App Annie

Spotlight on Consumer App Usage

Part 1

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Introduction

- As we reported in our [2016 Retrospective](https://www.appannie.com/intelligence), time spent in apps continued to increase to nearly one trillion hours in 2016. If the first months of 2017 are any indication, this trend is continuing.

- This increase in total time is largely a result of an exploding global user base. However, user-level metrics, such as the number of apps used and the average time per user, are vital in understanding what lies behind the cumulative hours.

- In this report, we present a portrait of the average smartphone user's app usage. This data points to a clear conclusion: Mobile apps have become vital to our day-to-day lives.

- In part two of this series, we will examine the distribution of usage metrics more closely in addition to providing a forecast of usage over the next five years.

Worldwide Total Time* Spent in Apps, Q1

25%

*Android phones
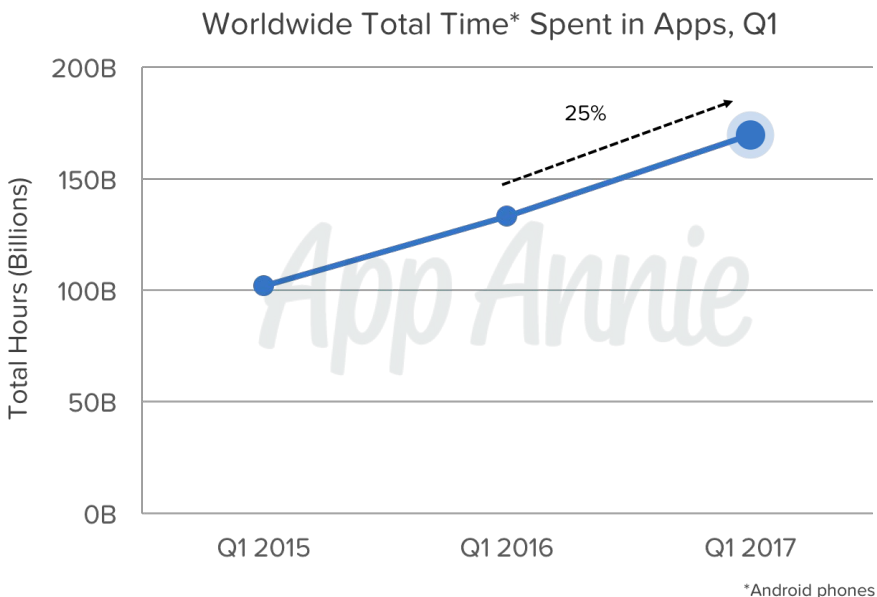
The Company and Technology Behind the Report

App Annie helps companies build better app businesses and is used by 94 of the top 100 publishers across the globe. From competitive benchmarking to international expansion, we deliver the data and insights needed to succeed in the app economy.

The information contained in this report is compiled from *App Annie Intelligence*, the leading market data solution for the app economy. To see how our app store data for download, revenue, demographic and usage estimates can help guide your critical business decisions, request a demo today.

DISCOVER

Gain valuable competitive and market insights across downloads, revenue, engagement, and advertising metrics.

STRATEGIZE

Develop winning strategies for your business by identifying the right partners and best markets for expansion.

ACQUIRE

Boost organic and paid user acquisition results by enhancing your app store presence and maximizing ad spend.

