Representative George Santos
NY-03

Learn More About the App Economy

App Economy in Your District

Based in Oyster Bay, AMAXZA is a digital transformation agency and international business with a satellite office in Singapore. They provide services including custom web and mobile software development, cloud management, and other creative design services.
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.

$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.

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

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.