

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. In just 15 years, and with the union of app stores (or platforms), mobile, and cloud, apps changed the phones, devices, and services we use every day. The entry of platforms created novel opportunities for consumers and developers. But while platforms provide some of the infrastructure, developers and companies 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.



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

Top app downloads (non-gaming):

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

\$133 Trillion



Global app store revenue reached \$133 trillion 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 in the occupation.

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.