

 REPORT

# Mobile app trends: 2025 edition

A global benchmark of  
app performance

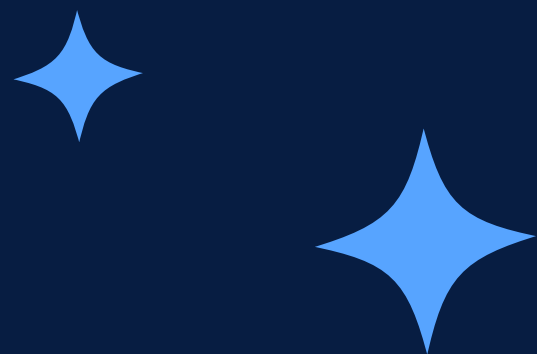
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## INTRODUCTION

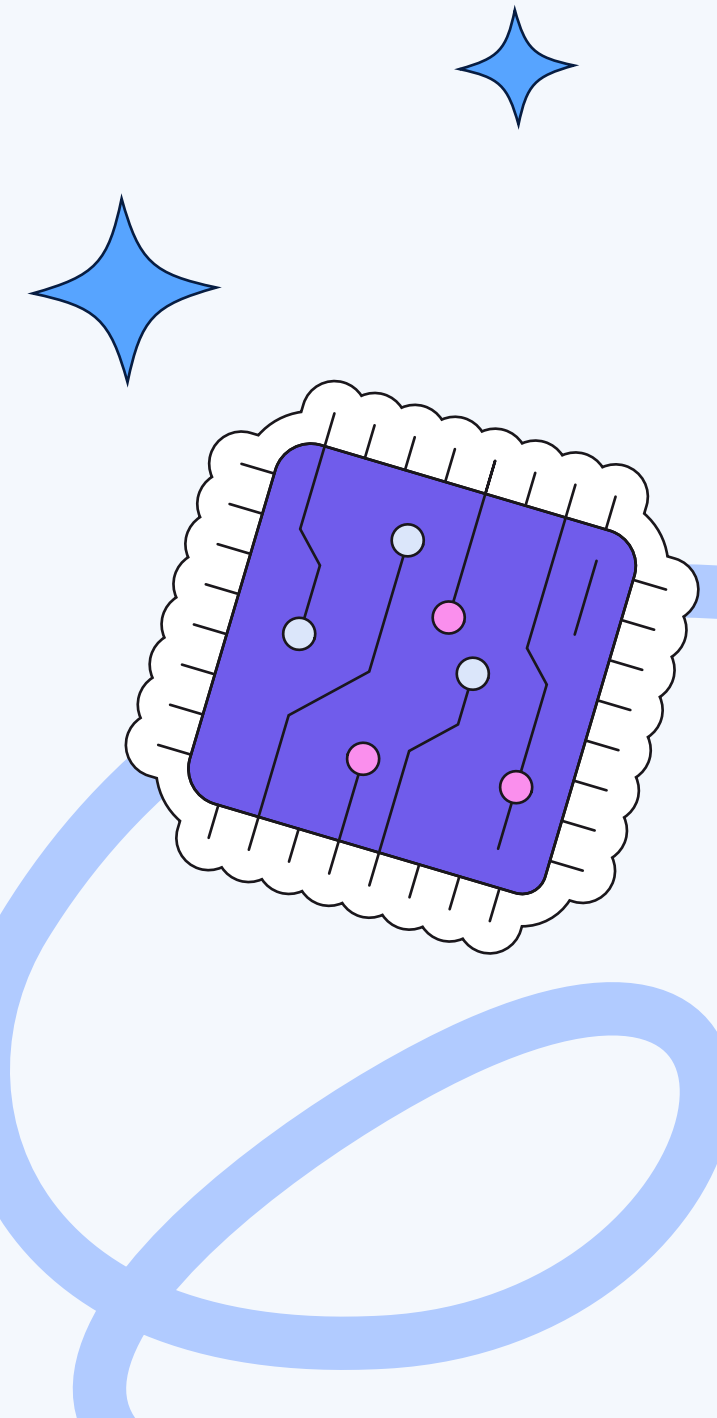
# Evolution and opportunity in the mobile app industry

The mobile app ecosystem is poised for another transformative and exciting year. Advancements in technology, changes in user behavior, and privacy regulations continue to create equal parts opportunity and complexity. Amid these developments, the industry's growth remains optimistic and steadfast—with ongoing recovery of the app economy since its unprecedented dip in 2022.

In the U.S. alone, [mobile ad spend is expected to reach \\$228.11 billion](#) in 2025, representing 66.4% of total digital ad spending, up from \$202 billion in 2024 and \$145 billion in 2021. Globally, consumer spending on mobile apps [rose by 15.7% YoY](#) in 2024, smartphone users are now spending an average of [5 hours a day on mobile devices](#), and users are engaging with [26 apps per month](#). Moreover, the global number of smartphone users is well on its way to 6 billion—alongside some [18.22 billion total devices](#)—and projections state that the app economy will surpass a [\\$626 billion market size](#) (revenue) in 2030, representing a CAGR of 14.3% from 2024 to 2030.

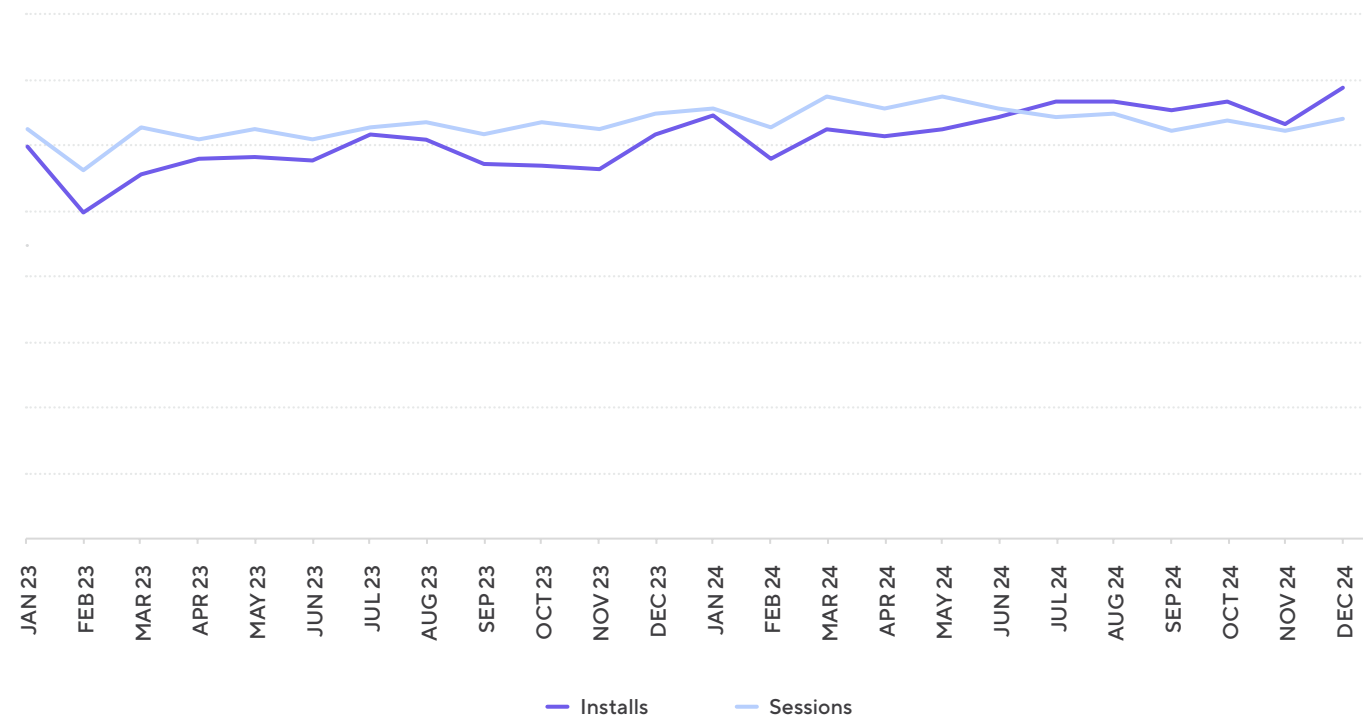
While the moment is ripe with opportunity, app marketers and developers face a dual challenge: adapting to the shifting landscape while maintaining a steady trajectory of growth. Diversifying channels, optimizing for privacy-centric and next-generation measurement, and integrating AI and machine learning into workflows, strategies, and operations are no longer optional—they're essential for success. This year's trends underscore the importance of staying agile, informed, and prepared to innovate. **If 2024 was the year of experimenting with new tech, 2025 is the year of scaling.**

Mobile app trends 2025, as always, dives deep into actionable data, insights, and expert analysis from AppLovin and Adjust. Whether you're navigating the growing influence of alternative app stores, finding the perfect balance between traditional attribution and new measurement opportunities, or exploring the hype of verticals like ultra casual games in emerging markets, this guide is your strategic blueprint for understanding the pulse of the market and staying ahead via action.



Global app installs increased 11% YoY in 2024, with sessions growing 4%—an excellent indication of strong momentum. Installs hit a low in February (-10%), but closed 7% above average in December. Sessions dipped mid-year and ended 1% below average. These numbers emphasize the need to balance high-volume user acquisition with a long term engagement and retention strategy.

### App install and session growth January 2023 - December 2024 (Global)



# Maturity beyond the hype: AI and machine learning in 2025

In 2025, AI and machine learning are transitioning from buzzwords to critical pillars of mobile app marketing. While generative AI captured the spotlight in 2024, forward-thinking marketers are shifting focus to robust AI applications that go beyond content creation. Predictive analytics, incrementality testing, real-time campaign optimization, and advanced cohort analysis are just a few areas where AI will drive real impact, bridge data gaps, and enable smarter, more strategic decision making.

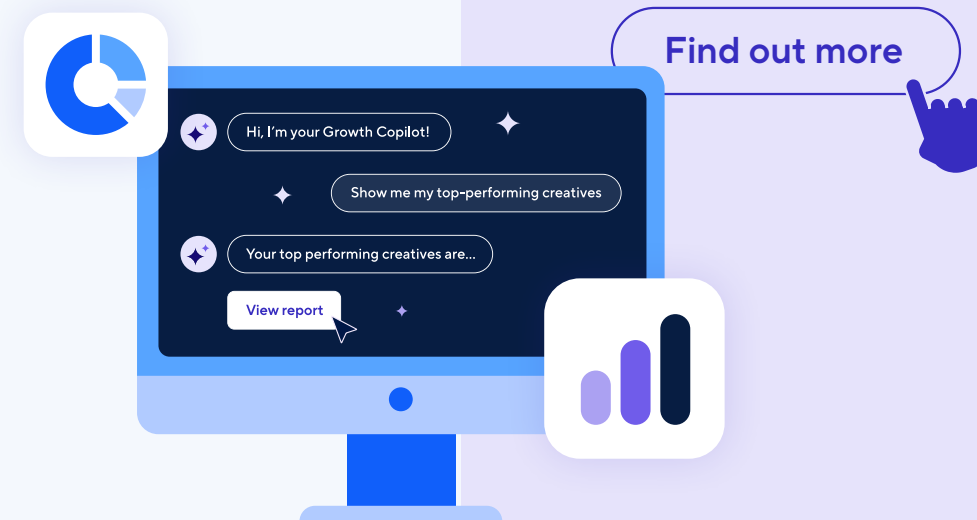


## GOOGLE STATES THAT AI WILL SHAPE BUSINESSES IN 2025 IN FIVE 5 WAYS:

- Multimodal AI for more context
- AI agents for task simplification
- Enterprise search for access to knowledge
- Improved customer experiences
- Enhanced security systems

## GET EARLY ACCESS TO ADJUST'S AI-POWERED GROWTH COPILOT

With [88% of marketers](#) using AI tools daily and [69% integrating them into operations](#), the priority is now ensuring that every tech partner is demonstrating clear, measurable contributions to growth through AI. Within the attribution context, AI should eliminate guesswork and deliver granular insights for confident campaign optimization despite fragmentation. Technologies like incrementality, marketing mix modeling, and predictive analytics are must-haves for improving ROI, LTV, and budget allocation with unmatched speed and precision. Add the ability to query your measurement platform for instant answers to real business questions—like identifying your top-performance channels—and the sky's the limit.





# Privacy and the future of mobile measurement

NielsenIQ reports that while privacy regulations [remained a significant barrier in 2024](#), resistance to change dropped by 9 percentage points, highlighting the growing adoption of privacy-first technologies as a key to unlock data, drive growth, and build user trust.

With data privacy regulations reshaping the app landscape globally (beyond the European Union), these AI and next-gen technologies are crucial for clean, compliant data that supports fast decision making and scalable growth. In 2025, marketers need solutions for alternative app stores, updates to SKAdNetwork (SKAN) and AdAttributionKit, Google's upcoming Privacy Sandbox on Android, clarity around increasingly complex global compliance requirements, and more.

Successfully adopting these advanced tools demands flexibility, innovation, and partnerships with forward-thinking experts who can provide strategic guidance. With the right plan, putting together the pieces from our fragmented ecosystem is not only achievable, but a pathway to unprecedented opportunity.

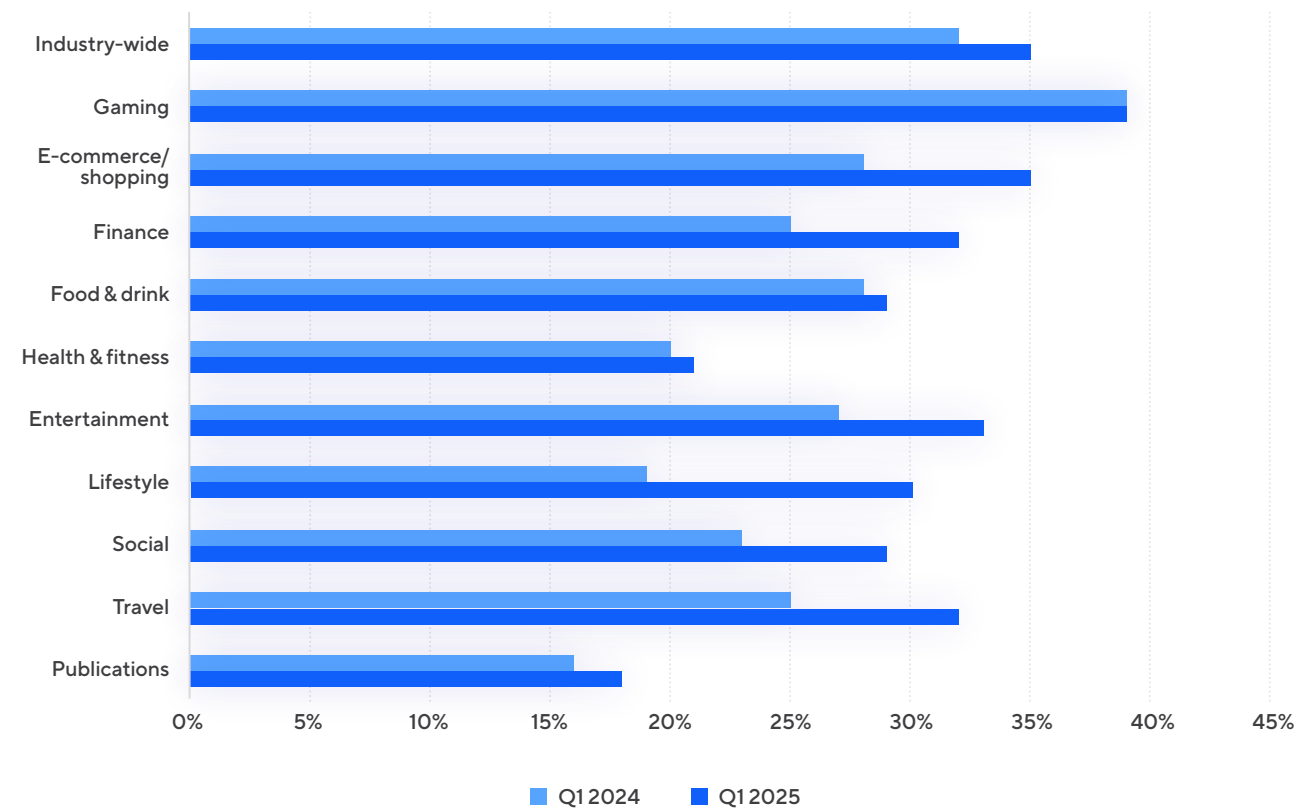
Attribution and measurement are a [leading investment priority](#) for brand and agency marketers in 2025 (47%) followed by AI technologies (29%) and connected TV (29%).



