



2022

A World Transformed

6 MOBILE FORECASTS TO HELP
YOU SUCCEED

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APP ANNIE 2022 PREDICTIONS

Global Mobile Market Forecasts

1

TikTok Will Reach 1.5 Billion Active Users

2

Pinterest and Temple Run 2 to Reach 1B Downloads; Subway Surfers to Reach 2B; TikTok to Reach 3B Downloads & \$3B spend

3

Metaverse Apps Poised to See over \$3 Billion in Consumer Spend

4

Gen Z's Mobile-First Financial Involvement Set to Grow 160%

5

Video Streaming Subscriptions set to Fuel Growth in **Entertainment apps to \$12 billion**

6

Consumers Choose Content Creators: **Social Apps to See \$9 Billion in App Store Spend**

Continue reading this in-depth analysis for the industry's exclusive take on how to prepare our mobile strategy for success in 2022.



APP ANNIE

The Mobile Performance Standard

Through our market estimates and insights platform, we help create winning mobile experiences for those aspiring to achieve successful app launches.

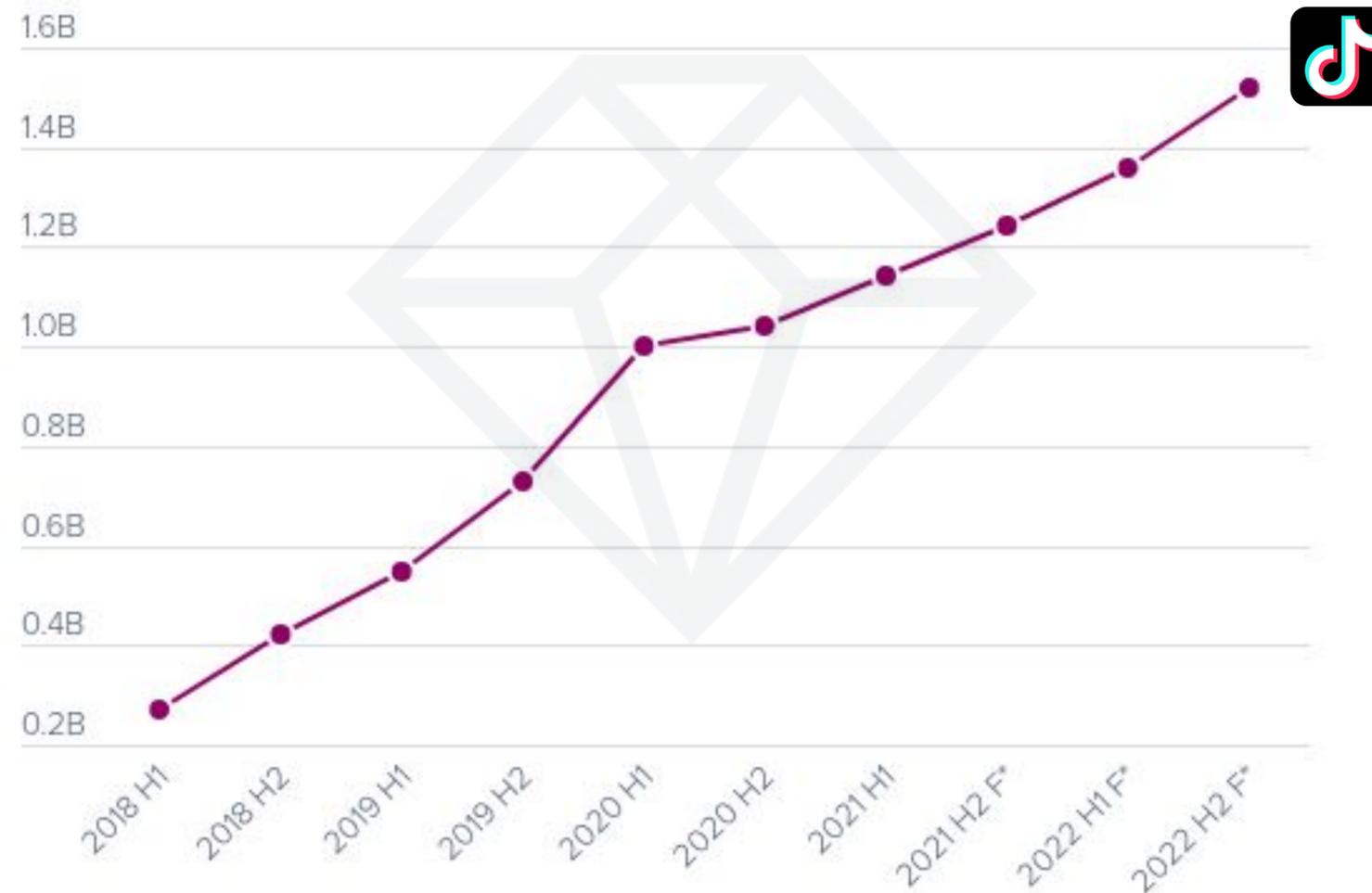


2022 FORECASTS

6 Predictions to Help You Succeed on Mobile



TikTok: Global Average Monthly Active User Base
Global Users across iPhone and Android Phone



Source: App Annie Intelligence Note: iPhone and Android Phone

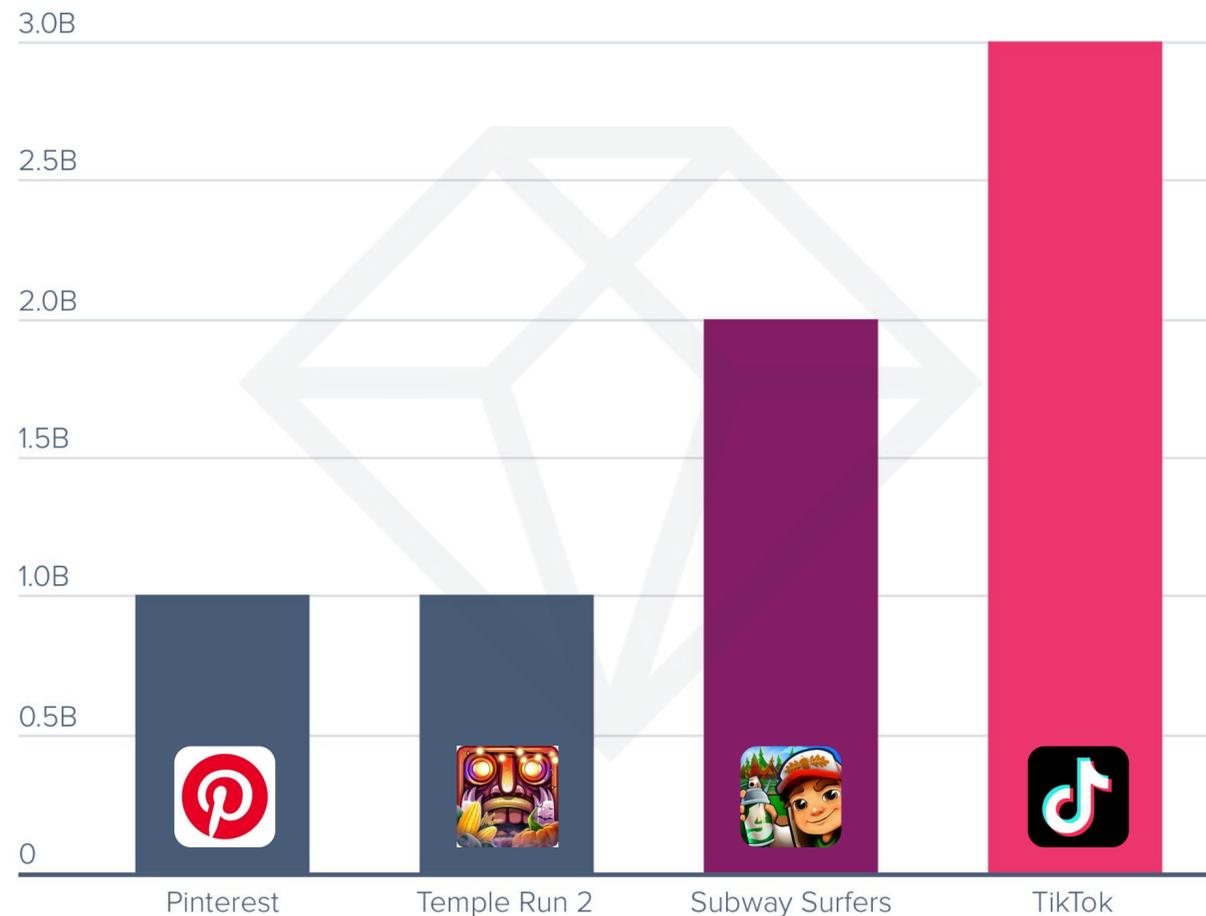
1. TikTok Set to Surpass 1.5 Billion Active Users by 2022

