



# State of Mobile 2022



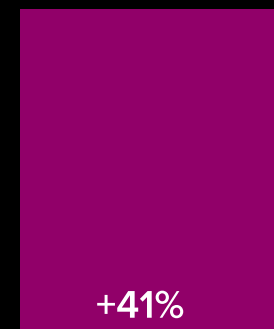


EXECUTIVE SUMMARY: INDIA

# 2021 Mobile Landscape at a Glance

New App Downloads

**26.7B**

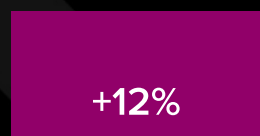


2Y Growth  
*iOS, Google Play*

*> 799,000 apps downloaded per minute in 2021*

App Store Spend

**\$417M**

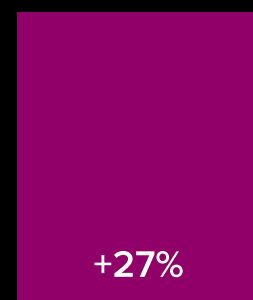


2Y Growth  
*iOS, Google Play*

*> \$555 spent per minute in 2021*

Daily Time Spent Per User

**4.7 Hrs**

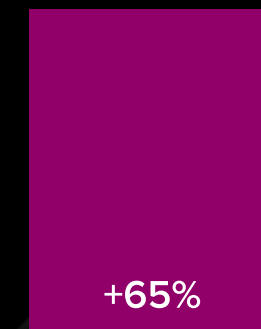


2Y Growth  
*Android Phones*

*1/3 of daily waking hours*

Gaming App Downloads

**9.3B**

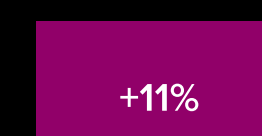


2Y Growth  
*iOS, Google Play*

*> 35% of all apps downloaded in 2021*

Gaming App Spend

**\$165M**



2Y Growth  
*iOS, Google Play*

*> 40% of total spend in India in 2021*

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- [Food & Drink](#)
- [Health & Fitness](#)
- [Social](#)
- [Travel](#)
- [Dating](#)
- [Other Industries Embracing Mobile](#)
- [Top App & Games of 2021](#)

*Dive deeper into the insights contained in this report by exploring directly in data.ai Intelligence. Each slide contains links to view the data in expanded markets and trended over time. For Access to data.ai Intelligence, [reach out today](#). This report is interactive. For the best user experience, please view in your web browser.*

data.ai

# A Few of Our Amazing Customers



# Macro Mobile Trends

Our partnership with data.ai has helped us better navigate the gaming market, providing us insight and assistance in the decision-making process. Our favorite has to be Game IQ's pioneering capability to present a clearer picture of our clientele and allow us to create a tailor-made experience.

**Matt Liu**  
Global Publishing & Marketing Vice General Manager  
NetEase Games



# Users in India Spend 1/3 of Waking Hours on Mobile

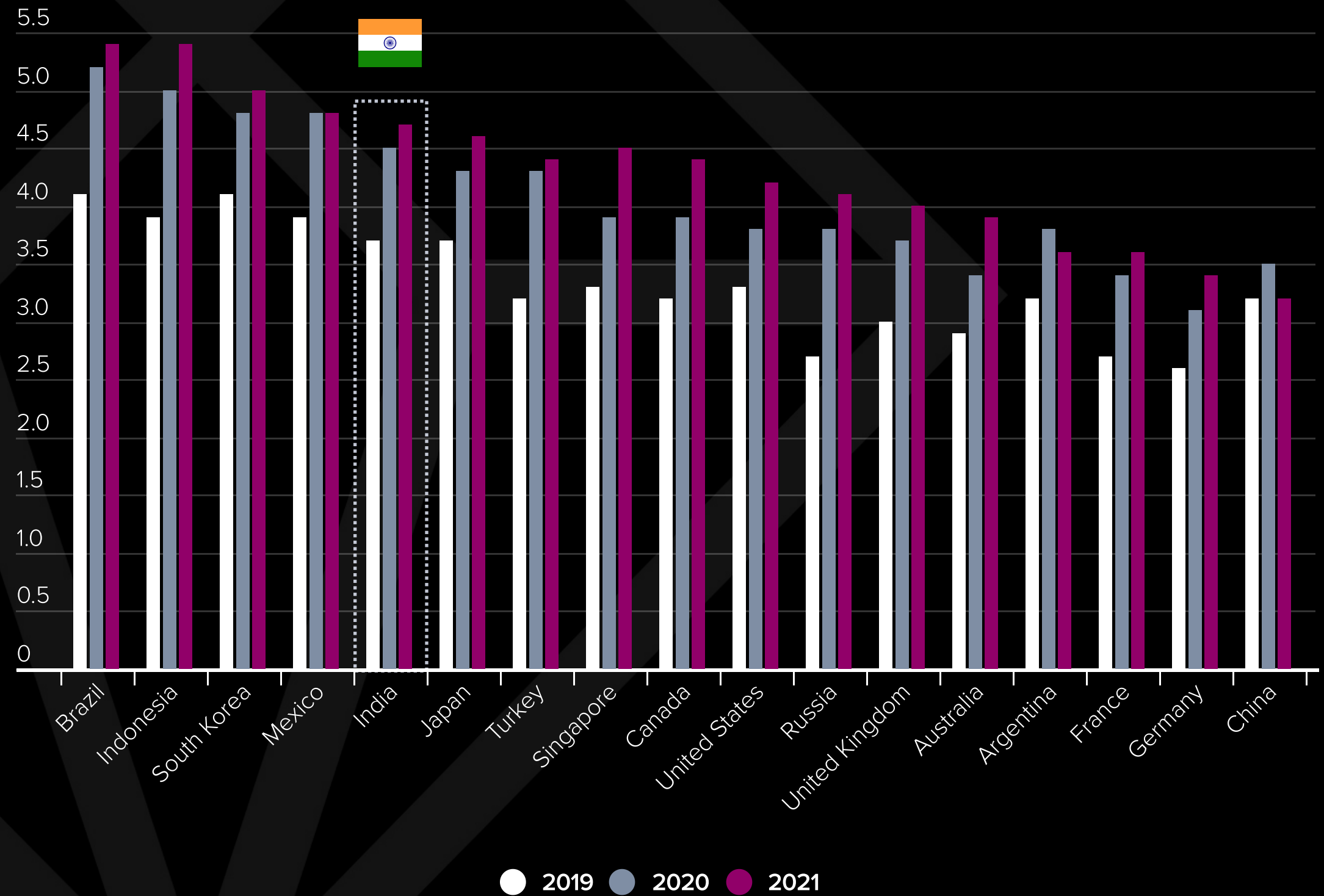
In India, time spent surpassed 4.7 hours per day in mobile apps in 2021 — up 27% from 2019.

Mobile is critical to reaching users in India. Users spent more time on mobile in India than in other regions, ranking as the #5 region.

The average person in India watched an estimated 3 hours 17 minutes of TV a day, whereas they spent 4 hours 42 minutes on their mobile device in 2021.

**Mobile usage estimates highlight growth sectors to inform strategic roadmap and investment priorities. Know where to make strategic decisions: advertising spend, corporate prioritization and resource allocation follow the eyeballs — and they are on mobile.**

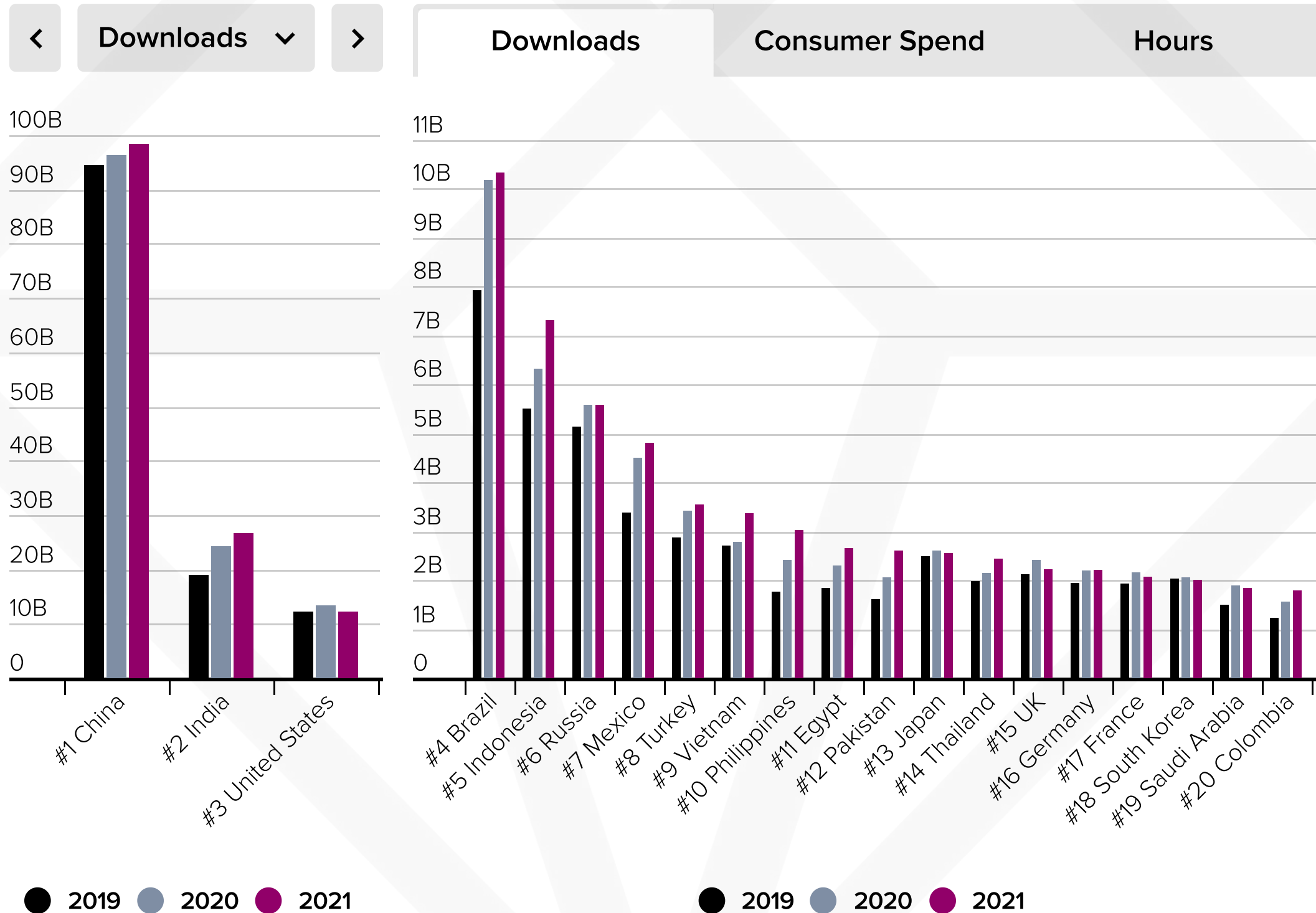
Average Hours Spent on Mobile Per Day Per User



Source: data.ai  
Note: Android phones



Top 20 Mobile Markets in 2021



Source: data.ai

Note: Downloads across iOS, Google Play and third-party Android in China combined; Time spent is Android phones only; Spend is gross — inclusive of any percent taken by the app stores

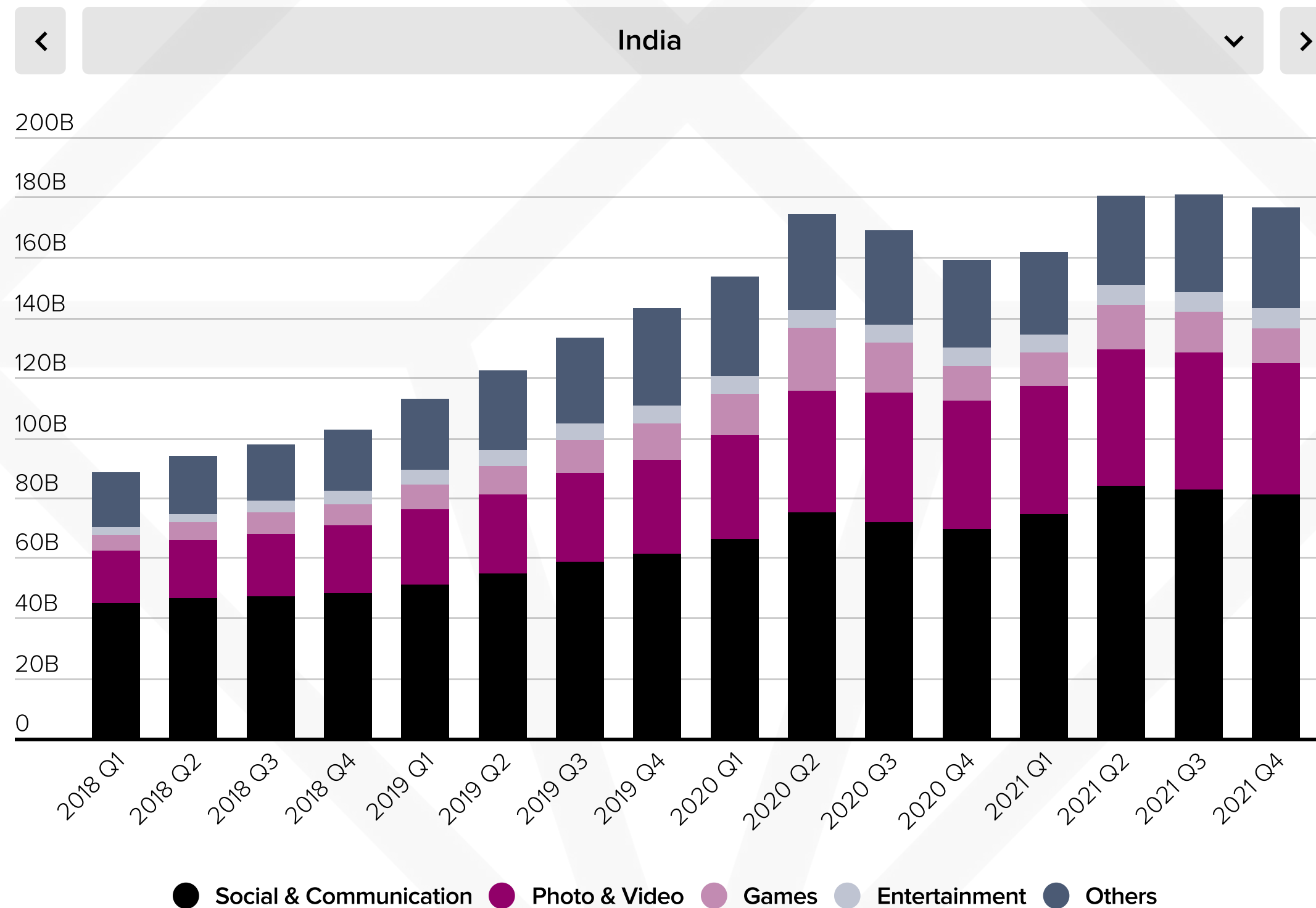
# 26.7 Billion Downloads in India, \$417 Million in Consumer Spend, 700 Billion Hours

Emerging markets dominate for downloads growth with India seeing a standout 26.7 billion downloads (10% growth YoY). Pakistan, Peru, the Philippines, and Vietnam were among the fastest-growing markets for downloads at 25%, 25%, 25%, and 20% growth YoY, respectively.

Notable categories driving growth across both downloads and consumer spend in 2021 include Finance (+27% YoY growth in downloads; +46% YoY increase in spend), Books & Reference (+13% downloads; +15% spend) and Medical (+38% downloads; +36% spend).

**Mobile adoption boomed in 2021, with growth across downloads, usage and app store consumer spend. Size the market and keep tabs on fast-growing areas of opportunity in data.ai.**

## Hours Spent in Apps by Category



Source: data.ai  
Note: Android phones

### MACRO MOBILE TRENDS

# 7 of Every 10 Minutes on Mobile Was Spent in Social and Photo & Video Apps in 2021

As time increases on mobile in emerging categories, consumers are also engaging deeper in early-mover categories like Social, Communication and Photo & Video apps.

While Photo & Video apps (e.g. [Josh](#) and [MX Takatak](#)) have seen an increase in market share of time spent, this has largely not been at the expense of current habits. Rather, consumers have turned historically 'non-mobile' time into time spent in apps and games.

**The pandemic accelerated existing mobile habits, which have solidified in 2021. While social dominates for time spent globally, regional differences in app preferences highlight unique market differences. [Discover local trends in data.ai.](#)**



MACRO MOBILE TRENDS

# Mobile Ecosystem Healthier Than Ever: Publishers Released 2 Million New Apps & Games in 2021

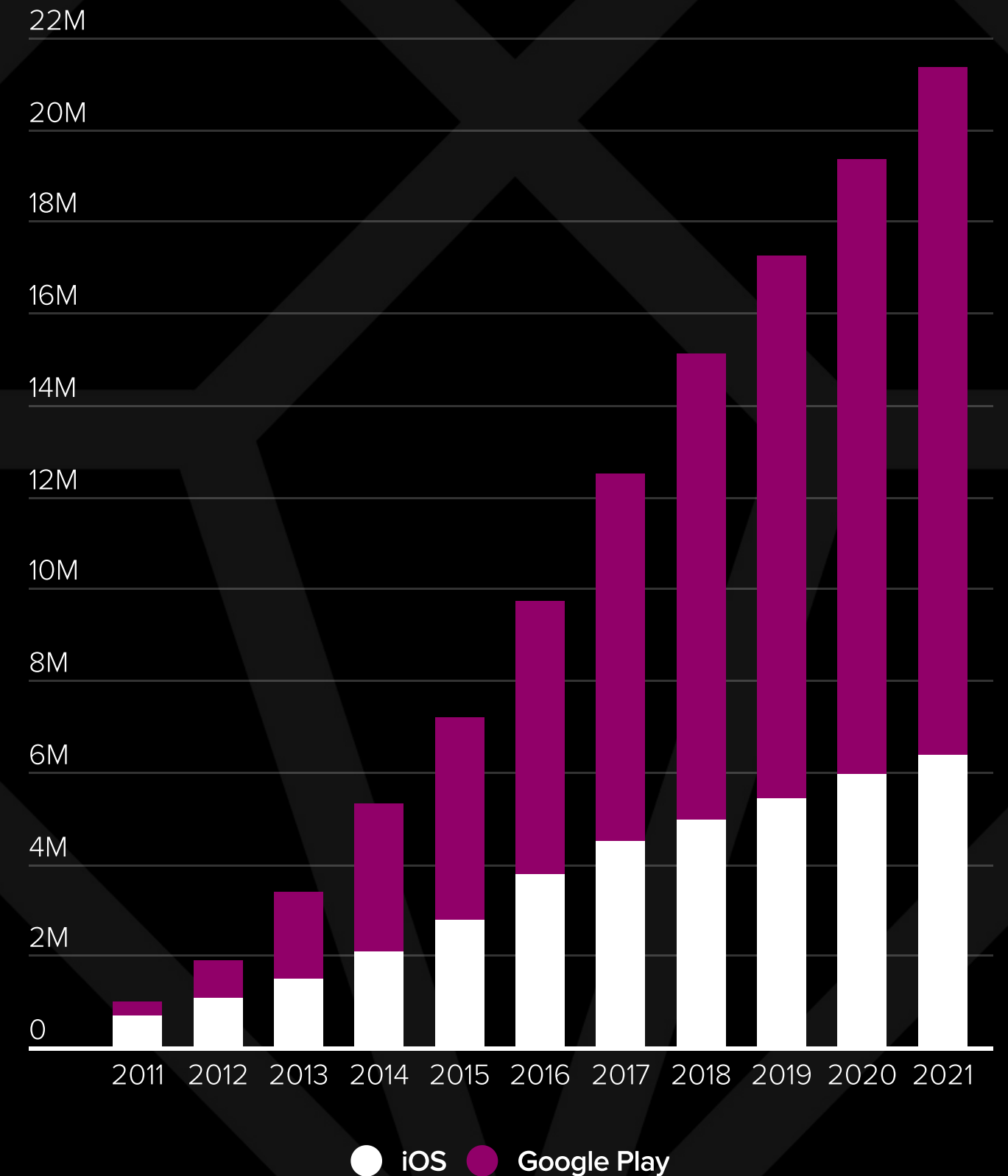
This brings the total of apps and games ever released on iOS and Google Play to over 21 million.

Google Play accounted for 77% of all apps and games released in 2021. Across both iOS and Google Play, Games represented 15% of all new releases in 2021. The remaining 85% of new apps span all categories of the app stores, from mobile-first movers like social to mobile-forced industries like insurance and healthcare.

Apps are also removed and phased out over time to leave the current live apps and games available to download on the app stores at 5.4 million (1.8 million on iOS and 3.6 million on Google Play).

