

**THE  
STATE  
OF  
MOBILE  
2019**



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# The State of Mobile 2019

## Executive Summary



**194B**

Worldwide  
**Downloads** in 2018



**\$101B**

Worldwide App Store  
**Consumer Spend** in  
2018



**3 Hrs**

**Per day** spent in  
mobile by the  
average user in  
2018



**360%**

**Higher average IPO  
valuation** (USD) for  
companies with  
mobile as a core  
focus in 2018



**30%**

**Higher engagement**  
in non-gaming apps  
for Gen Z vs. older  
demographics in  
2018



# The Most Complete Offering to Confidently Grow Businesses Through Mobile



## DISCOVER

Understand the opportunity, competition and discover key drivers of success



## STRATEGIZE

Develop a mobile strategy to drive market, corp dev or global objectives



## ACQUIRE

Increase app visibility and optimize user acquisition



## ENGAGE

Better understand targeted users and drive deeper engagement



## MONETIZE

Accelerate revenue through mobile



# Our 1000+ Enterprise Customers Span Industries & the Globe





# Grow Your Business With Us

We deliver the most trusted mobile data and insights for your business to succeed in the global mobile economy.

## App Annie Intelligence

Provides accurate mobile market data and insights for millions of businesses across the globe.

[Sign up for free now](#)

## App Annie Connect

Gives you a full view of your app performance. Consolidate all your app store, usage and advertising data in one unified dashboard.

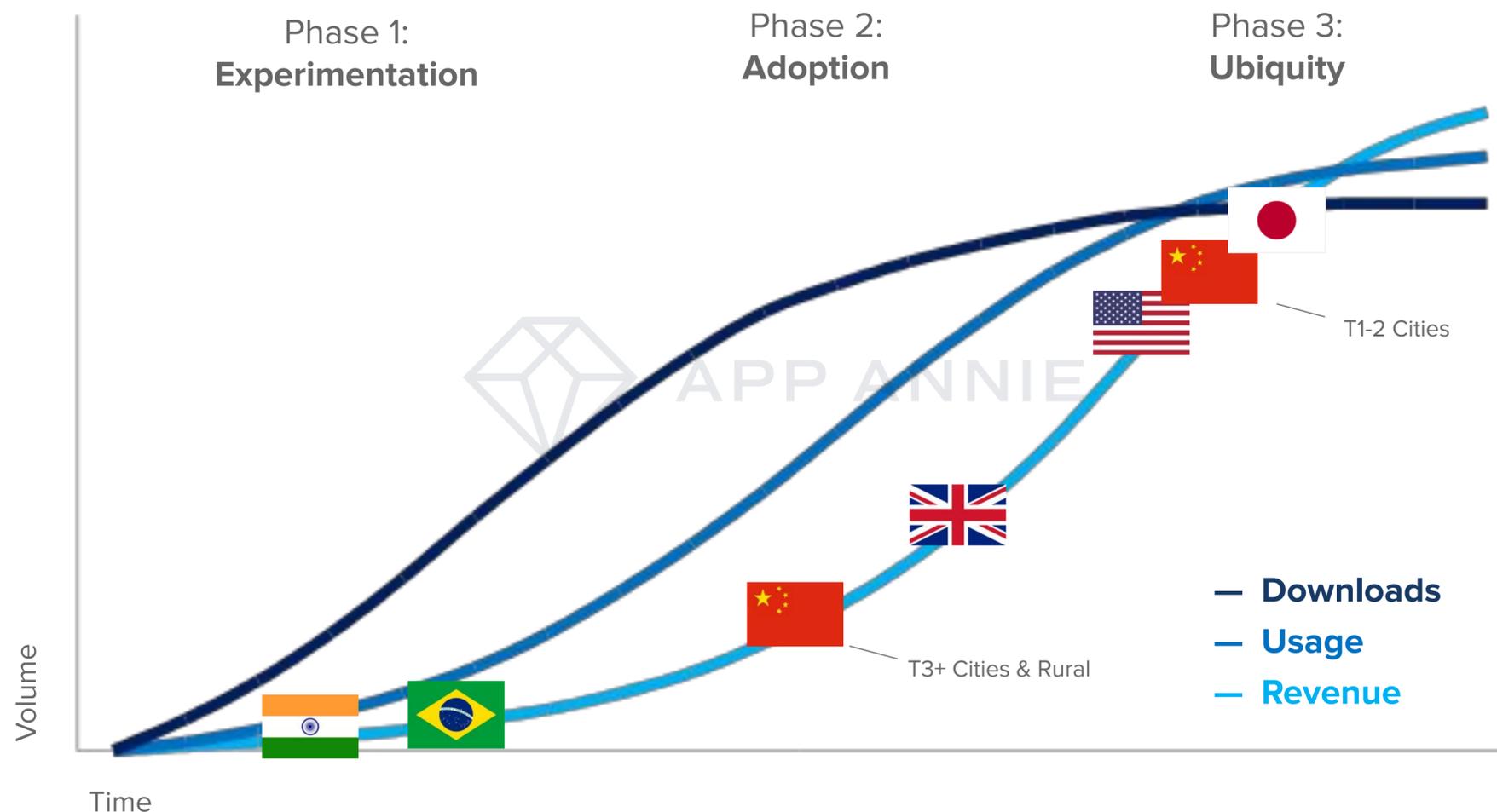
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# MACRO TRENDS



# Monetization Opportunities Increase as Mobile Markets Mature

App Annie's mobile adoption curve illustrates how markets evolve through mobile. As markets enter the early stages of mobile maturity — often characteristic of emerging markets such as Indonesia and India — they see strong downloads numbers driven by new mobile device owners discovering and experimenting with new apps. This is known as the **Experimentation** phase. As mobile habits begin to form and users settle into their go-to apps, engagement climbs, known as the **Adoption** phase. Following, is the **Ubiquity** phase — marked by increasing engagement and consumer spend — as mobile takes over mindshare for consumers.



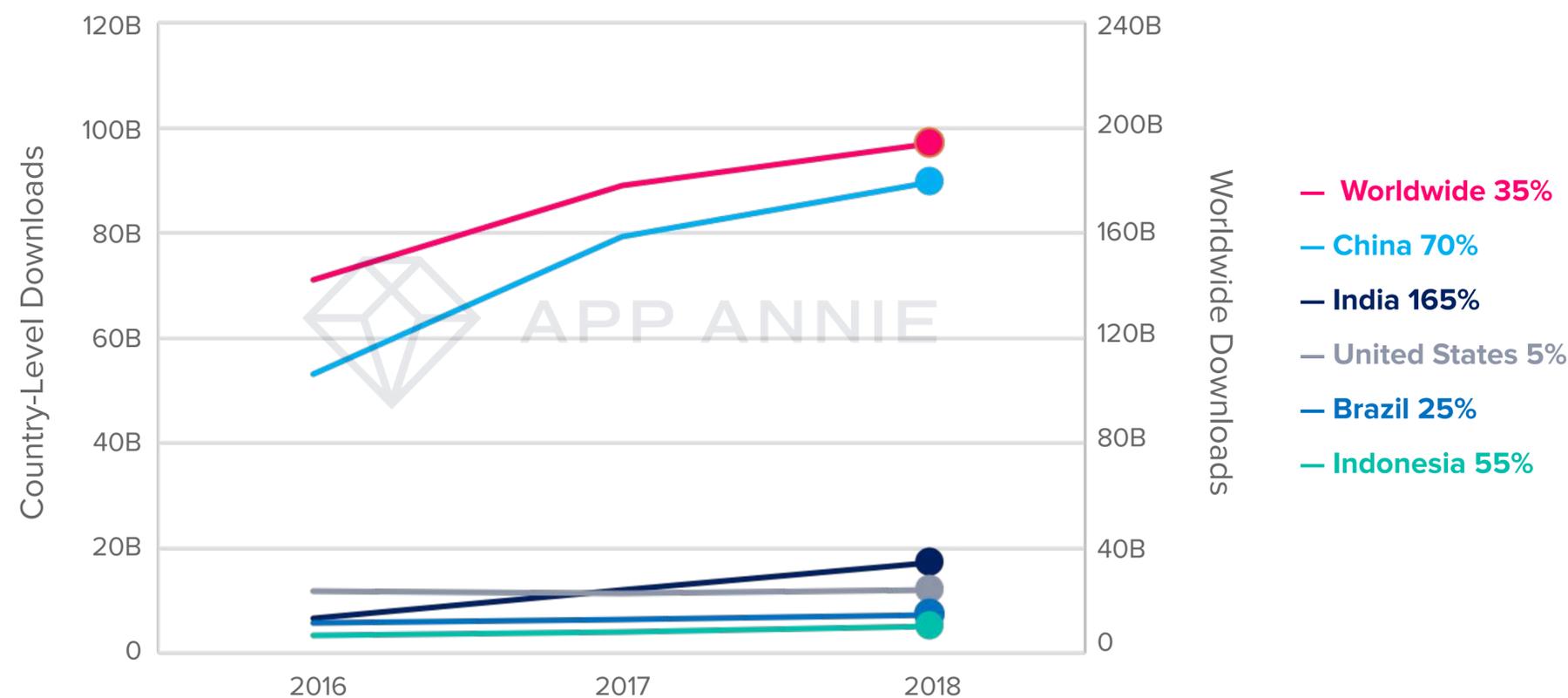


# Global App Downloads Exceeded 194B in 2018, up 35% From 2016

China accounted for nearly 50% of total downloads in 2018 across iOS and third-party Android, despite a slowdown from the game license [freeze](#) in China. Emerging markets continued to fuel growth in 2018 and represent 3 of the top 5 markets for app downloads. Mature markets like the US continue to see large, consistent numbers of new downloads annually, but growth has slowed. However, growth in these mature markets is strongest when it comes to indicators of user engagement — sessions and time spent — and consumer spend.

In 2018, apps outside of games accounted for 65% of total global downloads, consistent with two years prior.

### Top Countries by App Store Downloads Two Year Growth



Note: iOS, Google Play, Third-Party Android in China combined

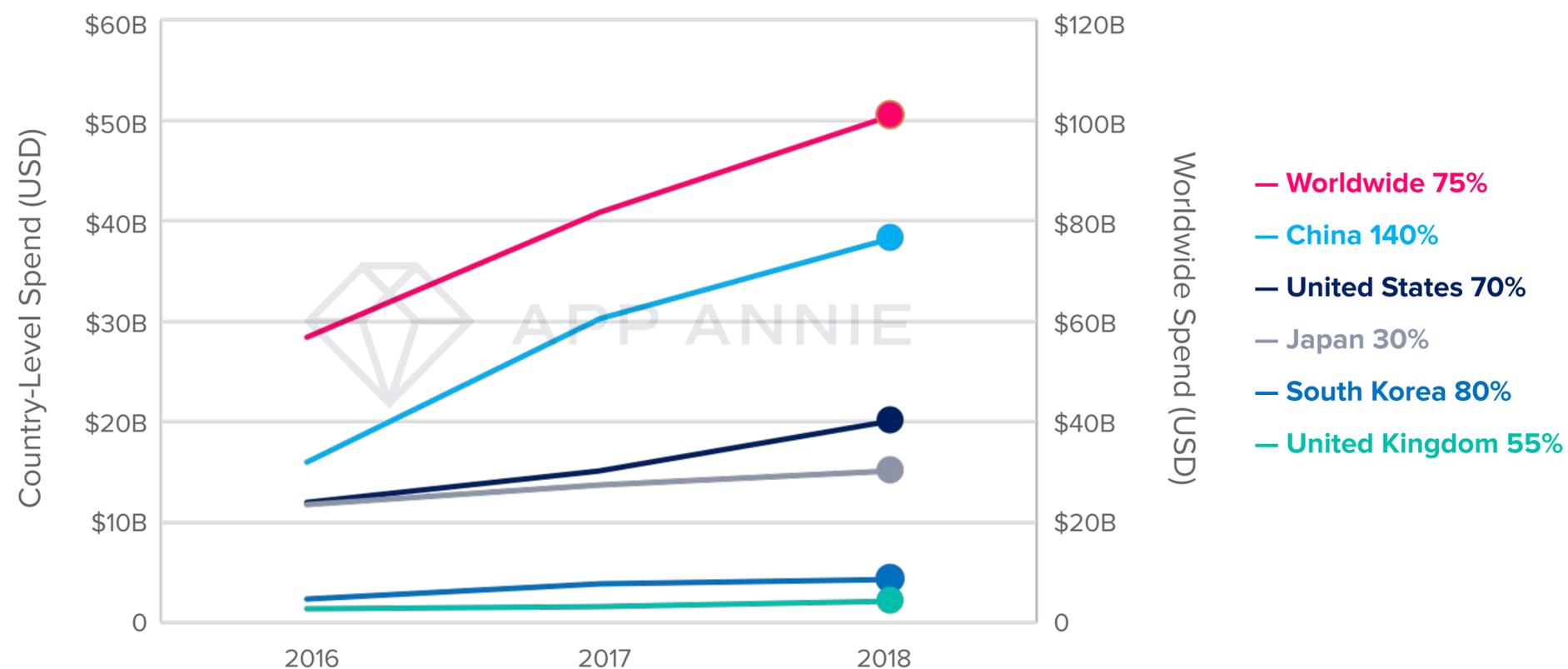


# Global App Store Consumer Spend Reached \$101B in 2018, up 75% From 2016

App Store consumer spend only includes spend that flows through the app store (paid downloads, in-app purchases and in-app subscriptions). This figure doesn't include transactions processed outside of the app stores (e.g. payments in apps such as [Uber](#), [Starbucks](#), [Amazon](#), [DoorDash](#)) or revenue from in-app advertising.

China accounted for nearly 40% of total consumer spend in 2018. Globally, on a category level, games accounted for 74% of consumer spend in 2018. Non-gaming apps only accounted for 26% of consumer spend, but this was up from 18% in 2016 and largely due to the growth of in-app subscriptions.

### Top Countries by App Store Consumer Spend Two Year Growth



Note: Spend is gross, the cut taken by app stores has been removed; iOS, Google Play, Third-Party Android in China combined



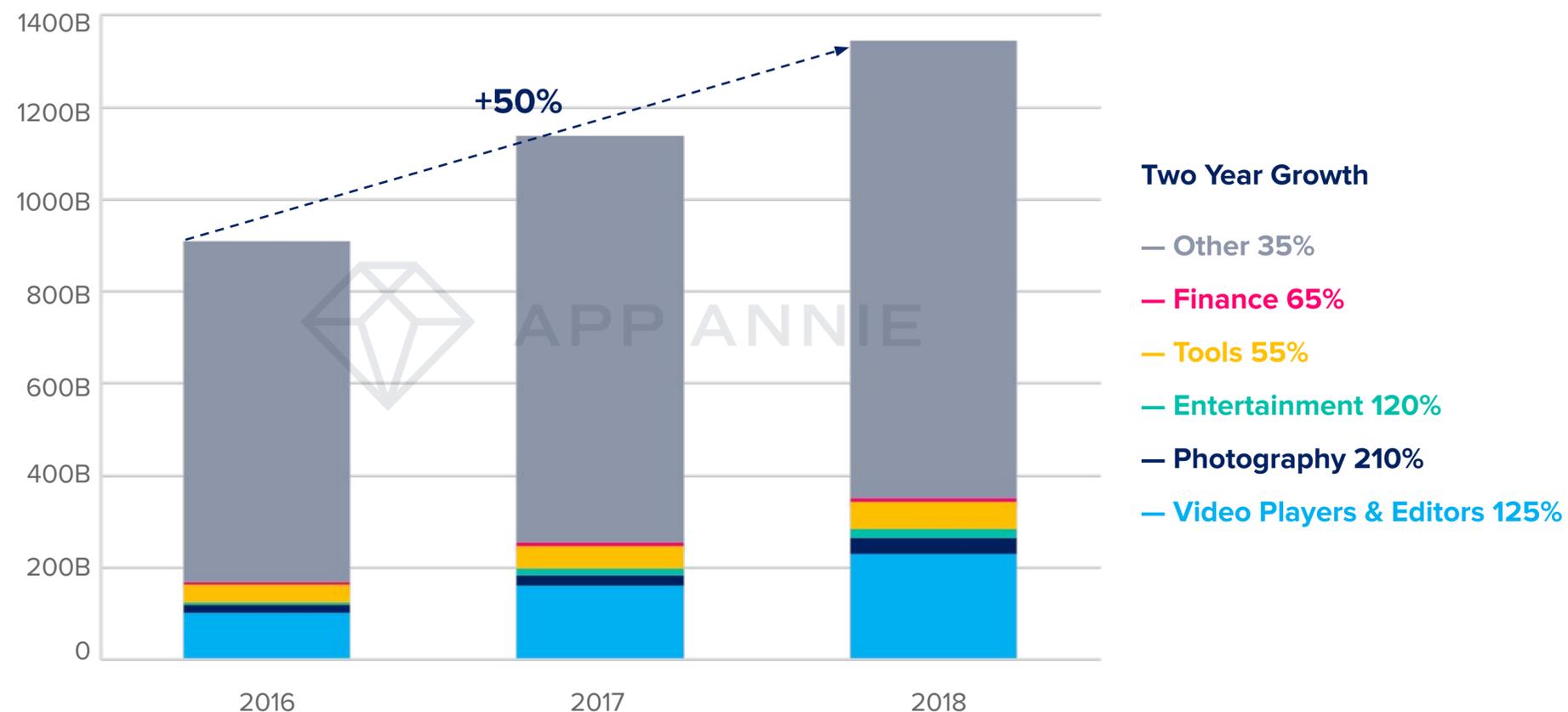
# Time Spent in Apps Globally Grew 50% From 2016 to 2018

The 5 categories with the fastest growing global market share — an indicator of growing faster than the overall market — were Video Players & Editors, Entertainment, Photography, Tools and Finance, respectively. Combined, total time spent in these 5 categories grew 110% from 2016.

Social and Communications apps made up 50% of total time spent globally in apps in 2018, followed by Video Players and Editors at 15% and Games at 10%.

Time spent grew from both growth in time spent per device and increases in global install bases.

Top Categories by Growth in Market Share of Hours Spent



Note: Android phone; Worldwide excluding China

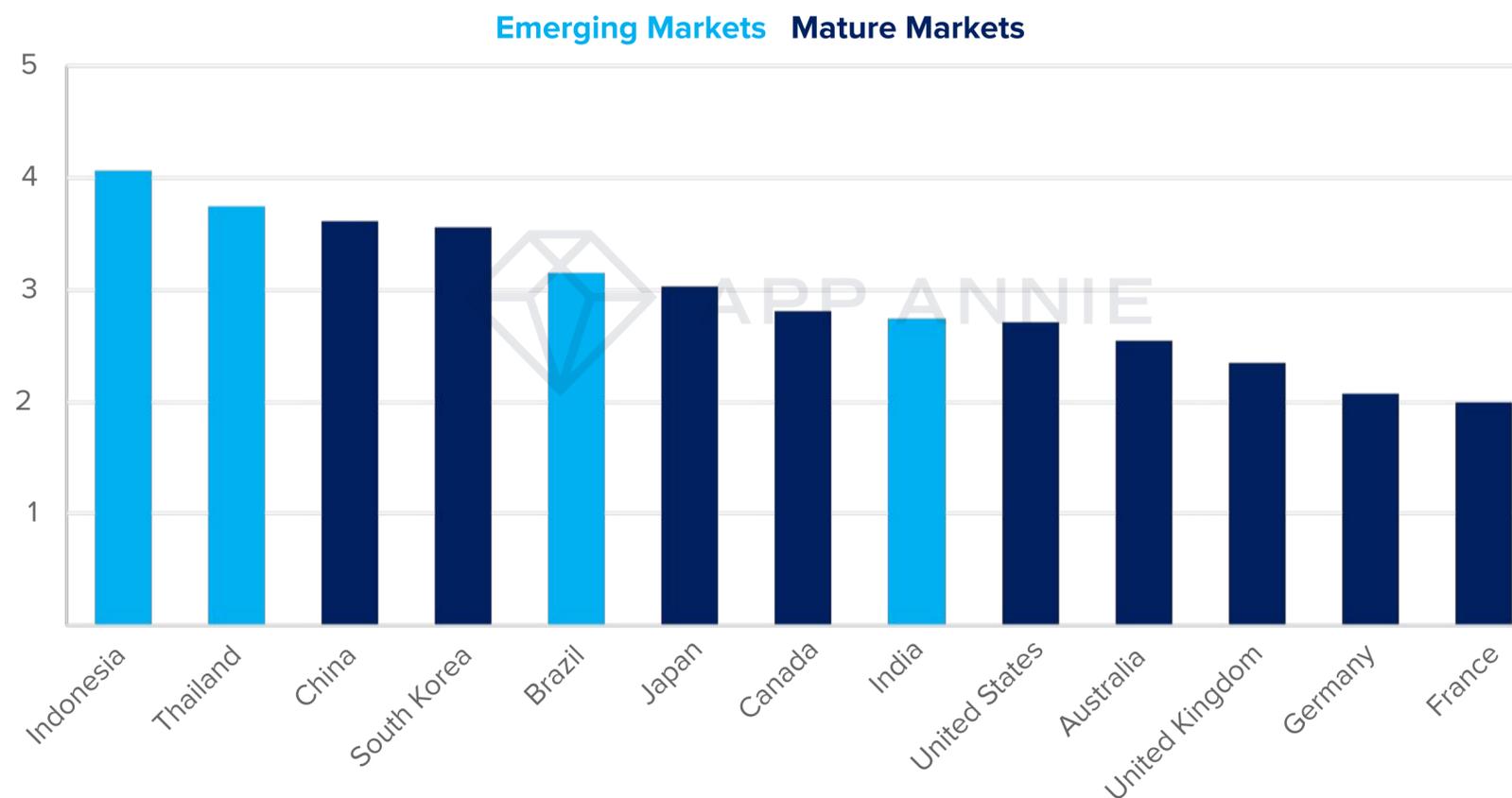


# Mobile Carved Out 17% of Daily Time in Emerging Markets

In Indonesia, mobile users spent over 4 hours a day in apps — 17% of users' entire day. In mature markets like the US and Canada, the average user spent nearly 3 hours a day in mobile apps in 2018.

Daily time spent on mobile is fueled in part by cumulative micro-moments — periodic sessions throughout the day where consumers check their emails, browse news articles or check their banking. Mobile's on-the-go nature has enabled widespread growth in this type of consumer behavior. It also includes significant time spent playing mobile games — which are the leading form of gaming — streaming videos and checking social media apps. Regardless of market, mobile is the first screen.

Average Daily Hours Spent Per Device on Mobile in 2018



Note: Android phone

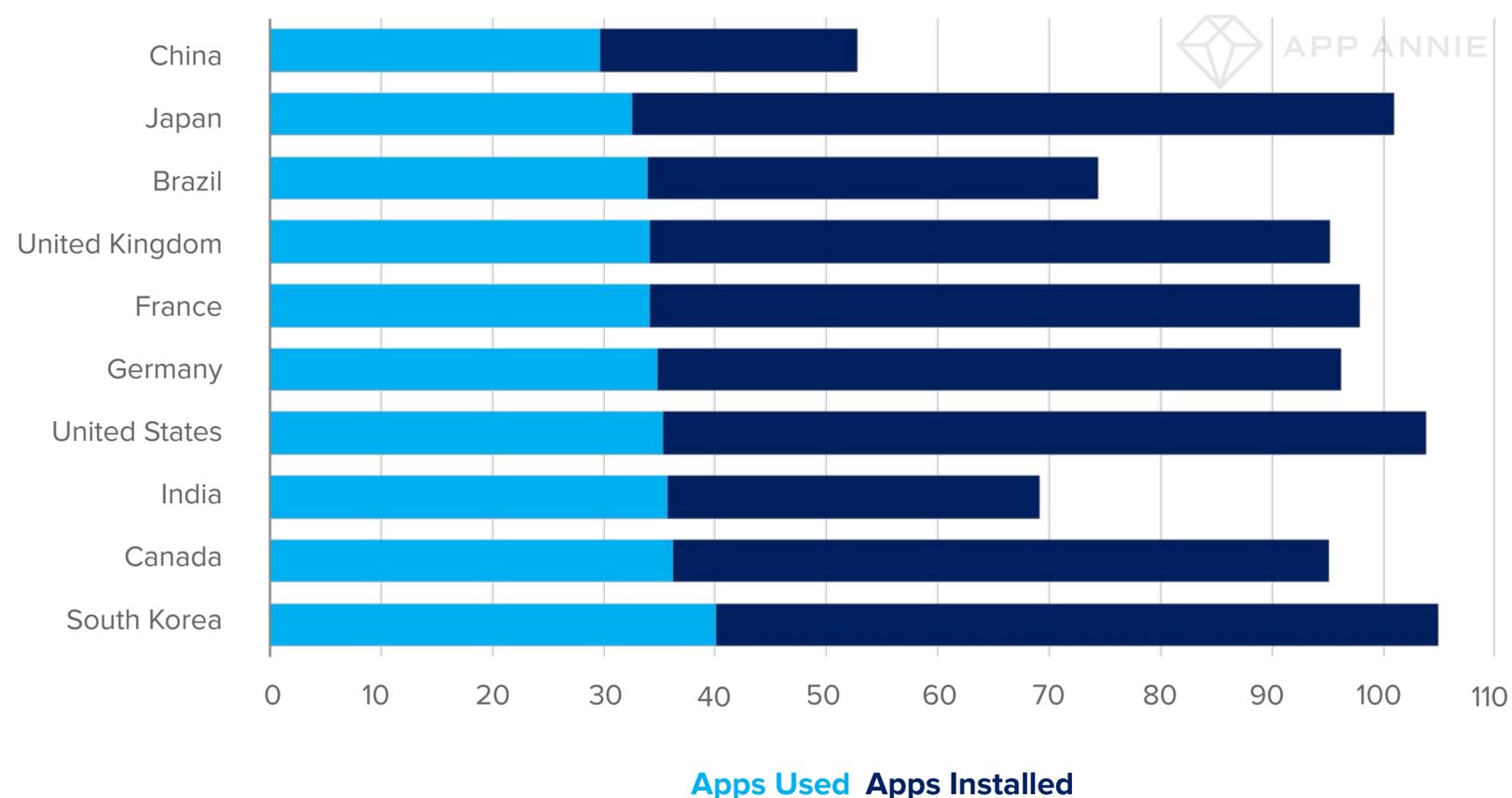


# The Average Consumer in the US, South Korea, Japan and Australia Has Over 100 Apps on Their Smartphone

South Korea, Canada, the US, Thailand, the UK and Australia all saw significant 2 year growth in the average number of apps installed on smartphone devices with South Korea at 20% growth from 2016 and Canada, the US and Thailand at 15% growth. South Korea, Thailand and Canada also saw strong growth in average apps used at 15%, 10% and 5% respectively from 2016.

In China, the relatively low number of apps installed is reflective largely of the Android market. This is similar behavior to other emerging markets with a high prevalence of lower cost Android devices with less storage capacity.

Monthly Average Number of Apps Used and Installed  
Smartphone Users in Select Markets, 2018



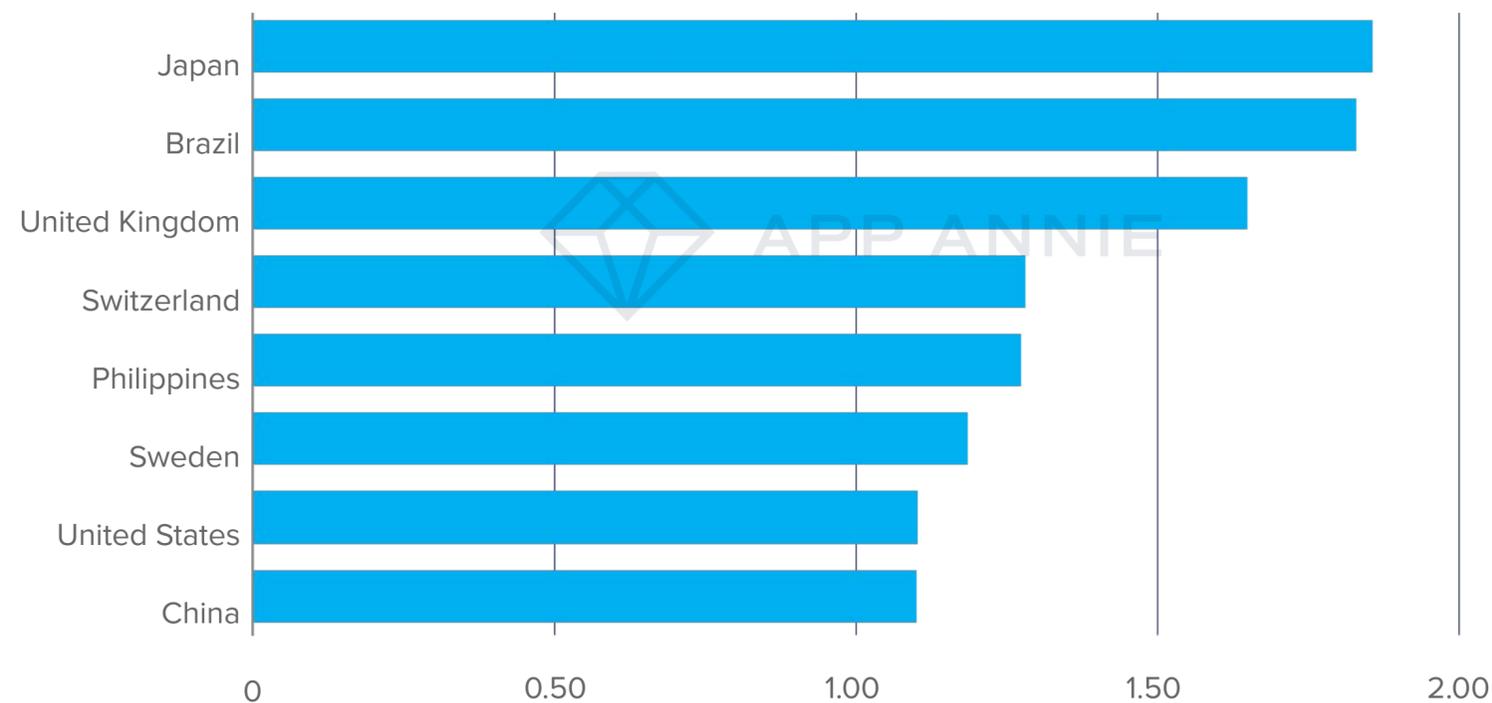


# Mobile Transformation Pays Dividends & Dramatically Outperforms GDP Growth in Key Economies

Japan, Brazil and the UK were the top 3 countries where mobile consumer spend advanced significantly faster than overall Gross Domestic Product (GDP). This reflects the strength of the mobile economy, and how prioritising mobile through infrastructure, education and legislation will continue to have a positive impact on overall GDP. Global spending on technologies and services that enable digital transformation will hit nearly **\$2 Trillion** by 2022 — mobile is the heart of the digital economy.

Over **50%** of the world's population — 3.9 billion people — are estimated to be online in 2018, and 96% of the world's population lives within range of a mobile network. In 2018, there were over 4 billion mobile devices — inclusive of tablets and phones — with many people in mature markets having multiple devices. Many emerging markets, such as India and the Philippines, are mobile-first with consumers using mobile as their primary access point to the internet.

**Top Countries Where Mobile Is Growing Faster Than Countries' Economies**  
2016 vs. 2018



**Mobile Consumer Spend Growth Multiplier Relative to GDP Growth**  
Calculated by Country's App Store Consumer Spend 2 Year Growth Relative to Worldwide Consumer Spend Growth Compared to Country's GDP Growth Relative to Worldwide GDP Growth

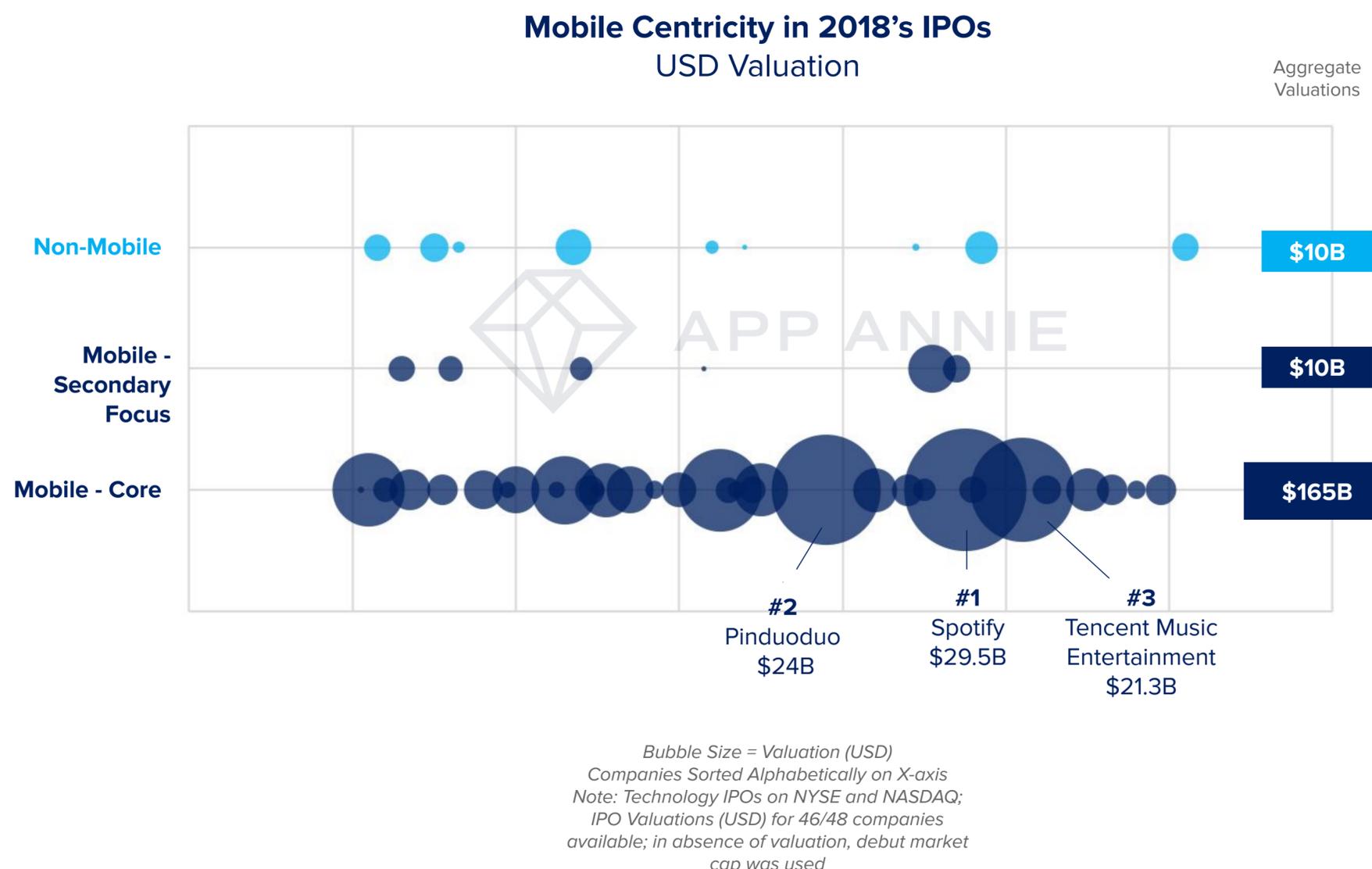
*Note: GDP data from IMF; Ranking Based on 75th Percentile of Countries by App Store Consumer Spend (iOS, Google Play and Third-Party Android in China)*



# Mobile-Focused Companies Made up 95% of USD Valuations in 2018's Major Liquidity Events

Over 80% of the 48 technology IPOs in 2018 on the top two stock markets (NYSE and NASDAQ) had a mobile focus. In these companies mobile was either core to the product offering — a primary point of interaction with the target market — or a secondary presence — important, but not the primary way of interacting with their target market. These companies contributed to over 95% of aggregate valuations (USD) in 2018.

The average valuation at IPO was nearly 4x larger for companies with mobile as a core focus vs. companies without any mobile focus. The 3 largest IPO Valuations were companies with mobile as a core value proposition: 1) Spotify (\$29.5B), 2) Pinduoduo (\$24B) and Tencent Music Entertainment (\$21.3B). For the most successful technology startups in 2018, mobile played a key part in their business, allowing them to reach consumers on the device they always have with them: mobile.