One of the Fastest Climbs Among Social Apps

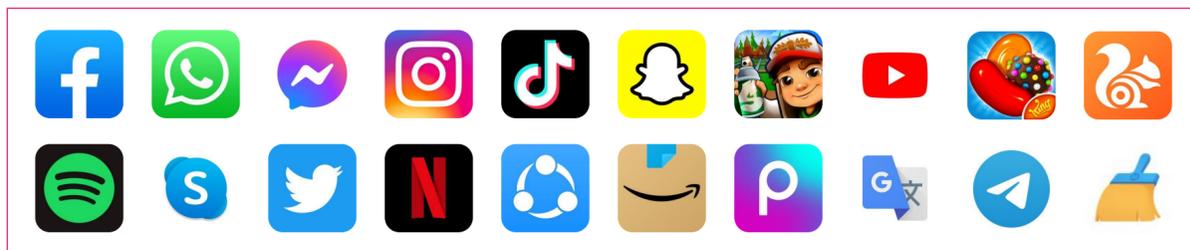
- *TikTok* is one of the fastest social apps to reach 1.5 Billion Monthly Active Users in as little as 34 quarters.
- *TikTok* has grown at rapid rate compared to social-media rivals in 2021, even after it was banned in India in June 2020 — previously one of their top high-growth markets.
- *TikTok*'s global rise could be carving out time away from video streaming providers and attracting significant advertising dollars due to their wide reach and deep user engagement. ***TikTok* will continue as a disruptive and genre-blending force in 2022 as they expand their investment in shopping.**



Billion Downloads Club Milestones in 2022
Lifetime Downloads | iOS & Google Play Combined



Billion Downloads Club | As of Nov 2, 2021



Source: App Annie Intelligence Note: iOS and Google Play combined; China is iOS only; Apps and Games with at least 1 billion lifetime downloads as of Nov 2, 2021; Pinterest is set to hit 1 Billion downloads before the end of 2021

2. Pinterest & Temple Run 2 to Join 1 Billion Downloads Club as Subway Surfers & TikTok Reach New Milestones

Billion downloads club set to expand from 20 apps to 22 apps in 2022 with the addition of Pinterest and Temple Run 2

- Pinterest is set to reach 1 billion global downloads before the end of 2021 amidst rapid growth in emerging markets like Brazil and LATAM.
- Temple Run 2 to join Subway Surfers and Candy Crush Saga as the only games to reach over 1 billion lifetime downloads. It is notable that Subway Surfers is also set to surpass 2 billion downloads — cementing its role as the most popular mobile game of all time.
- TikTok is poised to break two additional records in 2022: surpassing 3 billion global downloads and \$3 billion in global consumer spend across iOS and Google Play, driven by in-app purchases benefiting live streamers in the creator economy.

