

## Mobile Device Apps: Inc Impact of COVID-19 - UK - October 2020

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“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before.”  
 – Joe Birch, Consumer Technology Analyst

This report looks at the following areas:

- The impact of COVID-19 on the mobile apps market including consumer attitudes towards the COVID-19 tracing app.
- Innovations of companies operating in the mobile apps market.
- Key factors driving the market and projections for the market size of the mobile app market to 2025.
- What apps consumers use and how frequently they download them.
- Consumer attitudes and behaviours, including how they discover mobile apps, what makes consumers stop using apps and attitudes towards emerging app technologies such as AR.

53% of consumers say they would be happy to download the government’s COVID-19 contact tracing app, whilst 30% say they wouldn’t be and 17% “don’t know” if they would. Additionally, 41% of consumers say that privacy concerns have “made me use an app less frequently than I used to” and concerns around the infringement of their personal liberty can mean there will be hesitancy among some parts of the population to download the app.

The market for mobile apps is estimated to grow by a significant margin in 2020, to £2,748 million, a 43.3% increase from 2019. Mintel expects this year’s growth to be consolidated and built on in the next five years, as habitual behaviours such as retail activities via apps become more widely embedded, as consumers become more familiar and confident in their use. The 5G network will also likely mean that apps such as streaming video will become more popular as the ability to download content easily and quickly will provide a further boost to their use over time.

Whilst the mobile apps market has seen record growth in 2020, threats from consumer overload of digital information may see, in the longer term, some switching off as they seek a digital detox away from apps and notifications.

Longer-term opportunities include the development of instant apps or Progressive Web Apps, which combine features of a native app delivered via the web in a more seamless manner, and which don’t require active download and registering to use. The growth of apps on wearables will be another driver for growth in the longer term.

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Instant apps can create valuable moments of convenience for consumers and aid discovery

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