ENGAGE

Drive engagement, increase retention and effectively target your audience by understanding their interests and behavior.
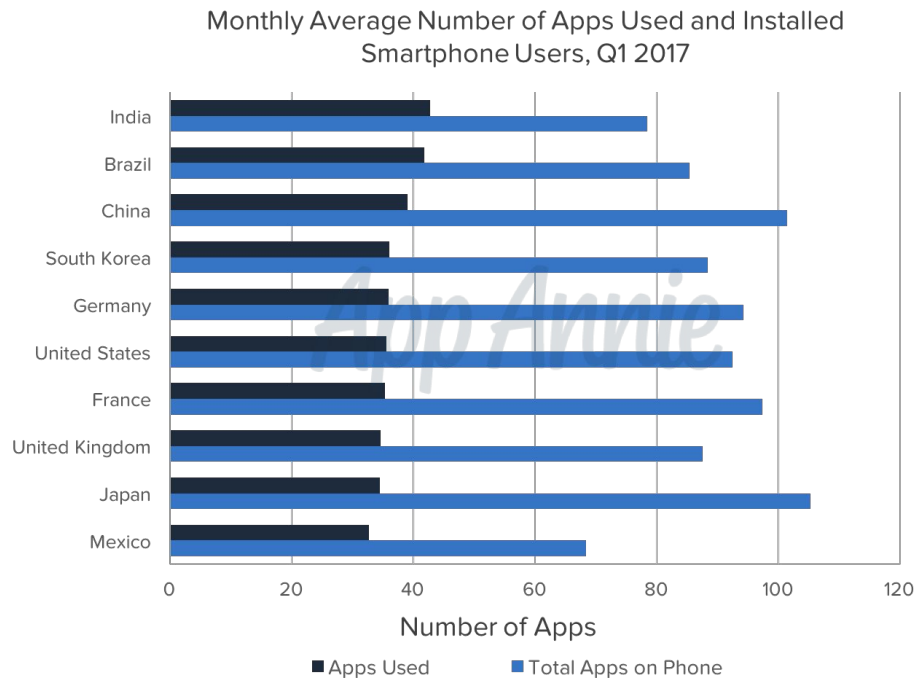
MONETIZE

Understand how top apps monetize, then leverage their best practices to maximize revenue.

How Many Apps Do We Use?

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With Over 30 Apps Used per Month on Average, People Now Manage Their Lives With Apps
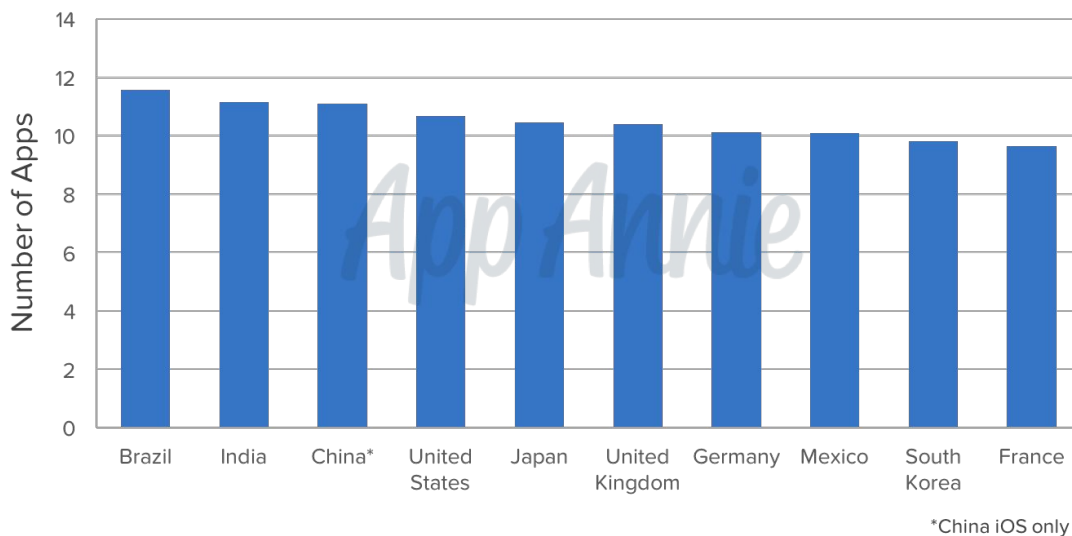
- For all countries analyzed, the average smartphone user used over 30 apps per month. Apps have successfully worked their way into dozens of the tasks that we perform each month.