Among iOS users that allow apps to request to track, App Tracking Transparency (ATT) opt-in rates continued their upward trajectory in 2024—climbing from an average of 32% to 35% globally, as at Q1 2025. Gaming remained steady at 39%, with e-commerce and shopping apps now the second highest, up from 28% to 35%. Entertainment apps also saw a big jump (27% vs. 33%) along with travel (25% vs. 32%) and lifestyle (19% vs. 30%).

As user understanding and confidence increases around the opt-in prompt, app marketers should continue working on onboarding flows and pre-permission screens that clearly state the value of opting in.

**ATT opt-in rates Q1 2025 v. Q1 2024 (Global)**







#### APPROVIN INSIGHTS

### E-COMMERCE ON MOBILE: DTC AND APP INVENTORY

E-commerce continues its migration to mobile, with U.S. online holiday sales in 2024 [growing 9% year-over-year](#), marking it as the most mobile-driven season ever. This year, we'll see more investment in marketing strategies that include mobile, specifically in-app advertising. As preference for apps grows, retailers are leveraging it to increase their reach and create multiple touchpoints throughout the day to connect with consumers. Where social has historically been the workhorse for direct-to-consumer (DTC) brands, for example, it's becoming harder to [stand out due to oversaturation](#), driving marketers to seek new channels for growth. In-app advertising is relatively new for this market, but as retailers follow the money, they're discovering its ability to deliver highly scalable campaigns and measurable results. That success is supported by AI, which drives efficiency by optimizing ad spend, targeting, and goal refinement based on successful conversions.





# What we're keeping an eye on

**Multi-channel experiences:** Delivering seamless, multi-channel user experiences remains paramount in 2025 as consumers expect brands to meet them where they are—across connected TV (CTV), desktop, pc/console gaming, social platforms, and via in-app ads. CTV advertising is growing, with ad spend in the U.S. projected to hit [\\$34.3 billion in 2025](#) and \$42.4 billion by 2027—and Adjust data shows that CTV significantly assists (boosts) mobile conversions.

**The rise of ultra casual games:** [Ultra casual games](#) have opened new opportunities for cost-effective, high-reach marketing, especially in low-CPM markets like Vietnam. With simple mechanics and universal appeal, these games drive massive downloads and rapid user engagement. Their streamlined production enables frequent releases and monetization through high-volume in-app ads.



# Key takeaways & methodology


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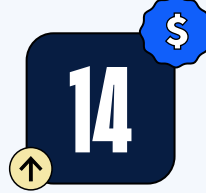
Global gaming installs increased 4% from 2023 to 2024.
- 


The median number of partners gaming apps work with rose from 5.7 in 2023 to 6.2 in 2024.
- 


Hyper casual and hybrid casual games recorded the highest day 0 sessions per user in 2024—1.82.
- 

E-commerce app installs grew 17% YoY in 2024, with sessions up 13%.

- 

Marketplace apps had the highest retention rate among e-commerce subverticals in 2024, with a day 1 rate of 25%.
- 

LATAM maintained the highest ARPMAU globally for e-commerce apps in 2024, at \$14.
- 

Finance app installs grew 27% YoY in 2024, accompanied by a 24% rise in sessions—driven by a 45% surge in crypto app sessions.
- 

Finance apps globally experienced a rise in ARPMAU, climbing from \$3.4 to \$4.1 YoY in 2024.

## The methodology

### VERTICALS:

Finance/fintech, gaming, e-commerce/shopping

### REGIONS:

Global, APAC, Europe, LATAM, MENA, North America

### DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 based on the ISO 3166-1 standard.

### DATE RANGE:

January 2023 - January 2025

### RATIOS AND SHARES:

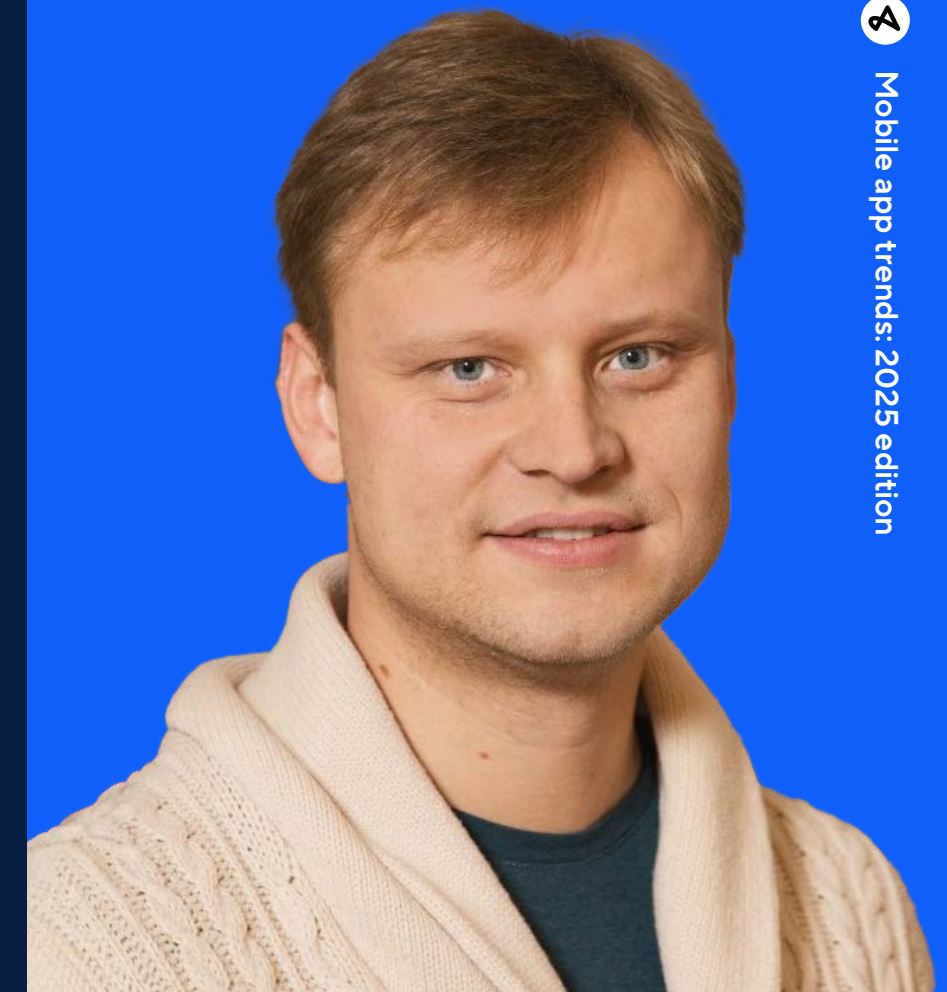
Reattribution and paid/organic are both expressed as ratios, where X:1. In the case of the paid/organic ratio, a value of 3 (3:1) means that for every 100 organic installs, there are 300 paid installs. Similarly, for the reattribution share, a value of 0.7 (0.7:1) would mean that for every 100 total actions (installs + reattributions), there are 70 reattributions.





“In 2025, the mobile landscape will be defined by the extensive use of AI to create high-quality content, with AI-driven automation of production processes significantly enhancing consumer mobile applications through personalized user experiences. The trend of products built cross-platform will continue unabated, with mobile web playing a valuable role in growth strategies by enabling seamless transitions between mobile web and native apps. The increasing relevance of new app stores will persist, further opening up fresh marketing opportunities. With the right growth stack in place, the year ahead promises to redefine the boundaries of innovation and opportunity.”

**ADJUST**



Andrey Kazakov  
**CEO**



# E-commerce/shopping apps

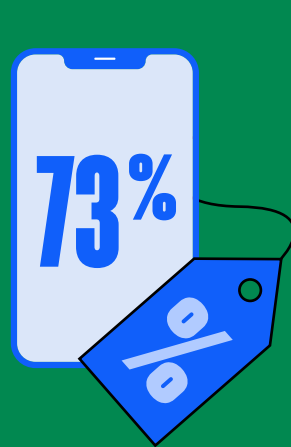
Top 10 shopping apps by downloads, worldwide, 2024

1	 <b>Temu</b> Shopping (General)	6	 <b>Flipkart</b> Shopping (General)
2	 <b>SHEIN</b> Women's apparel	7	 <b>Alibaba.com</b> Shopping (General)
3	 <b>Meesho</b> Shopping (General)	8	 <b>AliExpress</b> Shopping (General)
4	 <b>Amazon</b> Shopping (General)	9	 <b>Shopsy</b> Shopping (General)
5	 <b>Shopee</b> Shopping (General)	10	 <b>Mercado Libre</b> Shopping (General)

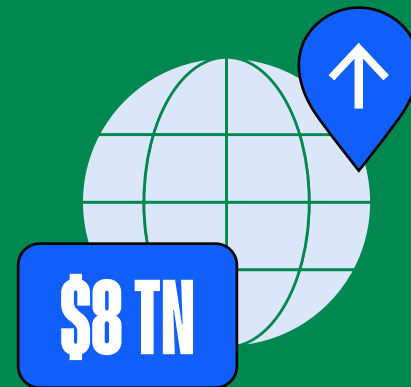
Source:  SensorTower



# Industry stats, trends, and predictions



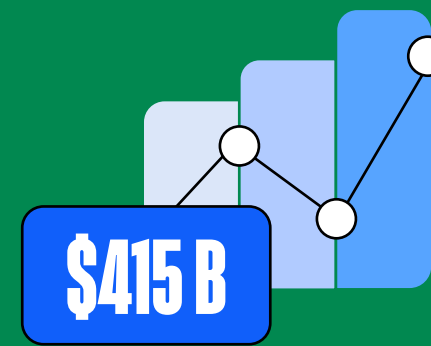
Mobile commerce now accounts for 73% of global e-commerce sales.



Global retail e-commerce sales are projected to exceed \$8 trillion by 2027.



By 2025, mobile commerce revenue will hit \$2.5 trillion, up 21.3% YoY.



Currently valued at \$415 billion, the APAC region is expected to lead m-commerce growth over the next 5 years.



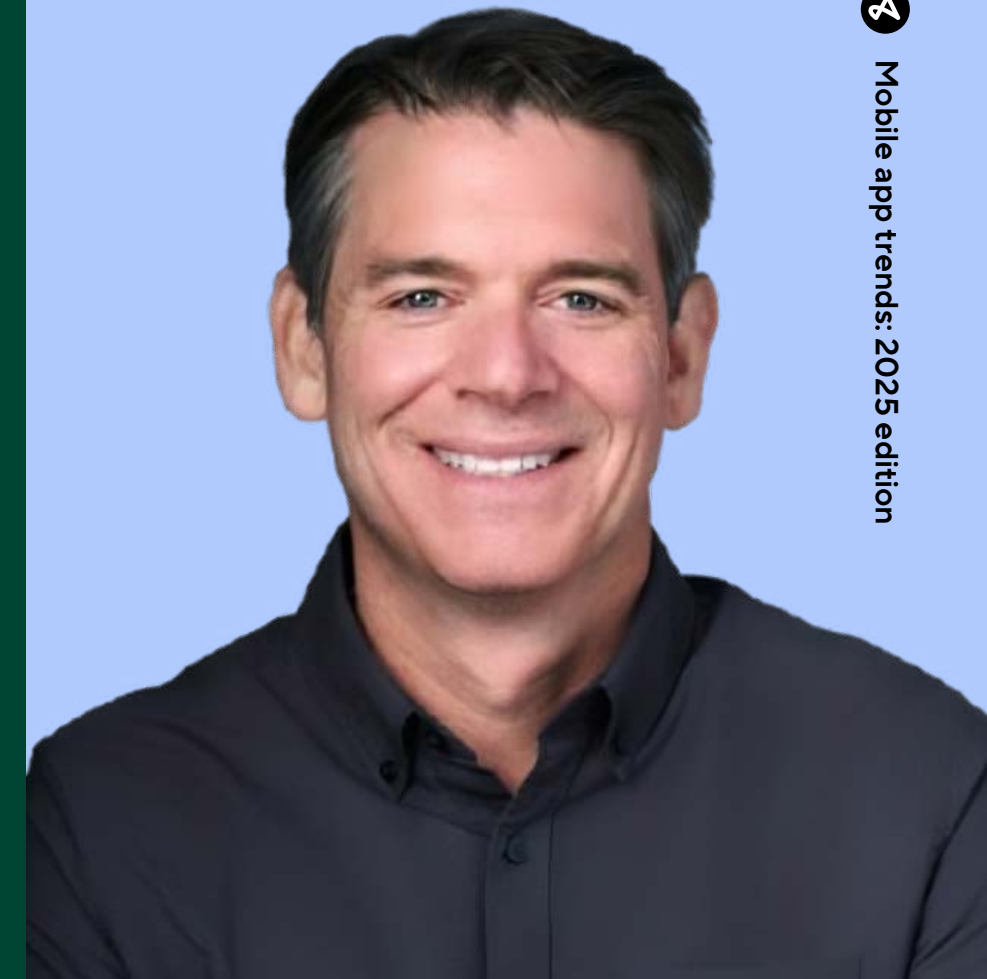
Voice-activated shopping is expected to reach a market value of \$34 billion by 2034 in the U.S.



**What we're keeping an eye on in 2025:** Omni-channel shopping experiences, e-commerce's mobile UA expansion, social commerce, AI personalization, and the digital expansion of retailers into new markets (inspired by Chinese brands like SHEIN and Temu).



“In 2025, we’ll see e-commerce fully embrace advertising in mobile apps as a central performance channel. Retail brands will expand their reach beyond traditional display and social media channels to find high-intent shoppers at enormous scale. They’ll then be empowered to drive significant top-line revenue growth in a way that’s both accessible and performance-based.”



Paul Kennedy  
**VP of eCommerce**



# Finding and keeping users

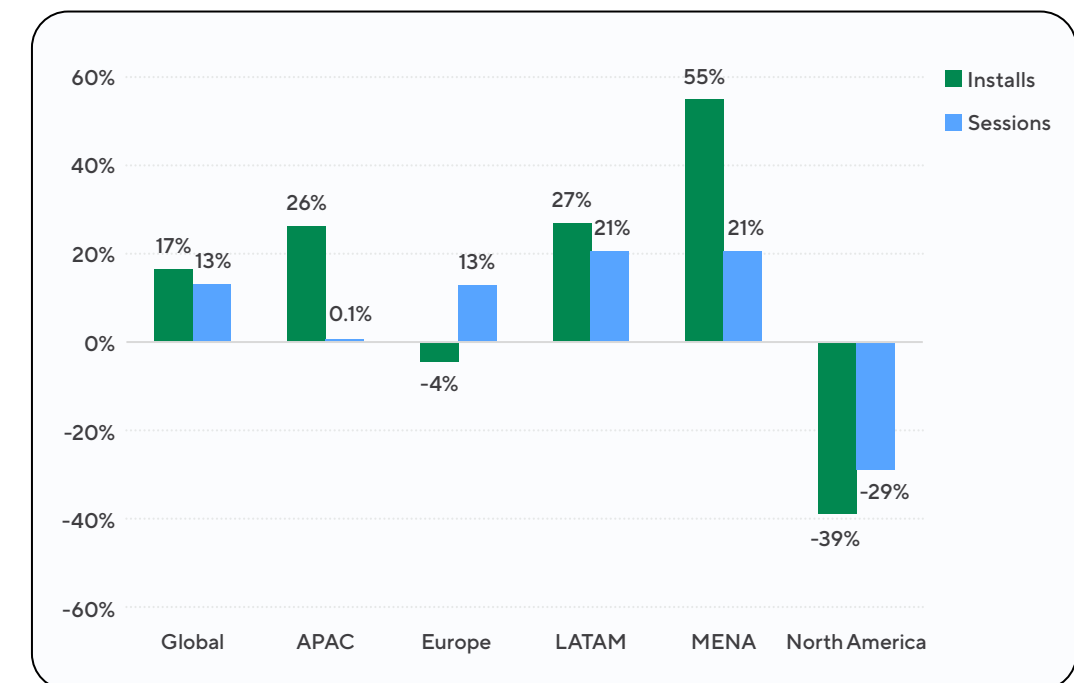
E-commerce app installs grew 17% YoY in 2024, with sessions up 13%, driven by strong early-year growth. January, March, and April saw installs surge around 60% YoY, with April sessions up 25%. Q4 installs slowed, falling below average in November (-5%) and December (-13%), but sessions were up 6% and 4%.

MENA stood out with installs increasing 55% and sessions by 21% YoY. LATAM followed with 27% growth in installs and 21% in sessions, while APAC saw strong installs (+26%) but flat sessions. North America faced the steepest decline.

