



State of Mobile 2022

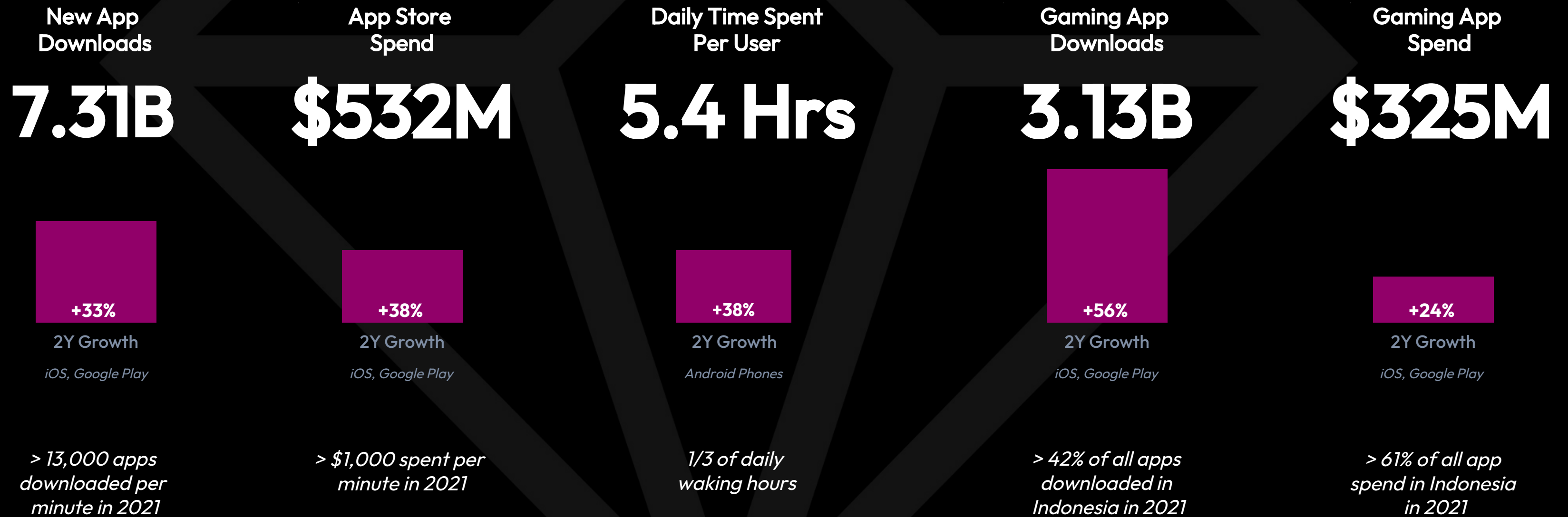


INDONESIA



EXECUTIVE SUMMARY:

2021 Indonesian Mobile Landscape at a Glance



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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

Consumer time and transactions in apps continues to hypercharge different verticals - From Gaming to Retail to Food/Ride hailing and now Finance, Fintech & Edutech. It is increasingly critical for brands to proactively invest in developing robust app-based insights and app capabilities to make the most of the surge in user attention and time.

Neel Murty
Head of Apps & Display, SEA
Google



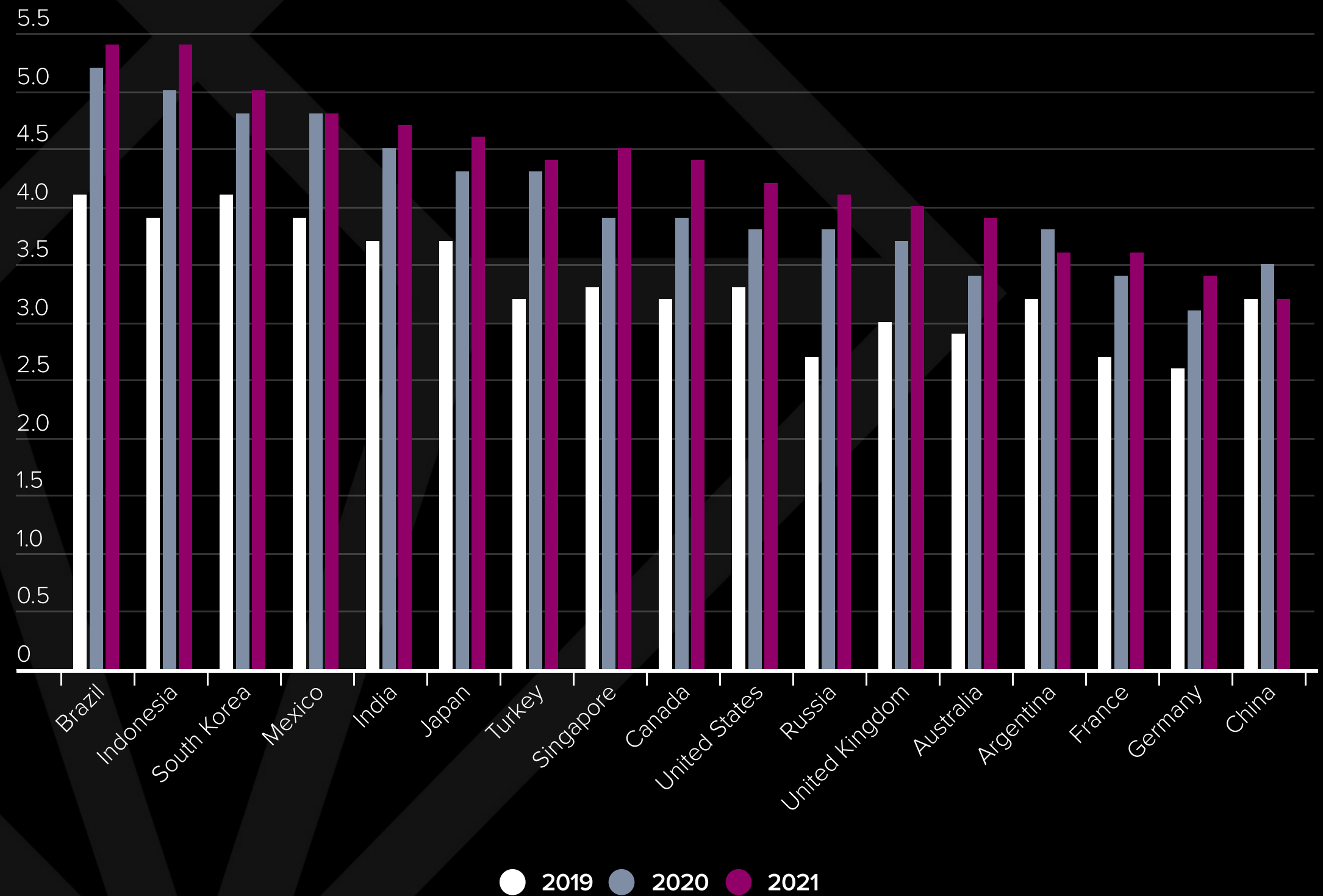
Indonesians Spent 1/3 of Waking Hours on Mobile, Up 38% Since 2019

Across the top 10 markets analyzed, the weighted average surpassed 4 hours 48 minutes in 2021 — up 30% from 2019. Users in Brazil, Indonesia and South Korea surpassed 5 hours per day in mobile apps in 2021.

Although the average Indonesian watched 4.33 hours of TV a day in 2018 (according to the latest available data), the time they spend on their mobile devices is quickly set to surpass that.

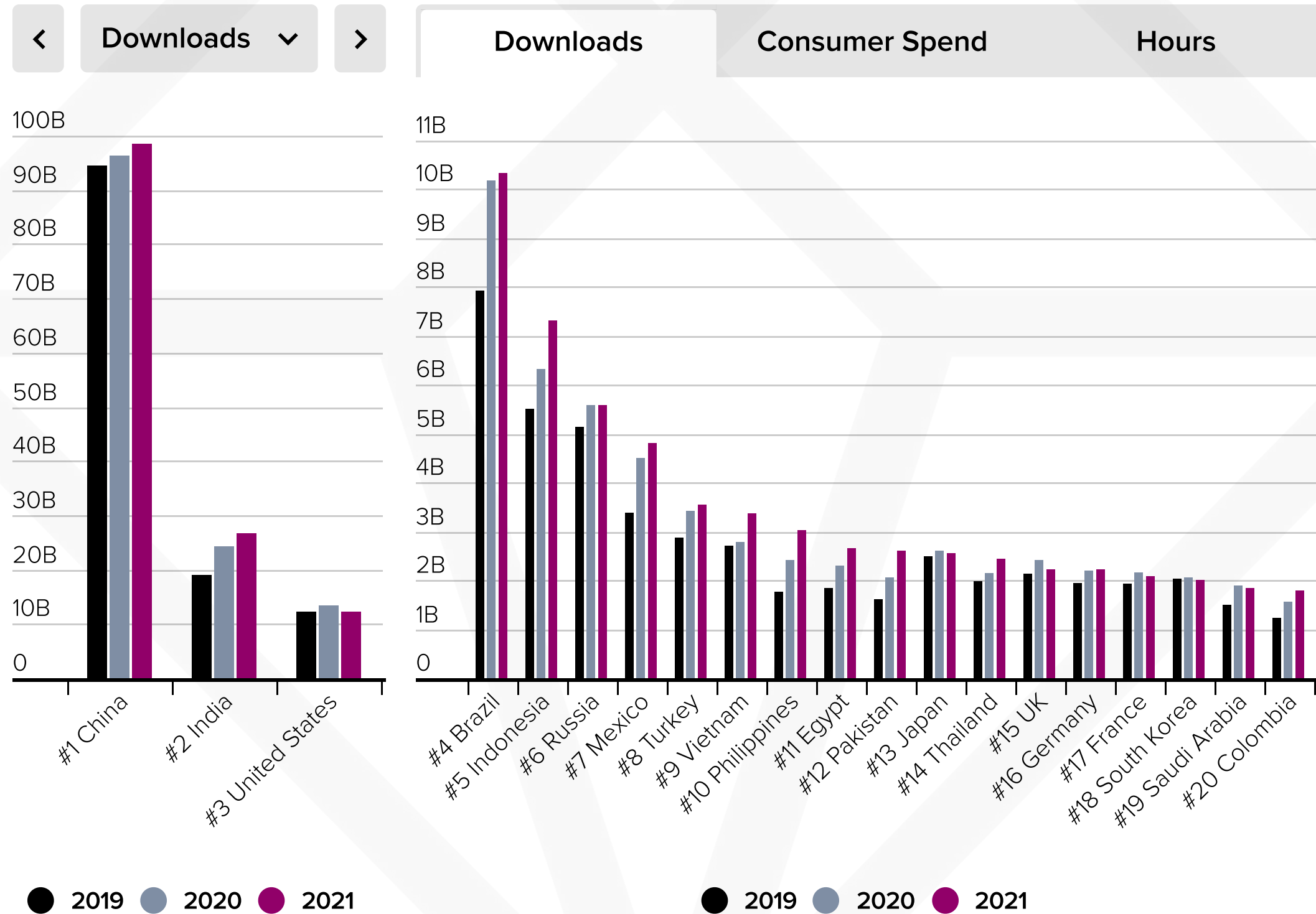
Mobile usage estimates highlight growth sectors to inform strategic roadmap and investment priorities. Know where to make strategic decisions: advertising spend, corporate prioritization and resource allocation follow the eyeballs — and they are on mobile.

Average Hours Spent on Mobile Per Day Per User



Source: data.ai Intelligence
Note: Android phones

Top 20 Mobile Markets in 2021



Source: data.ai Intelligence

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

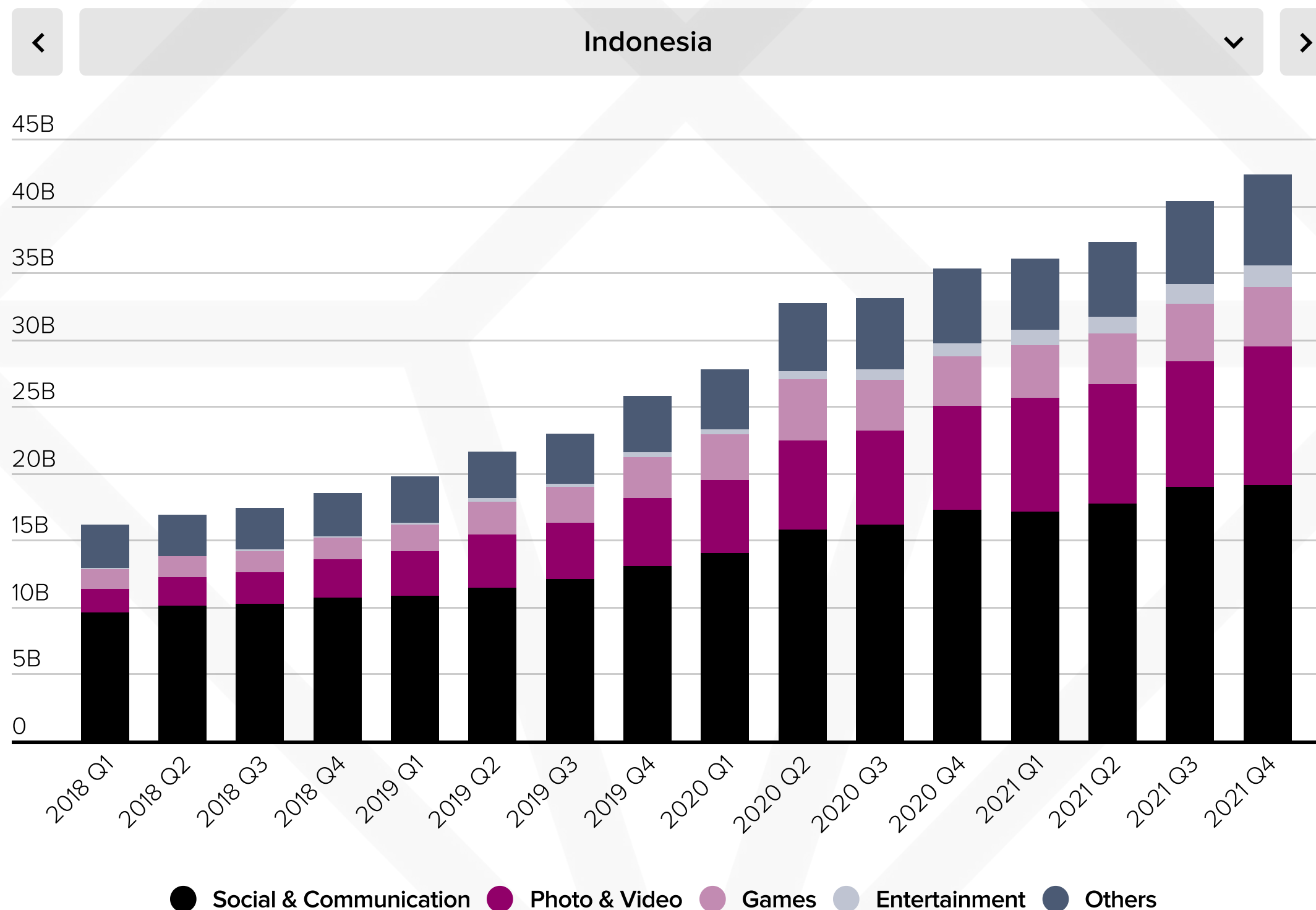
Globally 230 Billion Downloads, \$170 Billion in Consumer Spend, 3.8 Trillion Hours

Indonesia saw phenomenal growth in hours spend on mobile, seeing 156 billion hours in 2021, 66 billion more hours than 2020, equating to a 20% growth YoY as mobile — especially mobile gaming — go mainstream.

Emerging markets dominate for downloads growth with India seeing standout downloads. Pakistan, Peru, Philippines, Vietnam, Indonesia and Egypt were among the fastest growing markets for downloads at 25%, 25%, 25%, 20% 15% and 15% growth YoY, respectively.

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 Intelligence
 Note: Android phones

MACRO MOBILE TRENDS

In Indonesia, 7 Out 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. *YouTube* and *TikTok*) 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

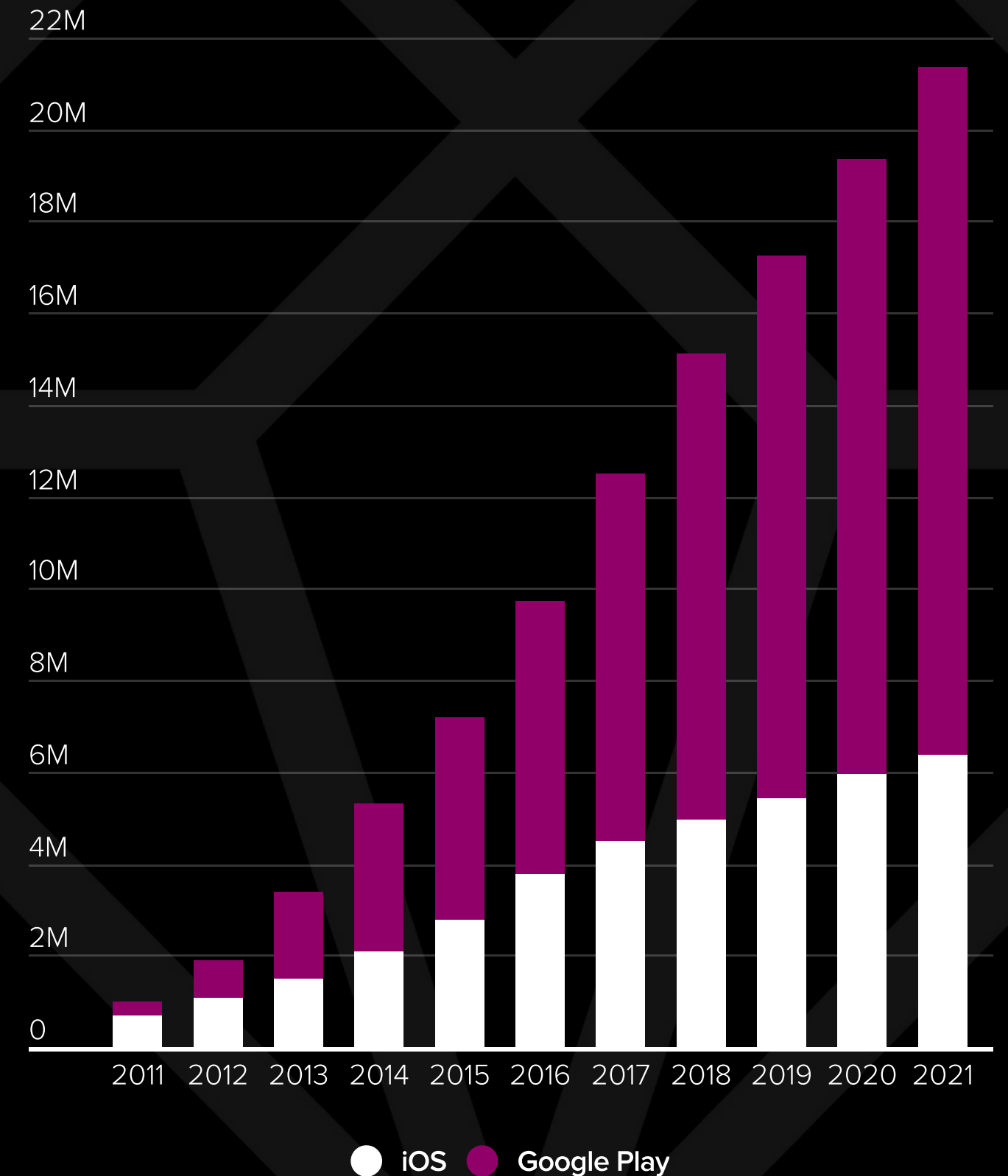
This brings the total of apps and games ever released on iOS and Google Play to over 21 million.

