

Investing & Financial Management **App Market and Advertising Trends 2025**



Sensor Tower

Introduction/Overview

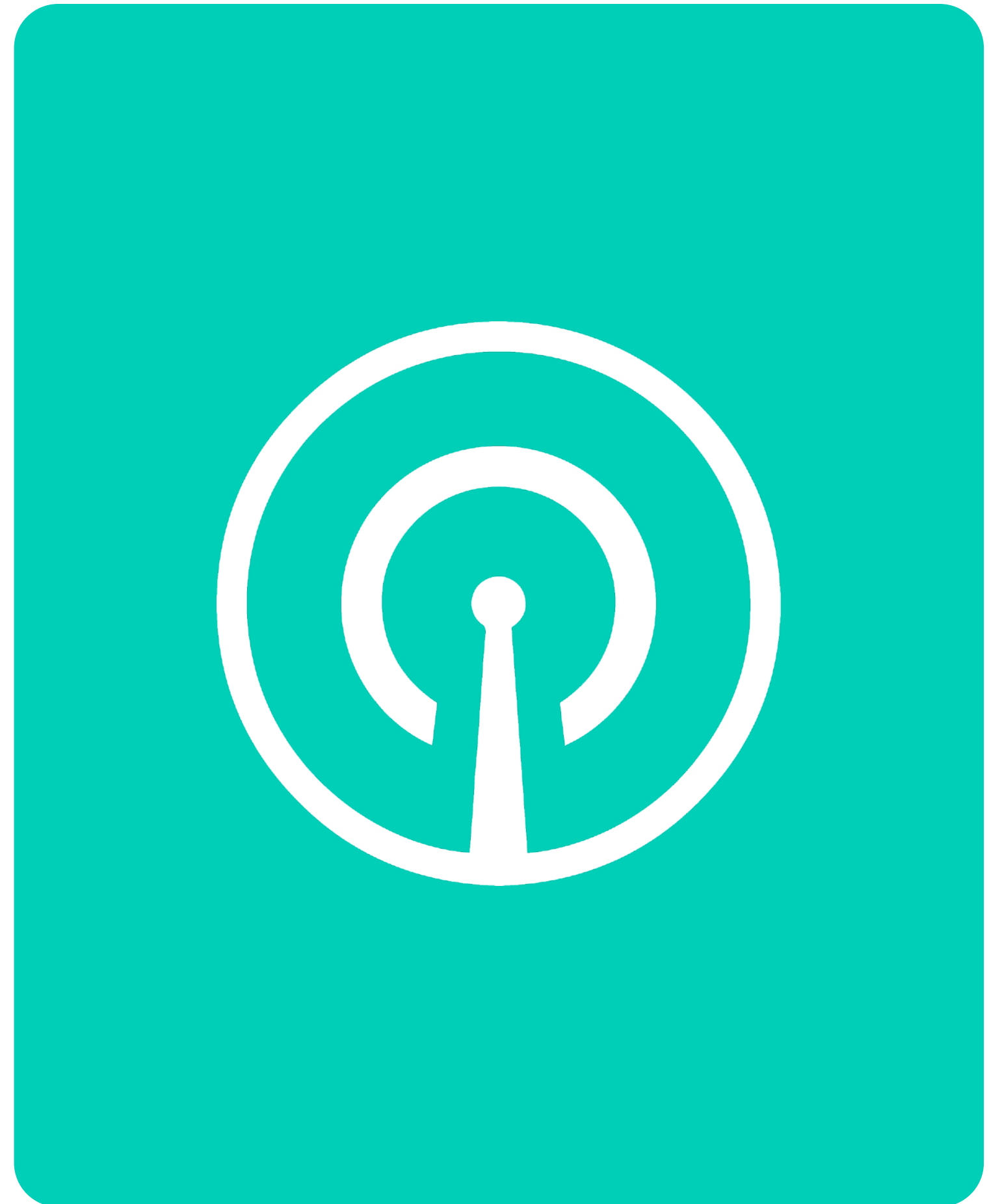
Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.











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Sensor Tower | Our Customers

Top publishers trust Sensor Tower insights to grow their business.