**E-commerce app install and session growth January 2023 - December 2024 (Global)**



**E-commerce app install and session growth percentages YoY 2023 - 2024**



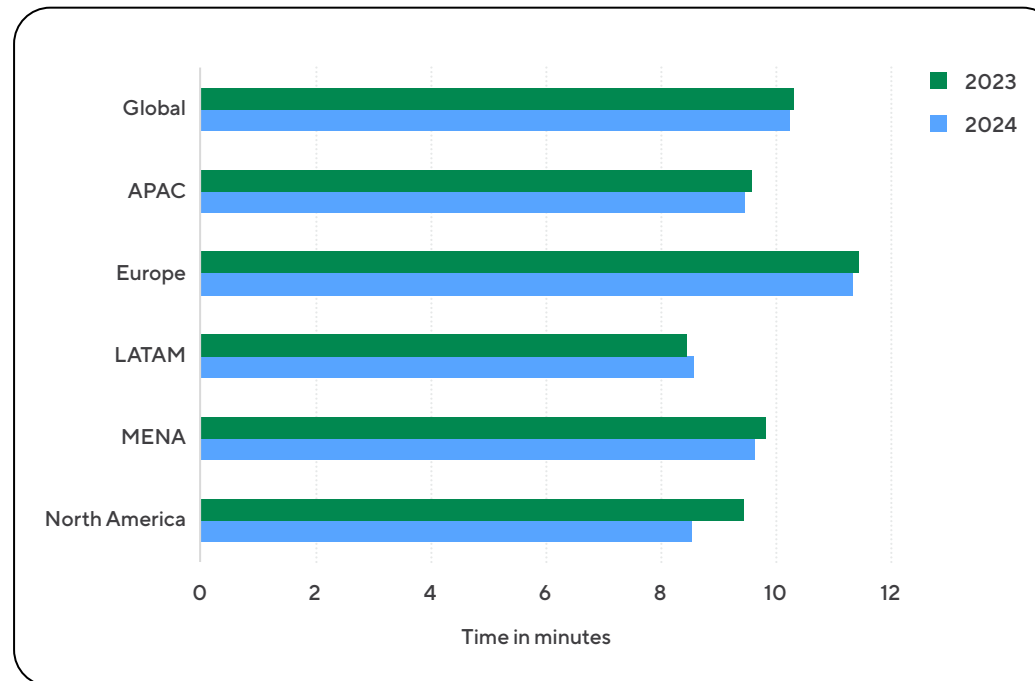
**BONUS**

Shopping app installs grew 28% YoY in 2024, with sessions rising 22%. Marketplace & classifieds app installs and sessions were also up 3% and 11% YoY.

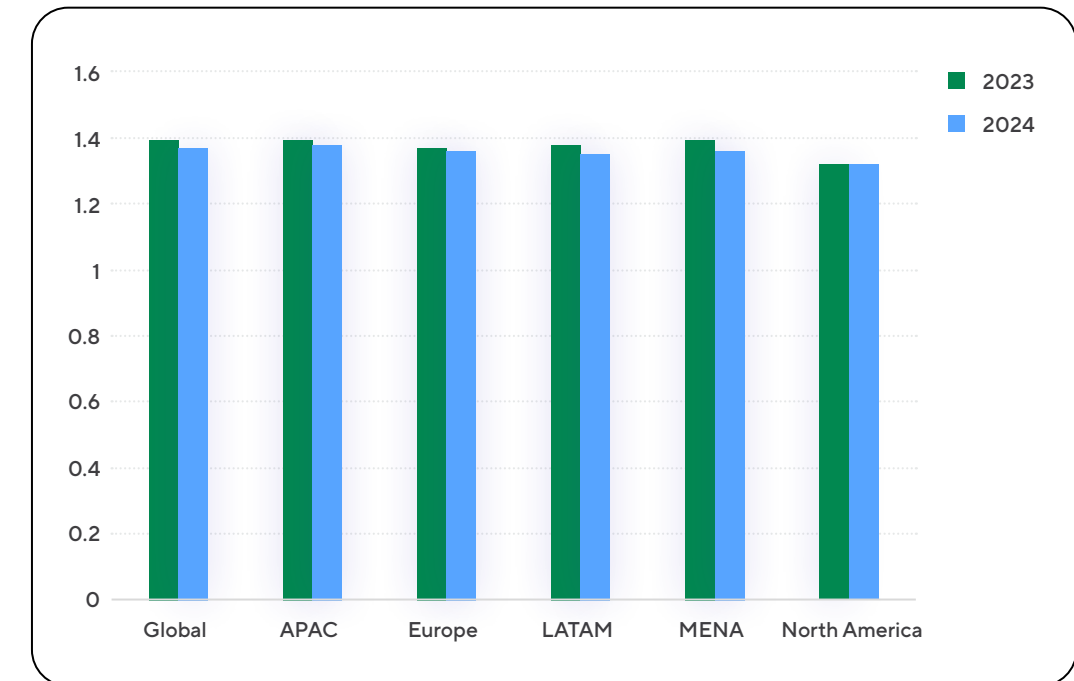
The average session length for e-commerce apps decreased from 10.3 minutes in 2023 to 10.23 minutes in 2024. Europe remained the leader with the longest session lengths at 11.33 minutes, despite a slight drop. LATAM was the only region where lengths increased, up from 8.44 to 8.57 minutes. Meanwhile, North America declined from 9.43 minutes to 8.52.

Global e-commerce sessions per user per day on day 0 saw a slight decline, dropping from 1.39 in 2023 to 1.37 in 2024. APAC and MENA mirrored this trend, decreasing from 1.39 to 1.38 and 1.39 to 1.36, respectively. Europe and LATAM also experienced small declines, moving from 1.37 to 1.36 and 1.38 to 1.35. North America remained at 1.32.

### E-commerce app session lengths 2023 - 2024

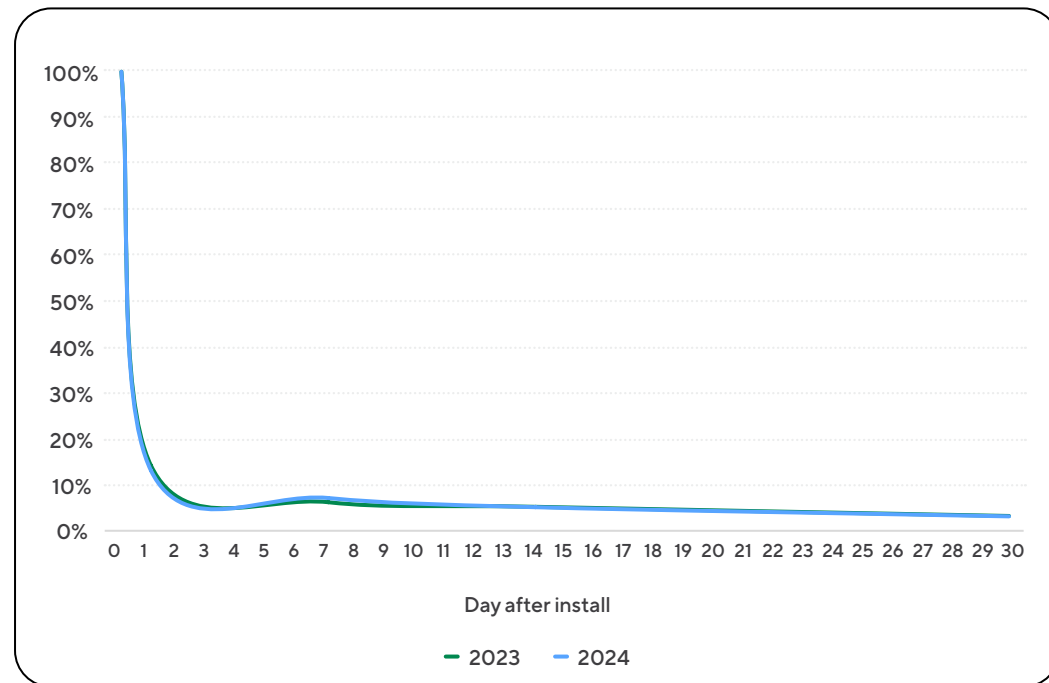


### E-commerce sessions per user per day on day 0 2023 - 2024 (Global)



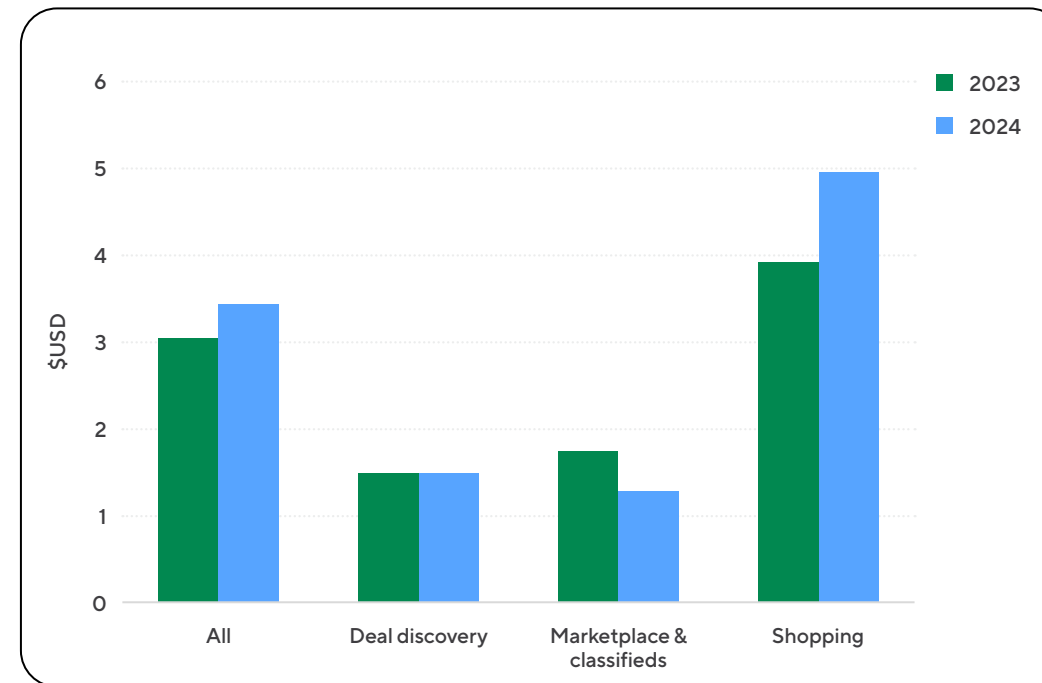
Decreasing session lengths in the e-commerce and shopping vertical is often a positive signal, suggesting shoppers are finding items, completing baskets, and converting faster.

## E-commerce app retention rates 2023 - 2024 (Global)



E-commerce app retention rates in 2024 showed little change from the previous year, with slight improvements in mid-term engagement. Day 1 retention dipped from 14% to 13%, rose from 6% to 7% on day 7, and held steady at 5% on day 14 and 3% on day 30. The mid-term boost in returning users is an opportunity to increase conversions and longer-term retention.

## E-commerce app CPI 2023 - 2024 (Global)



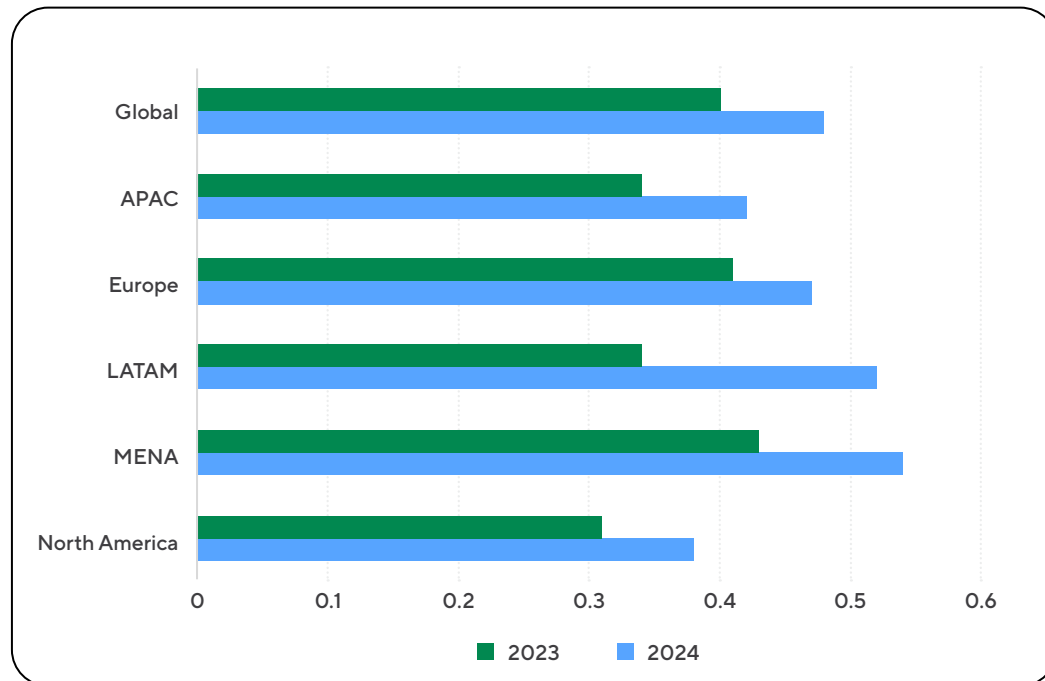
The global median cost per install (CPI) for e-commerce apps rose from \$3.04 in 2023 to \$3.44 in 2024, driven by rising acquisition costs in the shopping vertical. Shopping apps saw the largest increase, with CPI jumping from \$3.92 to \$4.96. In contrast, marketplace & classifieds dropped from \$1.74 to \$1.28, while deal discovery apps held steady at \$1.49.

### BONUS

- Deal discovery retention declined, with day 1 rates dropping from 17% in 2023 to 16% in 2024, while days 7, 14, and 30 remained steady at 10%, 8%, and 6%.
- Marketplace’s day 1 rates fell from 27% to 25%, and day 7 dropped from 16% to 15%. Day 14 held at 12%, but day 30 decreased from 9% to 8%.
- Shopping apps showed consistent day 1 and day 7 rates ( 13% and 6%), but day 14 dropped from 5% to 4%, and day 30 retention fell from 3% to 2%.
- CPI in Europe dropped from \$1.72 in 2023 to \$1.56 in 2024, while North America saw a decrease from \$3.09 to \$2.9 YoY.

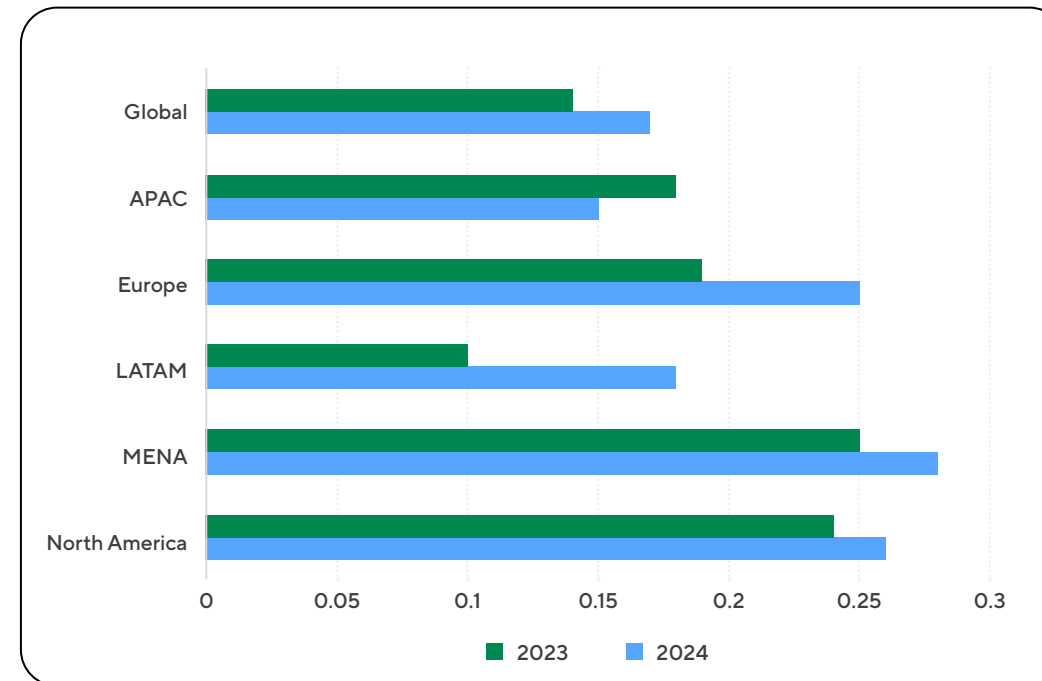


## E-commerce app paid/organic ratio 2023 - 2024



The global median paid/organic ratio for e-commerce apps rose from 0.4 in 2023 to 0.48 in 2024, signaling greater reliance on paid acquisition amid rising competition. LATAM and MENA led this shift, increasing from 0.34 to 0.52 and 0.43 to 0.54, respectively. While North America's ratio increased from 0.31 to 0.38, its paid share of installs remains lower than other regions.