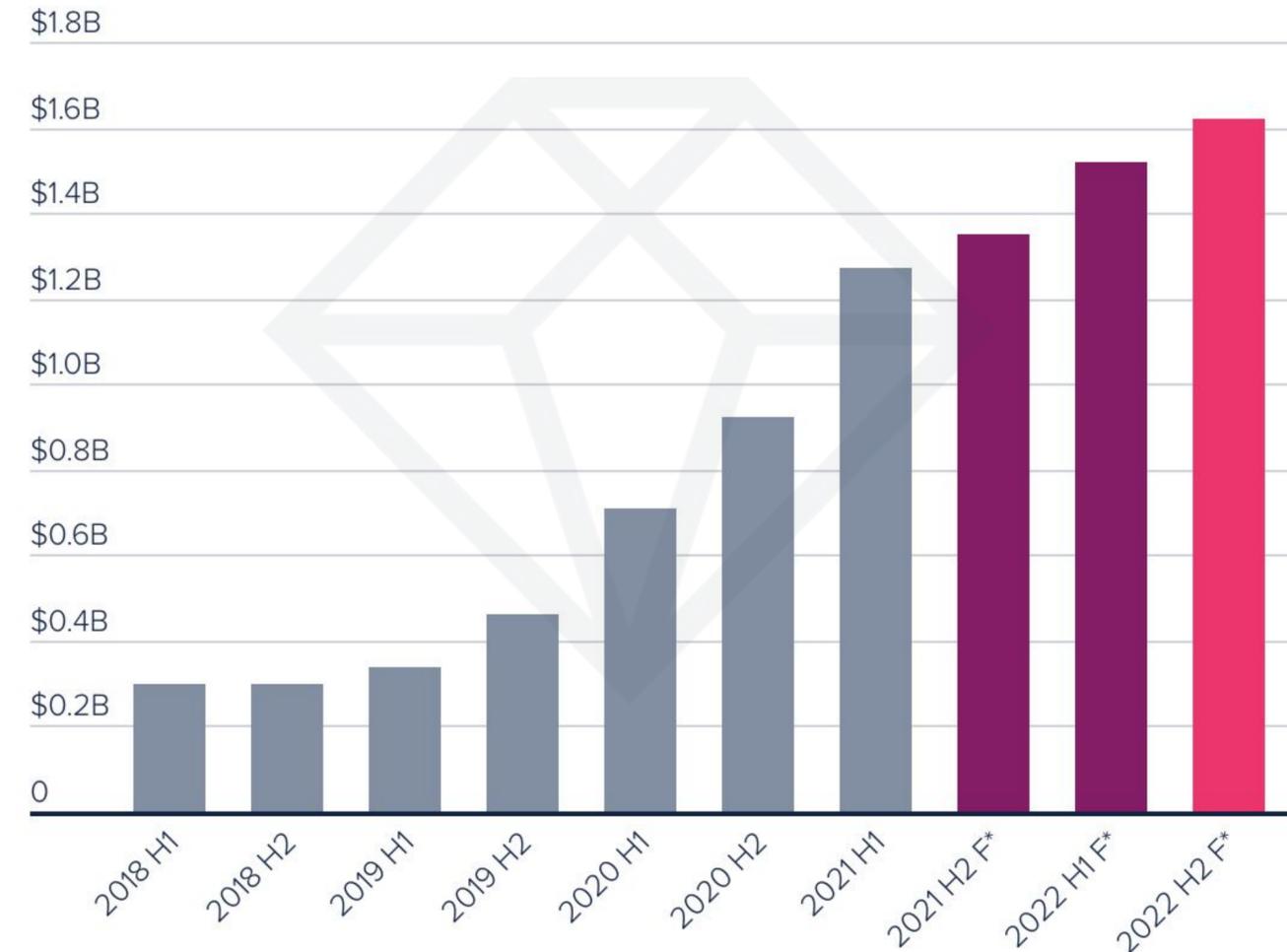


3. Metaverse Mobile Games Set to Grow to Over \$3.1 Billion in Annual Spend

Virtual worlds and real-time interaction fostering player expression, exploration and creativity