**With smartphones providing unparalleled reach and access to billions of consumers worldwide, every industry is a mobile-focused industry — New app releases illustrates the demand for engaging customers on mobile. Keep tabs on the rapidly-changing competitive landscape with data.ai.**

Cumulative Number of Apps Released by Store



Source: data.ai. Note: Number of apps released as of December 2021. Release date is based on app metadata on iOS App Store or Google Play in any country

MACRO MOBILE TRENDS

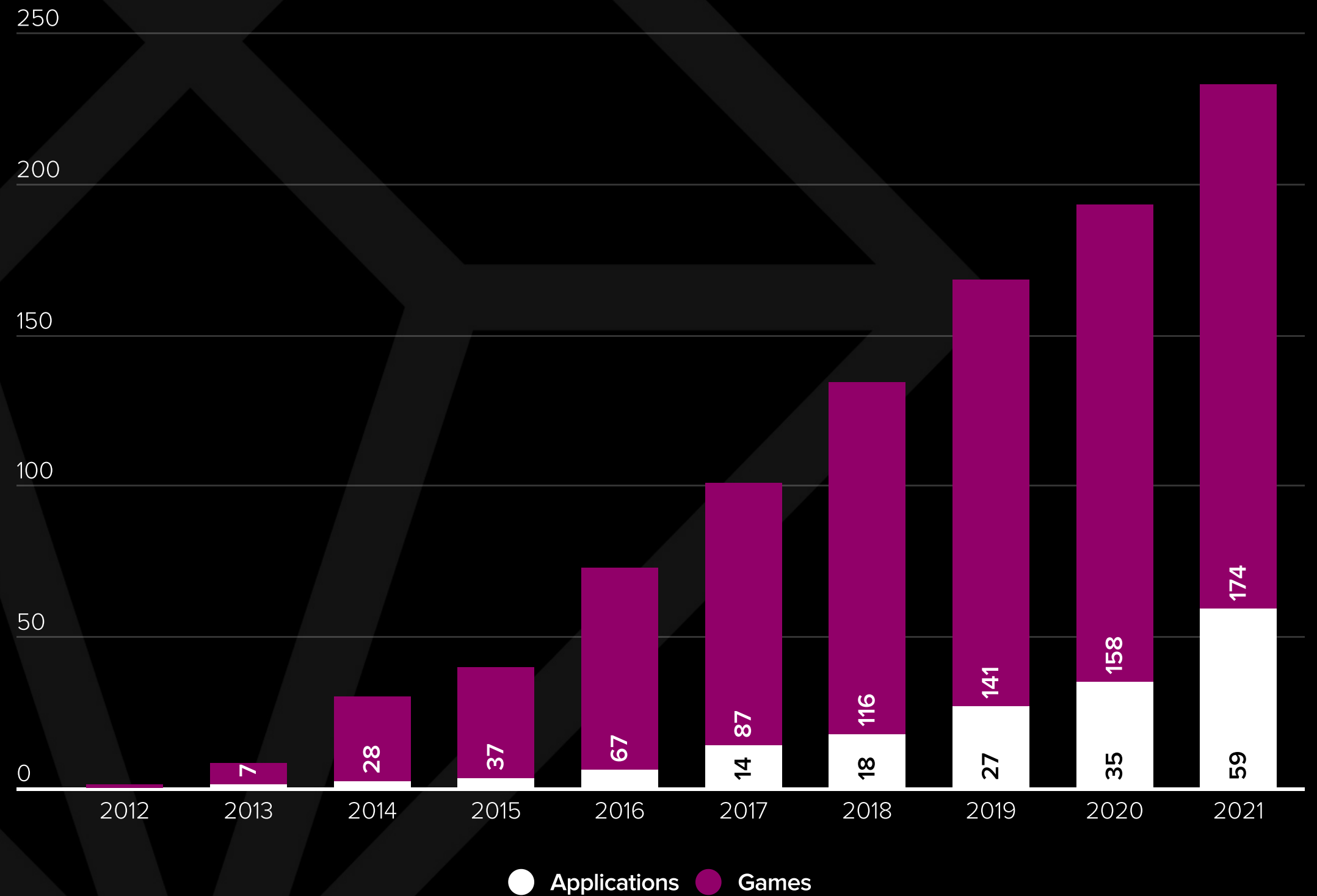
# 233 Apps & Games Generated Over \$100 Million Dollars Annually Worldwide in 2021

Consumers migrated more of their entertainment and games consumption onto mobile. In 2021, there were over 230 apps and games surpassing \$100M in annual consumer spend, with 13 of them surpassing \$1 Billion.

This was up 20% from 2020 at 193 apps and games over \$100M in annual spend, and only 8 over \$1 Billion.

Improved connectivity, screen size and hardware have made it easier than ever before to enjoy premium applications & gaming experiences on-the-go. Consumers, consequently, migrated share of wallet to mobile as the de facto gaming console and tool for managing our lives. [View top grossing apps in data.ai.](#)

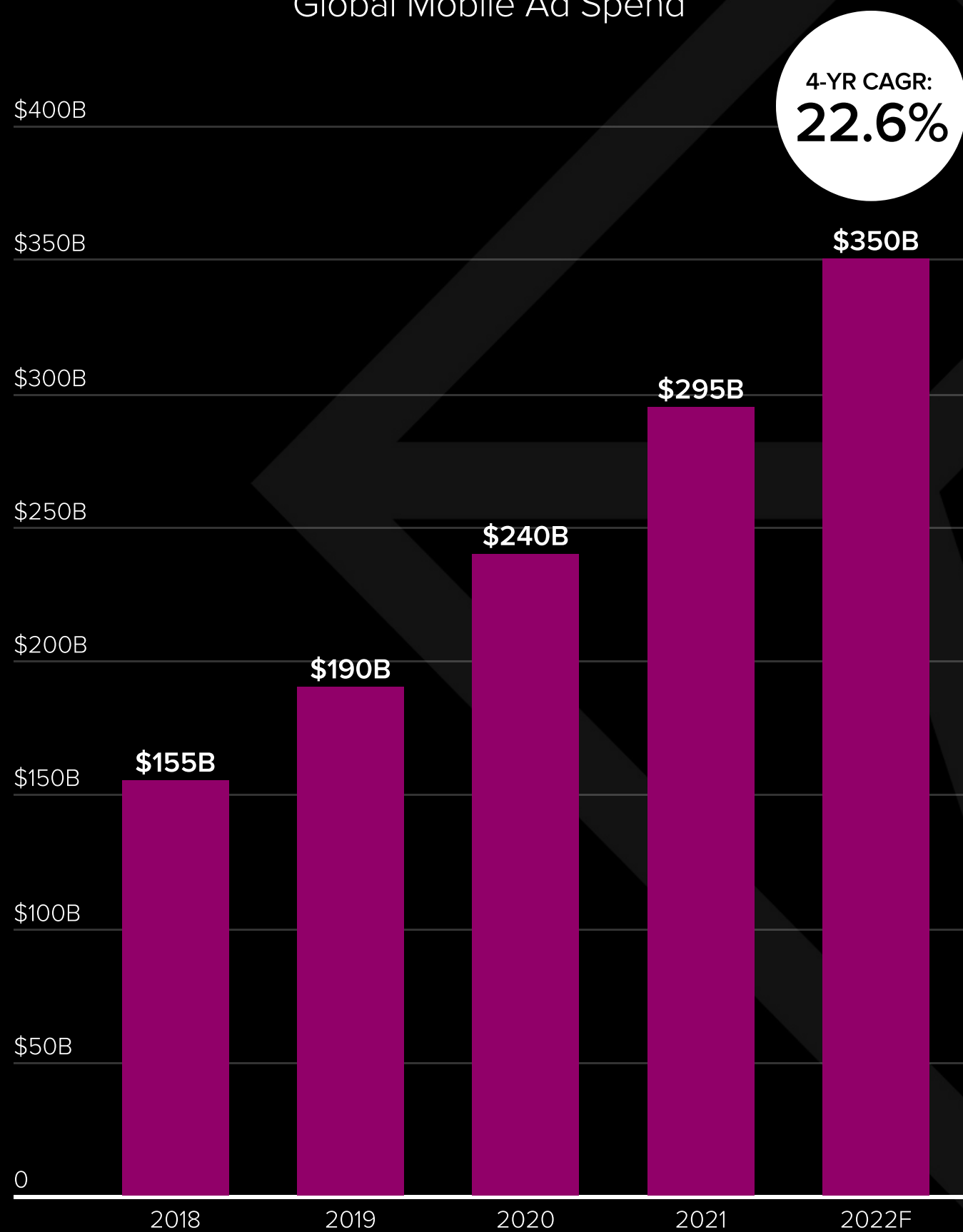
Number of Apps Surpassing \$100 Million in Annual Global Consumer Spend



Source: data.ai

Note: Consumer Spend across iOS, Google Play, iOS only for China; Spend is gross — inclusive of any percent taken by the app stores

## Global Mobile Ad Spend



Source: data.ai

### MACRO MOBILE TRENDS: ADVERTISING

# Despite IDFA Fears, Dollars Flocked to Mobile Ads — Topping \$295B Worldwide in 2021, up 23% YoY and Poised to Hit \$350B in 2022

Mobile is driving digital ad spend globally. Amidst an economic rebound with GDP up 5.9% in 2021, cyclical events like the Tokyo Olympics and UEFA Euro Tournament, and engrained mobile habits, ad dollars flowed to mobile as the primary and captive channel for engaging consumers — representing 70% of digital spend.

With the Beijing Olympics in 2022 and US mid-term elections, digital ad spend is set to be robust with the majority driven by mobile. Brand marketing vs performance marketing is set to pick up as businesses and brands capitalize on mobile's broad and captive audience amidst the backdrop of IDFA deprecation.

Monitor the changing best practices in mobile advertising, pinpoint ad creatives are performing best and decode the growth strategies of the leaders in the mobile user acquisition. [Uncover advertising insights in data.ai.](#)

# The Most Searched Keywords on Android Phone in 2021

Business														
Rank	Australia	Brazil	Canada	France	Germany	India	Indonesia	Japan	Mexico	Russia	South Korea	Turkey	United Kingdom	United States
1	seek	meet	job	zoom	teams	zoom	zoom	zoom	zoom	zoom	zoom	edevlet	scanner app	zoom
2	australia post	zoom	zoom	teams	zoom	google meet	google meet	yahoo	meet	почта россии	줌	zoom	zoom	microsoft teams
3	zoom	google meet	jobs	linkedin	scanner app	whatsapp business	meet	teams	meetings	hh.ru	알바몬	türkiye	teams	indeed
4	job	meetings	indeed	pôle emploi	autoscout24	scanner for iphone	meetings	やふー	google meet	зум	알바천국	işkur	microsoft teams	teams
5	linkedin	claro	linkedin	camscanner	microsoft teams	teams	logo	やふー	teams	леруа мерлен	한글	işkur	scanner app free	microsoft authenticator
6	jobs	vagas de emprego	teams	scan	microsoft authenticator	linkedin	pdf	やふー	team	мой налог	알바	meet	linkedin	duo mobile
7	microsoft teams	linkedin	chat	indeed	pdf	zoom meeting	pln	まいなほいんと アプリ	pdf	лукойл	사람인	linkedin	indeed	linkedin
8	xero	teams	microsoft teams	whatsapp business	linkedin	adobe scan	jne	メモ	chat	teams	블라인드	team	cam scanner	the zoom app for iphone
9	teams	team	canada post	pdf	whatsapp buisness	microsoft teams	jobstreet	ずーむ	microsoft teams	ростелеком	pdf	pdf	chat	google meet
10	time	minha claro	google meet	ornikar	adobe scan	pdf scanner	linkedin	zoom アプリ 無料	indeed	аэрофлот	모바일팩스	meetings	uber driver	uber driver app

Uncover trends in App Store Optimization (ASO) in and competitive insights on app store search traffic, keyword rankings and paid app store search ads in data.ai.

Source: data.ai Note: Android Phones; ranked by average Search Volume

# Gaming

Jam City's business has experienced terrific growth over the years and we head into 2022 with billions in aggregate lifetime revenue and tens of millions of players around the world. data.ai has remained a valued partner whose market intelligence platform provides industry benchmarking and competitive insights across the mobile ecosystem which our team uses daily to help drive our continued success at scale.

**Josh Yguado**  
President and COO  
Jam City





# \$165 Million in Gaming Consumer Spend in 2021, Bringing in 40% of Total Spend Despite Slight Dip YoY

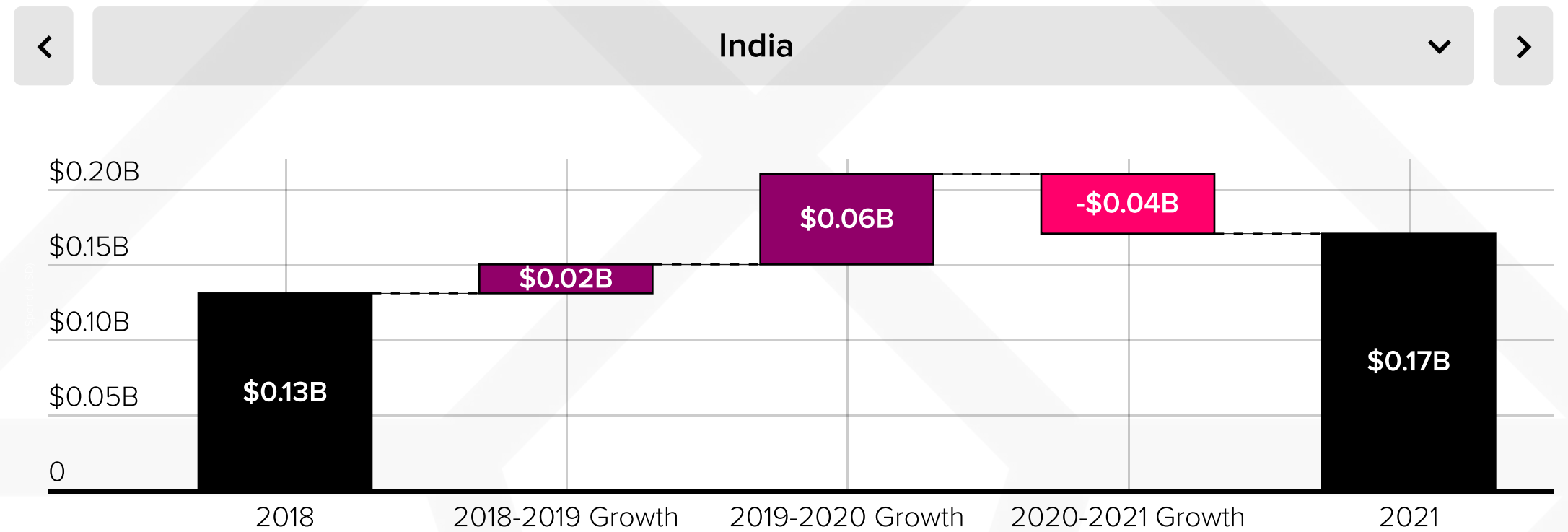
In 2021, hit games such as *Genshin Impact* and *Roblox* saw further growth in consumer spend as mobile games are now capable of offering console-like graphics and gameplay experiences.

The fastest growing app store-defined gaming category was Adventure games, up 17% YoY to a total of more than \$13.6 million in gaming spend.

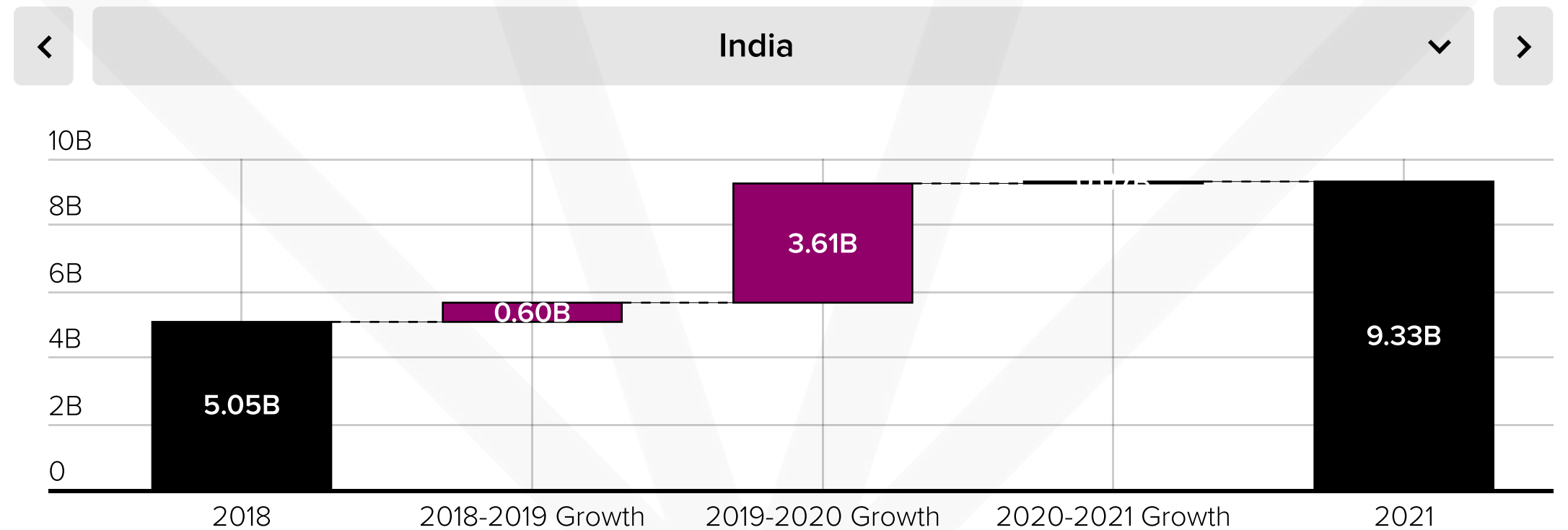
Hypercasual games like *Bridge Race* and *Hair Challenge* were key downloads driver in 2021.

Mobile game sustained strong momentum from pandemic surge — 2021 in gaming was as dynamic as any previous year. The time to act is now.

Mobile Game Consumer Spend Growth

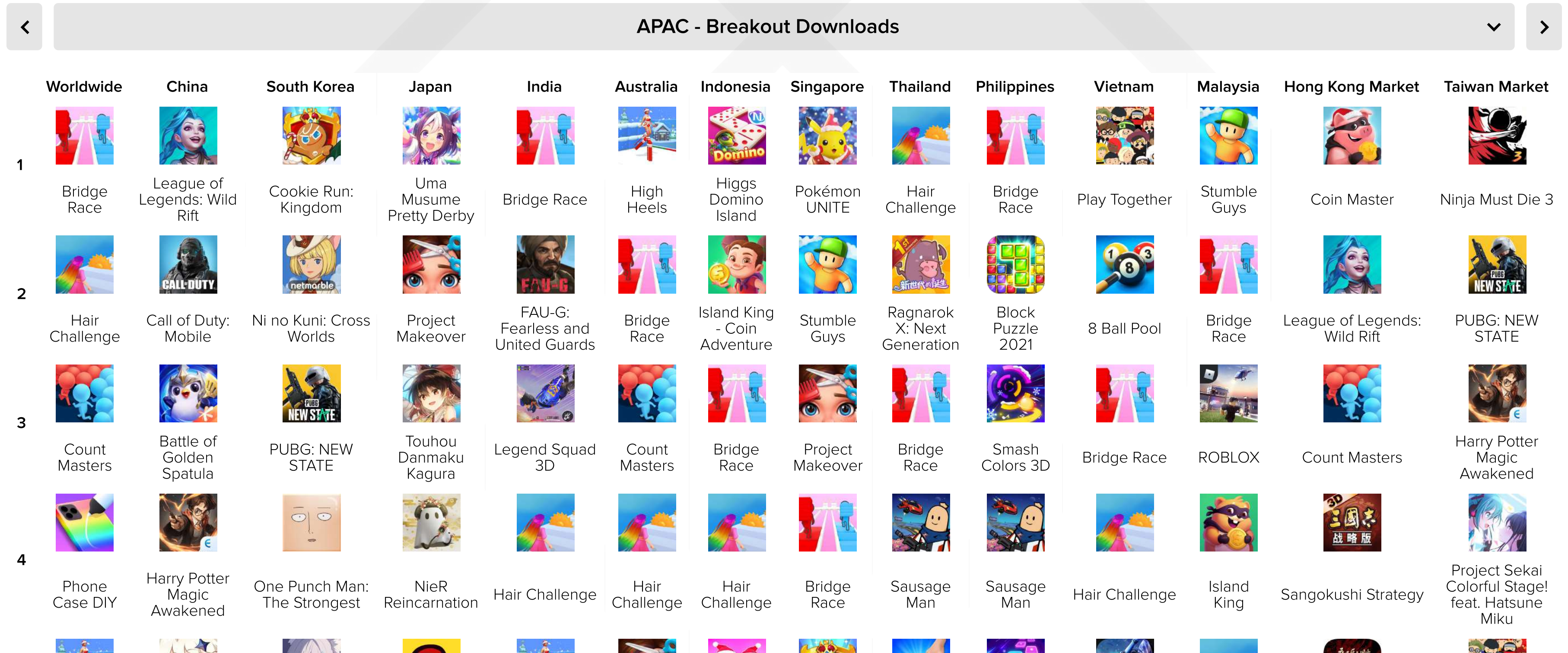


Mobile Game Downloads Growth



Source: data.ai Note: Downloads across iOS, Google Play and third-party Android in China combined; Time spent is Android phones only; Spend is gross — inclusive of any percent taken by the app stores