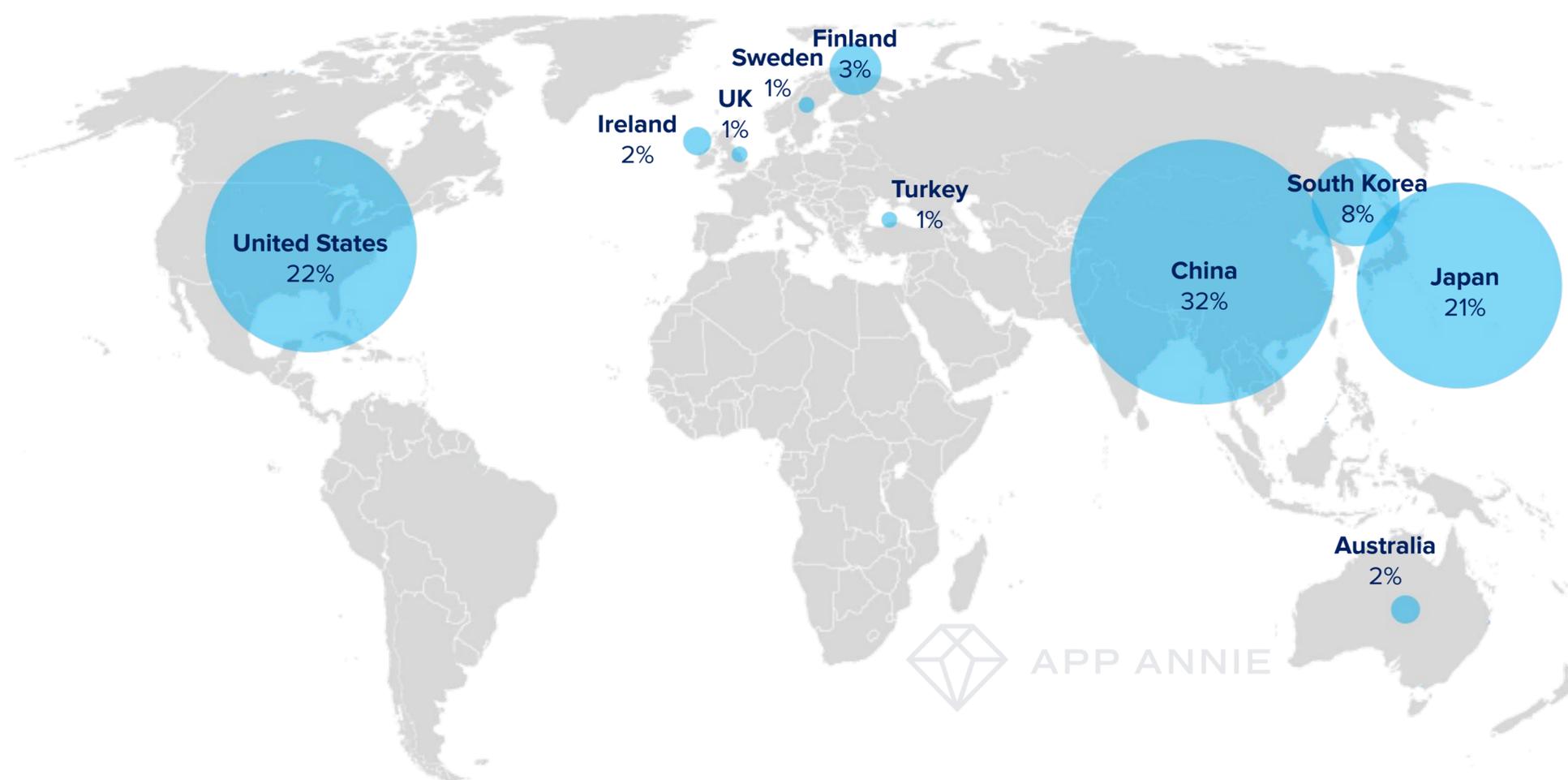


# Global Tech Juggernauts: Silicon Valley, China & Japan

The technological race between US and China surfaced in mobile with companies headquartered in the US and China generating more than half of total consumer spend in the top 300 parent companies in 2018. China came out ahead with companies contributing to 32% of total consumer spend globally accounting for \$19.6 billion.

The top 5 parent companies for global consumer spend in 2018 were [Tencent](#), [NetEase](#), [Activision Blizzard](#), [BANDAI NAMCO](#) and [Netmarble](#), respectively — all gaming companies.

Total Consumer Spend by Parent Company HQ Location  
Top 300 Parent Companies in 2018



Note: iOS and Google Play Stores



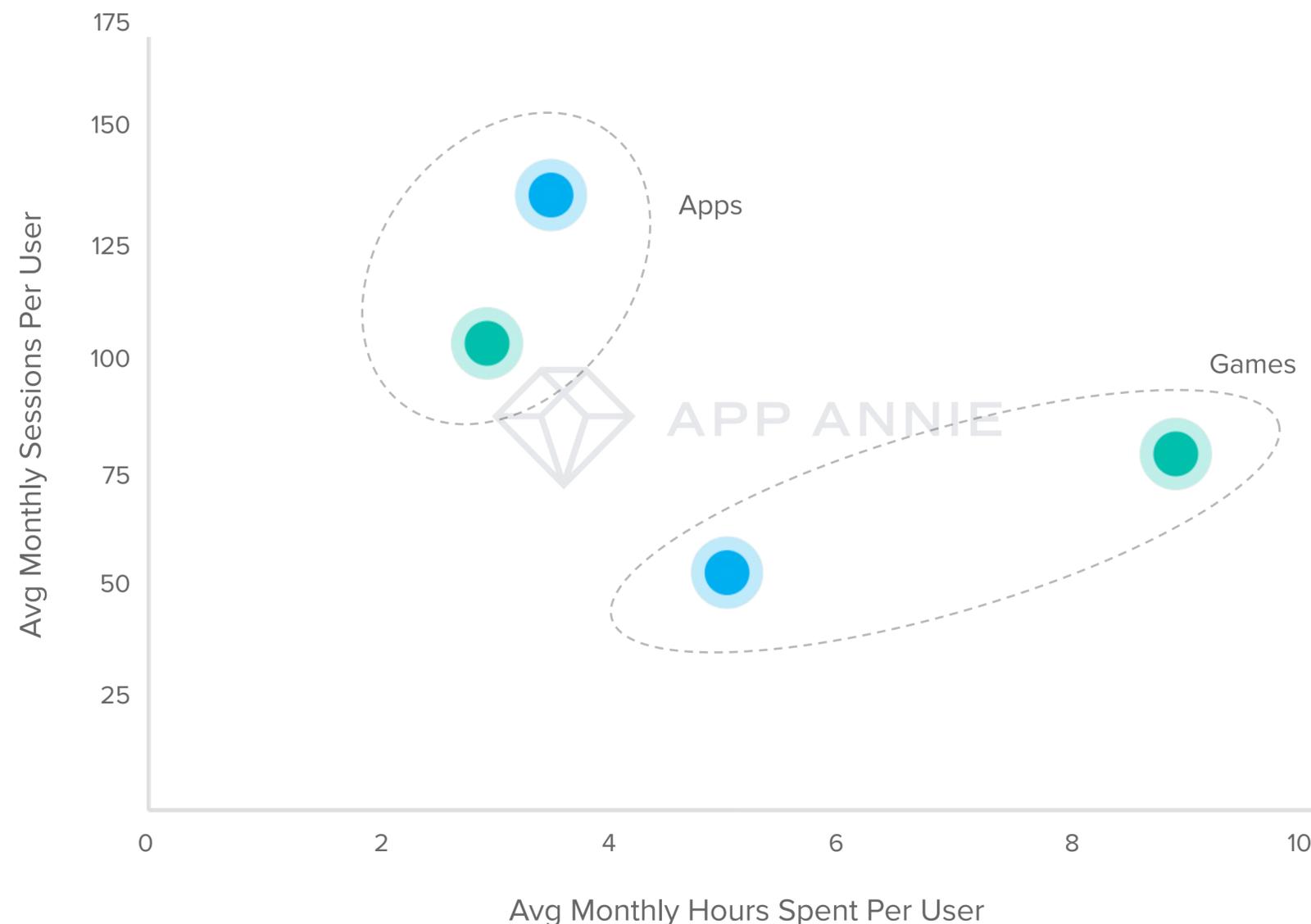
# Gen Z Defines the World Order Through Mobile

Gen Z (aged 16-24) engages more on average with their most used non-gaming apps than those aged 25 and older. Specifically, Gen Z spends 20% more time and engages with their most-used apps 30% more often than the rest of the population. For Gen Z, mobile is second nature and used across nearly all aspects of life — communication, socializing, shopping, banking, etc. Mobile is non-negotiable to any business hoping to attract this demographic.

It is the opposite for Gen Z when it comes to games. Those 25 and older spend 75% more time each month in their most used games and access them 50% more often.

## Engagement of Apps & Games by Demographic

Gen Z Aged 25+



Note: Average per app among top 25 apps by usage penetration on Android phone, excluding pre-installed apps. Average among: Australia, Brazil, Canada, France, Germany, Indonesia, Japan, South Korea, UK, US



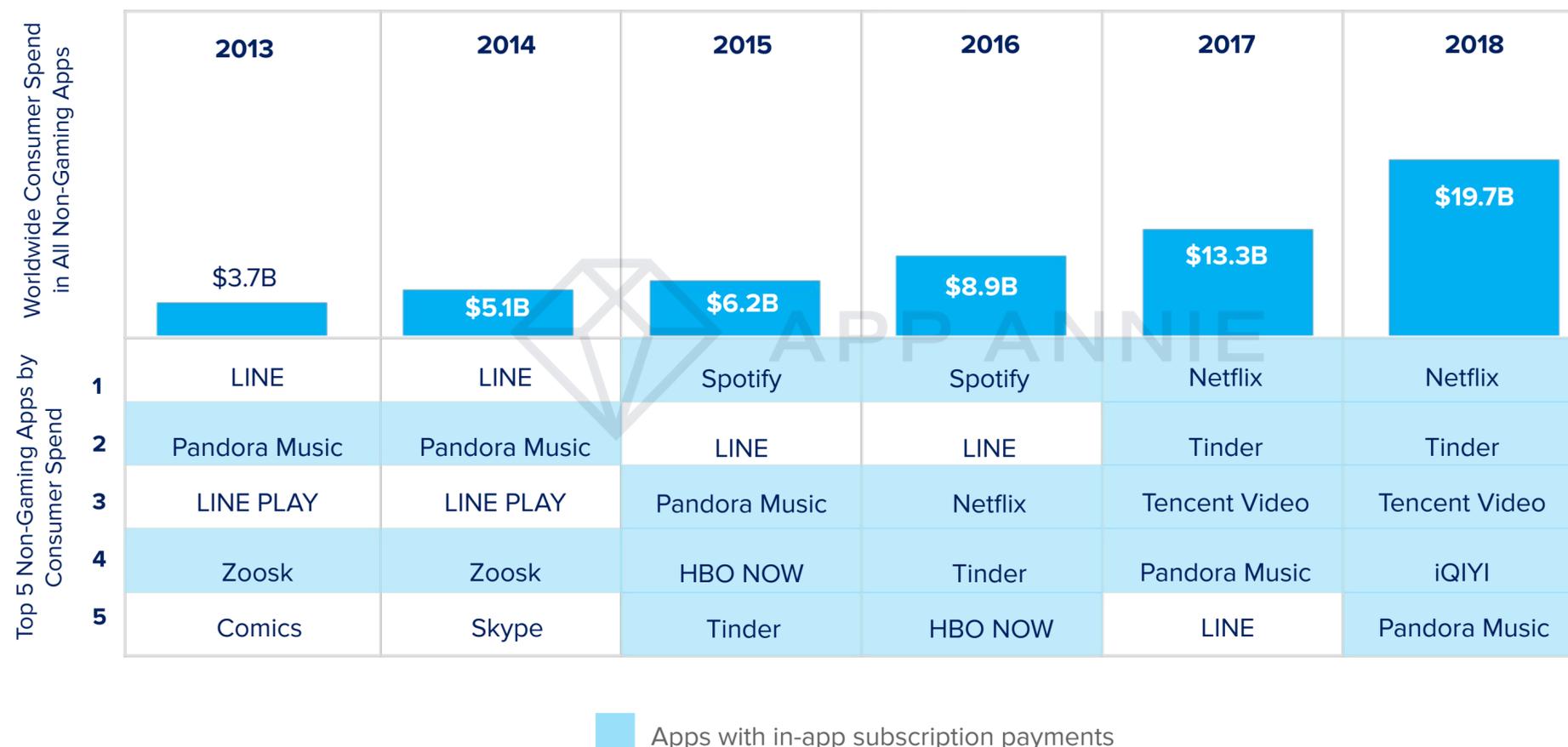
# App Store Subscriptions Boom as Consumers Choose Convenience

Global consumer spend in non-gaming apps grew 120% from 2016, fueled by in-app subscriptions. The top 5 most lucrative non-gaming apps of 2018 all contained in-app subscriptions.

Zuora — a company built entirely on providing technology to power the subscription economy — went public in 2018 at a \$1.4 billion valuation. From 2017 to [2022](#) we forecast that spend in apps outside of games will increase by \$75 billion, largely due to in-app subscriptions.

As of December 2018, [Netflix](#) has [stopped](#) offering subscriptions directly through the iOS App Store for new customers. Avoiding the app store fee allows Netflix to receive 100% of the revenue from its subscriptions. For the majority of publishers, the total addressable market (TAM) associated with the App Store’s simple, frictionless and secure payment channel will outweigh the extra revenue. Going direct will likely only work for the biggest brands.

Worldwide Consumer Spend for Non-Gaming Apps  
iOS and Google Play



**GAMING**

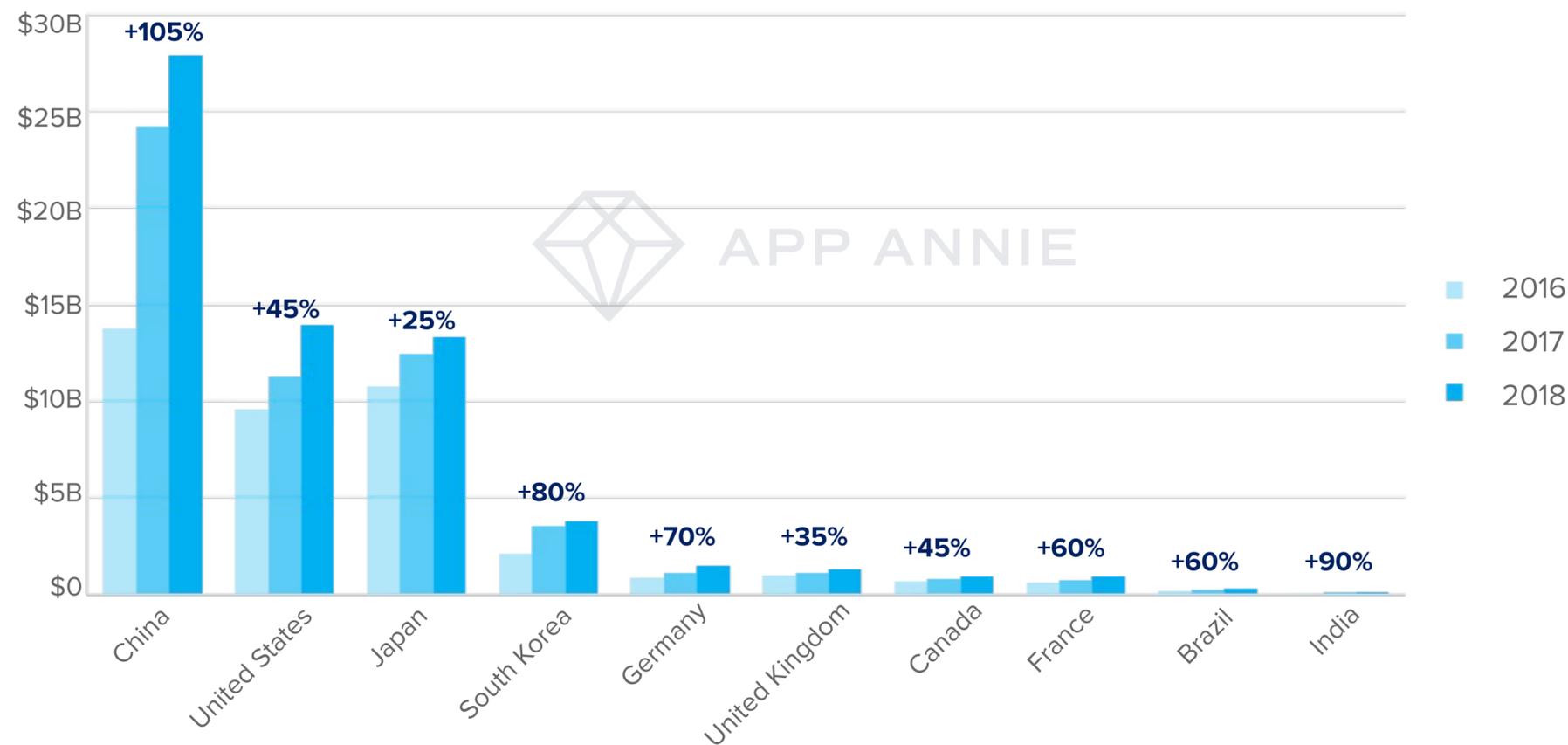


# Mobile Games Monetization Reached New Heights in 2018

In 2018, games accounted for 74% of consumer spend in the app stores. Mobile games was the fastest growing sector of the overall gaming market, beating consoles, PC/Mac, and handheld gaming. Mobile gaming will reach [60% market share](#) of consumer spend in 2019, up 35 percentage points from 2013.

China, the US and Japan are the top markets for mobile gaming consumer spend and accounted for 75% of spend in 2018. For both mature and emerging markets, consumer spend in games grew rapidly from 2016 to 2018.

Consumer Spend in Games in Select Countries  
Two Year Growth



Note: Spend is gross, the cut taken by app stores has been removed; iOS, Google Play, Third-Party Android in China combined



# Battle Royale and Hyper-Casual Games Dominated the Global Gaming Market in 2018

The divide between mobile and console became less clear in 2018. The prominence of battle royal gaming, notably [PUBG Mobile](#), [Fortnite](#), [Rules of Survival](#) and [Free Fire](#), was the clearest example of this, and highlights just how powerful mobile devices have become. Mobile gaming tastes in China, Japan and South Korea reflect the prevalent competitive online gaming culture in these markets. The popularity of battle royale games in 2018 helped these markets move further toward the hard core end of the gaming spectrum.

Hyper-casual games — characterized by simple gameplay mechanics — also dominated the top downloads charts. [Voodoo](#) had a blockbuster year by leveraging a suite of hyper-casual games like [Helix Jump](#) and [Hole.io](#).

2018 | Top Games by Downloads

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	US	UK
1	Free Fire	Helix Jump	PUBG: Exciting Battlefield	Helix Jump	Helix Jump	Ludo King	Knives Out	PUBG MOBILE	Helix Jump	Helix Jump
2	Helix Jump	Hole.io	Honour of Kings	Love Balls	Happy Glass	Subway Surfers	Happy Glass	Black Desert	PUBG MOBILE	Happy Glass
3	Subway Surfers	PUBG MOBILE	PUBG: Full Ahead	Pixel Art	Love Balls	Temple Run 2	Identity V	Helix Jump	Fortnite	Hole.io
4	PUBG MOBILE	Fortnite	QQ Speed	Knife Hit	Pixel Art	Candy Crush Saga	Disney Tsum Tsum	Free Fire	Happy Glass	Love Balls
5	Pou	Rise Up	Identity V	Rise Up	PUBG MOBILE	Temple Run	Fill	Will Hero	Rise Up	Fortnite

Battle Royale Hyper-Casual

Note: iOS and Google Play Stores



# Incumbents Maintained Their Popularity in 2018, Amid High-Profile Newcomers

[Candy Crush Saga](#) retained a stronghold among Western markets. [Pokémon GO](#) popularized location-based AR gaming in 2016, and two years later still remained one of the most used games in the world, due in part to feature innovations like [social gaming](#), [peer-vs-peer trainer battling](#) and [events](#). Launching in 2017, [HQ Trivia](#) captivated North American audiences with live appointment gaming in 2018 — a trend copied by other [companies](#).

Newcomers like battle royale game *PUBG* and hyper-casual game *Helix Jump* impressively garnered large, global user bases in less than one year.

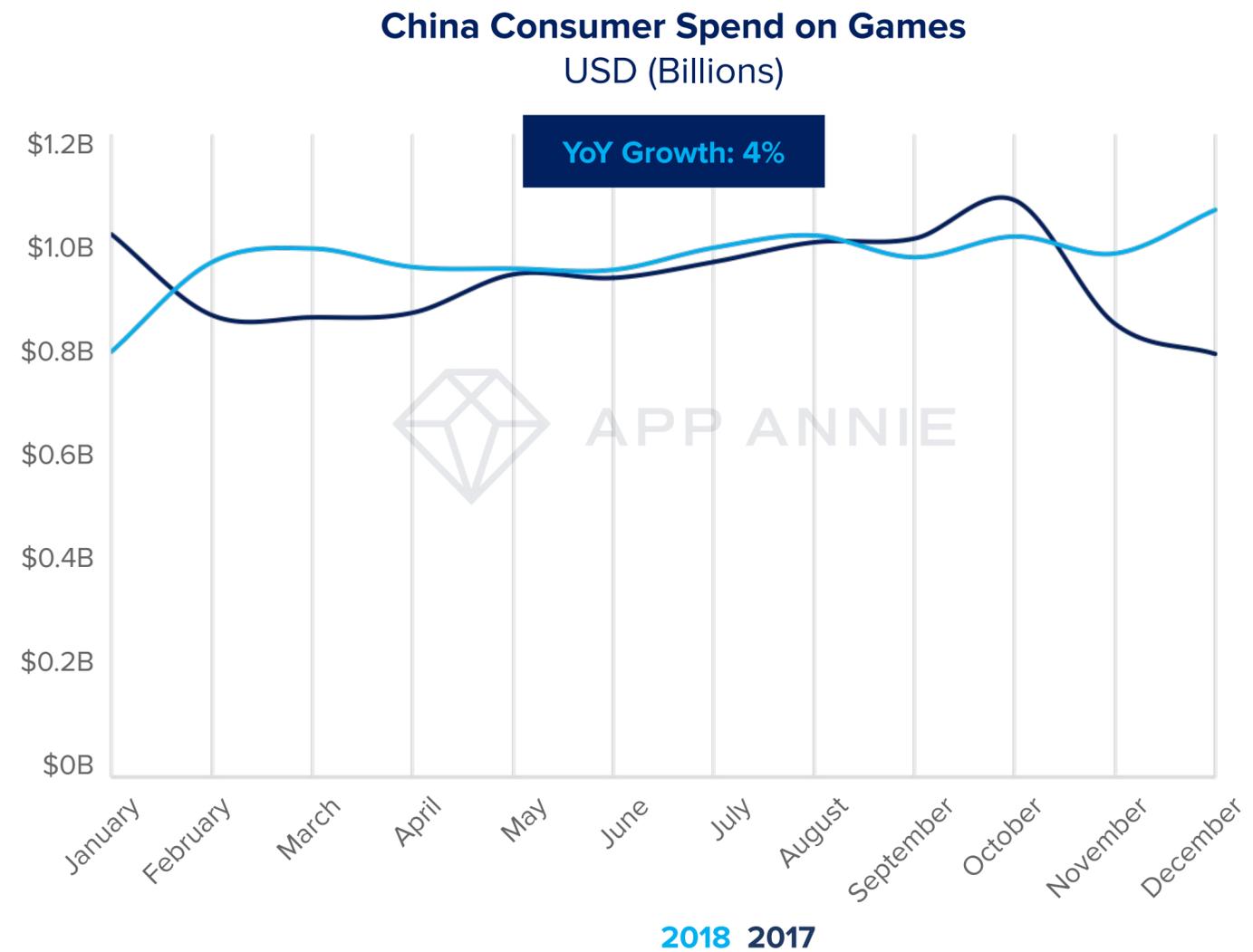
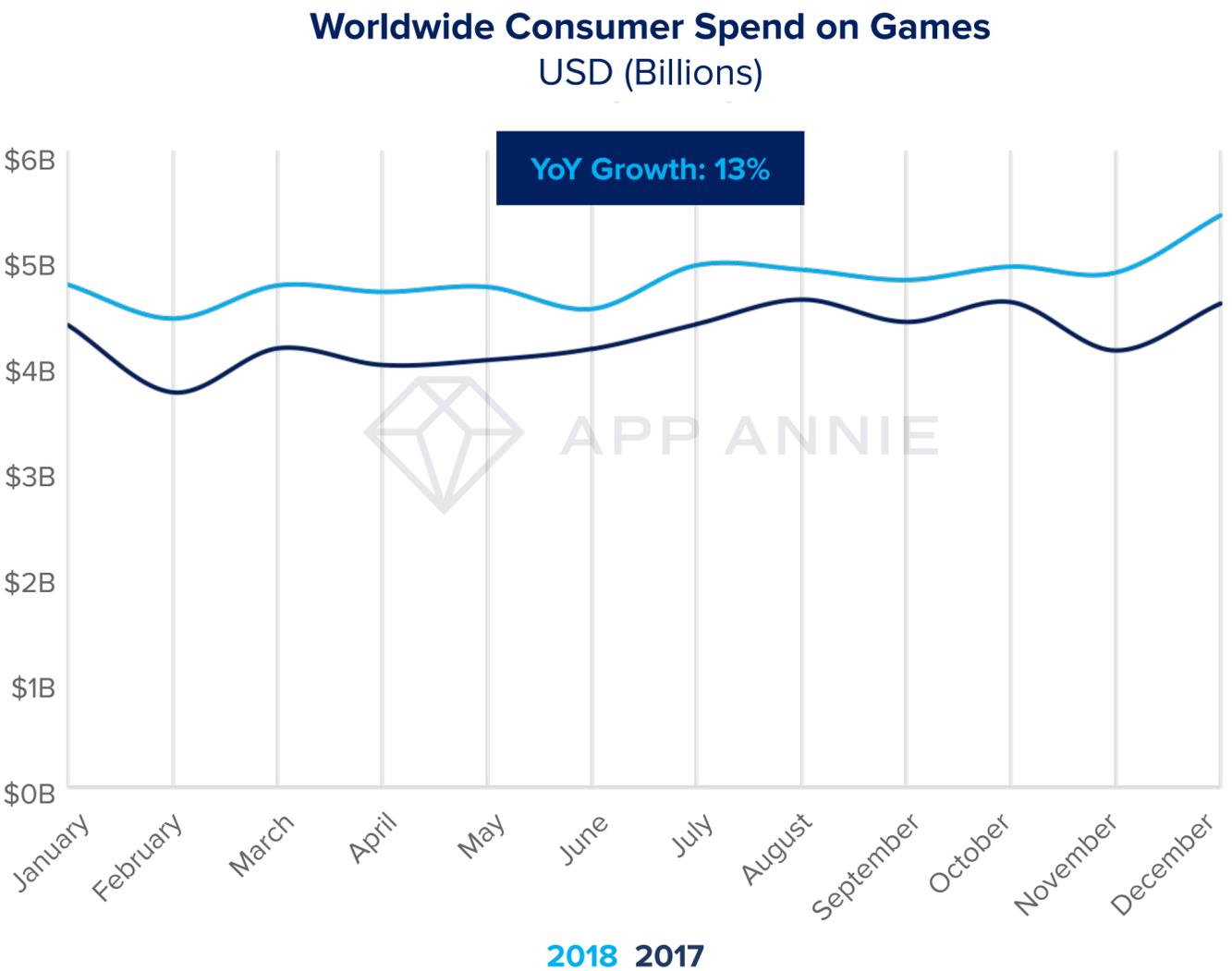
2018 | Top Games by Smartphone MAU

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	US	UK
1	Free Fire	Candy Crush Saga	Anipop	Candy Crush Saga	QuizClash	Ludo King	Disney Tsum Tsum	PUBG MOBILE	Pokémon GO	Candy Crush Saga
2	Candy Crush Saga	Pokémon GO	Honour of Kings	Clash Royale	Candy Crush Saga	Candy Crush Saga	Monster Strike	Clash Royale	Candy Crush Saga	Helix Jump
3	Helix Jump	HQ - Live Trivia Game Show	PUBG: Exciting Battlefield	Pokémon GO	Pokémon GO	PUBG MOBILE	Pokémon GO	Rider	New Words With Friends	Pokémon GO
4	Cartola FC Oficial	Helix Jump	Landlord Poker	FDJ	Helix Jump	Clash of Clans	Puzzle & Dragons	Pmang New Matgo	HQ - Live Trivia Game Show	8 Ball Pool
5	Clash Royale	Wordscapes	Mini World Block Art	Clash of Clans	Clash Royale	Doodle Army 2 : Mini Militia	Knives Out	Everybody's Marble	Helix Jump	MobilityWare Solitaire

Incumbents  
(published prior to 2018)



# China's Growth Was Limited in The Latter Half of 2018 Due to Uncertainty Around Game License Regulation



Note: All totals include applicable digital and physical spending, but exclude ad revenue. Mobile gaming includes iOS App Store and Google Play. Does not include revenue from third-party Android stores.



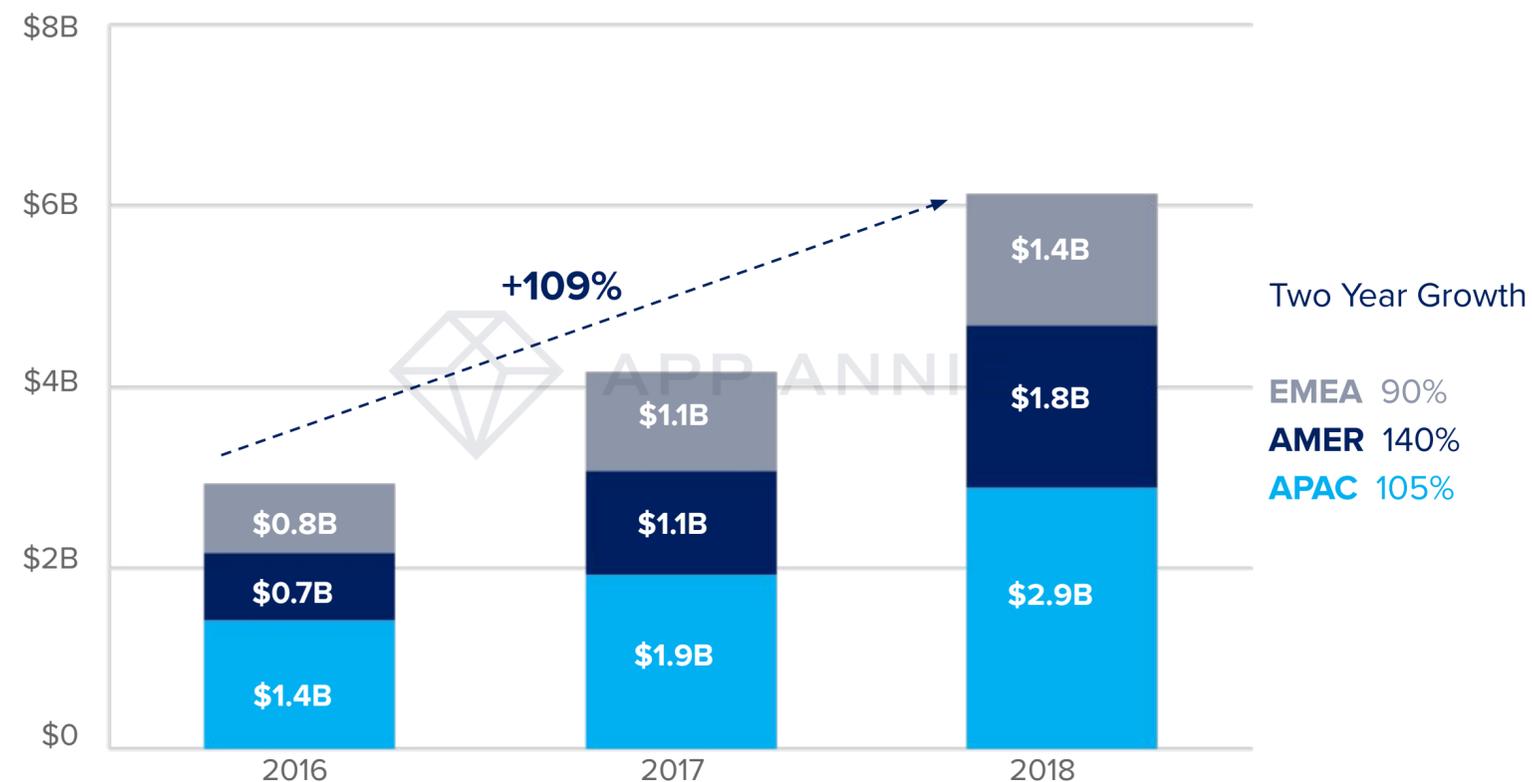
# China-Headquartered Publishers Set Their Sights on Overseas Markets to Accelerate Growth

China game publishers continued to target lucrative global markets outside their home turf and have seen increased success in markets outside of APAC, particularly in the Americas at 140% from 2016.

Despite China's freeze on game approvals, global consumer spend in games from China-headquartered publishers increased in 2018, albeit at a slightly lower year-over-year growth rate. Although [approvals](#) for new game titles will gradually resume in early 2019, Chinese firms will continue to push harder for international expansion, and mergers and acquisitions could become more common.

The demand for mobile games was strong among gamers in China with users [leveraging VPN's](#) to access international marketplaces such as Steam.

Overseas Consumer Spend on Games From China-Headquartered Publishers  
USD (Billions)



*Note: Overseas is represented by all markets outside of mainland China; China-headquartered publishers only includes publishers headquartered in China whose parent company is also headquartered in China. Excludes foreign subsidiaries of China headquartered publishers.*

**RETAIL**

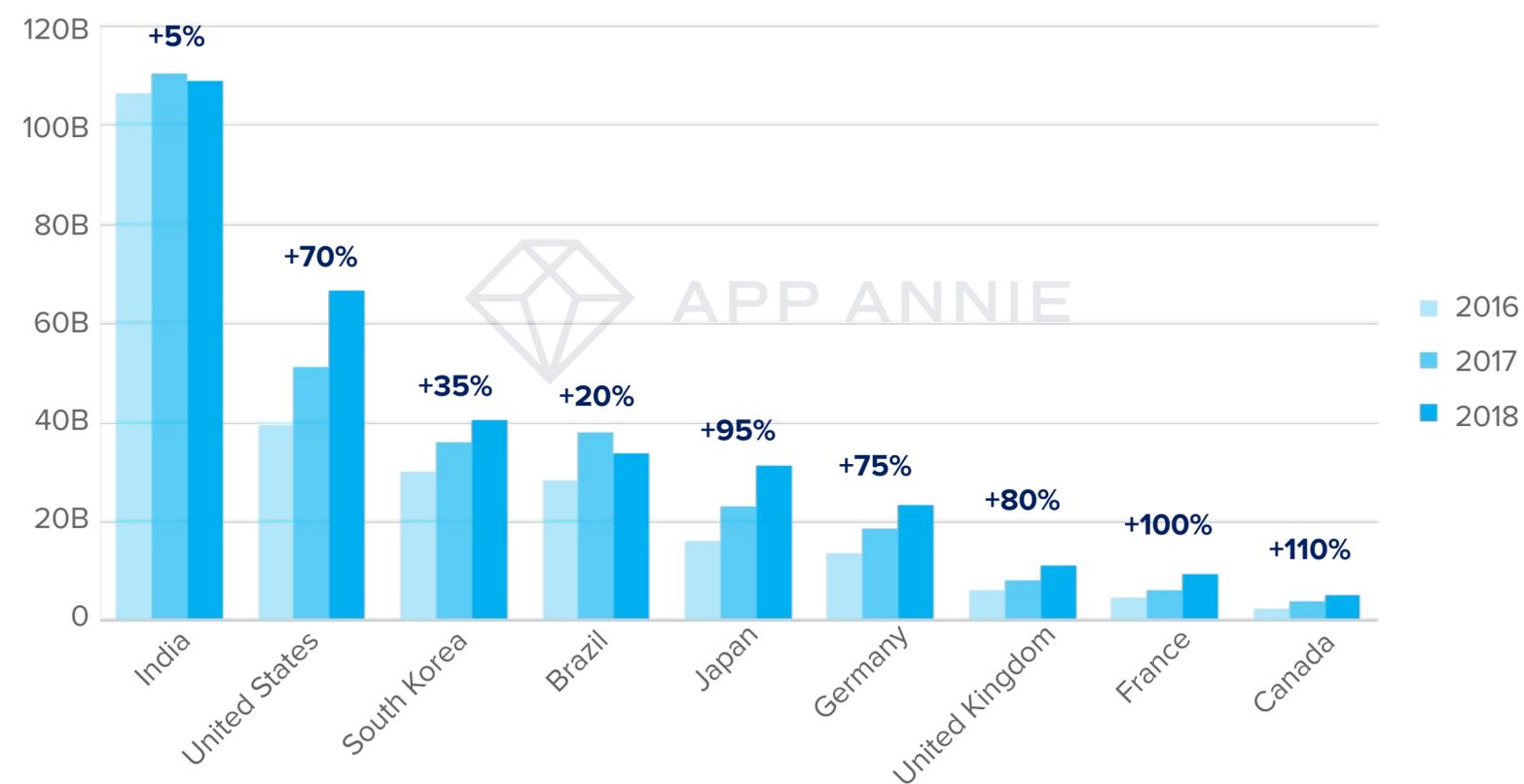


# Global Time Spent in Shopping Apps Grew to 18 Billion Hours in 2018, up 45% From 2016

Globally, November 2018 marked the biggest mobile shopping month of all time by total time spent. Sessions — akin to foot traffic — grew 65% globally over 2 years. In the US, mobile shopping took off and sessions grew 70% over 2 years. Thailand, in particular, saw incredible growth at 475% from 2016.

China saw a massive amount of total sessions in Shopping apps in 2018 — 7x and 11x as many sessions as India and the US, respectively. This is both a factor of a large device base and the prevalence of mobile shopping.

Total Sessions in Shopping Apps  
Two Year Growth



Note: Android phone



# Time Spent in Shopping Apps Correlates Strongly with E-Commerce Sales

Mobile has taken over share of wallet for US consumers. Retailers leveraged mobile to drive both in-store and digital traffic. Digital sales, in particular, saw strong correlation with growing mobile engagement. The US has historically been slower to adopt mobile as its primary form of retail shopping. However, 2018 marked a turning point for both consumer behavior and corporate priorities. Brick-and-Mortar retailers like [Target](#), [Walmart](#) and [Nordstrom](#) are leveraging mobile for accessible loyalty programs, point-of-sale payments, in-store efficiencies, product information, in-store mapping and purchase fulfilment. Along with competition from savvy digital-first retailers, this has fueled growth in time spent, and therefore digital sales.