- On average, between one-third and one-half of the apps on users' phones were used each month. User retention and re-engagement remain key to any app strategy.

- Consumers have spoken: By and large, they prefer to manage their lives through apps. For many industries, apps are increasingly becoming a must-have.

Monthly Average Number of Apps Used and Installed Smartphone Users, Q1 2017

Number of Apps

■ Apps Used   ■ Total Apps on Phone

# Apps Are a Daily Habit: People Use About 10 Apps Every Day

- In all countries examined, smartphone users used an average of at least nine apps per day.
- iPhone users used slightly more apps per day than Android phone users.
- As with the average number of monthly apps used per day, Brazil, India, and China led the way.
- Despite _WeChat_'s dominant general-purpose position in China, users still use 11 apps per day on average.
- Among the 10 apps used per day, there is a wide range in terms of how frequently they are used. Apps are satisfying user needs with different tempos, from daily to monthly.

Average Number of Apps Used per Day
### Smartphone Users, Q1 2017

Number of Apps (y-axis: 0 to 14)

Brazil: 11.6
India: 11.2
China*: 11.1
United States: 10.7
Japan: 10.4
United Kingdom: 10.4
Germany: 10.1
Mexico: 10.1
South Korea: 9.8
France: 9.6

*China iOS only

Users Rely on Apps From Numerous Categories

Average Monthly Apps Used per User
United States, iPhone, Q1 2017
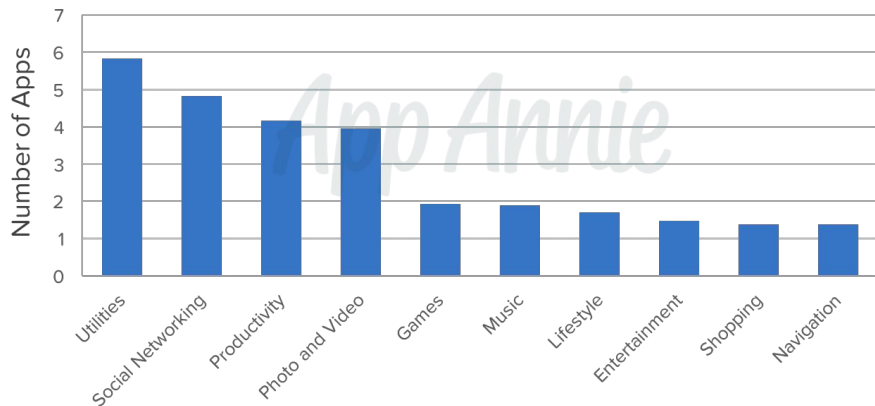
Average Monthly Apps Used per User
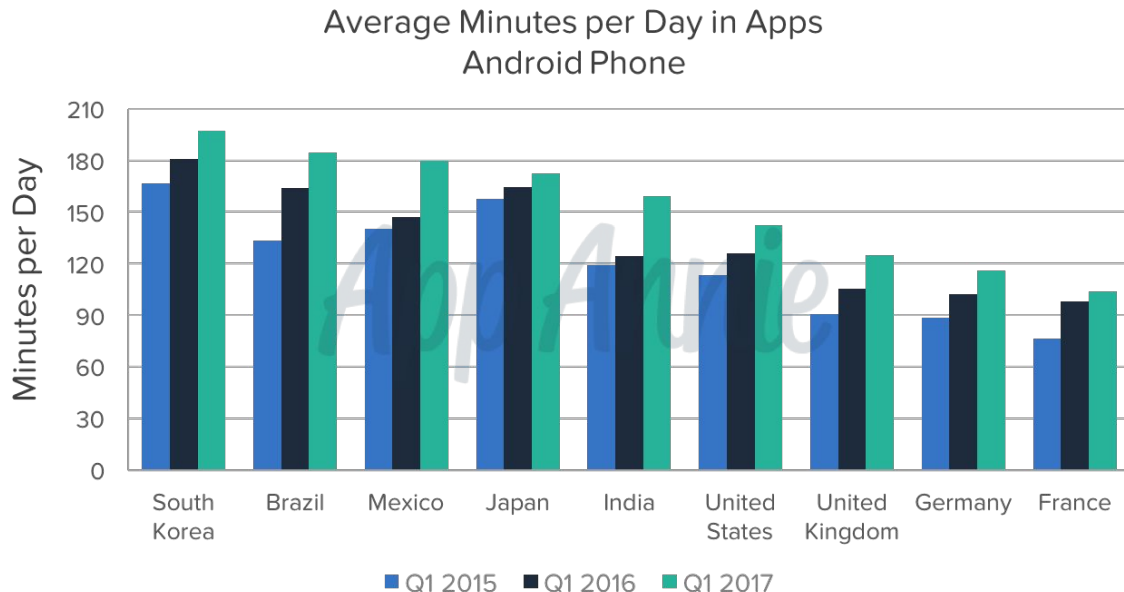**United States, Android Phone, Q1 2017**
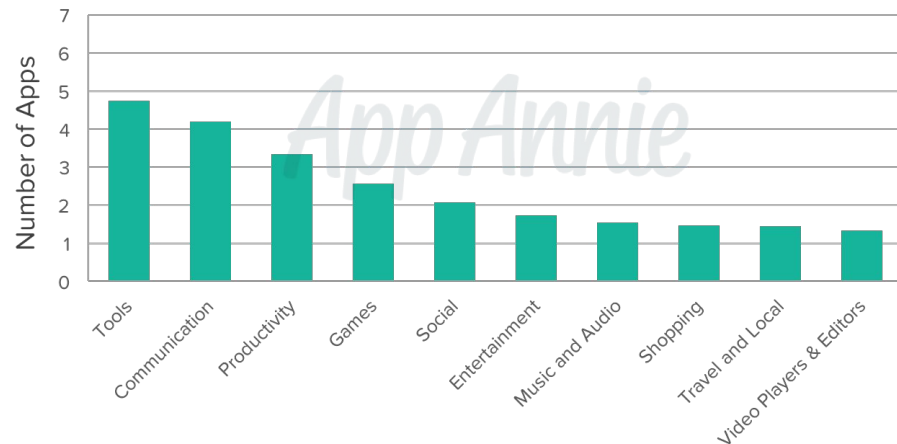
- Utilities and Tools led the way thanks to numerous pre-installed apps, such as *Safari* on iOS and *Google* on Android