Google Play accounted for 77% of all apps and games releases 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 overtime 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 Intelligence. 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

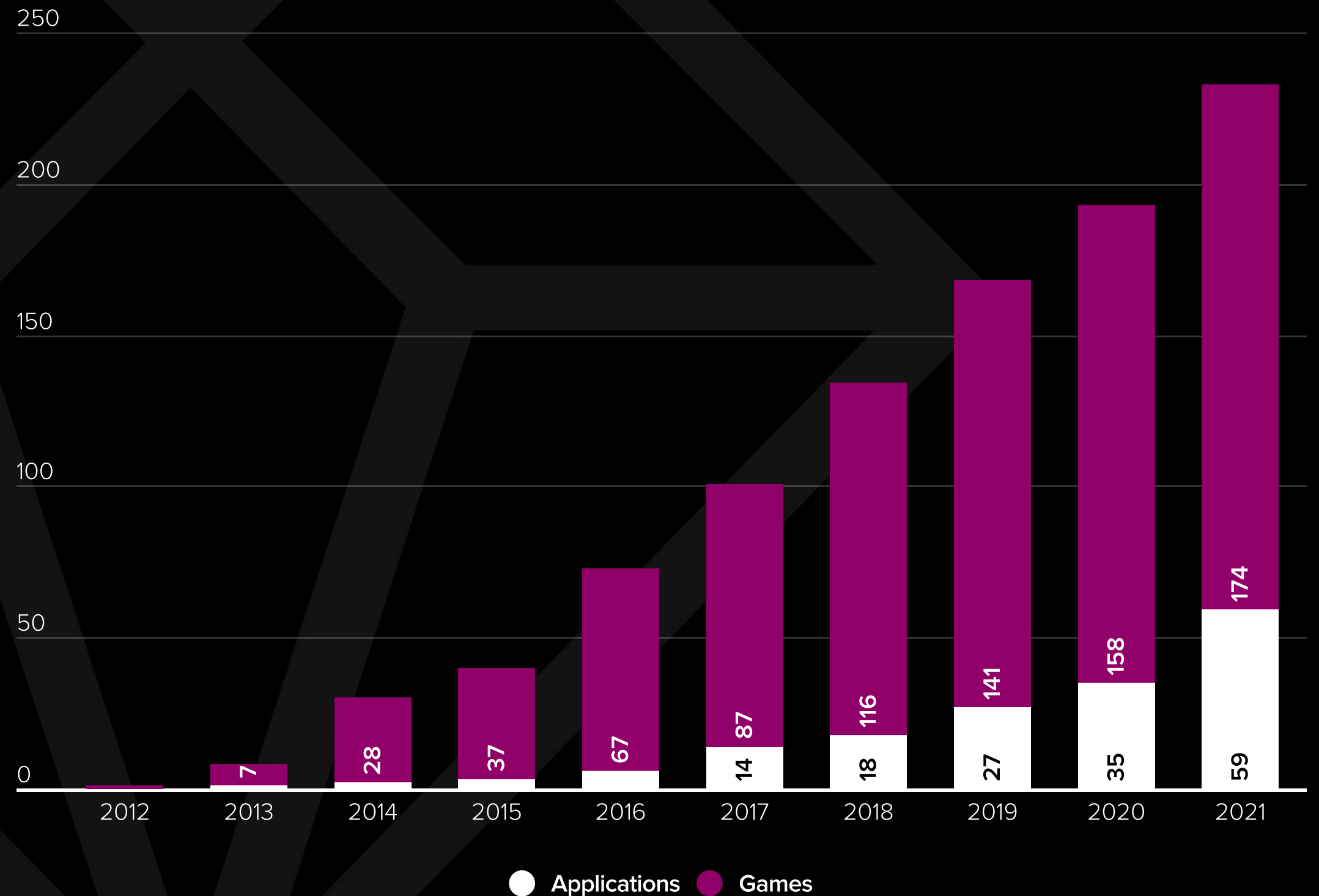
233 Apps & Games Generated Over \$100 Million Dollars Annually in 2021

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.](#)

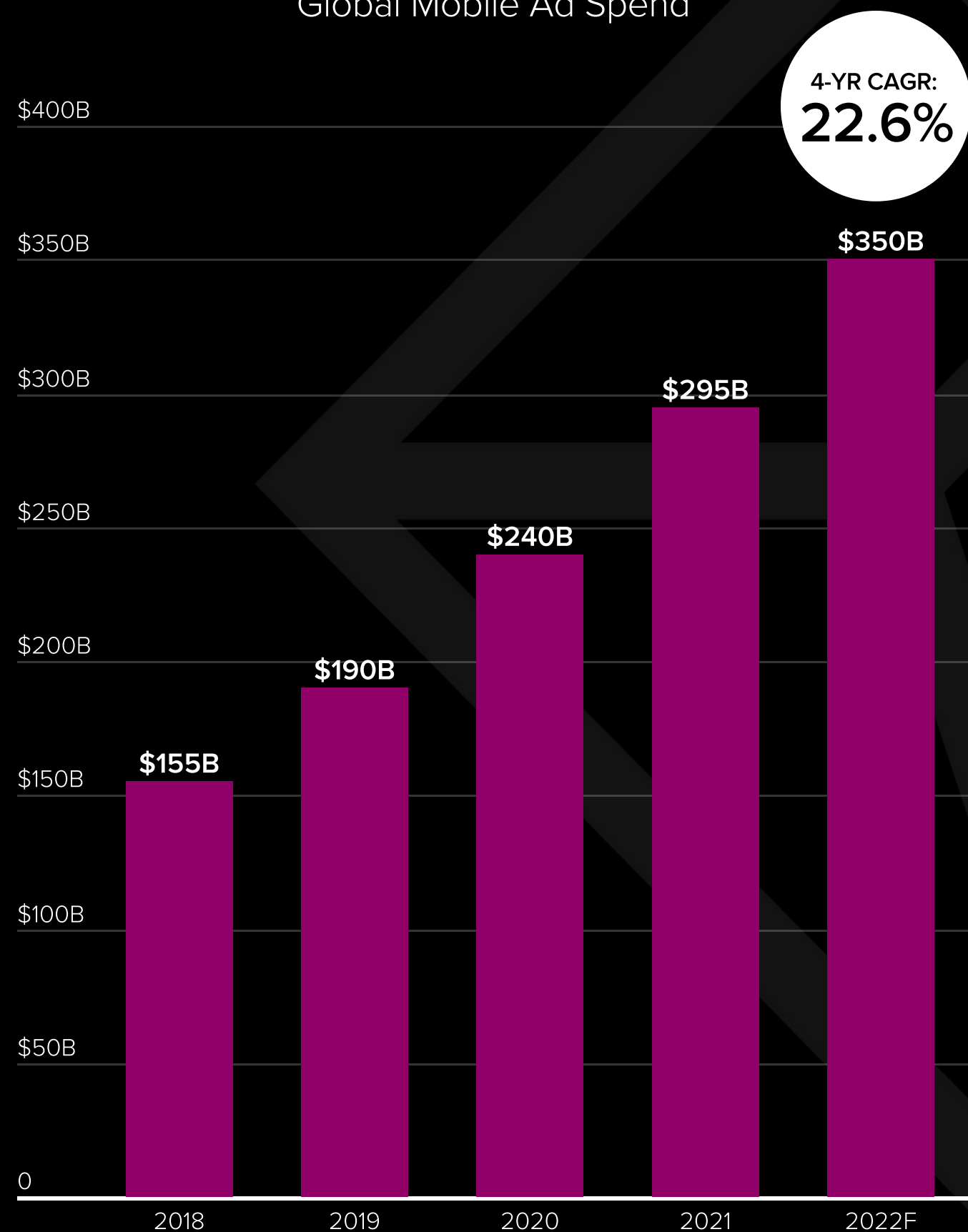
Number of Apps Surpassing \$100 Million in Annual Global Consumer Spend



Source: data.ai Intelligence

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 Intelligence

MACRO MOBILE TRENDS: ADVERTISING

Despite IDFA Fears, Dollars Flocked to Mobile Ads — Topping \$295B 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 Android App Store Keywords in 2021

Business																
Rank	Australia	Brazil	Canada	China	France	Germany	India	Indonesia	Japan	Mexico	Russia	South Korea	Turkey	United Kingdom	United States	
1	seek	meet	job	boss直聘	zoom	teams	zoom	zoom	zoom	zoom	zoom	zoom	zoom	scanner app	zoom	
2	australia post	zoom	zoom	企查查	teams	zoom	google meet	google meet	yahoo	meet	почта россии	줌	zoom	zoom	microsoft teams	
3	zoom	google meet	jobs	天眼查	linkedin	scanner app	whatsapp business	meet	teams	meetings	hh.ru	알바몬	türkiye	teams	indeed	
4	job	meetings	indeed	腾讯会议	pôle emploi	autoscout24	scanner for iphone	meetings	やふー	google meet	зум	알바천국	işkur	microsoft teams	teams	
5	linkedin	claro	linkedin	阿里云	camscanner	microsoft teams	teams	logo	やふー	teams	леруа мерлен	한글	işkur	scanner app free	microsoft authenticator	
6	jobs	vagas de emprego	teams	wps	scan	microsoft authenticator	linkedin	pdf	やふー	team	мой налог	알바	meet	linkedin	duo mobile	
7	microsoft teams	linkedin	chat	企业微信	indeed	pdf	zoom meeting	pln	まいなぽいんとアプリ	pdf	лукойл	사람인	linkedin	indeed	linkedin	
8	xero	teams	microsoft teams	顺丰	whatsapp business	linkedin	adobe scan	jne	メモ	chat	teams	블라인드	team	cam scanner	the zoom app for iphone	
9	teams	team	canada post	今日头条	pdf	whatsapp buisness	microsoft teams	jobstreet	ずーむ	microsoft teams	ростелеком	pdf	pdf	chat	google meet	
10	time	minha claro	google meet	钉钉	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 Intelligence Note: Android phones; ranked by average Search Volume; China includes iPhones only

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



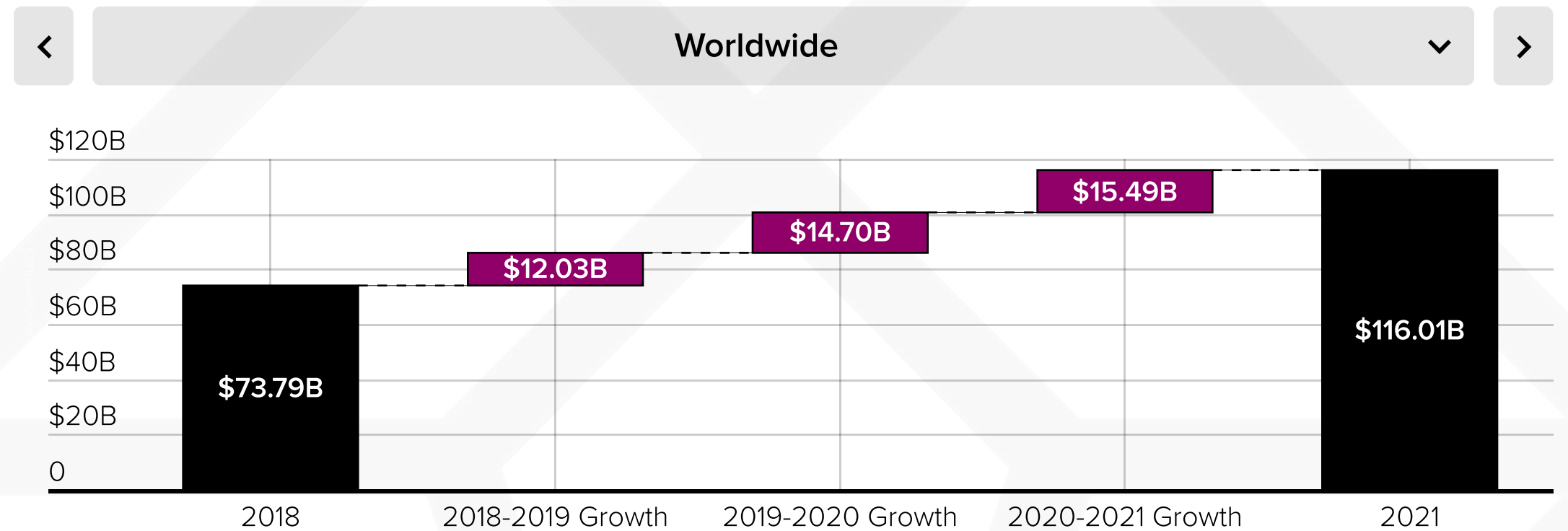
In Indonesia, Additional 490 Million in Gaming Downloads was Added in 2021, Bringing Total to 3.1 Billion

Hypercasual games such as Hair Challenge and Bridge Race were key downloads driver, but 2021 saw some well known IPs such as Pokémon UNITE, and PUBG: NEW STATE making major gains in downloads and usage.

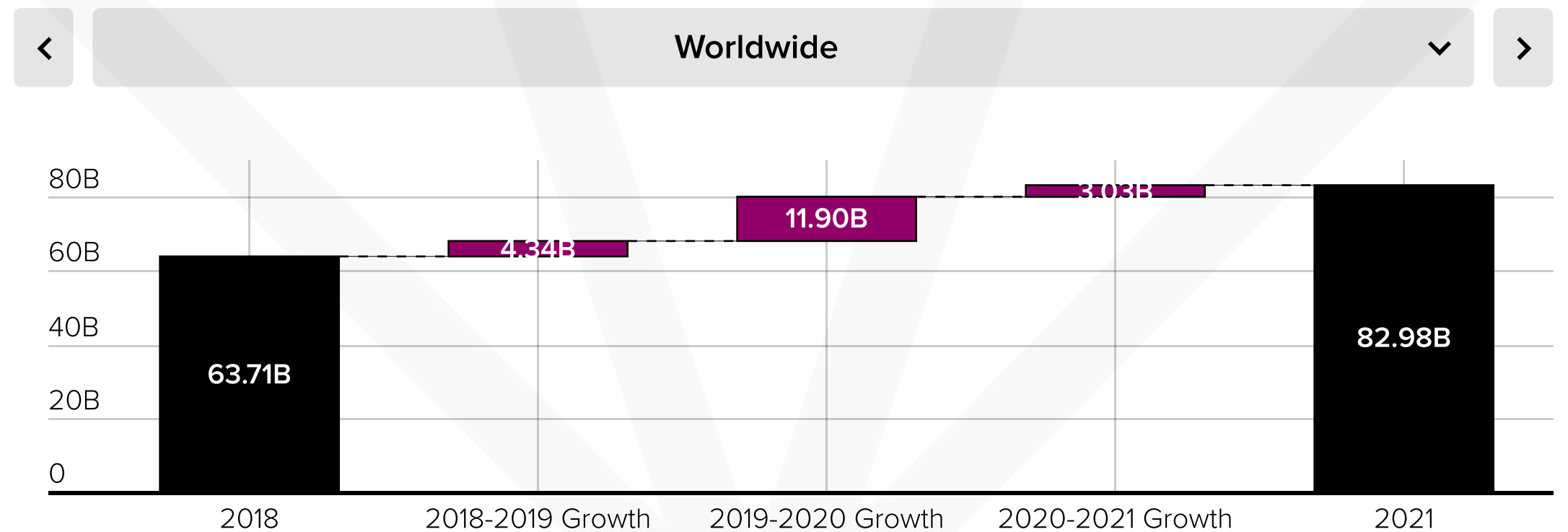
Hit games such as Roblox and Genshin Impact also saw growth in consumer spend worldwide as mobile games are now capable of offering console-like graphics and gameplay experiences. The gaming scene in China has seen renewed excitement over the release of Harry Potter Magic Awakened and League of Legends: Wild Rift in H2 2021, and we expect these to further occupy the top revenue charts in the coming months and further add to global mobile gaming growth.