Globally, mobile is set to comprise nearly [75%](#) of total e-commerce transactions by 2021.

Correlation of Quarterly Digital Sales and Time Spent in Shopping Apps  
Q1 2014 — Q3 2018 | United States



Source: US Census and App Annie;  
Time Spent on Android phone

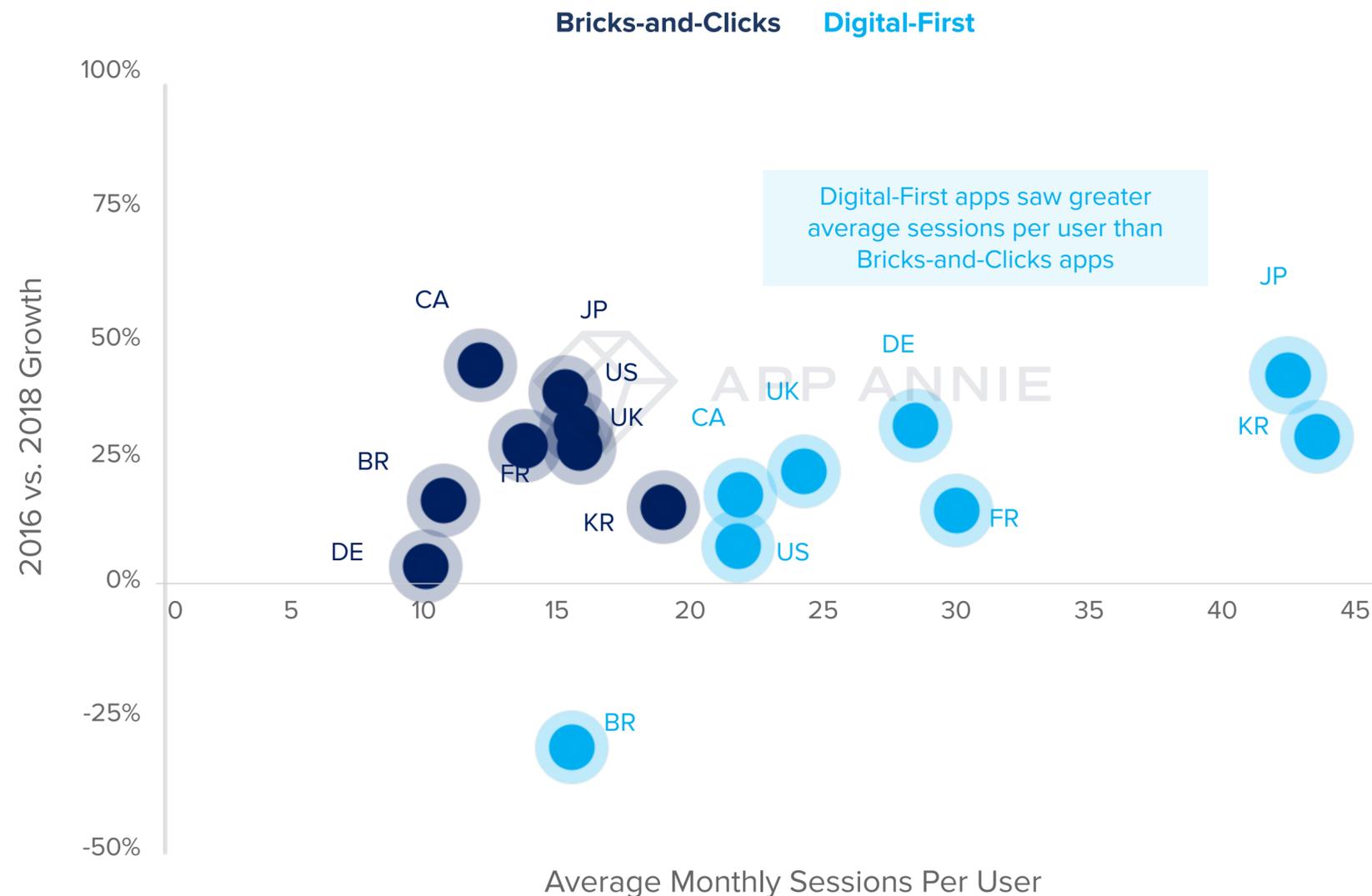


# Engagement Grew for Bricks-and-Clicks Retailers in 2018

Digital-First retail apps saw 1.5 – 3x more average sessions per user than apps from Bricks-and-Clicks retailers. However, Bricks-and-Clicks retailers made strides to close this gap in 2018. Retailers like [Nike](#) leveraged mobile for innovative and engaging [in-store experiences](#) such as reserving sizes in-store, accessing rewards and receiving assistance from an employee in-store when desired.

The bottom line is Digital-First retailers have so far, on average, done a better job catering to mobile shoppers than Bricks-and-Clicks retailers. However, Bricks-and-Clicks retailers are beginning to embrace mobile's transformative power – through m-commerce and enhanced in-store experiences – to grow their top line.

### 2018 | Engagement in Digital-First vs. Bricks-and-Clicks Apps



Note: Android phone; Average of Top 5 apps by time spent

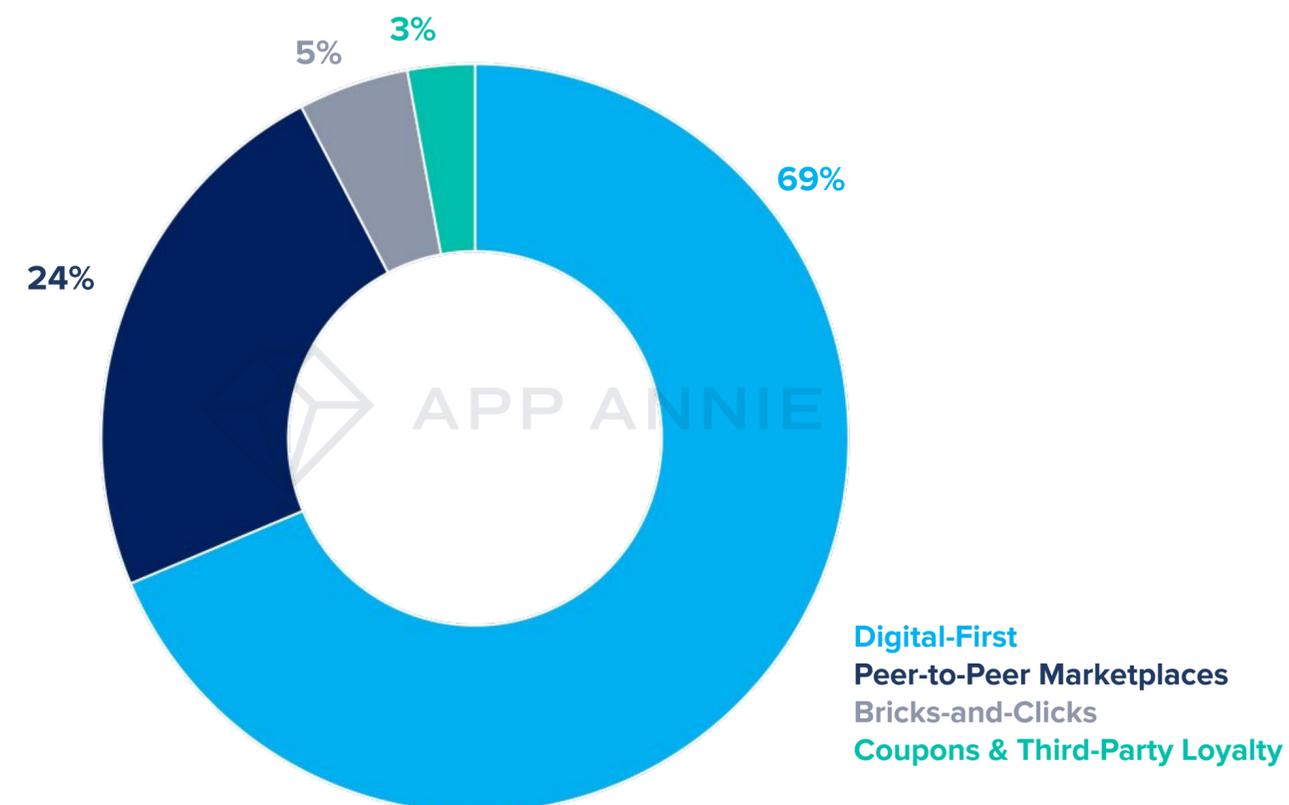


# Peer-to-Peer Marketplaces Were the 2nd Most Popular Way to Shop on Mobile in 2018

Among the top 50 downloaded shopping-related apps worldwide in 2018, Digital-First retailers' apps — represented over 1B downloads, or 69% of the total. Peer-to-Peer Marketplaces — apps that enable individuals to exchange goods without having a designated “digital” storefront — also saw high demand, ranking second for downloads, 24% of the total, and 5x the downloads seen by Bricks-and-Clicks retailers.

[Shopee](#), [eBay](#), [MercadoLibre](#), [letgo](#) and [OLX](#) the top 5 Peer-to-Peer Marketplace apps by downloads, respectively in 2018 — have a broad global footprint and represent a class of app that is **uniquely suited** to succeed on mobile and offer an additional channel for consumers on top of traditional retail.

2018 | Global Demand for Shopping-Related Apps  
Among Top 50 Shopping-Related Apps  
by Worldwide Downloads



Note: iOS and Google Play Stores



# Mobile Fueled Flash Sales and Shopping Events to Record Levels in 2018

Alibaba's Singles' Day brought in [\\$30.8 billion](#) in 24 hours on November 11, 2018, marking it the biggest single e-commerce day in history. Thanksgiving, Black Friday and Cyber Monday also saw record time spend, and record consumer spend, in shopping apps in the US. [Mobile](#) was responsible for 34% of revenue on Black Friday and Cyber Monday — the latter day at 50% growth in total mobile revenue year over year — and more than half of total online visits on Cyber Monday for the first time ever. Mobile's growing share of traffic and sales indicates mobile's increasing role in both the consideration and purchase phase of the shopper's journey.

[Amazon](#)'s Prime Day attracted its biggest crowd to date, up 15% in the US, and saw a sustained lift in daily active users in the weeks to follow. Even travel companies went after a piece of the shopping pie in 2018 with Travel Deal Tuesday — following Cyber Monday.

# \$30.8B

*Spent globally in 24 hours on Alibaba's Singles Day 2018*

# 130M Hrs

*Spent in the weeks of Black Friday and Cyber Monday in the US on Android devices, up 20% year over year*

# \$5B

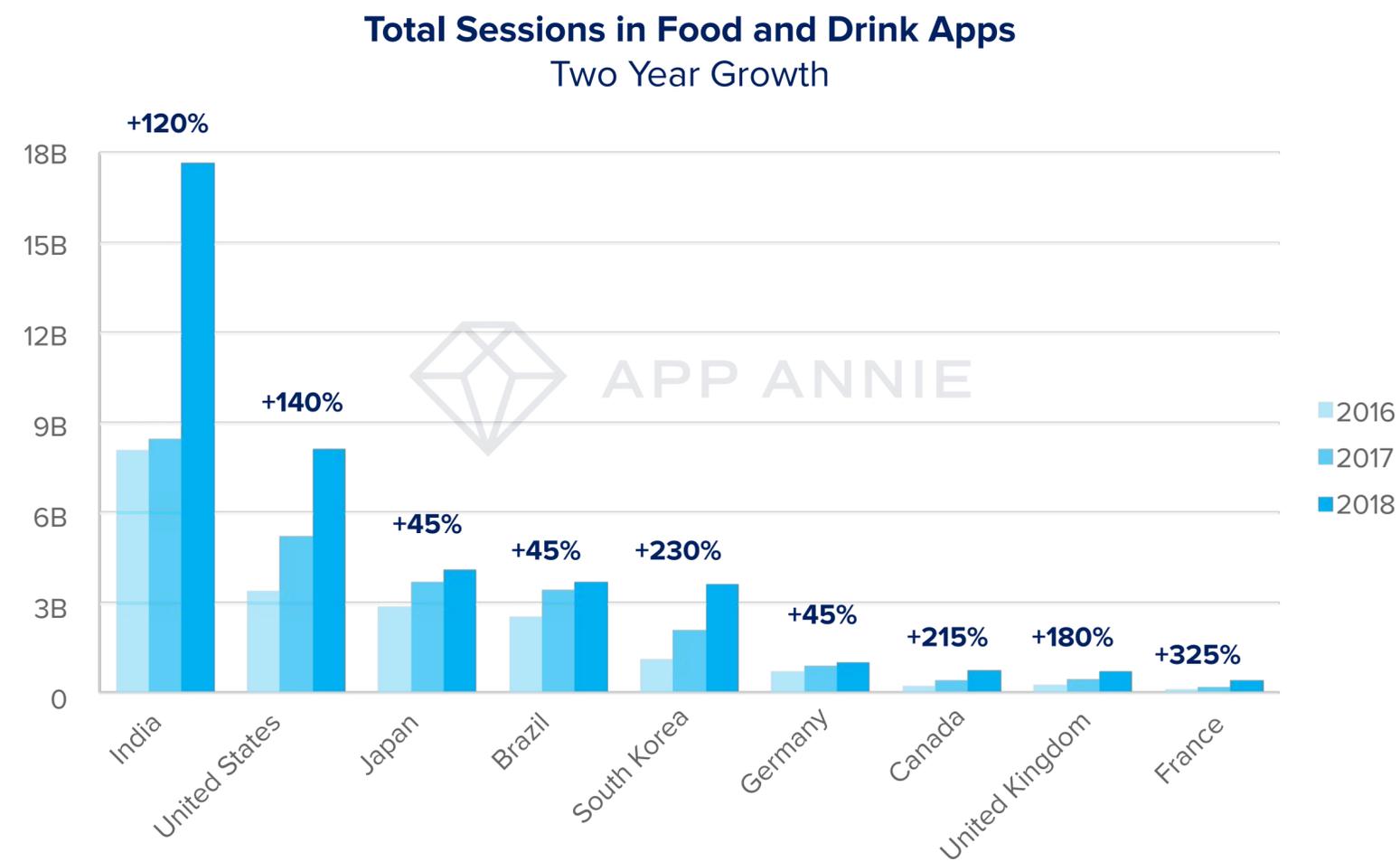
*Spent on mobile on Thanksgiving, Black Friday and Cyber Monday*

# **RESTAURANTS & FOOD DELIVERY**



# Globally, Consumers Sourced Food & Drinks Through Apps 130% More Often in 2018 Than 2016

There was dramatic growth in sessions of Food and Drink apps across the board — France led the pack at 325% growth from 2016 to 2018, followed by Australia at 300% and South Korea at 230%. India saw an explosion of sessions growth in Food and Drink apps in 2018, up 120% from 2016. This is fueled by growth in both fast food apps (QSR — Quick Service Restaurants) and the rise of food delivery services. Mobile bridges the physical and digital and has enabled the brick-and-mortar food and drinks industry to build a strong — and growing — presence in an ever more digital world.



Note: Android phone

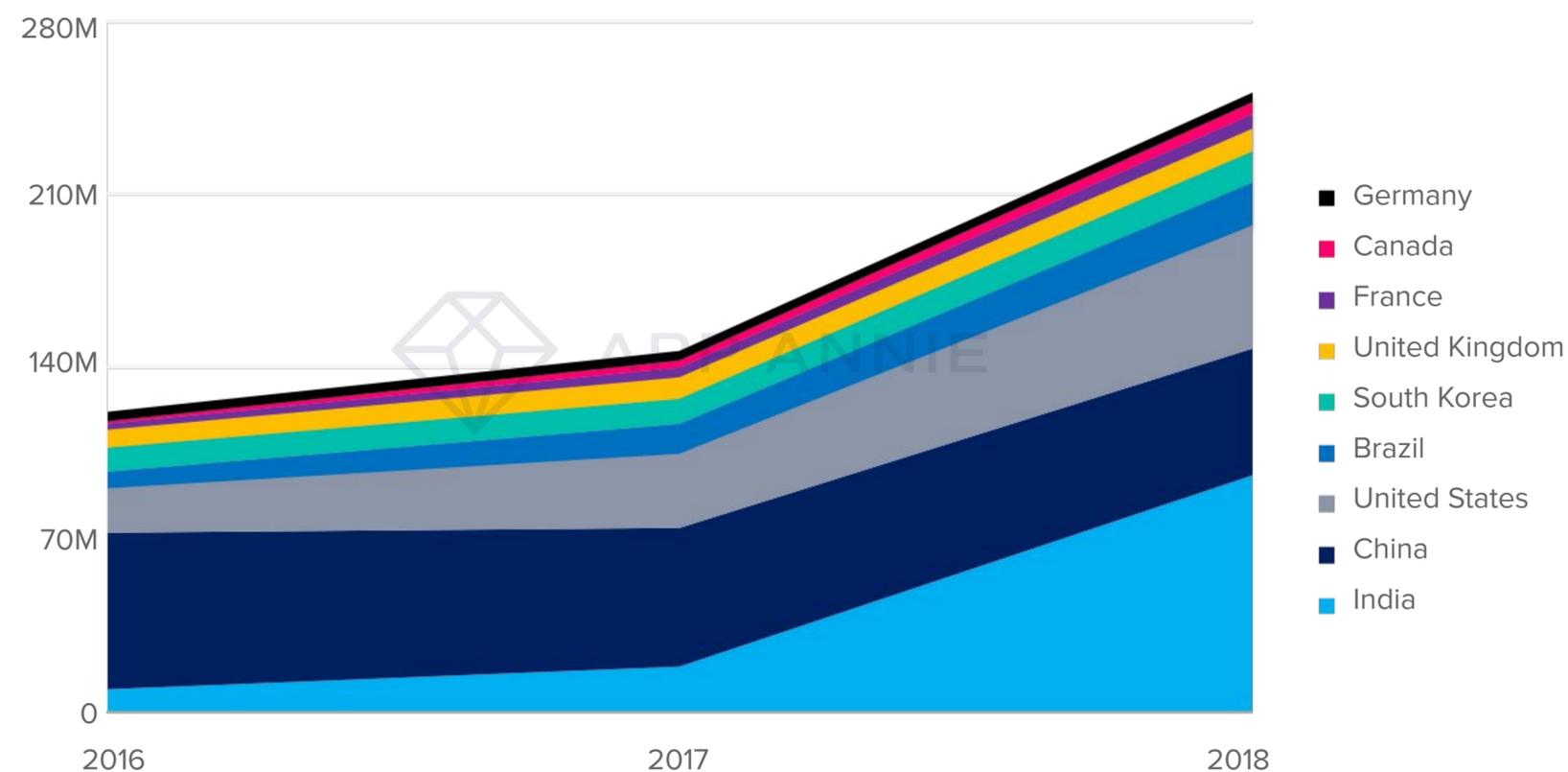


# Food Delivery Apps Fill a Need for Consumers and Saw Rapid Growth in 2018

Globally, downloads of the top 5 food delivery apps have grown 115% in 2018 vs. 2016. [UberEATS](#) and [Zomato](#), respectively, were the top two food delivery apps by worldwide downloads in 2018. Of the markets analyzed, India saw the strongest growth at 900%. But food delivery apps were also in high demand for western markets like Canada and the US, up 255% and 175% respectively.

[Starbucks](#) — a leader in the Food and Drinks space — has established a delivery program in China and has [announced](#) plans to bring this to the US in 2019. In partnership with [UberEATS](#), Starbucks will use delivery to improve convenience, increasing throughput in areas without a drive-through location. In this example, mobile provides the conduit for more streamlined mornings and removes friction for a daily routine — a powerful example of mobile’s transformation of our daily rituals.

Downloads of Top 5 Food Delivery Apps



Note: iOS and Google Play Stores; China is iOS only; Includes only apps with food delivery as a primary function; Excludes restaurant apps with delivery as a feature



# QSR's Leverage Loyalty Programs to Make Inroads in 2018

Loyalty programs in top QSR apps were especially prominent in the US, UK, China and Japan in 2018. Loyalty programs incentivize repeat orders and allow for more personalized and relevant offers and notifications to be delivered to each user.

In the US, [McDonald's](#) and [Chick-fil-A](#) leveraged promotional text to market flash deals for consumers — a strategic App Store Optimization (ASO) tactic that, unlike most — such as description, logo and keyword bank updates — does not require a full version update.

2018 | Top 5 QSR Apps by Smartphone MAU

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	UK	US
1	McDonald's App	Starbucks USA	KFC	McDo France	McDonald's Germany	Domino's Pizza India	McDonald's Japan	Starbucks Korea	Domino's Pizza UK	Starbucks USA
2	Burger King Brasil	McDonalds Canada	Starbucks China	KFC Fidélité	Burger King Loyalty	McDelivery India West & South	Skylark	이디야멤버스	Costa Coffee Club	McDonald's
3	BURGER KING Brazil	Tim Hortons	Pizza Hut China	Domino's Pizza France	SUBCARD Deutschland	Pizza Hut India	Sushiro	BURGER KING KOREA	Starbucks USA	Domino's Pizza USA
4	Starbucks Brasil	Domino's Pizza Canada	Luckin Coffee瑞幸咖啡	Burger King France	McDonald's Bonn Gutscheine App	Starbucks India	KFC	McDelivery Korea	SUBCARD UK & Ireland	Chick-fil-A
5	Starbucks USA	Pizza Pizza	McDonald's China	Sushi Shop France	McDonald's App	KFC India	Marugame Seimen	커피빈 멤버스 클럽 (Coffeebean Members Club)	KFC Colonel's Club	Dunkin' Donuts

Loyalty Features

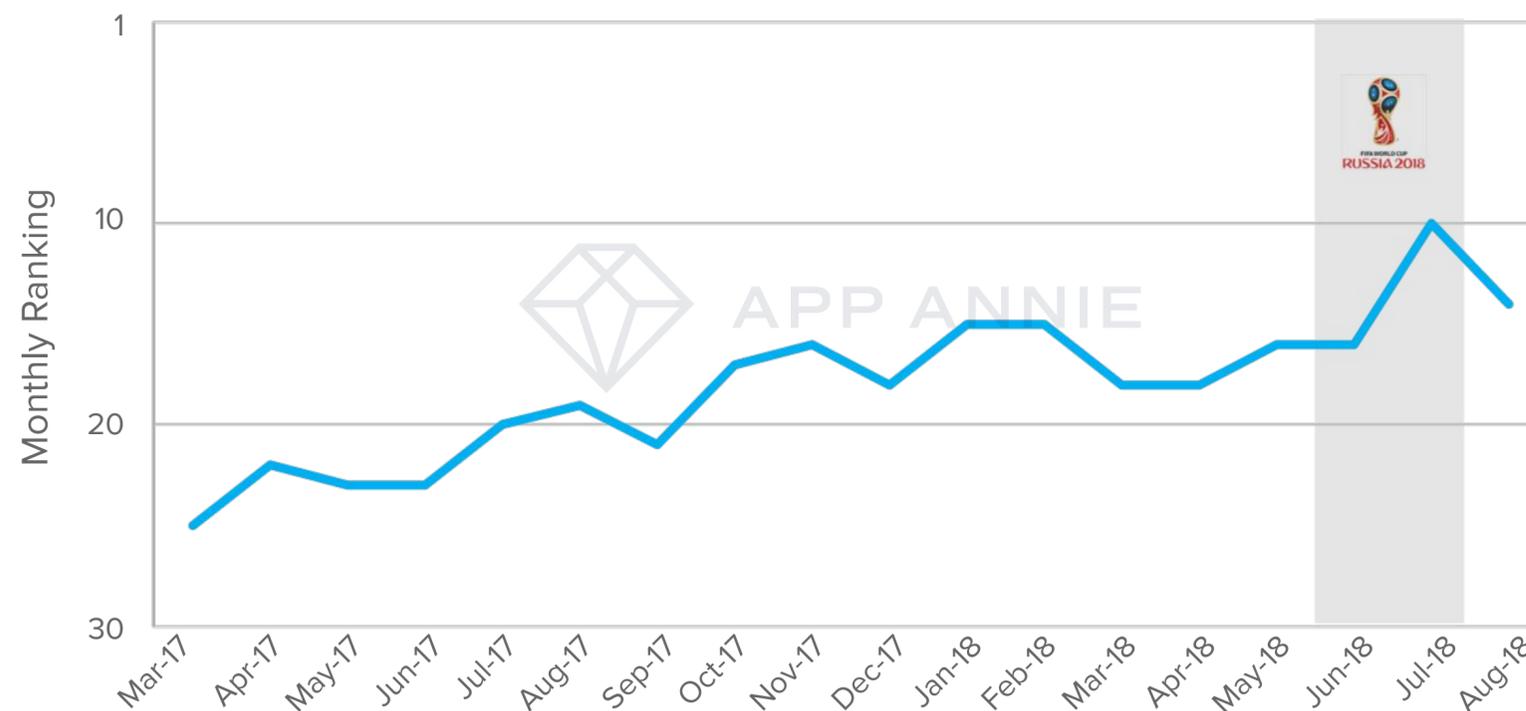


# Mobile Apps Drove Innovation in QSR Promotions

[McDonald's UK](#) overhauled its app experience, including the launch of [McDelivery](#) in partnership with *UberEATS*, and invested heavily in World Cup 2018 promotions to drive adoption. The efforts paid off and the app shot to #10 by smartphone MAU in July 2018, up 10 ranks year-over-year.

[Burger King](#) leveraged location-based offers within 600-feet of a McDonald's to unlock a [Whopper for 1 cent](#) through its app in December 2018. Mobile offers a treasure trove of data on consumer preferences and can be leveraged for strategic personalized and relevant promotions such as this. These efforts paid off — Burger King hit #1 for daily iPhone downloads of Food and Drink apps in the US on Dec 4, and retained that rank for 9 straight days. Not to mention, the app hit #2 on Dec 5 for overall downloads. This was a significant jump in performance relative to November 2018.

**McDonald's UK Smartphone MAU Ranking**  
Among Food and Drink Apps | UK



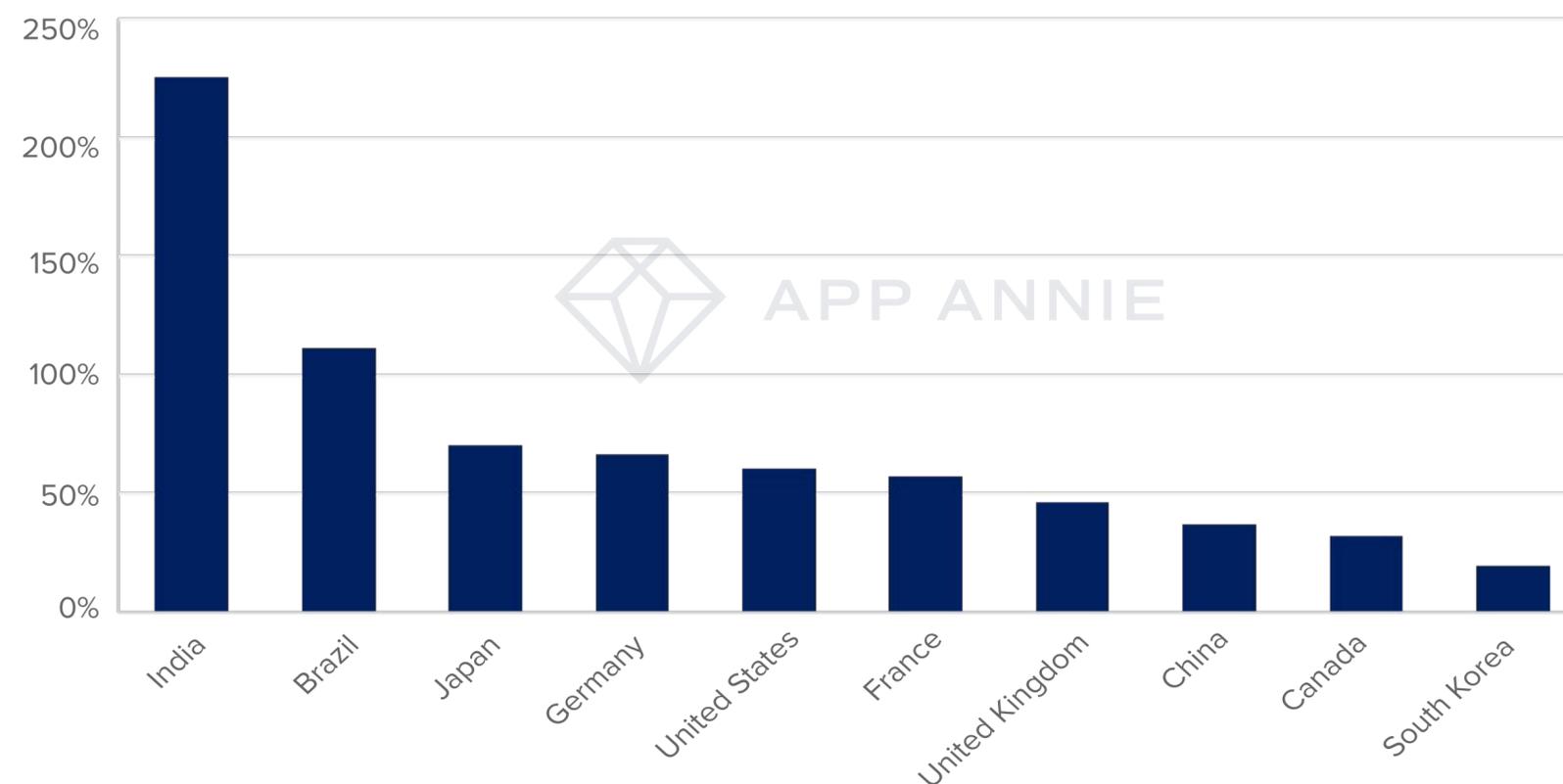
# **BANKING & FINANCE**



# Global Downloads of Finance Apps Hit 3.4B in 2018, up 75% From 2016

Of the selected markets, emerging markets like Brazil, India and Indonesia saw the strongest growth in app downloads from 2016 to 2018. Notably, Indonesia experienced nearly 400% growth in Finance app downloads from 2016. This is due to demand for both banking and fintech apps. With a global install base of over 4 billion devices, mobile can go a long way in [banking the unbanked](#) — particularly through branchless banks — as well as democratizing fintech services like investing (such as [Acorns](#) in the US), money transfers (such as [Revolut](#) in the UK), consumer loans (such as [Kredivo](#) in Indonesia), and microloans as alternatives to credit cards (such as [AfterPay](#) in Australia).

Growth in Finance App Downloads  
2016 vs. 2018



Note: iOS and Google Play Stores; China is iOS only

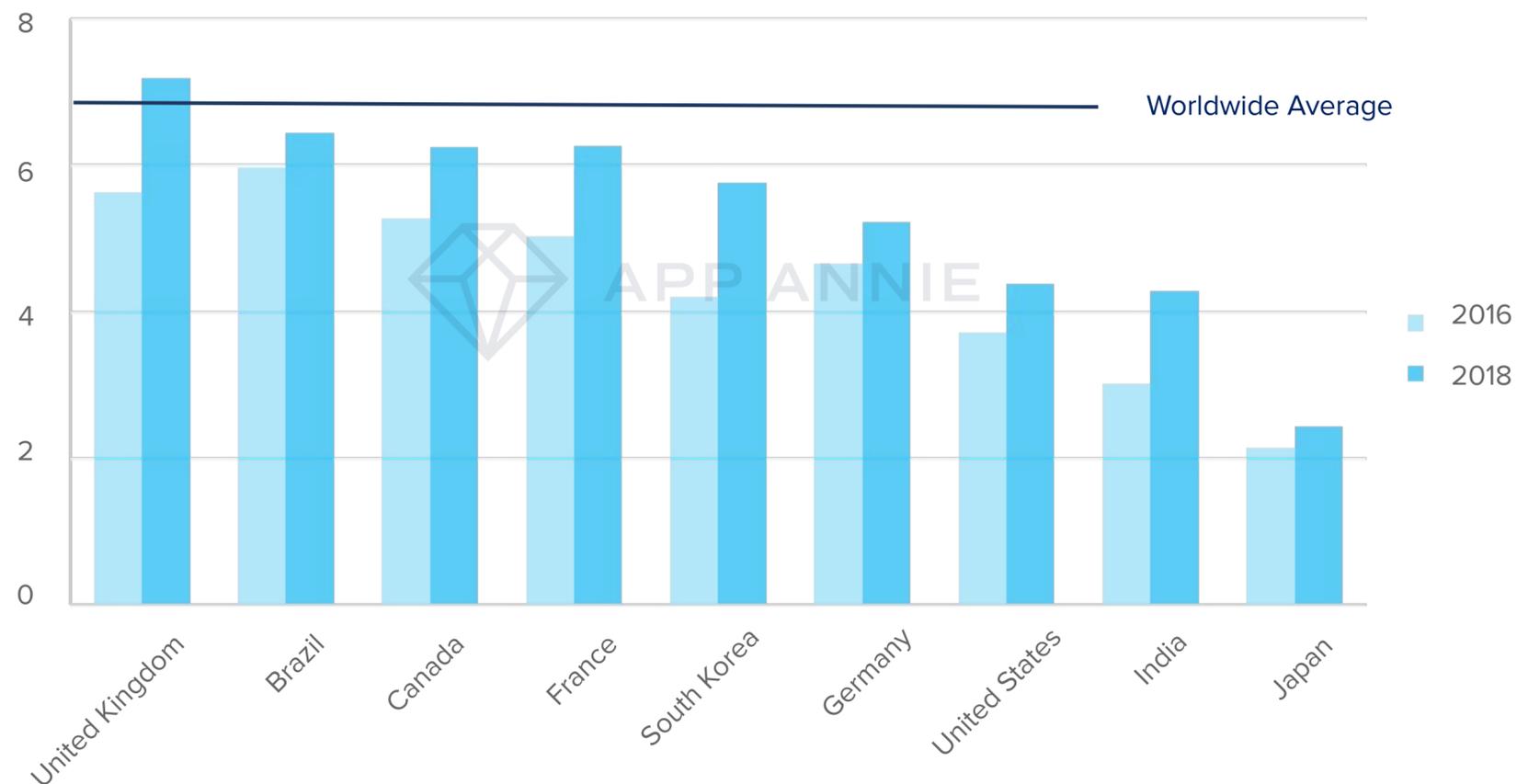


# The Average User Checks Their Bank Account on Mobile Nearly Daily in 2018, up 35% From 2016

In 2018, users in the UK checked their bank apps over 7x a week, a reflection of the UK as a fintech hub. This has put pressure on traditional banking to maintain their relevance in the face of fintech competition. Users in Australia checked their bank apps nearly 10x per week, fueled by an embedded culture of peer-to-peer transfers within banking apps. By contrast, banking apps in Japan only feature wire transfers and subsequently saw one-third of the global average weekly sessions per user in 2018, despite 15% growth from 2016.

Overwhelmingly, retail banking apps topped the average MAU charts for finance apps due to synergies from existing user bases and mobile's replacement of traditional in-person services and physical interactions. Not only does this decrease friction for a consumer, it has significant cost-savings potential for banks. Increasingly, we trust mobile apps with our most sensitive information and are engaging with retail banking brands more frequently than ever before across the board.

Average Weekly Sessions Per User  
In Top 5 Retail Banking Apps



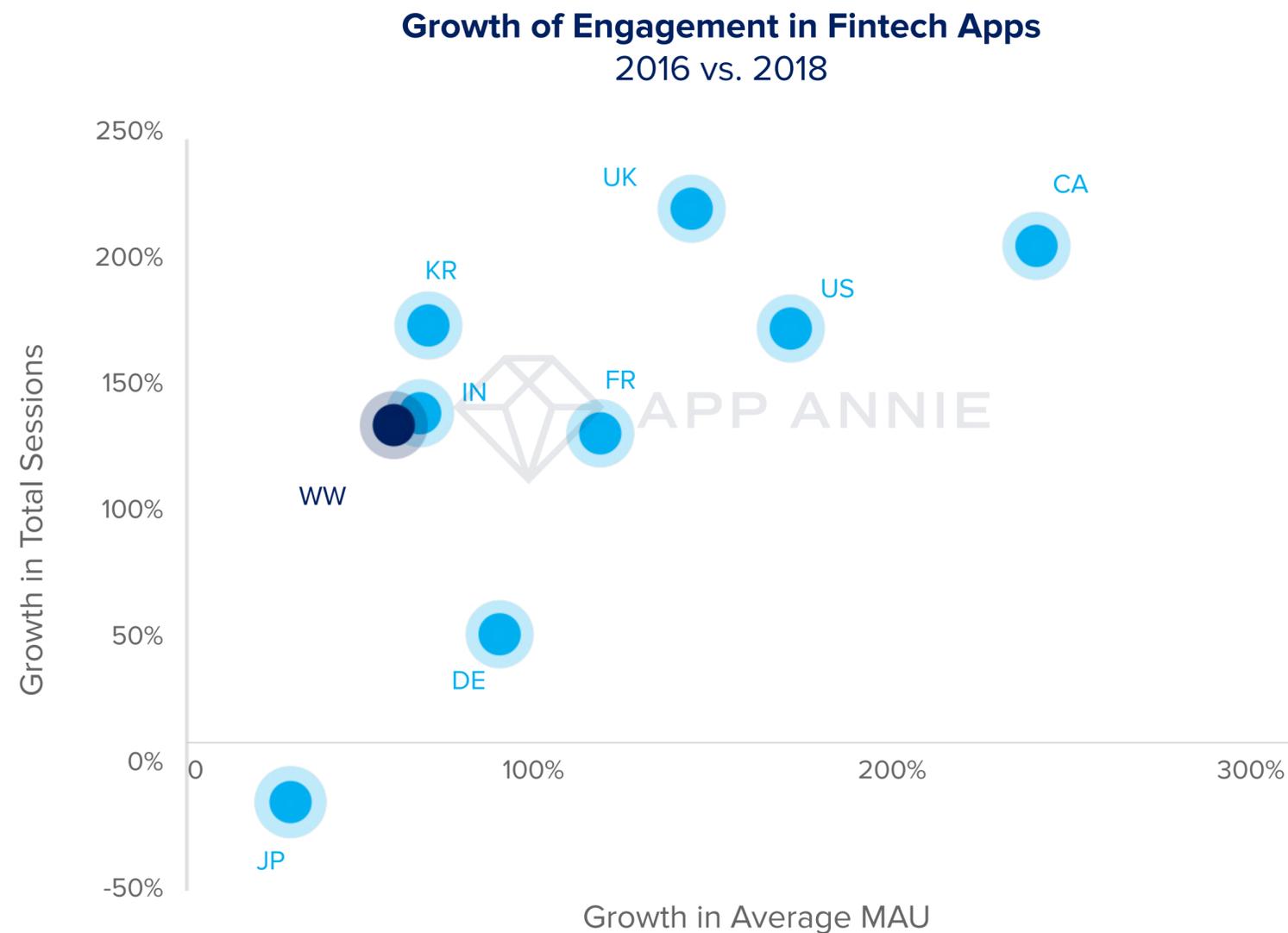
Note: Android phone; Top 5 by MAU, Worldwide average is top 10 by MAU



# Fintech Apps Carve Out Larger User Bases and Foster Habit-Forming Behaviors

Growth in sessions of top fintech apps indicate the stickiness of these services and their ability to become weekly — even daily — habits that slot into existing preferences like checking the stock markets and shopping. Canada, Australia and Indonesia saw stand-out growth in total sessions (a measure of frequency of use) and average MAU (total user base).