- After pre-installed apps, some of the largest categories by average apps used are Social Networking, Communication, and Social. This underscores the continued importance of social categories to marketing efforts for all types of apps.

- On average, users on Android phones used over 30% more games than iPhone users, despite using less apps overall. However, iOS still leads in gaming revenue thanks to much higher average revenue per user.

How Much Time Do Users Spend in Apps?

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# US Users Spend Over One Month Out of the Year in Apps

- While time per user varied greatly between countries, it grew from 2015 to 2017 in every country analyzed, further proof of the growing dominance of apps
- Users in the US averaged over two hours and 15 minutes per day, which amounts to over one month out of the year.
- South Korea, Brazil, Mexico, and Japan were even more impressive, all averaging around three hours per day. In Brazil and Mexico, over half of user time was contributed by the Social and Communication categories, while Games contributed 25% of user time in South Korea and Japan.

Average Minutes per Day in Apps
Android Phone

Legend: ■ Q1 2015 ■ Q1 2016 ■ Q1 2017

Countries: South Korea, Brazil, Mexico, Japan, India, United States, United Kingdom, Germany, France

# Users Are Not Spending All of Their Time in One Place

- In most countries analyzed, over 80% of time spent in apps was spent outside of the top app in that country.
- While this represents a considerable amount of user time (which is important for advertising), it is far less than some might assume. There is plenty of user time to go around that is not dominated by major apps such as *Facebook* and *WhatsApp*.