# 2021 Breakout Rankings by Market | Games



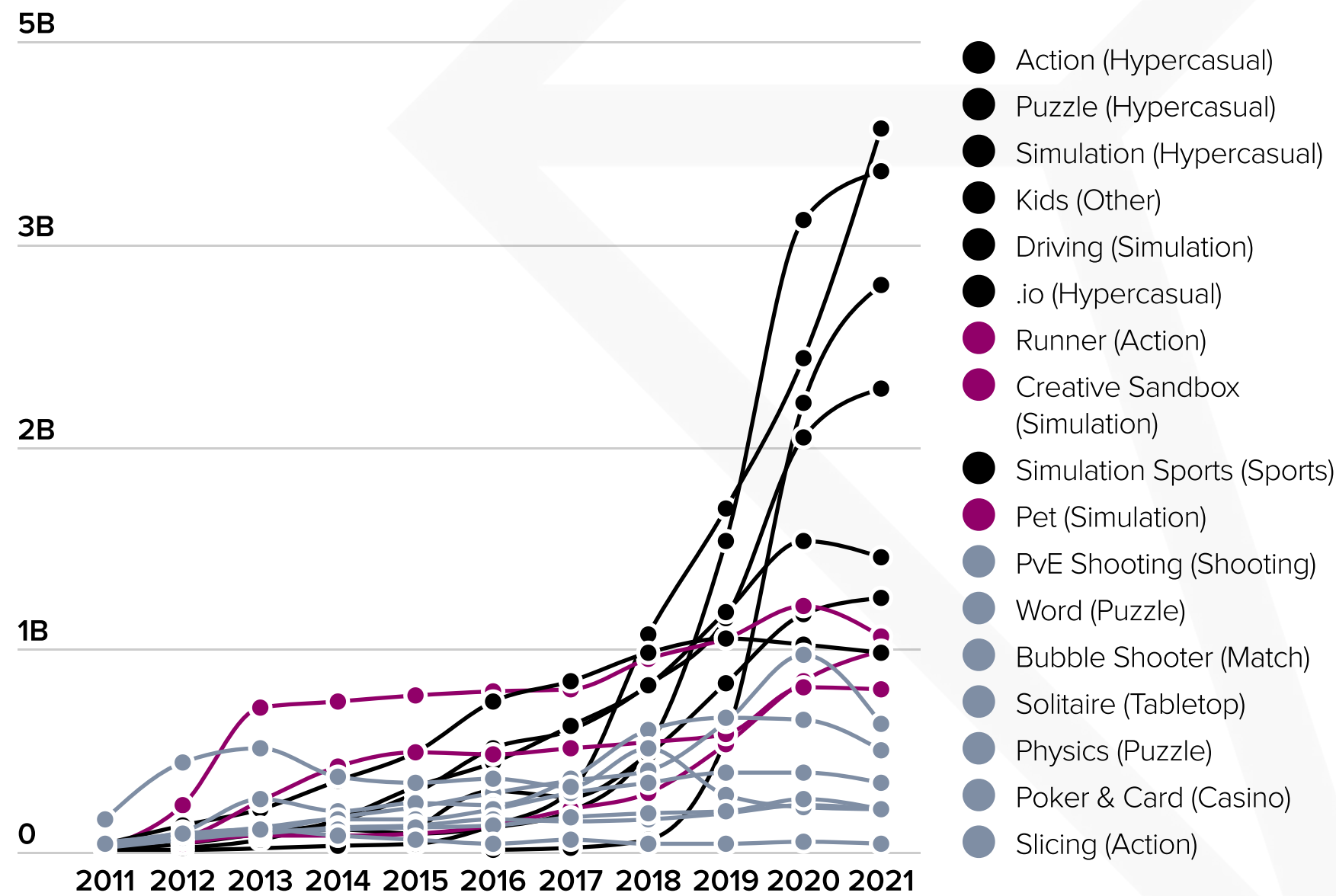
Learn More: [Uncover the Top Games by Change in Yearly Downloads](#)

Source: data.ai Note: Top Apps by year-over-year Downloads, Consumer Spend and Average Active User Growth across iOS, Google Play. MAU Growth on iPhones and Android Phones

# Astronomical Rise of Hypercasual: Innovation & Shifting Player Preferences Gave Way to Emerging Game Genres

Yearly Evolution of Top Genres by Downloads

2021 Top Genres    2021's Top Genres in 2011    2011 Top Genres



Worldwide | Top Gaming Subgenres & Top Games by Downloads



[Analyze More Genres in data.ai's Game IQ Market Sizing Report](#)

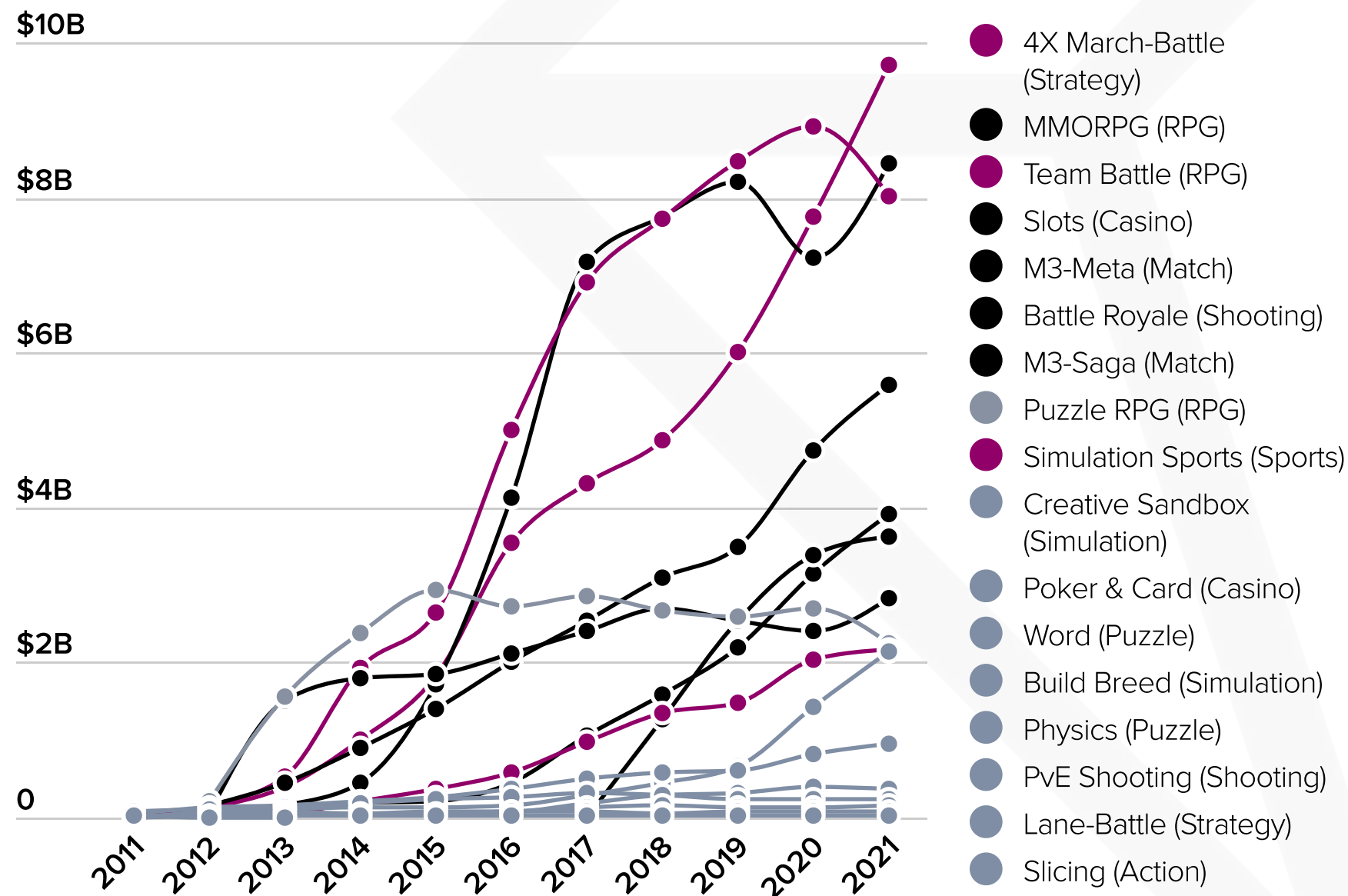
Source: data.ai Note: Downloads across iOS, Google Play. China is iOS only. Genre breakdown based on App Annie Game IQ Taxonomy as of January 7th, 2022



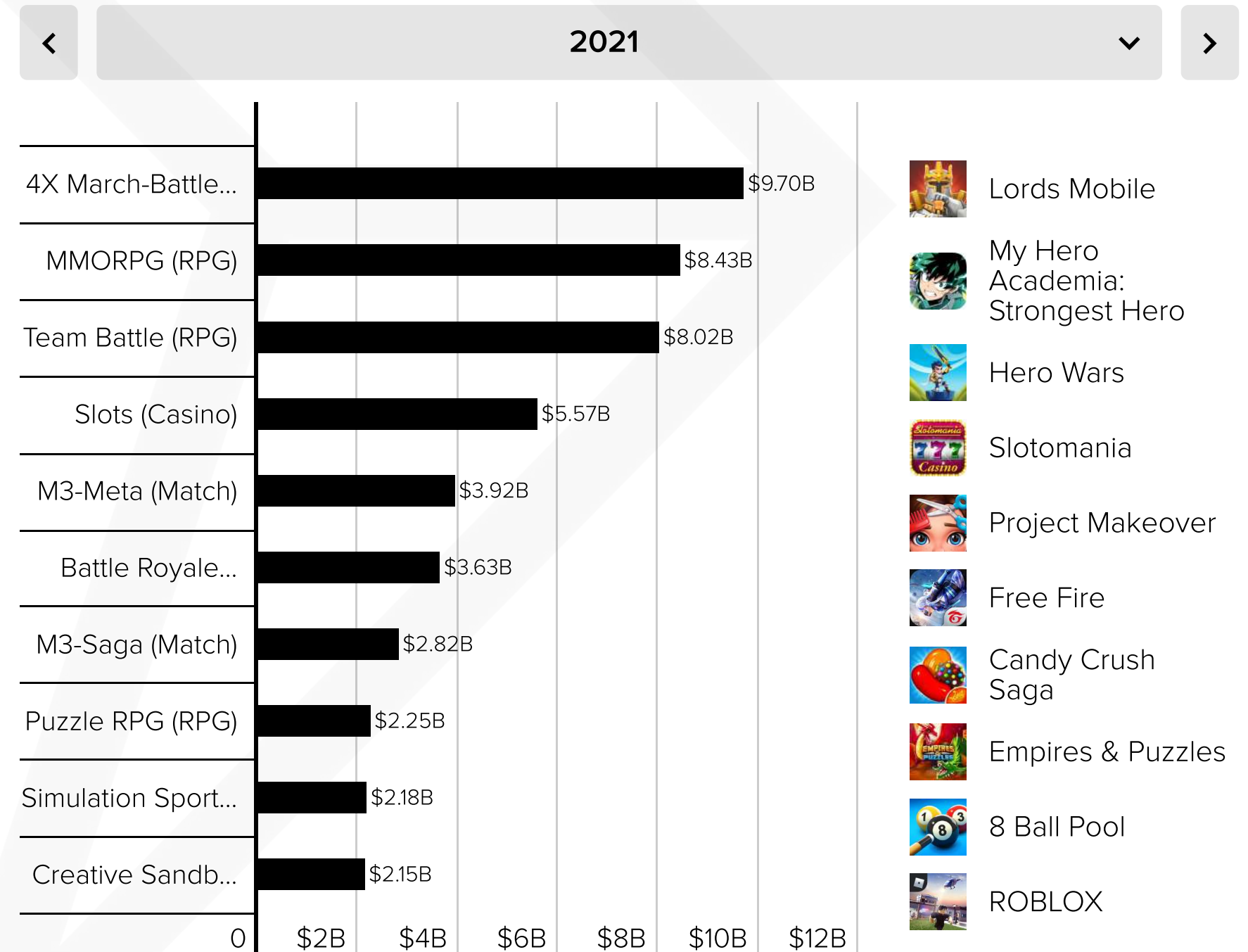
# 4x March-Battle Strategy Games Emerged as the Most Monetizable Genre for Mobile Games

Yearly Evolution of Top Genres by Consumer Spend

2021 Top Genres **2021's Top Genres in 2011** 2011 Top Genres



Worldwide | Top Gaming Subgenres & Top Games by Consumer Spend



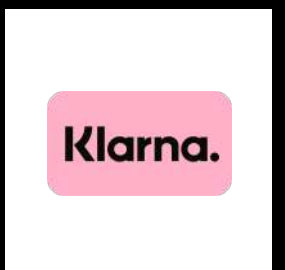
Analyze More Genres in [data.ai's Game IQ Market Sizing Report](#)

Source: data.ai Note: Downloads across iOS, Google Play. China is iOS only. Genre breakdown based on App Annie Game IQ Taxonomy as of January 7th, 2022

# Finance

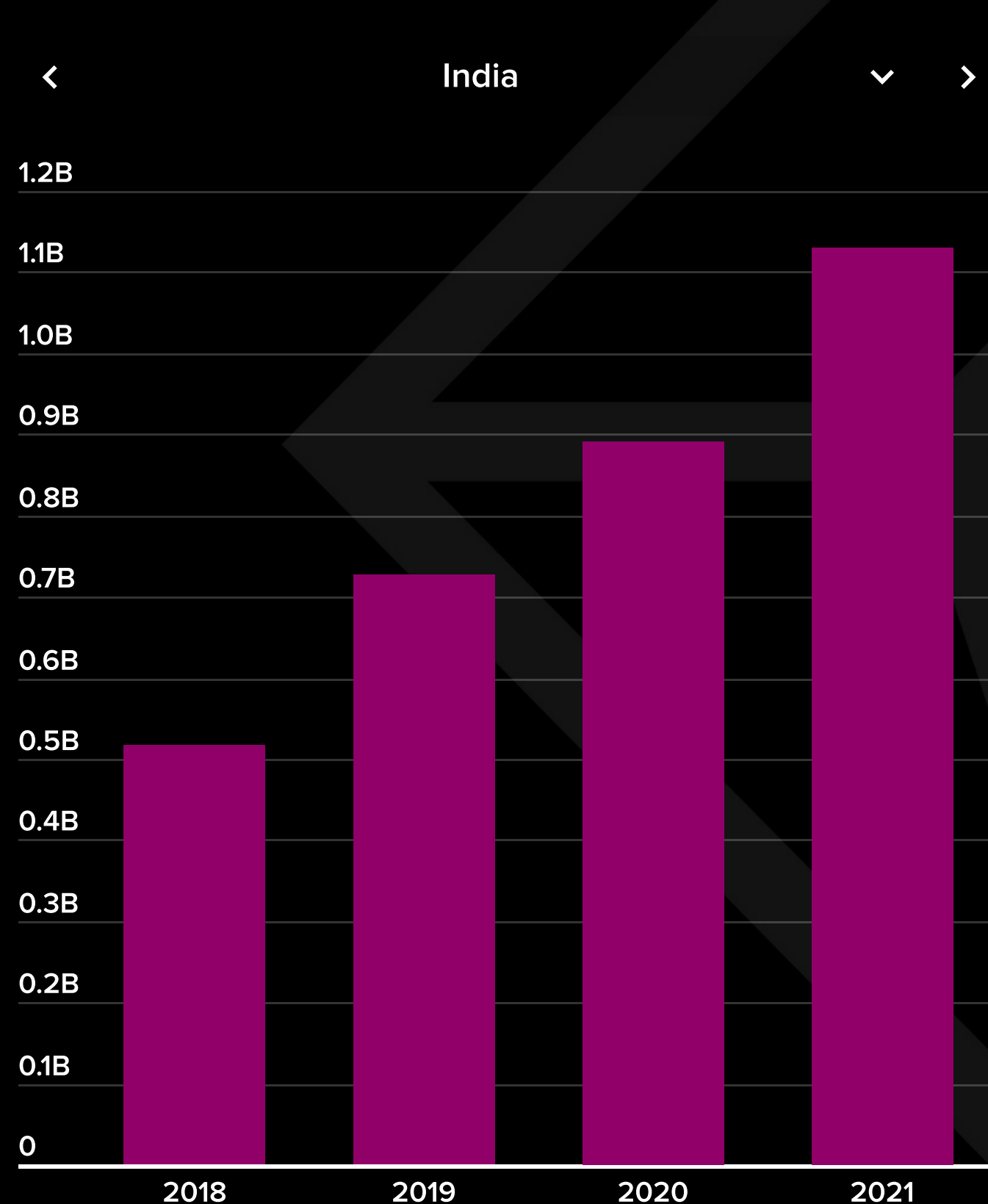
Consumers have shown how much they love the convenience and control of our all-in-one shopping app. From shopping inspiration and payment methods to transparent banking, budgeting features and post-purchase services, the Klarna app helps consumers to save time and money at every step of the shopping journey. With 70% of mobile shoppers looking for a single app that better unites services and features instead of switching between apps, Klarna is optimally positioned to become the world's favorite way to shop, pay and bank.

**David Sandström**  
**Chief Marketing Officer**  
Klarna





## Finance App Downloads by Country



Source: data.ai

Note: Downloads across iOS, Google Play; China is iOS only

### FINANCE

# Finance App Downloads in India Surpassed 1B in 2021, Fueling the 28% YoY Increase in Finance App Downloads Worldwide to 5.9B

Although not the largest markets globally, Mexico, Indonesia, Argentina, and Brazil saw the largest growth over the past 4 years, up 250%, 185%, 180% and 175%, respectively. India grew 28% YoY.

In Latin America, there is a substantial underbanked community as 70% of their population does not have a bank account and nearly 80% does not have a credit card. Consumers are more willing to try alternatives to retail banks, such as neobanks, which tend to be more accessible to those without excellent credit and offer custom features better suited for specific needs.

Knowing high-growth areas is key for app publishers when determining their expansion strategies. Compare Finance app downloads over the years and track their market growth.

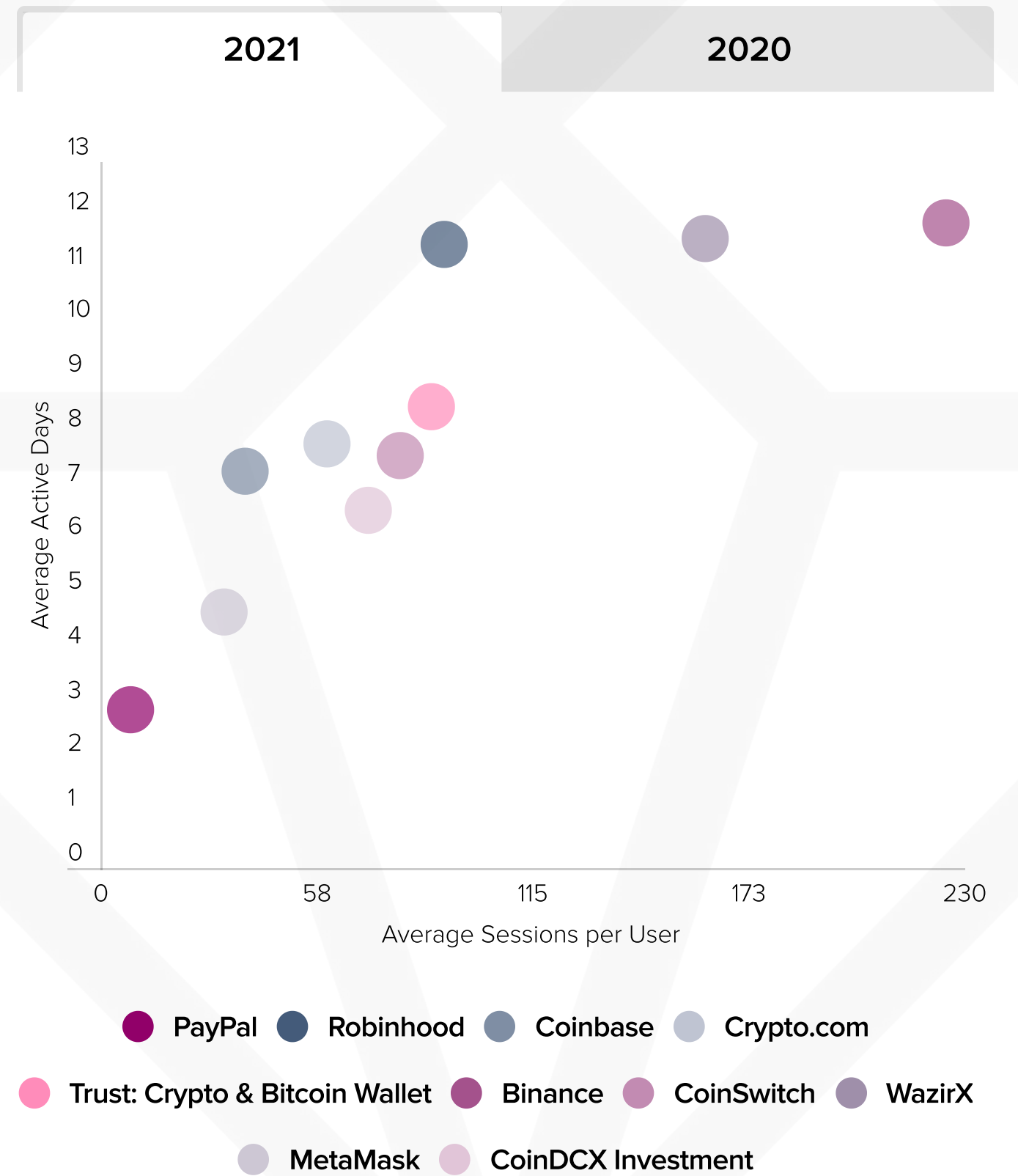
# PayPal Entered the Cryptocurrency Market in 2021; Binance & WazirX Saw the Highest YoY Increase in Sessions Per User Worldwide

Although US-HQ'd publishers dominates the cryptocurrency space, taking up half of the top 10 most downloaded cryptocurrency apps worldwide, India was a rising contender in 2021.

CoinDCX Investment made a splash despite only launching in Q4 2020 across iOS and Google Play stores. Within one year, it has reached #9 worldwide in terms of the most downloaded cryptocurrency apps.