2018 marked a turning point for fintech apps, with many making a move into consumer banking. [Venmo announced](#) a debit card with a mobile app-only application process and [Revolut secured](#) a European banking license and plans to open checking and savings accounts, as well as retail and business lending options. With strong adoption, and a mobile-first strategy, fintech companies represent a clear disruptive threat to the traditional retail banking industry.



Note: Android phone; Worldwide excludes China; Top 5 Fintech Apps by average MAU

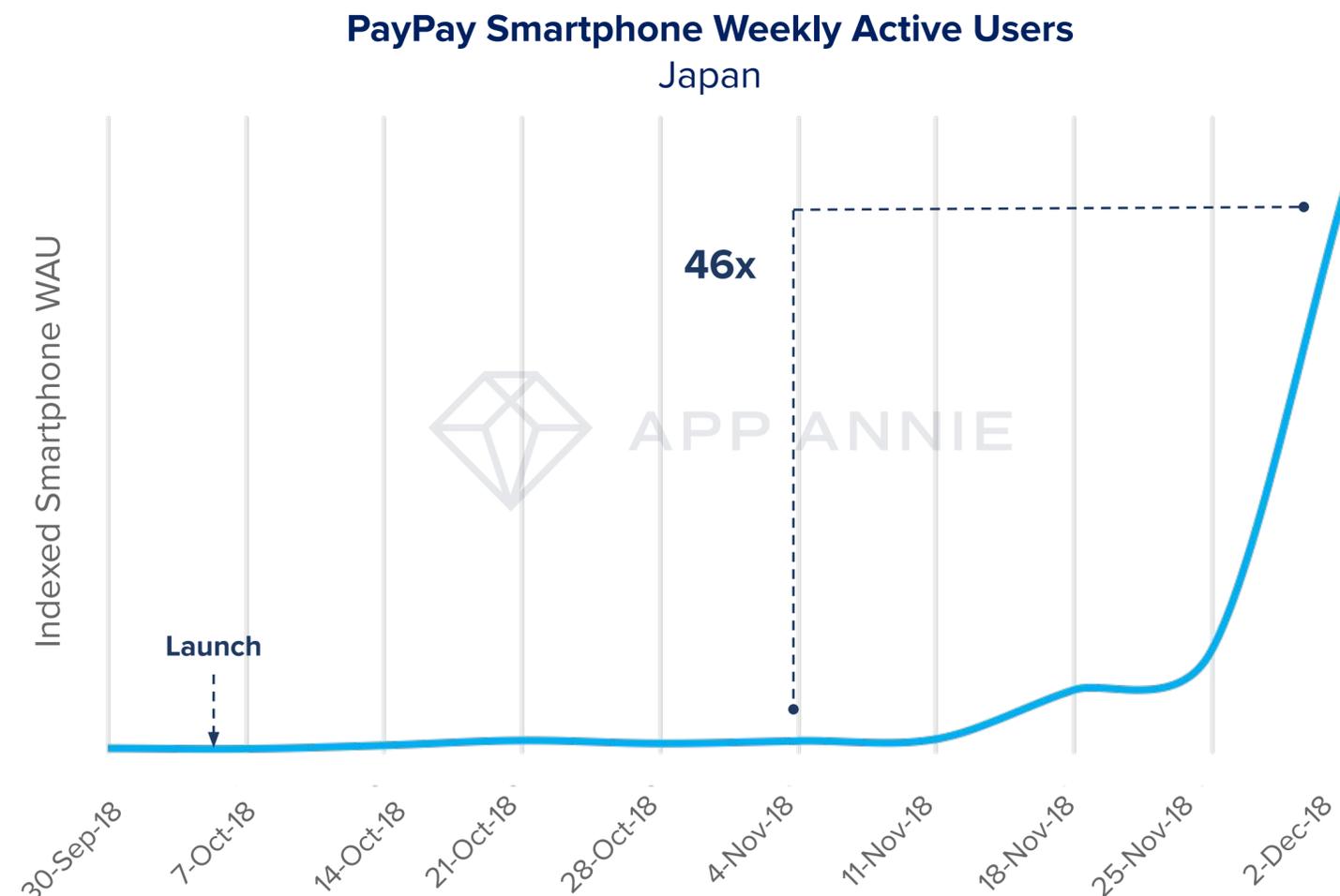


# Point-of-Sale Fintech App PayPay Saw Meteoric Rise in User Base in First Two Months

[PayPay](#) is a fintech app by [Softbank](#) in Japan that allows users to pay in-store by scanning a QR code linked to a Yahoo! Wallet account. The app has seen phenomenal adoption since its October 2018 launch. Its smartphone weekly active users (WAU) in Japan have grown 46x over the 4 weeks ending the week of December 2, 2018.

Part of *PayPay*'s success is from SoftBank and Yahoo! Japan's 20% cashback promotion to encourage adoption. Notably, SoftBank mobile customers also have a 1 in 40 chance for a full refund up to 100,000 JPY (approximately \$900 USD). It is also partnered with [PayTM](#) from India through the SoftBank Vision Fund.

Strategic partnerships and heavy promotions have helped propel rapid adoption of PayPay. The frictionless experience and convenience offered through mobile can help carve out a significant place in existing app habits among Japan's smartphone users.



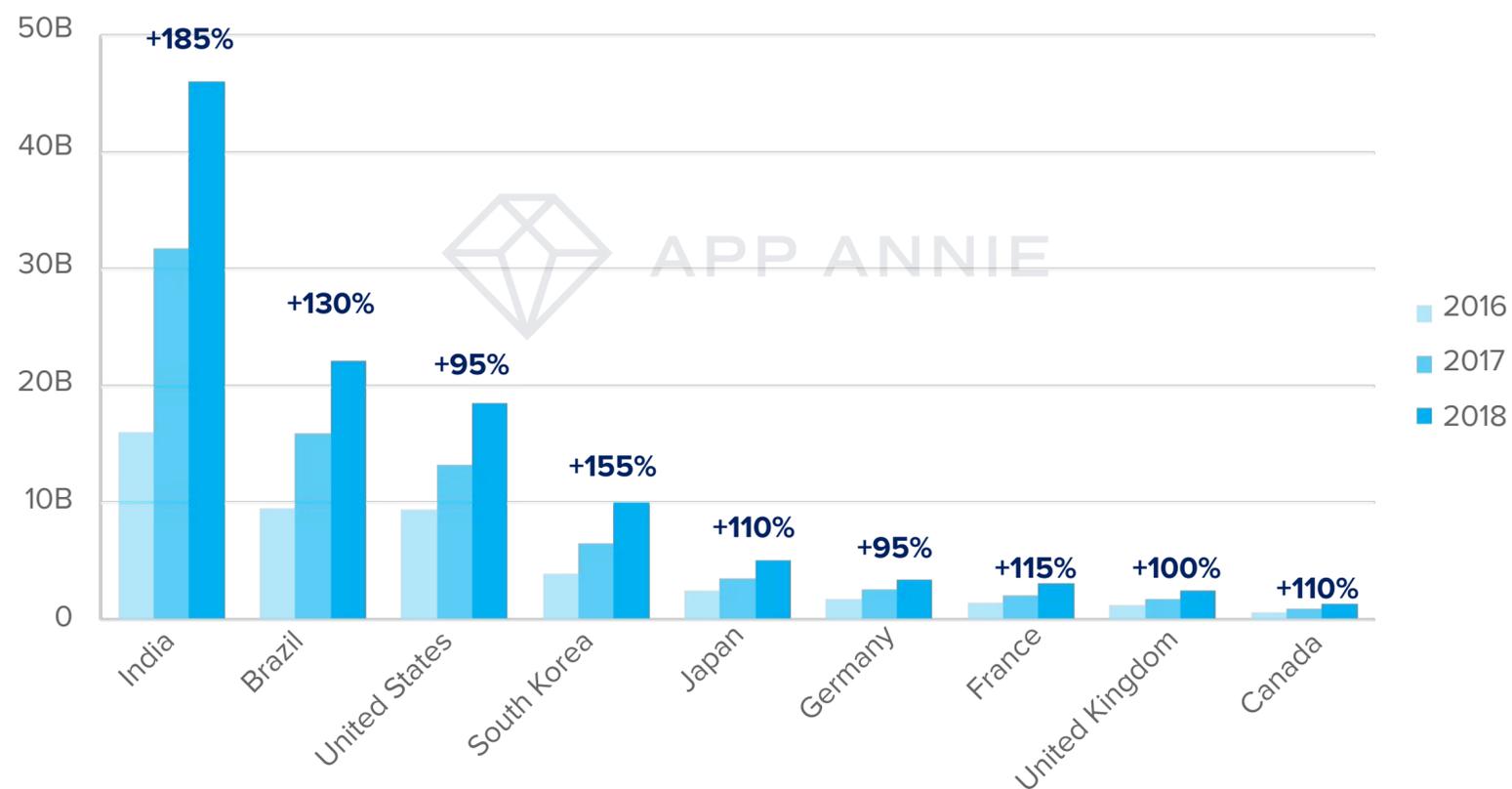
# VIDEO STREAMING



# Time Spent in Top 5 Video Streaming Apps up 140% in 2018 vs. 2016

Australia, India, Indonesia, South Korea and Thailand all saw over 140% growth in time spent in the top 5 video streaming apps in 2018 vs. 2016. This is an indication of consumption habits shifting from desktop and television to mobile. Convenience trumps all, even the smaller screen size.

Hours Spent in Top 5 Video Streaming Apps  
Two Year Growth



Note: Android phone



# YouTube Dominates Globally for Time Spent, Except in China

[YouTube](#) was the #1 app by time spent in video streaming apps for all markets except China, including worldwide, for 2016, 2017 and 2018. Globally, *YouTube* accounted for 9 of every 10 minutes spent in the top 5 video streaming apps in 2018. [YouTube Kids](#) also ranked highly in Brazil, Canada and Australia.

Game-streaming app [Twitch](#), ranked in the top 5 by time spent in Canada, Brazil, US, Australia, South Korea and France — an indication of the growing popularity of mobile gaming and esports.

2018 | Top 5 Video Streaming Apps by Time Spent

	China	India	Brazil	US	South Korea	Japan	Germany	France	UK	Canada
1	Tencent Video	YouTube	YouTube	YouTube	YouTube	YouTube	YouTube	YouTube	YouTube	YouTube
2	iQIYI	Hotstar	Netflix	Netflix	AfreecaTV	niconico	Netflix	Netflix	Netflix	Netflix
3	Youku	JioTV	YouTube Kids	Hulu	Twitch	Amazon Prime Video	Amazon Prime Video	myCANAL	BBC iPlayer	Twitch
4	bilibili	Amazon Prime Video	Twitch	Amazon Prime Video	pooq	AbemaTV	Twitch	Twitch	BBC Sport	YouTube Kids
5	ImgoTV	Voot	Globo Play	Twitch	oksusu	dTV	BILD	Molotov	Amazon Prime Video	Amazon Prime Video

Note: Android phone



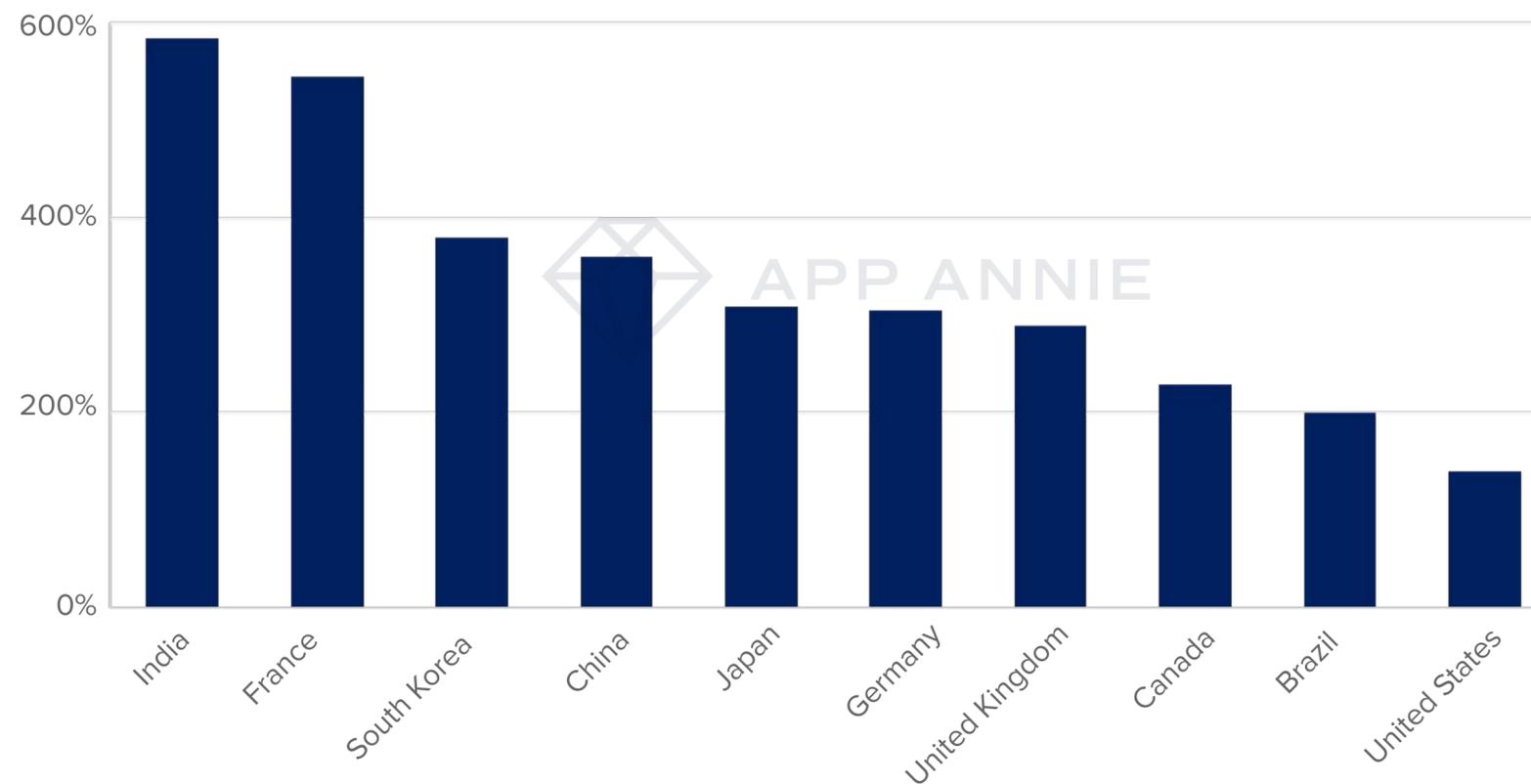
# Consumer Spend in the Top 5 Video Streaming Apps Exploded in 2018

App store consumer spending in the top 5 video streaming apps worldwide grew 285% in 2018 versus 2016. This is predominantly driven by subscription revenue. [Netflix](#) was the top app by annual consumer spend in nearly every country and nearly every time period from 2016 to 2018.

*YouTube* was in the top 5 for consumer spend in 2018 in Australia, Canada, France, South Korea, UK and the US. Users spend an especially long time in the YouTube app, clearly consuming a lot of content, and this is convincing many to subscribe in order to remove ads, to play in the background and to download videos for offline viewing.

2018 marked heavy fragmentation in the market, with each provider wanting to own their content. The launch of Disney's streaming service Disney+ is set to disrupt the market in 2019.

**Growth in Consumer Spend in Top 5 Video Streaming Apps**  
2016 vs. 2018



*Note: iOS and Google Play Stores; China is iOS only*



# Movie and TV Streaming Services Dominate Top Consumer Spend Charts for Video Streaming

Globally, over \$2.2B was spent on the top 5 video streaming services in 2018. [Netflix](#) held its #1 position in 2018 as the most lucrative video streaming app worldwide. However, sports streaming was a large drawcard for streaming services — fueled by league sports as well as cyclical events such as the 2018 Winter Olympics and FIFA World Cup 2018.

Live streaming apps such as [BIGO LIVE](#) and [Nonolive](#) were particularly lucrative in APAC, ranking among global and local strongholds such as [AbemaTV](#) in Japan and [Viu](#) in Indonesia and Thailand.

2018 was a breakout year for [Tencent Video](#) and [Youku](#) — consumer spend in China for the two apps grew 745% and 770% from 2016 to 2018, respectively.

2018 | Top Video Streaming Apps by Consumer Spend

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	UK	US
1	Netflix	Netflix	Tencent Video	Netflix	Netflix	Netflix	Showroom	Netflix	Netflix	Netflix
2	PlayKids	YouTube	iQIYI	myCANAL	DAZN	Hotstar	Netflix	pooq	YouTube	YouTube
3	Globo Play	BIGO LIVE	Youku	Youtube	BILD	BIGO LIVE	17 - Your Life's Moments	YouTube	ITV Player	HBO NOW
4	HBO GO	DAZN	Momo	L'Equipe.fr	Zattoo Live TV	Live.me	AbemaTV	Watcha Play	DisneyLife	Hulu
5	BIGO LIVE	Live.me	ImgoTV	Eurosport Player	BIGO LIVE	ALTBalaji	whowatch	BIGO LIVE	BIGO LIVE	YouTube TV

**Sports Streaming App**  
Has Sports Streaming Capabilities  
**Live Streaming**

Note: iOS and Google Play Stores; China is iOS only

# **SOCIAL NETWORKING & MESSAGING**

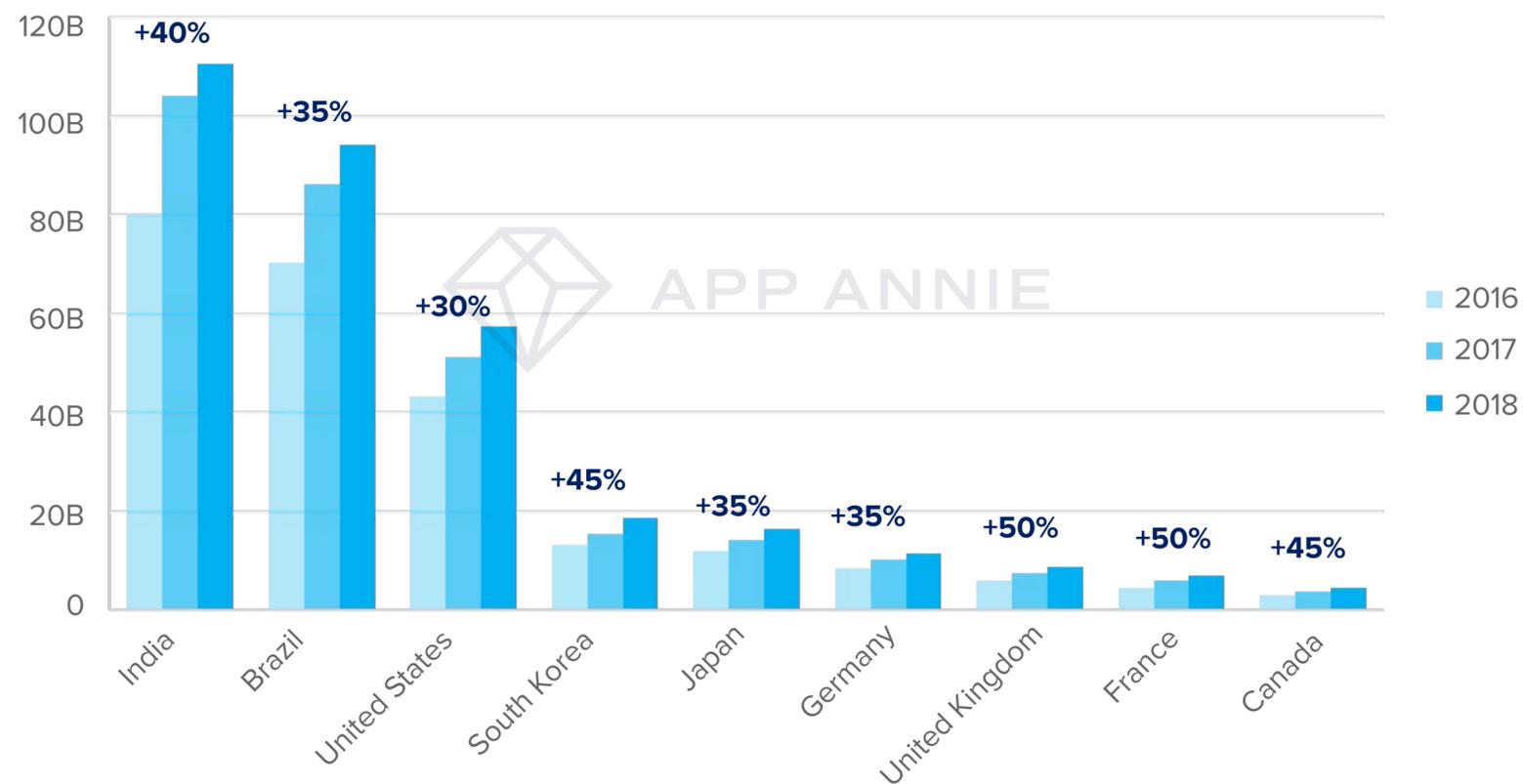


# Over 685B Hours Spent Globally in Social & Comms Apps in 2018, up 35% From 2016

Half of time spent on mobile globally was in Social and Communication category apps in 2018. While time spent in social networking and messaging apps grew year-over-year in 2018, it represented a slightly smaller portion of total time spent on mobile — indicating that mobile's importance continues to spread into other areas of our lives.

Video has become an expected feature for many social and messaging apps. Whether surfacing as live streaming, video calling, or viewing short-form video, apps such as [Instagram](#), [Snapchat](#) and [Tik Tok](#) have leveraged video in a one-to-one or one-to-many mode to foster deeper engagement, particularly for Gen Z.

Hours Spent in Social and Communication Apps  
Two Year Growth



Note: Android phone



# Encrypted Messaging, Photos & Videos Spurred Engagement of Social Apps

Among the most used Social and Communication apps globally, [WhatsApp Messenger](#) topped the chart for per user engagement in 2018, measured by average monthly sessions per user. This illustrates the historical demand for free calls and messages, a simple user interface, ease of use to add contacts and interest in encrypted messaging. As a result, *WhatsApp* has benefited greatly from the network effect over time.

Outside of *WhatsApp Messenger*, *Snapchat* is the most frequent chart-topper for per user engagement in the markets analyzed. Specifically, *Snapchat* ranked #1 In France, the US and Australia, an indication of the importance of photos and videos in modern communication.

**2018 | Top Social & Communication Apps by Average Monthly Sessions Per User**  
Among Top 5 Social & Communication Apps by Average MAU

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	UK	US
<b>1</b>	WhatsApp Messenger	WhatsApp Messenger	WeChat	Snapchat	WhatsApp Messenger	WhatsApp Messenger	LINE	KakaoTalk	WhatsApp Messenger	Snapchat
<b>2</b>	Facebook	Snapchat	QQ	WhatsApp Messenger	Snapchat	Instagram	Twitter	Instagram	Snapchat	Facebook
<b>3</b>	Instagram	Instagram	Kwai(快手)	Instagram	Instagram	Facebook	Instagram	Facebook	Instagram	Instagram
<b>4</b>	Facebook Messenger	Facebook	Tik Tok	Facebook	Facebook	Facebook Messenger	Facebook	BAND	Facebook	Facebook Messenger
<b>5</b>	Pinterest	Facebook Messenger	Sina Weibo	Facebook Messenger	Facebook Messenger	imo	Facebook Messenger	KakaoStory	Facebook Messenger	Pinterest

*Note: Sessions per user on Android phone; Top Apps by smartphone MAU; if multiple apps on Android phone, average was taken*

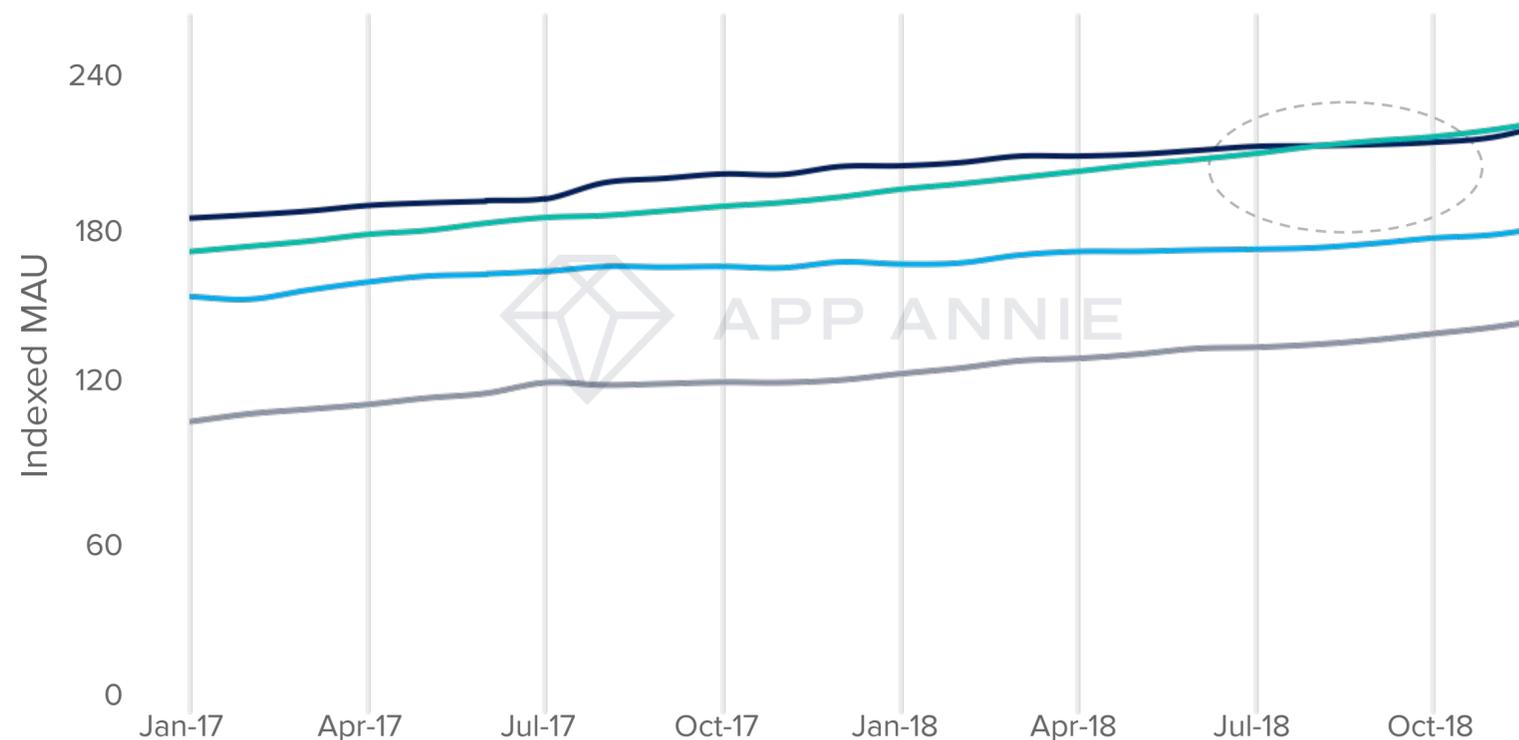


# WhatsApp Surpassed Facebook as Most Popular Facebook-Owned App in 2018

[WhatsApp Messenger](#) dethroned [Facebook](#) by monthly active users in September 2018. *WhatsApp* reached mainstream success by disrupting traditional telcos with a free alternative to standard services. Although their value prop has subsequently expanded, this core offering has resulted in continued success in emerging markets where the cost of using a mobile device is still high relative to average income. While the app has been operated autonomously, it has been owned by Facebook since 2014. Notably, [Instagram](#) saw the strongest global growth in its user base at 35% from January 2017 to Dec 2018.

The user bases of all of Facebook's properties saw consistent global growth over the last 2 years. Facebook as a company came into the spotlight in 2018 amid data privacy headlines, particularly in the US and Europe. Despite this scrutiny, it is clear most users prioritized convenience and their existing app habits over privacy concerns.

Facebook's Smartphone MAU  
Worldwide



## 24-month Growth

- Facebook 20%
- WhatsApp Messenger 30%
- Facebook Messenger 15%
- Instagram 35%

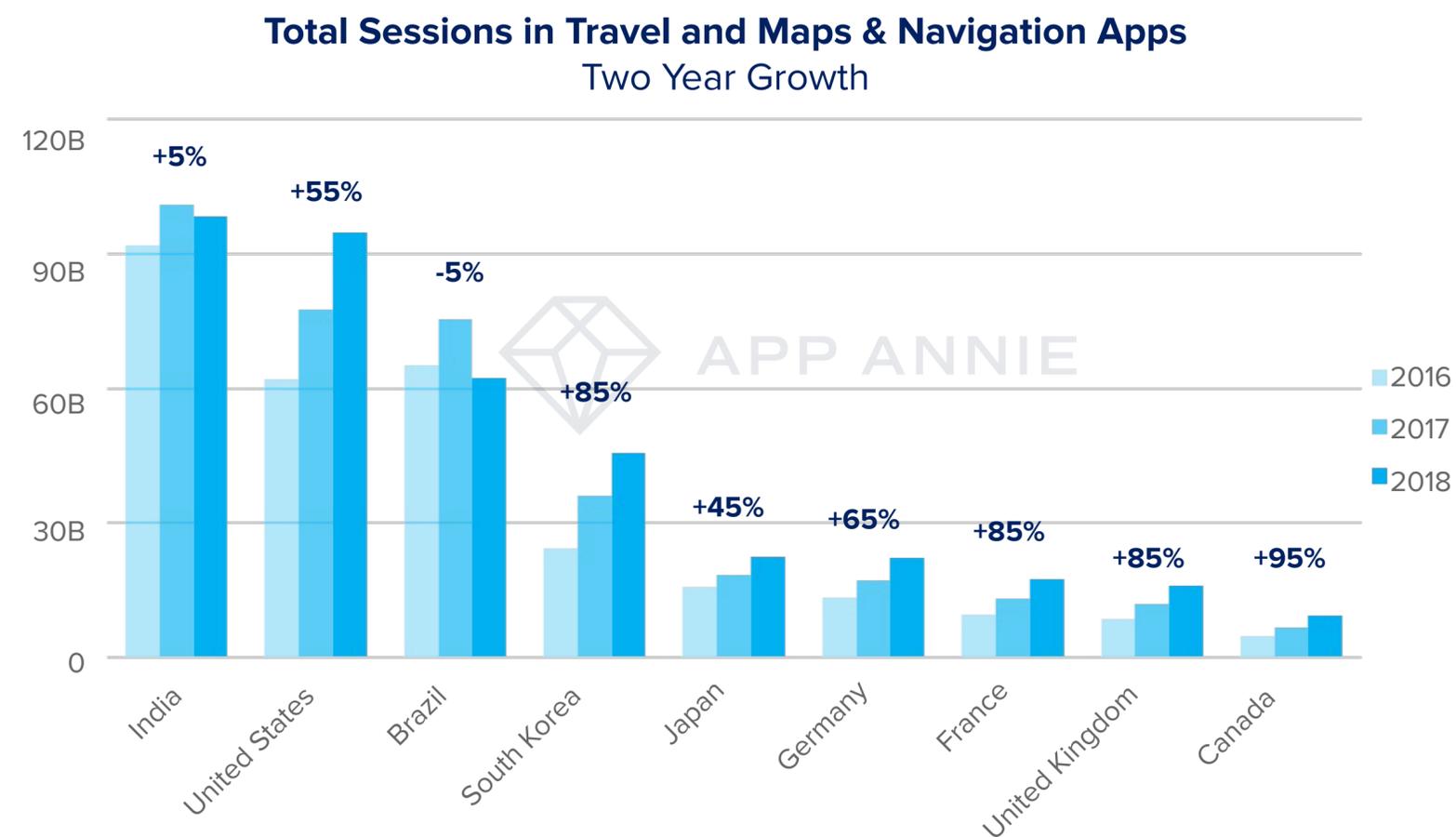
**TRAVEL**



# Total Sessions in Travel and Navigation Apps Grew 50% in 2018 From 2016

Travel & Local and Maps & Navigation categories saw strong growth in 2018 for total sessions. More people are using a wider selection of these apps than ever before. For a category of apps that are not expected to necessarily be used everyday — such as hotel or airlines apps — but provide a timely use case, growth in total sessions is a strong indicator of adoption overall.

Whether researching, booking, checking in or boarding, Travel apps provide a centralized location and notification system for managing travel end-to-end — whether utilizing [Google Maps](#) to find local restaurants, [Uber](#) to get to those restaurants, [Airbnb](#) to access accommodation — mobile is the new personal travel agency for consumers around the world.



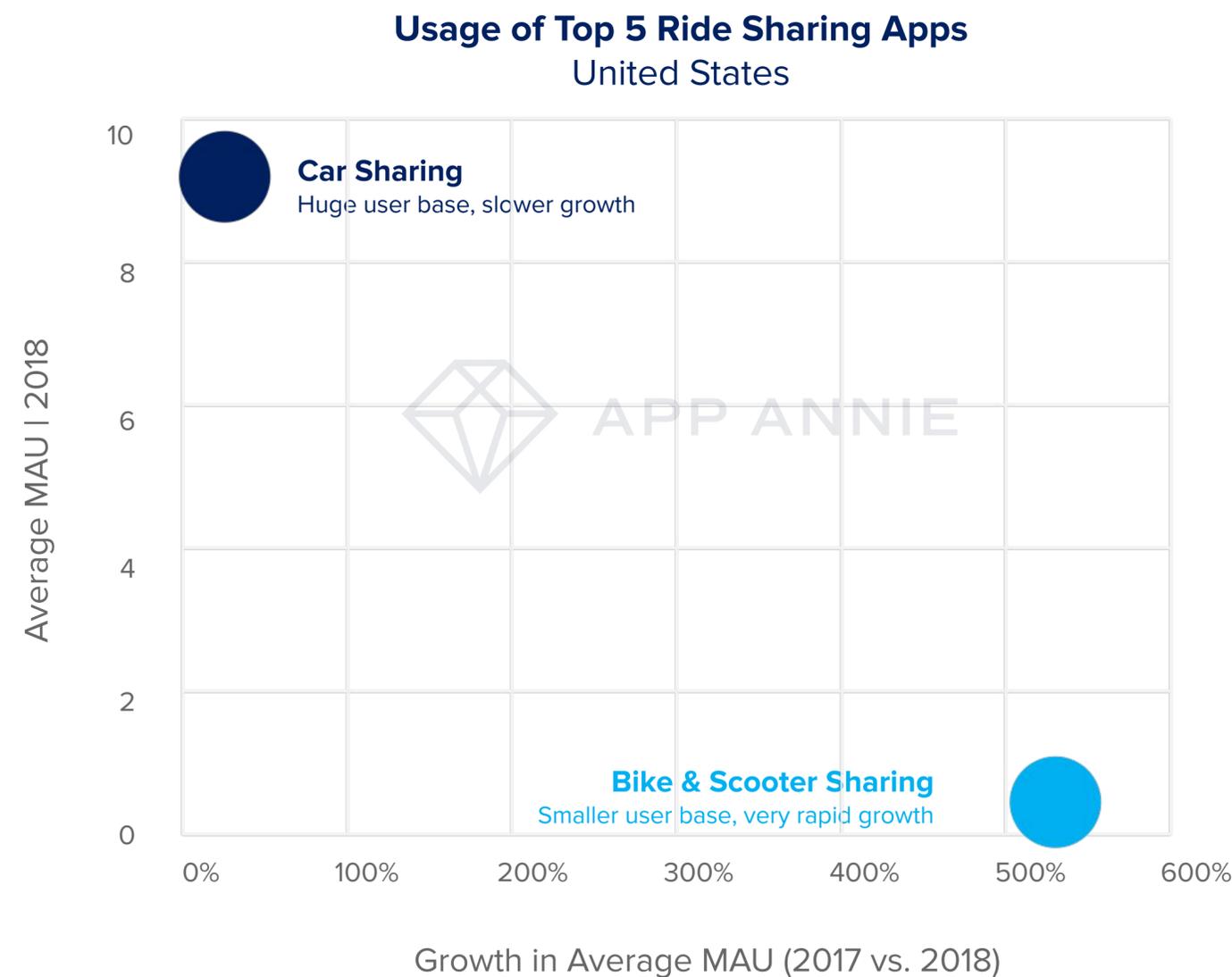
Note: Android phone



# Bikes & Scooters Take Off Big Time in 2018

Mobile provides people with what they need when they need it. For consumers in need of transport, mobile is their portal to a wide range of convenient options. Whether it's public transport, car sharing, bikes or scooters — mobile provides an array of solutions, whatever a consumer's needs may be for distance, cost or comfort. In fact, ride sharing as an industry evolved entirely out of the capabilities and reach mobile provided.