L'ORÉAL		Google		 European Commission	Disney
petco	HERSHEY	amazon	ROVIO	DOORDASH	depop
Walmart		Microsoft	SEGA	dyson	SONY
 fetch REWARDS		Meta	OUTFIT7	Gett.	ByteDance
Alibaba	POPeYeS	Tencent 腾讯	 WARNER BROS. GAMES	P&G	NBA
 CVS Health.	 Domino's	Johnson & Johnson		Welch's	Revolut

Note: Top publishers by app store revenue | Source: Sensor Tower

Sensor Tower Solutions



Sensor Tower **App Performance Insights**

**For those who need visibility
into the mobile app ecosystem.**

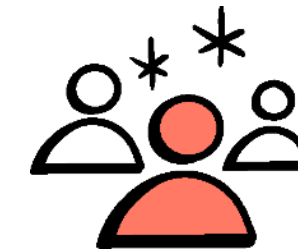
Enjoy insight into: app rankings, downloads, and revenue; active users, demographics, retention, sessions, and time spent; app ratings and reviews, keywords, search ads, and more.



Sensor Tower **App Advertising Insights**

**For those who need visibility
into paid user acquisition
strategies.**

Enjoy insight into: global and regional share of voice (SOV) across apps and the biggest mobile app ad networks, top advertisers, publishers, creatives, and more.



Sensor Tower **Audience Insights**

**For those who need visibility
into your existing, competitor,
and potential new audiences.**

Enjoy insight into: which apps consumers are actually interacting with (app engagement) AND which ads they're seeing (ad exposure).



Sensor Tower **Pathmatics Digital Advertising Insights**

**For those who need visibility
into the digital ad ecosystem.**

Gain insight into: ads served, spend and impression estimates, SOV, and more across key channels, like: Facebook, Instagram, X (formerly Twitter), OTT, YouTube, display, video, and others.

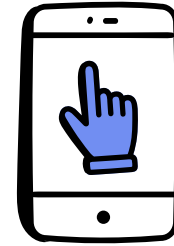
Sensor Tower Solutions



Gaming Insights

For those who need the deepest look into the mobile gaming ecosystem.

Enjoy insight into: downloads, revenue, RPD, and ARPDAU beyond the top-level category (Lifestyle & Puzzle) and can drill deeper into genres (Puzzle, Arcade, etc.) and sub-genres (Swap, Word, etc.).



Sensor Tower Advanced Usage Insights

For those who need the deepest look into app user engagement.

Enjoy insight into: sessions per user; time spent; time of day; days used per time period; new, retained, resurrected, and churned user trends; and cohort usage overlap.



Sensor Tower Pathmatics Retail Media Insights

For those who need industry-first insight into on- and off-site retail media network investments

Enjoy insight into: ad spend, media mix, share of wallet, impressions, and SOV for brands and products across retailers – gaining a coveted view into the co-branded digital ad ecosystem and retail media networks.



Sensor Tower Video Game Insights

Discover top game trends on PC and Console platforms

Get deep insights into key metrics like sales, revenue, DAU, and MAU for over 140,000 PC and Console games across 100+ global markets. Analyze shifts in player behavior to uncover critical intelligence on player acquisition and retention.