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 Intelligence 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

	APAC - Breakout Downloads													
	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	Bridge Race	League of Legends: Wild Rift	Cookie Run: Kingdom	Uma Musume Pretty Derby	Bridge Race	High Heels	Higgs Domino Island	Pokémon UNITE	Hair Challenge	Bridge Race	Play Together	Stumble Guys	Coin Master	Ninja Must Die 3
2	Hair Challenge	Call of Duty: Mobile	Ni no Kuni: Cross Worlds	Project Makeover	FAU-G: Fearless and United Guards	Bridge Race	Island King - Coin Adventure	Stumble Guys	Ragnarok X: Next Generation	Block Puzzle 2021	8 Ball Pool	Bridge Race	League of Legends: Wild Rift	PUBG: NEW STATE
3	Count Masters	Battle of Golden Spatula	PUBG: NEW STATE	Touhou Danmaku Kagura	Legend Squad 3D	Count Masters	Bridge Race	Project Makeover	Bridge Race	Smash Colors 3D	Bridge Race	ROBLOX	Count Masters	Harry Potter Magic Awakened
4	Phone Case DIY	Harry Potter Magic Awakened	One Punch Man: The Strongest	NieR Reincarnation	Hair Challenge	Hair Challenge	Hair Challenge	Bridge Race	Sausage Man	Sausage Man	Hair Challenge	Island King	Sangokushi Strategy	Project Sekai Colorful Stage! feat. Hatsune Miku

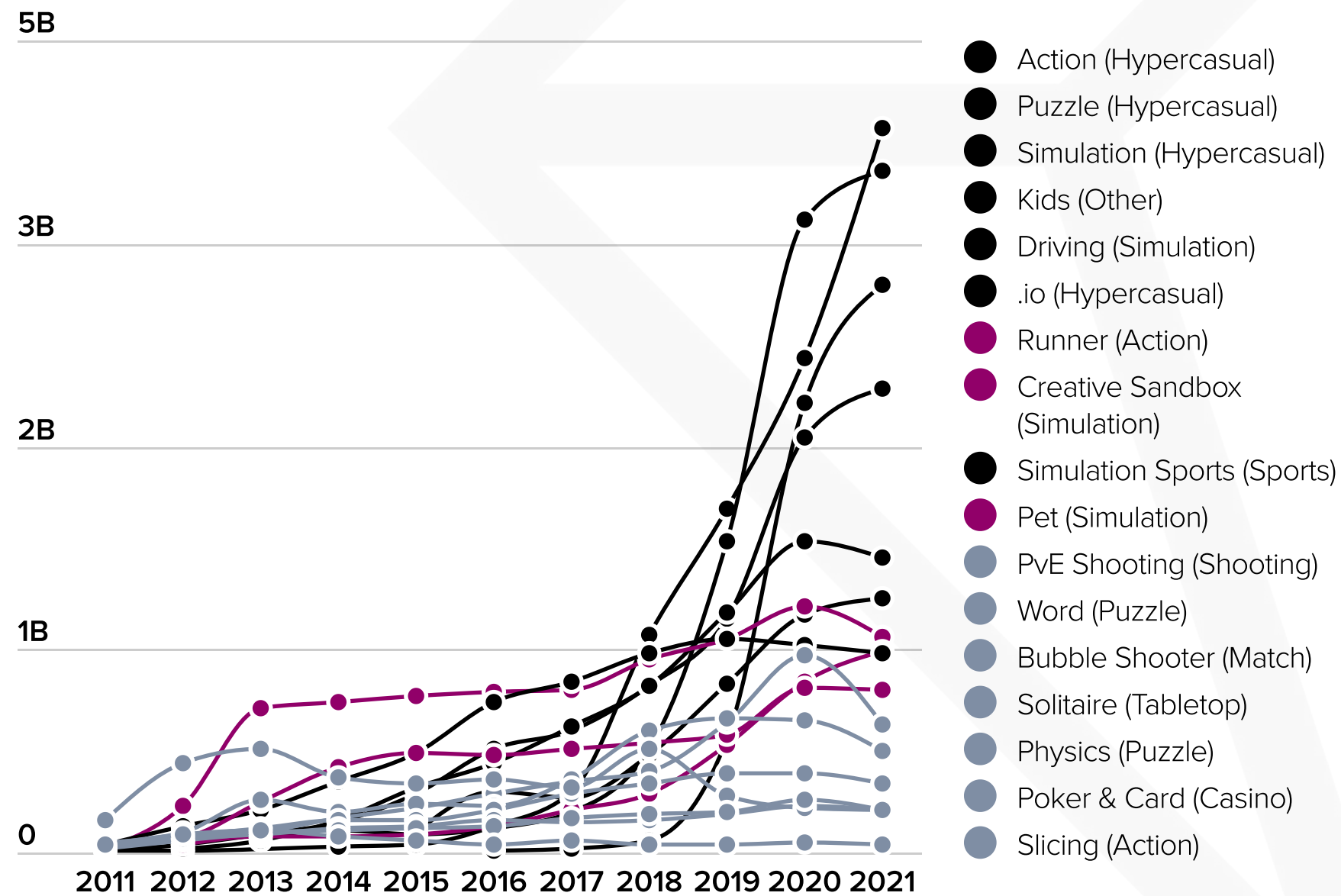
Learn More: [Uncover the Top Games by Change in Yearly Downloads](#)

Source: data.ai Intelligence 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

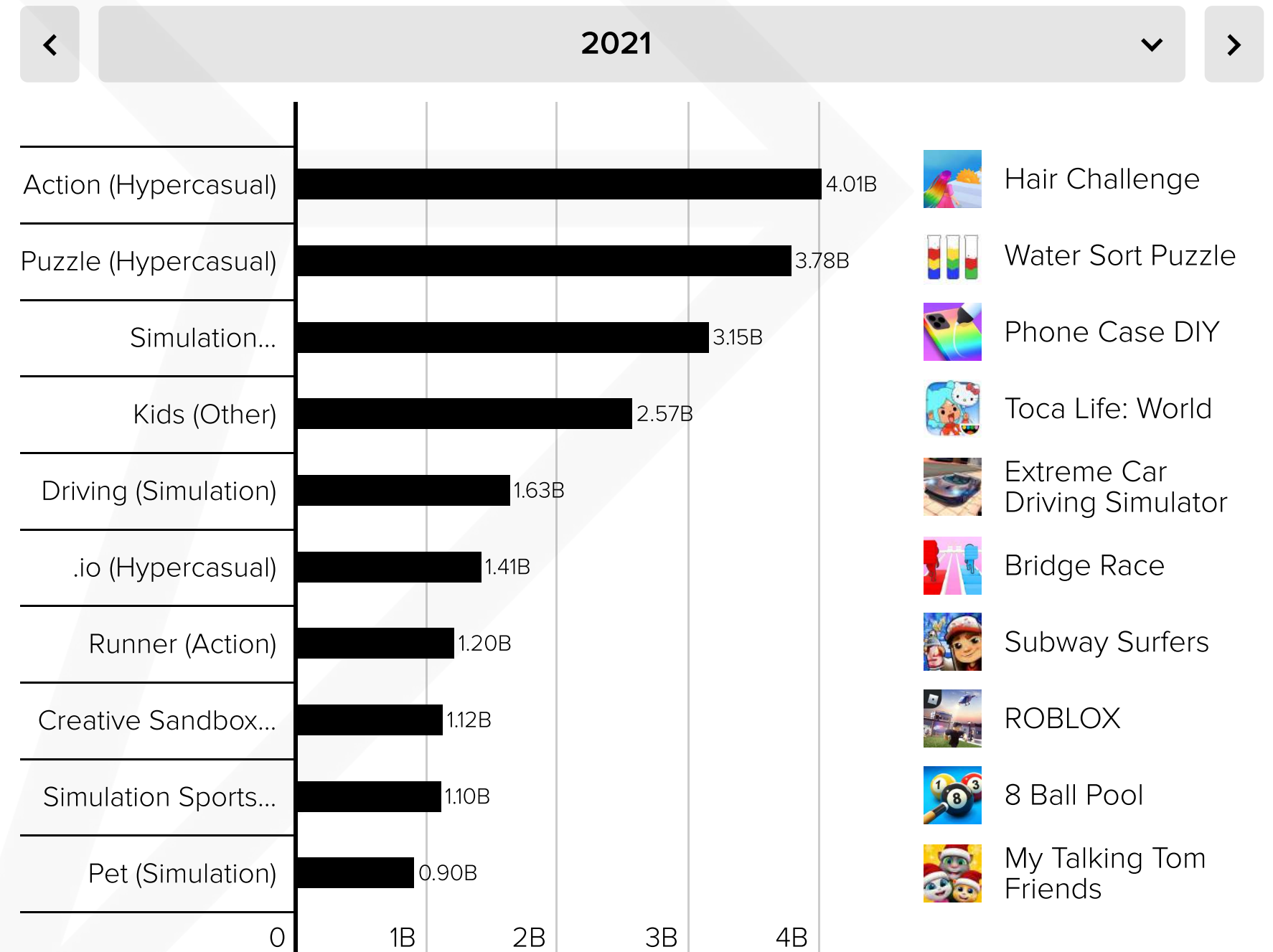
Astronomical Rise of Hypercasual: Innovation & Shifting Player Preferences Gave Way to Emerging Game Genres

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



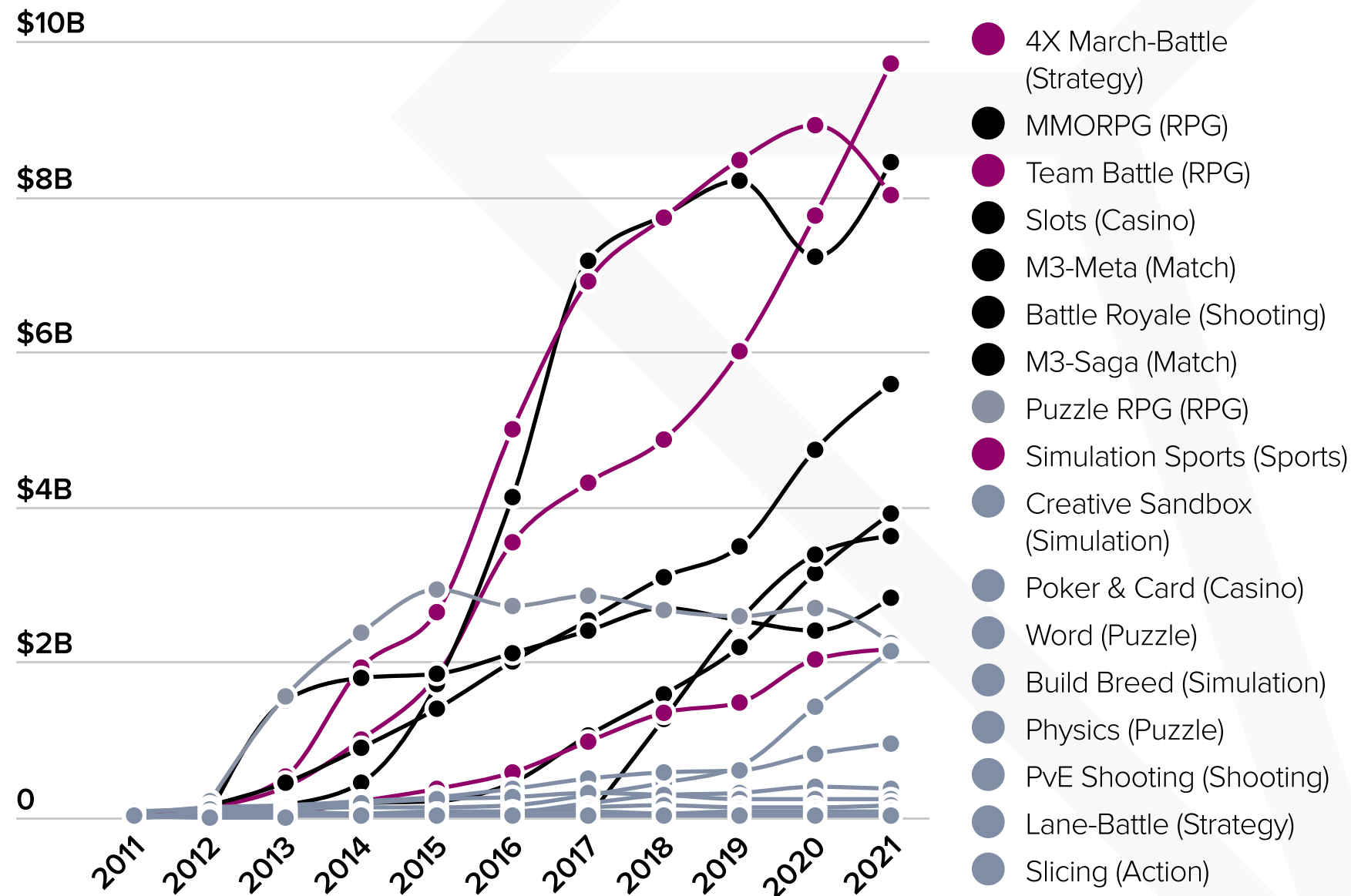
[Analyze More Genres in App Annie's Game IQ Market Sizing Report](#)

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

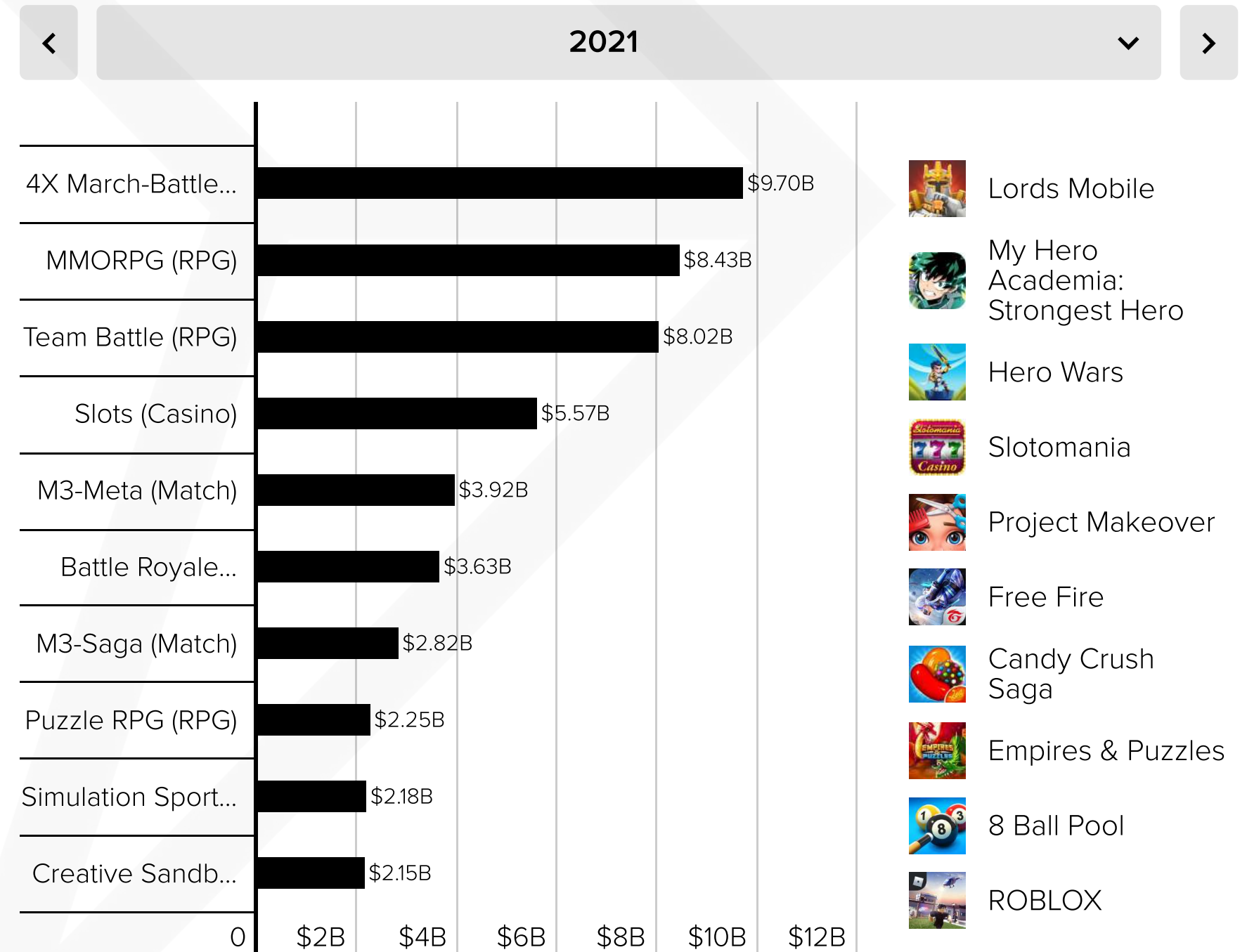
4x March-Battle Strategy Games Emerged as the Most Monetizable Genre for Mobile Games

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



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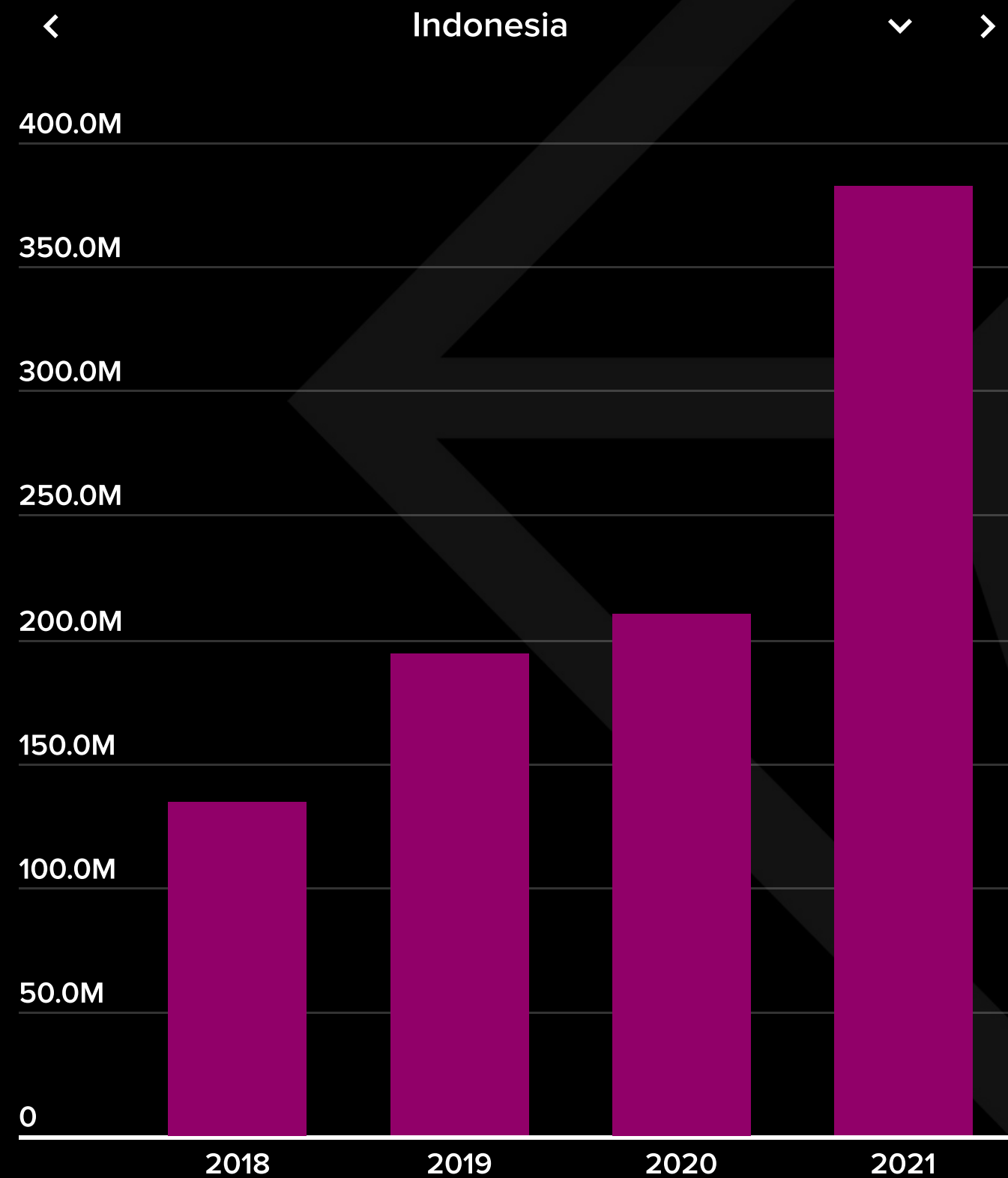
Finance

As DANA focuses on improving the quality of life of Indonesian people through our one-stop financial lifestyle platform, we need to understand the profound spectrum of the fast-changing mobile and digital ecosystem. data.ai has given us extensive insights to increase the growth of our app performance.

Vincent Henry Iswaratioso
Chief Executive Officer
DANA Indonesia



Finance App Downloads by Country



Source: data.ai Intelligence

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

FINANCE

Finance App Downloads in Indonesia Surpassed 382M in 2021, an 82% YoY Increase and a 185% Increase Since 2018

Aside from Indonesia, Mexico, Argentina, and Brazil saw the largest growth over the past 4 years, up 250%, 180% and 175%, respectively, although they are not the largest markets globally.

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.

