

The App Economy: The Backbone of American Innovation

Fast Facts

\$1.8T

App economy value

6%

App economy growth (Year 2021 vs. Year 2022)

500,000

Number of jobs created by the app economy over the last five years

6.1M

Jobs supported by the app economy

770,000

Number of small businesses operating in the app economy

43%

Percentage of small businesses using apps for their growth strategies

\$121,000

Average salary of app economy worker

81%

Percentage of small businesses planning to financially invest in app economy products in 2023

7

Number of states having more than 100,000 app economy jobs (CA, FL, IL, NY, PA, TX, WA)