## E-commerce app reattribution share 2023 -2024

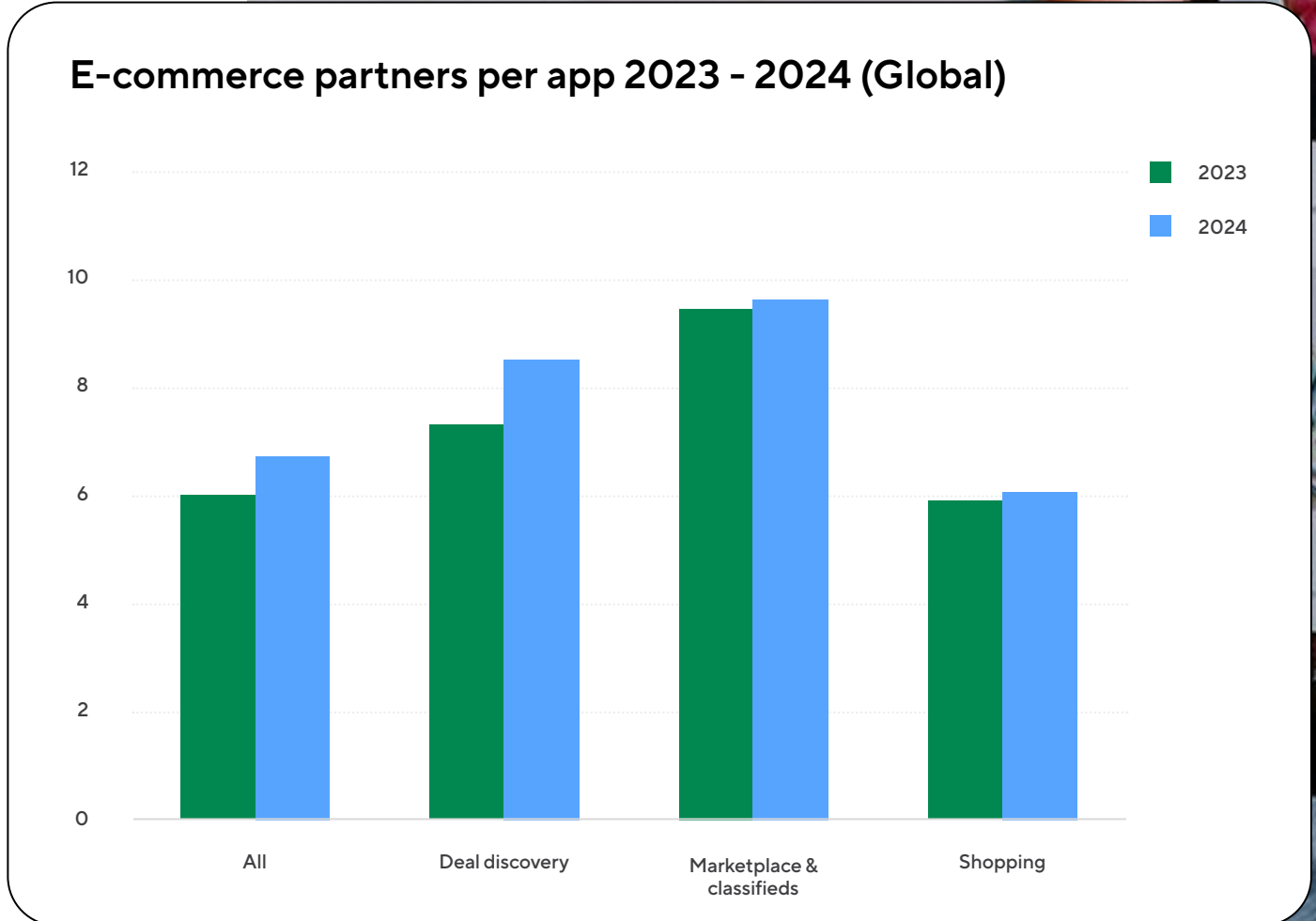


E-commerce app reattribution share increased across most regions in 2024, reflecting an emphasis on re-engagement as part of the increase in paid efforts. Globally, reattribution share climbed from 0.14 in 2023 to 0.17 in 2024. MENA recorded the highest share (0.28), while LATAM saw the biggest jump, rising from 0.10 to 0.18. APAC declined from 0.18 to 0.15.



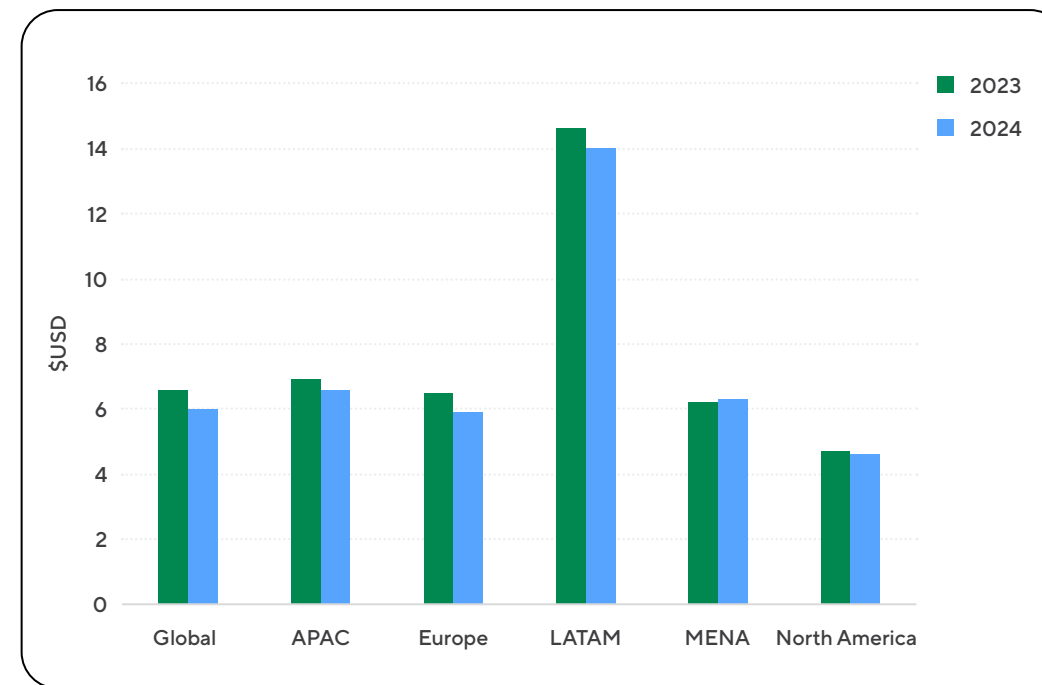
A few ways marketers can tackle rising acquisition costs include: perfecting contextual targeting to reach users with purchase intent signals, improving ASO with seasonal keywords and localized, customized listings, leveraging referral programs, and creating loyalty programs.

E-commerce apps partnered with more networks in 2024, with the average number globally rising from 6 in 2023 to 6.8. Deal discovery saw the largest increase, growing from 7.3 to 8.5. Marketplace & classifieds apps remained the most network-heavy, increasing slightly from 9.5 to 9.66. Shopping rose from 5.9 to 6.1.





## E-commerce app ARPMAU 2023 - 2024



Globally, ARPMAU for e-commerce apps declined in 2024, dropping from \$6.6 to \$6. LATAM led with \$14 ARPMAU, down from \$14.6. APAC followed, decreasing from \$6.9 to \$6.6. Europe fell from \$6.5 to \$5.9, and North America declined marginally from \$4.7 to \$4.6. Notably, MENA increased to \$6.3.





“By 2025, we’ll see a complete democratization of how people shop. It’s no longer just about going to a physical store or relying on major platforms. Direct-to-consumer (DTC) brands are rising, and they’ll continue to thrive as new tools make it easier than ever for consumers to discover, engage, and purchase across different touchpoints. Now brands can seamlessly and profitably get in front of their ideal consumers within mobile apps through advertising – something never possible previously and a massive opportunity. DTC brands have a new lever that they can use to diversify their growth and stand out more than ever!”













Rafael Vivas  
**VP,**  
**Business Development,**  
**eCommerce**

PART 2

# Gaming apps

## Top 10 gaming apps by downloads, worldwide, 2024

1	 <b>Subway Surfers</b> Action, casual	6	 <b>Offline Games - No Wifi Games</b> Puzzle, casual
2	 <b>My Superstore Simulator</b> Family, simulation	7	 <b>Car Race</b> Racing
3	 <b>Vehicle Masters</b> Simulation, casual	8	 <b>ROBLOX</b> Action, adventure
4	 <b>Avatar World Games for Kids</b> Simulation, RPG	9	 <b>8 Ball Pool</b> Sports, simulation
5	 <b>Brain Test: Tricky Puzzles</b> Family, trivia	10	 <b>Indian Bikes Driving 3D</b> Simulation

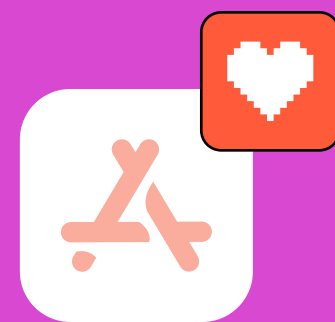
Source:  SensorTower



# Industry stats, trends, and predictions



Revenue from mobile games is projected to reach \$126.1 billion in 2025.



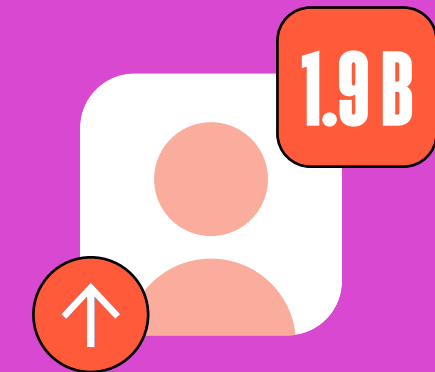
In 2024, games were the most popular app category on the App Store and Google Play.



13 out of the 15 top grossing new mobile gaming app titles in 2024 are headquartered in Asia.



Over the last year, mobile accounted for 49% of global games revenue, followed by console (28%) and PC (23%).



The global number of mobile gamers will increase 8% by 2025, reaching 1.9 billion users.



**What we're keeping an eye on in 2025:** Ultra casual games, growth of the mobile games development market in India and Southeast Asia, IP games (like Monopoly Go! and Pokémon TCGP), and AI-powered hyperpersonalization from ad creatives to gameplay trajectories.



“The goal of a game has always been to make the players feel that the game was designed just for them. We are now at a point where advancement in technology – on the UA/ad monetization side, as well as on the game development side – allows for this. As hybrid approaches become more foundational to game development, we will see more sophistication in the segmentation of users, engaging both players and non-payers with tailored in-game experiences.”



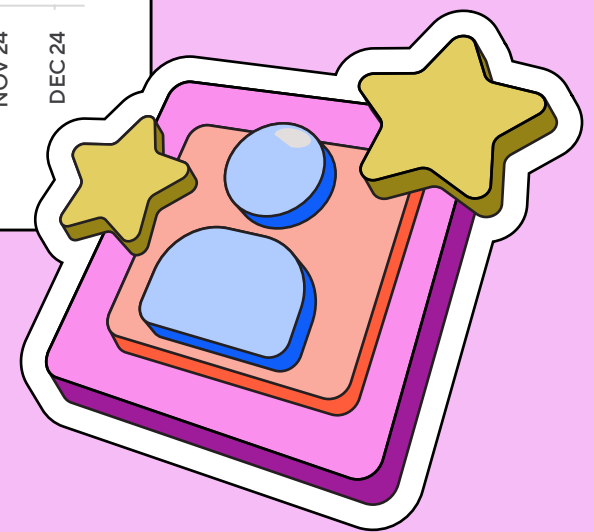
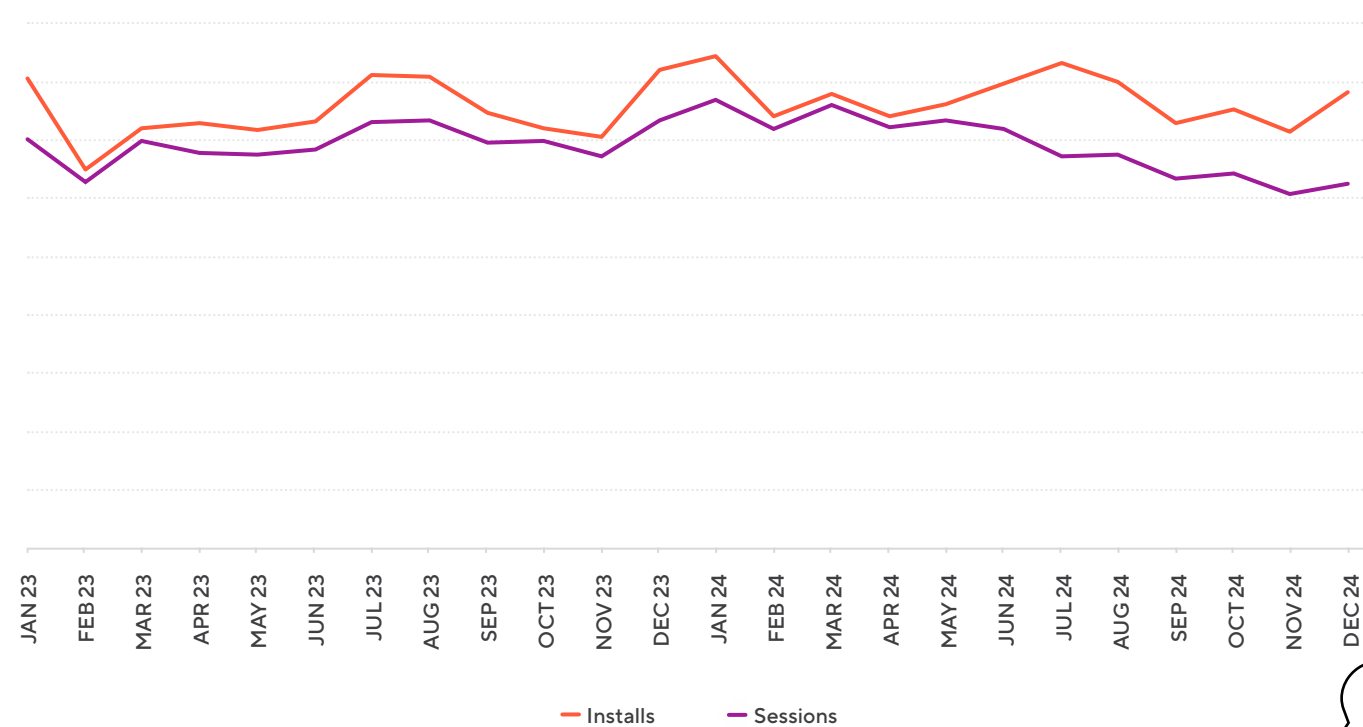
Daniel Tchernahovsky  
**VP of Global Business  
Development**