Neobanks Gain in Popularity Globally in 2021; Indonesia's Jenius Saw a 12% Increase in Monthly Active Users YoY, 3.5X That of Digibank's

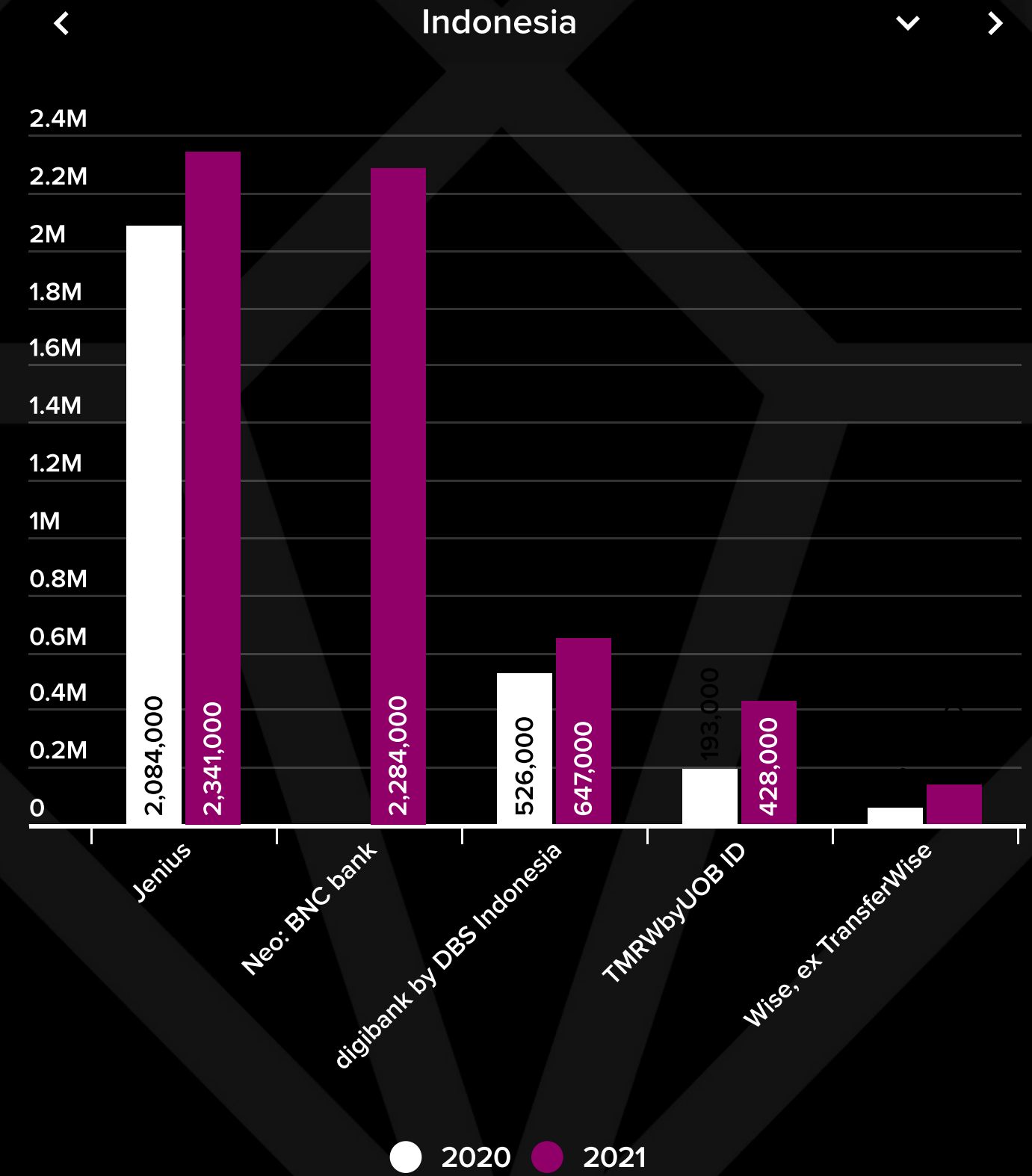
Most countries tend to use homegrown neobanks. Neo: BNC bank, for example, saw its average monthly active users surge to match Jenius's level despite only launching in March last year. Mexico is an exception, where Brazil's Nubank topped the charts across both countries.

In fact, Brazil is a hotspot for neobank adoption as it has a large population that currently does not have relationships with retail banks; Nubank and PicPay had the second and 3rd highest average MAU worldwide in 2021, while its C6 Bank and Banco PAN saw >200% growth in MAU YoY.

In contrast, Australia's user base, for example, rely less on neobanks due to the popularity of the advanced money movement capabilities within the region's existing retail banks.

Knowing the current offerings of existing finance apps and whether they serve the needs of the region's users is crucial for any finance app publisher. [Explore Brazil's Top Finance apps of 2021.](#)




















































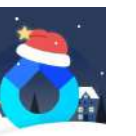
Top 5 Neobanks by Average MAU in 2021



Source: data.ai Intelligence Note: iPhones and Android devices
Mydoh launched in May 2020 on iOS and in June 2021 on the Google Play Store.
Neo: BNC Bank launched in March 2021 across iOS and the Google Play Store.

2021 Rankings by Market | Finance

< APAC - Breakout Downloads >

	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	 Alipay	 UpBit	 PayPay	 PhonePe	 CoinSpot	 DANA	 moomoo	 PaoTang	 GCash	 Toss - Reward, Top-up, Free Account & Card	 MAE	 BOCHK Mobile Banking New	 LINE Bank Taiwan
2	 Duxiaoman	 K Bank	 kifutown	 Bajaj Finserv	 Binance	 Neo: BNC bank	 Tiger Trade	 Bitkub	 Binance	 MB Bank	 BigPay	 Octopus	 Binance
3	 众安小贷	 Bithumb	 ONE Receipt Shooting	 CoinSwitch	 Crypto.com	 BRImo BRI	 Crypto.com	 ถุงเงิน	 MetaMask	 ZaloPay	 Luno Bitcoin Wallet	 Binance	 國泰人壽
4	 平安普惠	 Coinone	 EPOS Card	 Upstox Pro	 Swyftx	 Binomo	 Binance	 Binance	 UnionBank Online	 CAKE-Digital Banking	 OctaFX Trading App	 Tap & Go	 水滴發票

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

Source: data.ai Intelligence 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

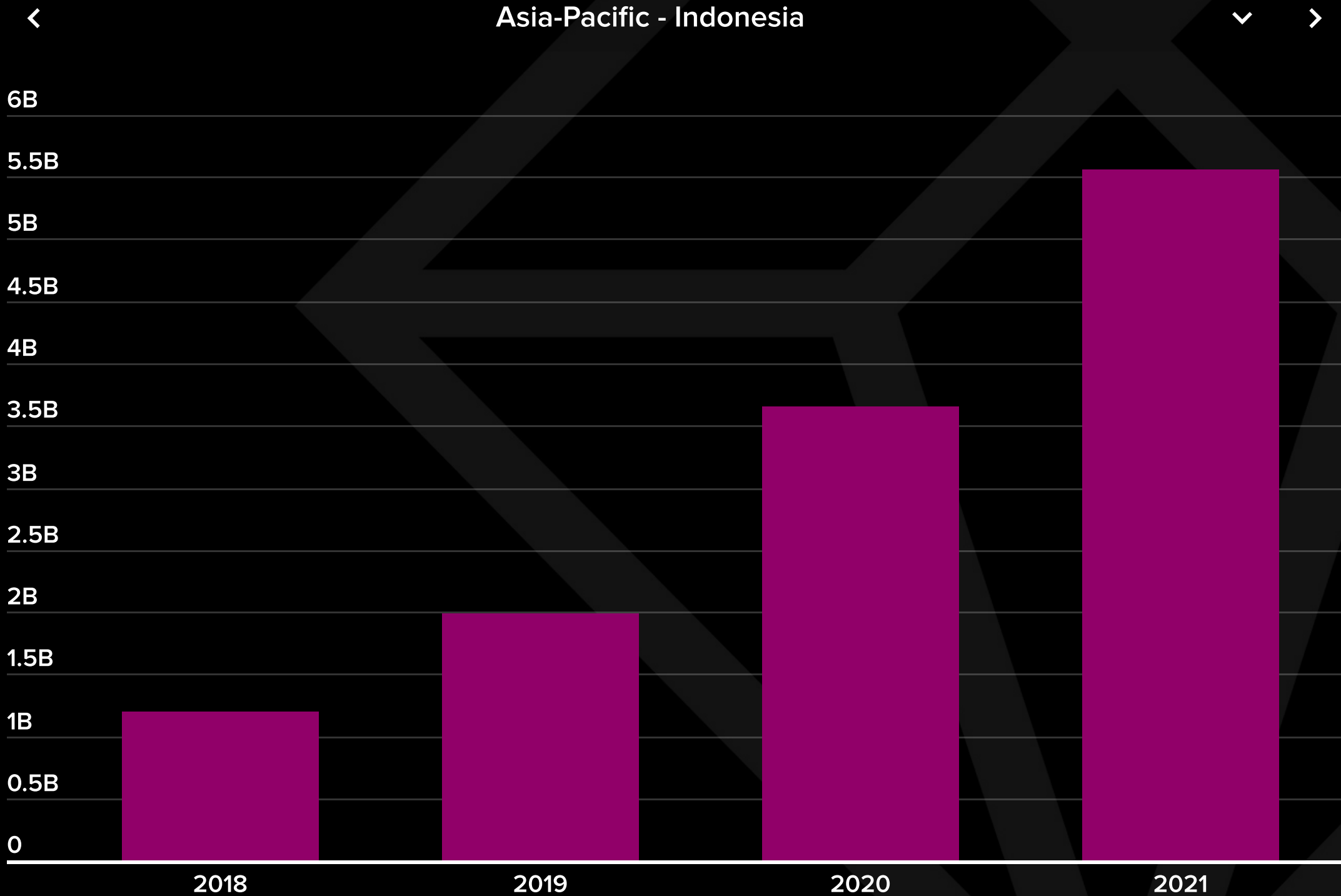
Retail

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



Source: data.ai Intelligence
Note: Android Phones

RETAIL

Time Spent in Shopping Apps Reached Over 100B Hours Globally and 5.5B Hours in Indonesia

Time spent in Shopping apps rose 18% globally year-over-year, with 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.

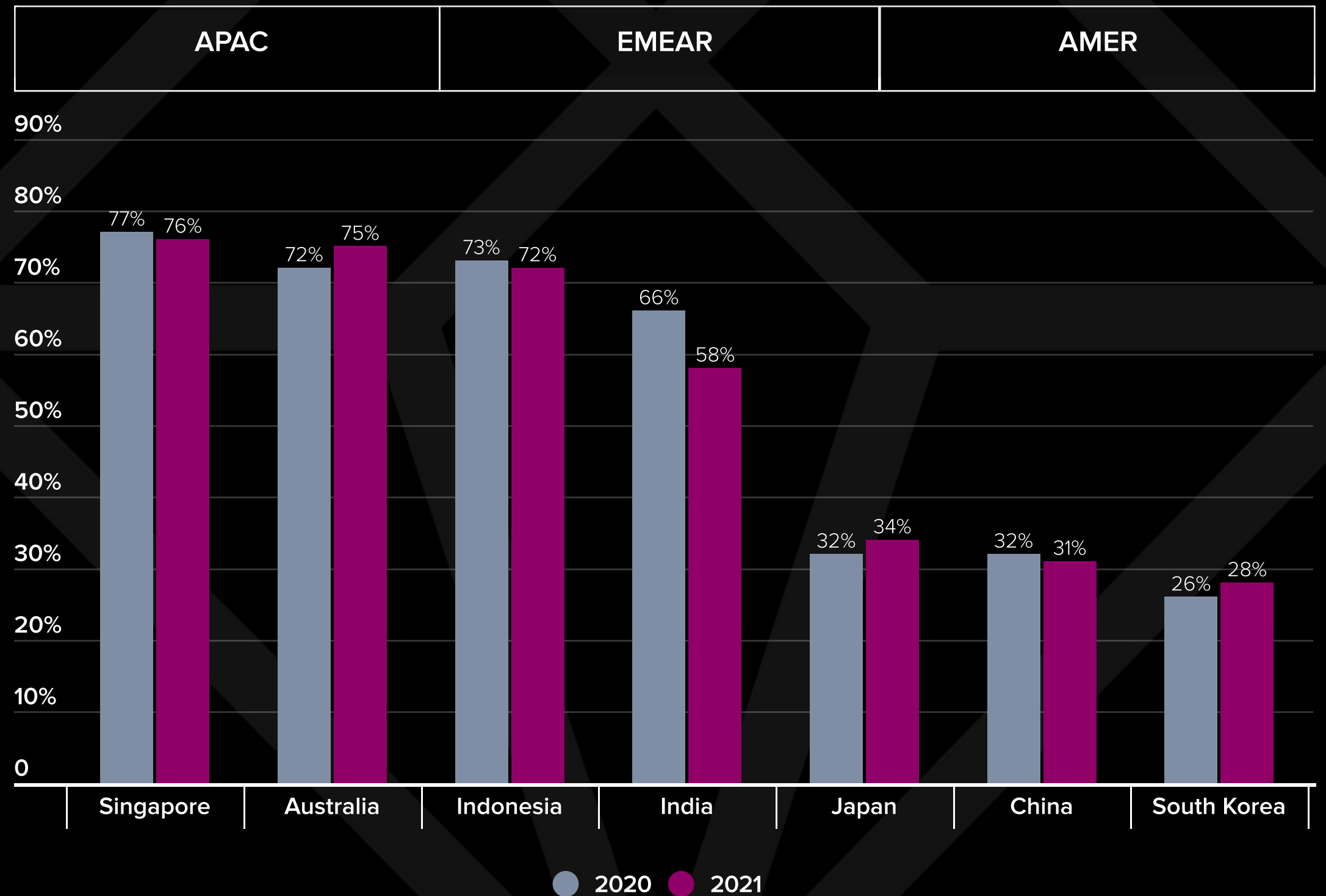
Overseas Brands Grow International Footprint, Growing Market Share by 11% in Some Regions

APAC-HQ'd shopping apps have grown international downloads, shifting market share to non-native-based brands in many regions. Across AMER, overseas publishers grew in share of downloads. In Indonesia, the mobile shopping market continued to be dominated by non-domestic brands (72% share), with only 28% from Indonesia-based brands.

As a comparison, US-based apps lost 5% share of downloads to overseas publishers, driven by China, Canada, Australia, and Japan. In Brazil, Overseas-HQ'd apps dominated 52% of all shopping app downloads in 2021, an increase in share of 11% YoY.

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.

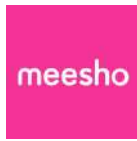









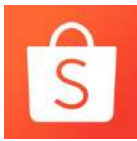



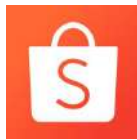























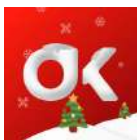










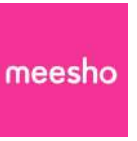

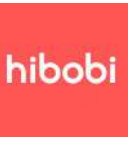




Going Global: Share of Shopping Downloads by Overseas-HQ'd Publishers



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

2021 Rankings by Market | Shopping

< APAC - Breakout Downloads >

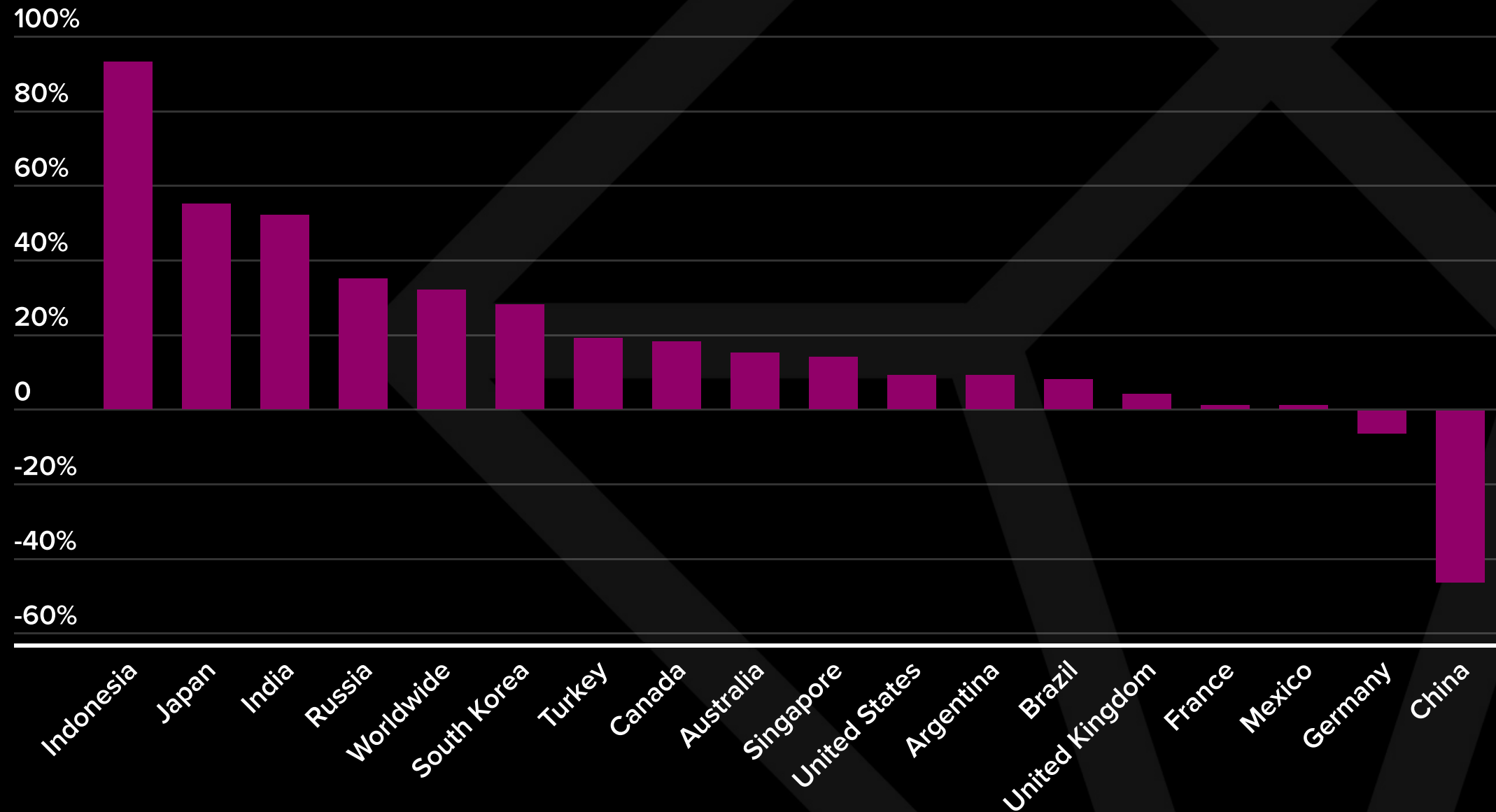
	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	 Meesho	 JD.COM	 Queenit	 SHEIN	 Meesho	 Poshmark	 Akulaku	 Atome SG	 Central Department Store	 SHEIN	 Shopee	 SHEIN	 atome HK	 Line Shopping
2	 Shopee	 Meituan 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 Intelligence. 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 93% in Indonesia 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. Conversely, in China, video streaming apps saw substantial declines as consumers increasingly gravitated towards short-form video apps; *TikTok* and *Kwai* saw total time spent in app grow by 205% and 225% since 2019, respectively.

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.

Growth in Total Hours Spent on Short-Form Streaming Apps in China, 2021 vs 2019



Source: data.ai Intelligence

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

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.