Car sharing has amassed a sizable user base in the US and represents a dominant — and still growing — force in the transport industry. Notably, the top 5 car sharing apps grew 25% year over year in 2018. By contrast, bike and scooter sharing apps had their breakout in 2018 with a 530% growth in user base. However, these apps are still in the early stages of amassing a sizable audience — benefiting from the inroads made by its car-sharing predecessors. Complementing existing travel options in the sector, electric scooters are an additive force in the sharing economy. In fact, Uber was in possible acquisition talks with [Bird](#) and [Lime](#).





# Airlines Grew Their Global Footprint by 55% in 2018 From 2016

Globally, the average MAU for the top 5 Airlines apps grew 55% from 2016 to 2018. More travelers than ever before turned to mobile to improve their flight experience.

Airlines around the world continued to make significant investments in their apps. Apps are an extremely effective channel for customer retention, and they allow airlines to establish a direct relationship with their customers — a connection that has been undermined by travel aggregators over recent years. This is essential for brands as it provides the best experience for customers — allowing users to book for flights, skip the line with early check-in, manage rewards programs, access in-flight entertainment and receive down-to-the-minute notifications on flights.

2018 | Top 3 Airlines Apps by Average Smartphone MAU

	Brazil	Canada	China	France	Germany	India	Japan	South Korea	UK	US
<b>1</b>	GOL   Airline Tickets	Air Canada	China Eastern Airlines	Air France	Lufthansa	goIndiGo.in	ANA	Korean Air	easyJet mobile	American Airlines
<b>2</b>	Azul Airlines	WestJet	Air China	easyJet mobile	Ryanair Cheap Flights	Jet Airways	JAL	Jeju Air	Ryanair Cheap Flights	Southwest Airlines
<b>3</b>	LATAM Airlines	United Airlines	China Southern Airlines	Ryanair Cheap Flights	Eurowings	AirAsia	ANA Milage Club	Asiana Airlines	British Airways	Fly Delta



**OTHER INDUSTRIES  
EMBRACING MOBILE  
TRANSFORMATION**



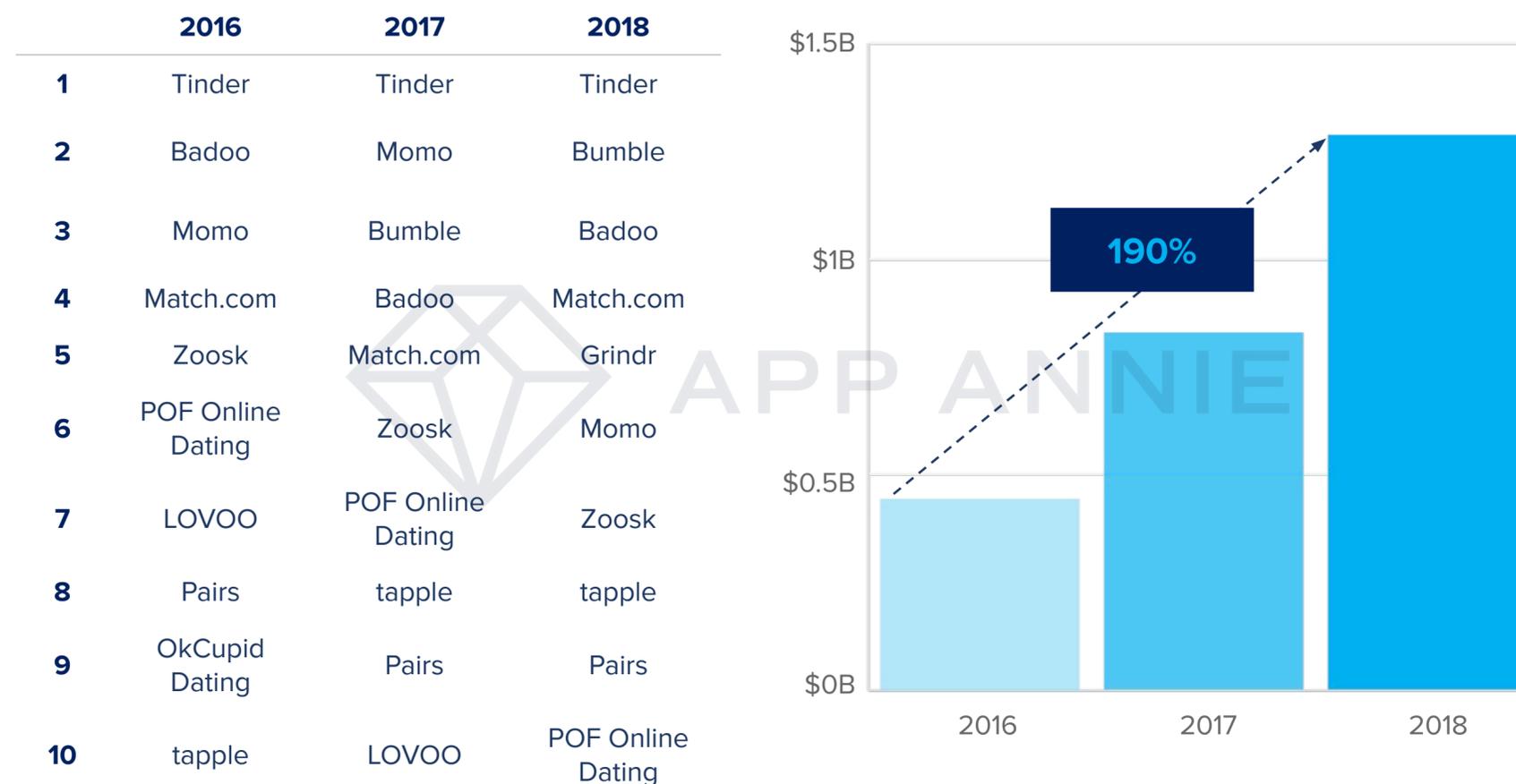
# Dating Apps Have Become the De Facto Dating Tool — Reaching New Monetization Heights in 2018

Mobile dramatically altered the entire dating landscape and became the go-to platform for match-making around the world — displacing traditional and online dating.

[Tinder](#) has remained the #1 dating app by worldwide consumer spend from 2016 through 2018. [Bumble](#) has seen phenomenal growth in consumer spend — rising in the rankings from outside the top 10 in 2016 to #2 in 2018. [Bumble's](#) unique positioning is that women initiate the first message. There are a plethora of niche dating apps with nuances to the user interaction. However, at their core, most utilize swiping left and right as a sign of interest.

Many dating apps have moved beyond purely romantic interests to include friending and business connections.

Global Consumer Spend in Top 10 Dating Apps



Note: iOS and Google Play Stores

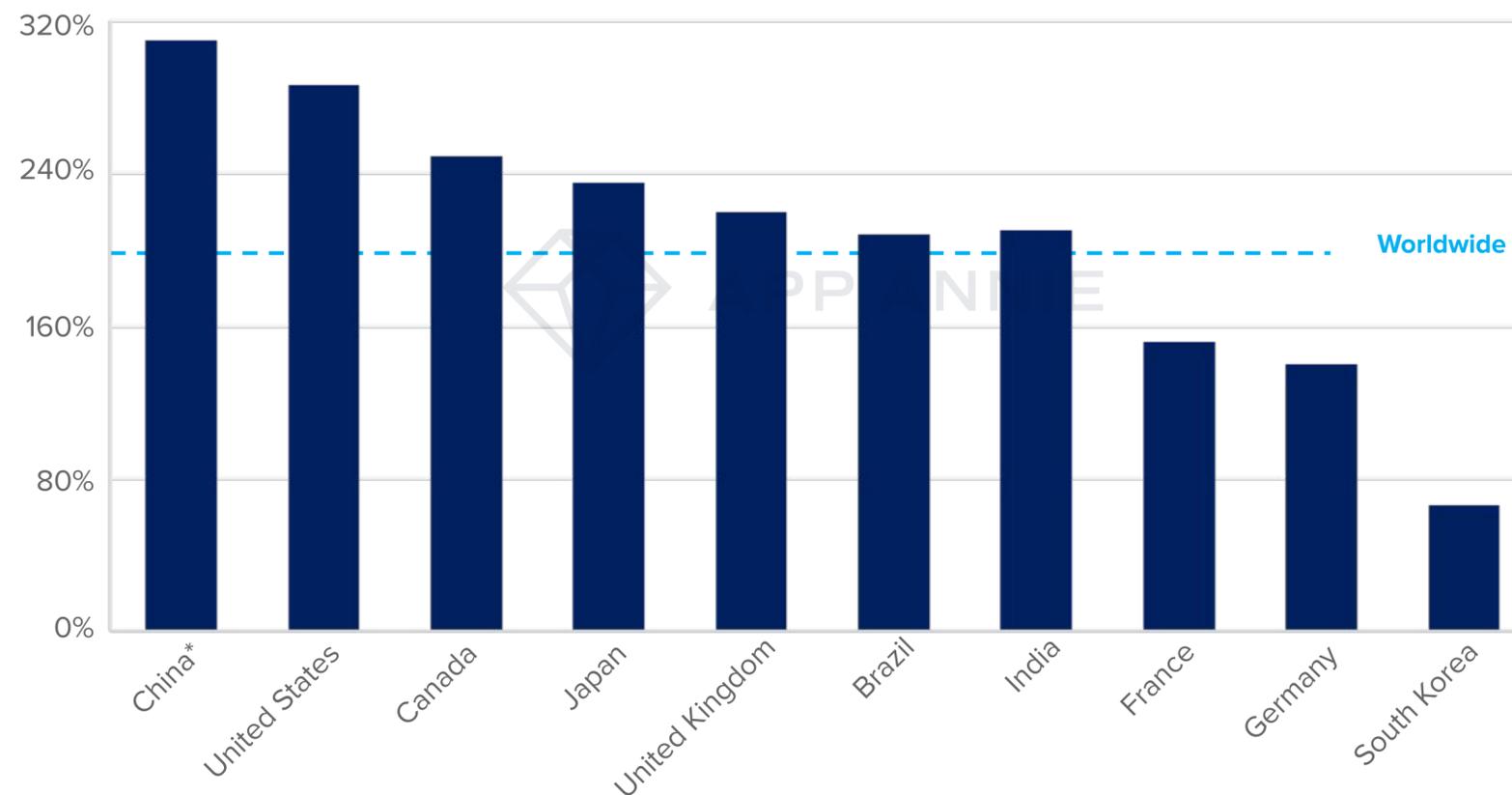


# Mobile Became Our Personal Fitness Trainers & Our Portal to Medical & Wellness Needs

Global consumer spend in Health and Fitness apps have grown 3x in 2018 from 2016. This is fueled by growth in fitness apps, such as [MyFitnessPal](#), [Sweat with Kayla](#) and [FiNC](#) as well as the growth of meditation apps like [Calm](#) and [Headspace](#) — giving consumers an easy, accessible place to access mindfulness and wellness apps amidst the growing cultural shift towards wellness.

In 2018, we saw meaningful disruption of the medical industry. Downloads of Medical apps have grown in 2018 in both mature markets like the US, UK and France at over 35% as well as emerging markets like Brazil, India and Indonesia at 35%, 65% and 110% growth respectively. Mobile offers a unique portal to access medical attention by video calling a doctor remotely.

Growth in Consumer Spend in Health and Fitness Apps  
2016 vs 2018



\*iOS Only

# MOBILE MARKETING

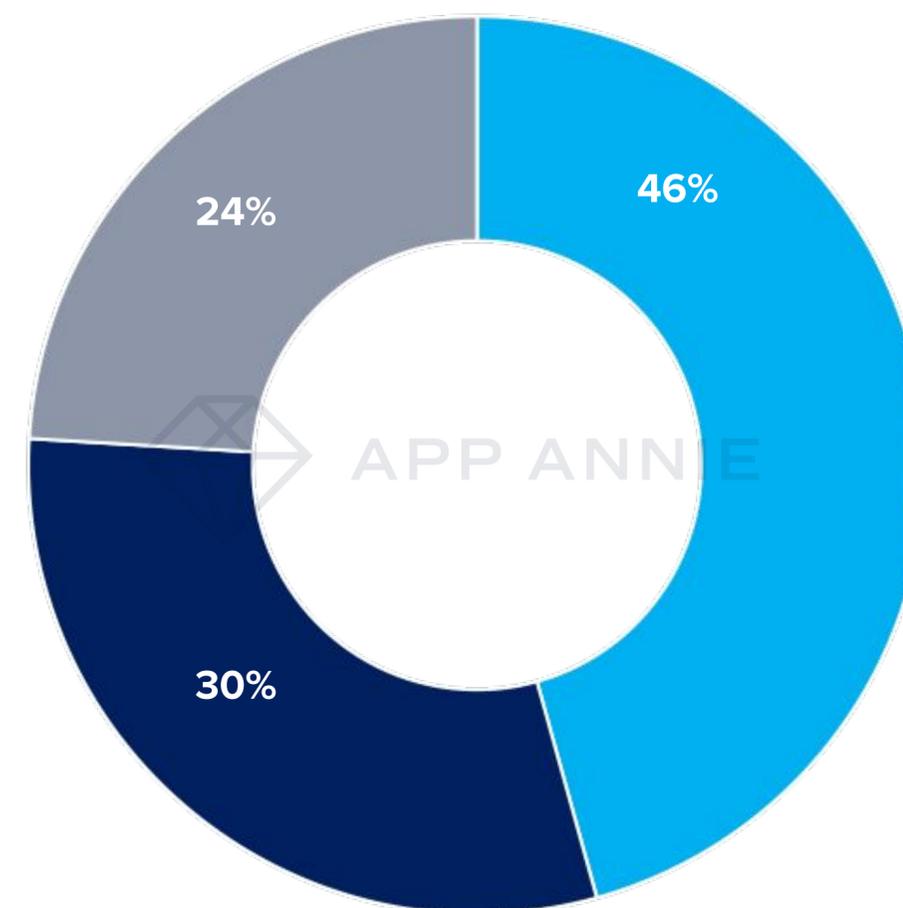


# ASO Best Practices Have Evolved in 2018

App Store Optimization (ASO) is the SEO of apps. It's crucial for aiding in **discovery** — driving traffic to your app store page — and **conversion** — convincing those users to download your app. ASO is the cornerstone of a complete User Acquisition (UA) strategy comprised of paid and organic marketing. On the iOS App Store, **65%** of downloads come from organic search.

In 2018, changes to app description were the most common form of ASO updates at 46% of updates, down from 49% in 2017. Icon updates represented the second most frequent ASO at 30%, up from 24% in 2017. However, app name updates occurred 3 percentage points less frequently in 2018 versus 2017. These trends hold across both games and non-gaming apps in the US. In addition to these updates, publishers can leverage updates to screenshots, videos, keyword bank (on iOS) and promotional text (on iOS). Topical events — such as Black Friday or Singles Day, Back-to-School, tentpole sporting events like the World Cup or high-profile app (or app feature) launches represent strategic opportunities for updating ASO to capitalize on traffic.

**Breakdown of ASO Updates**  
iOS, US, 2018



**Description Changed**  
**Icon Changed**  
**Name Changed**

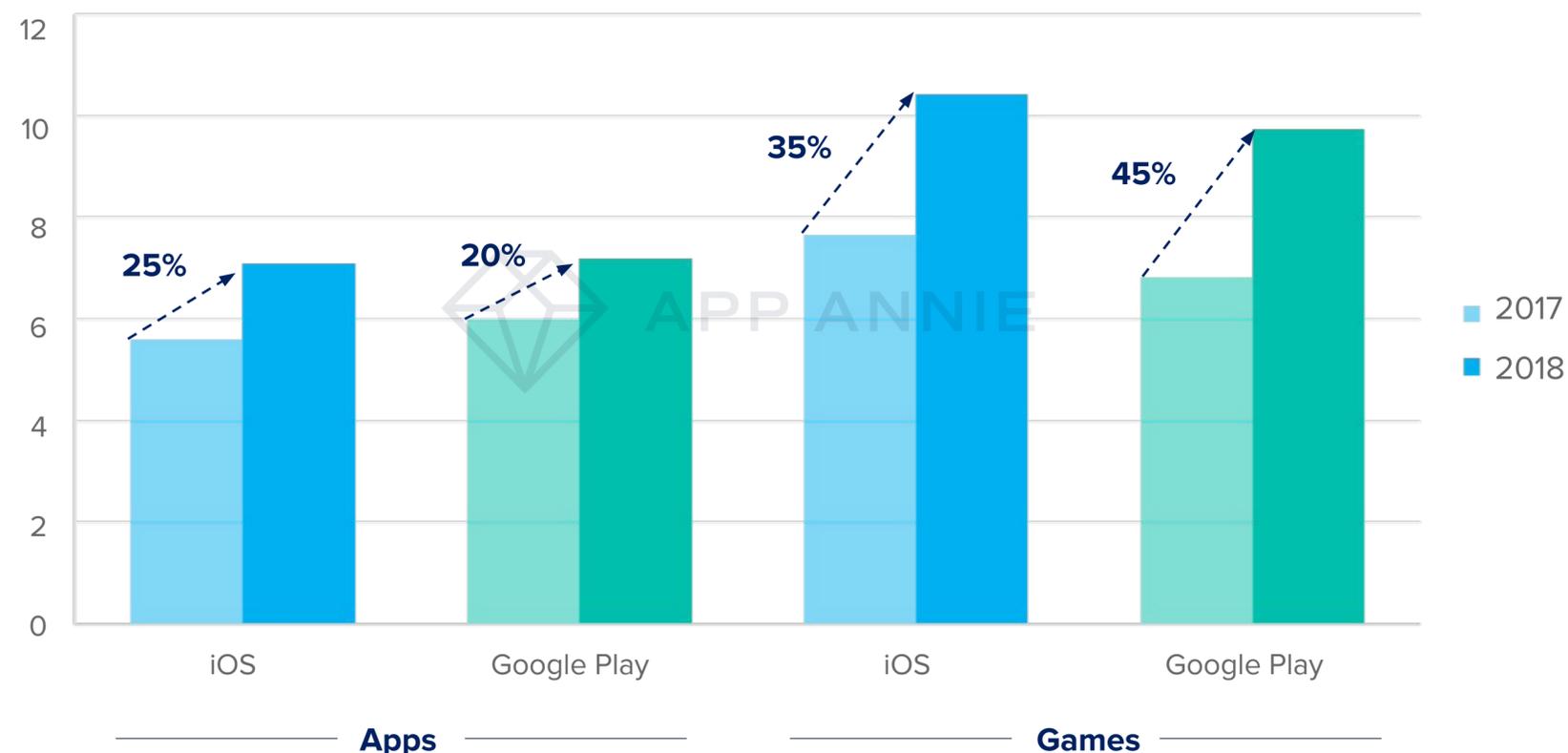


# Advertisers Leverage More Ad Platforms for User Acquisition

Ad marketers employed more sophisticated ad strategies in 2018 across both iOS and Google Play — an indication of maturation in the industry. Game publishers, who often pave the way in the app economy, saw the greatest increase in the number of ad platforms they utilize — but the change was clear across genres and across both app stores. There was still a meaningful difference between apps and games, with games using 45% and 35% more ad platforms on average across iOS and Google Play, respectively.

By utilizing more ad platforms, advertisers can increase coverage, search for better prices and test more audiences to find the best return for their advertising investment.

**Average Number of Ad Platforms Used**  
Top 100 Apps by Downloads, US



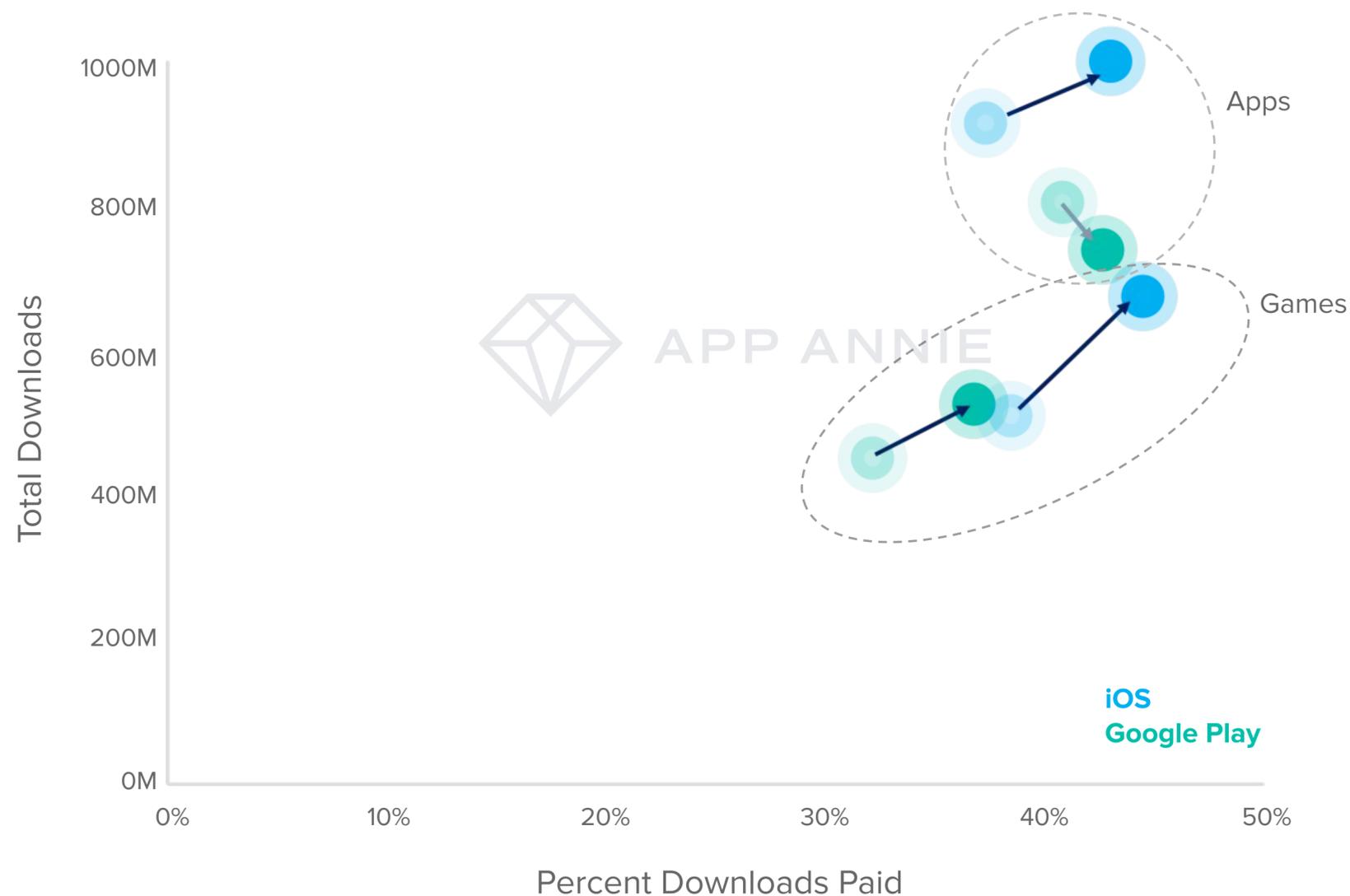


# Paid Ads Drove 15% More US Downloads of Games in 2018 vs. 2017

Mobile accounted for [65%](#) of digital ad spend in the US in 2018. In fact, paid advertising on mobile drove 4 of every 10 downloads among the top 100 apps and games in the US in 2018. Total downloads for top apps and games from paid ads grew 10% year over year across the iOS App Store and Google Play in the US.

While the general growth trends held between the app stores, there are meaningful differences. Looking specifically at games, 20% more downloads of top games on iOS came from paid UA than top games on Google Play. For app marketers, this is an important benchmark to factor into developing advertising strategies, budget allocation and measuring KPI's and return on investment when evaluating the success of app campaigns to drive app downloads.

**Growth of Downloads From Paid Ads**  
Top 100 Apps by Downloads, 2017 vs. 2018, US



Note: Weighted average across iOS and Google Play in US of top 100 apps and games by downloads;  
Lighter color represents 2017 and darker color represents 2018

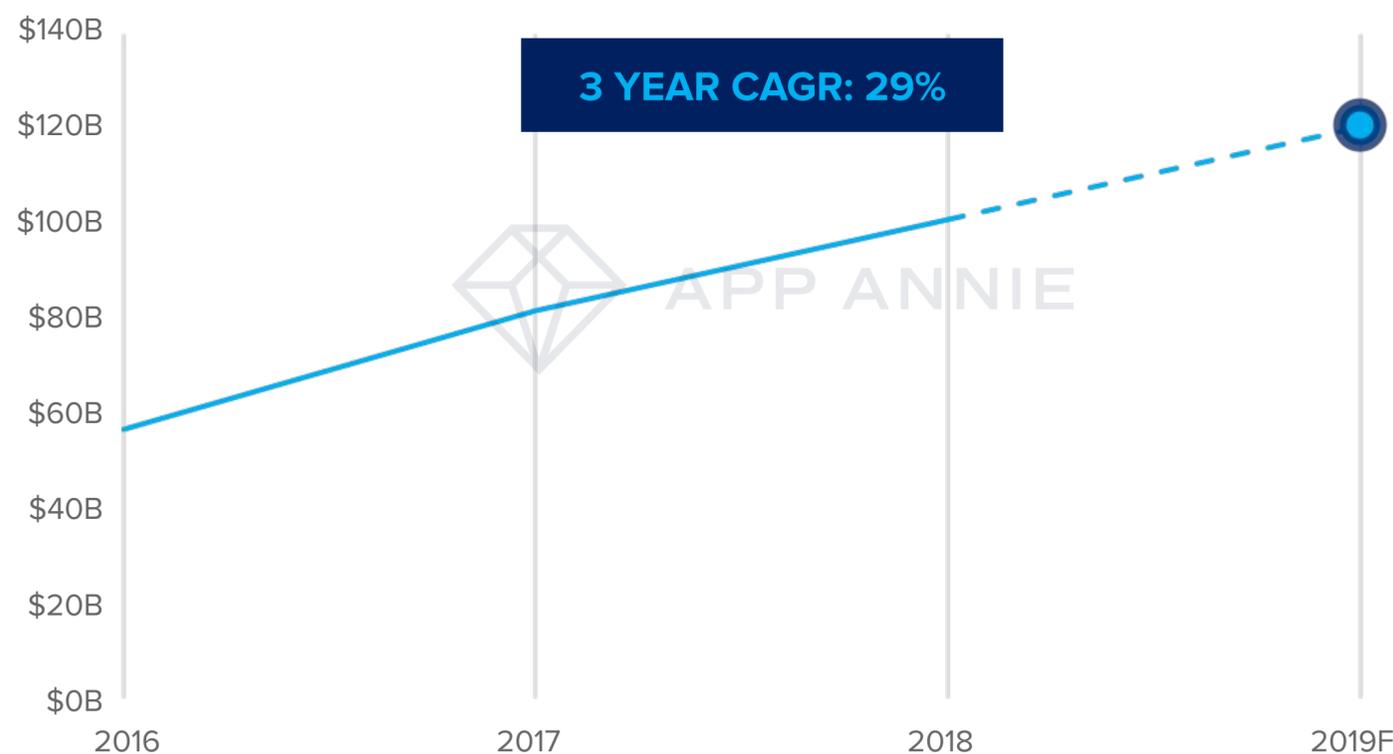
# 2019 PREDICTIONS



# App Store Consumer Spend Will Surpass \$120B in 2019 – Double the Size of the Global Box Office Market

In 2019, worldwide app store consumer spend will grow 5x as fast as the overall [global economy](#). Games will fuel the bulk of consumer spend growth in the app stores, as mobile gaming will continue to be the fastest growing form of gaming. China will remain the largest contributor to consumer spend growth in the app stores; however, we expect to see a slight deceleration in the aftermath of the game licensing freeze in China. Consumer spend on in-app subscriptions will largely fuel the 2x growth rate for apps outside of games versus games, albeit games will represent nearly 75% of total consumer spend.

Worldwide App Store Consumer Spend  
USD (Billions)



Note: Spend is gross, the cut taken by app stores has been removed; iOS, Google Play, Third-Party Android in China combined

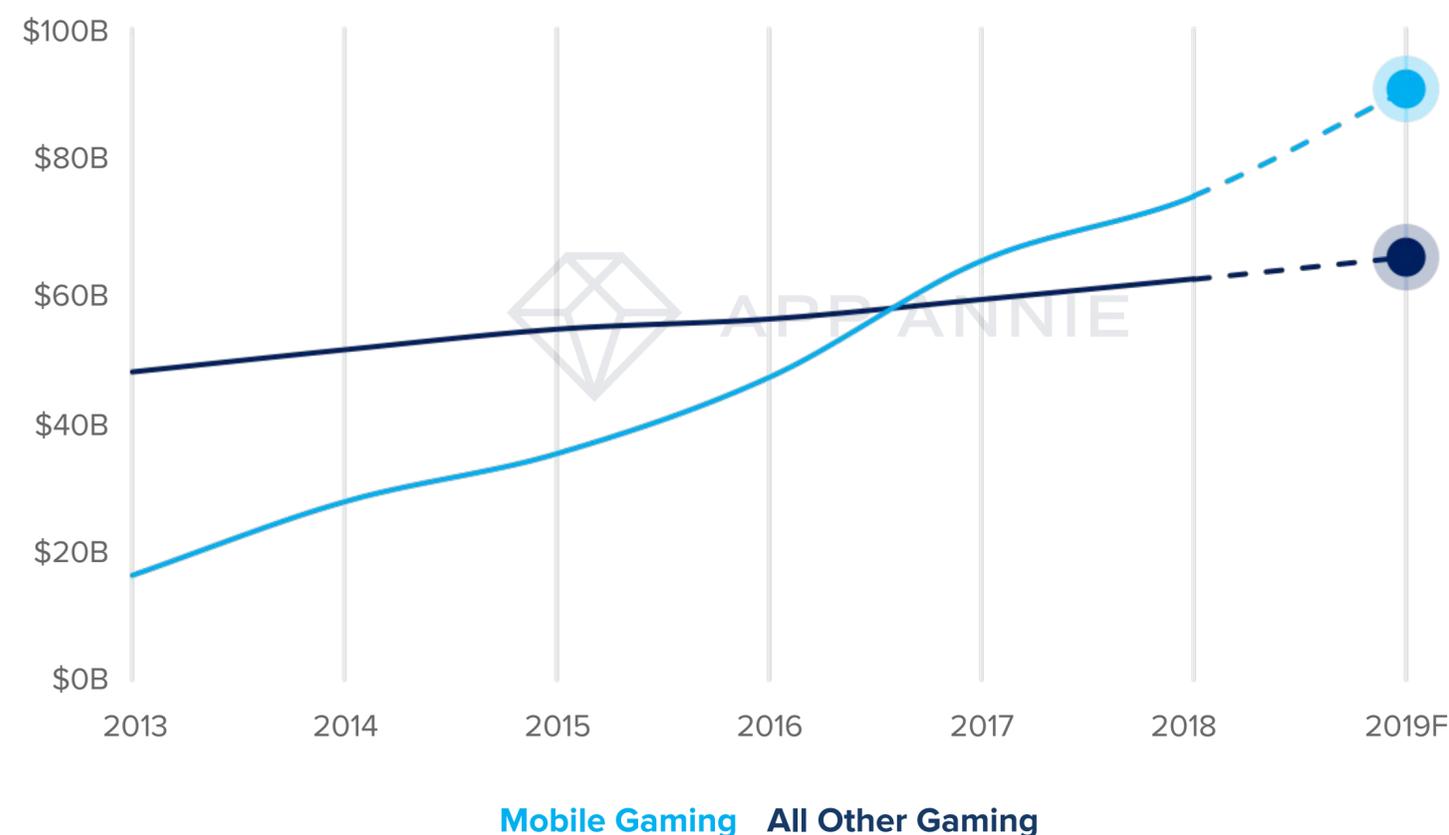


# Mobile Will Grow to 60% Market Share, Driven by Expansion in Casual and Hardcore Ends of the Spectrum

In 2018, we saw the mobile gaming experience mature. Fortnite and PUBG — along with upgraded smartphone specs — drove multiplayer game mechanics that put them on par with real-time strategy and shooter games on PC/Mac and Consoles in a way that hadn't been done before, all while complementing existing mobile gaming habits. For many publishers, mobile has the scale — and growth — that makes it a particularly compelling platform. On the opposite side of the spectrum, we expect hyper-casual games with simple gameplay to drive growth in downloads and adoption in 2019.

Consumer spend in mobile gaming will reach 60% market share among all gaming platforms: PC/Mac, console, handheld and mobile. With the aftermath of China's game licensing freeze continuing into 2019, Chinese firms will push harder for international expansion and mergers and acquisitions could become more common.

Worldwide Consumer Spending on Games  
USD (Billions)



*Note: All totals include applicable digital and physical game spending, but exclude ad revenue. Mobile gaming includes all app stores (iOS App Store, Google Play, Windows Phone Store, Amazon, Samsung Galaxy and third-party Android stores). Home game console total includes discs, digital games and gaming-related subscription services (Xbox Live and PlayStation Plus). Source: App Annie & IDC*

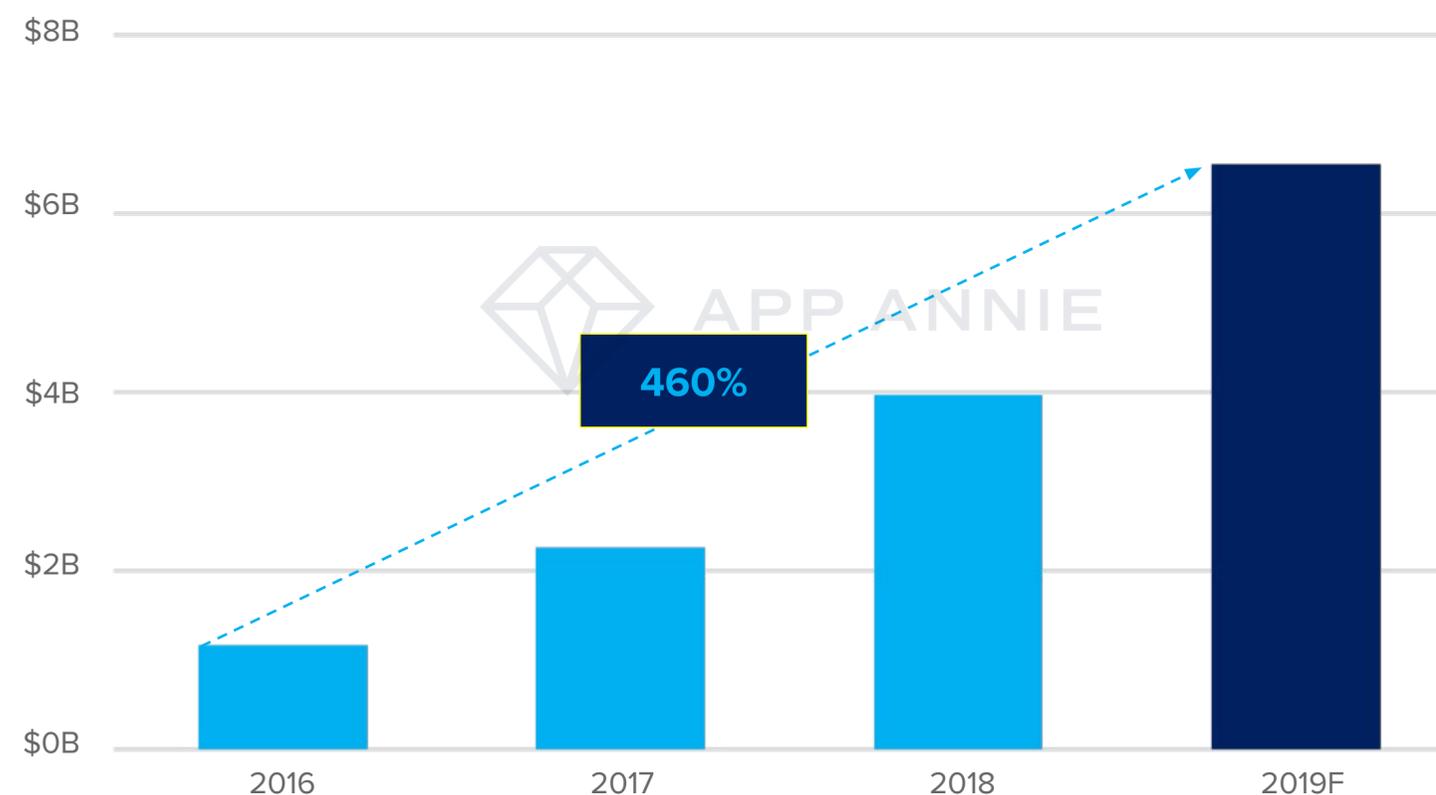


# 10 Minutes of Every Hour Spent Consuming Media in 2019 Will Be Streaming Video on Mobile

The average individual consumes media — across all channels — for [over 7.5 hours each day](#). In 2019, 10 minutes of every hour spent consuming media across TV and internet will come from individuals streaming video on mobile. Total time spent in video streaming apps per device will grow by 110% from 2016 to 2019. Global consumer spend in Entertainment apps will grow 460%, fueled largely from in-app subscriptions in video streaming apps.