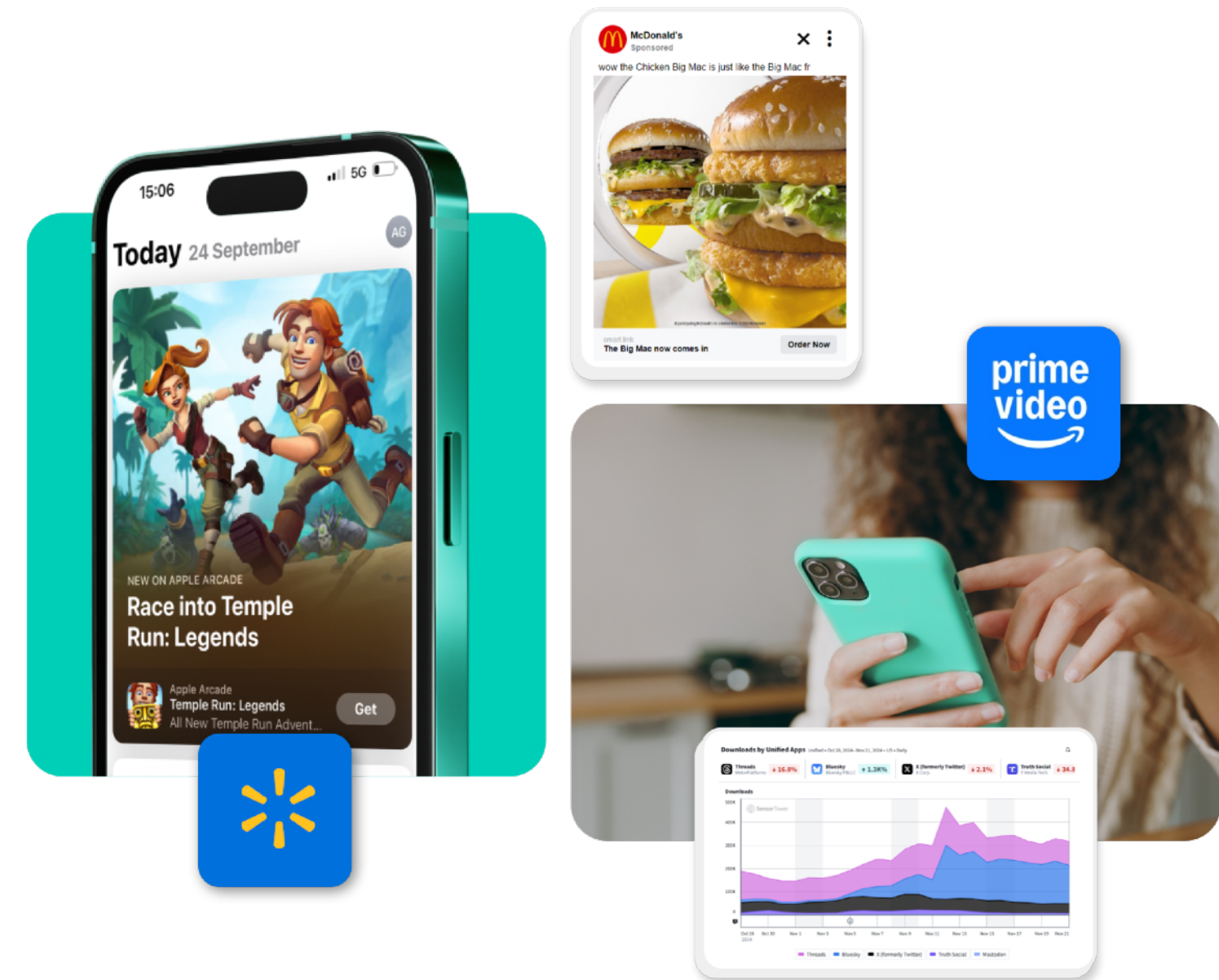
Sensor Tower

Executive Summary

The report provides an in-depth analysis of global Investment apps and brands in 2025. This includes trends in Investment app downloads in recent years, changes in banking app downloads across iOS and Google Play and the performance of leading apps in some of the world's most dynamic Investment and Financial Management Apps Market. The report also leverages Sensor Tower's Advertising Insights to explore trends in digital advertising by Investment brands across different markets, as well as major advertising channels and popular ad creatives.

Clarification on Revenue and Downloads Data

Sensor Tower's revenue figures are derived from estimated in-app purchase (IAP) revenue on the App Store and Google Play, excluding ad revenue, revenue from third-party Android app- store sales, and direct payment revenue from developers' websites and other channels. Unless explicitly stated as net revenue, the revenue figures shown represent gross revenue (before platform deduction). Sensor Tower's downloads figures are derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.



Sensor Tower

Data & Methodology

Sensor Tower’s **Pathmatics** empowers you to uncover insights into the digital advertising ecosystem, minimize ineffective ad spend, and enhance the precision of your advertising campaigns. With Pathmatics, you gain visibility into the digital advertising landscapes across markets including the United States, Australia, Brazil, Canada, France, Germany, Italy, India, Japan, Mexico, New Zealand, Spain, South Korea, and the United Kingdom. Pathmatics provides comprehensive estimates on ad placements, spending, impressions, and share of voice (SOV), as well as in-depth analysis of brands' advertising strategies on platforms like Facebook, Instagram, X (formerly Twitter), YouTube, and TikTok, across formats such as display banners, videos, mobile, and OTT.

Pathmatics collects digital ad samples from the web and utilizes statistical sampling methods to estimate the impressions, cost-per-thousand impressions (CPM), and expenditure associated with each creative.