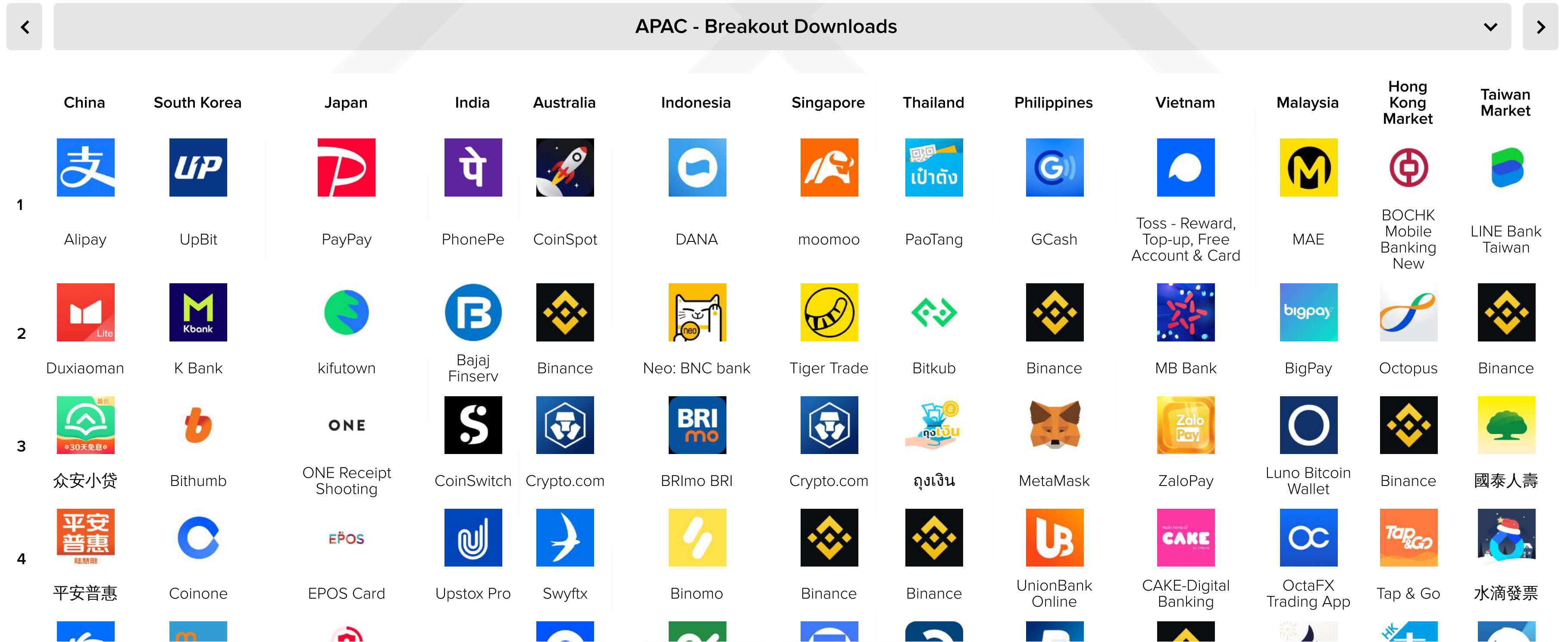
Although PayPal had the highest average MAU worldwide, Trust: Crypto & Bitcoin Wallet, Binance, and WazirX saw the highest increase in usage YoY; understanding the flexibility of their offerings that go beyond trading cryptocurrency assets is crucial for any app publisher that tries to emulate their successful adoption worldwide. Compare the top breakout cryptocurrency apps of 2021.

Monthly Engagement Among the Top 10 Cryptocurrency Apps by Worldwide Downloads in 2021



**Source: data.ai** Note: Downloads across iOS, Google Play; usage data on Android only. Average Sessions per User represents the average number of sessions per active user in a given month throughout 2021. Average Active Days represents the average days of use across all active users in a given month throughout 2021. CoinDCX Investment was launched in Q4 2020 across iOS and Google Play Stores.

# 2021 Rankings by Market | Finance



Learn More: [Uncover the Top Finance Apps by Change in Yearly Downloads](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; MAU is across iPhones and Android phones; Market-level rankings; Breakout defined as Year-over-Year growth in Downloads or average MAU

# Retail

At ASOS, our vision is to be the go-to global destination for fashion loving 20-somethings - the place that our target consumers turn to for fashion. Our apps are critical in helping us realise that vision - enabling us to create a place that's inspiring, engaging and entertaining - with the technical agility, global scale, and resilience to continuously innovate and personalise our offering to become the fashion best friend of each of our customers.

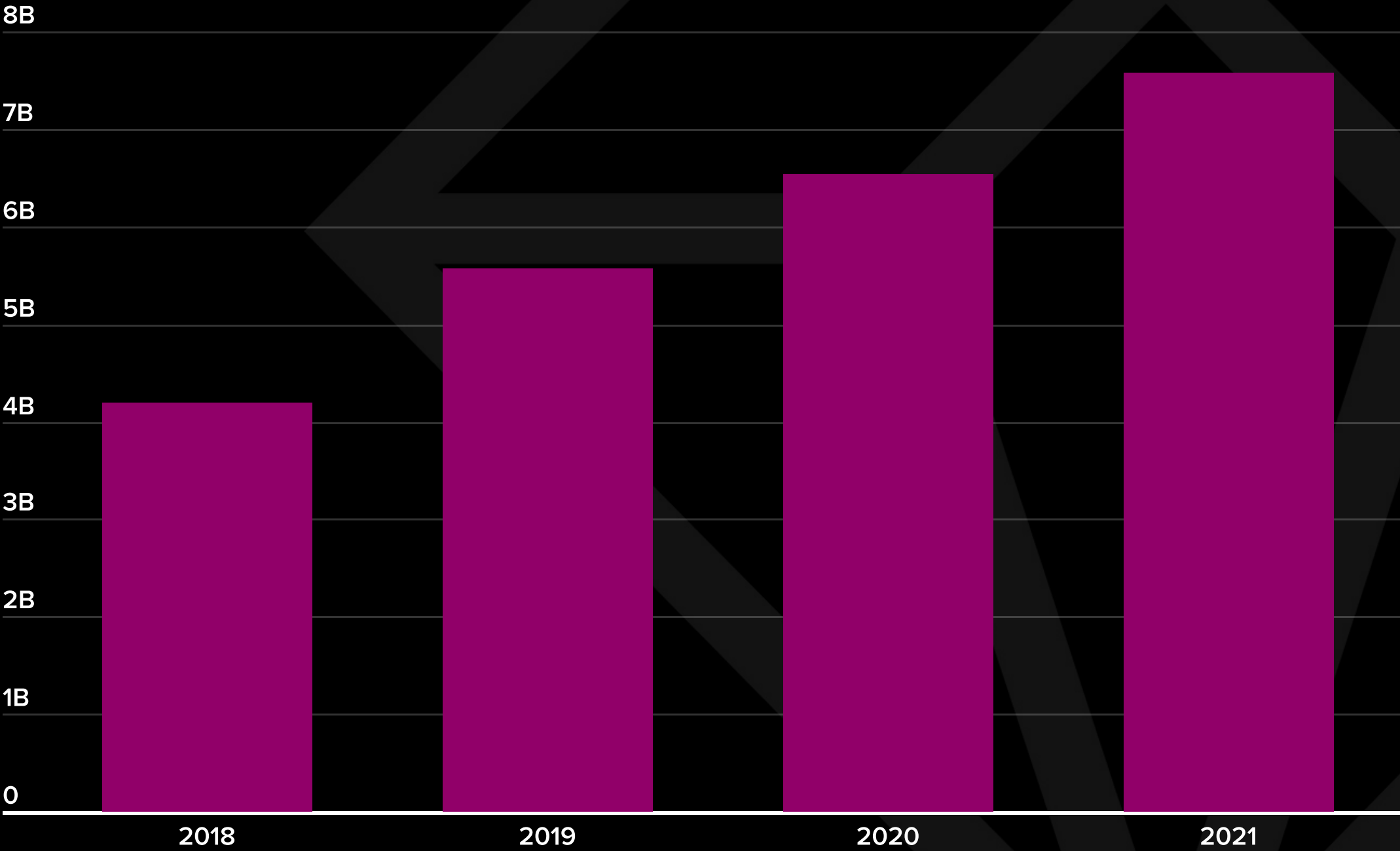
Vijay Ram  
Head of Technology - Mobile Apps  
ASOS



Annual Hours Spent in Shopping Apps

Asia-Pacific - India

RETAIL



# Time in Shopping Apps Reached Over 7.57 Billion Hours Spent in India

Time spent in Shopping apps rose 16% year-over-year, on par with the global growth at 18%. The category saw strong movement in fast fashion, social shopping, and mobile-savvy big-box players.

Among the countries with the fastest growth were Indonesia, Singapore and Brazil at 52%, 46% and 45% growth YoY, respectively.

**Mobile shopping habits catalyzed during COVID-19 have solidified. Monitor peak shopping periods in data.ai.**

Source: data.ai  
Note: Android Phones



# Mobile Shoppers in India Seek Domestic: Downloads Share of India-HQ'd Shopping Apps Grew by 8%

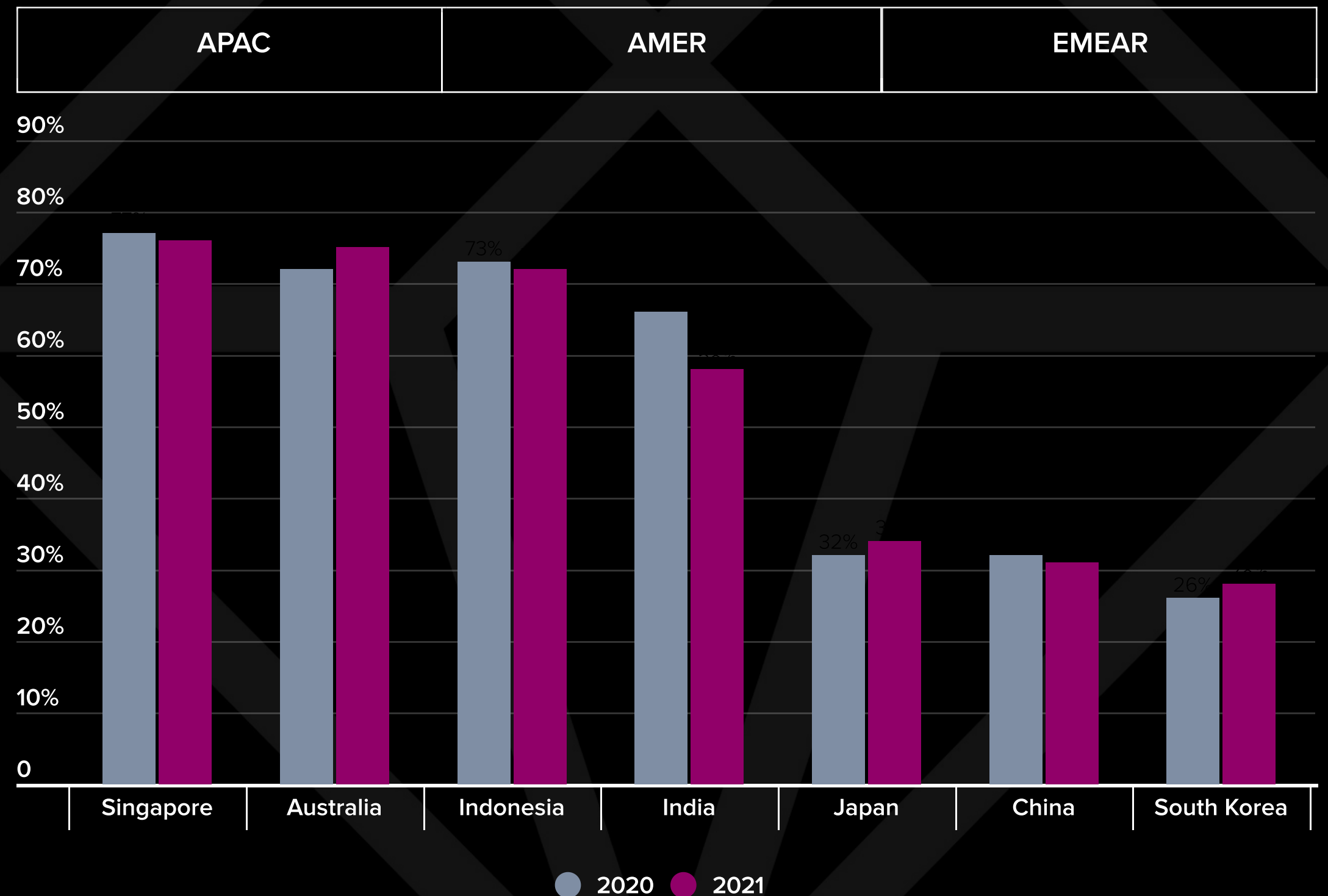
APAC-HQ'd shopping apps have grown international downloads, shifting market share to non-native-based brands in many regions.

For example, in Brazil, Overseas-HQ'd apps dominated 52% of all shopping app downloads in 2021, an increase in share of 11% YoY.

India's mobile shopping market was dominated by non-domestic brands, with 58% of downloads coming from Overseas-HQ'd apps. However, India was one of the few countries to see growth among domestic-based brands — IN-based shopping apps reached 42% share of downloads in 2021, up 8% compared to 2020.

**Retail brands are losing share to non-local companies, most notably in regions across AMER as shoppers turn to overseas-HQ'd Shopping apps. Evaluate which of the top companies are driving shifts in market share.**











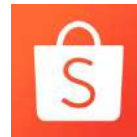



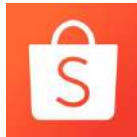























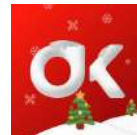












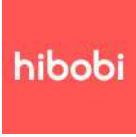




Going Global: Share of Shopping Downloads by Overseas-HQ'd Publishers



Source: data.ai  
 Note: Downloads across iOS and Google Play; China is iOS only

# 2021 Rankings by Market | Shopping

< APAC - Breakout Downloads >

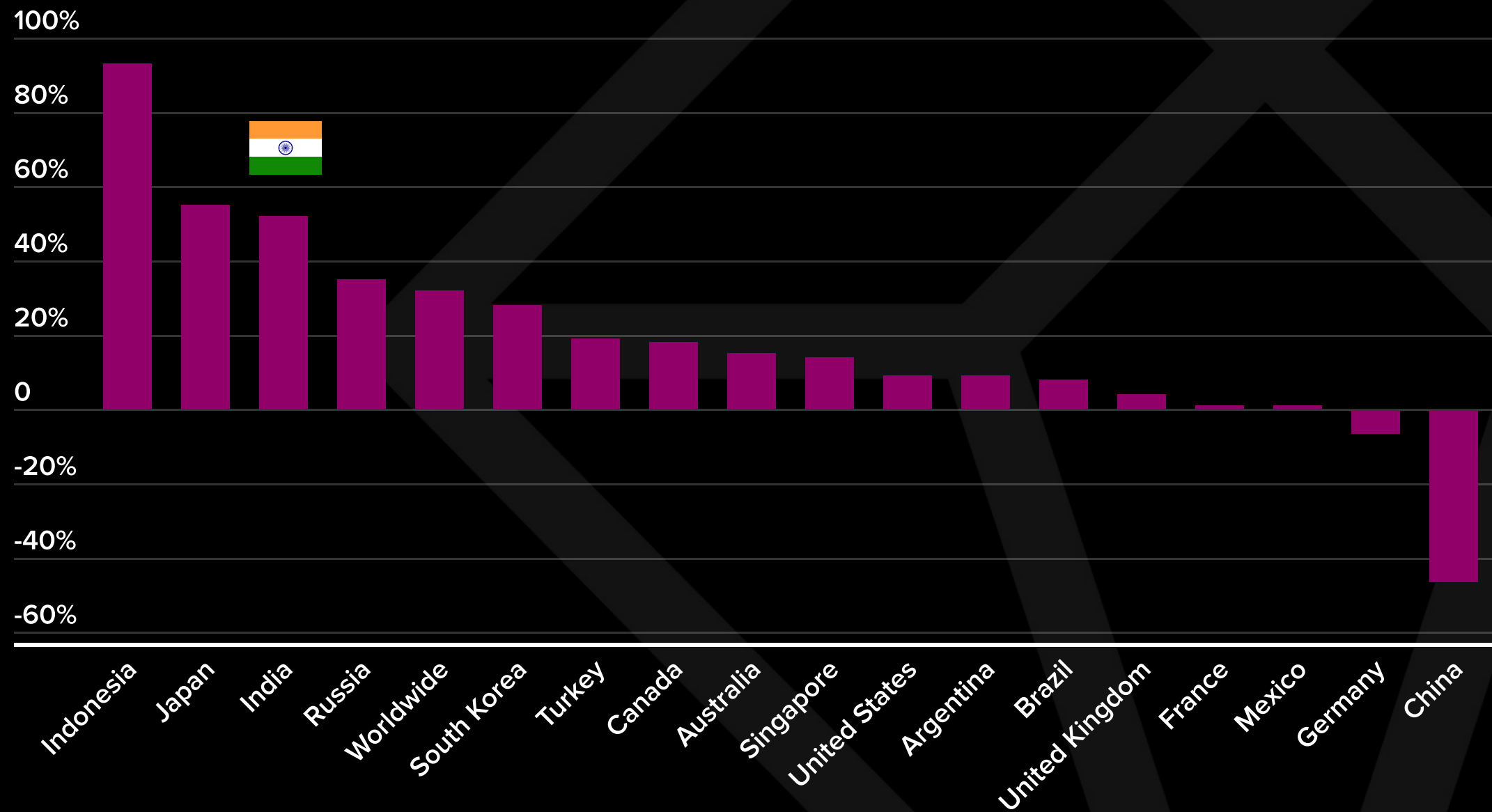
	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	 Meesho	 JD.COM	 Queenit	 SHEIN	 Meesho	 Poshmark	 Akulaku	 Atome SG	 Central Department Store	 SHEIN	 Shopee	 SHEIN	 atome HK	 Line Shopping
2	 Shopee	 Meituan Youxuan	 발란	 ONE Receipt Shooting	 AJIO Shopping App	 Nike	 MyPoin	 Nike	 Tesco Lotus App	 SM Malls Online	 Lazada	 Z-City	 Sasa HK	 SHEIN
3	 SHEIN	 转转	 LG전자 LGE.COM	 Nishimatsuya	 RTO Vehicle Information & Exam	 Culture Kings Australia	 Tokopedia	 Pace Pay	 SHEIN	 Nike	 OKXE Mua bán xe máy trực tuyến	 Nike	 Market Place by Jasons	 家樂福 Carrefour TW
4	 Alibaba.com	 Sam's Club China	 Brandi	 STRIPE CLUB	 Shopee	 Costco Wholesale Australia	 Mitra Bukalapak	 Meesho	 HomePro	 hibobi-enrich baby's childhood	 GO & Big C	 atome MY	 Pricerite 實惠	 全聯線上購

Learn More: [Uncover the Top Shopping Apps by Change in Yearly Downloads](#)

Source: data.ai. Note: Combined iOS and Google Play; China is iOS only; MAU is across iPhones and Android phones; Market-level rankings; Breakout defined as Year-over-Year growth in Downloads or average MAU.

# Video Streaming

Growth in Total Hours Spent Streaming  
2021 vs 2019



# Total Hours Spent Watching Video Streaming Apps Grew 52% in India Since Pre-Pandemic Levels

Most countries in Asia saw growth in time spent among the top 20 video streaming apps, continuing the momentum first seen during the initial stage of the global pandemic.

Indonesia, Japan, and India saw the highest increases in total hours spent across their video streaming apps in 2021, with YouTube being the primary driver of growth.

Despite access to bigger screens, consumers are still watching content on mobile. Competition is heating up in the space and exclusive content is a way of drawing in new viewers. Keep track of the rapidly changing industry in data.ai.

Growth in Total Hours Spent on Select Top Streaming Apps in India, 2021 vs 2020



Source: data.ai

Note: Time spent on Android phones among top 20 video streaming apps by time spent; worldwide excludes China

VIDEO STREAMING

# Global Expansion Heats Up: Netflix Set to Surpass 1 Million Downloads in Over 60 Countries in 2022

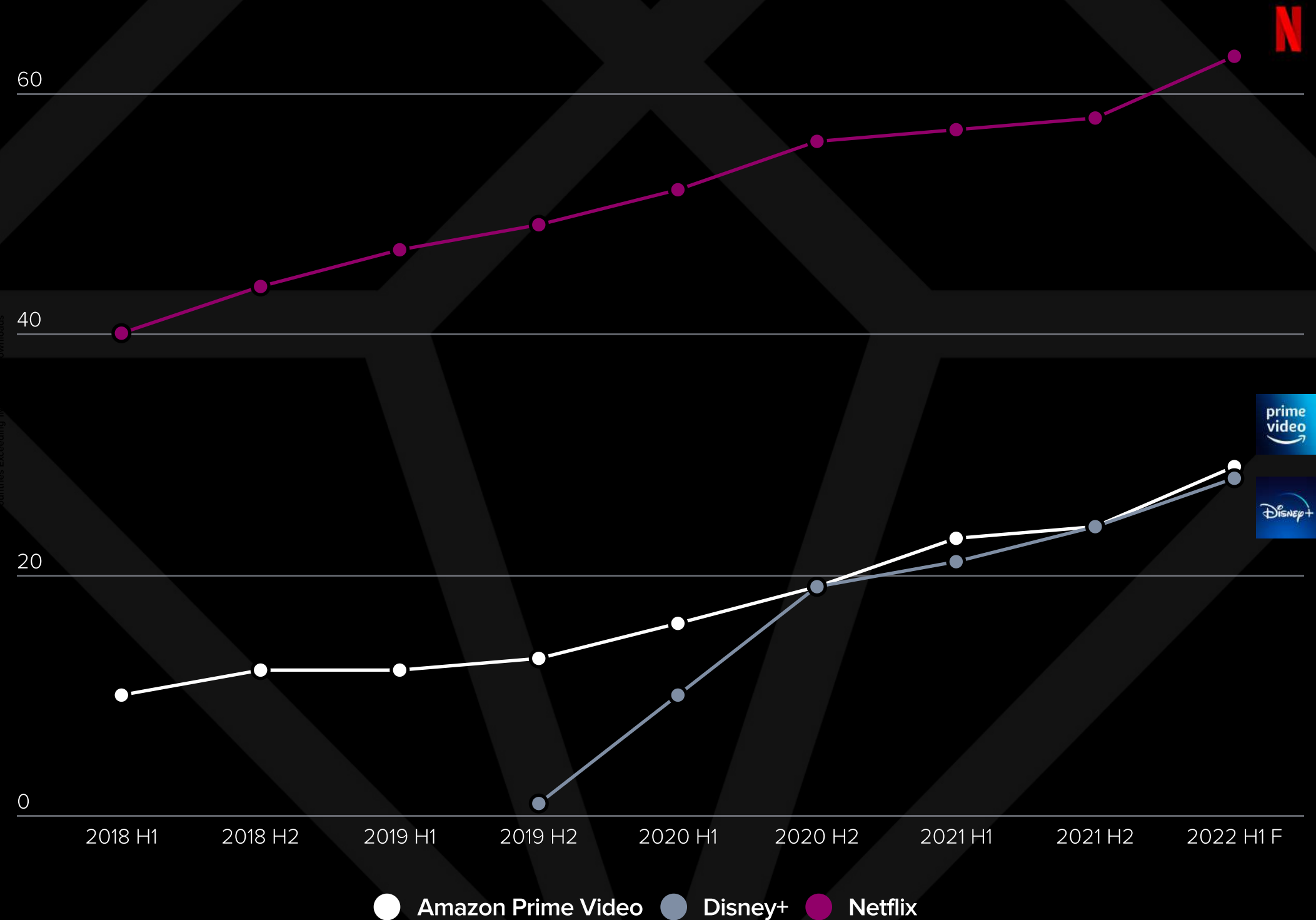
*Netflix* has the largest global footprint among video streaming platforms and a robust audience in each: with over 1 million local downloads in 60+ countries.

