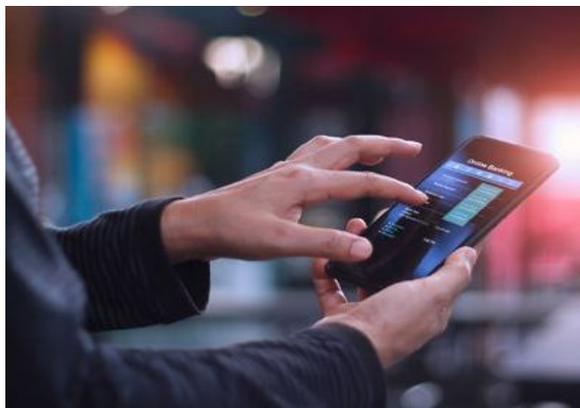


Mobile Device Apps - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The mobile apps market is continuing to go from strength to strength with consumers spending more on apps each year. Offering an unobtrusive ad experience for free apps is still crucial, however, as app developers risk losing users altogether if ads are not implemented correctly.”
– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- Enabling users to choose preferred type of ad is likely to improve experience on free apps
- Mobile app developers can work with Google and Xbox to produce higher-quality games

The mobile apps market is continuing to have strong growth, due to consumers downloading apps regularly and spending more money. Revenue, particularly from paid apps, has risen significantly compared to the same point in 2018.

Games continue to be the most profitable category, with Coin Master generating the most revenue out of all apps on the Google Play Store in the first half of 2019. Meanwhile, Netflix generated the most revenue during this period on the App Store, following on from the same result in 2018.

Mintel’s consumer research shows that social media and messaging continue to be the dominant two categories of apps, although video and music streaming are popular with the younger generations. With 5G already available in limited locations, the new technology is likely to increase the importance of video streaming apps. Consumers will not watch content that is continuously stopping and buffering – as can often be the case with previous network connections – instead they will have a seamless experience that could rival or better what they get with fixed broadband. The main barriers to this trend though are the higher prices of 5G handsets and contracts and the currently limited coverage.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Mobile Device Apps - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Value of mobile apps market grows by a third
Figure 1: Gross mobile app revenue for App Store and Google Play Store, 2014-2024

Strong growth in consumer spend on apps and games in first half of 2019

Netflix and Coin Master generate most revenue on App Store and Google Play Store

App developers could see value in producing high quality games for Stadia and xCloud

Video streaming apps set to benefit from 5G

Companies and brands

Google Play to refresh its ratings system

Changes to WhatsApp and Instagram including new titles, ads and cross-messaging considerations

Uber Technologies and Just Eat among the highest ad spenders

The consumer

Six in ten have Android
Figure 2: Operating systems running on smartphones, July 2019

Social media and messaging still by far the most frequently used apps
Figure 3: Frequency of app usage, by category, July 2019

Two in ten download apps weekly
Figure 4: Frequency of downloading apps, July 2019

People are most likely to be paying for games
Figure 5: Paid app downloads, by app category, July 2019

Intrusive ads are a deal-breaker for many app users
Figure 6: Attitudes towards intrusive ads and ad-based rewards, July 2019

Consumers prioritise privacy with location permission
Figure 7: Attitudes towards location access, storage space and use of media casting, July 2019

What we think

Issues and Insights

Enabling users to choose preferred type of ad is likely to improve experience on free apps

The facts

The implications

Mobile app developers can work with Google and Xbox to produce higher-quality games

The facts

The implications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Mobile Device Apps - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Market – What You Need to Know

- Strong growth in consumer spend on apps and games in first half of 2019
- Value of mobile apps market grows by a third
- Netflix and Coin Master generate most revenue on App Store and Google Play Store
- App developers could see value in producing high quality games for Stadia and xCloud
- Video streaming apps set to benefit from 5G