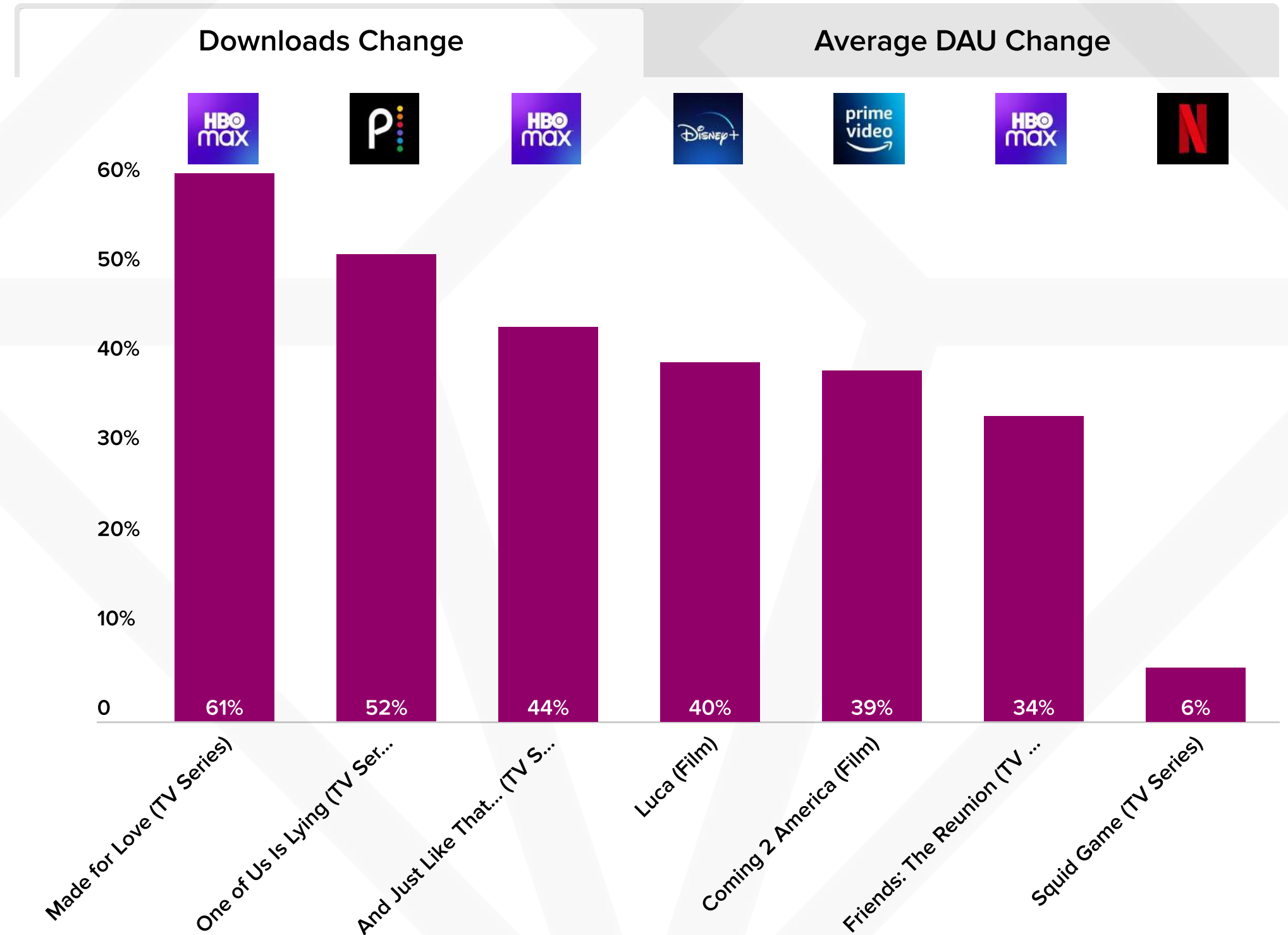
Exclusive Content Releases Drive Spikes in Video Streaming App Downloads Amidst Increased Competition in 2021

As more people were forced indoors due to COVID-19 and continuing to remain at home throughout 2021, demand for video streaming apps surged. To remain competitive, providers leveraged exclusive content releases to capture market share.

The launch of Made for Love (TV Series) coincided with a 61% increase in downloads of the HBO Max app, while Squid Game's release in September 2021 saw a 6% boost for Netflix app downloads.

The demand among viewers for exclusive content is stronger than ever. Knowing what original content resonates with the target audience is crucial to staying ahead in an increasingly crowded space. [Compare US-based video streaming app downloads.](#)

Downloads and Active Users Growth for Select Exclusive Content Releases, United States 30 Days Prior to Release vs 30 Days After



Source: data.ai Intelligence

Note: Downloads across iOS, Google Play. MAU is across iPhones and Android phones. Average DAU represents the average Daily Active Users of an app.

VIDEO STREAMING

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

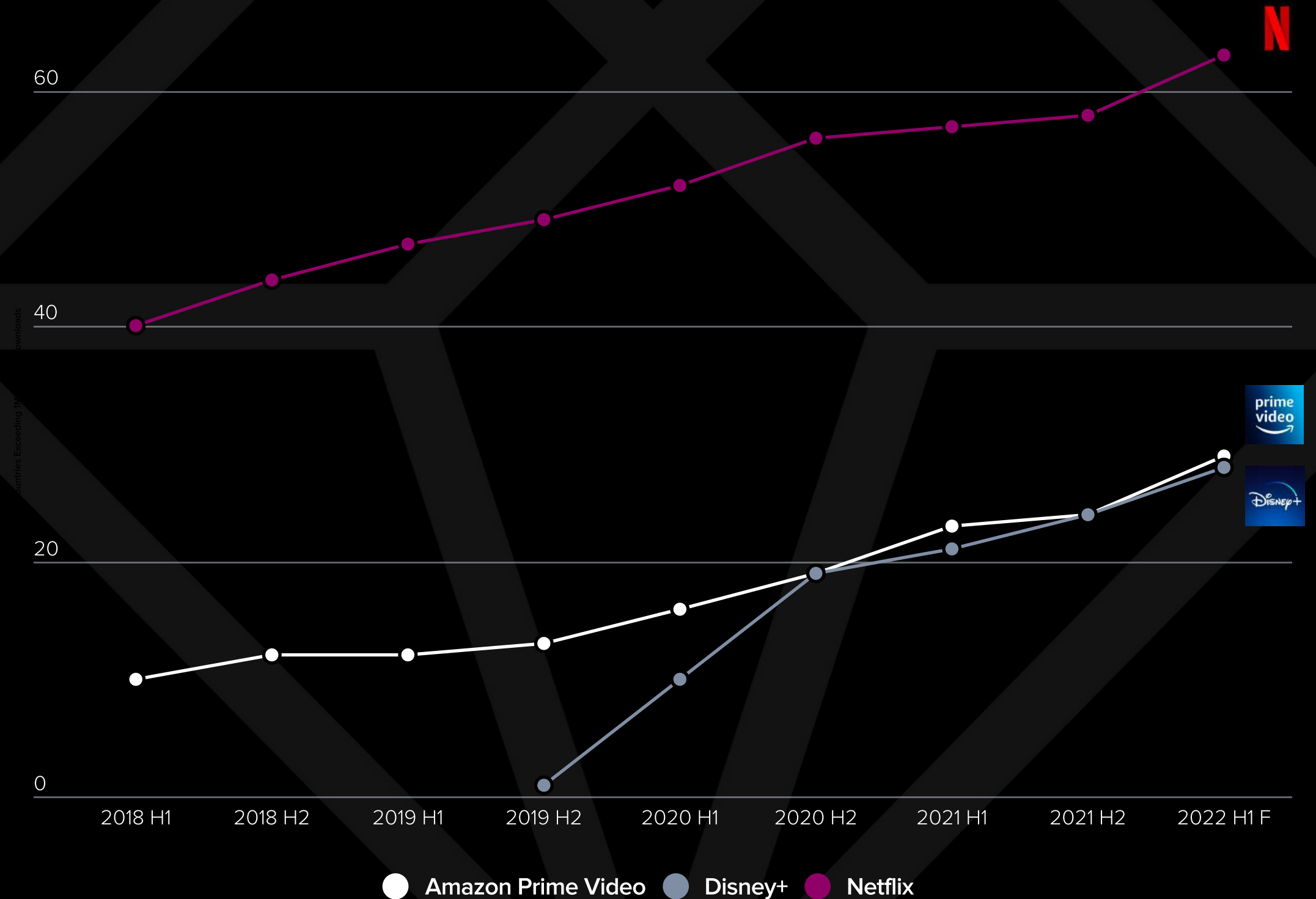
Netflix has the largest global footprint among video streaming platforms and a robust audience in each: with over 1 million local downloads in 60+ countries.

Disney+ rivals *Amazon Prime Video's* global footprint, despite launching 7 years later on mobile.

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

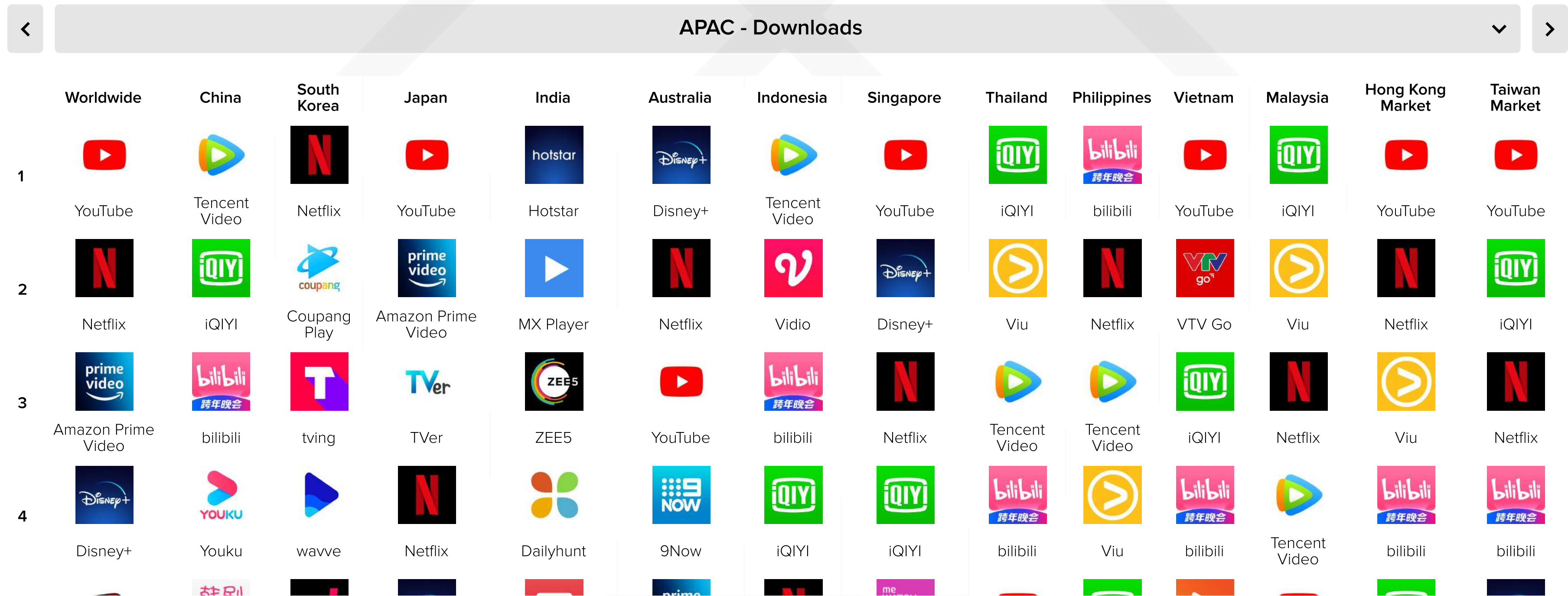
Track lifetime downloads and monitor the global strategies among top players in your competitive set.

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



Source: data.ai Intelligence
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 Intelligence 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.

New Record: Sessions in Food & Drink Apps Reached 62 Billion

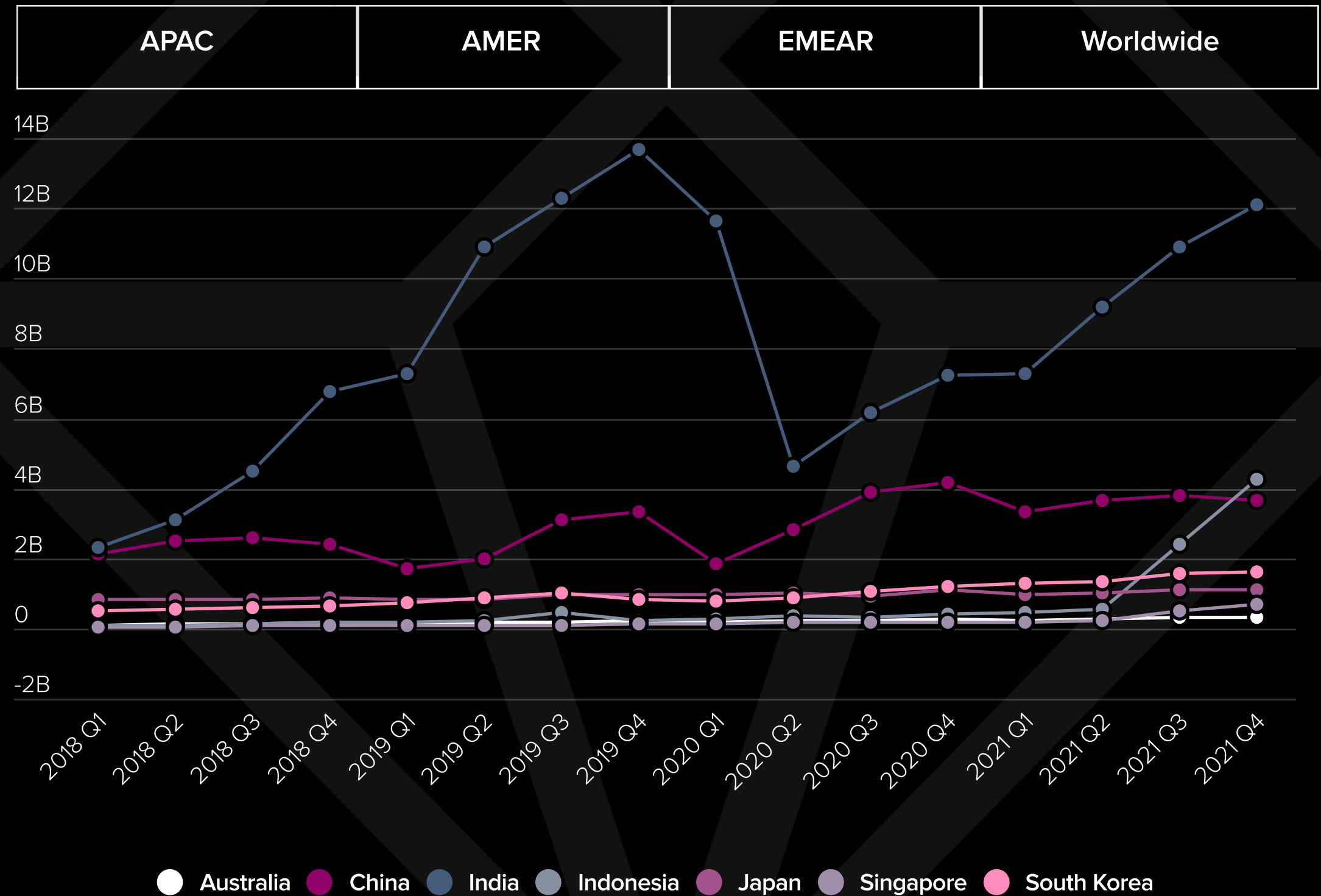
The pandemic expedited usage of Food & Drink apps across the world. Despite concerns for a slowdown following regional re-openings, an increase in both supply and in demand pushed market growth further than ever. In Indonesia, users in 2021 spent nearly 480% more sessions YoY in Food & Drink apps.

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.

Several regions drove high growth in Q4 2021, including: The US (42% YoY), Russia (154% YoY), Turkey (75% YoY), and Indonesia — who saw over 9x growth YoY — surpassing user sessions in China.

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 Intelligence
Note: Android Phones

Top Keywords by iOS Search Volume
Among Food & Drinks Apps

< Indonesia >

kopi kenangan
mcdonalds
dominos kenangan grab burger king
starbucks resep kopi
pizza hut

FOOD DELIVERY

QSR & FAST-CASUAL

GENERIC KEYWORDS

DISCOVERY / REWARDS / RECIPES

Source: data.ai Intelligence Note: Top 10 keywords searched on iPhone within each region, ranked by average est. keyword search volume in 2021

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. In markets such as the US, UK, and France, branded food delivery keywords ranked among the top terms, followed by QSR brand names. By comparison, top searches in Indonesia, one of the fastest growing markets for food and drink apps, were almost exclusively QSR (8 of 10).

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, Mexico, and Australia, and at #2 in Turkey and #3 in Brazil.

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

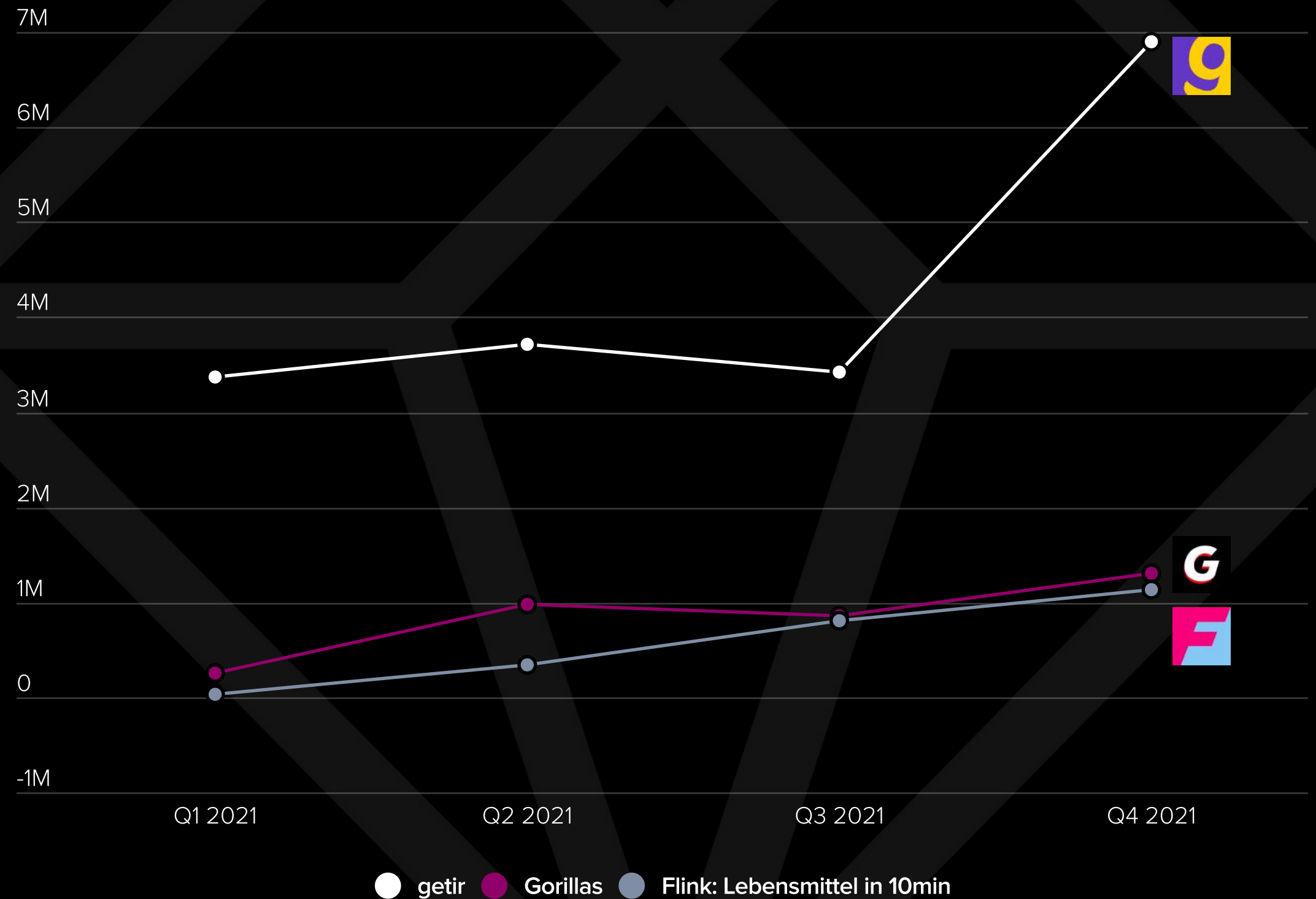
In 2020, consumers wanted delivery. In 2021, consumers wanted delivery...now. Hyper-fast grocery delivery apps grew at speeds faster than their delivery times.