*Disney+* rivals *Amazon Prime Video's* global footprint, despite launching 7 years later on mobile. In India, however, Prime Video was the highest-ranking US-HQ'd competitor, ranking #6 by downloads in 2021.

Exclusive content, strategically timed releases, and overseas expansion are fuelling growth in the video streaming sector — a mobile-first strategy is needed to succeed.

**Track lifetime downloads and monitor the global strategies among top players in your competitive set.**

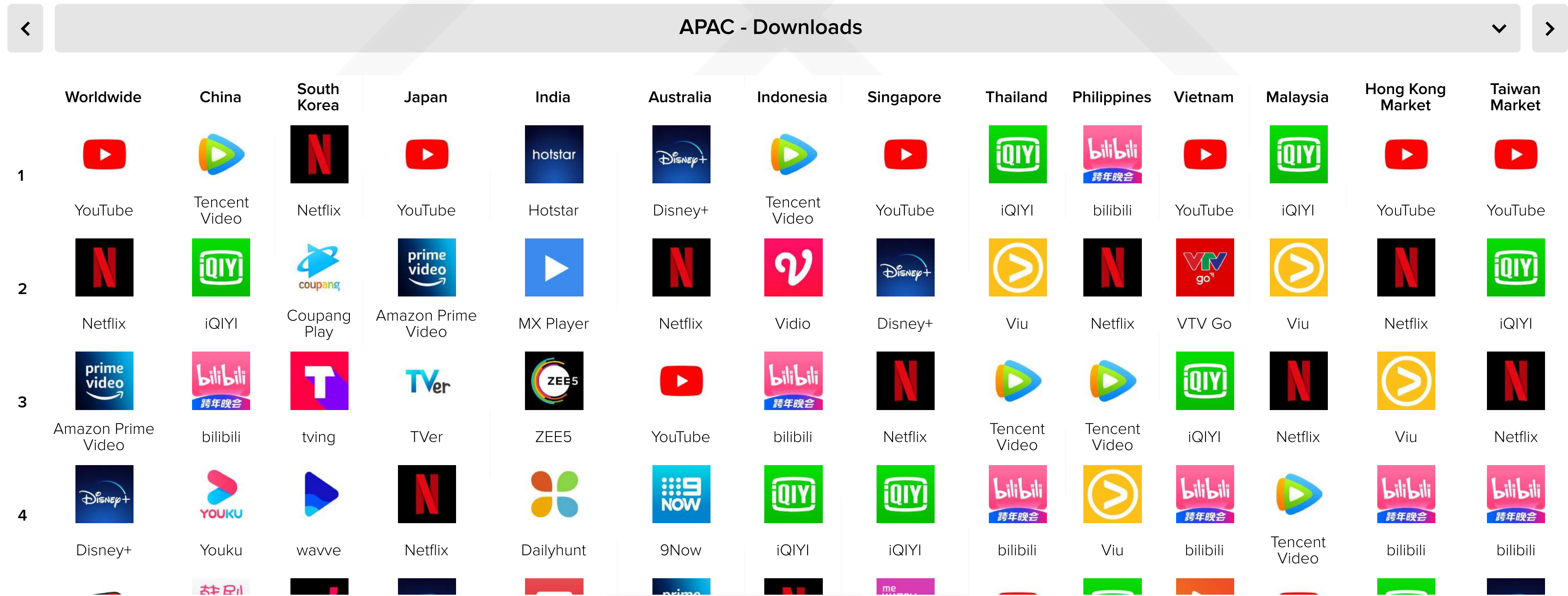
Number of Countries With Over 1 Million Lifetime Downloads Among Select Top Streaming Apps



Source: data.ai  
Note: Downloads across iOS, Google Play



# 2021 Rankings by Market | Video Streaming



**Learn More: [Uncover the Top Video Streaming Apps by Downloads](#)**

*Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings. Video Streaming Apps custom categorized from the Entertainment, Photo & Video, News, Sports, News & Magazines and Video Editors & Players categories across iOS and Google Play*

# Food & Drink

From grocery, alcohol, and convenience to morning coffee runs, we're focused on making Uber Eats reliable, flexible and easy to use. Trusted data points from sources like data.ai help us to measure that success and refine our mobile strategy over time.

Pierre Dimitri Gore-Coty  
SVP of Delivery  
Uber

The Uber logo, consisting of the word "Uber" in a white, sans-serif font, centered within a white square.

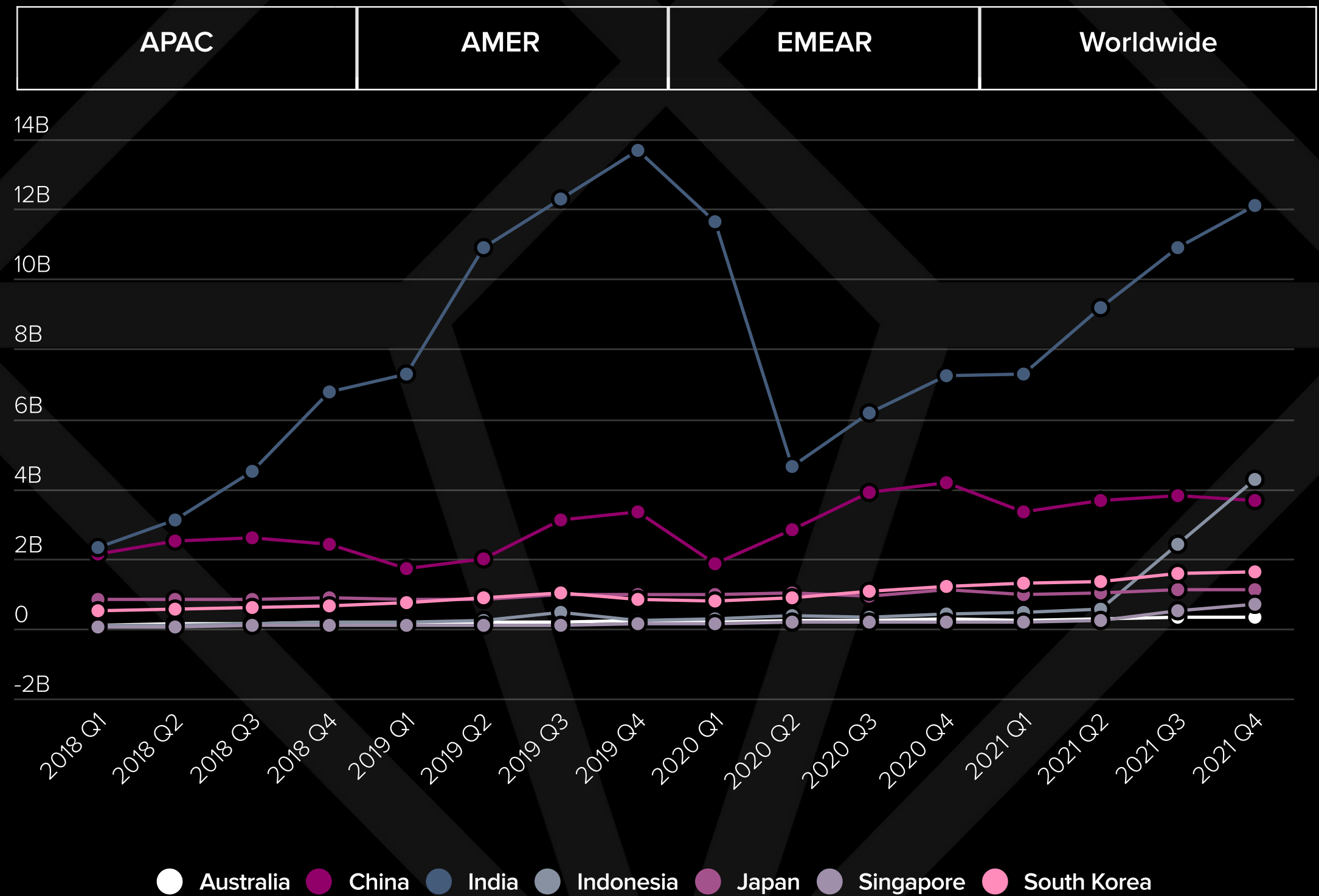
# Sessions in Food & Drink Apps Reached 12.1 Billion, Highest Since 2019

The pandemic expedited usage of Food & Drink apps across the world. Despite concerns for a slowdown following regional re-openings, an increase in both supply and in demand pushed market growth further than ever.

After facing a decline in user sessions in India in Q2 2020 due to logistics issues arising from the pandemic, India bounced back to 12.1 billion sessions in Q4 2021. Overall, 2021 showed strong growth vs. 2020, with users spending 33% more sessions YoY in Food & Drink apps.

Fostered by new players, partnerships, delivery, quick-fulfilment, user demand continued to increase throughout the year, with users spending more sessions than ever in Q4. Dive deeper in [data.ai's market level report](#) to see how downloads and sessions stack up.

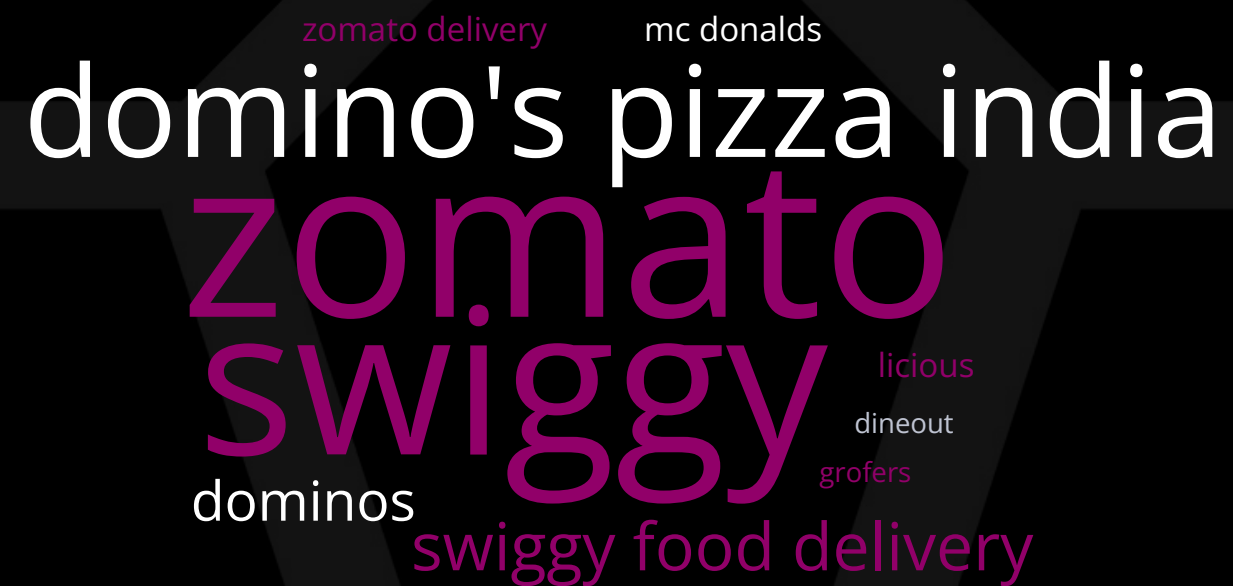
Quarterly Sessions Spent in Food & Drink Apps Growth Over Time



Source: data.ai  
Note: Android Phones

Top Keywords by Search Volume  
Among Food & Drinks Apps

< India >



FOOD DELIVERY

QSR & FAST-CASUAL

GENERIC KEYWORDS

DISCOVERY / REWARDS / RECIPES

*Source: data.ai Note: Top 10 keywords searched on iPhone within each region, ranked by average est. keyword search volume in 2021. Top keywords in India, Brazil, and Mexico reflect top keywords on Android Devices.*

## FOOD & DRINK

# Established Markets: QSR Terms & Delivery Dominated the Top Searches in 2021

In established markets, users tend to search for branded keywords. In emerging markets for mobile Food & Drink, brand awareness remains an opportunity.

For many categories on mobile, branded keywords top the charts by app store search traffic. In this case, what users wanted, they searched for. Food delivery terms made up 6 of the top 10 top searched terms in India.

Generic keyword opportunities within ASO surfaced in many other markets — in 2021, user searches for "food", "delivery" and "coffee" were on the rise. "Food" was a top 5 keyword in several regions, ranking as the #1 searched keyword in Canada and Australia, and #2 in Turkey.

**Use the Keyword Search report to understand where competitors stack up for the top organic keywords in each country.**



# International Launches & Recent Acquisitions Drive Rapid Growth for 10-Minute Delivery

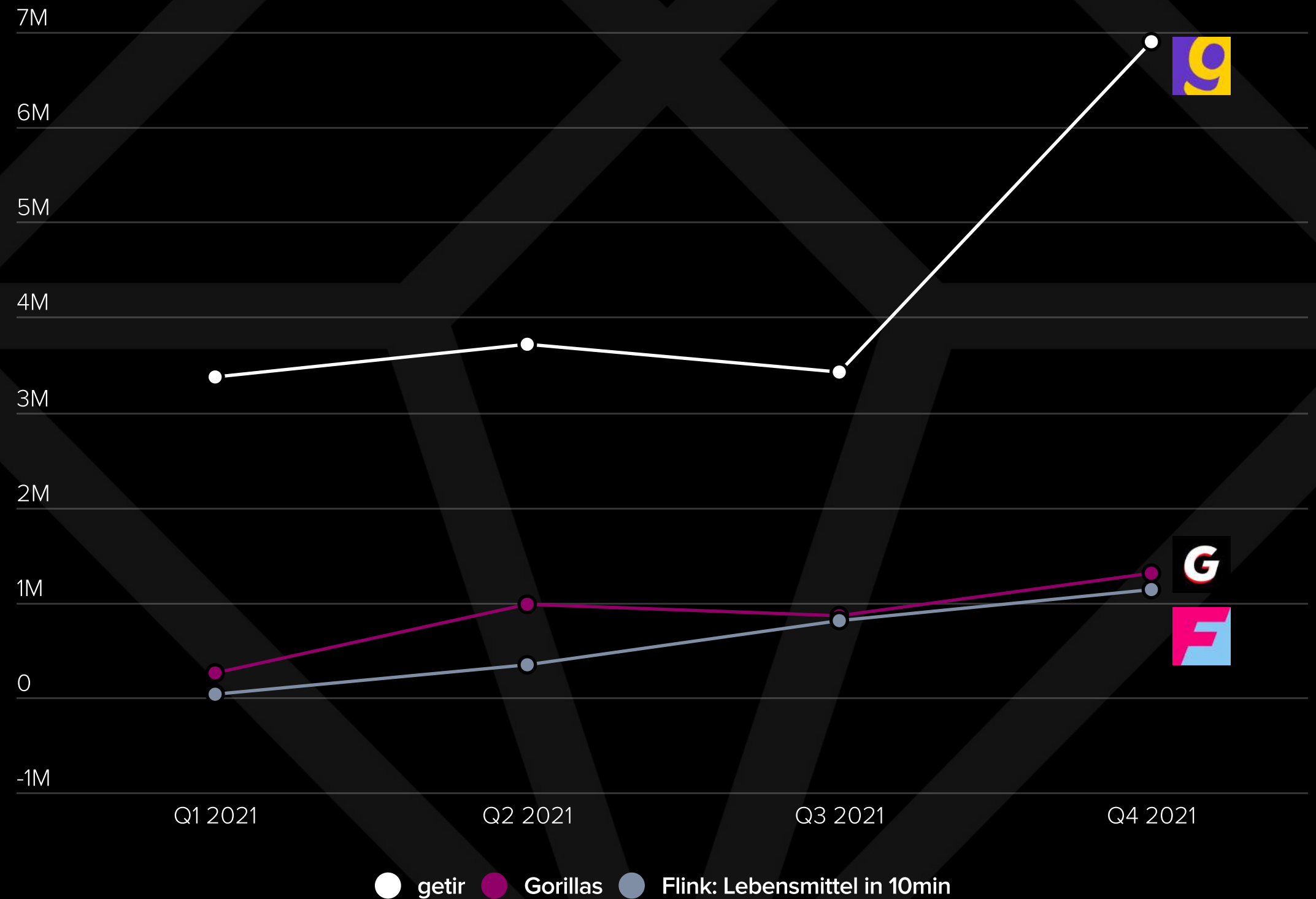
In 2020, consumers wanted delivery. In 2021, consumers wanted delivery...now. Hyper-fast grocery delivery apps grew at speeds faster than their delivery times. Competition increases for India-based apps like Zepto as overseas players seek to grow their global footprint.

Turkish delivery company Getir hit nearly 7 million downloads worldwide in Q4 2021, up 105% from Q1 - driven by international expansion. After making their first acquisition in July to expand into Spain and Italy, Getir acquired UK-based rival Weezy in November just weeks before starting operations in the US — wrapping up 2021 with services in Chicago, NYC, and Boston.

DE-based Gorillas and Flink are among several rapidly growing players both reaching over 1 million global downloads in Q4.

**Dive into emerging trends and players even further. Use data.ai to help uncover new and emerging competitors driving global growth within rapid delivery.**

















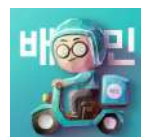
































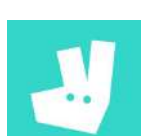



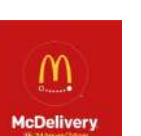


Trend Spotlight: Rapid Delivery Apps See Strong Growth in Quarterly Downloads Worldwide



Source: data.ai Note: iOS and Google Play combined; Select top delivery apps marketed as having "10-minute delivery"

# 2021 Rankings by Market | Food & Drink

< APAC - Downloads >

	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	 UberEATS	 Meituan Waimai	 Coupang Eats	 Demae-can	 Zomato	 mymacca's Ordering & Offers	 Grab	 foodpanda - food delivery	 foodpanda - food delivery	 foodpanda - food delivery	 Grab	 foodpanda - food delivery	 McDonald's Hong Kong	 foodpanda - food delivery
2	 Zomato	 ele.me	 Baedal Minjok	 UberEATS	 Swiggy Food Delivery	 DoorDash	 Pizza Hut Delivery Indonesia	 Grab	 Grab	 Grab	 BAEMIN	 Grab	 foodpanda - food delivery	 UberEATS
3	 McDonald's App	 Dianping	 Yogiyo	 McDonald's Japan	 Domino's Pizza India	 UberEATS	 McDonald's App	 McDonald's App	 Robinhood by Purple Ventures Company Limited	 Jollibee Philippines	 Now.vn	 KFC Malaysia	 香港壽司郎	 Wowprime Wowfoods
4	 foodpanda - food delivery	 McDonald's China	 교촌치킨	 KURASHIRU	 Grofers	 Menulog - Order Takeaway Online	 GrabMerchant	 Deliveroo	 Kfc Thailand- Food Ordering	 McDonald's App	 Loship	 McDelivery Malaysia	 Deliveroo	 PK 雙饗卡

Learn More: [Uncover the Top Food & Drink Apps by Yearly Downloads](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

# Health & Fitness

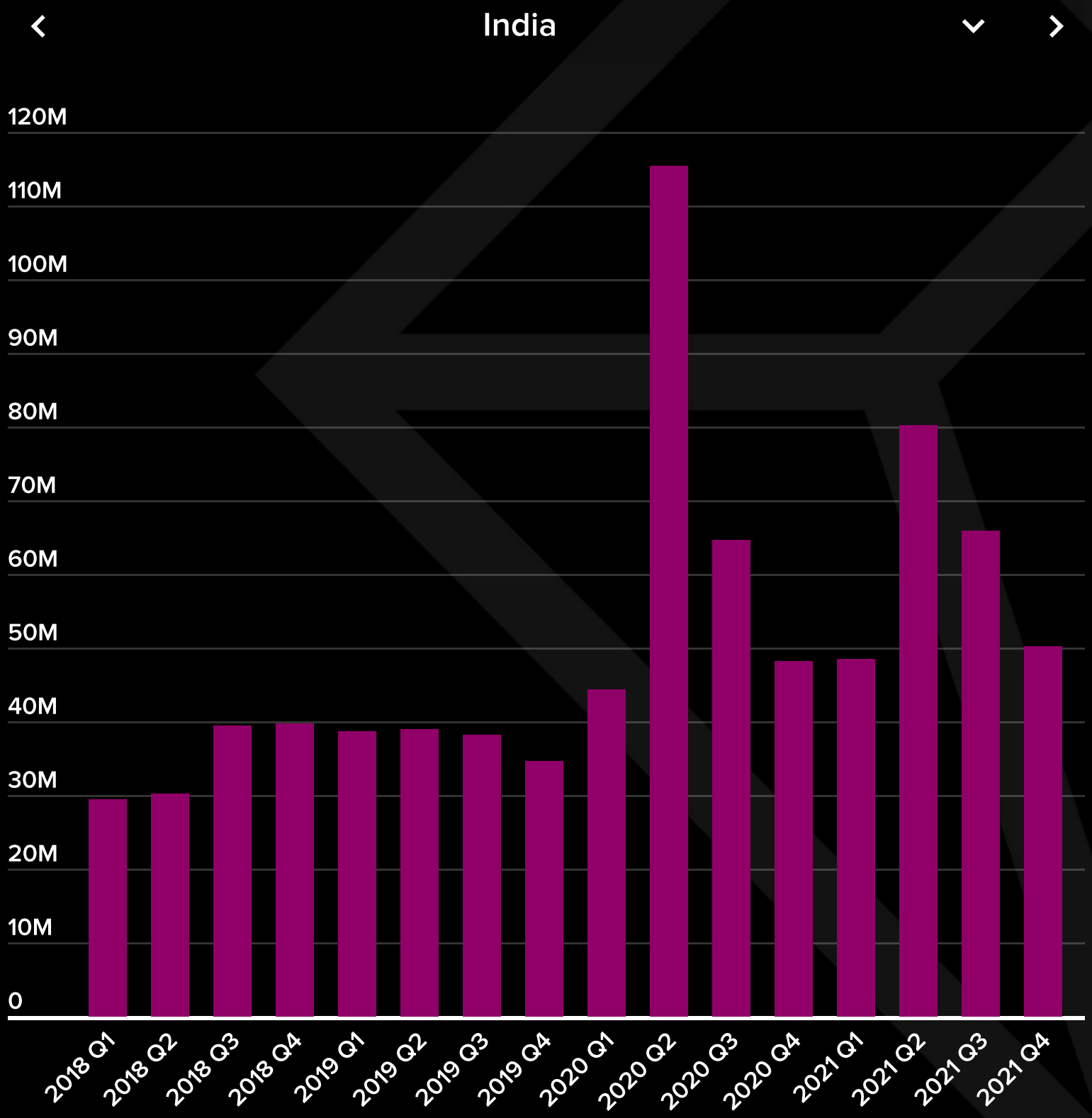
In 2021, mobile apps became more integrated in our daily lives as people aimed to enrich their lives while staying at home amidst Covid-19. We believe this trend will continue as mobile apps become more tailored to meet individual consumer needs. In the healthcare domain, we believe that more people will be using smartphones, tablets, and wearable devices even more for health management, diagnosis, and treatment.