# Finding and keeping users

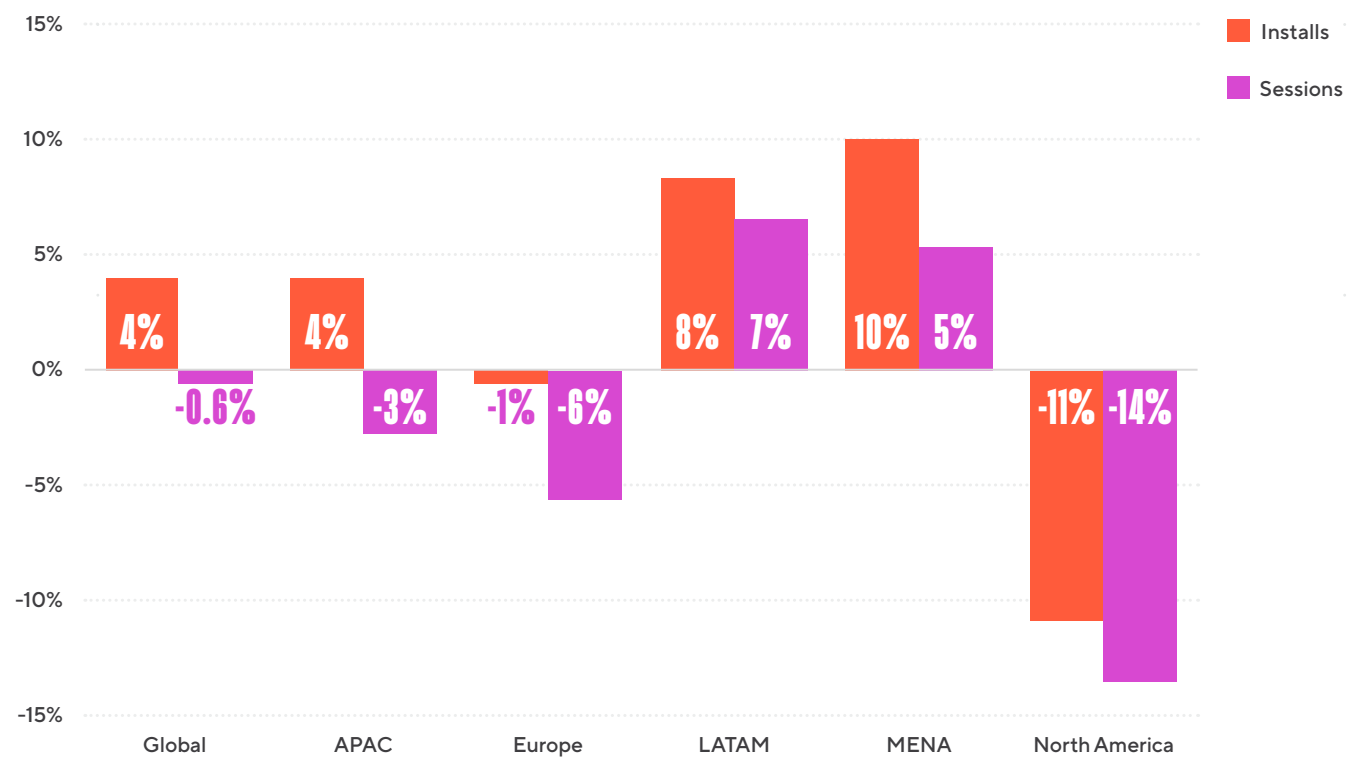
Global gaming app installs grew by 4% YoY in 2024, while sessions declined by 0.6%. The year started strong, with January sessions 12% above average, and February up 15% YoY. July installs rose 8% above average, but sessions dropped 2%. October installs grew 4% YoY, though sessions fell 8%, indicating retention challenges starting in Q3. December installs dropped 5% YoY, but were 1% above the year's average, while sessions fell 10%.

**Gaming app install and session growth  
January 2023 - December 2024 (Global)**

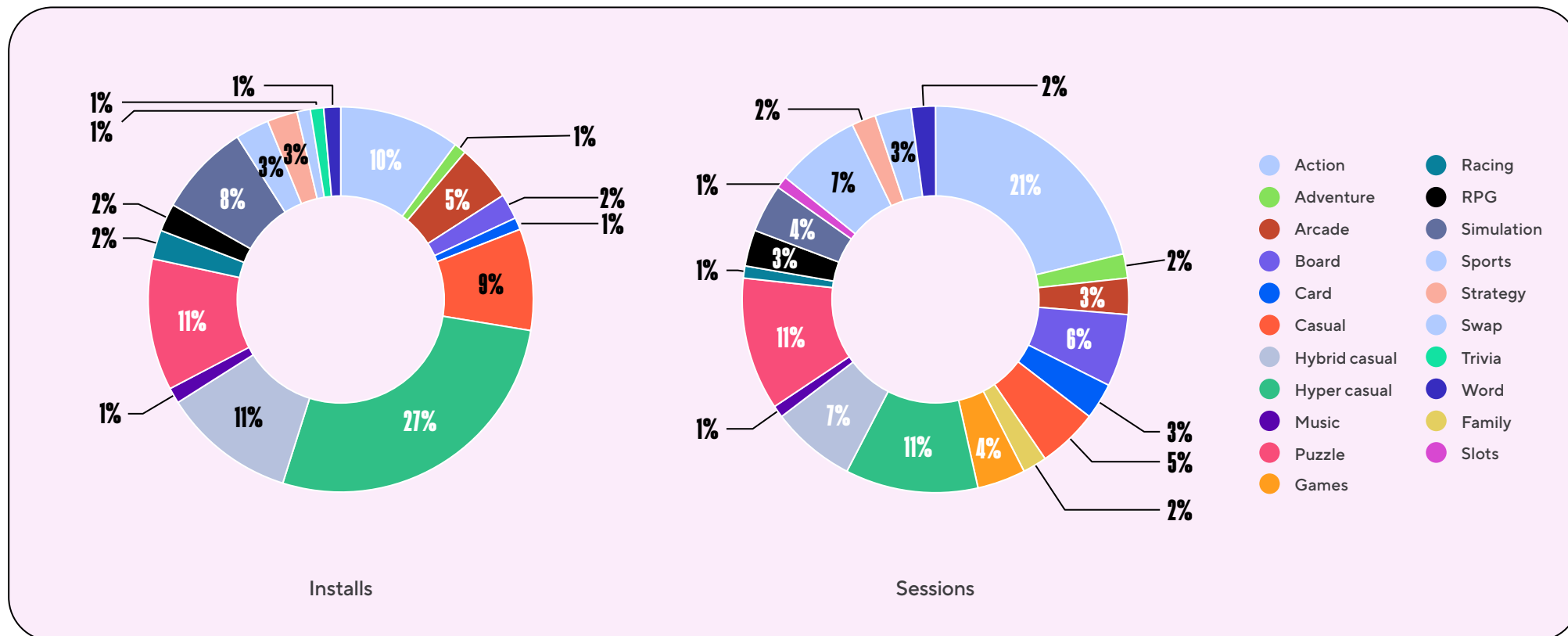


LATAM and MENA led gaming app YoY growth in 2024, with installs up 8% and 10%, and sessions increasing 7% and 5%, respectively. North America saw the biggest decline, with installs down 11% and sessions dropping 14%. APAC recorded a 4% increase in installs, but sessions fell 3%. Europe experienced a 1% drop in installs and a 6% decline in sessions.

### Gaming app install and session growth percentages YoY 2023 - 2024



### Gaming app installs and sessions by subvertical 2024 (Global)

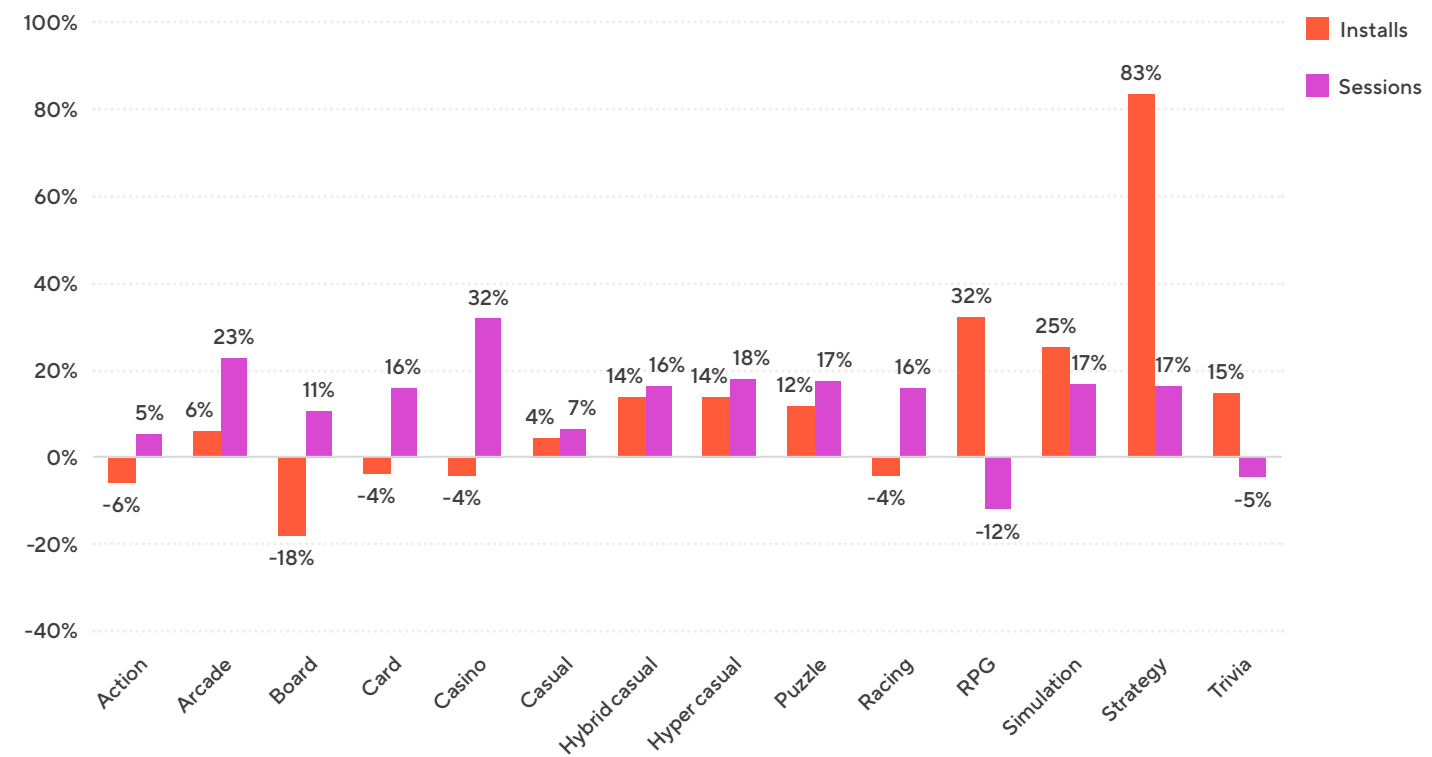


In 2024, hyper casual games—as always—dominated in share of gaming app installs, with 27%, along with 11% of sessions. Puzzle games matched their install share of 11% with an equal session share, while action games captured 10% of installs but drove a notable 21% of sessions. Hybrid casual games also stood out with 11% of installs and 7% of sessions. Simulation (8% installs) and sport games (7% sessions) remained steady favorites, while genres like strategy and RPGs stayed below 4%.

Install and session shares for games can differ significantly from a business perspective, with hyper casuals focused on high UA and a fast turnover to new titles via in-app advertising (IAA), meaning lower sessions per app. Many other genres, including RPG, generally drive less pure UA revenue, instead monetizing loyal users via in-app purchases (IAP).

Strategy apps installs grew the most of any category YoY in 2024, climbing 83%. Casino and arcade saw strong sessions boosts of 32% and 23%, and hyper casual and hybrid casual continued to thrive, with installs growing 14% (for both genres) and sessions up 18% and 16%, respectively. Puzzle and simulation also saw gains, with installs increasing by 12% and 25%, and sessions for both up by 17%. RPGs showed a disconnect—despite a 32% rise in installs, sessions dropped 12%.

**Gaming app install and session growth percentages by subvertical YoY 2023 - 2024 (Global)**

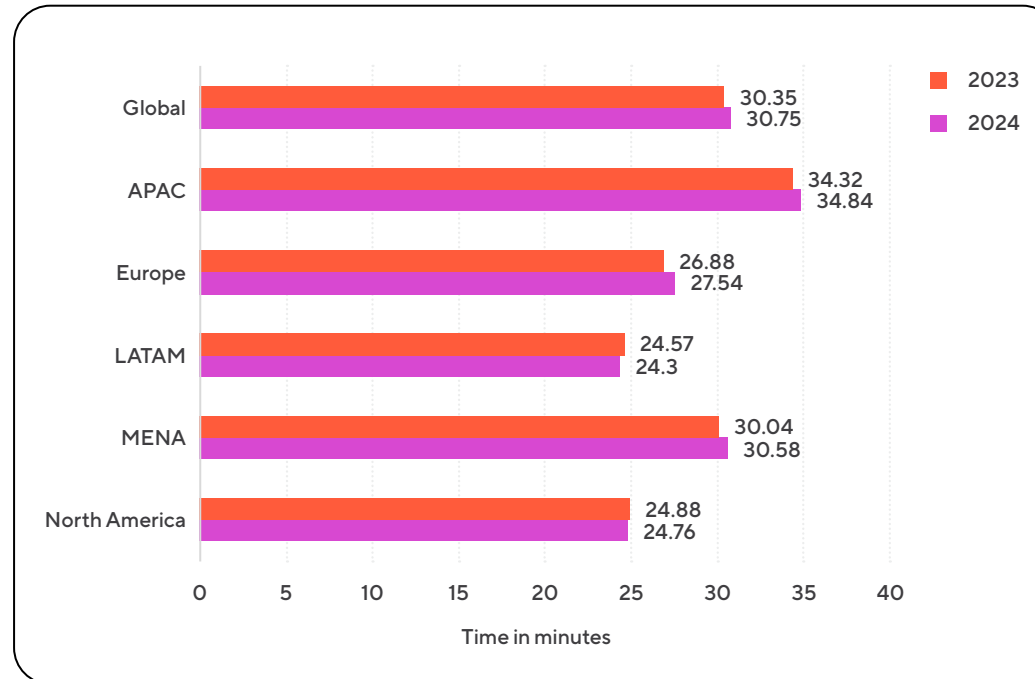




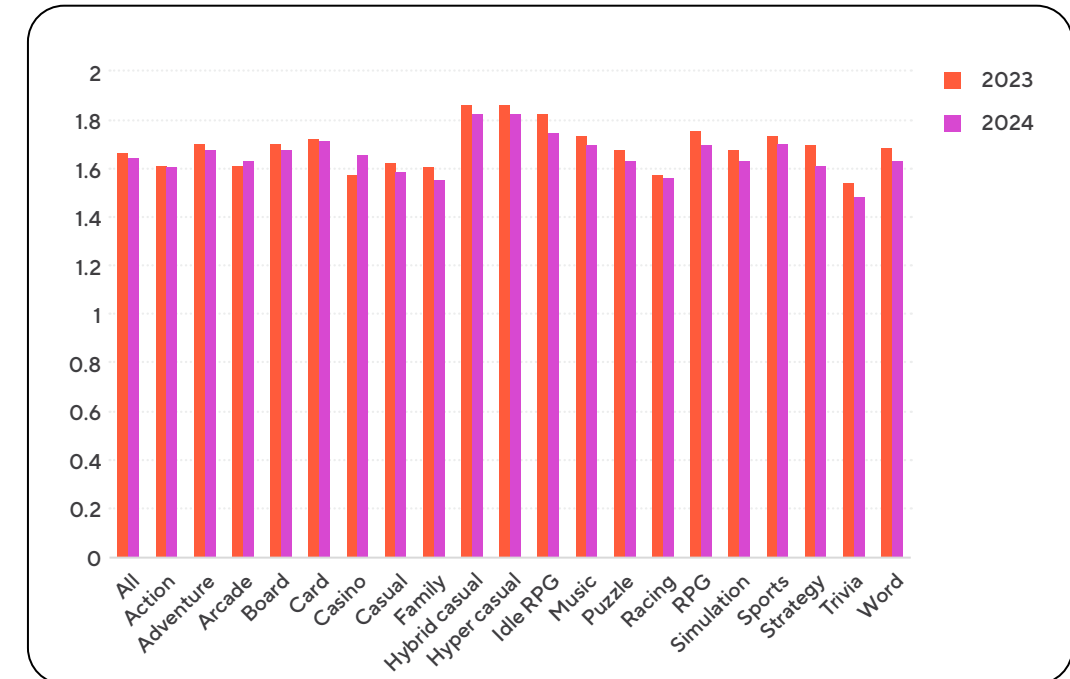
The average gaming app session length remained steady globally, rising from 30.35 minutes in 2023 to 30.75 minutes in 2024. APAC led with the highest session duration, increasing from 34.32 to 34.84 minutes. MENA also saw growth, with session lengths rising from 30.04 to 30.58 minutes. Europe improved slightly from 26.88 to 27.54 minutes, while North America and LATAM experienced marginal declines.

Gaming app sessions per user per day on day 0 saw minor declines across most verticals from 2023 to 2024, with the global median dropping slightly from 1.66 to 1.64. Hyper casual and hybrid casual games led with 1.82 sessions each, despite small decreases from 1.86. Casino apps bucked the trend, rising from 1.57 to 1.65, while arcade apps also grew modestly from 1.61 to 1.63.