Disney is set to disrupt the market in 2019 with the introduction of its streaming service, [Disney+](#) giving Disney four top streaming apps in the space: Disney+, [Hulu](#), ESPN+ — embedded within the [ESPN](#) app — and [ABC](#). However, it's a crowded space with players wanting to own their own content, a similar pattern to cable TV. As a result, on the consumer side we could see a resurgence in [piracy](#), as accessing content requires multiple decentralized subscriptions. With increased competition, we expect consolidation in the space through partnerships and content bundling or acquisitions over time.

Worldwide Consumer Spend in Entertainment Apps  
USD (Billions)

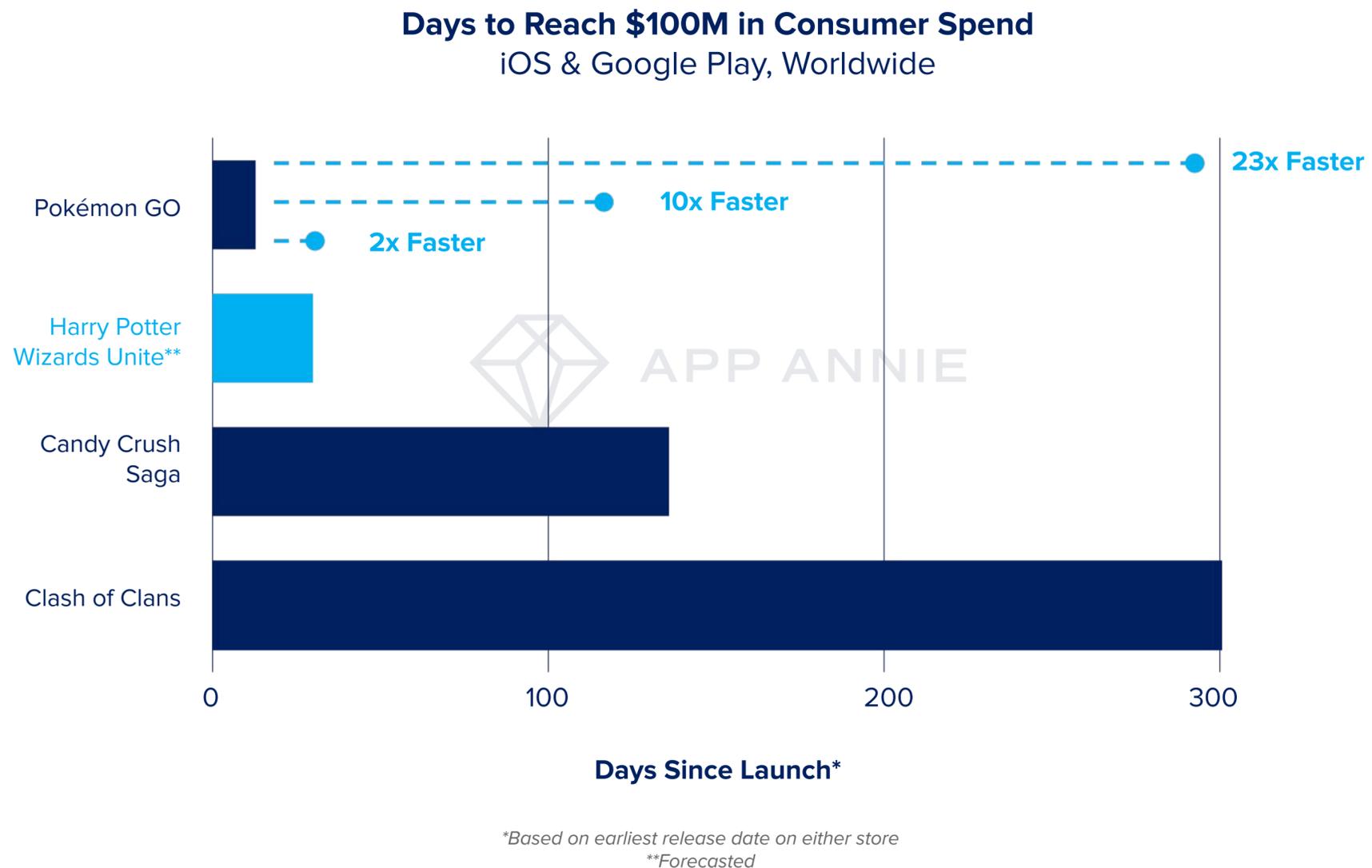


Note: iOS and Google Play



# Niantic's Harry Potter: Wizards Unite Poised to Exceed \$100M in Consumer Spend in First 30 Days

We expect Harry Potter: Wizards Unite to be a top-charting game by downloads, usage and consumer spend. However, the question remains if the Wizards Unite launch will outperform Pokémon GO. While the [Pokémon franchise](#) is worth roughly double the [Harry Potter franchise](#) in its entirety, Harry Potter — beginning as a book series versus a game — has a fervent fan following and could attract a new segment of casual, sticky gamers. *Pokémon GO*, however, was first-to-market for a mainstream location-based AR mobile gaming experience, and captured nostalgia within its target market and currently maintains a stronghold of active users. *Pokémon GO* shattered mobile gaming records, clearing \$100 million in its first two weeks and becoming the fastest game to reach \$1 billion in consumer spend. While we don't expect it to surpass *Pokémon GO*'s launch, Harry Potter: Wizards Unite is set to clear \$100 million in its first 30 days — which is no small feat.

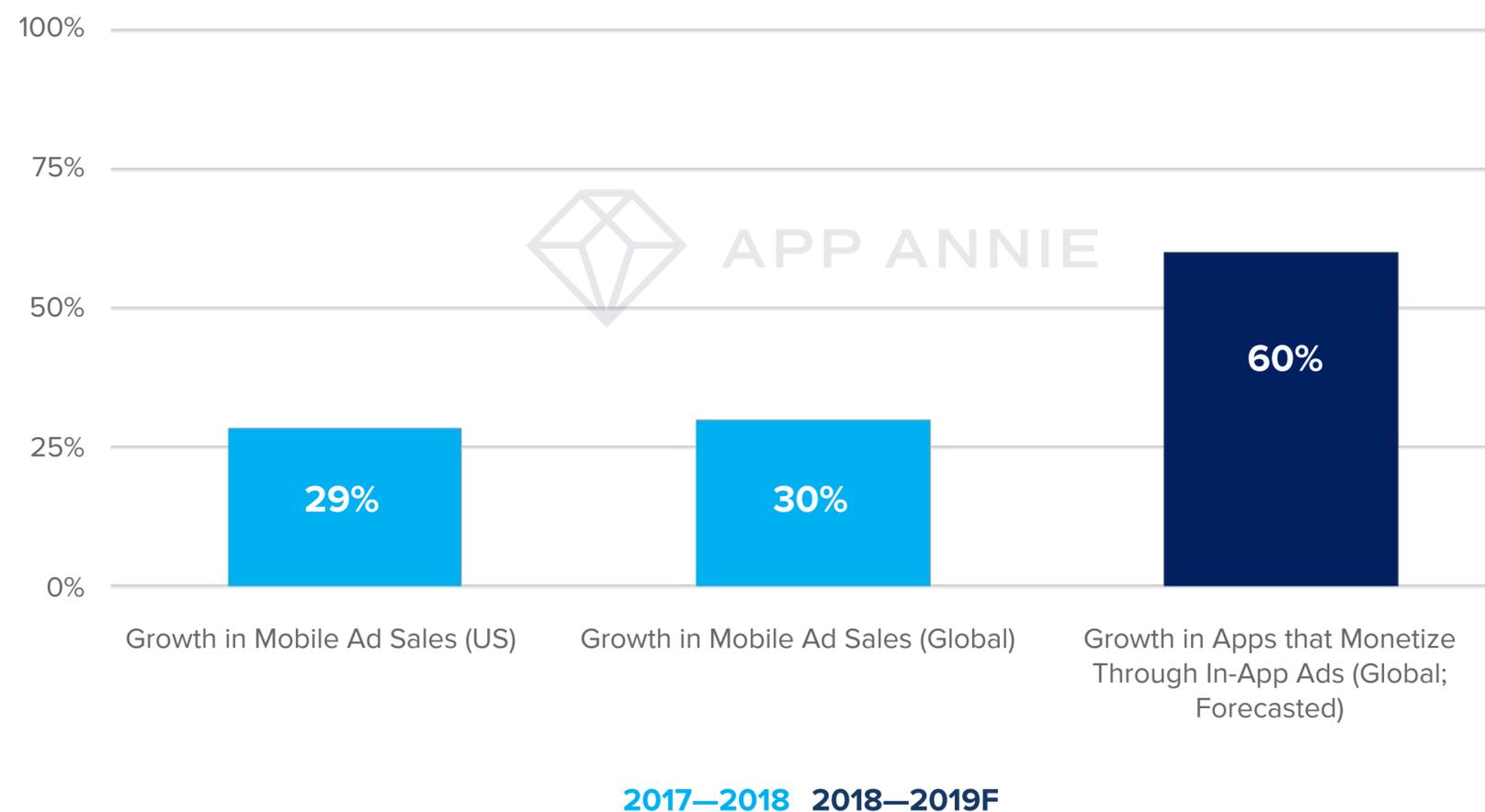




# 60% More Apps Will Monetize Through In-App Advertising in 2019, Vying for a Piece of the \$250B Digital Advertising Market

Mobile has taken over share of advertising spend and is the predominant growth factor behind digital ad spend. In 2018, mobile will account for [62%](#) of global digital ad spend, representing \$155 billion, up from 50% in 2017. In the US, mobile surpassed TV ad spend. We expect mobile to account for an increasing share of digital ad spend in 2019. Mobile app publishers are taking note of the changing advertising landscape. In 2019, 60% more apps will monetize through in-app ads. This will increase competition among advertisers. We've already seen indications of maturation in advertising strategies for apps leveraging in-app ads as part of their User Acquisition (UA). With more consumers than ever before using mobile, and more time being spent on these devices, it is expected for advertising dollars to follow. Mobile is the first screen, and it is here to stay.

Growth in Mobile Advertising Spurs Growth in Apps Monetizing Through In-App Ads



# TOP APPS & COMPANIES



# Worldwide by Monthly Active Users

Top Apps of 2018: Worldwide Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Facebook	Facebook
2	 WhatsApp Messenger	Facebook
3	 Facebook Messenger	Facebook
4	 WeChat	Tencent
5	 Instagram	Facebook
6	 QQ	Tencent
7	 Alipay	Ant Financial Services Group
8	 Taobao	Alibaba Group
9	 WiFi Master Key	LINKSURE
10	 Baidu	Baidu

Top Games of 2018: Worldwide Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Anipop	Happy Elements
2	 Honour of Kings	Tencent
3	 Candy Crush Saga	Activision Blizzard
4	 Clash of Clans	Supercell
5	 PUBG: Exciting Battlefield	Tencent
6	 PUBG MOBILE	Tencent
7	 Clash Royale	Supercell
8	 Pokémon GO	Niantic
9	 Subway Surfers	Kiloo
10	 Helix Jump	Voodoo

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Worldwide by Downloads

Top Apps of 2018: Worldwide  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	WhatsApp Messenger	Facebook
4	Tik Tok	ByteDance
5	Instagram	Facebook
6	UC Browser	Alibaba Group
7	SHAREit	SHAREit
8	Snapchat	Snap
9	Netflix	Netflix
10	Spotify	Spotify

Top Games of 2018: Worldwide  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Subway Surfers	Kiloo
3	PUBG MOBILE	Tencent
4	Free Fire	SEA
5	Rise Up	Serkan Ozyilmaz
6	Love Balls	SuperTapx
7	Candy Crush Saga	Activision Blizzard
8	Happy Glass	AppLovin
9	Sniper 3D Assassin	TFG Co
10	Kick the Buddy	Playgendary

Top Companies of 2018: Worldwide  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	ByteDance	China
4	Alibaba Group	China
5	Microsoft	United States
6	Tencent	China
7	Baidu	China
8	Cheetah Mobile	China
9	Amazon	United States
10	Snap	United States

Top Companies of 2018: Worldwide  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	Tencent	China
4	Outfit7	Cyprus
5	TabTale	Israel
6	Electronic Arts	United States
7	AppLovin	United States
8	Vivendi	France
9	Playgendary	Germany
10	Miniclip	Switzerland



# Worldwide by Consumer Spend

Top Apps of 2018: Worldwide  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Worldwide  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Worldwide  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Worldwide  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	Tencent Video	Tencent
4	iQIYI	Baidu
5	Pandora Music	Pandora
6	Kwai(快手)	OneSmile
7	YouTube	Google
8	Youku	Alibaba Group
9	LINE	LINE
10	HBO NOW	Time Warner

Rank	App	Company
1	Fate/Grand Order	Sony
2	Honour of Kings	Tencent
3	Monster Strike	mixi
4	Candy Crush Saga	Activision Blizzard
5	Lineage M	NCSOFT
6	Fantasy Westward Journey	NetEase
7	Pokémon GO	Niantic
8	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
9	Clash of Clans	Supercell
10	Clash Royale	Supercell

Rank	Company	Headquarters
1	Tencent	China
2	InterActiveCorp (IAC)	United States
3	Netflix	United States
4	Google	United States
5	Baidu	China
6	LINE	Japan
7	Pandora	United States
8	Alibaba Group	China
9	OneSmile	China
10	Microsoft	United States

Rank	Company	Headquarters
1	Tencent	China
2	NetEase	China
3	Activision Blizzard	United States
4	BANDAI NAMCO	Japan
5	Netmarble	South Korea
6	Sony	Japan
7	Supercell	Finland
8	mixi	Japan
9	Playrix	Ireland
10	Giant Network	China



# Argentina by Monthly Active Users

Top Apps of 2018: Argentina Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Instagram	Facebook
4	 Facebook Messenger	Facebook
5	 MercadoLibre	Mercadolibre
6	 Spotify	Spotify
7	 Netflix	Netflix
8	 Twitter	Twitter
9	 Microsoft Word	Microsoft
10	 Microsoft Outlook	Microsoft

Top Games of 2018: Argentina Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Clash Royale	Supercell
2	 Candy Crush Saga	Activision Blizzard
3	 Helix Jump	Voodoo
4	 Free Fire	SEA
5	 Trivia Crack	Etermax
6	 Pokémon GO	Niantic
7	 Truco Blyts	Blyts
8	 Clash of Clans	Supercell
9	 PUBG MOBILE	Tencent
10	 CodyCross	Fanatee

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# Argentina by Downloads

Top Apps of 2018: Argentina  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	WhatsApp Messenger	Facebook
4	Instagram	Facebook
5	Netflix	Netflix
6	Spotify	Spotify
7	Wish	ContextLogic
8	Uber	Uber Technologies
9	Tik Tok	ByteDance
10	Snapchat	Snap

Top Games of 2018: Argentina  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Free Fire	SEA
3	Subway Surfers	Kiloo
4	Trivia Crack	Etermax
5	Rise Up	Serkan Ozyilmaz
6	Love Balls	SuperTapx
7	Pou	Zakeh
8	Palabras Cruz	WePlay Word Games
9	Kick the Buddy	Playgendary
10	Block Puzzle Jewel	Hua Weiwei

Top Companies of 2018: Argentina  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Cheetah Mobile	China
5	Apus Group	China
6	Baidu	China
7	iHandy	China
8	Mercadolibre	Argentina
9	ContextLogic	United States
10	ABISHKKING	Hong Kong

Top Companies of 2018: Argentina  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Outfit7	Cyprus
3	Electronic Arts	United States
4	TabTale	Israel
5	Playgendary	Germany
6	SEA	Singapore
7	Doodle Mobile	China
8	Miniclip	Switzerland
9	AppLovin	United States
10	Vivendi	France



# Argentina by Consumer Spend

Top Apps of 2018: Argentina  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Argentina  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Argentina  
Combined iOS and Google Play  
Apps Consumer Spend

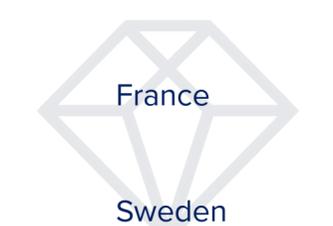
Top Companies of 2018: Argentina  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	happn	Happn
4	Google Drive	Google
5	Spotify	Spotify
6	HBO GO	Time Warner
7	Sing! by Smule	Smule
8	Dropbox	Dropbox
9	Badoo	Badoo
10	Google One	Google

Rank	App	Company
1	Clash Royale	Supercell
2	Candy Crush Saga	Activision Blizzard
3	Free Fire	SEA
4	Lords Mobile	IGG
5	Pokémon GO	Niantic
6	Clash of Clans	Supercell
7	Clash of Kings	Elex Technology
8	Candy Crush Soda Saga	Activision Blizzard
9	Slotomania	Giant Network
10	Marvel Contest of Champions	Netmarble

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Google	United States
4	Happn	France
5	Spotify	Sweden
6	Microsoft	United States
7	Time Warner	United States
8	Smule	United States
9	Badoo	United Kingdom
10	Dropbox	United States

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Netmarble	South Korea
4	Electronic Arts	United States
5	IGG	China
6	SEA	Singapore
7	Giant Network	China
8	Playrix	Ireland
9	Elex Technology	China
10	Niantic	United States





# Australia by Monthly Active Users

Top Apps of 2018: Australia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Facebook Messenger	Facebook
2	 Facebook	Facebook
3	 Instagram	Facebook
4	 WhatsApp Messenger	Facebook
5	 Spotify	Spotify
6	 Snapchat	Snap
7	 eBay	eBay
8	 CommBank	Commonwealth Bank of Australia
9	 Netflix	Netflix
10	 Uber	Uber Technologies

Top Games of 2018: Australia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Pokémon GO	Niantic
2	 Candy Crush Saga	Activision Blizzard
3	 Helix Jump	Voodoo
4	 MobilityWare Solitaire	MobilityWare
5	 Clash of Clans	Supercell
6	 New Words With Friends	Zynga
7	 Wordscapes	PeopleFun
8	 Clash Royale	Supercell
9	 Monopoly at Macca's	McDonald's
10	 Subway Surfers	Kiloo

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# Australia by Downloads

Top Apps of 2018: Australia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Spotify	Spotify
3	Netflix	Netflix
4	Facebook	Facebook
5	Instagram	Facebook
6	Wish	ContextLogic
7	UberEATS	Uber Technologies
8	WhatsApp Messenger	Facebook
9	Snapchat	Snap
10	Uber	Uber Technologies

Top Games of 2018: Australia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	PUBG MOBILE	Tencent
3	Hole.io	Voodoo
4	Fortnite	Epic Games
5	Happy Glass	AppLovin
6	Love Balls	SuperTapx
7	Rise Up	Serkan Ozyilmaz
8	Word Link	Worzzle
9	Monopoly at Macca's	McDonald's
10	Wordscapes	PeopleFun

Top Companies of 2018: Australia  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Uber Technologies	United States
5	Snap	United States
6	Amazon	United States
7	Telstra	Australia
8	InterActiveCorp (IAC)	United States
9	Spotify	Sweden
10	Netflix	United States

Top Companies of 2018: Australia  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	TabTale	Israel
4	AppLovin	United States
5	Electronic Arts	United States
6	Playgendary	Germany
7	Miniclip	Switzerland
8	TFG Co	Brazil
9	Aristocrat	Australia
10	Zynga	United States



# Australia by Consumer Spend

Top Apps of 2018: Australia  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Australia  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Australia  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Australia  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	YouTube	Google
4	Bumble App	Badoo
5	AFL Live Official App	Telstra
6	Zoosk	Zoosk
7	Sweat with Kayla	Kayla Itsines
8	LinkedIn	Microsoft
9	BIGO LIVE	BIGO
10	Headspace	Headspace

Rank	App	Company
1	Heart of Vegas	Aristocrat
2	Slotomania	Giant Network
3	Cashman Casino	Aristocrat
4	Candy Crush Saga	Activision Blizzard
5	Slots - House of Fun	Giant Network
6	Fortnite	Epic Games
7	Clash of Clans	Supercell
8	Pokémon GO	Niantic
9	Gardenscapes - New Acres	Playrix
10	Candy Crush Soda Saga	Activision Blizzard

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Google	United States
4	Telstra	Australia
5	Microsoft	United States
6	Badoo	United Kingdom
7	Zoosk	United States
8	Kayla Itsines	Australia
9	BIGO	Singapore
10	Headspace	United Kingdom

Rank	Company	Headquarters
1	Aristocrat	Australia
2	Giant Network	China
3	Activision Blizzard	United States
4	Playrix	Ireland
5	Supercell	Finland
6	Netmarble	South Korea
7	Zynga	United States
8	Epic Games	United States
9	Electronic Arts	United States
10	Peak Games	Turkey





# Brazil by Monthly Active Users

Top Apps of 2018: Brazil Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 Uber	Uber Technologies
6	 Netflix	Netflix
7	 Spotify	Spotify
8	 Waze	Google
9	 MercadoLibre	Mercadolibre
10	 Banco do Brasil	Banco do Brasil

Top Games of 2018: Brazil Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Free Fire	SEA
2	 Candy Crush Saga	Activision Blizzard
3	 Helix Jump	Voodoo
4	 Cartola FC Oficial	Grupo Globo
5	 Clash Royale	Supercell
6	 Subway Surfers	Kiloo
7	 Farm Heroes Saga	Activision Blizzard
8	 Pokémon GO	Niantic
9	 Candy Crush Soda Saga	Activision Blizzard
10	 Pou	Zakeh

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# Brazil by Downloads

Top Apps of 2018: Brazil  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	WhatsApp Messenger	Facebook
3	Facebook	Facebook
4	Instagram	Facebook
5	Uber	Uber Technologies
6	Netflix	Netflix
7	Vigo Video	ByteDance
8	MercadoLibre	Mercadolibre
9	Spotify	Spotify
10	99Taxis	XiaoJu

Top Games of 2018: Brazil  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Free Fire	SEA
2	Helix Jump	Voodoo
3	Subway Surfers	Kiloo
4	PUBG MOBILE	Tencent
5	Pou	Zakeh
6	Rise Up	Serkan Ozyilmaz
7	Love Balls	SuperTapx
8	slither.io	Lowtech Studios
9	Sniper 3D Assassin	TFG Co
10	Kick the Buddy	Playgendary

Top Companies of 2018: Brazil  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	ByteDance	China
5	Cheetah Mobile	China
6	iHandy	China
7	Uber Technologies	United States
8	Baidu	China
9	Caixa Economica Federal	Brazil
10	Netflix	United States

Top Companies of 2018: Brazil  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Outfit7	Cyprus
3	TabTale	Israel
4	SEA	Singapore
5	Electronic Arts	United States
6	Miniclip	Switzerland
7	Vivendi	France
8	Doodle Mobile	China
9	AppLovin	United States
10	Ubisoft	France



# Canada by Consumer Spend

Top Apps of 2018: Canada  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Bumble App	Badoo
4	Google Drive	Google
5	Calm	Calm
6	LinkedIn	Microsoft
7	MyFitnessPal	Under Armour
8	Headspace	Headspace
9	Zoosk	Zoosk
10	Sweat with Kayla	Kayla Itsines

Top Games of 2018: Canada  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Slotomania Casino	Giant Network
3	Pokémon GO	Niantic
4	Clash of Clans	Supercell
5	Clash Royale	Supercell
6	Lords Mobile	IGG
7	Candy Crush Soda Saga	Activision Blizzard
8	Final Fantasy XV: A New Empire	MZ
9	Fortnite	Epic Games
10	DoubleDown Casino	DoubleU

Top Companies of 2018: Canada  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Badoo	United Kingdom
4	Google	United States
5	Microsoft	United States
6	Calm	United States
7	Smule	United States
8	Under Armour	United States
9	Headspace	United Kingdom
10	Zoosk	United States

Top Companies of 2018: Canada  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Giant Network	China
4	Aristocrat	Australia
5	Playrix	Ireland
6	Netmarble	South Korea
7	Electronic Arts	United States
8	Zynga	United States
9	Niantic	United States
10	DoubleU	South Korea

APP ANNIE



APP ANNIE



# China by Monthly Active Users

Top Apps of 2018: China Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WeChat	Tencent
2	 QQ	Tencent
3	 Alipay	Ant Financial Services Group
4	 Taobao	Alibaba Group
5	 WiFi Master Key	LINKSURE
6	 Baidu	Baidu
7	 Tencent Video	Tencent
8	 iQIYI	Baidu
9	 Amap	Alibaba Group
10	 QQ Browser	Tencent

Top Games of 2018: China Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Anipop	Happy Elements
2	 Honour of Kings	Tencent
3	 PUBG: Exciting Battlefield	Tencent
4	 Landlord Poker	Tencent
5	 Mini World Block Art	Miniwan
6	 Jelly Blast	MicroFunPlus
7	 QQMahjong	Tencent
8	 CrossFire	Tencent
9	 Snake Battle	Weipai
10	 Talking Tom Gold Run	Outfit7

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# China by Downloads

Top Apps of 2018: China iOS Downloads

Rank	App	Company
1	Tik Tok	ByteDance
2	Pinduoduo	Xunmeng
3	iQIYI	Baidu
4	Tencent Video	Tencent
5	WeChat	Tencent
6	Toutiao	ByteDance
7	Taobao	Alibaba Group
8	Baidu	Baidu
9	QQ	Tencent
10	Alipay	Ant Financial Services Group

Top Games of 2018: China iOS Downloads

Rank	App	Company
1	PUBG: Exciting Battlefield	Tencent
2	Honour of Kings	Tencent
3	PUBG: Full Ahead	Tencent
4	QQ Speed	Tencent
5	Identity V	NetEase
6	Travel Frog	Hit-Point
7	Hole.io	Voodoo
8	Landlord Poker	Tencent
9	Happy Glass	AppLovin
10	LifeAfter	NetEase

Top Companies of 2018: China iOS Apps Downloads

Rank	Company	Headquarters
1	Tencent	China
2	Alibaba Group	China
3	ByteDance	China
4	Baidu	China
5	NetEase	China
6	Meituan Dianping	China
7	China Mobile	China
8	BabyBus	China
9	Xunmeng	China
10	JD.com	China

Top Companies of 2018: China iOS Games Downloads

Rank	Company	Headquarters
1	Tencent	China
2	NetEase	China
3	Voodoo	France
4	Outfit7	Cyprus
5	Cheetah Mobile	China
6	Ubisoft	France
7	AppLovin	United States
8	Vivendi	France
9	Hit-Point	Japan
10	Playgendary	Germany



# China by Consumer Spend

Top Apps of 2018: China iOS Consumer Spend

Rank	App	Company
1	Tencent Video	Tencent
2	iQIYI	Baidu
3	Kwai(快手)	OneSmile
4	Youku	Alibaba Group
5	QQ	Tencent
6	QQ Music	Tencent
7	Momo	Momo Technology
8	Ximalaya FM	Ximalaya
9	WeSing	Tencent
10	Tantan	Momo Technology

Top Games of 2018: China iOS Consumer Spend

Rank	App	Company
1	Honour of Kings	Tencent
2	Fantasy Westward Journey	NetEase
3	QQ Speed	Tencent
4	Westward Journey Online	NetEase
5	Chu Liuxiang	NetEase
6	Onmyoji	NetEase
7	King Of Chaos	Tencent
8	Ghost	NetEase
9	QQ Dancer	Tencent
10	I am MT 4	Tencent

Top Companies of 2018: China iOS Apps Consumer Spend

Rank	Company	Headquarters
1	Tencent	China
2	Baidu	China
3	OneSmile	China
4	Alibaba Group	China
5	Momo Technology	China
6	NetEase	China
7	Ximalaya	China
8	ByteDance	China
9	Happy Sunshine	China
10	Luojilab	China

Top Companies of 2018: China iOS Games Consumer Spend

Rank	Company	Headquarters
1	Tencent	China
2	NetEase	China
3	Zilong	China
4	bilibili	China
5	Perfect World	China
6	Happy Elements	China
7	miHoYo	China
8	Youzu	China
9	Duoyi	China
10	Friend Times	China



# Denmark by Monthly Active Users

Top Apps of 2018: Denmark Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	Facebook Messenger	Facebook
2	MobilePay	MobilePay
3	Facebook	Facebook
4	Snapchat	Snap
5	Instagram	Facebook
6	Spotify	Spotify
7	Netflix	Netflix
8	LinkedIn	Microsoft
9	e-Boks.dk	e-boks
10	WhatsApp Messenger	Facebook

Top Games of 2018: Denmark Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	Wordfeud	Bertheussen
2	Pokémon GO	Niantic
3	Candy Crush Saga	Activision Blizzard
4	Word Snack	APNAX
5	Subway Surfers	Kiloo
6	Clash Royale	Supercell
7	Hay Day	Supercell
8	Clash of Clans	Supercell
9	Helix Jump	Voodoo
10	Candy Crush Soda Saga	Activision Blizzard

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# Denmark by Downloads

Top Apps of 2018: Denmark  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	MobilePay	MobilePay
3	Wish	ContextLogic
4	Snapchat	Snap
5	Bitmoji	Snap
6	Netflix	Netflix
7	Spotify	Spotify
8	Facebook	Facebook
9	Instagram	Facebook
10	PostNord Sweden	PostNord

Top Games of 2018: Denmark  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Love Balls	SuperTapx
3	Rise Up	Serkan Ozyilmaz
4	Fortnite	Epic Games
5	Paper.io 2	Voodoo
6	Knife Hit	Ubisoft
7	Tomb of the Mask	Playgendary
8	Ord Kryds	WePlay Technologies
9	Toon Blast	Peak Games
10	Cash Inc.	AppLovin

Top Companies of 2018: Denmark  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Microsoft	United States
3	Facebook	United States
4	Snap	United States
5	DR	Denmark
6	MobilePay	Denmark
7	TV 2 Danmark	Denmark
8	ContextLogic	United States
9	InterActiveCorp (IAC)	United States
10	Modern Times Group	Sweden

Top Companies of 2018: Denmark  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	Playgendary	Germany
4	AppLovin	United States
5	TabTale	Israel
6	Electronic Arts	United States
7	TFG Co	Brazil
8	Miniclip	Switzerland
9	Activision Blizzard	United States
10	Cheetah Mobile	China



# Denmark by Consumer Spend

Top Apps of 2018: Denmark  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Mofibo	Storytel
4	Viaplay	Modern Times Group
5	Badoo	Badoo
6	Spotify	Spotify
7	Dropbox	Dropbox
8	LinkedIn	Microsoft
9	Google Drive	Google
10	Endomondo Sports Tracker	Under Armour

Top Games of 2018: Denmark  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Candy Crush Soda Saga	Activision Blizzard
4	Hay Day	Supercell
5	Gardenscapes - New Acres	Playrix
6	Homescapes	Playrix
7	ROBLOX	Roblox
8	Toon Blast	Peak Games
9	Idle Heroes	DH Games
10	Fortnite	Epic Games

Top Companies of 2018: Denmark  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Storytel	Sweden
4	Microsoft	United States
5	Modern Times Group	Sweden
6	Badoo	United Kingdom
7	Spotify	Sweden
8	Google	United States
9	Under Armour	United States
10	Dropbox	United States

Top Companies of 2018: Denmark  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Playrix	Ireland
3	Supercell	Finland
4	Niantic	United States
5	Peak Games	Turkey
6	Netmarble	South Korea
7	Aristocrat	Australia
8	Zynga	United States
9	Electronic Arts	United States
10	FunPlus	China



# Finland by Monthly Active Users

Top Apps of 2018: Finland Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 Spotify	Spotify
6	 Snapchat	Snap
7	 Fonecta Caller	Fonecta
8	 Netflix	Netflix
9	 Twitter	Twitter
10	 Ilta-Sanomat	Sanoma

Top Games of 2018: Finland Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Pokémon GO	Niantic
2	 Clash Royale	Supercell
3	 Hill Climb Racing 2	Fingersoft
4	 Paper.io 2	Voodoo
5	 Helix Jump	Voodoo
6	 Trivia Crack 2	Etermax
7	 Stickman Hook	Madbox
8	 Word Snack	APNAX
9	 Rise Up	Serkan Ozyilmaz
10	 Fire Balls 3D	Voodoo

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Finland by Downloads

Top Apps of 2018: Finland  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	YouTube Music	Google
3	Facebook Messenger	Facebook
4	HSL - Tickets, route planner and information	Helsingin seudun liikenne
5	MobilePay	MobilePay
6	Spotify	Spotify
7	Instagram	Facebook
8	Netflix	Netflix
9	Snapchat	Snap
10	Wish	ContextLogic

Top Games of 2018: Finland  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Rise Up	Serkan Ozyilmaz
2	Paper.io 2	Voodoo
3	Helix Jump	Voodoo
4	Love Balls	SuperTapx
5	Granny	DVloper
6	Tomb of the Mask	Playgendary
7	Kick the Buddy	Playgendary
8	Knife Hit	Ubisoft
9	Happy Glass	AppLovin
10	Word Snack	APNAX

Top Companies of 2018: Finland  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Microsoft	United States
3	Facebook	United States
4	Sanoma	Finland
5	MTV3	Finland
6	Snap	United States
7	Huawei	China
8	Delivery Hero	Germany
9	Nordea	Sweden
10	MobilePay	MobilePay

Top Companies of 2018: Finland  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	Playgendary	Germany
4	AppLovin	United States
5	TabTale	Israel
6	Electronic Arts	United States
7	Supercell	Finland
8	Miniclip	Switzerland
9	Cheetah Mobile	China
10	Activision Blizzard	United States



# Finland by Consumer Spend

Top Apps of 2018: Finland  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Google Drive	Google
4	Spotify	Spotify
5	F-Secure Freedom VPN	F-Secure
6	Viaplay	Modern Times Group
7	iDates	Boranu
8	020202 Caller - See who's calling	Fonecta
9	OneDrive	Microsoft
10	WordDive	WordDive

Top Games of 2018: Finland  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash Royale	Supercell
4	Growtopia	Ubisoft
5	Clash of Clans	Supercell
6	Hay Day	Supercell
7	Empires & Puzzles	Small Giant Games
8	Guns of Glory	FunPlus
9	Idle Heroes	DH Games
10	Candy Crush Soda Saga	Activision Blizzard

Top Companies of 2018: Finland  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Google	United States
4	F-Secure	Finland
5	Microsoft	United States
6	Spotify	Sweden
7	Modern Times Group	Sweden
8	MagazineCloner	United Kingdom
9	Boranu	Netherlands
10	Badoo	United Kingdom

Top Companies of 2018: Finland  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Niantic	United States
4	Ubisoft	France
5	Electronic Arts	United States
6	FunPlus	China
7	Playrix	Ireland
8	Rovio	Finland
9	IGG	China
10	Zynga	United States



# France by Monthly Active Users

Top Apps of 2018: France Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Facebook	Facebook
2	 Facebook Messenger	Facebook
3	 WhatsApp Messenger	Facebook
4	 Instagram	Facebook
5	 Snapchat	Snap
6	 Waze	Google
7	 Shazam	Apple
8	 Leboncoin	Schibsted
9	 Amazon	Amazon
10	 Netflix	Netflix

Top Games of 2018: France Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 Clash Royale	Supercell
3	 Pokémon GO	Niantic
4	 FDJ	La Francaise des jeux
5	 Clash of Clans	Supercell
6	 Helix Jump	Voodoo
7	 Candy Crush Soda Saga	Activision Blizzard
8	 Word Connect: Search the Word	Zenjoy
9	 Subway Surfers	Kiloo
10	 Piano Tiles 2	Cheetah Mobile

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# France by Downloads

Top Apps of 2018: France  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	WhatsApp Messenger	Facebook
3	Snapchat	Snap
4	Netflix	Netflix
5	Instagram	Facebook
6	Yuka - Scan de produits	Kiliweb
7	Wish	ContextLogic
8	Waze	Google
9	Bitmoji	Snap
10	Tik Tok	ByteDance

Top Games of 2018: France  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Love Balls	SuperTapx
3	Pixel Art	Easybrain
4	Knife Hit	Ubisoft
5	Rise Up	Serkan Ozyilmaz
6	Subway Surfers	Kiloo
7	Happy Glass	AppLovin
8	Word Cross French	WePlay Word Games
9	PUBG MOBILE	Tencent
10	Fortnite	Epic Games

Top Companies of 2018: France  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Snap	United States
5	Orange SA	France
6	Amazon	United States
7	ContextLogic	United States
8	Netflix	United States
9	ByteDance	China
10	Kiliweb	France

Top Companies of 2018: France  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	Electronic Arts	United States
4	AppLovin	United States
5	TabTale	Israel
6	Playgendary	Germany
7	Activision Blizzard	United States
8	Miniclip	Switzerland
9	Vivendi	France
10	Cheetah Mobile	China