**Takuma Ishibashi**  
Executive Director,  
Eisai Co., Ltd..



Quarterly Health and Fitness App Downloads by Country

HEALTH & FITNESS



# Health & Fitness App Downloads Up 63% in 2021 vs 2-YA in India as Health & Wellbeing Continue to be Top of Mind 2 Years Into the Pandemic

Worldwide downloads of Health and Fitness apps remained high despite seeing a slight softening from a pandemic-induced high in 2020 for most countries. Total downloads in India reached above 245M in 2021, as Meditation, fitness and mental health apps saw sustained popularity YoY.

In India, Health & Fitness apps reached over 80M downloads in Q2 2021 — the second-highest quarter since 2018 — after the peak of 115M downloads in Q2 2020.

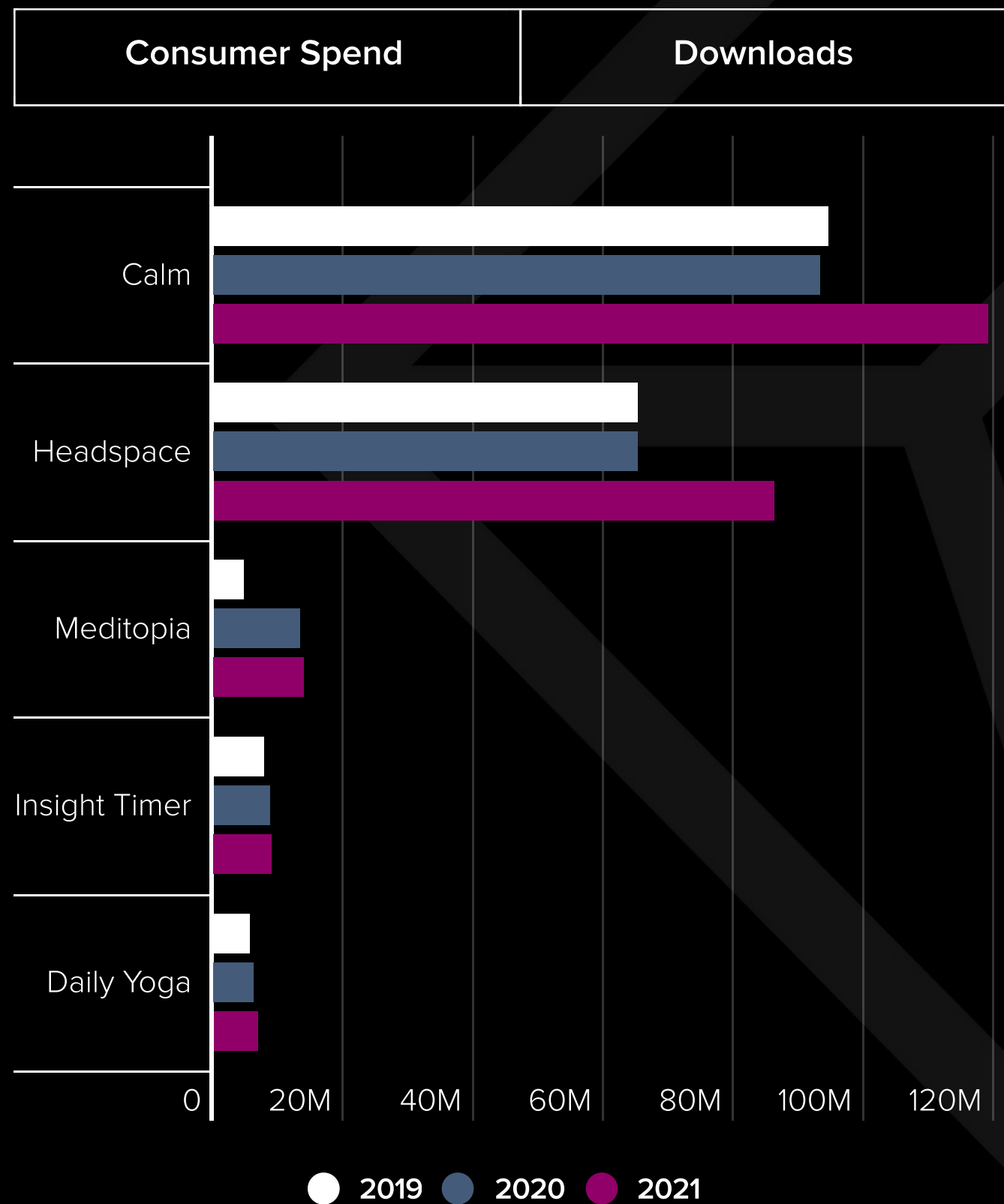
Mobile is a pulse check of consumer sentiment. Health, fitness and mental wellbeing are top of mind for consumers. [Monitor market shifts in data.ai.](#)

Source: data.ai

Note: Downloads across iOS, Google Play; China is iOS only



Consumer Spend & Downloads Among Top Most Downloaded Meditation Apps Worldwide



Source: data.ai  
 Note: Revenue and Downloads across iOS, Google Play

HEALTH & FITNESS

# The Top 5 Downloaded Meditation Apps Saw 25% Growth YoY in Consumer Spend Following Record Downloads in 2020

Meditation apps are becoming a fast-growing subcategory within Health and Fitness apps, accelerated by the global pandemic at the start of 2020 that has since forced many to remain indoors as lockdowns become the sudden norm.

*Calm* remains the most downloaded meditation app both in 2020 and 2021 worldwide, with *Headspace* and *Meditopia* rounding out the top 3. Although downloads softened in 2021, both *Calm* and *Headspace* saw total time spent in their Google Play apps increase YoY by 12% and 15%, respectively.

**More time spent in app can translate to higher revenue despite declines in app downloads. [Compare time spent among meditation apps to see how it correlates with revenue.](#)**

# 2021 Rankings by Market | Health & Fitness

	APAC - Downloads													
	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	PeduliLindungi	Keep	M Health Insurance	家族アルバムみてね	Aarogya Setu	Check In Qld	PeduliLindungi	HealthHub SG	We Do Pulse	We Do Pulse	Bluezone	MySejahtera	LeaveHomeSafe	Mi Fit
2	Home Workout - No Equipments	美柚 女生助手	제주안심코드	Calorie Counter - Asken Diet	Co-WIN Vaccinator App	SafeWA	We Do Pulse	Health Buddy	Lose Weight App for Women	Sweatcoin	VNEID	Strava Running and Cycling	Dr. Kong	小米穿戴
3	Mi Fit	他趣	Cashwalk	Lunaluna	6 Pack Abs in 30 Days	Check In CBR	Lose Weight App for Women	OneNUHS	Flo Period & Ovulation Tracker	Flo Period & Ovulation Tracker	Vietnam Health Declaration	We Do Pulse	We Do Pulse	Active Arcade
4	Aarogya Setu	Huawei Health	Self-Diagnosis of Health Status Ministry of Education	Google Fit	HealthifyMe	MyFitnessPal	6 Pack Abs in 30 Days	Strava Running and Cycling	6 Pack Abs in 30 Days	Pray.com	We Do Pulse	HealthifyMe	Mi Fit	ABISHKING Period Calendar

Learn More: [Uncover the Top Health & Fitness Apps by Yearly Downloads](#)

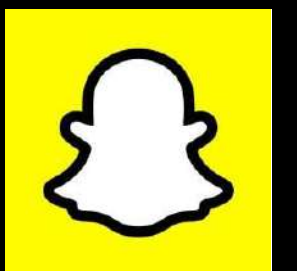
Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

# Social

Mobile augmented reality experiences are changing the way we live, from how we communicate and have fun to how we shop for and discover products. With over 6 billion AR interactions on Snapchat every day, these aren't distant hopes; it's the new reality.

Thanks to the power of mobile, this cutting edge technology is at the fingertips of everyone with a cell phone right now, and as we look ahead to 2022, AR will continue to evolve and grow in utility for both consumers and businesses.

**Chip Kanne**  
**Head of North America Emerging Sales**  
**Snap**



SOCIAL

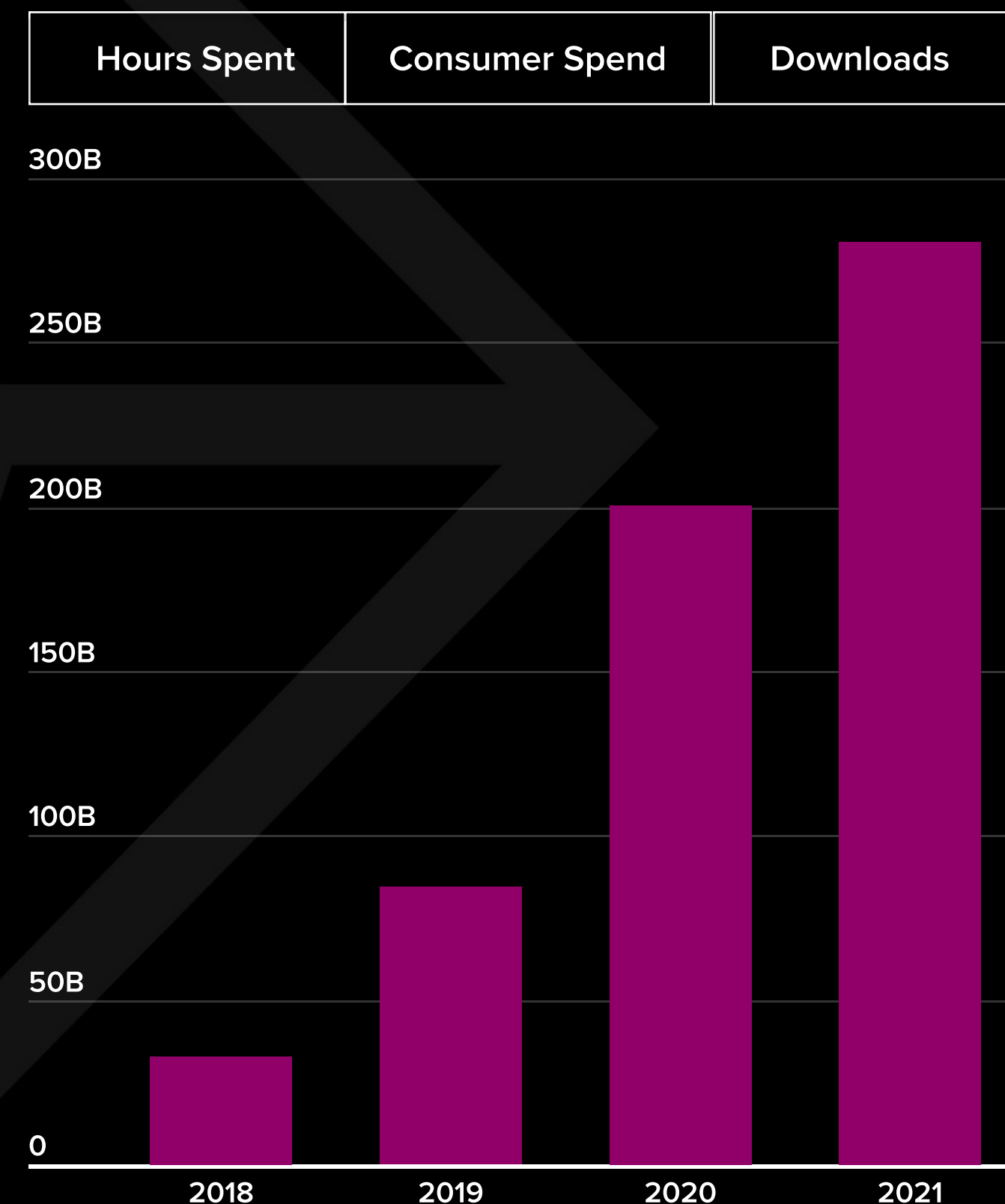
# All Eyes on Live Streaming: Time Spent Grew 9x in 4 Years — Cultivating the Deepest Social Engagement

In 2021, time spent in the top 25 live streaming apps outpaced the social market overall year over year by a factor of 9 — YoY growth of 40% compared to all social apps at 5%.

Live streaming apps are also driving consumer spend in Social apps as consumers 'tip' their favorite content creators — with global consumer spend in the top 25 live streaming apps in 2021 growing 6.5x from 2018 and 55% YoY.

**Social apps are the linchpin to connection in our mobile-first world. Live streaming apps are changing the game — providing opportunities for live shopping, content creator compensation, creative empowerment and the rise of authenticity in social apps. Keep on top of the latest social trends in data.ai.**

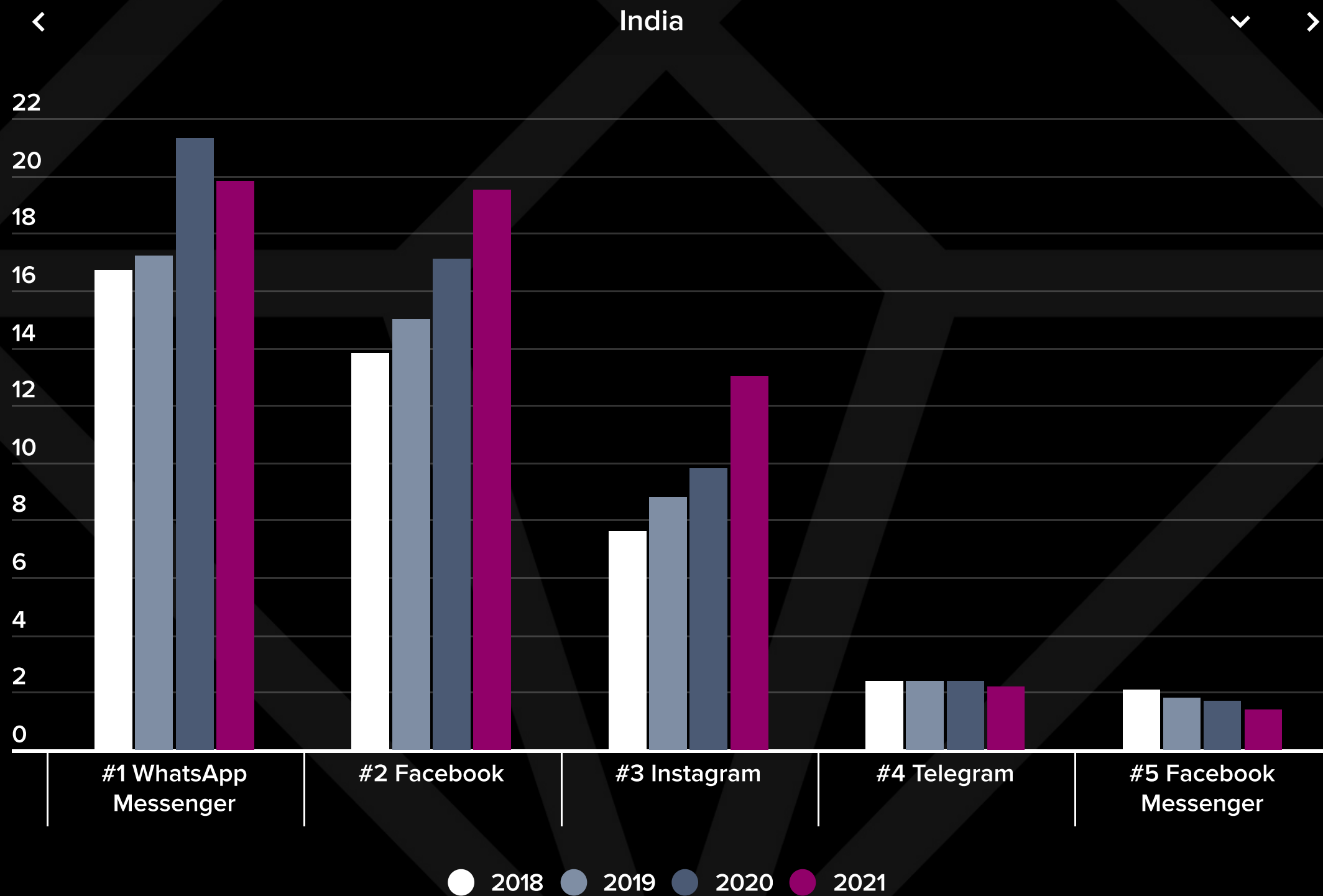
Global Growth of Live Streaming Apps  
Among Top 25 Apps



Source: data.ai Note: Downloads and Consumer Spend across iOS, Google Play; China is iOS only. Time spent is Android phones only



Average Monthly Hours Spent Per User  
in Top 5 Social Apps by Total Time



Source: data.ai

Note: Android phones; Excluding business-management apps; Worldwide excluding China

SOCIAL

## TikTok's Rocket Ship Growth: YoY Growth Rates As High As 75%

*TikTok* was a standout winner in per user engagement among the top 5 social apps commanding the most time spent in 2021.

It is notable that *TikTok* has seen the greatest in depth of engagement over 4 years and had a standout year in 2021, off the back of an already record-breaking 2020.

Meta properties in India benefited from the *TikTok* ban in 2021, with engagement deepening in both *Facebook* and *Instagram* by 15% and 35% respectively.

**Explore evolving engagement patterns, including average time spent, demographic base and cross-app usage of top players to monitor how they are carving out mindshare in 2022 and beyond.**



SOCIAL

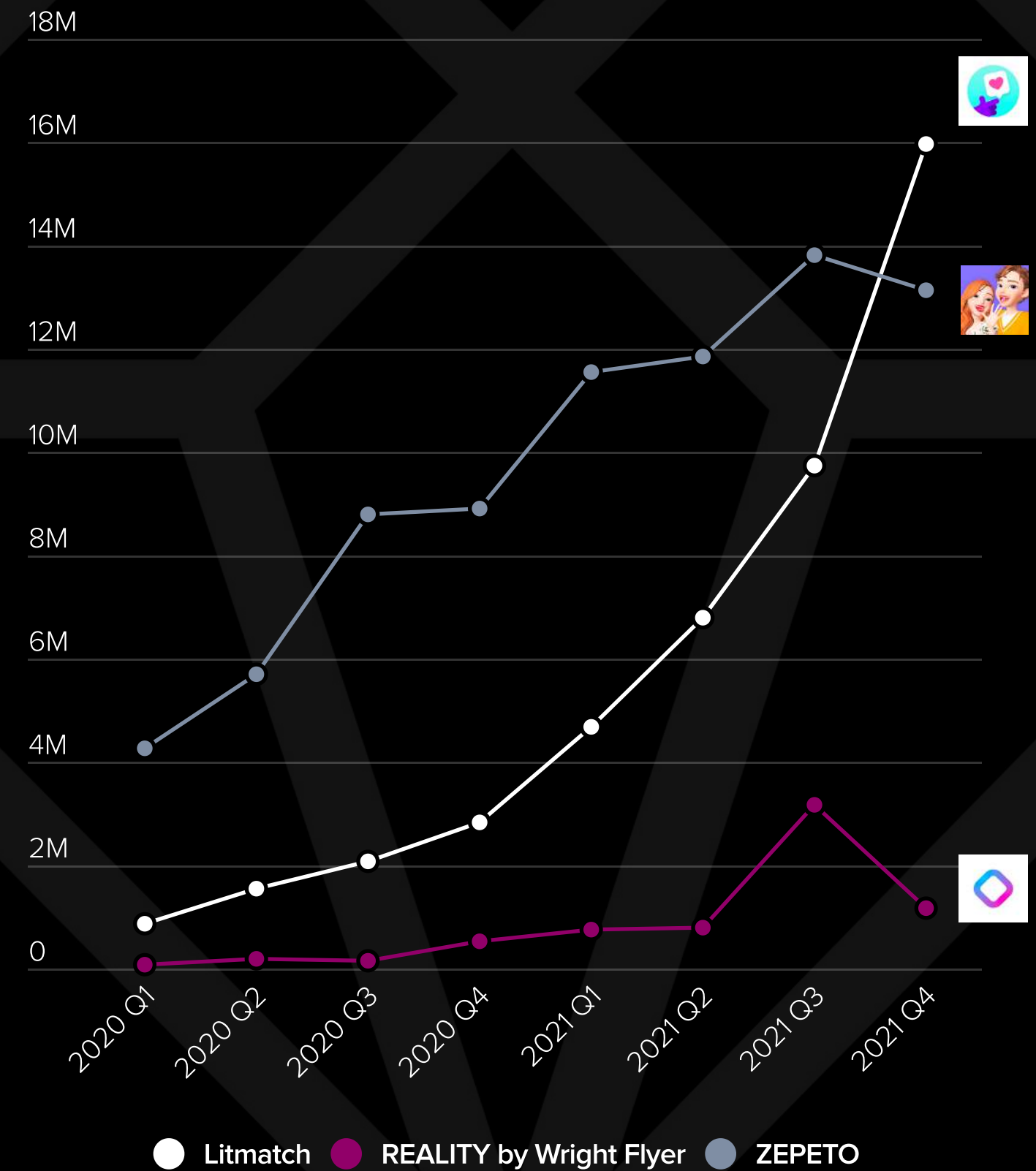
# Emerging Trend: Avatar Apps Tap Into Increasing Demand for Metaverses: Social, User-Generated Content, Creativity

Demand for avatar social apps has grown amidst interest in metaverses in 2021, particularly H2.

