

App Economy Fast Facts

Smartphones are the single most rapidly adopted technology in human history, outpacing innovations like the printing press and the steam engine. The apps that power smartphones have fundamentally changed how we access education, healthcare, financial services, and more in part because they leverage platforms like app stores, cloud offerings, and mobile operating systems to reach and create new markets. But while platforms provide some of the infrastructure, developers bring smart devices to life. Without apps, a smartphone is just a phone, after all.



\$6.3 Trillion

The global app economy is valued at \$6.3 trillion.

\$133 Billion



Global app store revenue reached \$133 billion in 2021, a 19 percent year-on-year increase.

\$118,142 Average Salary



In the United States, software developers, quality assurance analysts, and testers earn an average annual salary of \$118,142, with 1.55 million Americans employed.

New technologies, operations, and production changes were reported by 43 percent of small businesses to reimagine their revenue streams, including:

- Using contactless deliveries to make their services available.
- Asking employees to learn new skills to support changes to the business models.



The 3.5 billion global smartphone owners downloaded 230 billion apps in 2021.

Top app downloads (non-gaming):

- 12.13 billion business-related downloads
- 5.87 billion finance downloads
- 4.87 billion productivity-related downloads
- 2.48 billion health and fitness-related downloads
- 950 million education downloads

App Economy Fast Facts are based on a combination of original research and publicly available data from industry publications, company statements, and government agencies including the U.S. Bureau of Labor Statistics, U.S. Census Bureau, the Federal Communications Commission, and the National Center for Education Statistics. We compiled this data from 2021 figures or the most recently available estimates at the time of publication. The Bureau of Labor Statistics gathered the national software developer jobs data and projections using the North American Industrial Classification System (NAICS) and the Standard Occupational Classification (SOC) system.