Time per User in Top App and Total Time per User
Android Phone, Q1 2017

Minutes per Day

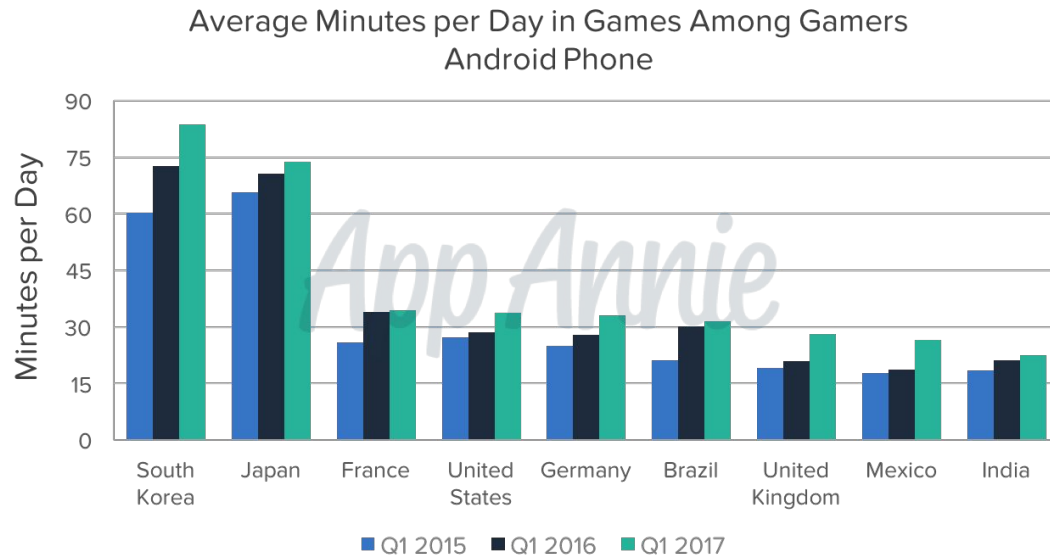■ Time per User in Top App ■ Total Time per User
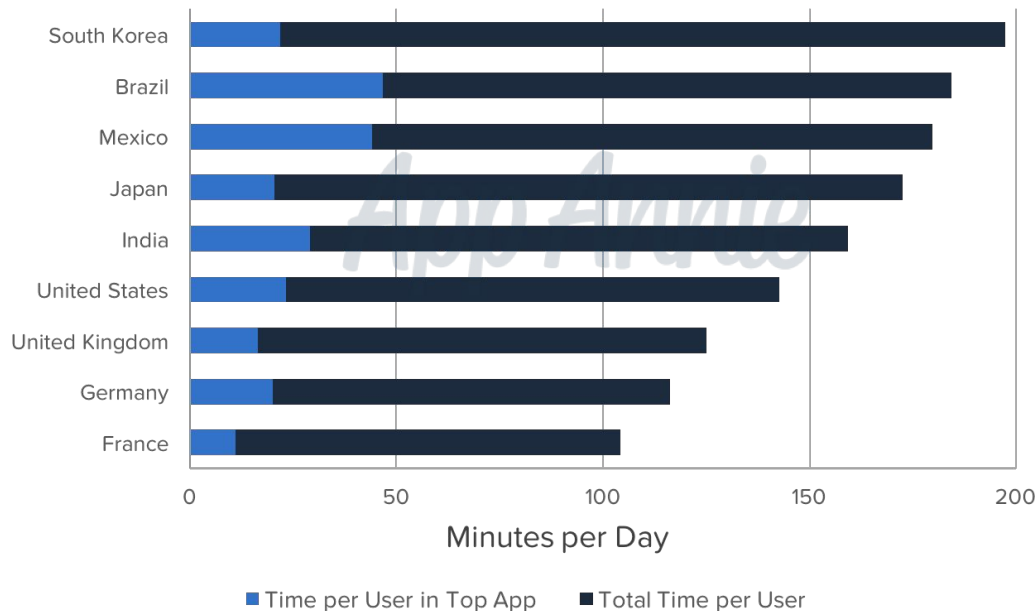
No One Size Fits All: Huge Variability Across Categories in User Behavior