Among the 3 select avatar social apps including *Litmatch*, *REALITY by Wright Flyer* and *ZEPETO*, downloads grew 160% YoY. *Litmatch* emphasizes matching with friends and using a simple avatar — highlighting the overlap of growing demand for avatar-based apps, even without a metaverse component — 2 converging trends. *Litmatch* saw downloads grow 405% YoY amidst surging demand. Among these players, ZEPETO was the top app in India, with nearly 5 million downloads on Android Phone in 2021.

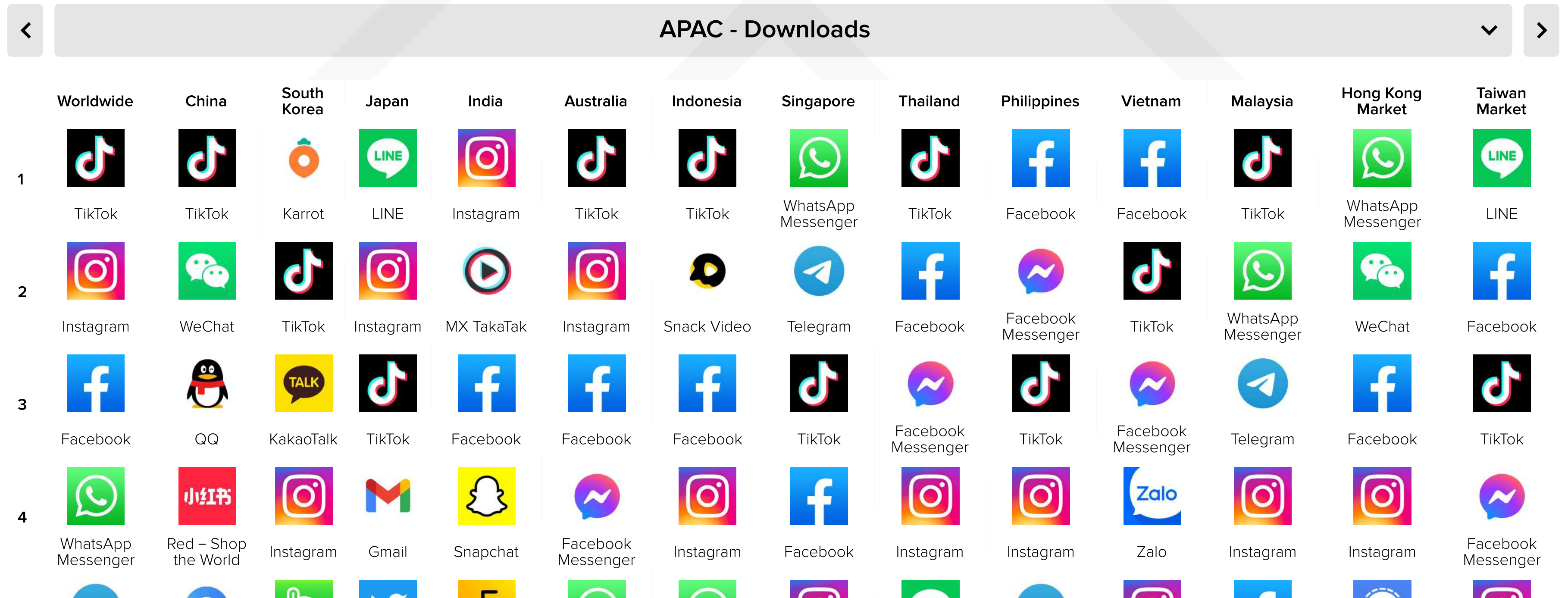
**Creativity, creation and connection are at the core of growing interests in 2022. Mobile is the pulse of the cultural zeitgeist. Monitor rising stars to be among the first to capture shifts in these trends.**

Spotlight on Avatar Social Apps: Worldwide Downloads



Source: data.ai  
Note: iOS and Google Play; China is iOS only

# 2021 Rankings by Market | Social



Learn More: [Uncover the Top Social Apps by Yearly Downloads](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings; Excluding dating apps

# Travel

DiDi as a global leader in ride-hailing services, continues to grow rapidly in international markets in providing affordable ride-hailing and food delivery services in 2021. data.ai is an integral analytics platform for our marketing planning process. With its trusted mobile insights covering the app landscape we are better equipped to optimize our user acquisition, retention and engagement programs. It also helps us prioritize our roadmap and plan new markets entry.

**Ajay Kaul**  
**Global Performance Marketing Head**  
DiDi



# Downloads of Travel Apps Rebound by Nearly 20% in India in H2 2021

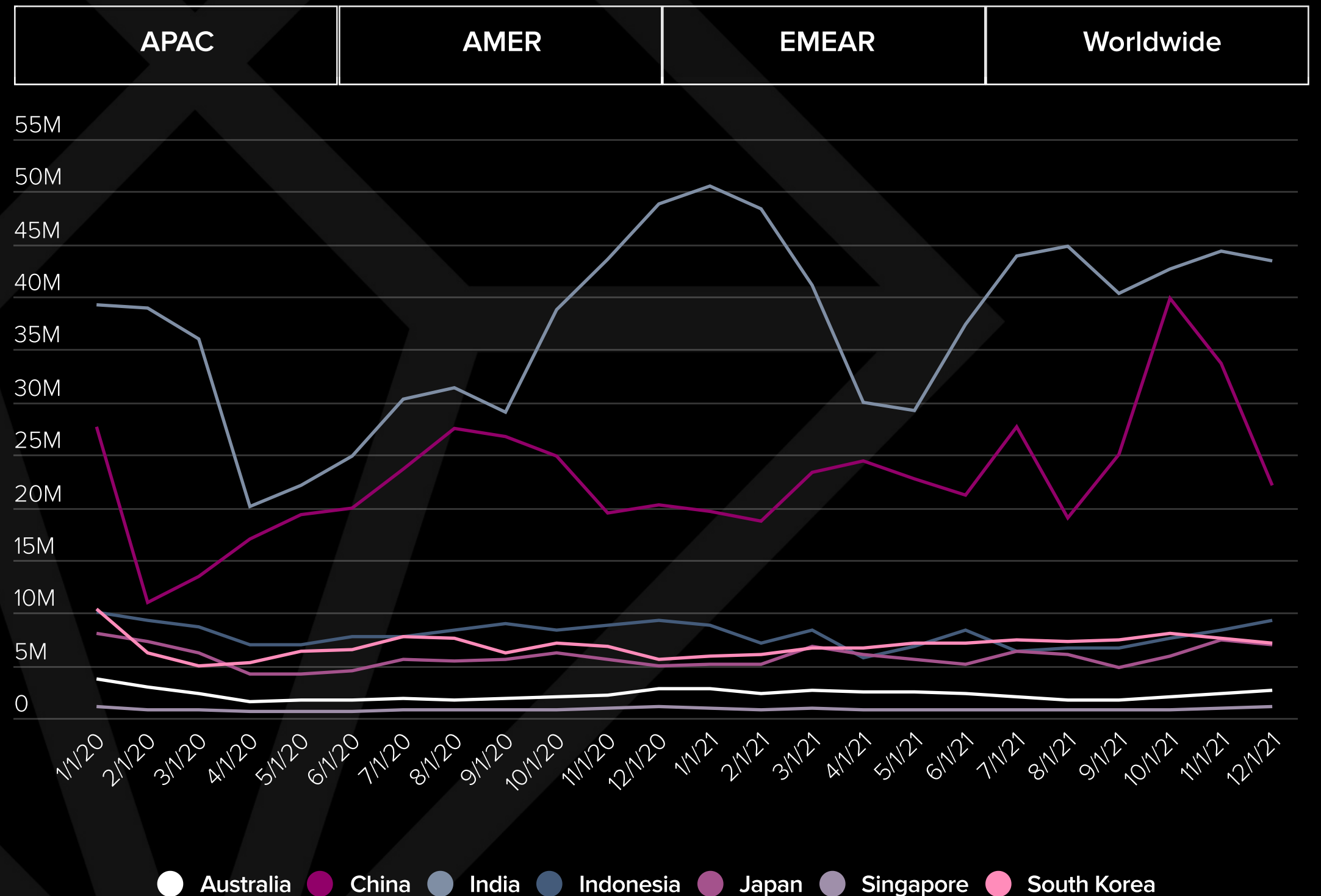
The second half of 2021 showed positive trends for travel on mobile. H2 2021 downloads hit 1.95 billion worldwide, nearing pre-pandemic levels of 2.08 billion in H2 2019.

In India, Travel app downloads hit 259.5M in H2 2021, up from 221.7M downloads in the second half of 2020.

Several countries in Europe saw strong rebound rates in H2 2021 after loosening shelter-in-place restrictions and travel regulations. In fact, travel growth increased so steeply over the peak summer season that downloads in Germany, Turkey, and India were up 7%, 22%, and 5% compared to H2 2019, respectively.

**Identify the top apps driving growth within the Travel & Navigation market.**

Monthly Downloads of Travel & Navigation Apps



Source: data.ai  
 Note: iOS and Google Play; China is iOS only

# Drivers vs. Riders: Rideshare Supply & Demand Dynamics Differ Across Regions

Demand for rideshare apps has returned to normal levels, even higher in some regions. In the US, Uber riders spent nearly 212 million sessions in the app in December 2021.

Riders spend nearly 3 sessions for every 1 driver session on Ola Cabs in India and on Lyft in the US, showing demand for on-demand transport. In the UK, "supply" of available, active drivers was nearly equal with demand from riders in 2021.

**Marketplaces face the balancing act of supply and demand in real time. Monitor mobile data to keep track of market movement.**

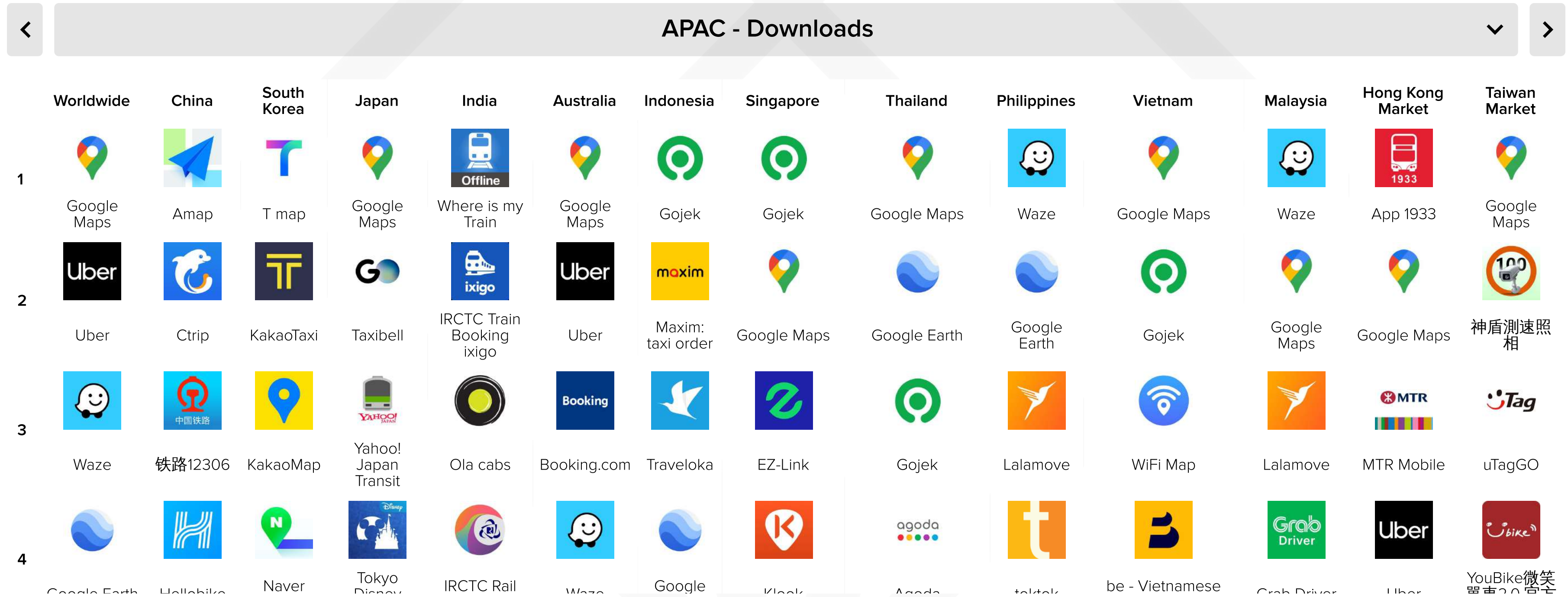
Monthly Sessions Spent in Select Rideshare Apps  
"Driver" vs. "Rider" Apps on Android



Source: data.ai  
Note: Android Phones



# 2021 Rankings by Market | Travel



Learn More: [Uncover the Top Travel Apps by Yearly Downloads](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

# Dating

DATING

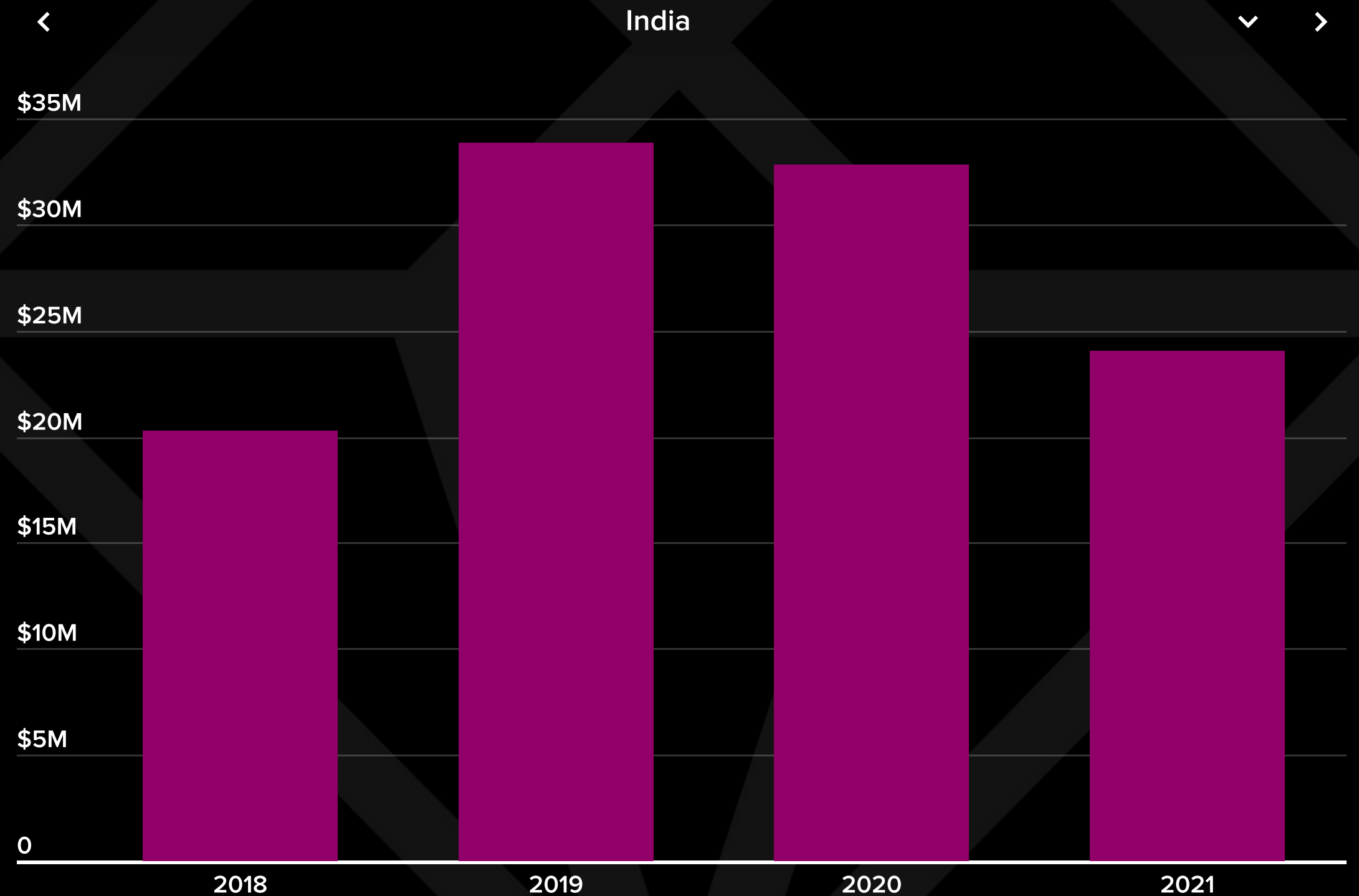
# Worldwide Consumer Spend on Dating Apps Surged Past \$4B in 2021, With \$24M Coming From India

The unabated growth in consumer spend was primarily driven by the US, Japan, the UK and China, the four largest markets in 2021.

For the US, Germany, Indonesia, and Japan, consumer spend more than doubled since 2018. Despite its population size, India is one region that saw declining consumer spend on dating apps, although it is still up 18% since 2018. India is a unique market where, although users of dating apps may not be spending heavily, more than 75% of Indian daters have started going on hobby dates and more than 50% are thinking of dating as a way to explore. Mobile is perfectly positioned to capture budding demand in this sector.

It is important for dating app publishers to know their primary KPIs early, whether it is maximizing user acquisition or revenue. [See how dating apps metrics changed year-over-year in data.ai.](#)

Consumer Spend on Dating Apps by Country



Source: data.ai

Note: Consumer Spend across iOS, Google Play

Monthly Avg Active Days vs Data Usage per User Among Top 10 Dating Apps Worldwide by Consumer Spend in 2021

DATING

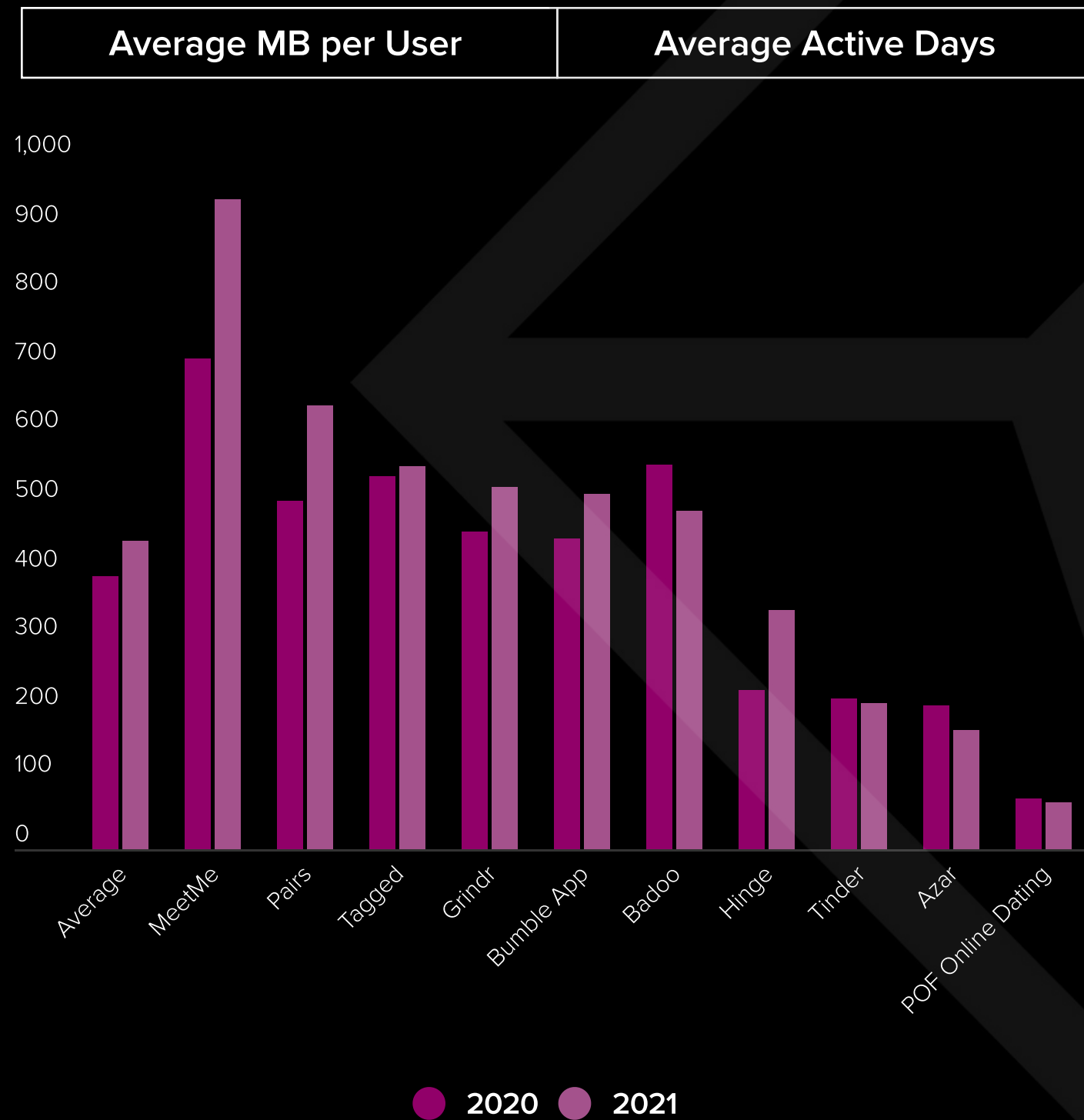
# Among the Top 10 Dating Apps Worldwide by Consumer Spend, Most Apps Saw an Increase in Usage Two Years Into the Pandemic

The top grossing dating apps also tended to have high average MB per user, signalling the rising popularity of using photos and videos to communicate. However, higher usage does not always correlate with higher consumer spend.