Market Size and Forecast

- Strong growth in consumer spend on apps and games in first half of 2019
 - Figure 8: Consumer Spend on App Store and Google Play Store apps and games, 2014 – 2018 and H1 2019
 - Figure 9: Consumer spend on App Store and Google Play Store apps and games, July 2018 and July 2019
- Value of mobile apps market grows by a third
 - Figure 10: Gross mobile app revenue for App Store and Google Play Store, 2014-2024
 - Figure 11: Gross mobile app revenue for App Store and Google Play Store, 2014-2024
- Netflix generates the most revenue on the App Store
- Netflix’s dominance to be challenged by new launches
 - Figure 12: Top apps by revenue for UK iOS App Store, January – June 2019
- Coin Master is top app on Google Play Store
 - Figure 13: Top apps by revenue for Google Play Store, January – June 2019
- Games continue to generate the most revenue
 - Figure 14: Top categories for UK iOS App Store and Google Play Store, January – June 2019

Market Drivers

- App developers could see value in producing high quality games for Stadia and xCloud
- Video streaming apps set to benefit from 5G

Companies and Brands – What You Need to Know

- Google Play to refresh its ratings system
- Apple announces Apple Arcade gaming app
- Changes to WhatsApp and Instagram including new titles, ads and cross-messaging considerations
- Cross messaging
- WhatsApp and Instagram name changes
- WhatsApp Status ads
- Uber Technologies and Just Eat among highest ad spenders

Launch Activity and Innovation

- Google Play Store to refresh its ratings system
- Apple releases Apple Arcade gaming app
- Changes to WhatsApp and Instagram, including new titles, ads and cross-messaging considerations
- Cross-messaging
- WhatsApp and Instagram name changes
- WhatsApp biometric authentication for iOS

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Mobile Device Apps - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Instagram adds in-app shopping feature
WhatsApp Status ads

Advertising and Marketing Activity

Uber Technologies and Just Eat among highest ad spenders

Banks also spending heavily to advertise finance apps

Figure 15: Top advertisers, by total above-the-line, online display and direct mail advertising expenditure on mobile apps, 2018

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Six in ten have Android smartphone

Social media and messaging still by far the most frequently used apps

Generation Z and Younger Millennials driven by regular mobile media consumption

Two in ten download apps weekly

People are most likely to be paying for games

Consumers prefer banner ads for free apps

Intrusive ads are a deal-breaker for many app users

Consumers prioritise privacy with location permission

Operating Systems on Mobile Devices

Six in ten have Android smartphone

Figure 16: Operating systems running on smartphones, July 2019

Operating systems on tablets stays consistent

Figure 17: Operating systems running on tablets, July 2019

App Usage on Mobile Devices

Social media and messaging still by far the most frequently used apps

Figure 18: Frequency of app usage, by category, July 2019

Nearly one in four use payment apps daily

Figure 19: Daily use of apps, by category, July 2019

Generation Z and Younger Millennials driven by regular mobile media consumption

Figure 20: Daily use of apps, by category, for Generation Z and Younger Millennials, July 2019

Consumers most likely to have used gaming apps in the past

Figure 21: Use of apps in the past, by category, July 2019

App Downloading and Purchasing

Two in ten download apps weekly

Figure 22: Frequency of downloading apps, July 2019

People are most likely to be paying for games

Figure 23: Paid app downloads, by category, July 2019

Figure 24: Payments for premium content, by app category, July 2019

Mobile App Advertising

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Mobile Device Apps - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Consumers prefer banner ads for free apps

Figure 25: Preferred type of in-app adverts, July 2019

Intrusive ads are a deal-breaker for many app users

Figure 26: Attitudes towards intrusive ads and ad-based rewards, July 2019

Attitudes towards Location Access, Storage Space and Media Casting

Consumers prioritise privacy with location permission

Apps are usually discarded first to regain device storage space

Millennials most likely to cast media content to TV

Figure 27: Attitudes towards location access, storage space and use of media casting, July 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

Total market value forecast

Figure 28: Gross mobile app revenue for App Store and Google Play Store (best/worst case), 2019-2024

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com