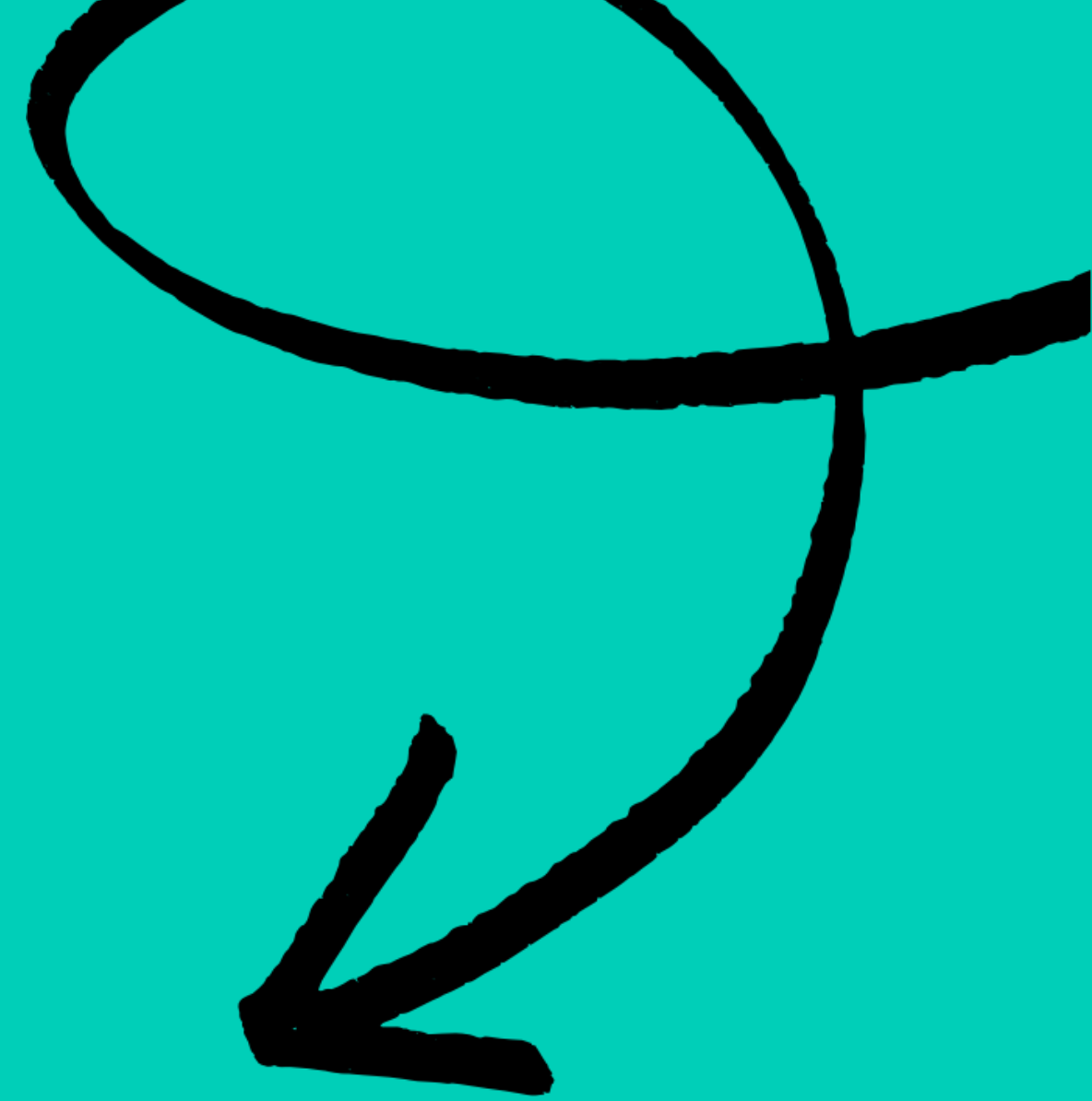
Digital Advertising Channels Supported by Pathmatics Across Markets