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.

Germany-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 Intelligence 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	SUSHIRO	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 Intelligence Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

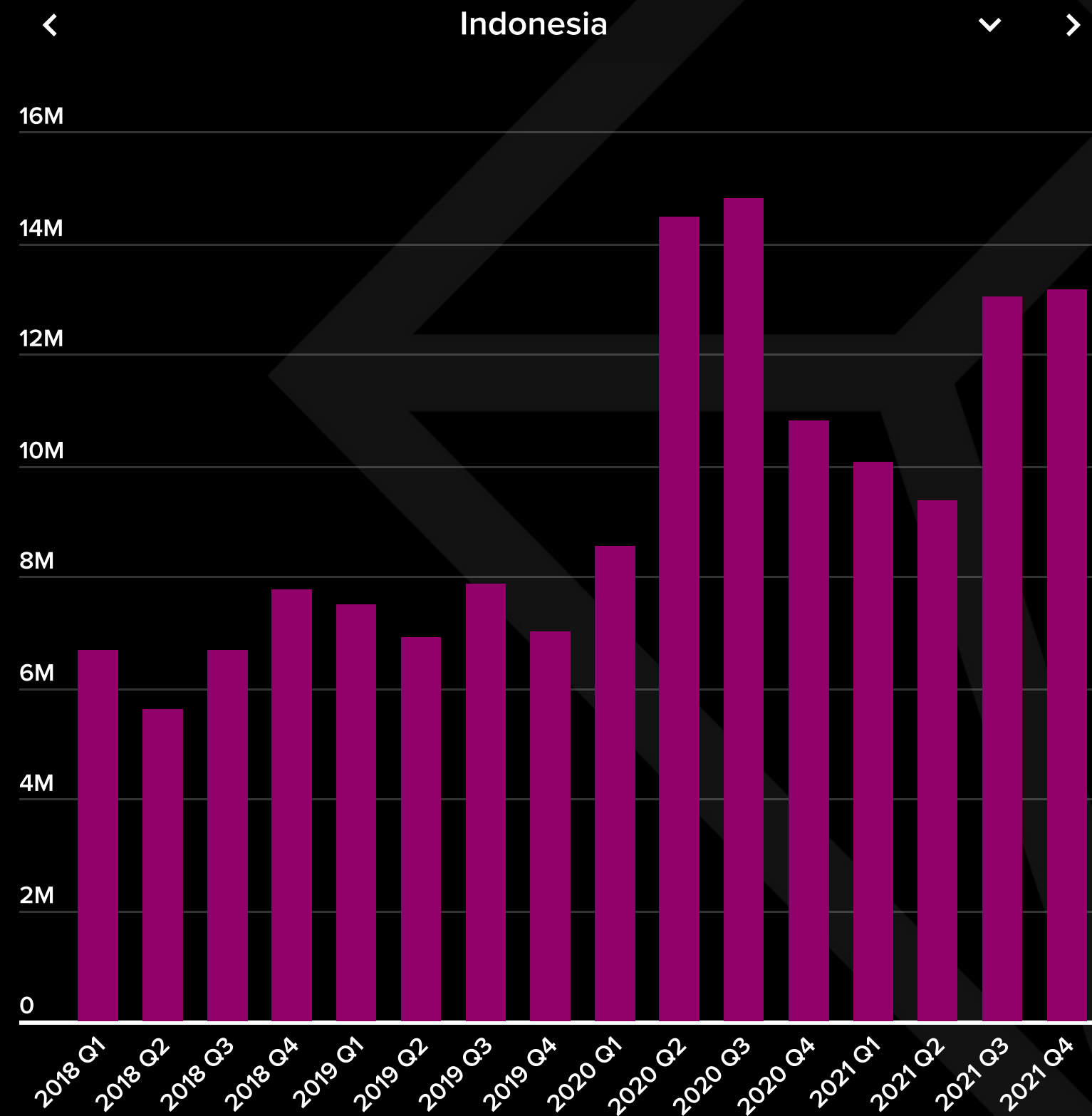
Health & Fitness

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



Source: data.ai Intelligence

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

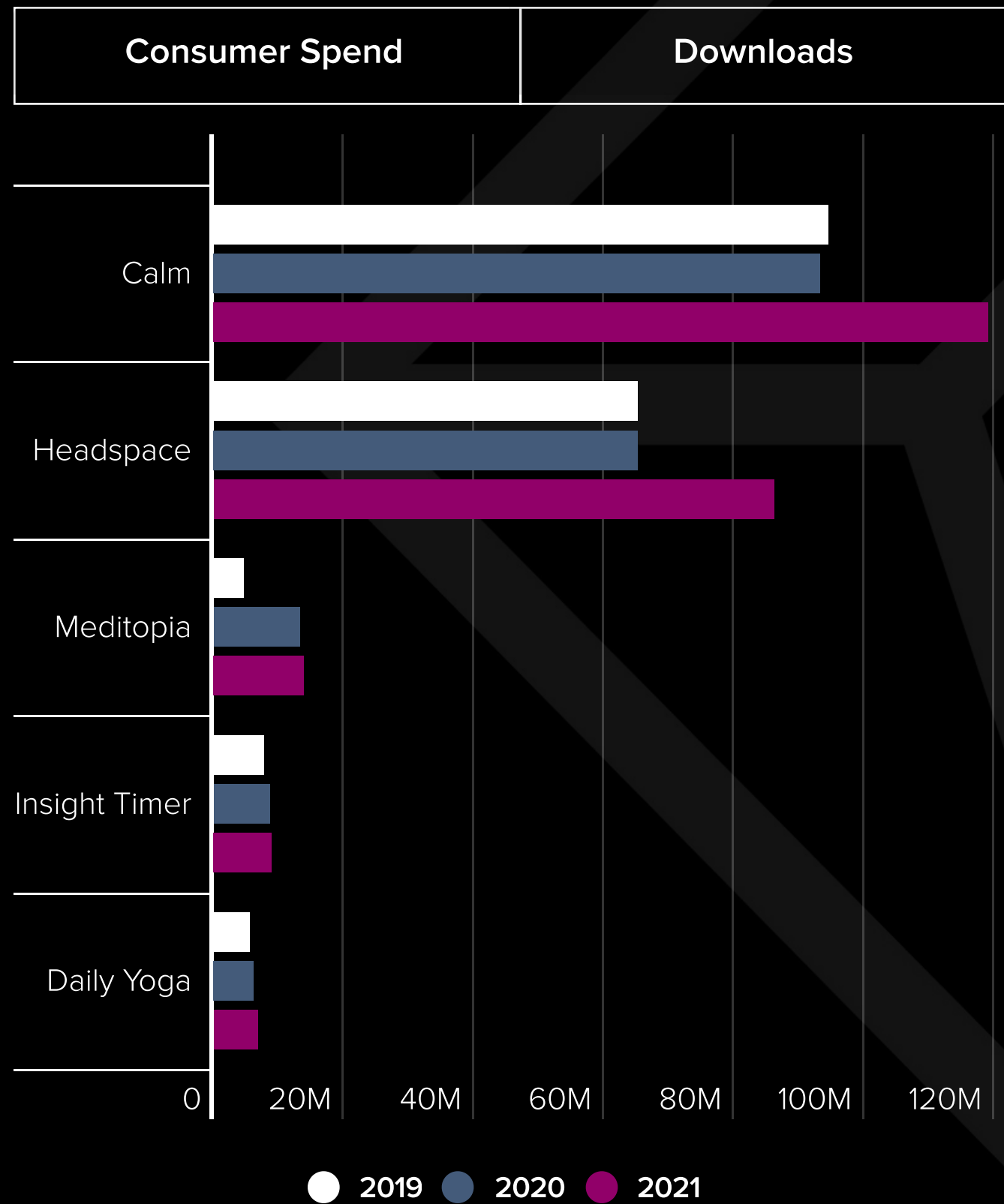
HEALTH & FITNESS

Indonesia's Health & Fitness App Downloads Was 56% Higher Than Pre-Covid Levels in 2021 as Health & Wellbeing Are 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. While China and the United States were two markets that did not see their 2021 download volumes surpass pre-pandemic levels in 2018, there were still areas of download growth. Despite this, meditation, fitness and mental health apps saw sustained popularity YoY.

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.](#)

Consumer Spend & Downloads Among Top Most Downloaded Meditation Apps Worldwide



HEALTH & FITNESS

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

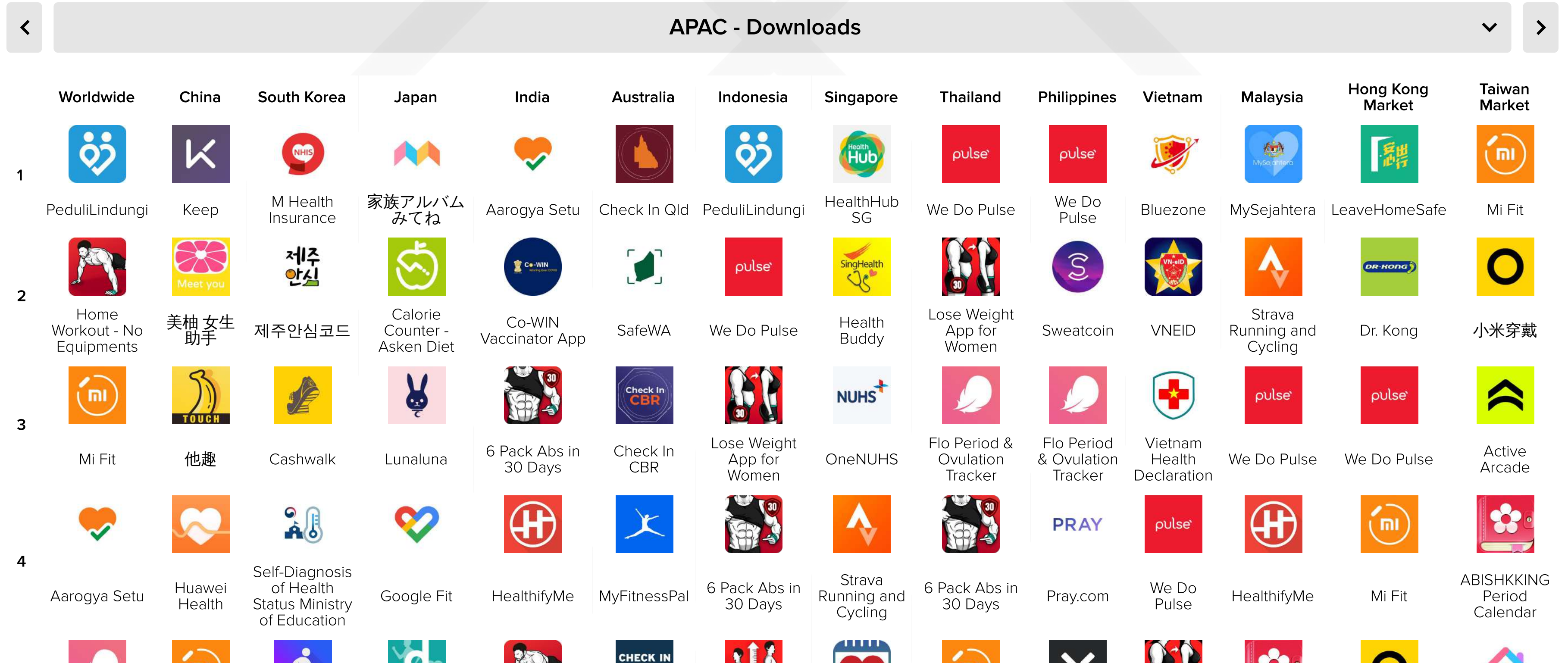
Meditation apps are becoming a fast-growing subcategory within Health and Fitness apps, accelerated by the global pandemic at the start of 2020 that has since forced many to remain indoors as lockdowns become the sudden norm.

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.

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

2021 Rankings by Market | Health & Fitness



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

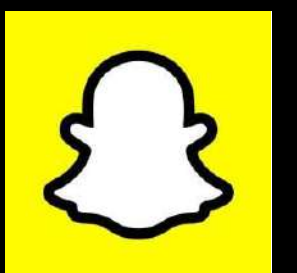
Source: data.ai Intelligence Note: Combined iOS and Google Play; China is iOS only; Market-level rankings

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

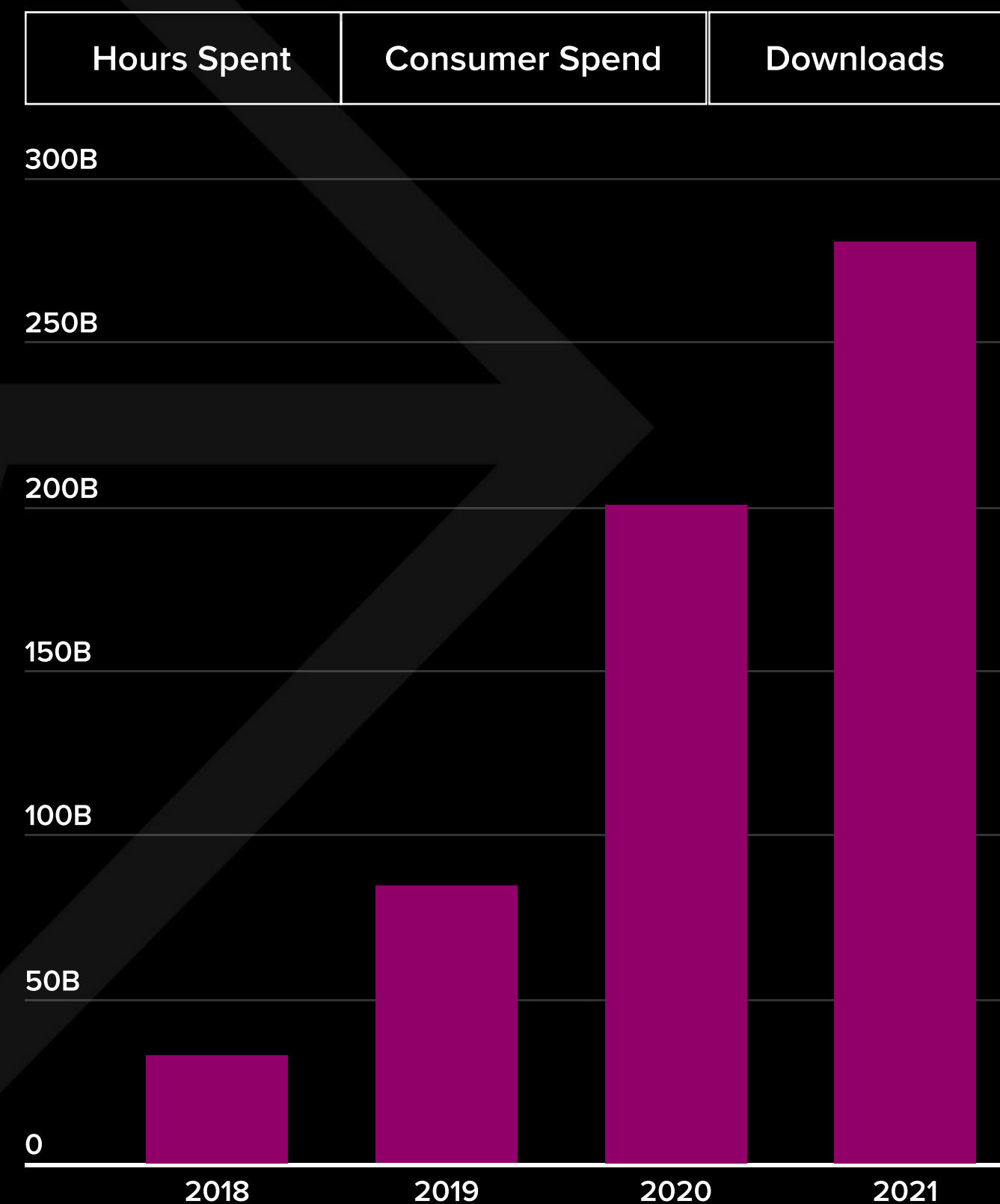
All Eyes on Live Streaming: Time Spent Grew 9x in 4 Years — Cultivating the Deepest Social Engagement

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.