APP ANNIE



APP ANNIE



# France by Consumer Spend

Top Apps of 2018: France  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Deezer	Deezer
3	Tinder	InterActiveCorp (IAC)
4	AdoptAGuy	GEB AdoptAGuy
5	Badoo	Badoo
6	LOVOO	The Meet Group
7	happn	Happn
8	myCANAL	Vivendi
9	Google Drive	Google
10	Meetic	InterActiveCorp (IAC)

Top Games of 2018: France  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
2	Clash Royale	Supercell
3	Candy Crush Saga	Activision Blizzard
4	Clash of Clans	Supercell
5	Summoners War	GAMEVIL
6	Lords Mobile	IGG
7	Candy Crush Soda Saga	Activision Blizzard
8	Gardenscapes - New Acres	Playrix
9	Pokémon GO	Niantic
10	Homescapes	Playrix

Top Companies of 2018: France  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	Netflix	United States
2	InterActiveCorp (IAC)	United States
3	Deezer	France
4	GEB AdoptAGuy	France
5	Badoo	United Kingdom
6	Google	United States
7	The Meet Group	United States
8	Microsoft	United States
9	Happn	France
10	Vivendi	France

Top Companies of 2018: France  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	BANDAI NAMCO	Japan
4	Playrix	Ireland
5	Netmarble	South Korea
6	IGG	China
7	Electronic Arts	United States
8	GAMEVIL	South Korea
9	FunPlus	China
10	Ubisoft	France



# Germany by Monthly Active Users

Top Apps of 2018: Germany Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Amazon	Amazon
5	 Instagram	Facebook
6	 eBay Kleinanzeigen	eBay
7	 eBay	eBay
8	 Spotify	Spotify
9	 DB Navigator	Deutsche Bahn
10	 Wetter App	WetterOnline

Top Games of 2018: Germany Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 QuizClash	MAG Interactive
2	 Candy Crush Saga	Activision Blizzard
3	 Pokémon GO	Niantic
4	 Helix Jump	Voodoo
5	 Clash Royale	Supercell
6	 Clash of Clans	Supercell
7	 4 Pics 1 Word	LOTUM
8	 Candy Crush Soda Saga	Activision Blizzard
9	 Subway Surfers	Kiloo
10	 Word Connect: Search the Word	Zenjoy

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Germany by Downloads

Top Apps of 2018: Germany  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Instagram	Facebook
3	Facebook Messenger	Facebook
4	Netflix	Netflix
5	Amazon	Amazon
6	Wish	ContextLogic
7	YouTube Music	Google
8	Tik Tok	ByteDance
9	Spotify	Spotify
10	eBay Kleinanzeigen	eBay

Top Games of 2018: Germany  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Happy Glass	AppLovin
3	Love Balls	SuperTapx
4	Pixel Art	Easybrain
5	PUBG MOBILE	Tencent
6	Paper.io 2	Voodoo
7	Rise Up	Serkan Ozyilmaz
8	Balls VS Blocks	Voodoo
9	Toon Blast	Peak Games
10	Subway Surfers	Kiloo

Top Companies of 2018: Germany  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Amazon	United States
5	eBay	United States
6	Snap	United States
7	Samsung Group	South Korea
8	ByteDance	China
9	ABISHKKING	Hong Kong
10	ContextLogic	United States

Top Companies of 2018: Germany  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Electronic Arts	United States
5	TabTale	Israel
6	Playgendary	Germany
7	Miniclip	Switzerland
8	Cheetah Mobile	China
9	Activision Blizzard	United States
10	Vivendi	France



# Germany by Consumer Spend

Top Apps of 2018: Germany  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Germany  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Germany  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Germany  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	LOVOO	The Meet Group
4	DAZN	Perform Group
5	Babbel	Babbel
6	Google Drive	Google
7	Deezer	Deezer
8	iDates	Boranu
9	BILD	Axel Springer
10	komoot	Komoot

Rank	App	Company
1	Gardenscapes - New Acres	Playrix
2	Pokémon GO	Niantic
3	Clash Royale	Supercell
4	Candy Crush Saga	Activision Blizzard
5	Clash of Clans	Supercell
6	Summoners War	GAMEVIL
7	Homescapes	Playrix
8	Guns of Glory	FunPlus
9	Candy Crush Soda Saga	Activision Blizzard
10	Empires & Puzzles	Small Giant Games

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	The Meet Group	United States
4	Babbel	Germany
5	Google	United States
6	Axel Springer	Germany
7	Perform Group	United Kingdom
8	Deezer	France
9	Boranu	Netherlands
10	Microsoft	United States

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Playrix	Ireland
3	Supercell	Finland
4	FunPlus	China
5	Electronic Arts	United States
6	IGG	China
7	Niantic	United States
8	Netmarble	South Korea
9	GAMEVIL	South Korea
10	BANDAI NAMCO	Japan



# Hong Kong by Monthly Active Users

Top Apps of 2018: Hong Kong Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 WeChat	Tencent
4	 Facebook Messenger	Facebook
5	 App 1933 - KMB · LWB	KMB
6	 Instagram	Facebook
7	 MyObservatory	Hong Kong Observatory
8	 OpenRice	Openrice
9	 Apple Daily	Next Digital
10	 LINE	LINE

Top Games of 2018: Hong Kong Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 Pokémon GO	Niantic
3	 Candy Crush Soda Saga	Activision Blizzard
4	 PUBG MOBILE	Tencent
5	 Disney Tsum Tsum	LINE
6	 Travel Frog	Hit-Point
7	 Clash Royale	Supercell
8	 Arena of Valor	SEA
9	 Hong Kong Mahjong Club	Recax
10	 Identity V	NetEase

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Hong Kong by Downloads

Top Apps of 2018: Hong Kong  
Combined iOS and Google Play  
Downloads

Top Games of 2018: Hong Kong  
Combined iOS and Google Play  
Downloads

Top Companies of 2018: Hong Kong  
Combined iOS and Google Play  
Apps Downloads

Top Companies of 2018: Hong Kong  
Combined iOS and Google Play  
Games Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	WeChat	Tencent
3	Alipay HK	Ant Financial Services Group
4	Tik Tok	ByteDance
5	Facebook Messenger	Facebook
6	Facebook	Facebook
7	Instagram	Facebook
8	App 1933 - KMB · LWB	KMB
9	Taobao	Alibaba Group
10	PayMe from HSBC	HSBC

Rank	App	Company
1	PUBG MOBILE	Tencent
2	Identity V	NetEase
3	Helix Jump	Voodoo
4	Knives Out	NetEase
5	Happy Glass	AppLovin
6	Love Balls	SuperTapx
7	Hole.io	Voodoo
8	Play a Happy Game	Triton Technology
9	Arena of Valor	SEA
10	Magic Piano Tiles 2018	Eyu

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Tencent	China
4	Alibaba Group	China
5	Microsoft	United States
6	PCCW	Hong Kong
7	HSBC	United Kingdom
8	Baidu	China
9	Ant Financial Services Group	China
10	ByteDance	China

Rank	Company	Headquarters
1	Voodoo	France
2	AppLovin	United States
3	NetEase	China
4	Tencent	China
5	Ubisoft	France
6	BabyBus	China
7	Playgendary	Germany
8	Activision Blizzard	United States
9	BANDAI NAMCO	Japan
10	Vivendi	France



# Hong Kong by Consumer Spend

Top Apps of 2018: Hong Kong  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Hong Kong  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Hong Kong  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Hong Kong  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	17 - Your Life's Moments	Paktor
3	KKBOX	KDDI
4	Tinder	InterActiveCorp (IAC)
5	JOOX Music	Tencent
6	Google Drive	Google
7	BIGO LIVE	BIGO
8	LINE	LINE
9	MOOV	PCCW
10	Lang Live	Brilliant Mark

Rank	App	Company
1	Be The King	Chuang Cool
2	Captain Tsubasa: Dream Team	KLab
3	Shin Sangokushi	Youkia
4	Arena of Valor	SEA
5	Lineage M	NCSOFT
6	Ragnarok M : Eternal Love	GungHo Online Entertainment
7	Lineage 2 Revolution	Netmarble
8	Tower of Saviors	Mad Head
9	Lords Mobile	IGG
10	Pokémon GO	Niantic

Rank	Company	Headquarters
1	Tencent	China
2	Paktor	Singapore
3	Netflix	United States
4	InterActiveCorp (IAC)	United States
5	KDDI	Japan
6	CyberStep	Japan
7	LINE	Japan
8	Microsoft	United States
9	Google	United States
10	PCCW	Hong Kong

Rank	Company	Headquarters
1	Netmarble	South Korea
2	BANDAI NAMCO	Japan
3	Activision Blizzard	United States
4	GungHo Online Entertainment	Japan
5	GAMANIA	Taiwan
6	SEA	Singapore
7	NetEase	China
8	KLab	Japan
9	Black Beard Game	China
10	Chuang Cool	China



# India by Monthly Active Users

Top Apps of 2018: India Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 SHAREit	SHAREit
4	 Facebook Messenger	Facebook
5	 Truecaller	Truecaller
6	 MX Player	J2 Interactive
7	 UC Browser	Alibaba Group
8	 Instagram	Facebook
9	 Amazon	Amazon
10	 Paytm	One97

Top Games of 2018: India Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Ludo King	Gametion
2	 Candy Crush Saga	Activision Blizzard
3	 PUBG MOBILE	Tencent
4	 Clash of Clans	Supercell
5	 Doodle Army 2 : Mini Militia	Miniclip
6	 Subway Surfers	Kiloo
7	 8 Ball Pool	Miniclip
8	 Temple Run 2	Imangi
9	 World Cricket Championship 2	Nextwave Multimedia
10	 Clash Royale	Supercell

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# India by Downloads

Top Apps of 2018: India  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	UC Browser	Alibaba Group
4	WhatsApp Messenger	Facebook
5	SHAREit	SHAREit
6	Tik Tok	ByteDance
7	Vigo Video	ByteDance
8	Hotstar	21st Century Fox
9	Truecaller	Truecaller
10	MX Player	J2 Interactive

Top Games of 2018: India  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Ludo King	Gametion
2	Subway Surfers	Kiloo
3	Temple Run 2	Imangi
4	Candy Crush Saga	Activision Blizzard
5	Temple Run	Imangi
6	Dr. Driving	SUD
7	Hill Climb Racing	Fingersoft
8	PUBG MOBILE	Tencent
9	My Talking Tom	Outfit7
10	Bubble Shooter by Ilyon	Ilyon Dynamics

Top Companies of 2018: India  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Reliance Industries	India
4	ByteDance	China
5	Alibaba Group	China
6	Bharti Airtel	India
7	SHAREit	China
8	J2 Interactive	South Korea
9	Times Group	India
10	21st Century Fox	United States

Top Companies of 2018: India  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Outfit7	Cyprus
2	Gamotronix	India
3	Doodle Mobile	China
4	Imangi	United States
5	Nazara	India
6	Ilyon Dynamics	Israel
7	Miniclip	Switzerland
8	Timuz	India
9	Activision Blizzard	United States
10	Million Games	India



# India by Consumer Spend

Top Apps of 2018: India  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	Google Drive	Google
4	Hotstar	21st Century Fox
5	Sing! by Smule	Smule
6	BIGO LIVE	BIGO
7	LivU	Riley Cillian
8	Udemy	Udemy
9	LinkedIn	Microsoft
10	StarMaker Karaoke	StarMaker

Top Games of 2018: India  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Teen Patti	Octro
2	Coin Master	Moon Active
3	8 Ball Pool	Miniclip
4	Teen Patti Gold	Moonfrog
5	PUBG MOBILE	Tencent
6	Candy Crush Saga	Activision Blizzard
7	Clash of Clans	Supercell
8	Ultimate Teen Patti	Play Games24x7
9	Lords Mobile	IGG
10	Zynga Poker	Zynga

Top Companies of 2018: India  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Riley Cillian	Hong Kong
4	Google	United States
5	BIGO	Singapore
6	Microsoft	United States
7	21st Century Fox	United States
8	Smule	United States
9	Udemy	United States
10	StarMaker	United States

Top Companies of 2018: India  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Octro	India
2	Moon Active	Israel
3	Activision Blizzard	United States
4	Supercell	Finland
5	Miniclip	Switzerland
6	Moonfrog	India
7	Tencent	China
8	Play Games24x7	India
9	IGG	China
10	Netmarble	South Korea



# Indonesia by Monthly Active Users

Top Apps of 2018: Indonesia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Instagram	Facebook
4	 SHAREit	SHAREit
5	 LINE	LINE
6	 Facebook Messenger	Facebook
7	 UC Browser	Alibaba Group
8	 GO-JEK	GO-JEK
9	 Tokopedia	Tokopedia
10	 Grab	Grab

Top Games of 2018: Indonesia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Mobile Legends: Bang bang	Moonton
2	 PUBG MOBILE	Tencent
3	 Clash of Clans	Supercell
4	 Helix Jump	Voodoo
5	 Ludo King	Gametion
6	 Free Fire	SEA
7	 Arena of Valor	SEA
8	 Minecraft Pocket Edition	Microsoft
9	 Clash Royale	Supercell
10	 Pou	Zakeh

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Indonesia by Downloads

Top Apps of 2018: Indonesia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	WhatsApp Messenger	Facebook
4	UC Browser	Alibaba Group
5	SHAREit	SHAREit
6	Tik Tok	ByteDance
7	Instagram	Facebook
8	YouTube Go	Google
9	Shopee	SEA
10	Hago	Hago Games

Top Games of 2018: Indonesia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Mobile Legends: Bang bang	Moonton
2	Helix Jump	Voodoo
3	Free Fire	SEA
4	Ludo King	Gametion
5	PUBG MOBILE	Tencent
6	Subway Surfers	Kiloo
7	Arena of Valor	SEA
8	Pou	Zakeh
9	slither.io	Lowtech Studios
10	Clash of Clans	Supercell

Top Companies of 2018: Indonesia  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Alibaba Group	China
4	Cheetah Mobile	China
5	ByteDance	China
6	SHAREit	China
7	Telkom Indonesia	Indonesia
8	SEA	Singapore
9	Grab	Singapore
10	Hago Games	China

Top Companies of 2018: Indonesia  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	BabyBus	China
2	Moonton	China
3	Doodle Mobile	China
4	Voodoo	France
5	SEA	Singapore
6	Mobirix	South Korea
7	Outfit7	Cyprus
8	Electronic Arts	United States
9	Vivendi	France
10	Miniclip	Switzerland



# Indonesia by Consumer Spend

Top Apps of 2018: Indonesia  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Indonesia  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Indonesia  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Indonesia  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Sing! by Smule	Smule
2	BIGO LIVE	BIGO
3	LINE	LINE
4	Tinder	InterActiveCorp (IAC)
5	Netflix	Netflix
6	StarMaker Karaoke	StarMaker
7	Google Drive	Google
8	JOOX Music	Tencent
9	Viu	PCCW
10	Webcomics	NeoBazar

Rank	App	Company
1	Mobile Legends: Bang bang	Moonton
2	Lords Mobile	IGG
3	Lineage 2 Revolution	Netmarble
4	Free Fire	SEA
5	PUBG MOBILE	Tencent
6	Clash of Kings	Elex Technology
7	Zynga Poker	Zynga
8	Dragon Nest	Tencent
9	Ragnarok M : Eternal Love	GungHo Online Entertainment
10	Legacy of Discord	Youzu

Rank	Company	Headquarters
1	Smule	United States
2	BIGO	Singapore
3	LINE	Japan
4	InterActiveCorp (IAC)	United States
5	StarMaker	United States
6	Netflix	United States
7	Google	United States
8	Tencent	China
9	Microsoft	United States
10	PCCW	Hong Kong

Rank	Company	Headquarters
1	Moonton	China
2	Netmarble	South Korea
3	SEA	Singapore
4	IGG	China
5	Kunlun	China
6	Supercell	Finland
7	Elex Technology	China
8	Tencent	China
9	Playrix	Ireland
10	Activision Blizzard	United States



# Japan by Monthly Active Users

Top Apps of 2018: Japan Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 LINE	LINE
2	 Twitter	Twitter
3	 Facebook	Facebook
4	 Instagram	Facebook
5	 Yahoo! JAPAN	Yahoo Japan
6	 Yahoo! Japan Weather	Yahoo Japan
7	 Amazon	Amazon
8	 Yahoo! Japan Transit	Yahoo Japan
9	 McDonald's Japan	McDonald's Japan
10	 Emoticon Keyboard by IO inc	IO inc

Top Games of 2018: Japan Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Disney Tsum Tsum	LINE
2	 Monster Strike	mixi
3	 Pokémon GO	Niantic
4	 Puzzle & Dragons	GungHo Online Entertainment
5	 Knives Out	NetEase
6	 Fate/Grand Order	Sony
7	 PokoPoko	LINE
8	 Animal Crossing: Pocket Camp	Nintendo
9	 BanG Dream	CyberAgent
10	 PES 2018 PRO EVOLUTION SOCCER	KONAMI

*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.*



# Japan by Downloads

Top Apps of 2018: Japan  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Tik Tok	ByteDance
2	LINE	LINE
3	SmartNews	SmartNews
4	Instagram	Facebook
5	Yahoo! JAPAN	Yahoo Japan
6	Spotify	Spotify
7	Mercari	Mercari
8	AbemaTV	CyberAgent
9	YouTube	Google
10	Google Maps	Google

Top Games of 2018: Japan  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Knives Out	NetEase
2	Happy Glass	AppLovin
3	Identity V	NetEase
4	Disney Tsum Tsum	LINE
5	Fill	MagicAnt
6	Balls VS Blocks	Voodoo
7	PUBG MOBILE	Tencent
8	Hole.io	Voodoo
9	Human Tower	Shion Honda
10	Monster Strike	mixi

Top Companies of 2018: Japan  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Yahoo Japan	Japan
3	NTT	Japan
4	LINE	Japan
5	ByteDance	China
6	Rakuten	Japan
7	Amazon	United States
8	Facebook	United States
9	Recruit Holdings	Japan
10	KDDI	Japan

Top Companies of 2018: Japan  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	BANDAI NAMCO	Japan
3	NetEase	China
4	LINE	Japan
5	MASK	Japan
6	AppLovin	United States
7	SQUARE ENIX	Japan
8	SEGA SAMMY	Japan
9	KONAMI	Japan
10	COLOPL	Japan



# Japan by Consumer Spend

Top Apps of 2018: Japan  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Japan  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Japan  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Japan  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	LINE	LINE
2	LINE Manga	LINE
3	LINE MUSIC	LINE MUSIC
4	tapple	CyberAgent
5	Pokecolo	Cocone
6	piccoma	Kakao Corp
7	Pairs	InterActiveCorp (IAC)
8	Showroom	DeNA
9	Netflix	Netflix
10	AWA Music	AWA

Rank	App	Company
1	Monster Strike	mixi
2	Fate/Grand Order	Sony
3	Puzzle & Dragons	GungHo Online Entertainment
4	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
5	Knives Out	NetEase
6	Disney Tsum Tsum	LINE
7	GranBlue Fantasy	CyberAgent
8	Pokémon GO	Niantic
9	THE IDOLM@STER Starlight Stage	BANDAI NAMCO
10	Jikkyou Pawafuru Puroyakyu	KONAMI

Rank	Company	Headquarters
1	LINE	Japan
2	CyberAgent	Japan
3	InterActiveCorp (IAC)	United States
4	Cocone	Japan
5	LINE MUSIC	Japan
6	DeNA	Japan
7	Kakao Corp	South Korea
8	SHUEISHA	Japan
9	Netflix	United States
10	AWA	Japan

Rank	Company	Headquarters
1	BANDAI NAMCO	Japan
2	mixi	Japan
3	Sony	Japan
4	CyberAgent	Japan
5	LINE	Japan
6	SQUARE ENIX	Japan
7	KONAMI	Japan
8	GungHo Online Entertainment	Japan
9	COLOPL	Japan
10	NetEase	China



# Malaysia by Monthly Active Users

Top Apps of 2018: Malaysia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 WeChat	Tencent
6	 Waze	Google
7	 Lazada	Alibaba Group
8	 Grab	Grab
9	 Telegram	Telegram
10	 Shopee	SEA

Top Games of 2018: Malaysia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Mobile Legends: Bang bang	Moonton
2	 Candy Crush Saga	Activision Blizzard
3	 Clash of Clans	Supercell
4	 PUBG MOBILE	Tencent
5	 Pokémon GO	Niantic
6	 Clash Royale	Supercell
7	 Candy Crush Soda Saga	Activision Blizzard
8	 Subway Surfers	Kiloo
9	 Free Fire	SEA
10	 Minecraft Pocket Edition	Microsoft

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Mexico by Monthly Active Users

Top Apps of 2018: Mexico Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 Spotify	Spotify
6	 Uber	Uber Technologies
7	 Netflix	Netflix
8	 Twitter	Twitter
9	 Mi Telcel	America Movil
10	 Microsoft Outlook	Microsoft

Top Games of 2018: Mexico Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 Clash Royale	Supercell
3	 Pokémon GO	Niantic
4	 Helix Jump	Voodoo
5	 Free Fire	SEA
6	 PUBG MOBILE	Tencent
7	 Trivia Crack	Etermax
8	 Candy Crush Soda Saga	Activision Blizzard
9	 Clash of Clans	Supercell
10	 Subway Surfers	Kiloo

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Mexico by Downloads

Top Apps of 2018: Mexico  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	WhatsApp Messenger	Facebook
3	Facebook	Facebook
4	Instagram	Facebook
5	Spotify	Spotify
6	Snapchat	Snap
7	Tik Tok	ByteDance
8	Netflix	Netflix
9	Uber	Uber Technologies
10	YouTube Music	Google

Top Games of 2018: Mexico  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Free Fire	SEA
3	Subway Surfers	Kiloo
4	Pou	Zakeh
5	Plants vs. Zombies	Electronic Arts
6	Candy Crush Saga	Activision Blizzard
7	Rise Up	Serkan Ozyilmaz
8	Sniper 3D Assassin	TFG Co
9	Clash Royale	Supercell
10	slither.io	Lowtech Studios

Top Companies of 2018: Mexico  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	ByteDance	China
5	Cheetah Mobile	China
6	Baidu	China
7	Snap	United States
8	Uber Technologies	United States
9	America Movil	Mexico
10	Spotify	Sweden

Top Companies of 2018: Mexico  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Electronic Arts	United States
3	Outfit7	Cyprus
4	Vivendi	France
5	TabTale	Israel
6	Doodle Mobile	China
7	Activision Blizzard	United States
8	Ubisoft	France
9	TFG Co	Brazil
10	Playgendary	Germany

APP ANNIE



APP ANNIE



# Mexico by Consumer Spend

Top Apps of 2018: Mexico  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	YouTube	Google
3	Tinder	InterActiveCorp (IAC)
4	HBO GO	Time Warner
5	Spotify	Spotify
6	Sing! by Smule	Smule
7	FOX Latin America	21st Century Fox
8	LinkedIn	Microsoft
9	YouTube Music	Google
10	Grindr	Kunlun

Top Games of 2018: Mexico  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Clash Royale	Supercell
2	Free Fire	SEA
3	Candy Crush Saga	Activision Blizzard
4	Pokémon GO	Niantic
5	Clash of Clans	Supercell
6	Candy Crush Soda Saga	Activision Blizzard
7	Marvel Contest of Champions	Netmarble
8	Fortnite	Epic Games
9	ROBLOX	Roblox
10	Toon Blast	Peak Games

Top Companies of 2018: Mexico  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	Netflix	United States
2	Google	United States
3	InterActiveCorp (IAC)	United States
4	Time Warner	United States
5	Microsoft	United States
6	Smule	United States
7	Spotify	Sweden
8	21st Century Fox	United States
9	BPMobile	United States
10	Badoo	United Kingdom

Top Companies of 2018: Mexico  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Electronic Arts	United States
4	Netmarble	South Korea
5	SEA	Singapore
6	Playrix	Ireland
7	Niantic	United States
8	Peak Games	Turkey
9	IGG	China
10	Time Warner	United States



# Netherlands by Monthly Active Users

Top Apps of 2018: Netherlands Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Spotify	Spotify
5	 Instagram	Facebook
6	 Buienradar	Bertelsmann
7	 NU.nl	Sanoma
8	 ING Bankieren	ING Group
9	 Marktplaats	eBay
10	 Rabo Bankieren	Rabobank

Top Games of 2018: Netherlands Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Wordfeud	Bertheussen
2	 Candy Crush Saga	Activision Blizzard
3	 Pokémon GO	Niantic
4	 Clash Royale	Supercell
5	 Clash of Clans	Supercell
6	 Word Snack	APNAX
7	 Candy Crush Soda Saga	Activision Blizzard
8	 Helix Jump	Voodoo
9	 Subway Surfers	Kiloo
10	 Hay Day	Supercell

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Netherlands by Downloads

Top Apps of 2018: Netherlands  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Tikkie	ABN AMRO
3	DigiD	Rijksoverheid
4	Facebook Messenger	Facebook
5	Spotify	Spotify
6	Wish	ContextLogic
7	Netflix	Netflix
8	Instagram	Facebook
9	Microsoft Outlook	Microsoft
10	Snapchat	Snap

Top Games of 2018: Netherlands  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Love Balls	SuperTapx
3	Rise Up	Serkan Ozyilmaz
4	Paper.io 2	Voodoo
5	Woord Kruis	WePlay Word Games
6	Fortnite	Epic Games
7	Knife Hit	Ubisoft
8	Subway Surfers	Kiloo
9	Kick the Buddy	Playgendary
10	Toon Blast	Peak Games

Top Companies of 2018: Netherlands  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Microsoft	United States
3	Facebook	United States
4	ABN AMRO	Netherlands
5	Rijksoverheid	Netherlands
6	Bertelsmann	Germany
7	Snap	United States
8	Samsung Group	South Korea
9	ContextLogic	United States
10	Spotify	Sweden

Top Companies of 2018: Netherlands  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Playgendary	Germany
5	Electronic Arts	United States
6	TabTale	Israel
7	Miniclip	Switzerland
8	Activision Blizzard	United States
9	TFG Co	Brazil
10	Supercell	Finland



# Netherlands by Consumer Spend

Top Apps of 2018: Netherlands  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Google Drive	Google
4	LinkedIn	Microsoft
5	Badoo	Badoo
6	happn	Happn
7	Headspace	Headspace
8	Spotify	Spotify
9	Dropbox	Dropbox
10	RTL XL	Bertelsmann

Top Games of 2018: Netherlands  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Gardenscapes - New Acres	Playrix
4	Clash Royale	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Lords Mobile	IGG
7	Clash of Clans	Supercell
8	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
9	Hay Day	Supercell
10	Guns of Glory	FunPlus

Top Companies of 2018: Netherlands  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Microsoft	United States
4	Google	United States
5	Badoo	United Kingdom
6	Happn	France
7	Bertelsmann	Germany
8	Headspace	United Kingdom
9	Spotify	Sweden
10	Dropbox	United States

Top Companies of 2018: Netherlands  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Playrix	Ireland
4	Niantic	United States
5	IGG	China
6	FunPlus	China
7	Giant Network	China
8	BANDAI NAMCO	Japan
9	Electronic Arts	United States
10	Aristocrat	Australia



# Russia by Monthly Active Users

Top Apps of 2018: Russia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Viber	Rakuten
3	 VK	Mail.Ru Group
4	 Sberbank Online	Sberbank of Russia
5	 Instagram	Facebook
6	 OK.RU	Mail.Ru Group
7	 Yandex Search	Yandex
8	 Yandex.Browser	Yandex
9	 AliExpress	Alibaba Group
10	 Opera Browser	Opera

Top Games of 2018: Russia Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 My Talking Tom	Outfit7
2	 Helix Jump	Voodoo
3	 Minecraft Pocket Edition	Microsoft
4	 Subway Surfers	Kiloo
5	 My Talking Angela	Outfit7
6	 Clash Royale	Supercell
7	 Clash of Clans	Supercell
8	 Homescapes	Playrix
9	 Talking Tom Gold Run	Outfit7
10	 Pirate Treasures	TAPCLAP

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Russia by Downloads

Top Apps of 2018: Russia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	VK	Mail.Ru Group
3	Sberbank Online	Sberbank of Russia
4	Instagram	Facebook
5	Joom	Joom
6	Viber	Rakuten
7	Yandex.Browser	Yandex
8	Pandao	Mail.Ru Group
9	Tik Tok	ByteDance
10	Yandex Search	Yandex

Top Games of 2018: Russia  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Knife Hit	Ubisoft
3	Clever — Game with Prizes	Mail.Ru Group
4	Subway Surfers	Kiloo
5	Paper.io 2	Voodoo
6	Granny	DVloper
7	Rise Up	Serkan Ozyilmaz
8	Love Balls	SuperTapx
9	PUBG MOBILE	Tencent
10	My Talking Tom	Outfit7

Top Companies of 2018: Russia  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Yandex	Russia
2	Mail.Ru Group	Russia
3	Facebook	United States
4	Google	United States
5	Sberbank of Russia	Russia
6	Microsoft	United States
7	Joom	Russia
8	Alibaba Group	China
9	Rakuten	Japan
10	ABISHKKING	Hong Kong

Top Companies of 2018: Russia  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	Outfit7	Cyprus
4	TabTale	Israel
5	Electronic Arts	United States
6	AppLovin	United States
7	Vivendi	France
8	Playgendary	Germany
9	Cheetah Mobile	China
10	Miniclip	Switzerland



# Russia by Consumer Spend

Top Apps of 2018: Russia  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	VK	Mail.Ru Group
2	BOOM: Music Player	UMA
3	OK.RU	Mail.Ru Group
4	Yandex Music	Yandex
5	Read!	LitRes
6	Tinder	InterActiveCorp (IAC)
7	ivi.ru	Ivi.ru
8	Badoo	Badoo
9	Listen!	LitRes
10	Mamba Dating	Mamba Dating

Top Games of 2018: Russia  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Vikings: War of Clans	Aristocrat
2	Empires & Puzzles	Small Giant Games
3	Gardenscapes - New Acres	Playrix
4	Lords Mobile	IGG
5	Clash of Kings	Elex Technology
6	World of Tanks Blitz	Wargaming.net
7	Castle Clash	IGG
8	Homescapes	Playrix
9	King of Avalon: Dragon Warfare	FunPlus
10	War and Magic	EFUN

Top Companies of 2018: Russia  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	Mail.Ru Group	Russia
2	LitRes	Russia
3	UMA	Russia
4	InterActiveCorp (IAC)	United States
5	Yandex	Russia
6	Ivi.ru	Russia
7	Badoo	United Kingdom
8	Google	United States
9	Mamba Dating	Russia
10	Smule	United States

Top Companies of 2018: Russia  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Playrix	Ireland
2	IGG	China
3	Aristocrat	Australia
4	Elex Technology	China
5	FunPlus	China
6	Wargaming.net	Cyprus
7	Supercell	Finland
8	Electronic Arts	United States
9	Mail.Ru Group	Russia
10	Small Giant Games	Finland



# Singapore by Monthly Active Users

Top Apps of 2018: Singapore Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Instagram	Facebook
4	 Facebook Messenger	Facebook
5	 Grab	Grab
6	 Carousell	Carousell
7	 WeChat	Tencent
8	 Spotify	Spotify
9	 Telegram	Telegram
10	 DBS Digibank	DBS Bank

Top Games of 2018: Singapore Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Pokémon GO	Niantic
2	 Mobile Legends: Bang bang	Moonton
3	 PUBG MOBILE	Tencent
4	 Clash Royale	Supercell
5	 Candy Crush Saga	Activision Blizzard
6	 Rules of Survival	NetEase
7	 MapleStory M	NEXON
8	 Brawl Stars	Supercell
9	 Clash of Clans	Supercell
10	 Candy Crush Soda Saga	Activision Blizzard

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Singapore by Downloads

Top Apps of 2018: Singapore  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	GrabFood	Grab
4	Facebook	Facebook
5	Grab	Grab
6	Tik Tok	ByteDance
7	ofo	ofo
8	DBS PayLah	DBS Bank
9	Lazada	Alibaba Group
10	Instagram	Facebook

Top Games of 2018: Singapore  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	PUBG MOBILE	Tencent
2	Helix Jump	Voodoo
3	Mobile Legends: Bang bang	Moonton
4	Rules of Survival	NetEase
5	Word Link	Worzzle
6	Love Balls	SuperTapx
7	Brawl Stars	Supercell
8	Toon Blast	Peak Games
9	Hole.io	Voodoo
10	Happy Glass	AppLovin

Top Companies of 2018: Singapore  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Alibaba Group	China
5	Grab	Singapore
6	DBS Bank	Singapore
7	Tencent	China
8	SingTel	Singapore
9	ByteDance	China
10	Baidu	China

Top Companies of 2018: Singapore  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Playgendary	Germany
5	Electronic Arts	United States
6	Vivendi	France
7	NetEase	China
8	Tencent	China
9	Supercell	Finland
10	Activision Blizzard	United States



# Singapore by Consumer Spend

Top Apps of 2018: Singapore  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Singapore  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Singapore  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Singapore  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	BIGO LIVE	BIGO
3	Tinder	InterActiveCorp (IAC)
4	Sing! by Smule	Smule
5	Carousell	Carousell
6	Viu	PCCW
7	17 - Your Life's Moments	Paktor
8	Google Drive	Google
9	LinkedIn	Microsoft
10	Coffee Meets Bagel CMB	Coffee Meets Bagel

Rank	App	Company
1	Mobile Legends: Bang bang	Moonton
2	Slotomania	Giant Network
3	Lords Mobile	IGG
4	Pokémon GO	Niantic
5	Be The King	Chuang Cool
6	MapleStory M	NEXON
7	Summoners War	GAMEVIL
8	Lineage 2 Revolution	Netmarble
9	Dragon Nest	Tencent
10	Clash Royale	Supercell

Rank	Company	Headquarters
1	Netflix	United States
2	InterActiveCorp (IAC)	United States
3	BIGO	Singapore
4	Microsoft	United States
5	Paktor	Singapore
6	Smule	United States
7	Carousell	Singapore
8	Tencent	China
9	Google	United States
10	PCCW	Hong Kong

Rank	Company	Headquarters
1	Netmarble	South Korea
2	Giant Network	China
3	EFUN	China
4	Moonton	China
5	Supercell	Finland
6	NEXON	Japan
7	Activision Blizzard	United States
8	IGG	China
9	GAMEVIL	South Korea
10	Aristocrat	Australia



# South Korea by Monthly Active Users

Top Apps of 2018: South Korea Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 KakaoTalk	Kakao Corp
2	 Naver	NAVER
3	 BAND	NAVER
4	 KakaoStory	Kakao Corp
5	 Facebook	Facebook
6	 Naver Map	NAVER
7	 Instagram	Facebook
8	 Daum	Kakao Corp
9	 T map	SK Group
10	 Coupang	Coupang

Top Games of 2018: South Korea Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 PUBG MOBILE	Tencent
2	 Clash Royale	Supercell
3	 Rider	Ubisoft
4	 Pmang New Matgo	Neowiz
5	 Everybody's Marble	Netmarble
6	 Friends Popcorn	Kakao Corp
7	 Helix Jump	Voodoo
8	 Free Fire	SEA
9	 Anipang 2	SundayToz
10	 Clash of Clans	Supercell

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# South Korea by Downloads

Top Apps of 2018: South Korea  
Combined iOS and Google Play  
Downloads

Top Games of 2018: South Korea  
Combined iOS and Google Play  
Downloads

Top Companies of 2018: South Korea  
Combined iOS and Google Play  
Apps Downloads

Top Companies of 2018: South Korea  
Combined iOS and Google Play  
Games Downloads

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	Tik Tok	ByteDance
3	Naver	NAVER
4	Instagram	Facebook
5	Toss	Viva Republica
6	Facebook	Facebook
7	KakaoTaxi	Kakao Corp
8	Baedal Minjeok	Woowa Brothers
9	Samsung Smart Switch Mobile	Samsung Group
10	Facebook Messenger	Facebook

Rank	App	Company
1	PUBG MOBILE	Tencent
2	Black Desert	Pearl Abyss
3	Helix Jump	Voodoo
4	Free Fire	SEA
5	Will Hero	ZPLAY
6	Friends Racing	Kakao Corp
7	Happy Glass	AppLovin
8	Knife Hit	Ubisoft
9	Durango: Wild Lands	NEXON
10	Friends Marble	Kakao Corp

Rank	Company	Headquarters
1	NAVER	South Korea
2	Kakao Corp	South Korea
3	SK Group	South Korea
4	Google	United States
5	Samsung Group	South Korea
6	Facebook	United States
7	Lotte	South Korea
8	LG Corporation	South Korea
9	Nonghyup	South Korea
10	KT Corporation	South Korea

Rank	Company	Headquarters
1	Ubisoft	France
2	Kakao Corp	South Korea
3	Voodoo	France
4	Netmarble	South Korea
5	AppLovin	United States
6	BabyBus	China
7	NEXON	Japan
8	Bluehole	South Korea
9	Playgendary	Germany
10	Pearl Abyss	South Korea



# South Korea by Consumer Spend

Top Apps of 2018: South Korea  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: South Korea  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: South Korea  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: South Korea  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	KakaoPage	Kakao Corp
3	Netflix	Netflix
4	pooq	pooq
5	MelOn	Kakao Corp
6	Azar	Hyperconnect
7	YouTube	Google
8	NoonDate	Mozzet
9	Amanda	Nextmatch
10	Watcha Play	Frograms

Rank	App	Company
1	Lineage M	NCSOFT
2	Black Desert	Pearl Abyss
3	Lineage 2 Revolution	Netmarble
4	MU Awakening	Tencent
5	Everybody's Marble	Netmarble
6	Seven Knights	Netmarble
7	Ragnarok M : Eternal Love	GungHo Online Entertainment
8	Rise of Dynasty: Three Kingdom	EFUN
9	Be The King	Chuang Cool
10	Fate/Grand Order	Sony