- Metaverse apps are on the rise. In 2022, world-building functionalities that allow users to interact in real-time through their virtual avatars will captivate audiences and capture share of wallet. Smartphones give users the ability to participate in a metaverse from their fingertips, cementing mobile's role as a linchpin form factor for this sector of gaming. Facebook's re-name to 'Meta' is another testament to the predicted growth in demand for metaverses.
- ROBLOX, one of the most well-known metaverse apps, ranked #1 worldwide under Simulation > Creative Sandbox games by both downloads and spend across iOS and Google Play in 2021 to date (Oct 2021). Minecraft followed closely, ranking #4 by downloads and #2 by spend.
- The gaming industry is evolving quickly and player empowerment is at the heart of the next wave of innovation. **Play-to-earn models — games that allow players to monetize in an open economy — combined with metaverses which emphasize players' self-expression will be the biggest drivers of mobile gaming innovation in 2022.**

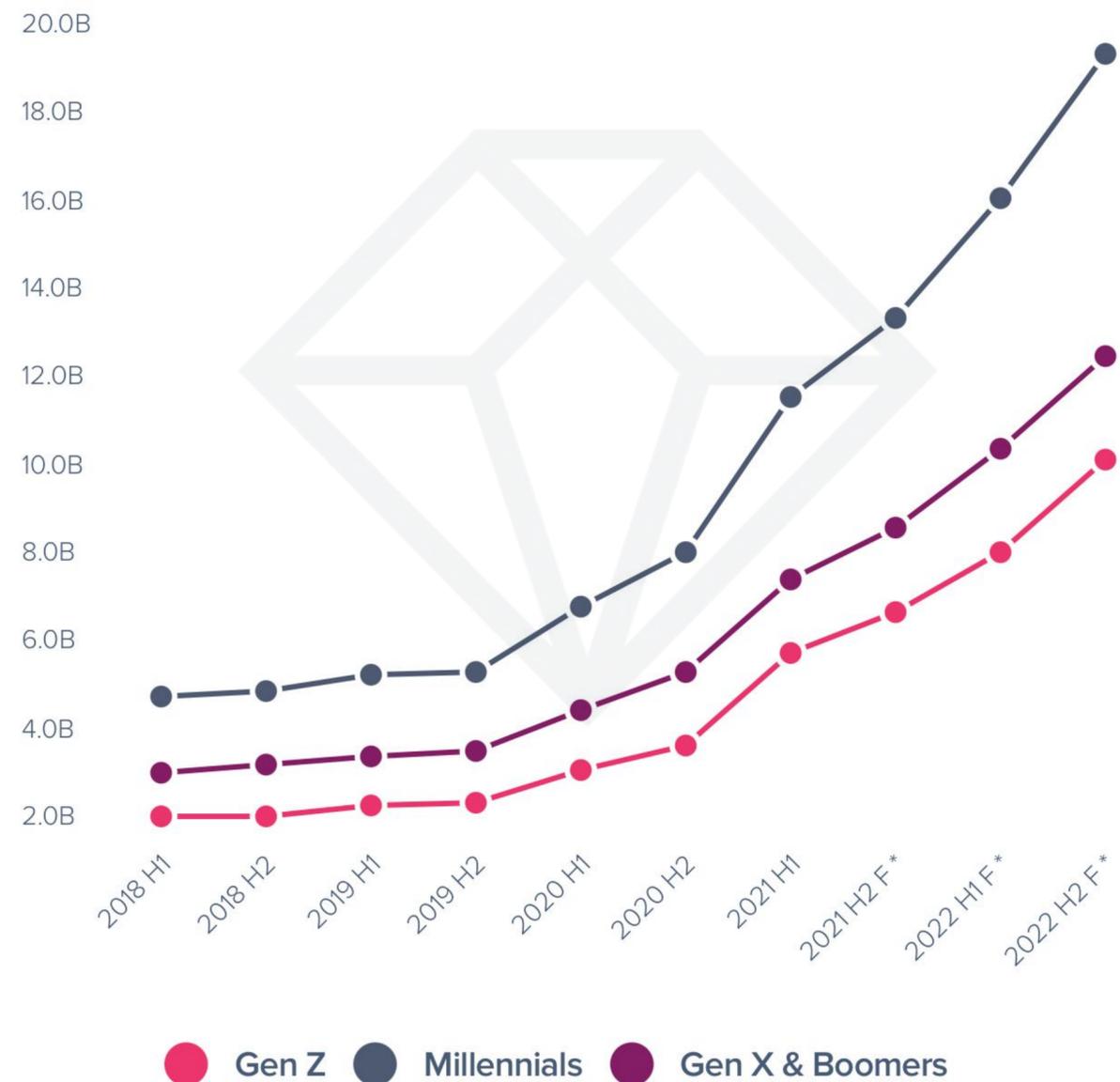
Global Consumer Spend
in Metaverse Mobile Games