	Desktop Display and Video	Facebook Instagram	LINE	Linkedin	Mobile App Ad Networks	Mobile Display and Video	OTT	Pinterest	Reddit	Snapchat	TikTok	X	YouTube
United States	•	•		•	•	•	•	•	•	•	•	•	•
Australia	•	•				•		•	•	•	•		•
Brazil		•		•				•	•		•	•	
Canada	•	•		•	•	•		•	•	•	•		•
France		•		•				•	•	•	•		•
Germany	•	•		•	•	•		•	•	•	•		•
India		•						•	•	•		•	
Italy		•						•	•	•	•		•
Japan		•	•		•						•	•	•
Mexico		•									•		•
New Zealand	•	•				•							•
South Korea		•			•						•		•
Spain		•						•	•	•	•	•	•
United Kingdom	•	•		•	•	•		•	•	•	•	•	•

Agenda

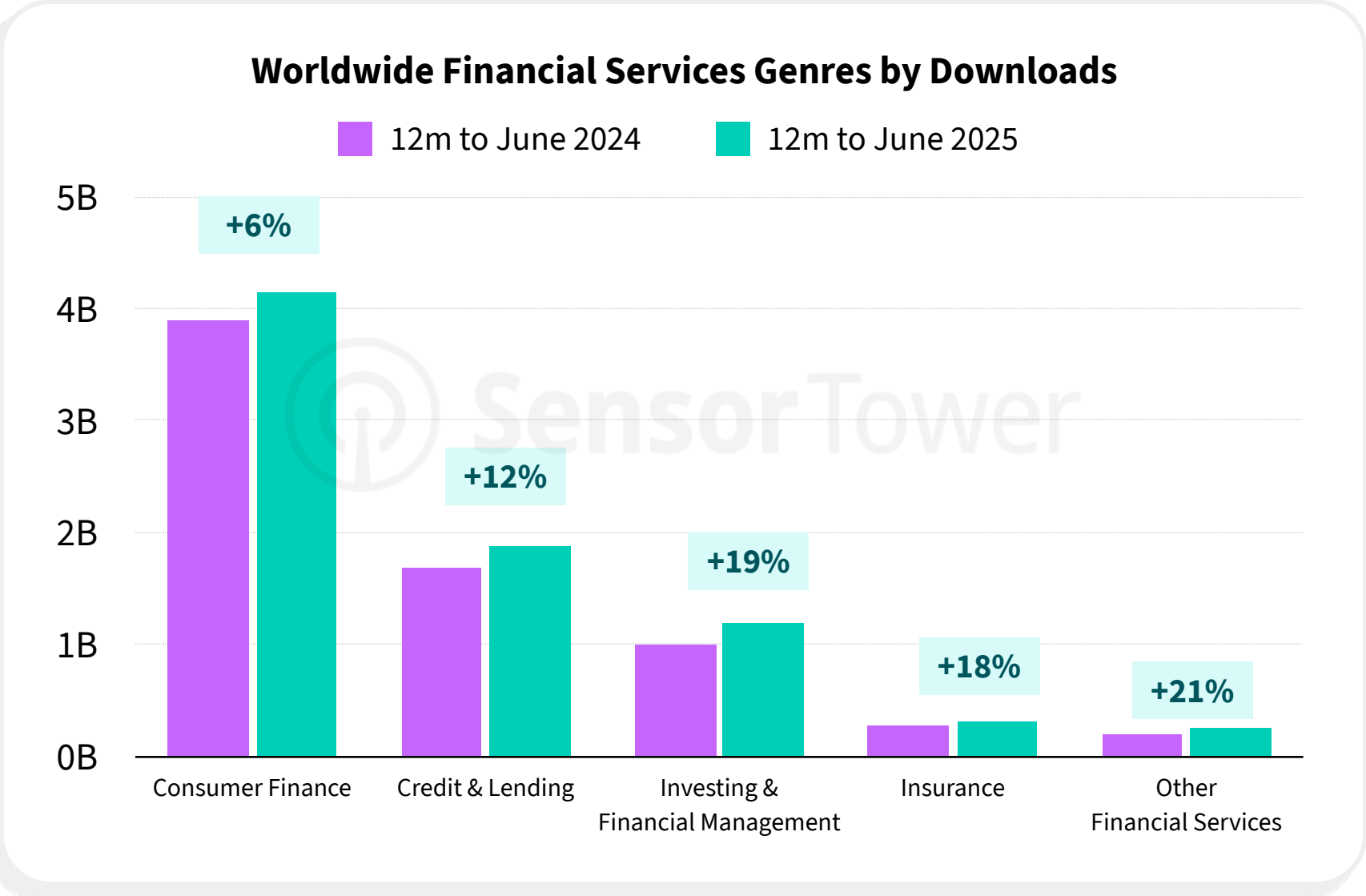
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Overview of Investing & Financial Management App Market