### Gaming app session lengths 2023 - 2024

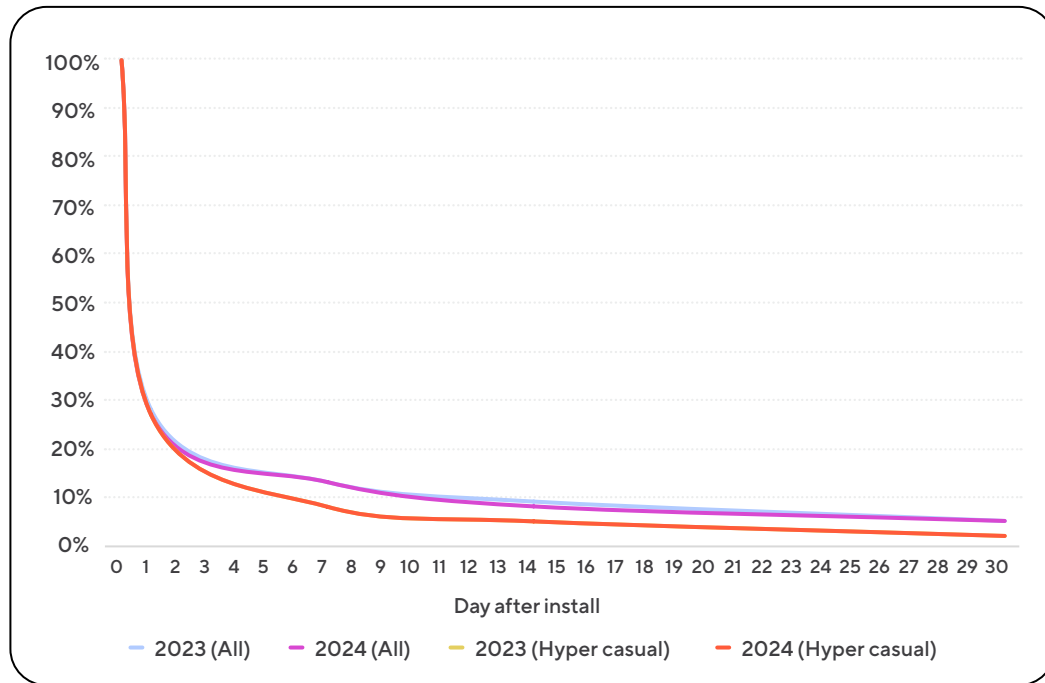


### Gaming app session per user per day on day 0 2023 - 2024 (Global)

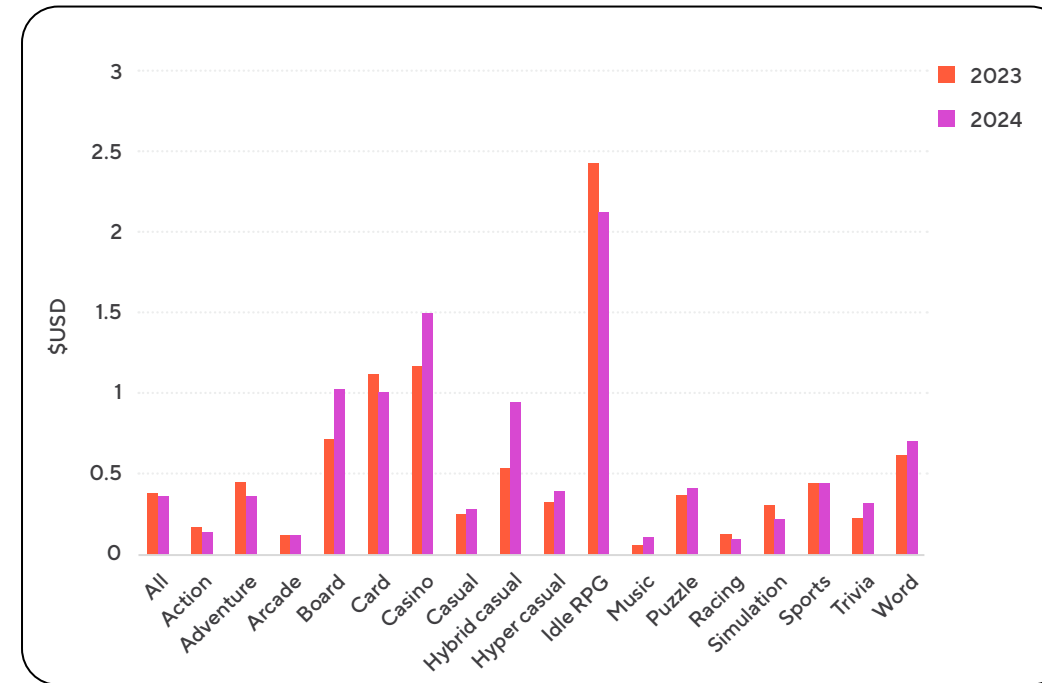


A slight decrease in sessions per user per day, but longer session lengths overall, means the total time users are spending in gaming apps is fairly consistent. Longer session lengths as the upward-trending side of the equation is very positive, creating longer spans of continuous time in-app to drive engagement and LTV.

### Gaming app retention rates 2023 - 2024 (Global)



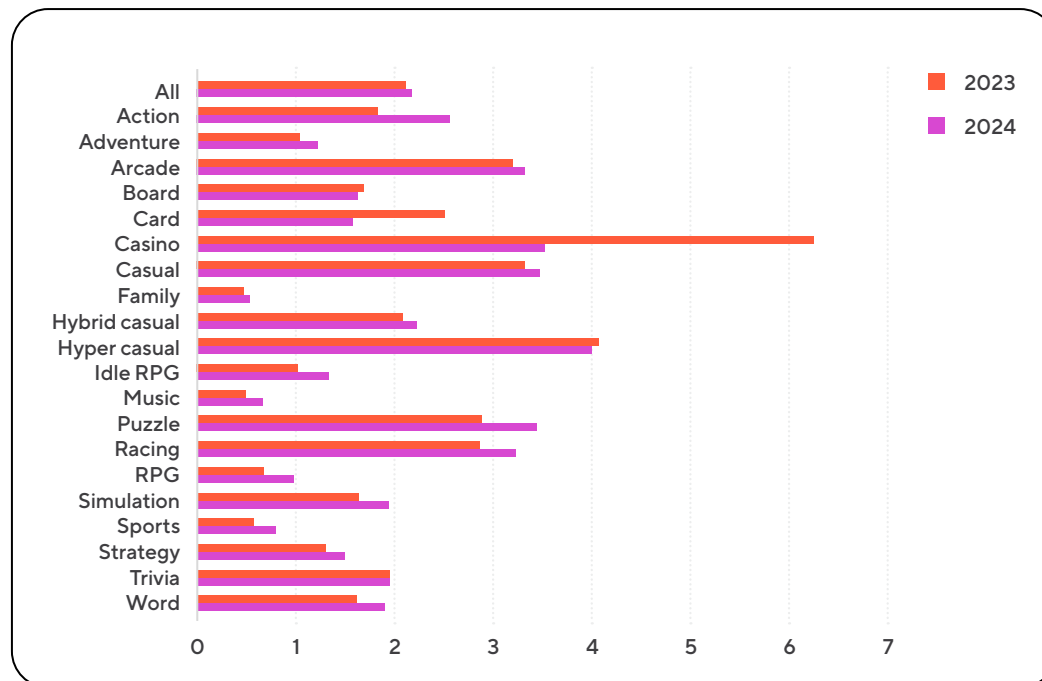
### Gaming app CPI 2023 - 2024 (Global)



Retention rates across the gaming vertical saw slight variations from 2023 to 2024. Day 1 retention for all games decreased from 28% to 27%, while day 7 held steady at 13%. Day 14 saw a minor dip from 9% to 8%, and day 30 remained unchanged at 5%. Hyper casual games remained consistent with day 1 at 27%, day 7 at 8%, day 14 at 5%, and day 30 at 2% across both years.

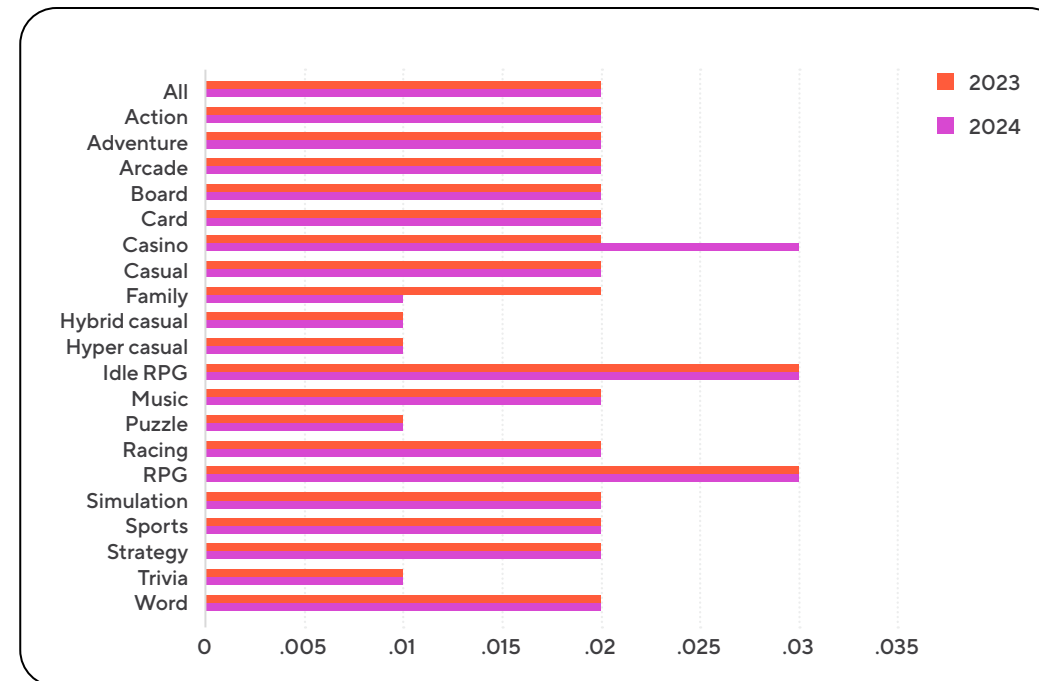
In 2024, the median CPI for gaming apps dropped slightly to \$0.36 from \$0.38 in 2023. Casino apps saw a notable rise, up from \$1.17 to \$1.5, reflecting heightened competition. Hyper casual games also grew modestly, increasing from \$0.33 to \$0.4.

## Gaming app paid/organic ratio 2023 - 2024 (Global)



The global paid/organic ratio for gaming apps increased slightly from 2.11 in 2023 to 2.18 in 2024. Casino games, however, experienced a significant decline, falling from 6.24 to 3.52—likely due to huge organic interest in markets where regulations now allow them to operate (e.g. the U.S. and Brazil). Puzzle and racing apps saw higher reliance on paid channels, increasing from 2.88 to 3.44 and 2.86 to 3.22.

## Gaming app reattribution share 2023 - 2024 (Global)



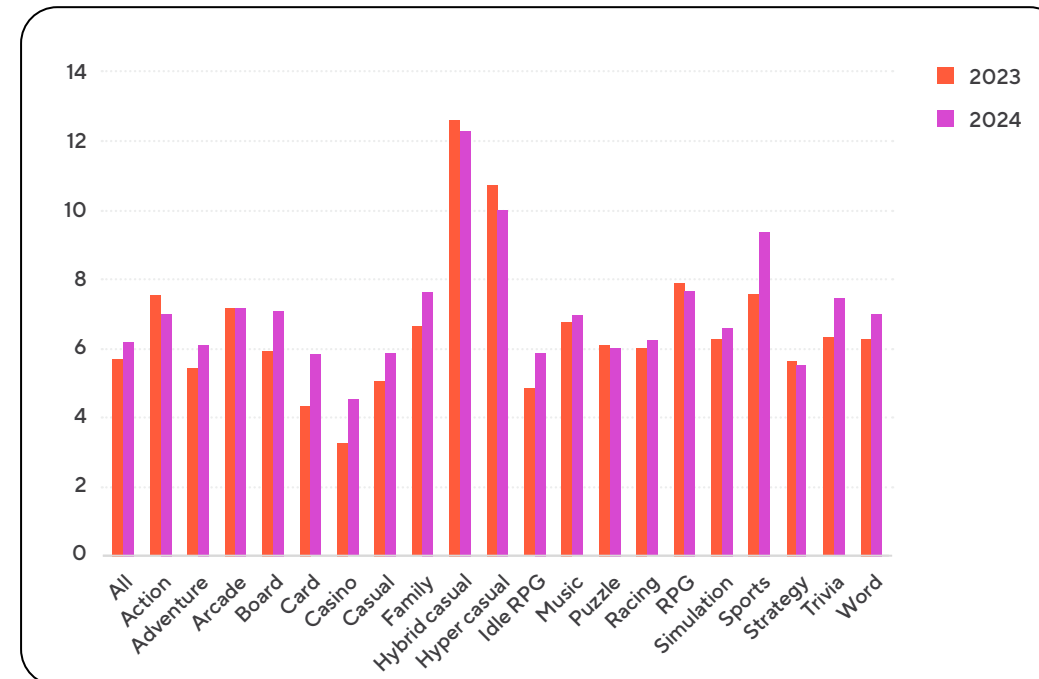
Gaming app reattribution share remained stable at a global median of 0.02 across 2023 and 2024, signaling consistent re-engagement efforts. Casino games saw modest gains, moving from 0.02 to 0.03. Genres like hyper casual, trivia and puzzle maintained low reattribution shares at 0.01.

The median number of gaming partners per app rose from 5.7 in 2023 to 6.2 in 2024, indicating a trend toward diversifying acquisition channels, in line with the increase in paid share and drop in CPI. Sport games saw the most significant increases, rising to 9.4 partners. Hybrid casual and hyper casual games maintained high partner counts, at 12.3 and 10, respectively. Family and trivia genres also recorded notable growth.

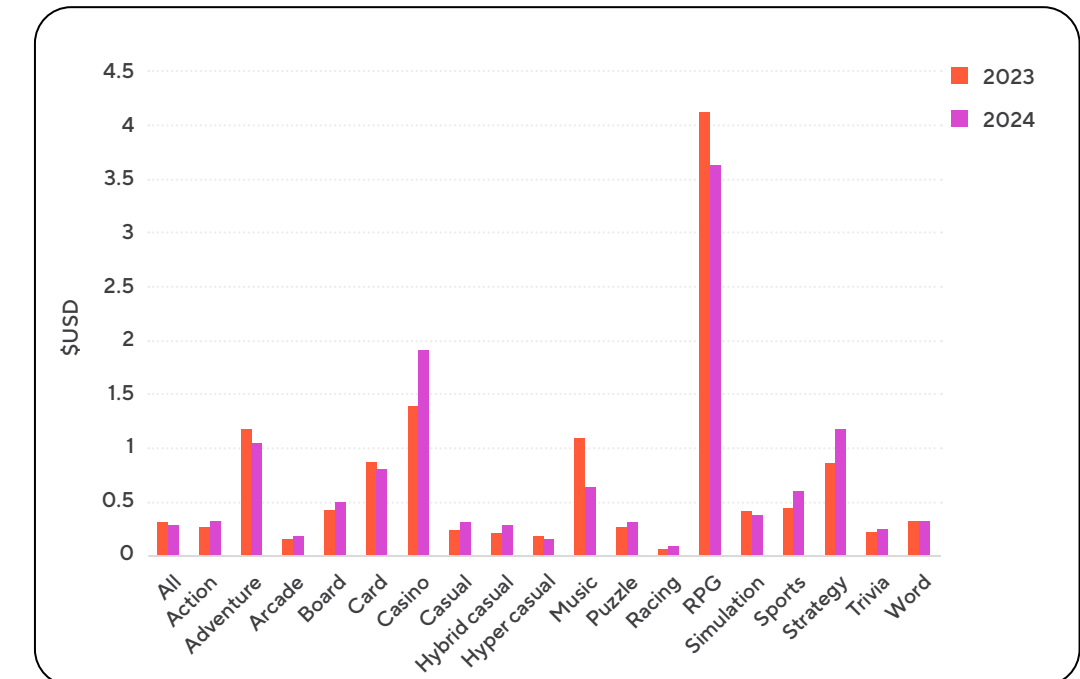
While diversification offers opportunities for scale, marketers should regularly assess partner performance to ensure they're driving high-value users, optimizing both reach and engagement.