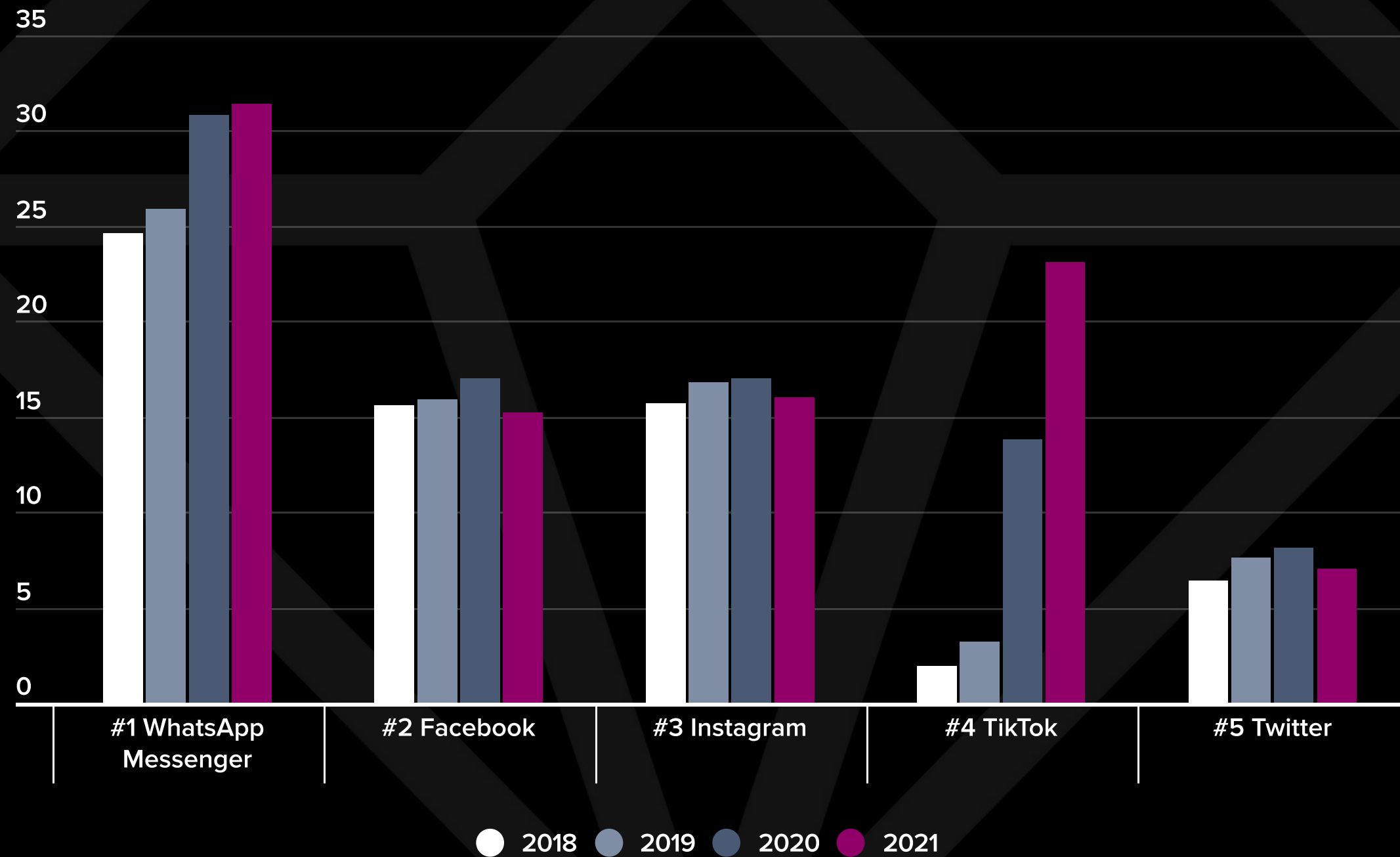
Global Growth of Live Streaming Apps
Among Top 25 Apps



Source: data.ai Intelligence 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

Indonesia



Source: data.ai Intelligence

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

SOCIAL

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

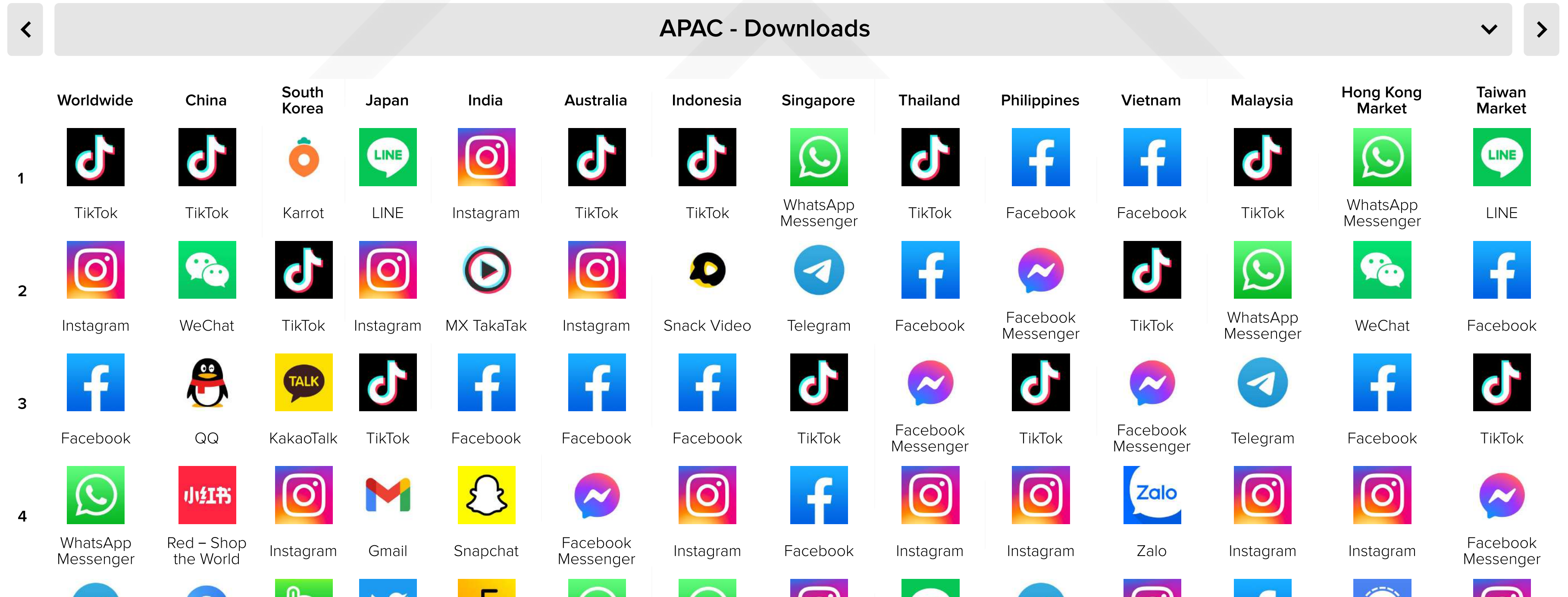
TikTok was a standout winner in per user engagement among the top 5 social apps commanding the most time spent in 2021.

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.

2021 Rankings by Market | Social



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

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

Travel

Traveloka has experienced tremendous years of comeback recovery and growth as Southeast Asia's Lifestyle Superapp.

With a new normal paradigm and our business expansion spanning from travel to local services to financial services; it is pivotal for Traveloka to equip ourselves with best-in-class technology, product innovation, and data-driven marketing.

In our mission to fulfill the customers' lifestyle needs and aspirations, we are thankful to be partnering with data.ai to help us in navigating market growth landscape and becoming a think tank partner in many of our strategic initiatives, especially during the pandemic.

Terry Santoso
VP Platform Marketing
Traveloka



Downloads of Travel Apps Rebound by 20% in H2, Driven by Sharp Increases from July to Dec 2021

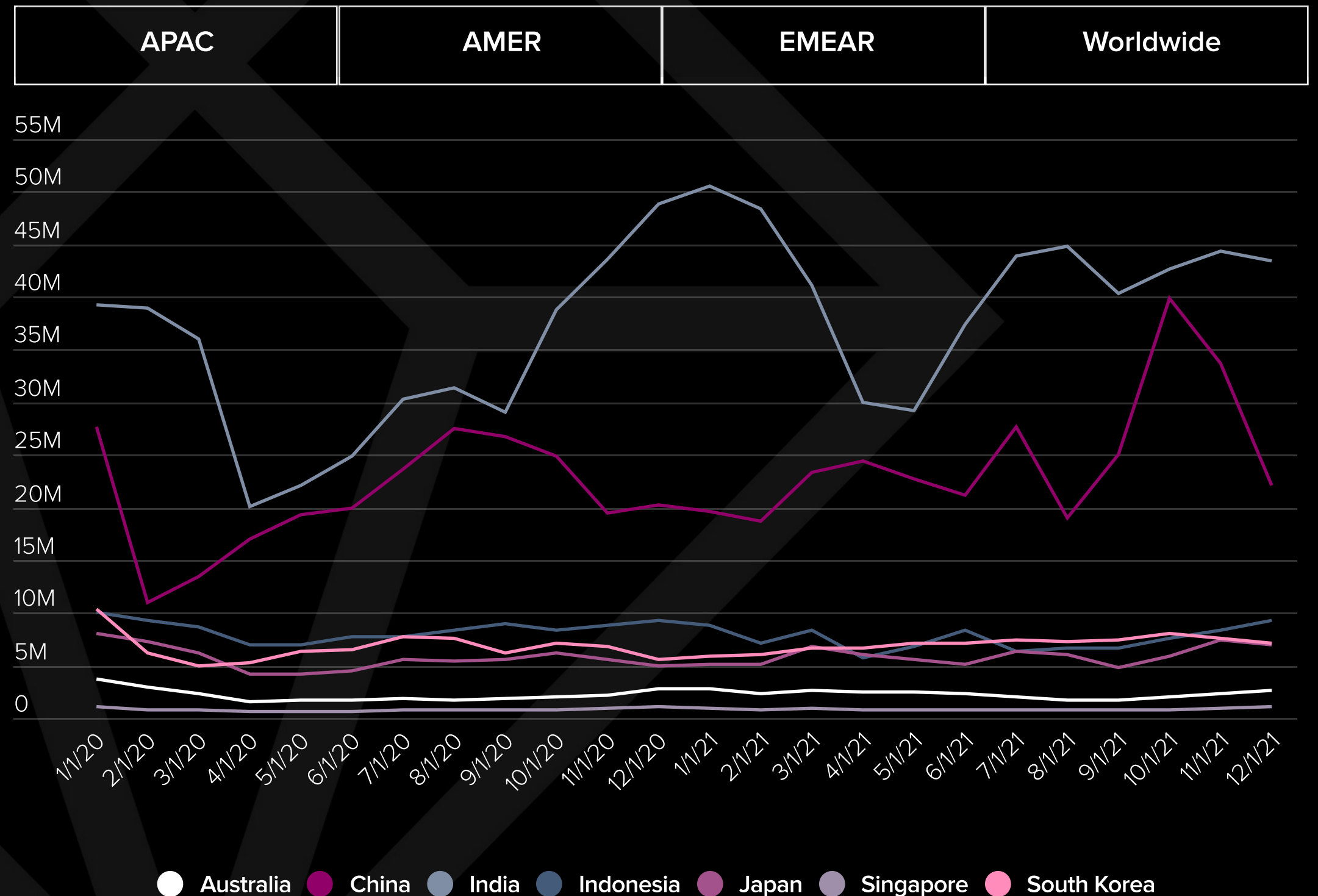
The second half of 2021 showed positive trends for travel on mobile. H2 2021 downloads hit 1.95 billion worldwide, nearing pre-pandemic levels of 2.08 billion in H2 2019.

According to Tripit.com, 82% of Americans traveled in the Summer of 2021. During this time, the mobile travel market saw activity closely aligned to levels in 2019. In July 2021, travel apps reached 40 million downloads in the US, the highest since August 2019.

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

2021 Rankings by Market | Travel

	APAC - Downloads													
	Worldwide	China	South Korea	Japan	India	Australia	Indonesia	Singapore	Thailand	Philippines	Vietnam	Malaysia	Hong Kong Market	Taiwan Market
1	Google Maps	Amap	T map	Google Maps	Where is my Train	Google Maps	Gojek	Gojek	Google Maps	Waze	Google Maps	Waze	App 1933	Google Maps
2	Uber	Ctrip	KakaoTaxi	Taxibell	IRCTC Train Booking ixigo	Uber	Maxim: taxi order	Google Maps	Google Earth	Google Earth	Gojek	Google Maps	Google Maps	神盾測速照相
3	Waze	铁路12306	KakaoMap	Yahoo! Japan Transit	Ola cabs	Booking.com	Traveloka	EZ-Link	Gojek	Lalamove	WiFi Map	Lalamove	MTR Mobile	uTagGO
4	Google Earth	HelloBike	Naver	Tokyo Disney	IRCTC Rail	Waze	Google	Klook	Agoda	tokoak	be - Vietnamese	Grab Driver	Uber	YouBike微笑

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

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

Dating

DATING

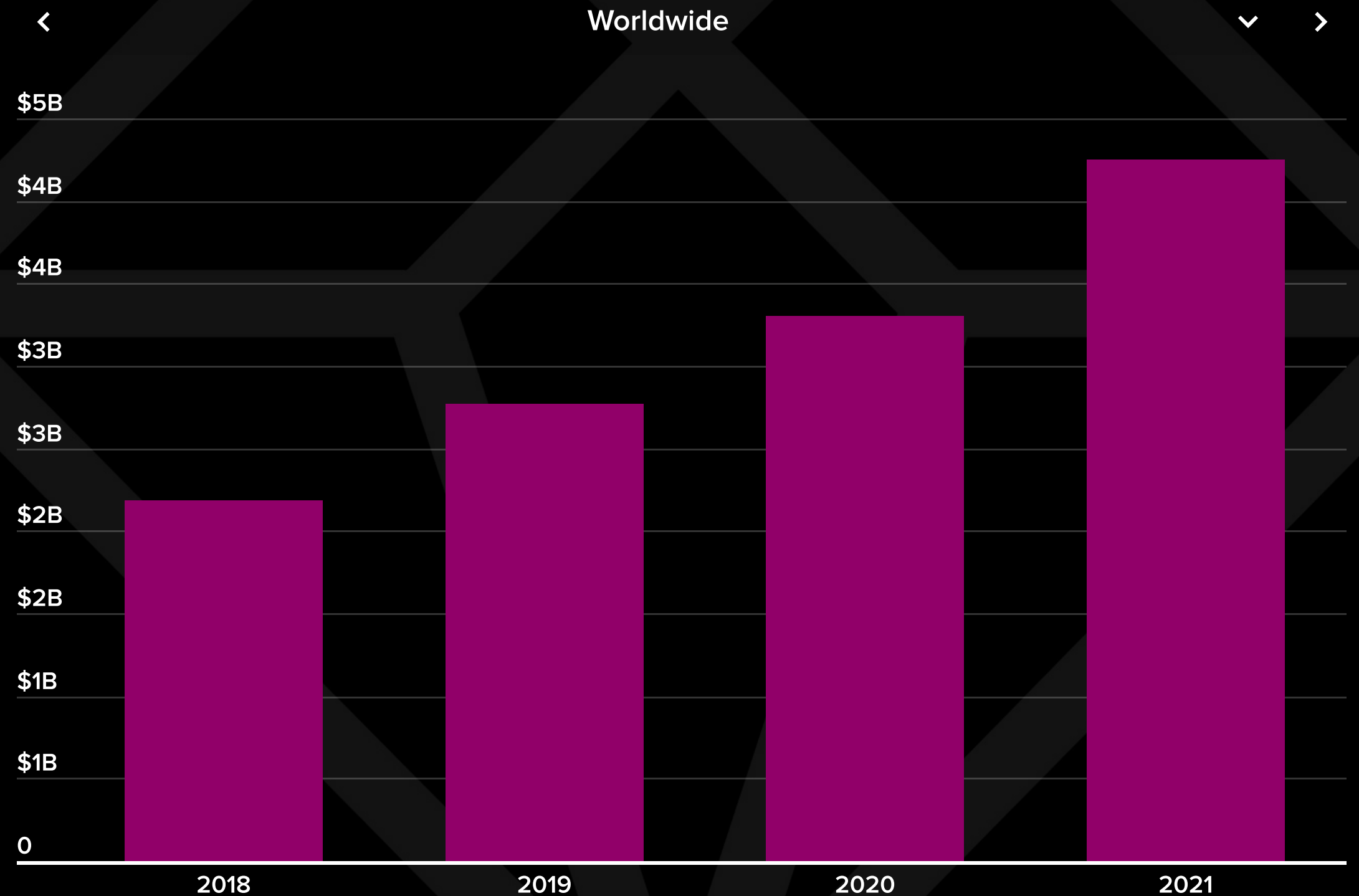
Consumer Spend on Dating Apps in Indonesia Surpassed \$10M in 2021, a 188% Increase Since 2018 Despite the Pandemic

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

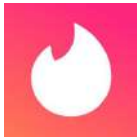




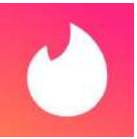



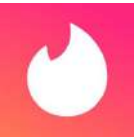
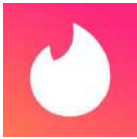





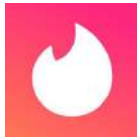












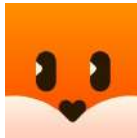




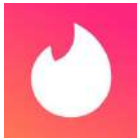

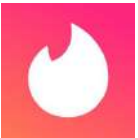






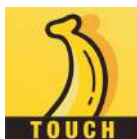










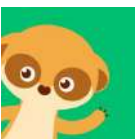
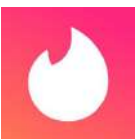


Source: data.ai Intelligence

Note: Consumer Spend across iOS, Google Play

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	 44 44	 Message viewer - read	 With	 Chemot	 POF Online	 Lemo	 Coffee Meets	 Badoo	 MeetMe	 Blued	 Lamour	 Omi	 Tinder

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

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

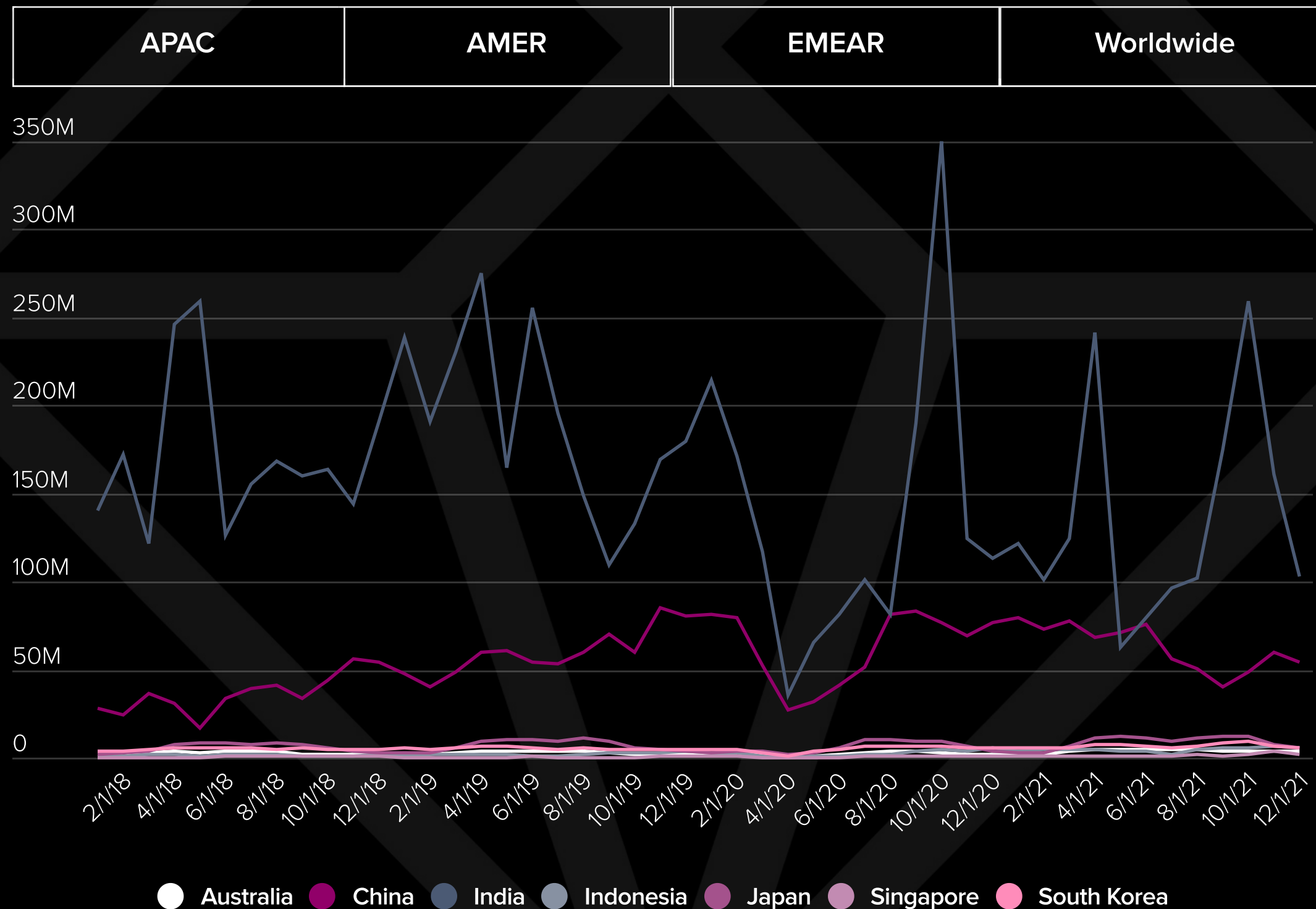
Other Industries Embracing Mobile

Education apps have seen a tremendous surge in adoption during the pandemic. At Zenius, we are constantly innovating to improve our product suite to provide a great learning experience for millions of Indonesian students, and to enable them to continue to learn and grow amidst the pandemic. data.ai plays an important role in our innovation process - We are able to monitor the industry landscape with a wide angle lens and analyse market responses to our new product launches.