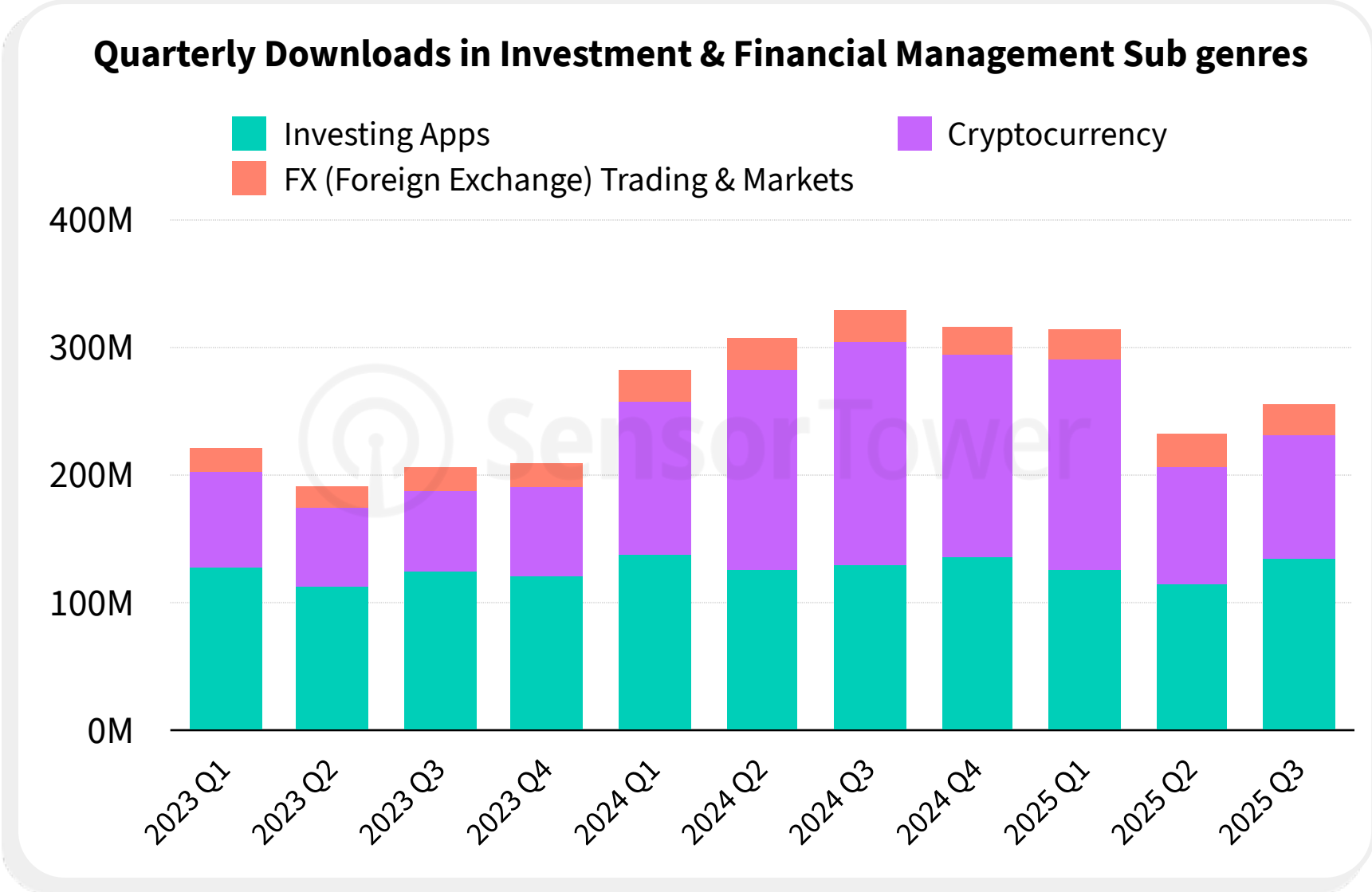


Investment & Financial Management Apps Gain Momentum: Strong Year-on-Year Growth Signals Rising Demand for Mobile Finance Tools

Data Source: Sensor Tower App Performance Insights as of November 7th, 2025.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.