The ARPMAU for gaming apps dipped from \$0.31 in 2023 to \$0.28 in 2024. Casino apps jumped from \$1.39 to \$1.92 and strategy games rose from \$0.86 to \$1.18. RPGs decreased from \$4.12 to \$3.63, and hyper casual games saw a modest drop from \$0.18 to \$0.15.

### Gaming partners per app 2023 - 2024 (Global)



### Gaming app ARPMAU 2023 - 2024 (Global)















## PART 3

# Finance apps

### Top 10 finance apps by downloads, worldwide, 2024

1	 <b>PhonePe</b> Digital wallets & P2P payments	6	 <b>Binance</b> Cryptocurrency
2	 <b>Google Pay</b> Digital wallets & P2P payments	7	 <b>Nubank</b> Consumer banking
3	 <b>PayPal</b> Digital wallets & P2P payments	8	 <b>ShopeePay</b> Digital wallets & P2P payments
4	 <b>Paytm</b> Digital wallets & P2P payments	9	 <b>Tonkeeper</b> Cryptocurrency
5	 <b>DANA</b> Digital wallets & P2P payments	10	 <b>Bajaj Finserv</b> Lending

Source:  SensorTower



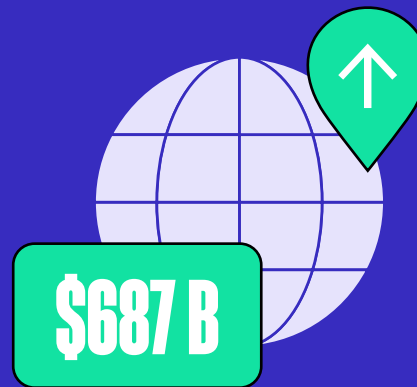
# Industry stats, trends, and predictions



Digital wallets are set to account for more than 50% of e-commerce transaction value in 2025 and are projected to grow at a CAGR of 15% until 2027.



The global mobile payment market size reached 1.25 trillion in 2024 and is predicted to grow at a CAGR of 12.4% between 2025 and 2034.



By 2028, the global Buy Now Pay Later (BNPL) transaction value will hit \$687 billion, up from \$334 billion in 2024.



The number of mobile banking users worldwide will exceed 3.6 billion in 2025.



Daily active users of crypto apps correlate with Bitcoin price—with Binance and Coinbase the biggest apps.

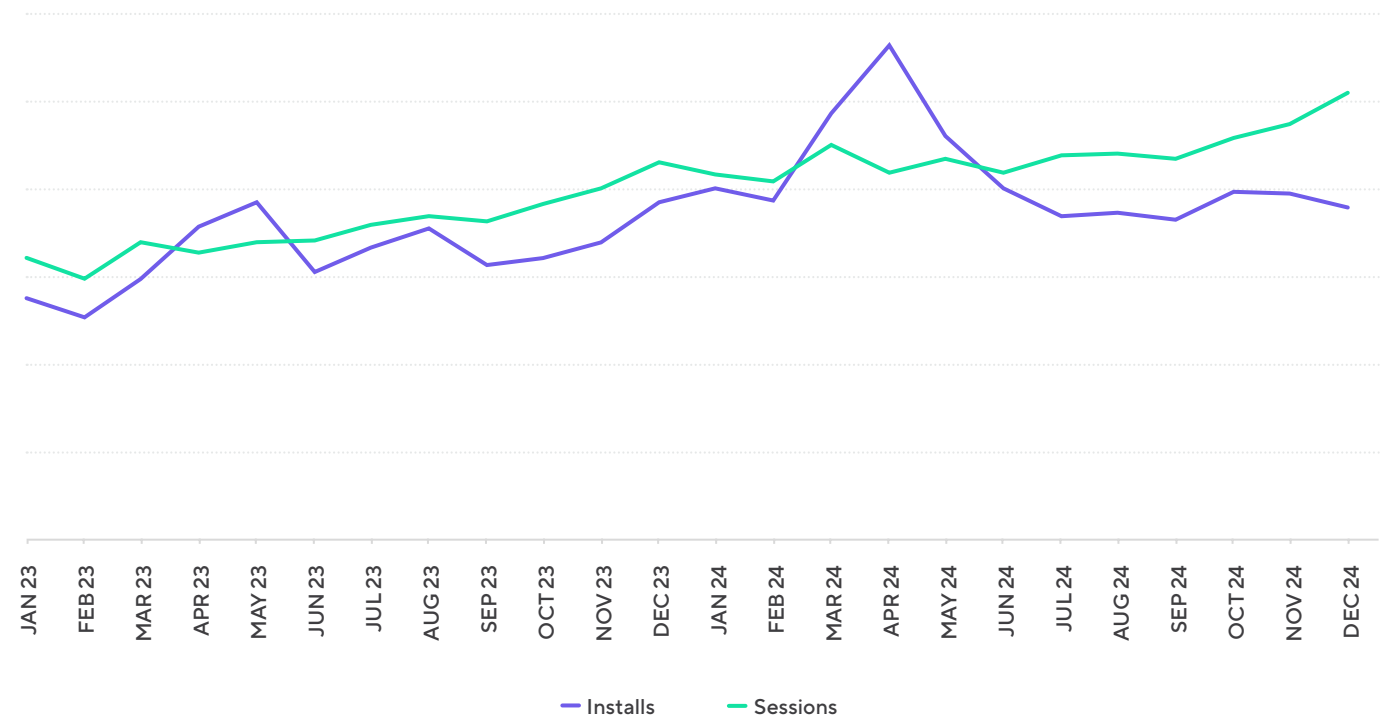


**What we're keeping an eye on in 2024:** Super-wallets (like AliPay and WeChat) in markets beyond China, real-time payments, personalized experiences, AI-driven insights and analytics, and crypto's resurgence.

# Finding and keeping users

Finance app installs rose 27% YoY in 2024, with sessions increasing 24%. March and April saw the biggest install surges, at 18% and 36% above the yearly average—and up 64% and 58% YoY. Sessions spiked in December, up 15% compared to the year's average and 18% YoY.

Finance app install and session growth  
January 2023 - December 2024 (Global)

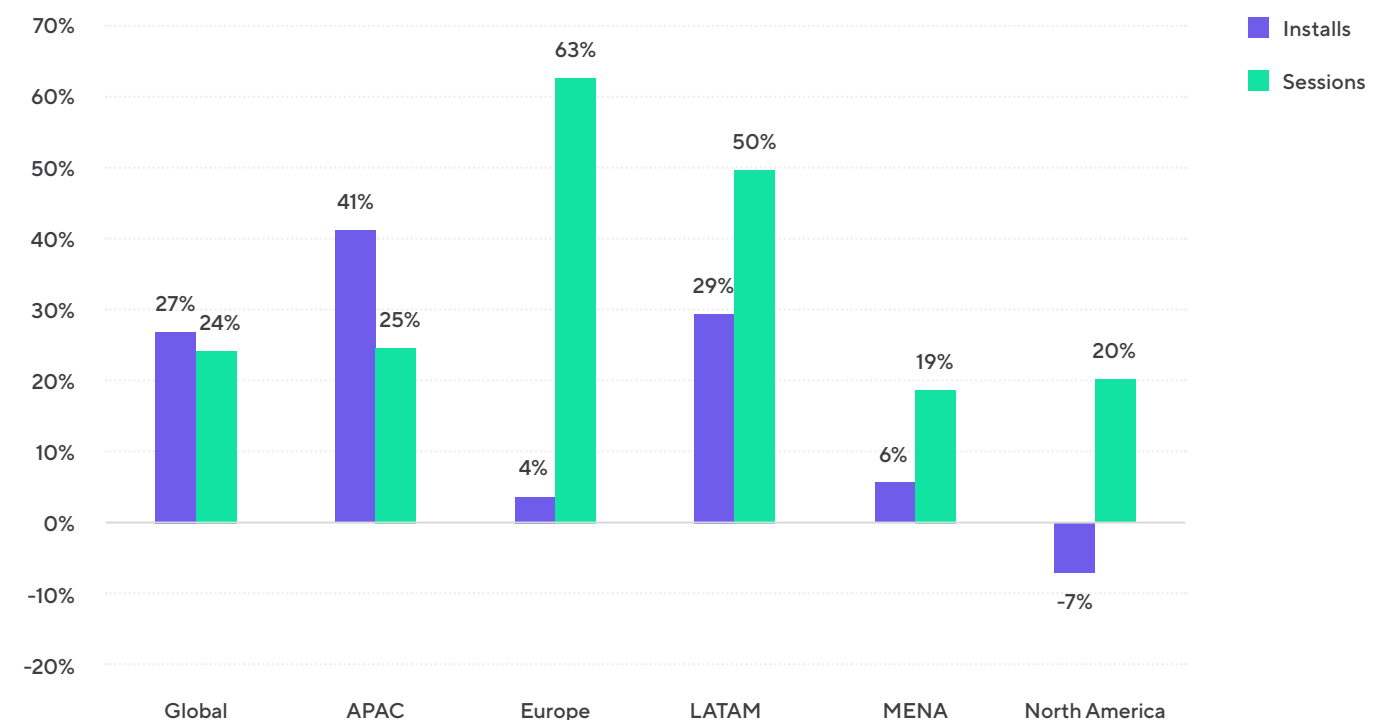


APAC led finance app install growth with a 41% YoY increase in 2024, while Europe saw the highest session growth at 63%. LATAM recorded a 29% rise in installs and a significant 50% boost in sessions. North America saw installs decline by 7%, though sessions increased by 20%.

### BONUS

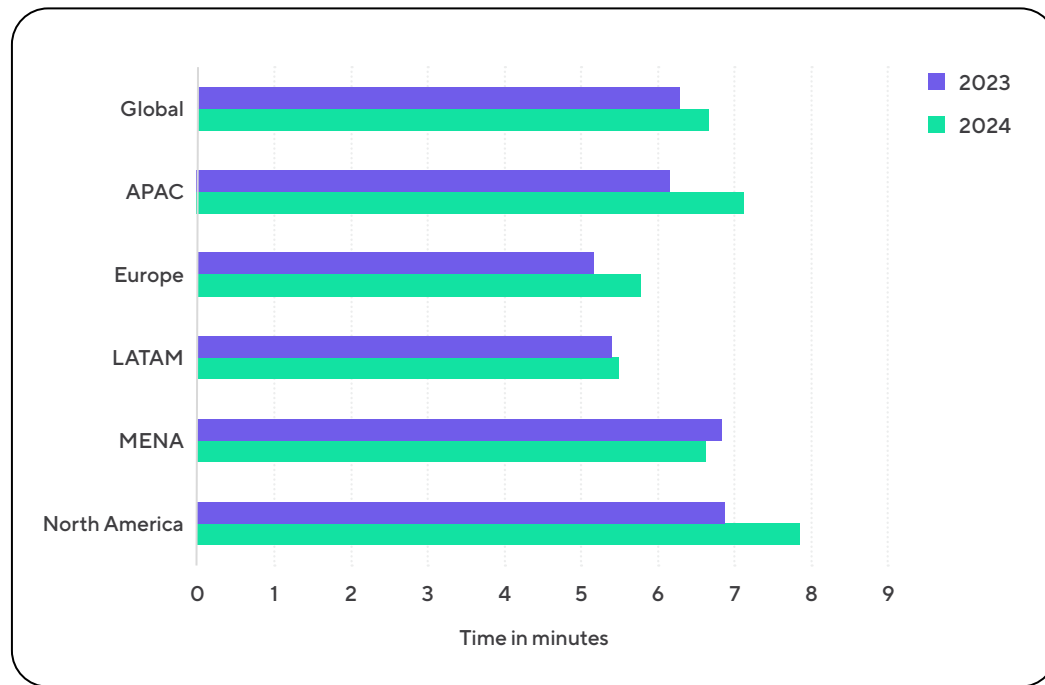
- Banking apps saw impressive growth in 2024, with installs up 33% and sessions increasing 19% YoY.
- In 2024, crypto apps saw a significant 45% YoY increase in sessions, while payment app sessions grew 29% YoY.
- In 2024, stock trading app installs grew 12% and sessions jumped 20% compared to 2023.

### Finance app install and session growth percentages YoY 2023 - 2024



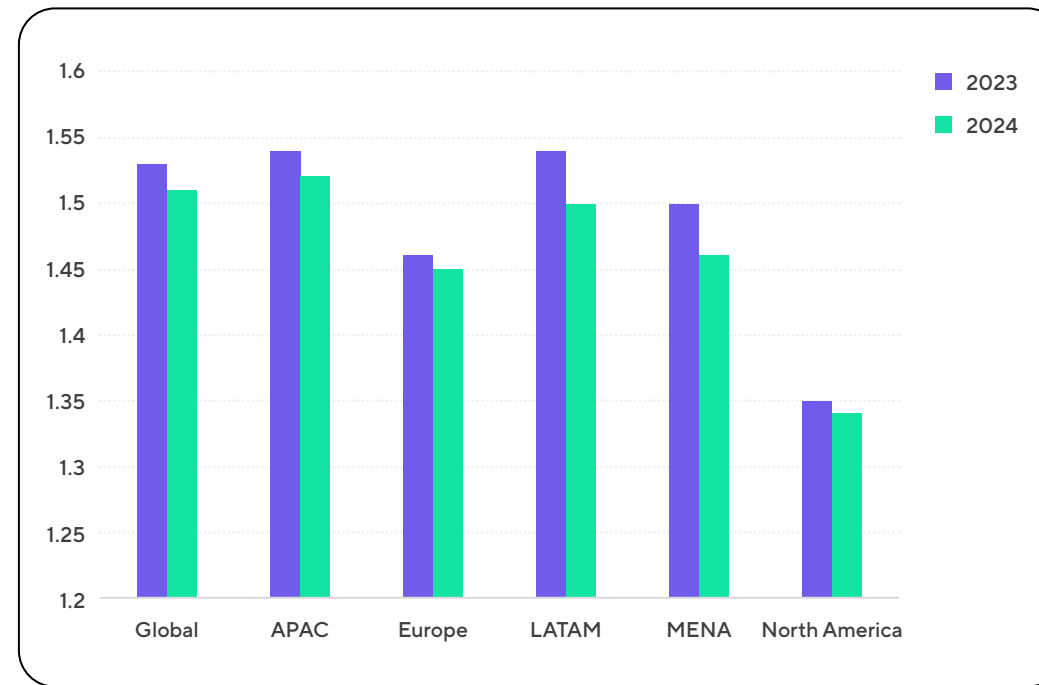


## Finance app session lengths 2023 - 2024



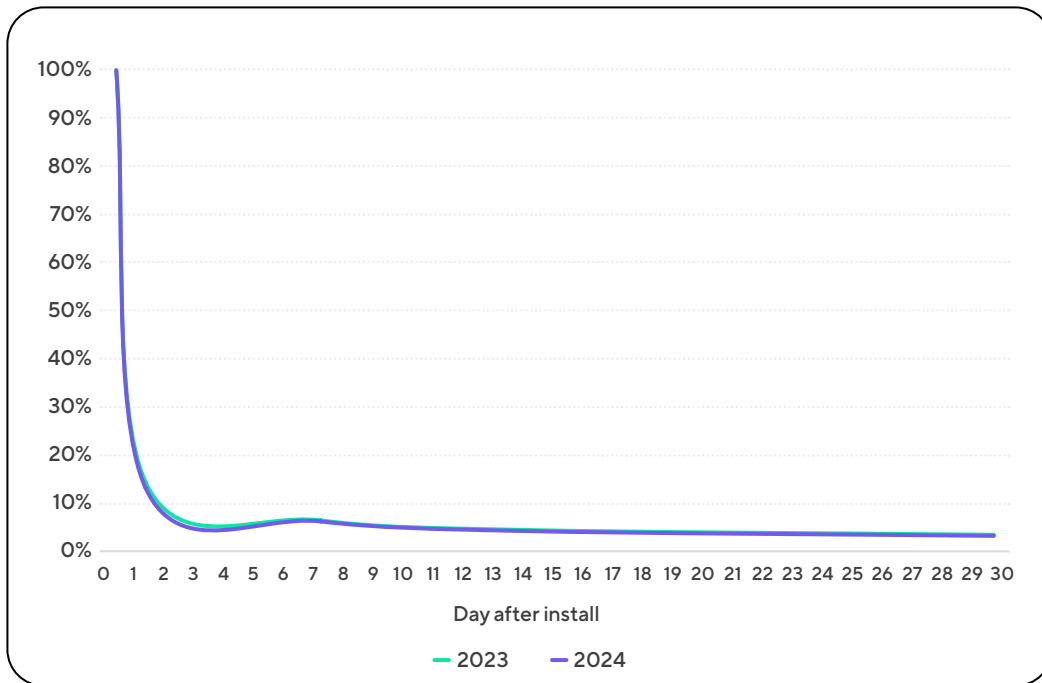
Finance app session lengths increased globally from 6.29 minutes in 2023 to 6.66 minutes in 2024. North America led with 7.84 minutes, up from 6.86. APAC followed with 7.12 minutes. LATAM and Europe saw steady gains, reaching 5.48 and 5.77 minutes, respectively. MENA, however, recorded a slight drop to 6.62 minutes.