Source: App Annie Intelligence Note: Consumer spend across iOS, Google Play. Metaverse games represented by Creative Sandbox (Simulation) and Avatar Life (Simulation) Game IQ subgenres.



Sessions Spent in Finance Apps by Age Demographic
US Top 50 Apps by Avg. MAU | Android Phone



Source: App Annie Intelligence Note: Average monthly active users across Android phone devices; Gen Z aged 16-24, Millennials aged 25 - 44, Gen X & Baby Boomers aged 45+

4. Gen Z Set to Adopt Fintech Apps at Record Rates: 155% Growth from 2020 to 18.9 Billion Sessions in 2022

2022 Will Be the Year of Unprecedented Financial Engagement Across All Generations

- Crypto is a significant driver of increased sessions in 2021 across the board. Among US Gen Z and Millennial users, the top three crypto-trading apps by time spent on Android Phone were *Robinhood*, *Coinbase*, and *Webull Stocks* (Sep 2021). Apps like *FTX Pro* were also on the rise as we head into 2022.
- Gen X & Baby Boomers also spent more of their “crypto-time” in these three apps than other crypto apps. While these apps also ranked in the top 15 by time spent for the Gen X/ Boomer audience, this age group still favored spending time in more ‘traditional’ apps like *TD Ameritrade*, *Chase Mobile* and *IBKR*.
- **2022 will be an unprecedented opportunity to engage Gen Z on mobile — as a mobile-first generation on the verge of financial independence, this is the time to cultivate customer loyalties on their preferred device: mobile.**

