

NATIVE APPS: THE CLEAR WINNERS

The Mobile Opportunity

In a mobile-first world, apps are one of the best ways to engage users and drive conversions. While there's still a debate over whether PWAs (Progressive Web Apps) perform better than native apps - and statistics are still being compiled over which one drives the most revenue - we wanted to take a closer look at the global mobile landscape - and the revenue it generates for today's brands. Here's a look at the numbers:

Mobile Usage Landscape: A User's POV



92% of a user's smartphone time is spent in **mobile apps**¹

47

The average mobile user checks their phone **47 times per day**²

65% of users say a poor mobile experience has negative brand repercussions³



Global Mobile Trends of 2018



194B apps downloaded worldwide⁴



3 hours spent per day in-app on average⁶

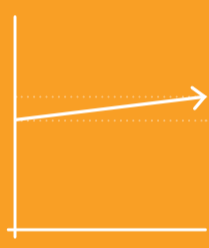


\$101B (£76B) app store consumer spend⁵



Mobile apps accounted for **57%** of all digital media usage in 2018⁷

Apps Outperform Mobile Conversion⁸



22% year-over-year increase in in-app conversions globally



4.2x more products viewed in-app per session



3x higher conversion rates in-app globally

The Undeniable Growth of Mobile: Broken Down by Region⁹

Americas

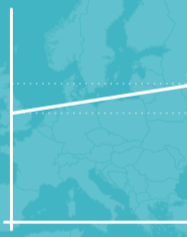


21% increase in mobile transactions YOY



3x higher conversion rates in-app than on mobile web

Europe, Middle East, and Africa



30% increase in mobile transactions YOY



3x higher conversion rates in-app than on mobile web

Asia Pacific

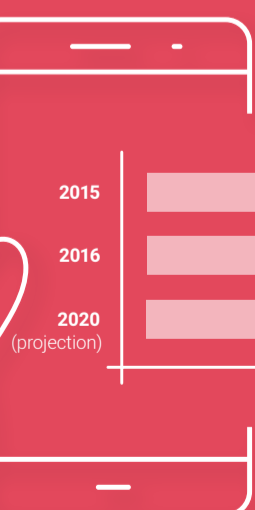


9% increase in mobile transactions YOY



6x higher conversion rates in-app than on mobile web

The Surge of App Revenue Across the World¹⁰



2015
2016
2020 (projection)

\$69.7 billion

\$88.3 billion

\$188.9 billion

Until more concrete numbers are available, the majority of leading brands can rest assured mobile apps are still their best investment

References

1. Flurry, 2. BankMyCell, 3. Catchpoint, 4. AppAnnie, 5. AppAnnie, 6. AppAnnie, 7. Comscore, 8. Criteo, 9. Criteo Q2 Interactive Map, 10. Statista



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