Rank	Company	Headquarters
1	Kakao Corp	South Korea
2	NAVER	South Korea
3	Google	United States
4	Netflix	United States
5	pooq	South Korea
6	Hyperconnect	South Korea
7	Nextmatch	South Korea
8	Mozzet	South Korea
9	Frograms	South Korea
10	Colondee :D	South Korea

Rank	Company	Headquarters
1	NCSOFT	South Korea
2	Netmarble	South Korea
3	Pearl Abyss	South Korea
4	NEXON	Japan
5	Kakao Corp	South Korea
6	Webzen	South Korea
7	GAMEVIL	South Korea
8	EFUN	China
9	SundayToz	South Korea
10	GungHo Online Entertainment	Japan



# Spain by Monthly Active Users

Top Apps of 2018: Spain Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Instagram	Facebook
4	 Facebook Messenger	Facebook
5	 Amazon	Amazon
6	 Twitter	Twitter
7	 Spotify	Spotify
8	 Wallapop	Wallapop
9	 Shazam	Apple
10	 Microsoft Outlook	Microsoft

Top Games of 2018: Spain Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 Clash Royale	Supercell
3	 Pokémon GO	Niantic
4	 Helix Jump	Voodoo
5	 Parcheesi STAR	Gameberry
6	 Clash of Clans	Supercell
7	 Candy Crush Soda Saga	Activision Blizzard
8	 Trivia Crack	Etermax
9	 Aworded	Etermax
10	 Subway Surfers	Kiloo

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Spain by Downloads

Top Apps of 2018: Spain  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Instagram	Facebook
4	Tik Tok	ByteDance
5	Netflix	Netflix
6	Facebook	Facebook
7	Wish	ContextLogic
8	Amazon	Amazon
9	Spotify	Spotify
10	YouTube Music	Google

Top Games of 2018: Spain  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Parcheesi STAR	Gameberry
3	Love Balls	SuperTapx
4	Paper.io 2	Voodoo
5	Rise Up	Serkan Ozyilmaz
6	Palabras Cruz	WePlay Word Games
7	Happy Glass	AppLovin
8	Subway Surfers	Kiloo
9	CodyCross	Fanatee
10	Pixel Art	Easybrain

Top Companies of 2018: Spain  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Amazon	United States
5	Schibsted	Norway
6	ByteDance	China
7	ContextLogic	United States
8	ABISHKKING	Hong Kong
9	Netflix	United States
10	Snap	United States

Top Companies of 2018: Spain  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	TabTale	Israel
5	Electronic Arts	United States
6	Playgendary	Germany
7	Miniclip	Switzerland
8	Activision Blizzard	United States
9	Supercell	Finland
10	Vivendi	France



# Spain by Consumer Spend

Top Apps of 2018: Spain  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Spain  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Spain  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Spain  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	Wallapop	Wallapop
4	Google Drive	Google
5	LOVOO	The Meet Group
6	Badoo	Badoo
7	Spotify	Spotify
8	LinkedIn	Microsoft
9	Dropbox	Dropbox
10	Sing! by Smule	Smule

Rank	App	Company
1	Clash Royale	Supercell
2	Candy Crush Saga	Activision Blizzard
3	Pokémon GO	Niantic
4	Lords Mobile	IGG
5	Clash of Clans	Supercell
6	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
7	Gardenscapes - New Acres	Playrix
8	Homescapes	Playrix
9	Candy Crush Soda Saga	Activision Blizzard
10	Clash of Kings	Elex Technology

Rank	Company	Headquarters
1	Netflix	United States
2	InterActiveCorp (IAC)	United States
3	Google	United States
4	Wallapop	Spain
5	Microsoft	United States
6	The Meet Group	United States
7	Badoo	United Kingdom
8	Smule	United States
9	Spotify	Sweden
10	Babbel	Germany

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Playrix	Ireland
4	IGG	China
5	BANDAI NAMCO	Japan
6	Electronic Arts	United States
7	Niantic	United States
8	Netmarble	South Korea
9	FunPlus	China
10	Peak Games	Turkey



# Sweden by Monthly Active Users

Top Apps of 2018: Sweden Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Swish payments	Getswish
2	 Facebook Messenger	Facebook
3	 Facebook	Facebook
4	 Spotify	Spotify
5	 Instagram	Facebook
6	 BankID säkerhetsapp	Finansiell ID-Teknik
7	 WhatsApp Messenger	Facebook
8	 Snapchat	Snap
9	 Netflix	Netflix
10	 Blocket	Blocket

Top Games of 2018: Sweden Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Wordfeud	Bertheussen
2	 Pokémon GO	Niantic
3	 Candy Crush Saga	Activision Blizzard
4	 QuizClash	MAG Interactive
5	 Svenska Spel	Svenska Spel
6	 Helix Jump	Voodoo
7	 Subway Surfers	Kiloo
8	 Clash Royale	Supercell
9	 Clash of Clans	Supercell
10	 Hay Day	Supercell

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Sweden by Downloads

Top Apps of 2018: Sweden  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Swish payments	Getswish
3	BankID säkerhetsapp	Finansiell ID-Teknik
4	YouTube Music	Google
5	Netflix	Netflix
6	Snapchat	Snap
7	Spotify	Spotify
8	Bitmoji	Snap
9	H&M	H&M
10	Instagram	Facebook

Top Games of 2018: Sweden  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Love Balls	SuperTapx
3	Rise Up	Serkan Ozyilmaz
4	Tomb of the Mask	Playgendary
5	Happy Glass	AppLovin
6	Ordet Kors	WePlay Word Games
7	Paper.io 2	Voodoo
8	Fortnite	Epic Games
9	Knife Hit	Ubisoft
10	Kick the Buddy	Playgendary

Top Companies of 2018: Sweden  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Sveriges Television	Sweden
5	Snap	United States
6	Getswish	Sweden
7	Finansiell ID-Teknik	Sweden
8	Schibsted	Norway
9	InterActiveCorp (IAC)	United States
10	Swedbank	Sweden

Top Companies of 2018: Sweden  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Playgendary	Germany
5	TabTale	Israel
6	Electronic Arts	United States
7	Miniclip	Switzerland
8	Cheetah Mobile	China
9	TFG Co	Brazil
10	Outfit7	Cyprus



# Sweden by Consumer Spend

Top Apps of 2018: Sweden  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Spotify	Spotify
4	Badoo	Badoo
5	Viaplay	Modern Times Group
6	Lifesum	Lifesum
7	Google Drive	Google
8	Sing! by Smule	Smule
9	Dropbox	Dropbox
10	LinkedIn	Microsoft

Top Games of 2018: Sweden  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Candy Crush Soda Saga	Activision Blizzard
4	Coin Master	Moon Active
5	Gardenscapes - New Acres	Playrix
6	Homescapes	Playrix
7	Idle Heroes	DH Games
8	Guns of Glory	FunPlus
9	King of Avalon: Dragon Warfare	FunPlus
10	Hay Day	Supercell

Top Companies of 2018: Sweden  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Spotify	Sweden
4	Badoo	United Kingdom
5	Google	United States
6	Microsoft	United States
7	Modern Times Group	Sweden
8	Smule	United States
9	Lifesum	Sweden
10	Dropbox	United States

Top Companies of 2018: Sweden  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Playrix	Ireland
3	Supercell	Finland
4	Niantic	United States
5	FunPlus	China
6	Moon Active	Israel
7	Netmarble	South Korea
8	Peak Games	Turkey
9	Electronic Arts	United States
10	IGG	China



# Switzerland by Monthly Active Users

Top Apps of 2018: Switzerland Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 SBB	SBB
3	 Facebook	Facebook
4	 Facebook Messenger	Facebook
5	 20 Minutes Switzerland	Tamedia
6	 MeteoSwiss	MeteoSwiss
7	 Instagram	Facebook
8	 Migros – Einkaufen & Sparen	Migros
9	 Spotify	Spotify
10	 Snapchat	Snap

Top Games of 2018: Switzerland Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 QuizClash	MAG Interactive
2	 Candy Crush Saga	Activision Blizzard
3	 Clash Royale	Supercell
4	 Clash of Clans	Supercell
5	 Pokémon GO	Niantic
6	 Subway Surfers	Kiloo
7	 Rider	Ubisoft
8	 Helix Jump	Voodoo
9	 Fortnite	Epic Games
10	 MobilityWare Solitaire	MobilityWare

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Switzerland by Downloads

Top Apps of 2018: Switzerland  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Wish	ContextLogic
4	Instagram	Facebook
5	Spotify	Spotify
6	Netflix	Netflix
7	SBB	SBB
8	Snapchat	Snap
9	Facebook	Facebook
10	Zalando	Zalando

Top Games of 2018: Switzerland  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Love Balls	SuperTapx
3	Rise Up	Serkan Ozyilmaz
4	Happy Glass	AppLovin
5	Fortnite	Epic Games
6	Knife Hit	Ubisoft
7	Toon Blast	Peak Games
8	Paper.io 2	Voodoo
9	Subway Surfers	Kiloo
10	Kick the Buddy	Playgendary

Top Companies of 2018: Switzerland  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Swisscom	Switzerland
5	Snap	United States
6	Swiss Post	Swiss Post
7	ContextLogic	United States
8	SBB	Switzerland
9	Samsung Group	South Korea
10	InterActiveCorp (IAC)	United States

Top Companies of 2018: Switzerland  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Playgendary	Germany
5	Electronic Arts	United States
6	TabTale	Israel
7	Vivendi	France
8	Miniclip	Switzerland
9	TFG Co	Brazil
10	Supercell	Finland



# Switzerland by Consumer Spend

Top Apps of 2018: Switzerland  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	LOVOO	The Meet Group
4	Badoo	Badoo
5	Azar	Hyperconnect
6	Babbel	Babbel
7	LinkedIn	Microsoft
8	Google Drive	Google
9	Zattoo Live TV	Zattoo
10	Dropbox	Dropbox

Top Games of 2018: Switzerland  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Clash of Clans	Supercell
3	Gardenscapes - New Acres	Playrix
4	Clash Royale	Supercell
5	Hay Day	Supercell
6	Fortnite	Epic Games
7	Homescapes	Playrix
8	Pokémon GO	Niantic
9	Candy Crush Soda Saga	Activision Blizzard
10	Guns of Glory	FunPlus

Top Companies of 2018: Switzerland  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	The Meet Group	United States
4	Babbel	Germany
5	Microsoft	United States
6	Badoo	United Kingdom
7	Hyperconnect	South Korea
8	Swift Management	Switzerland
9	Tamedia	Switzerland
10	Google	United States

Top Companies of 2018: Switzerland  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Playrix	Ireland
4	Electronic Arts	United States
5	Netmarble	South Korea
6	FunPlus	China
7	BANDAI NAMCO	Japan
8	Zynga	United States
9	Peak Games	Turkey
10	Aristocrat	Australia



# Taiwan by Monthly Active Users

Top Apps of 2018: Taiwan Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 LINE	LINE
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 whoscall	NAVER
6	 Shopee	SEA
7	 WeChat	Tencent
8	 Clean Master	Cheetah Mobile
9	 McDonald's Daily	McDonald's
10	 BusTracker Taipei	Verizon

Top Games of 2018: Taiwan Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Pokémon GO	Niantic
2	 Candy Crush Saga	Activision Blizzard
3	 Travel Frog	Hit-Point
4	 Arena of Valor	SEA
5	 LINE Bubble 2	LINE
6	 Tower of Saviors	Mad Head
7	 Brown Farm	LINE
8	 Free Fire	SEA
9	 Identity V	NetEase
10	 Clash Royale	Supercell

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Taiwan by Downloads

Top Apps of 2018: Taiwan  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Tik Tok	ByteDance
2	LINE	LINE
3	Facebook Messenger	Facebook
4	Shopee	SEA
5	iQIYI	Baidu
6	Facebook	Facebook
7	Instagram	Facebook
8	WeChat	Tencent
9	MixerBox	MixerBox
10	WuTa Camera	Benqumark

Top Games of 2018: Taiwan  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Travel Frog	Hit-Point
2	Knives Out	NetEase
3	Free Fire	SEA
4	Identity V	NetEase
5	Happy Glass	AppLovin
6	Arena of Valor	SEA
7	Helix Jump	Voodoo
8	Magic Piano Tiles 2018	Eyu
9	Love Balls	SuperTapx
10	Black Desert	Pearl Abyss

Top Companies of 2018: Taiwan  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	ByteDance	China
4	NAVER	South Korea
5	LINE	Japan
6	Microsoft	United States
7	Baidu	China
8	Taiwan Mobile	Taiwan
9	Tencent	China
10	Alibaba Group	China

Top Companies of 2018: Taiwan  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	LongE	Taiwan
2	Voodoo	France
3	Hit-Point	Japan
4	SEA	Singapore
5	BabyBus	China
6	AppLovin	United States
7	LINE	Japan
8	Playgendary	Germany
9	Ubisoft	France
10	Netmarble	South Korea



# Taiwan by Consumer Spend

Top Apps of 2018: Taiwan  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	LINE	LINE
2	17 - Your Life's Moments	Paktor
3	iQIYI	Baidu
4	Lang Live	Brilliant Mark
5	KKBOX	KDDI
6	JustDating	Establish Technology
7	Pairs	InterActiveCorp (IAC)
8	Netflix	Netflix
9	MeMe Live	Next Entertainment
10	UpLive	Asia Innovations

Top Games of 2018: Taiwan  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Lineage M	NCSOFT
2	Tower of Saviors	Mad Head
3	Ragnarok M : Eternal Love	GungHo Online Entertainment
4	Arena of Valor	SEA
5	Lineage 2 Revolution	Netmarble
6	Xin Stars	Wanin
7	0857online	GalaxyOnline
8	Fate/Grand Order	Sony
9	Be The King	Chuang Cool
10	Pokémon GO	Niantic

Top Companies of 2018: Taiwan  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	LINE	Japan
2	Paktor	Singapore
3	Baidu	China
4	KDDI	Japan
5	Brilliant Mark	Taiwan
6	InterActiveCorp (IAC)	United States
7	Sunfun	Taiwan
8	Establish Technology	Hong Kong
9	Google	United States
10	Next Entertainment	Taiwan

Top Companies of 2018: Taiwan  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	GAMANIA	Taiwan
2	Netmarble	South Korea
3	SEA	Singapore
4	Mad Head	Hong Kong
5	GungHo Online Entertainment	Japan
6	LINE	Japan
7	IGS	Taiwan
8	37games	China
9	GalaxyOnline	Taiwan
10	Wanin	Taiwan



# Thailand by Monthly Active Users

Top Apps of 2018: Thailand Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 LINE	LINE
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 Lazada	Alibaba Group
6	 K PLUS	KASIKORNBANK
7	 JOOX Music	Tencent
8	 SCB EASY	Siam Commercial Bank
9	 Shopee	SEA
10	 Twitter	Twitter

Top Games of 2018: Thailand Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Arena of Valor	SEA
2	 Candy Crush Saga	Activision Blizzard
3	 PUBG MOBILE	Tencent
4	 Pokémon GO	Niantic
5	 Free Fire	SEA
6	 Hay Day	Supercell
7	 Panya	Panya
8	 LINE Bubble 2	LINE
9	 Candy Crush Soda Saga	Activision Blizzard
10	 Ragnarok M : Eternal Love	GungHo Online Entertainment

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Thailand by Downloads

Top Apps of 2018: Thailand  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Tik Tok	ByteDance
3	Facebook	Facebook
4	LINE	LINE
5	Lazada	Alibaba Group
6	Shopee	SEA
7	JOOX Music	Tencent
8	Instagram	Facebook
9	4shared	New IT Solutions
10	Wallet by Truemoney	True Corporation

Top Games of 2018: Thailand  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Free Fire	SEA
2	Arena of Valor	SEA
3	PUBG MOBILE	Tencent
4	Helix Jump	Voodoo
5	Subway Surfers	Kiloo
6	Mobile Legends: Bang bang	Moonton
7	Rules of Survival	NetEase
8	Granny	DVloper
9	Candy Crush Saga	Activision Blizzard
10	Identity V	NetEase

Top Companies of 2018: Thailand  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	ByteDance	China
4	LINE	Japan
5	SEA	Singapore
6	True Corporation	Thailand
7	Alibaba Group	China
8	Tencent	China
9	NAVER	South Korea
10	Cheetah Mobile	China

Top Companies of 2018: Thailand  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	SEA	Singapore
2	BabyBus	China
3	Voodoo	France
4	Vivendi	France
5	Electronic Arts	United States
6	Outfit7	Cyprus
7	NetEase	China
8	AppLovin	United States
9	Activision Blizzard	United States
10	Ubisoft	France



# Thailand by Consumer Spend

Top Apps of 2018: Thailand  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Thailand  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Thailand  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Thailand  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	LINE	LINE
2	Netflix	Netflix
3	BIGO LIVE	BIGO
4	Meb: Mobile E-Books	MEB Corporation
5	Tinder	InterActiveCorp (IAC)
6	Google Drive	Google
7	Sing! by Smule	Smule
8	Tunwalai	OOKBEE
9	Viu	PCCW
10	JOOX Music	Tencent

Rank	App	Company
1	Arena of Valor	SEA
2	Yulgang Mobile	Longtu Game
3	PUBG MOBILE	Tencent
4	Free Fire	SEA
5	Lords Mobile	IGG
6	Ragnarok M : Eternal Love	GungHo Online Entertainment
7	Lineage 2 Revolution	Netmarble
8	Rules of Survival	NetEase
9	Everybody's Marble	Netmarble
10	Dragon Nest	Tencent

Rank	Company	Headquarters
1	LINE	Japan
2	Netflix	United States
3	BIGO	Singapore
4	MEB Corporation	Thailand
5	InterActiveCorp (IAC)	United States
6	OOKBEE	Thailand
7	Google	United States
8	Tencent	China
9	Smule	United States
10	NHN Entertainment	South Korea

Rank	Company	Headquarters
1	SEA	Singapore
2	Netmarble	South Korea
3	LINE	Japan
4	Longtu Game	China
5	IGG	China
6	Tencent	China
7	NetEase	China
8	GungHo Online Entertainment	Japan
9	Kunlun	China
10	Activision Blizzard	United States



# Turkey by Monthly Active Users

Top Apps of 2018: Turkey Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Instagram	Facebook
3	 Facebook	Facebook
4	 Facebook Messenger	Facebook
5	 Twitter	Twitter
6	 Türk Telekom Online Transactions	Turk Telekom
7	 sahibinden.com	sahibinden
8	 e-Devlet	Ministry of Transport, Maritime and Communication
9	 letgo	letgo
10	 My Vodafone TU	Vodafone

Top Games of 2018: Turkey Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 PUBG MOBILE	Tencent
3	 Clash of Clans	Supercell
4	 101 Okey by Peak Games	Zynga
5	 Helix Jump	Voodoo
6	 Clash Royale	Supercell
7	 Head Ball 2	Masomo
8	 A Word Game	Apps Information Technologies
9	 Subway Surfers	Kiloo
10	 Kelimelik	He2 Apps

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Turkey by Downloads

Top Apps of 2018: Turkey  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Instagram	Facebook
3	Facebook Messenger	Facebook
4	Facebook	Facebook
5	Tik Tok	ByteDance
6	letgo	letgo
7	BiP	Turkcell
8	Turkcell My Account(Turkcell Hesabım)	Turkcell
9	e-Devlet	Ministry of Transport, Maritime and Communication
10	Türk Telekom Online Transactions	Turk Telekom

Top Games of 2018: Turkey  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	PUBG MOBILE	Tencent
3	Subway Surfers	Kiloo
4	Head Ball 2	Masomo
5	Candy Crush Saga	Activision Blizzard
6	Sniper 3D Assassin	TFG Co
7	Love Balls	SuperTapx
8	My Talking Tom	Outfit7
9	101 Okey by Peak Games	Zynga
10	slither.io	Lowtech Studios

Top Companies of 2018: Turkey  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Turkcell	Turkey
3	Google	United States
4	Microsoft	United States
5	ByteDance	China
6	Turk Telekom	Turkey
7	ABISHKING	Hong Kong
8	letgo	United States
9	Vodafone	United Kingdom
10	Ministry of Transport, Maritime and Communication	Turkey

Top Companies of 2018: Turkey  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Outfit7	Cyprus
3	TabTale	Israel
4	Ubisoft	France
5	Zynga	United States
6	Vivendi	France
7	Miniclip	Switzerland
8	Activision Blizzard	United States
9	Doodle Mobile	China
10	TFG Co	Brazil



# Turkey by Consumer Spend

Top Apps of 2018: Turkey  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Azar	Hyperconnect
2	Tinder	InterActiveCorp (IAC)
3	Netflix	Netflix
4	Connected2.me	C2M
5	BIGO LIVE	BIGO
6	Followers Analytics for Instagram	MobileX
7	Bermuda	Bermuda Inc.
8	BluTV	Dogan Holding
9	happn	Happn
10	Haahi	Fission Technology

Top Games of 2018: Turkey  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	101 Okey by Peak Games	Zynga
2	Clash of Kings	Elex Technology
3	Lords Mobile	IGG
4	Zynga Poker	Zynga
5	Last Empire-War Z	Long Tech Network
6	Clash of Clans	Supercell
7	Mobile Legends: Bang bang	Moonton
8	Okey by Peak Games	Zynga
9	Game of Sultans	Mechanist
10	Candy Crush Saga	Activision Blizzard

Top Companies of 2018: Turkey  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	Hyperconnect	South Korea
2	InterActiveCorp (IAC)	United States
3	Netflix	United States
4	C2M	Turkey
5	BIGO	Singapore
6	Riley Cillian	Hong Kong
7	MobileX	Turkey
8	Dogan Holding	Turkey
9	Bermuda Inc.	South Korea
10	Happn	France

Top Companies of 2018: Turkey  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Zynga	United States
2	IGG	China
3	Supercell	Finland
4	Elex Technology	China
5	Activision Blizzard	United States
6	Long Tech Network	China
7	FunPlus	China
8	Netmarble	South Korea
9	Onemt	China
10	Moonton	China



# United Kingdom by Monthly Active Users

Top Apps of 2018: United Kingdom Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Facebook	Facebook
3	 Facebook Messenger	Facebook
4	 Instagram	Facebook
5	 Amazon	Amazon
6	 eBay	eBay
7	 Snapchat	Snap
8	 Twitter	Twitter
9	 Spotify	Spotify
10	 BBC News	BBC

Top Games of 2018: United Kingdom Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 Helix Jump	Voodoo
3	 Pokémon GO	Niantic
4	 8 Ball Pool	Miniclip
5	 MobilityWare Solitaire	MobilityWare
6	 Clash of Clans	Supercell
7	 Wordscapes	PeopleFun
8	 ROBLOX	Roblox
9	 Subway Surfers	Kiloo
10	 Candy Crush Soda Saga	Activision Blizzard

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# United Kingdom by Downloads

Top Apps of 2018: United Kingdom  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Instagram	Facebook
4	Netflix	Netflix
5	Snapchat	Snap
6	Spotify	Spotify
7	Facebook	Facebook
8	Wish	ContextLogic
9	Amazon	Amazon
10	YouTube Music	Google

Top Games of 2018: United Kingdom  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	Happy Glass	AppLovin
3	Hole.io	Voodoo
4	Love Balls	SuperTapx
5	Fortnite	Epic Games
6	Rise Up	Serkan Ozyilmaz
7	Word Link	Worzzle
8	PUBG MOBILE	Tencent
9	Granny	DVloper
10	Baseball Boy	Voodoo

Top Companies of 2018: United Kingdom  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Amazon	United States
5	BBC	United Kingdom
6	Snap	United States
7	Sky	United Kingdom
8	InterActiveCorp (IAC)	United States
9	ByteDance	China
10	ITV	United Kingdom

Top Companies of 2018: United Kingdom  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	AppLovin	United States
4	Playgendary	Germany
5	TabTale	Israel
6	Electronic Arts	United States
7	Miniclip	Switzerland
8	Cheetah Mobile	China
9	TFG Co	Brazil
10	Activision Blizzard	United States

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# United Kingdom by Consumer Spend

Top Apps of 2018: United Kingdom  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	Netflix	Netflix
3	Bumble App	Badoo
4	Google Drive	Google
5	Headspace	Headspace
6	YouTube	Google
7	Spotify	Spotify
8	Deezer	Deezer
9	Sing! by Smule	Smule
10	Calm	Calm

Top Games of 2018: United Kingdom  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	ROBLOX	Roblox
4	Gardenscapes - New Acres	Playrix
5	Clash of Clans	Supercell
6	Candy Crush Soda Saga	Activision Blizzard
7	Homescapes	Playrix
8	Fortnite	Epic Games
9	Toon Blast	Peak Games
10	Lords Mobile	IGG

Top Companies of 2018: United Kingdom  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Google	United States
4	Badoo	United Kingdom
5	Microsoft	United States
6	Smule	United States
7	Headspace	United Kingdom
8	Spotify	Sweden
9	Under Armour	United States
10	Amazon	United States

Top Companies of 2018: United Kingdom  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Playrix	Ireland
3	Supercell	Finland
4	Netmarble	South Korea
5	Zynga	United States
6	Electronic Arts	United States
7	Niantic	United States
8	Roblox	United States
9	FunPlus	China
10	Time Warner	United States

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# United States by Monthly Active Users

Top Apps of 2018: United States Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Facebook	Facebook
2	 Facebook Messenger	Facebook
3	 Amazon	Amazon
4	 Instagram	Facebook
5	 Snapchat	Snap
6	 Netflix	Netflix
7	 Pinterest	Pinterest
8	 Pandora Music	Pandora
9	 Twitter	Twitter
10	 Spotify	Spotify

Top Games of 2018: United States Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Pokémon GO	Niantic
2	 Candy Crush Saga	Activision Blizzard
3	 New Words With Friends	Zynga
4	 HQ - Live Trivia Game Show	Intermedia Labs
5	 Helix Jump	Voodoo
6	 Clash of Clans	Supercell
7	 Fortnite	Epic Games
8	 Solitaire by Harpan	Zynga
9	 Clash Royale	Supercell
10	 Wordscapes	PeopleFun

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# United States by Downloads

Top Apps of 2018: United States  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Instagram	Facebook
3	Snapchat	Snap
4	Facebook	Facebook
5	Netflix	Netflix
6	Tik Tok	ByteDance
7	Bitmoji	Snap
8	Spotify	Spotify
9	YouTube	Google
10	Amazon	Amazon

Top Games of 2018: United States  
Combined iOS and Google Play  
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	PUBG MOBILE	Tencent
3	Fortnite	Epic Games
4	Happy Glass	AppLovin
5	Rise Up	Serkan Ozyilmaz
6	Love Balls	SuperTapx
7	ROBLOX	Roblox
8	Hole.io	Voodoo
9	Hello Stars	Fastone
10	Kick the Buddy	Playgendary

Top Companies of 2018: United States  
Combined iOS and Google Play  
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Amazon	United States
4	Microsoft	United States
5	Snap	United States
6	ByteDance	China
7	InterActiveCorp (IAC)	United States
8	Verizon	United States
9	Uber Technologies	United States
10	Comcast	United States

Top Companies of 2018: United States  
Combined iOS and Google Play  
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Ubisoft	France
3	TabTale	Israel
4	AppLovin	United States
5	Playgendary	Germany
6	Electronic Arts	United States
7	Miniclip	Switzerland
8	Cheetah Mobile	China
9	Zynga	United States
10	TFG Co	Brazil



# United States by Consumer Spend

Top Apps of 2018: United States  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Pandora Music	Pandora
2	Netflix	Netflix
3	Tinder	InterActiveCorp (IAC)
4	YouTube	Google
5	HBO NOW	Time Warner
6	Hulu	Hulu
7	Bumble App	Badoo
8	YouTube TV	Google
9	YouTube Music	Google
10	STARZ	Starz Entertainment

Top Games of 2018: United States  
Combined iOS and Google Play  
Consumer Spend

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Fortnite	Epic Games
3	Pokémon GO	Niantic
4	Clash of Clans	Supercell
5	Slotomania Casino	Giant Network
6	Candy Crush Soda Saga	Activision Blizzard
7	Toon Blast	Peak Games
8	ROBLOX	Roblox
9	Final Fantasy XV: A New Empire	MZ
10	Clash Royale	Supercell

Top Companies of 2018: United States  
Combined iOS and Google Play  
Apps Consumer Spend

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Google	United States
3	Pandora	United States
4	Netflix	United States
5	Time Warner	United States
6	Hulu	United States
7	Badoo	United Kingdom
8	Microsoft	United States
9	Smule	United States
10	Starz Entertainment	United States

Top Companies of 2018: United States  
Combined iOS and Google Play  
Games Consumer Spend

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Giant Network	China
3	Supercell	Finland
4	Playrix	Ireland
5	Aristocrat	Australia
6	Netmarble	South Korea
7	Zynga	United States
8	Peak Games	Turkey
9	Epic Games	United States
10	Electronic Arts	United States



# Vietnam by Monthly Active Users

Top Apps of 2018: Vietnam Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Facebook	Facebook
2	 Facebook Messenger	Facebook
3	 Zalo	VNG
4	 Zing Mp3	VNG
5	 Viber	Rakuten
6	 Grab	Grab
7	 Instagram	Facebook
8	 NhacCuaTui	NCT
9	 abPhoto	Acer
10	 Skype	Microsoft

Top Games of 2018: Vietnam Combined  
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Arena of Valor	SEA
2	 Free Fire	SEA
3	 Candy Crush Saga	Activision Blizzard
4	 My Talking Tom	Outfit7
5	 Clash of Clans	Supercell
6	 Dream League Soccer 2016	First Touch
7	 PUBG MOBILE	Tencent
8	 Minecraft Pocket Edition	Microsoft
9	 Zombie Tsunami	MobiGame
10	 Tien Len - Tiến Lên - ZingPlay game bai online	VNG

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2018.  
Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.



# Vietnam by Downloads

Top Apps of 2018: Vietnam  
Combined iOS and Google Play  
Downloads

Top Games of 2018: Vietnam  
Combined iOS and Google Play  
Downloads

Top Companies of 2018: Vietnam  
Combined iOS and Google Play  
Apps Downloads

Top Companies of 2018: Vietnam  
Combined iOS and Google Play  
Games Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Tik Tok	ByteDance
4	Zalo	VNG
5	Zing Mp3	VNG
6	Shopee	SEA
7	B612	NAVER
8	Lazada	Alibaba Group
9	WiFi Master Key	LINKSURE
10	Kwai(快手)	OneSmile

Rank	App	Company
1	Arena of Valor	SEA
2	Free Fire	SEA
3	Helix Jump	Voodoo
4	My Talking Tom	Outfit7
5	PUBG MOBILE	Tencent
6	Subway Surfers	Kiloo
7	Rules of Survival	NetEase
8	Zombie Tsunami	MobiGame
9	Temple Run 2	Imangi
10	Talking Tom Gold Run	Outfit7

Rank	Company	Headquarters
1	Facebook	United States
2	VNG	Vietnam
3	Google	United States
4	ByteDance	China
5	NAVER	South Korea
6	Alibaba Group	China
7	VIETTEL	Vietnam
8	SEA	Singapore
9	Microsoft	United States
10	FPT Corporation	Vietnam

Rank	Company	Headquarters
1	VNG	Vietnam
2	BabyBus	China
3	SEA	Singapore
4	Outfit7	Cyprus
5	Voodoo	France
6	Ubisoft	France
7	Electronic Arts	United States
8	Vivendi	France
9	TabTale	Israel
10	Mobirix	South Korea



# Vietnam by Consumer Spend

Top Apps of 2018: Vietnam  
Combined iOS and Google Play  
Consumer Spend

Top Games of 2018: Vietnam  
Combined iOS and Google Play  
Consumer Spend

Top Companies of 2018: Vietnam  
Combined iOS and Google Play  
Apps Consumer Spend

Top Companies of 2018: Vietnam  
Combined iOS and Google Play  
Games Consumer Spend

Rank	App	Company
1	BIGO LIVE	BIGO
2	Google Drive	Google
3	Tinder	InterActiveCorp (IAC)
4	Zing Mp3	VNG
5	VivaVideo	QuVideo
6	Karaoke Now	XaFun
7	Bright - English for beginners	Language Apps
8	Netflix	Netflix
9	VSCO	Visual Supply
10	FindNow	Ratech

Rank	App	Company
1	Lords Mobile	IGG
2	Arena of Valor	SEA
3	The Epoch of Eternity	37games
4	Rise of the Kings	Onemt
5	iCá - Ban Ca Online	VNG
6	My Country	Jedi Games
7	Idle Heroes	DH Games
8	Castle Clash	IGG
9	Onmyoji	NetEase
10	Free Fire	SEA

Rank	Company	Headquarters
1	BIGO	Singapore
2	InterActiveCorp (IAC)	United States
3	Google	United States
4	VNG	Vietnam
5	XaFun	0
6	QuVideo	China
7	Language Apps	Hong Kong
8	Microsoft	United States
9	Ratech	Turkey
10	Netflix	United States

Rank	Company	Headquarters
1	VNG	Vietnam
2	SEA	Singapore
3	IGG	China
4	Supercell	Finland
5	37games	China
6	Onemt	China
7	Jedi Games	China
8	Aseu game	China
9	Lilith	China
10	DH Games	China

# TOP COUNTRIES & CATEGORIES



# Top Country Rankings

2018 Worldwide Top Markets  
by iOS Downloads

Rank	Country	Rank Change vs. 2017
1	China	-
2	United States	-
3	Japan	-
4	United Kingdom	-
5	Russia	-
6	France	-
7	Germany	-
8	Brazil	▲ 1
9	Canada	▼ -1
10	Vietnam	▲ 1

2018 Worldwide Top Markets  
by iOS Consumer Spend

Rank	Country	Rank Change vs. 2017
1	China	-
2	United States	-
3	Japan	-
4	United Kingdom	-
5	Taiwan	▲ 1
6	South Korea	▼ -1
7	Australia	-
8	Canada	-
9	Germany	-
10	France	-

2018 Worldwide Top Markets  
by Google Play Downloads

Rank	Country	Rank Change vs. 2017
1	India	-
2	Brazil	-
3	United States	-
4	Indonesia	-
5	Russia	-
6	Mexico	-
7	Turkey	-
8	Vietnam	-
9	Thailand	▲ 1
10	South Korea	▼ -1

2018 Worldwide Top Markets  
by Google Play Consumer Spend

Rank	Country	Rank Change vs. 2017
1	United States	▲ 1
2	Japan	▼ -1
3	South Korea	-
4	Germany	-
5	Taiwan	-
6	United Kingdom	-
7	France	-
8	Canada	▲ 1
9	Australia	▼ -1
10	Russia	-

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# Top Category Rankings

2018 Worldwide Top Categories by iOS Downloads

Rank	Category	Rank Change vs. 2017
1	Games	-
2	Photo and Video	▲ 1
3	Entertainment	▼ -1
4	Utilities	-
5	Social Networking	-
6	Shopping	-
7	Lifestyle	▲ 1
8	Finance	▼ -1
9	Productivity	▲ 2
10	Education	-

2018 Worldwide Top Categories by iOS Consumer Spend

Rank	Category	Rank Change vs. 2017
1	Games	-
2	Entertainment	-
3	Social Networking	-
4	Music	-
5	Photo and Video	▲ 2
6	Lifestyle	▼ -1
7	Health and Fitness	▲ 1
8	Productivity	▲ 2
9	Books	▼ -3
10	Education	▼ -1

2018 Worldwide Top Categories by Google Play Downloads

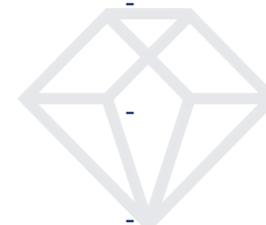
Rank	Category	Rank Change vs. 2017
1	Games	-
2	Tools	-
3	Entertainment	-
4	Communication	-
5	Photography	-
6	Social	-
7	Music & Audio	▲ 1
8	Video Players & Editors	▲ 3
9	Productivity	▼ -2
10	Shopping	▼ -1

2018 Worldwide Top Categories by Google Play Consumer Spend

Rank	Category	Rank Change vs. 2017
1	Games	-
2	Social	-
3	Entertainment	-
4	Lifestyle	▲ 1
5	Music & Audio	▲ 2
6	Productivity	-
7	Communication	▼ -3
8	Health & Fitness	▲ 1
9	Dating	▲ 1
10	Education	▼ -2

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# Further Reading on the Mobile Market

[\[Webinar\] 2019 in Mobile: 5 Things You Need to Know](#)

[2019 in Mobile: 5 Things You Need to Know](#)

[Mobile Gaming in 2019: Top Predictions From the Experts](#)

[\[Webinar\] 10 Years of iOS and Google Play](#)

[\[Report\] The Most Popular iOS Apps of All Time](#)

[\[Report\] The Most Popular Google Play Apps of All Time](#)

[\[Report\] The 2017-2022 App Economy Forecast](#)

[\[Report\] Mobile Gaming Extends its Lead: Gaming Spotlight 2017 Review](#)

[Metrics That Matter for Product Managers: The Fundamentals - Part 1](#)

[Announcing the Top 52 Publishers of 2017](#)

[\[Report\] 2017 Retrospective: A Monumental Year for the App Economy](#)

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# About App Annie

App Annie delivers the most trusted mobile data and insights for your business to succeed in the global mobile economy. Over 1 million registered members rely on App Annie to better understand the mobile market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 15 global offices. App Annie has received \$157 million in financing from investors such as e.ventures, Greenspring Associates, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital.

Report methodology and updates are available [here](#).

[appannie.com](http://appannie.com)

**THANK  
YOU**