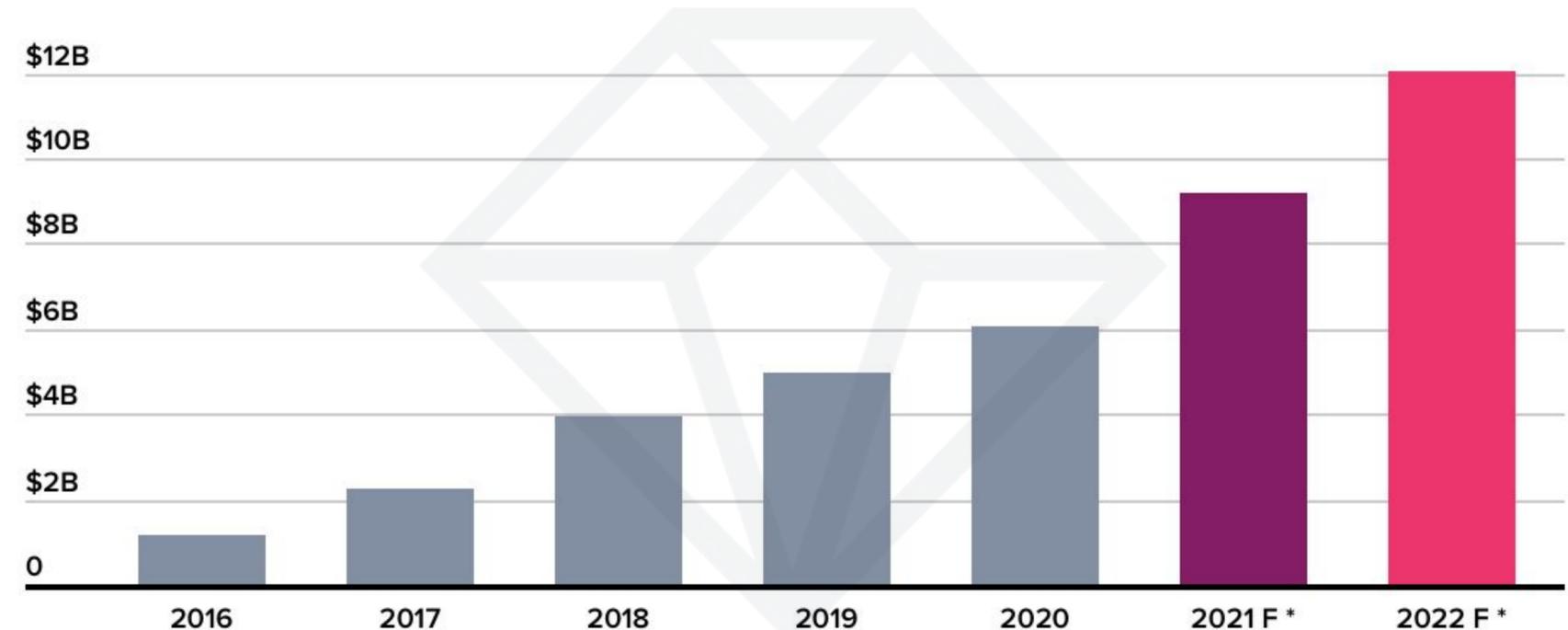


5. Entertainment Apps Expected to Grow to a \$12 Billion Market on Mobile by 2022

2x Increase from 2020 Fueled by In-App Subscriptions

- Video streaming has been one of the fastest growing categories for app store consumer spend since the start of the pandemic in 2020.
- Hulu is on track to reach \$1B in lifetime consumer spend in Q1 2022, fueled by the US. In October 2021, YouTube joined the \$3 billion spend club, as consumers opt for ad-free and mobile-first steaming.
- Notable Entertainment apps on the rise included Discovery Plus, anime-focused Funimation, and the digital-collectibles/ NFT (non-fungible token) app VeVe.
- As we head into 2022, more people than ever will manage and pay for the services they rely on through their most-trusted device: their smartphones. **Mobile offers a streamlined, trusted and efficient way to manage subscriptions, and the proof is in the data: consumers are voting with their wallets to the tune of \$12 billion for streaming alone.**

App Store Consumer Spend in Entertainment Apps
Worldwide | iOS & Google Play Combined



Source: App Annie Intelligence
Note: Consumer Spend across iOS, Google Play.