*Tinder* saw a slight decline in average MB per user but saw a record-breaking \$1.35B in consumer spend worldwide in 2021, maintaining its lead thanks to a 35% increase YoY.

Tinder's pricing model works well among its large user base, with its free-to-use model that charges users for extra features such as Boosts and Super Likes included in in-app subscriptions and purchases. It even dynamically adjusts its price based on the user's age - a proxy for demand.

**Understanding each dating app's target audience and user behavior is crucial to its success. [Explore engagement and monetization strategies in data.ai.](#)**



Source: data.ai Note: Android phones only; Average active days per month; "Average Sessions per User represents the average number of sessions per active user in a given month throughout year. Average Active Days represents the average days of use across all active users in a given month throughout year.

# 2021 Rankings by Market | Dating

< APAC - Downloads >

	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	Tinder	Soul - 跟随灵魂找到你	WIPPY	Tinder	CuteU	Tinder	MiChat	Tinder	Omi	Tinder	Tinder	Omi	Tinder	Omi
2	Badoo	Momo	Tinder	Pairs	Zeeplive	Bumble App	Tantan	OkCupid Dating	Azar	Dating.com	Lamour	MiChat	Tantan	Tantan
3	CuteU	Tantan	Simkung	tapple	ParaU	Hinge	Tinder	Bumble App	Tinder	Bumble App	Azar	Tandoo	Coffee Meets Bagel CMB	Lemo
4	Azar	触摸	Message viewer - read	With	Chemt	POF Online	Lemo	Coffee Meets	Badoo	MeetMe	Blued	Lamour	Omi	Tinder

Learn More: [Uncover the Top Dating Apps by Yearly Downloads](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings



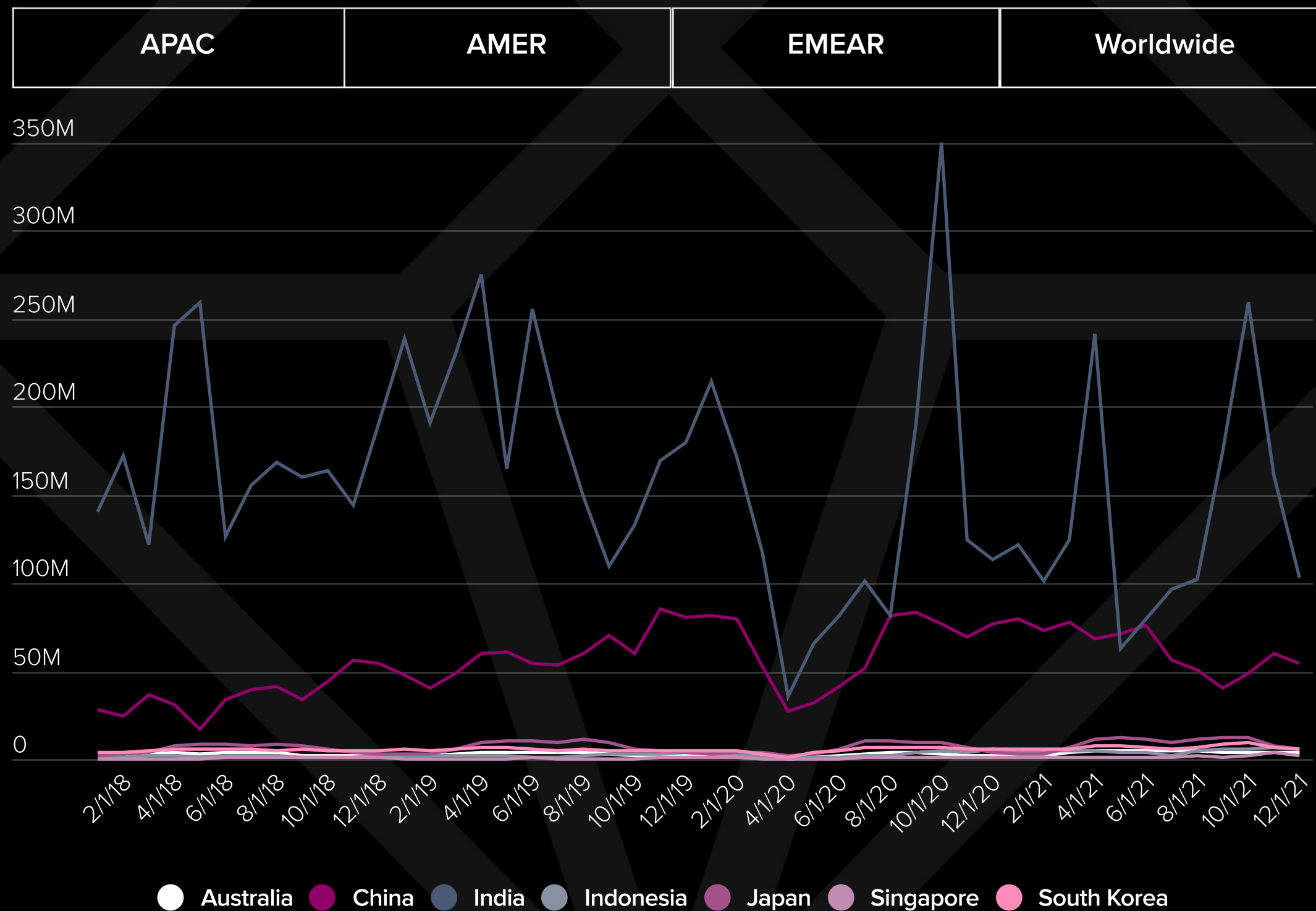
# Other Industries Embracing Mobile

data.ai continues to be one of our most trusted tools and partners, helping us keep an eye on market trends and competitive benchmarks. Marketability from the game concept stage is a pivotal strategic pillar at Rovio, so we continue to work closely with data.ai on new features that help us in identifying market opportunities.

Luis de La Camara  
VP Marketing  
Rovio



Hours Spent in Sports Apps



Source: data.ai  
Note: Android Phones

SPORTS

# Sports Rebounded in 2021: Tokyo Olympics & Return of Live Sports Drives Mobile Streaming

Hungry for new content, eyes returned to sports in 2021. The UEFA Euro Tournament, the return of NFL and fantasy football in the US and the Cricket World Cup in APAC were in high demand following a year with delays and limitations on live sports. In India, cricket is the driver of the big peaks in user hours.

Globally time spent in sports apps rebounded 30% from 2020 back to 2019's pre-pandemic levels. Countries seeing the greatest rebounds included: Singapore (+125%), Canada (+125%), Russia (+120%), Argentina (+105%), Indonesia (+90%), Australia (+85%) and the US (+70%). In India, time spent was relatively flat vs 2020.

**Monitor shifts in seasonality with data.ai.**  
Benchmark your app against market trends to see if you are in-line with, out-pacing or falling behind the market.

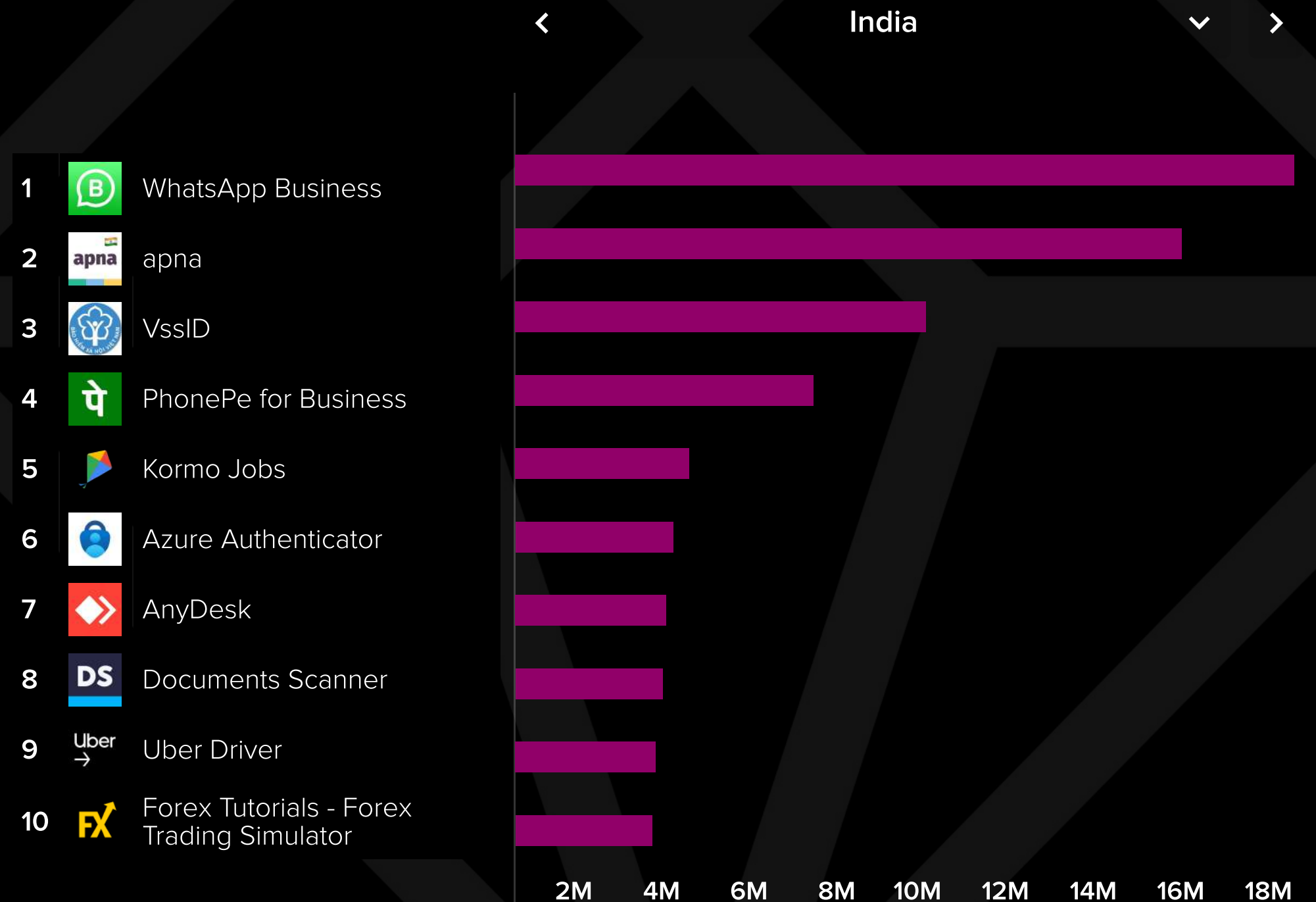
# The Great Resignation? More Like The Mobile-Empowered Work Force

Job searching platforms like *Sonic* and *Apna* were the #1 breakout apps by downloads in the UK and India, respectively.

**Choosing to work for themselves:** Delivery driver apps like *DoorDash Driver* (#1 breakout business app in the US seeing 60% growth YoY from an already high level of demand in 2020), *Deliveroo Rider* (#7 breakout app in the UK) and *Baemin Riders* (#3 in South Korea) saw record levels of demand. Apps to empower individuals to earn extra money or work for themselves like *WhatsApp Business* (#1 Worldwide) and *GetNinjas* in Brazil (#2) also saw standout growth in demand as consumers turned to mobile for career freedom.

**Monitor how consumer behavior manifests on mobile with data.ai. Uncover opportunities, meet your customer needs and identify nascent trends before your competitors.**

Top Breakout Business Apps by Absolute Growth in Downloads 2021 vs 2020



Source: data.ai

Note: iOS and Google Play, China is iOS only

# Top Apps & Games

2021 was a very interesting year with new privacy rules on iOS, changes in app store creatives moderation policy, and the emergence of new big players in the market of app promotion — representing a challenge for the industry as a whole and for us in particular. We're fortunate that we don't have to solve these industry headwinds alone, but in partnership with data.ai.











**Petr Abroskin**  
CMO Search and Portal  
Yandex













# 2021 Rankings by Market | Top Apps

< India >











## DOWNLOADS

1		Instagram	Media Sharing Networks (Social Media)
2		MX TakaTak	Short Videos (Entertainment)
3		Facebook	Social Networks (Social Media)
4		Snapchat	Media Sharing Networks (Social Media)
5		Meesho	E-Commerce (C2C) (Shopping)
6		Moj	Short Videos (Entertainment)
7		Josh	Short Videos (Entertainment)
8		Flipkart	E-Commerce (B2C) (Shopping)
9		PhonePe	Digital Wallets & Payment (Finance)
10		Share Karo India	File Management (Utility & Productivity)

## CONSUMER SPEND

1		Hotstar	OTT (Entertainment)
2		Tinder	Dating (Social Media)
3		LinkedIn	Integrated Career Platform (Business)
4		Chamet	Dating (Social Media)
5		Tango Live	Live Streaming (Entertainment)
6		YouTube	Video Sharing (Entertainment)
7		Truecaller	Caller Blocker (Social Media)
8		Sony LIV	OTT (Entertainment)
9		Google One	File Management (Utility & Productivity)
10		ZEE5	OTT (Entertainment)

## MONTHLY ACTIVE USERS

1		WhatsApp Messenger	Communication (Social Media)
2		Facebook	Social Networks (Social Media)
3		Truecaller	Caller Blocker (Social Media)
4		Instagram	Media Sharing Networks (Social Media)
5		Facebook Messenger	Communication (Social Media)
6		Amazon	E-Commerce (B2C) (Shopping)
7		PhonePe	Digital Wallets & Payment (Finance)
8		Flipkart	E-Commerce (B2C) (Shopping)
9		MX Player	OTT (Entertainment)
10		MyJio	Network Management (Utility & Productivity)

### Learn More: [Uncover the Most Popular Apps By Market](#)











**Source: data.ai** Note: Downloads and consumer spend based on combined iOS App Store and Google Play. MAU based on Combined iPhone and Android Phone Monthly Active Users; Excluding pre-installed Apps. Market-level rankings



# 2021 Rankings by Market | Top Games











< India >

## DOWNLOADS

1		Ludo King
2		Free Fire
3		Carrom Pool
4		Bubble Shooter by Ilyon
5		Candy Crush Saga
6		Subway Princess Runner
7		Join Clash 3D
8		Temple Run
9		Hill Climb Racing
10		Bridge Race











Board Game (Tabletop)
Battle Royale (Shooting)
Board Game (Tabletop)
Bubble Shooter (Match)
M3-Saga (Match)
Runner (Action)
Action (Hypercasual)
Runner (Action)
Arcade Racing (Racing)
.io (Hypercasual)

## CONSUMER SPEND

1		Free Fire
2		Call of Duty: Mobile
3		Coin Master
4		Candy Crush Saga
5		Teen Patti
6		Lords Mobile
7		Clash of Clans
8		PUBG MOBILE
9		Gardenscapes - New Acres
10		Evony

Battle Royale (Shooting)
Team Deathmatch (Shooting)
Luck Battle (Party)
M3-Saga (Match)
Poker & Card (Casino)
4X March-Battle (Strategy)
Build-Battle (Strategy)
Battle Royale (Shooting)
M3-Meta (Match)
4X March-Battle (Strategy)

## MONTHLY ACTIVE USERS

1		Ludo King	Board Game (Tabletop)
2		PUBG MOBILE	Battle Royale (Shooting)
3		Free Fire	Battle Royale (Shooting)
4		Candy Crush Saga	M3-Saga (Match)
5		Carrom Pool	Board Game (Tabletop)
6		Subway Surfers	Runner (Action)
7		Bubble Shooter by Ilyon	Bubble Shooter (Match)
8		Callbreak Multiplayer	Poker & Card (Casino)
9		Subway Princess Runner	Runner (Action)
10		Hill Climb Racing	Arcade Racing (Racing)











[Learn More: Uncover the Most Popular Games By Market](#)

Source: data.ai Note: Downloads and consumer spend based on combined iOS App Store and Google Play. MAU based on Combined iPhone and Android Phone Monthly Active Users; Excluding pre-installed Apps. Market-level rankings











# 2021 Rankings by Market | Top Companies - Apps

< **India** ▾ >

## DOWNLOADS

Company	HQ	Top Apps by Downloads
1 Google	United States	 Google Pay
2 Meta	United States	 Instagram
3 Walmart	United States	 Flipkart
4 Reliance Industries	India	 MyJio
5 Times Group	India	 MX TakaTak
6 ShareChat	India	 Moj
7 InShot Inc	China	 InShot
8 Dailyhunt	India	 Josh
9 Snap	United States	 Snapchat
10 Bharti Airtel	India	 Wynk

## CONSUMER SPEND

Company	HQ	Top Apps by Consumer Spend
1 Google	United States	 YouTube
2 Disney	United States	 Hotstar
3 Match Group	United States	 Tinder
4 Microsoft	United States	 LinkedIn
5 VeePro	China	 ParaU
6 FULIAO	Hong Kong	 Chamet
7 TangoMe	United States	 Tango Live
8 Truecaller	Sweden	 Truecaller
9 Sony	Japan	 Sony LIV
10 Zee Entertainment Enterprises	India	 ZEE5











[Learn More: Uncover the Top Apps Publishers Across Different Markets](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings











# 2021 Rankings by Market | Top Companies - Games

< India >

## DOWNLOADS

Company	HQ	Top Games by Downloads
1 Tencent	China	 Carrom Pool
2 Jinke Culture - Outfit7	China	 My Talking Tom Friends
3 Azur Interactive Games	Cyprus	 WormsZone.io
4 Voodoo	France	 Spiral Roll
5 ironSource	Israel	 Join Clash 3D
6 AppLovin	United States	 Kitchen Frenzy
7 SayGames	Belarus	 Comics Bob
8 Crazy Labs	Israel	 Phone Case DIY
9 Gametion	India	 Ludo King
10 BabyBus	China	 Baby Panda World

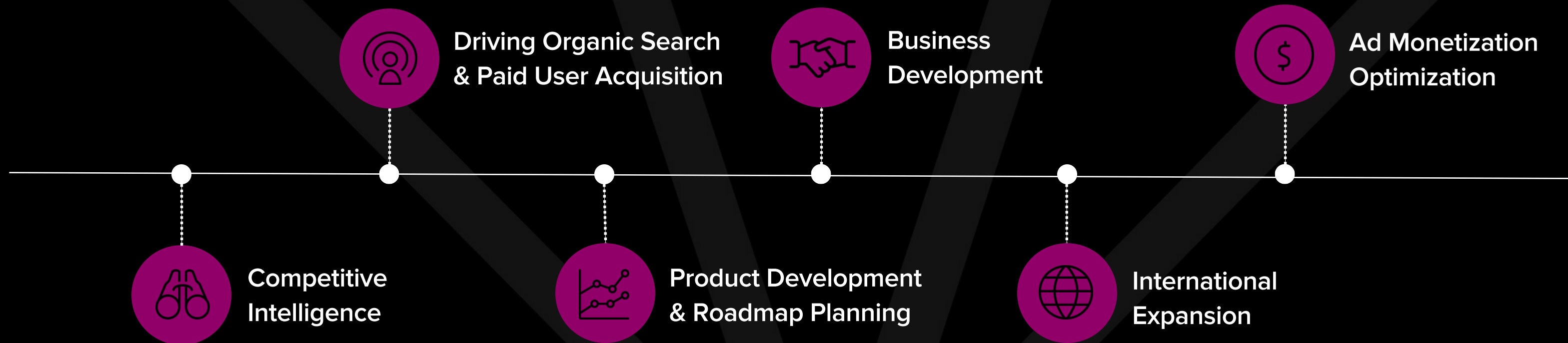
## CONSUMER SPEND

Company	HQ	Top Games by Downloads
1 Sea	Singapore	 Free Fire
2 Activision Blizzard	United States	 Call of Duty: Mobile
3 Playrix	Ireland	 Gardenscapes - New Acres
4 Moon Active	Israel	 Coin Master
5 Supercell	Finland	 Clash of Clans
6 Tencent	China	 8 Ball Pool
7 Octro	India	 Teen Patti
8 IGG	China	 Lords Mobile
9 Long Tech Network	China	 Rise of Empire
10 Electronic Arts	United States	 FIFA Soccer

[Learn More: Uncover the Top Games Publishers Across Different Markets](#)

Source: data.ai Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

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