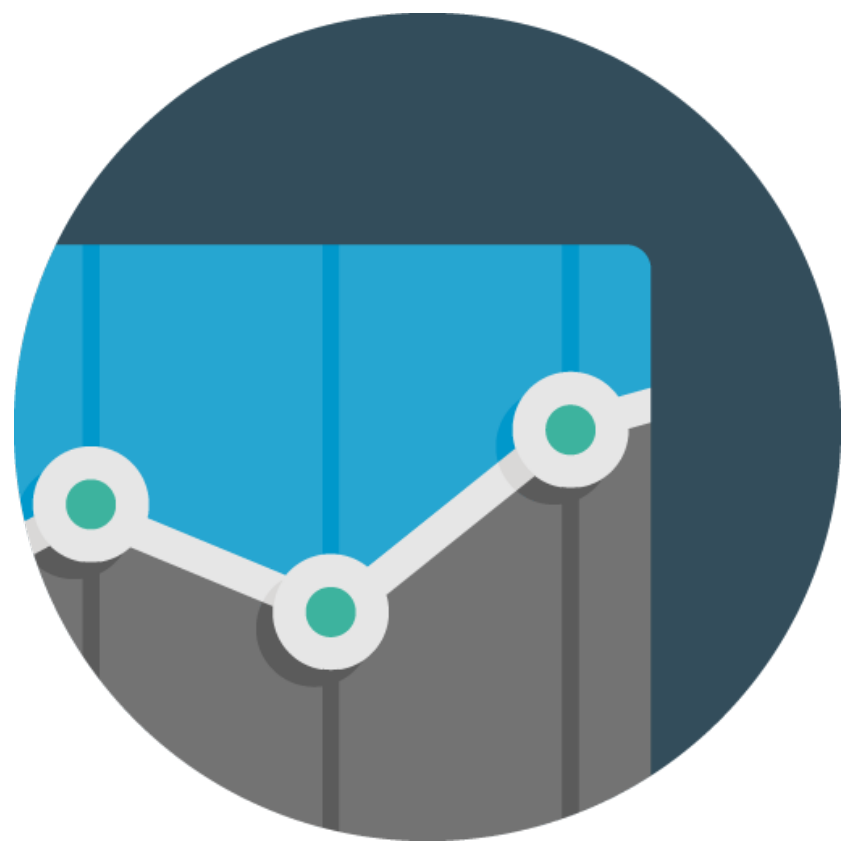
Nearly all of the revenue growth from the Casino genre came from the Slots sub-genre. Top growing games included Cashman Casino, Jackpot Party, and Heart of Vegas, and Slots games accounted for six of the top 20 games by U.S. revenue growth.

Sandbox and Battle Royale sub-genres also had strong growth. The ability to play games with friends remotely made games like Roblox, Fortnite, and Garena Free Fire popular options during COVID-19.

**Note Regarding Revenue Estimates**  
Our revenue estimates capture gross revenue, including the cut taken by Apple or Google. Our estimates include U.S. revenue for iPhone, iPad, and Google Play for Jan. 1 through Jun. 30, 2020. Data includes top 200 games each month. Android estimates do not include third-party stores.



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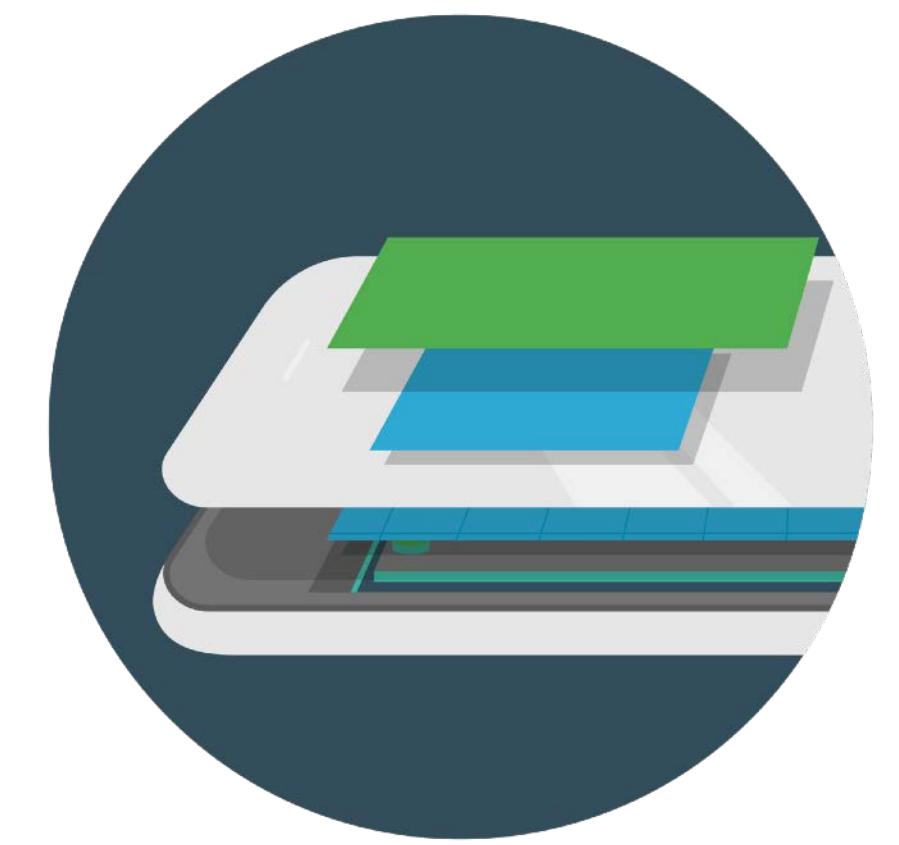
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Develop winning User acquisition campaigns with crucial mobile advertising insights.



## Usage Intelligence

Benchmark app usage, engagement, and demographics.



## App Teardown

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## Office Locations:

 San Francisco, London, Shanghai, Seoul

## Contact Info:

 [sensortower.com](https://sensortower.com)

 [sales@sensortower.com](mailto:sales@sensortower.com)

 @sensortower