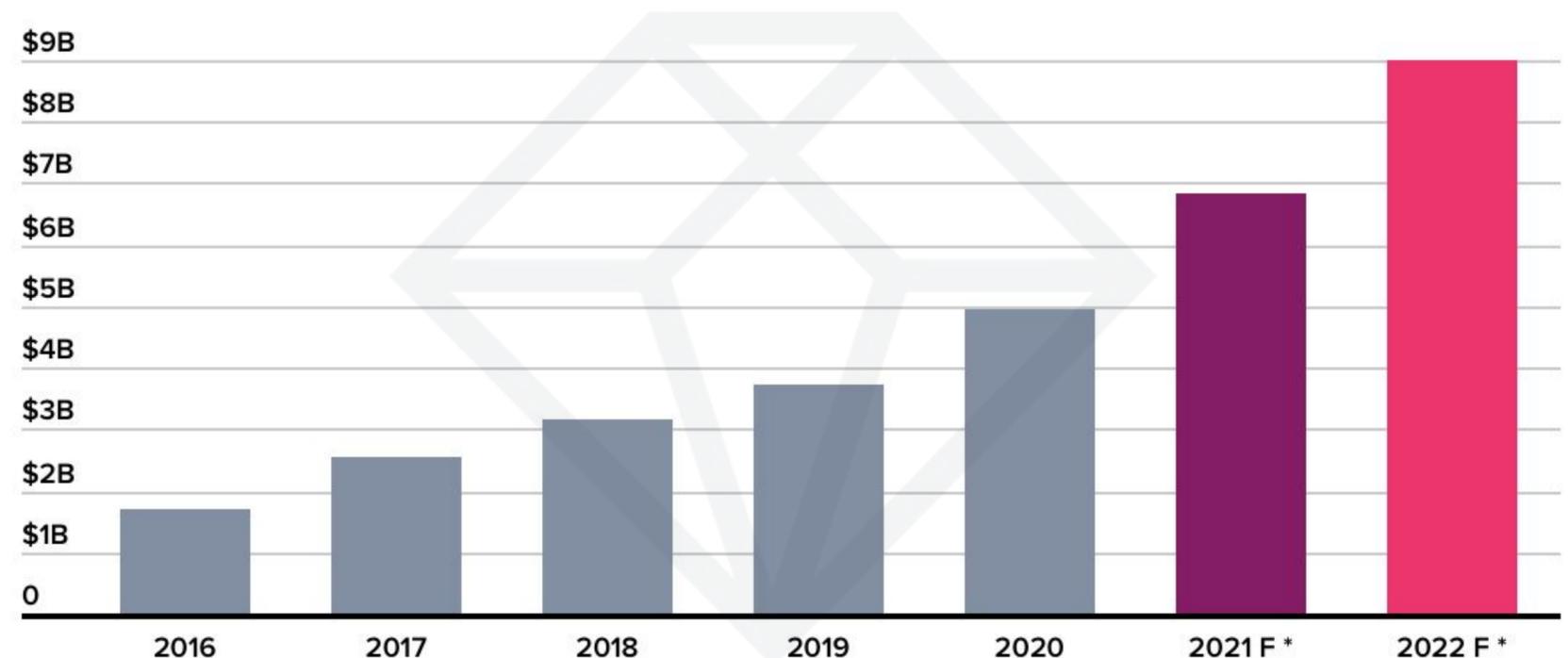


6. Social Apps Expected to Grow to a \$9B Market on Mobile in 2022 (82% increase from 2020)

Social apps will expand their global footprint, driving consumer spend up an additional \$4 Billion from 2020

- *TikTok*, *Twitch* and *BIGO LIVE* held the top 3 spots among Social apps by global consumer spend year to date (Jan - Oct 2021) — all 3 have live streaming elements at the core of their monetization strategy supporting content creators.
- Some of the rising stars contributing to this projected growth in global consumer spend include community and gaming app *Discord*, live-video app *Tagged*, and video and live-streaming app, *Likee*.
- Authenticity, creativity and video-first content is central to a social experience in 2022. **With Social apps poised to command nearly half of all time spent in mobile, this is a sector to watch for partnerships, marketing and customer engagement.**

App Store Consumer Spend in Social Apps
Worldwide | iOS & Google Play Combined



Source: App Annie Intelligence
Note: Consumer Spend across iOS, Google Play.

Looking for More Insights?

STATE OF MOBILE 2022

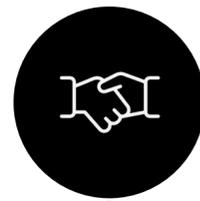
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