- Dating and Productivity apps saw the highest average sessions per day with around four.
- Finance and Productivity users spent less than one minute per session in these categories.
- The variation between categories in time and sessions per day means that there is no one-size-fits-all app strategy: It is important to define KPIs based on your app's specific use case, in addition to aligning your engagement strategy and your app itself around user behavior.

Sessions and Time per Day
United States, Android Phone, Q1 2017

Minutes per Session: 1 2 3
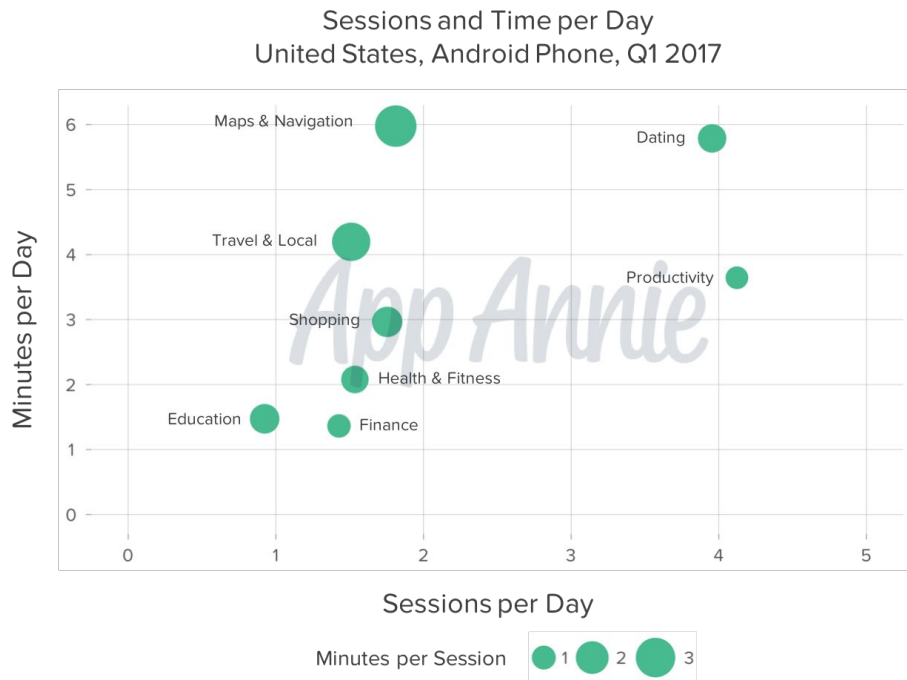
Gamers in South Korea and Japan Lead in Time Spent in Games

- Average time spent in games by users of mobile games increased in all countries analyzed from 2015 to 2017.
- Users of mobile games in Japan and South Korea stood far above the rest, with over an hour per day playing mobile games.
- With roughly 75% of app store revenue coming from games, rising time spent among gamers proves that mobile games will continue to present a huge opportunity for publishers

Average Minutes per Day in Games Among Gamers
Android Phone

Bar chart: Minutes per Day (y-axis, 0 to 90) by country (South Korea, Japan, France, United States, Germany, Brazil, United Kingdom, Mexico, India), showing Q1 2015, Q1 2016, Q1 2017.

Legend: ■ Q1 2015 ■ Q1 2016 ■ Q1 2017

About App Annie

App Annie delivers the most trusted app data and insights for your business to succeed in the global app economy. Over 800,000 registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 450 employees across 15 global offices. App Annie has received $157 million in financing from investors such as e.ventures, Greenspring Associates, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital.

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