## Finance app session per user per day on day 0 2023 - 2024

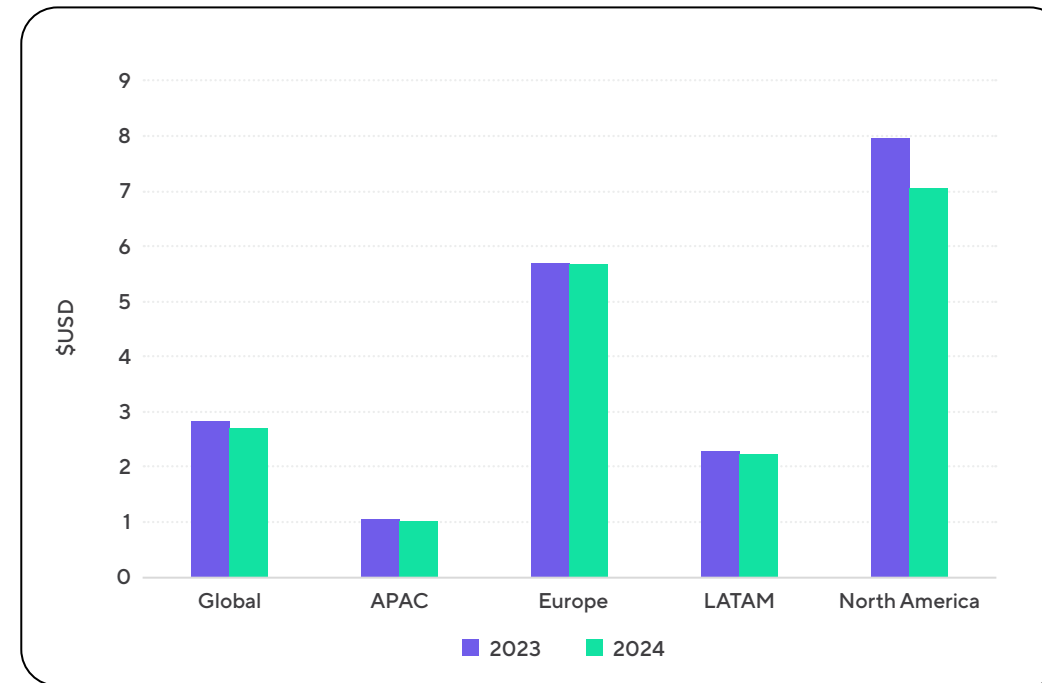


Global finance app sessions per user per day on day 0 dipped slightly from 1.53 in 2023 to 1.51 in 2024. APAC and LATAM followed suit, easing from 1.54 to 1.52 and 1.50, respectively. Europe and MENA saw similar declines, and North America dipped from 1.35 to 1.34.

### Finance app retention rates 2023 - 2024 (Global)



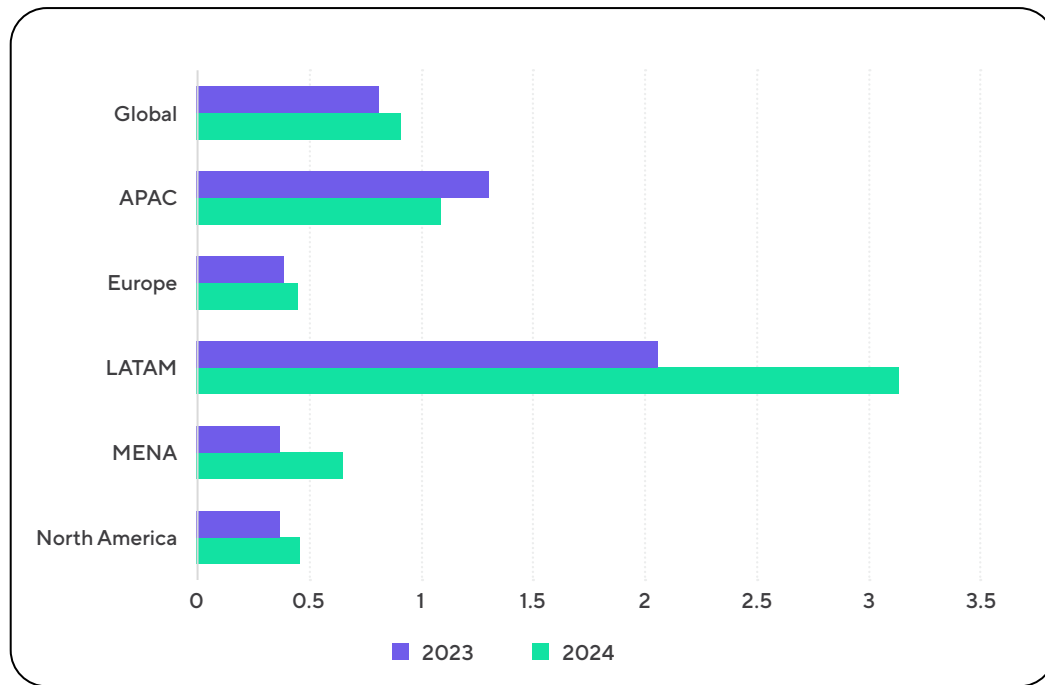
### Finance app CPI 2023 - 2024



In 2024, day 1 retention for finance apps dipped from 14% to 13%, while day 7 and day 30 rates held steady at 6% and 3%. For finance apps, personalized financial tips based on user behavior, gamified savings goals, or timely alerts for bill payments and investment opportunities can keep users engaged post-onboarding (which should also be retention-driven).

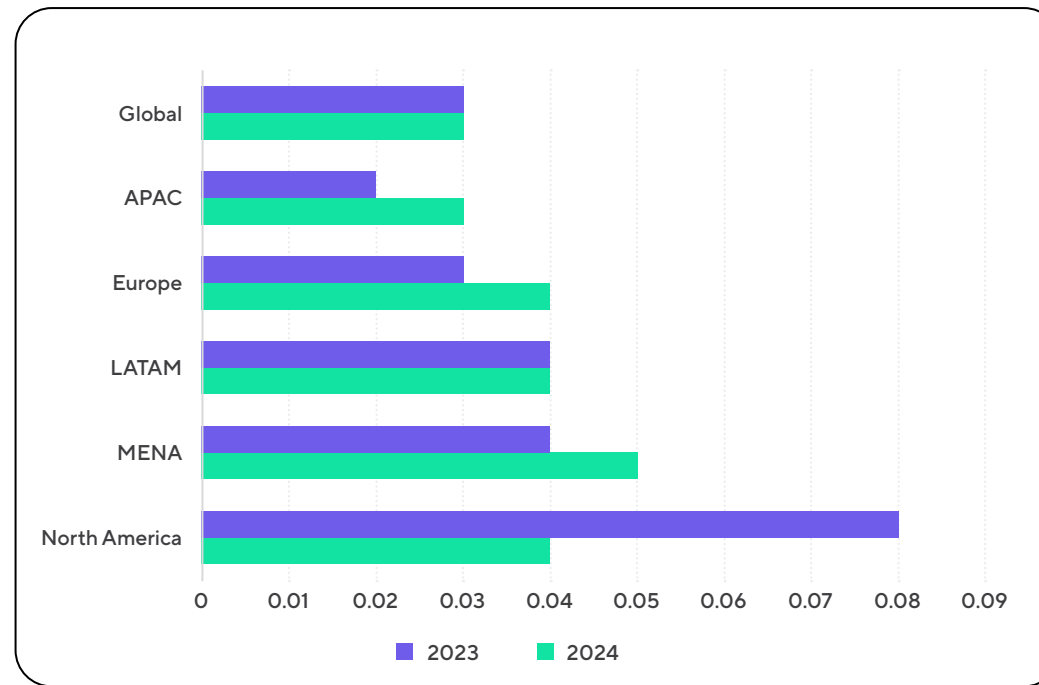
In 2024, global CPI for finance apps decreased from \$2.83 to \$2.7. North America retained the highest CPI at \$7.03, but did drop from \$7.94. Europe’s CPI remained stable at \$5.65. LATAM and APAC, with CPIs of \$2.23 and \$1, present a large opportunity for scale, with localized campaigns and in-app offerings critical for user quality, engagement, and ROI.

### Finance app paid/organic ratio 2023 -2024



Globally, finance apps' paid/organic ratio grew from 0.81 in 2023 to 0.91 in 2024. LATAM led this trend, with its ratio surging from 2.06 to 3.13. MENA nearly doubled its ratio, climbing from 0.37 to 0.65, while Europe and North America saw moderate increases to 0.45 and 0.46, respectively. In contrast, APAC's decline from 1.3 to 1.09 suggests a focus on organic growth.

### Finance app reattribution share 2023 - 2024

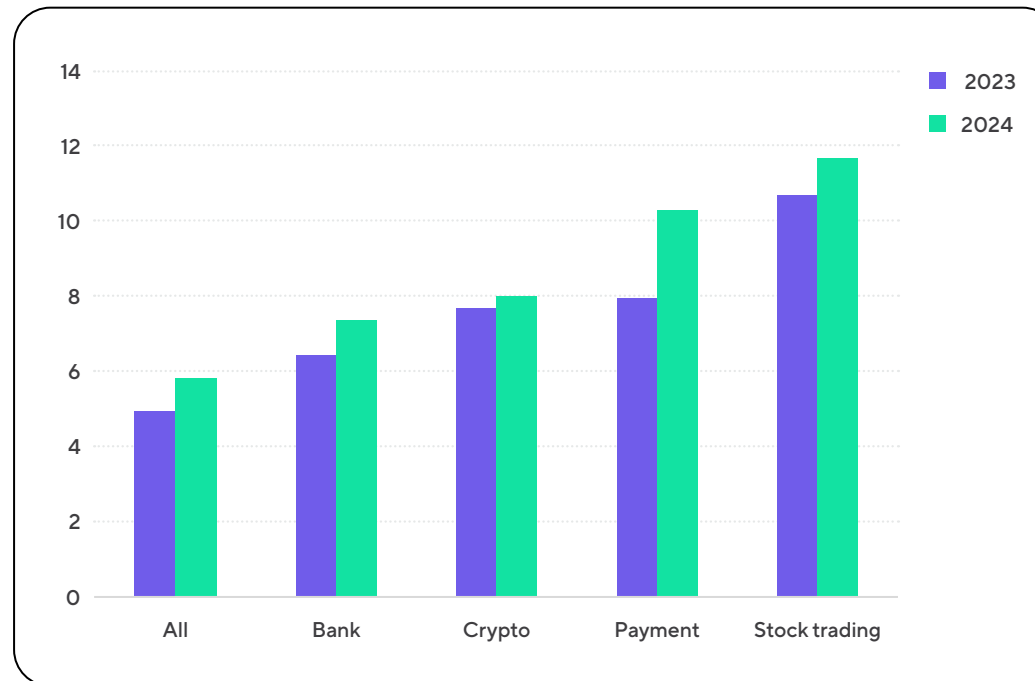


In 2024, the global reattribution share for finance apps remained stable at 0.03, mirroring 2023. MENA recorded a rise from 0.04 to 0.05. North America experienced a drop from 0.08 to 0.04, LATAM and Europe stood at 0.04 (the latter up from 0.03), and APAC saw an uptick from 0.02 to 0.03.

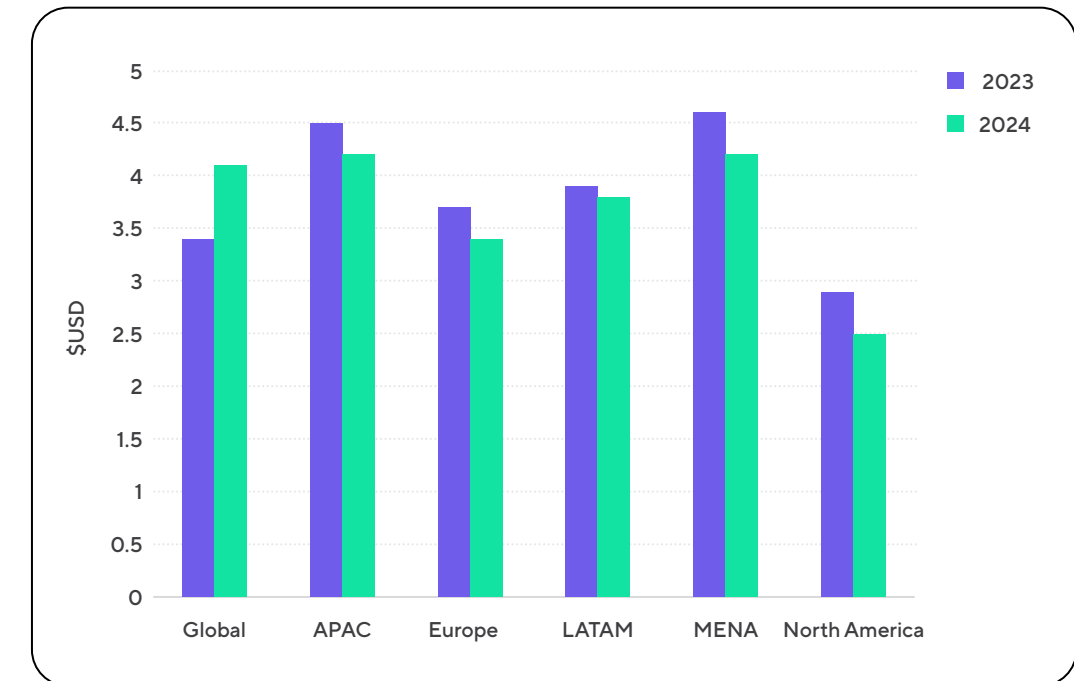
Finance apps expanded their partner networks globally YoY, with medians rising from 4.92 to 5.83. Payment apps led the growth, increasing from 7.96 to 10.29 partners, aiming to meet evolving transactional demands and the huge boost in wallet payments. Stock trading apps maintained the highest partner count at 11.67, up from 10.67. Banking and crypto apps grew moderately.

Global finance app ARPMAU climbed from \$3.4 in 2023 to \$4.1 in 2024. APAC and MENA both dipped to \$4.2, alongside minor decreases in Europe and LATAM. North America saw the biggest decline, down from \$2.9 to \$2.5.

Finance partners per app 2023 - 2024 (Global)



Finance app ARPMAU 2023 - 2024





CONCLUSION

# Supercharging growth in the next wave of mobile app excellence

2025 is a critical year for fine-tuning and scaling the innovations of recent years, particularly in AI and machine learning applications. The transition of AI from buzzword to critical component of mobile marketing strategies is now driving real impact across predictive analytics, real-time campaign optimization, advanced cohort analysis, and more. Simultaneously, the industry is adapting to the privacy-centric era, not just on the marketing side where next-gen solutions are becoming essential, but on the user-side, as we see trust increasing via the continued uptick in ATT opt-in rates.

Gaming’s bounce back, the rise of multi-channel experiences, and the continued growth of e-commerce on mobile platforms present significant opportunities. In 2024, U.S. online holiday sales surged 9% year-over-year, reflecting a growing shift toward mobile-first shopping. This trend is complemented by the expansion of advertising channels, with CTV ad spend, for example, set to hit \$34.3 billion in 2025. These dynamics highlight the critical need for marketers to craft seamless, omnichannel experiences that meet users wherever they are.

To thrive in this dynamic environment, app marketers and developers must focus on several core imperatives. Diversifying channels and embracing privacy-centric measurement are now foundational to long-term success. The integration of AI and machine learning into workflows and operations will be this year’s central differentiator, enabling smarter, faster decision-making. By leveraging advanced tools such as incrementality analysis and marketing mix modeling, marketers can gain granular insights to optimize campaigns, refine budget allocation, and maximize ROI with unparalleled precision.

Get in touch today or [request a demo](#) to learn more about Adjust and AppLovin’s AI and next-generation solutions, and how we can supercharge your business growth.

**Request a demo**





## ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms, from mobile to CTV and beyond. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and analytics suite provides visibility, insights and essential tools that drive better results.

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## ABOUT APPLOVIN

AppLovin makes technologies that help businesses of every size connect to their ideal customers. The company provides end-to-end software and AI solutions for businesses to reach, monetize and grow their global audiences.

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