Sony Radhityo
Chief Growth & Product
Zenius



Hours Spent in Sports Apps



Source: data.ai Intelligence
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.

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%).

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.

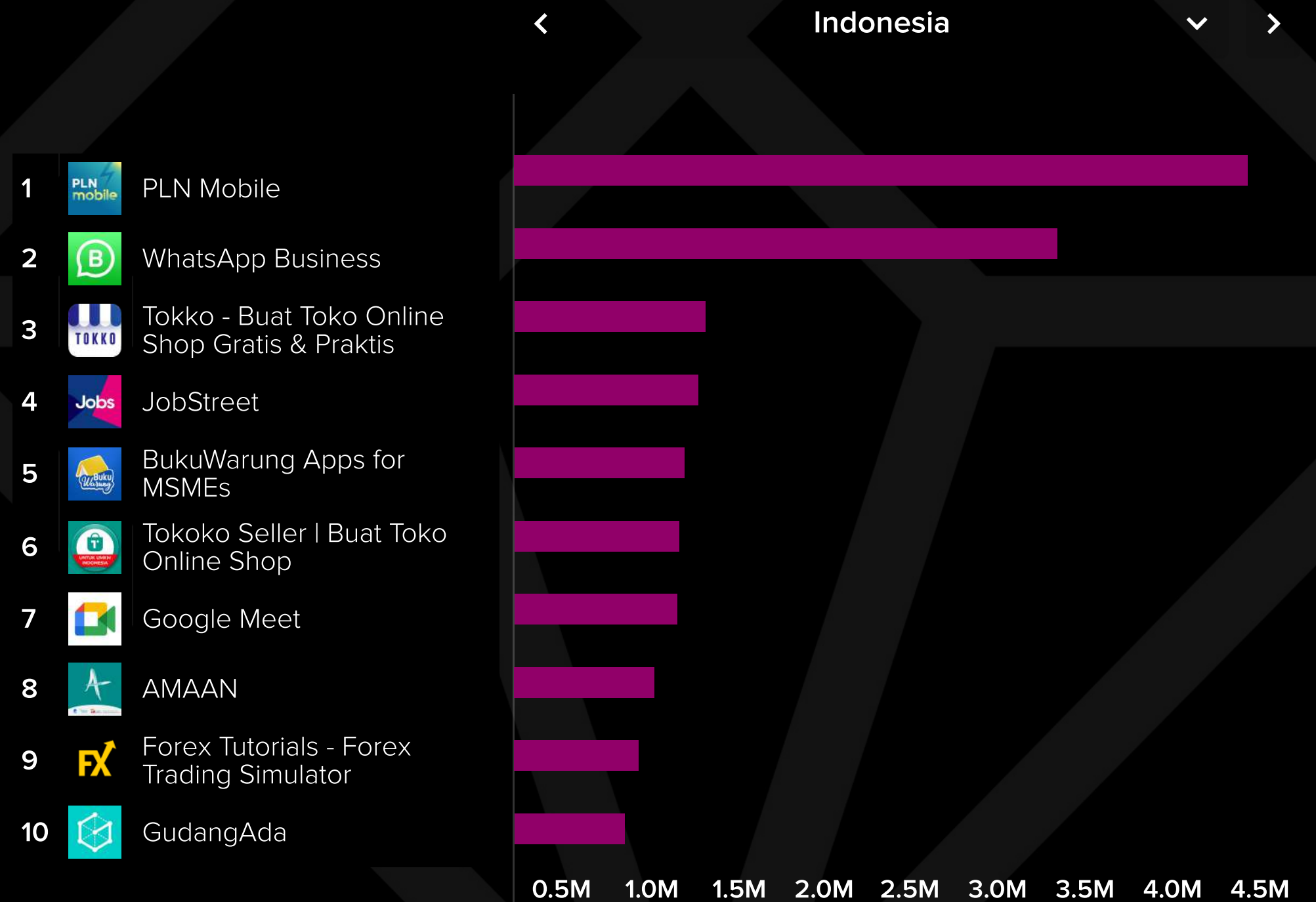
The Great Resignation? More Like The Mobile-Empowered Work Force

Business management apps such as [BukuWarung Apps](#) for MSMEs were among the top breakout apps by downloads in Indonesia, while various job searching platforms (such as [JobStreet](#) in Indonesia) gained traction in multiple regions, including the UK and India in 2021.

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 Intelligence
 Note: iOS and Google Play, China is iOS only

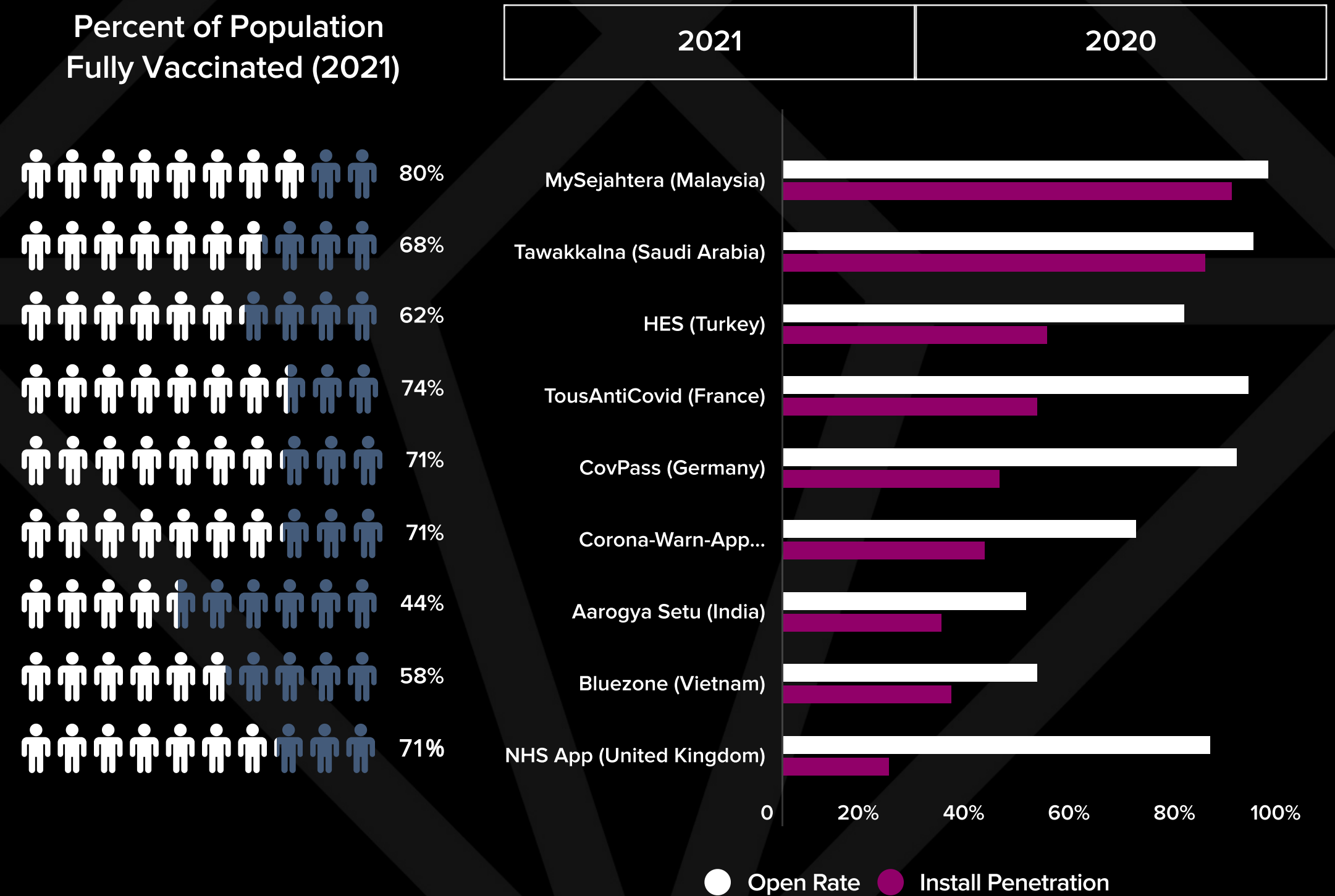
Vaccine Rollout & App Engagement Are Crucial Drivers of the Ongoing Effort to Combat Covid-19

Each market has a unique way of handling the COVID-19 pandemic at the national level. In the UK, COVID-19 information and vaccine cards were incorporated into the national healthcare app ([NHS](#)). App downloads increased by >300% YoY and open rate reached 81% in 2021 — showing a highly engaged user base despite a low install penetration.

Other regions have dedicated apps to help users keep track of vaccine and COVID-19 information on the go. [Malaysia's MySejahtera](#) and [Saudi Arabia's Tawakkalna](#) saw the highest install penetrations and open rates in 2021. [Germany's Corona-Warn-App](#) and [CovPass](#) tend to be used more by males, as seen among the [Top Apps by Likelihood of Use Across Gender](#). Not all regions have a unified nationwide app; in the US, for example, it is state-led.

[Compare how COVID-19 apps have empowered consumers to trace and connect.](#)

Install Penetration & Open Rate Among Top COVID-19 Apps by Downloads Worldwide in 2021



Source: data.ai Intelligence Note: Android Phones only. Open Rate shows the percent of the install base that opened the app in the given year for each respective country. Install Penetration shows the percent of devices with the Covid-19 app installed for the region where the app is based. CovPass was launched in June 2021 in Germany COVID-19 vaccination rate by country, from Johns Hopkins University, December 31, 2021

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

The Yandex logo, featuring the word "Yandex" in a bold, sans-serif font. The letter "Y" is red, and the remaining letters "andex" are black. The logo is positioned in the bottom right corner of the slide.











2021 Rankings by Market | Top Apps

Indonesia











DOWNLOADS

1		TikTok	Short Videos (Entertainment)
2		CapCut	Video Editing (Photo & Video)
3		Snack Video	Short Videos (Entertainment)
4		Facebook	Social Networks (Social Media)
5		Instagram	Media Sharing Networks (Social Media)
6		DANA	Digital Wallets & Payment (Finance)
7		Shopee	E-Commerce (C2C) (Shopping)
8		WhatsApp Messenger	Communication (Social Media)
9		PeduliLindungi	Medical Health (Health & Fitness)
10		Telegram	Communication (Social Media)

CONSUMER SPEND

1		TikTok	Short Videos (Entertainment)
2		Tencent Video	OTT (Entertainment)
3		LINE Webtoon	Comics (Books & Reference)
4		Google One	File Management (Utility & Productivity)
5		Viu	OTT (Entertainment)
6		GoodNovel	eBooks (Books & Reference)
7		Innovel	eBooks (Books & Reference)
8		GetContact	Communication (Social Media)
9		BIGO LIVE	Live Streaming (Entertainment)
10		WeSing	Karaoke (Entertainment)

MONTHLY ACTIVE USERS

1		WhatsApp Messenger	Communication (Social Media)
2		Facebook	Social Networks (Social Media)
3		Instagram	Media Sharing Networks (Social Media)
4		Shopee	E-Commerce (C2C) (Shopping)
5		Telegram	Communication (Social Media)
6		Tokopedia	E-Commerce (C2C) (Shopping)
7		TikTok	Short Videos (Entertainment)
8		Gojek	Transportation (Travel)
9		Facebook Messenger	Communication (Social Media)
10		MyTelkomsel	Network Management (Utility & Productivity)











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Source: data.ai Intelligence 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

Indonesia











DOWNLOADS

1		Higgs Domino Island	Dominoes (Casino)
2		Mobile Legends: Bang Bang	MOBA (Action)
3		Free Fire	Battle Royale (Shooting)
4		WormsZone.io	.io (Hypercasual)
5		SAKURA School Simulator	Avatar Life (Simulation)
6		Island King - Coin Adventure	Luck Battle (Party)
7		Stickman Party	Mini Games Collection (Party)
8		Ludo King	Board Game (Tabletop)
9		Pou	Pet (Simulation)
10		PK XD	Avatar Life (Simulation)

CONSUMER SPEND

1		Free Fire	Battle Royale (Shooting)
2		Mobile Legends: Bang Bang	MOBA (Action)
3		Higgs Domino Island	Dominoes (Casino)
4		Genshin Impact	Open World RPG (RPG)
5		State of Survival	4X March-Battle (Strategy)
6		Rise of Kingdoms	4X March-Battle (Strategy)
7		ROBLOX	Creative Sandbox (Simulation)
8		PUBG MOBILE	Battle Royale (Shooting)
9		Clash of Clans	Build-Battle (Strategy)
10		Ragnarok X: Next Generation	MMORPG (RPG)

MONTHLY ACTIVE USERS

1		Mobile Legends: Bang Bang	MOBA (Action)
2		PUBG MOBILE	Battle Royale (Shooting)
3		Free Fire	Battle Royale (Shooting)
4		Higgs Domino Island	Dominoes (Casino)
5		WormsZone.io	.io (Hypercasual)
6		Minecraft Pocket Edition	Creative Sandbox (Simulation)
7		ROBLOX	Creative Sandbox (Simulation)
8		Clash of Clans	Build-Battle (Strategy)
9		SAKURA School Simulator	Avatar Life (Simulation)
10		Candy Crush Saga	M3-Saga (Match)











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Source: data.ai Intelligence 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

< Indonesia >

DOWNLOADS

Company	HQ	Top Apps by Downloads
1 ByteDance	China	 TikTok
2 Meta	United States	 Facebook
3 Google	United States	 Google Meet
4 SHAREit	Singapore	 SHAREit
5 OneSmile	China	 Snack Video
6 Alibaba Group	China	 Lazada
7 Sea	Singapore	 Shopee
8 Tencent	China	 Tencent Video
9 InShot Inc	China	 InShot
10 Espay Debit Indonesia Koe	Indonesia	 DANA

CONSUMER SPEND

Company	HQ	Top Apps by Consumer Spend
1 Tencent	China	 Tencent Video
2 ByteDance	China	 TikTok
3 NAVER	South Korea	 LINE Webtoon
4 Google	United States	 Google One
5 JOYY Inc.	China	 BIGO LIVE
6 Dreame	Singapore	 Innovel
7 PCCW	Hong Kong	 Viu
8 GoodNovel	Singapore	 GoodNovel
9 Getverify	Portugal	 GetContact
10 Match Group	United States	 Tinder











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











2021 Rankings by Market | Top Companies - Games

Indonesia

DOWNLOADS

Rank	Company	HQ	Top Games by Downloads
1	BabyBus	China	 Baby Panda World
2	AppLovin	United States	 Island King - Coin Adventure
3	Azur Interactive Games	Cyprus	 WormsZone.io
4	OneSoft	Vietnam	 Prison Escape: Stickman Story
5	ironSource	Israel	 Bridge Race
6	SayGames	Belarus	 DOP 2: Delete One Part
7	Jinke Culture - Outfit7	China	 My Talking Tom Friends
8	Voodoo	France	 Roof Rails
9	Boke	China	 Higgs Domino Island
10	Crazy Labs	Israel	 Phone Case DIY

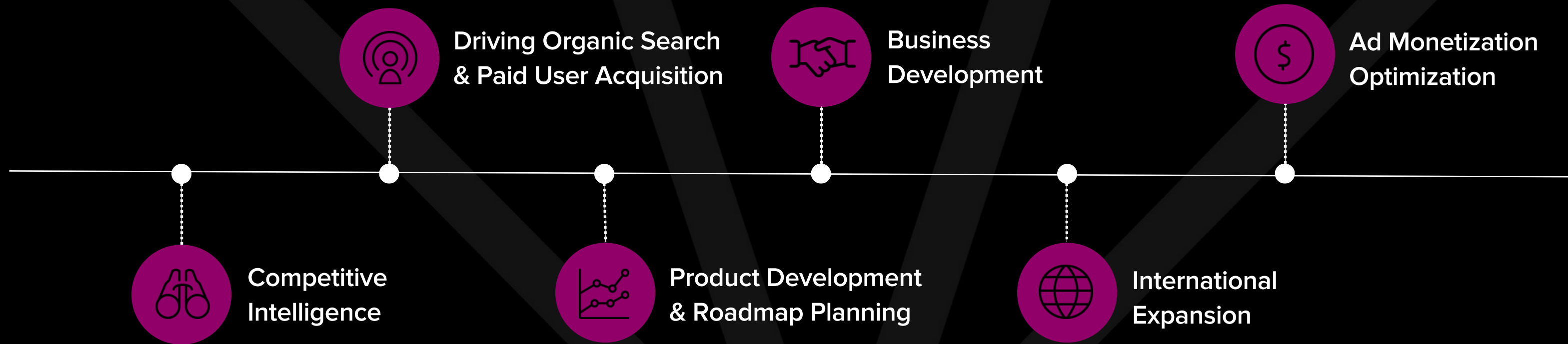
CONSUMER SPEND

Rank	Company	HQ	Top Games by Downloads
1	Sea	Singapore	 Free Fire
2	ByteDance	China	 Mobile Legends: Bang Bang
3	Boke	China	 Higgs Domino Island
4	miHoYo	China	 Genshin Impact
5	Playrix	Ireland	 Gardenscapes - New Acres
6	Lilith	China	 Rise of Kingdoms
7	FunPlus	China	 State of Survival
8	Tencent	China	 PUBG MOBILE
9	Supercell	Finland	 Clash of Clans
10	Roblox	United States	 ROBLOX

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

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