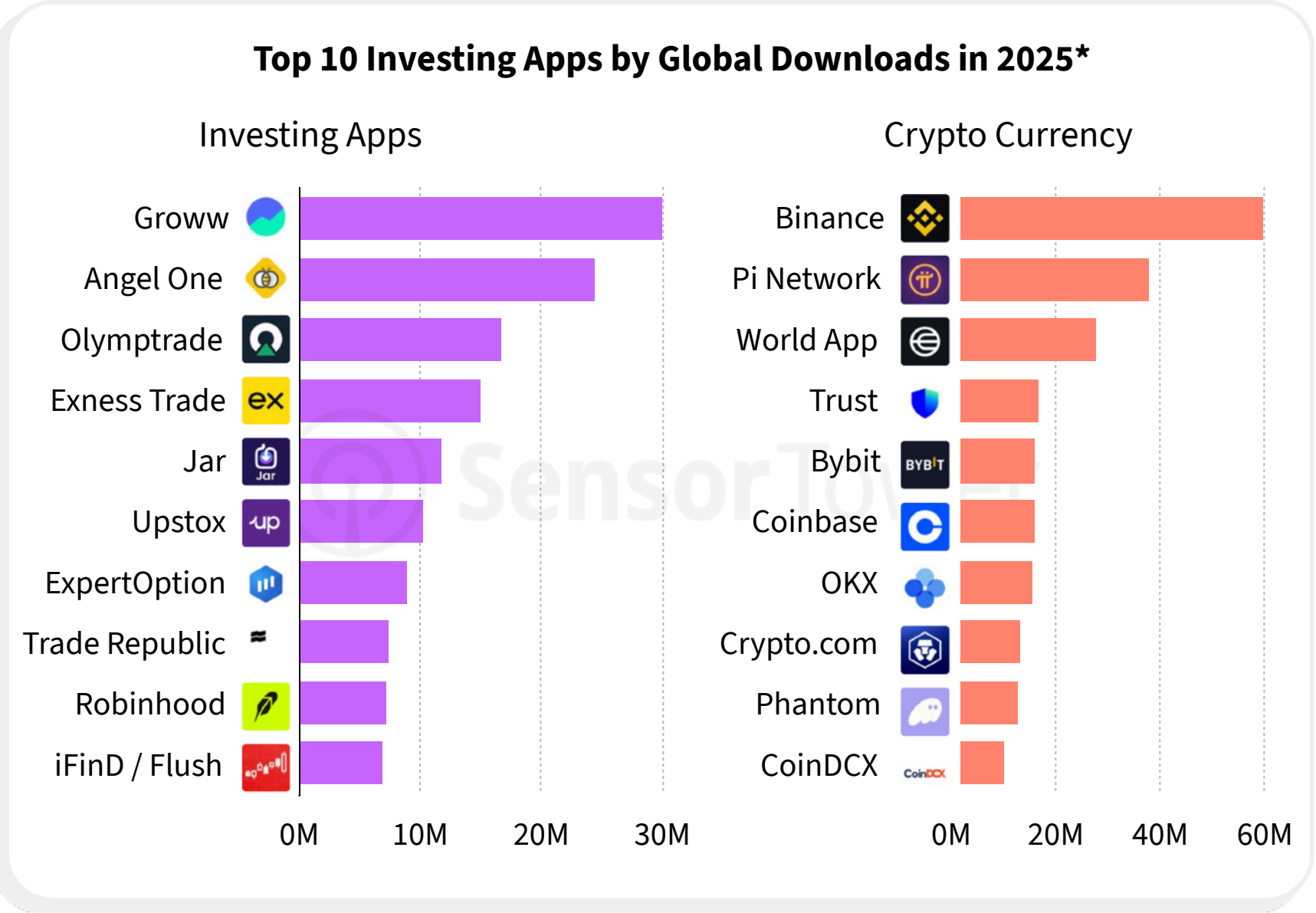
Mobile apps have become the primary entry point for financial services—from everyday Consumer Finance and banking apps to more innovative tools like investing and cryptocurrency platforms. The entire ecosystem continues to expand, with steady year-over-year growth across all major categories.



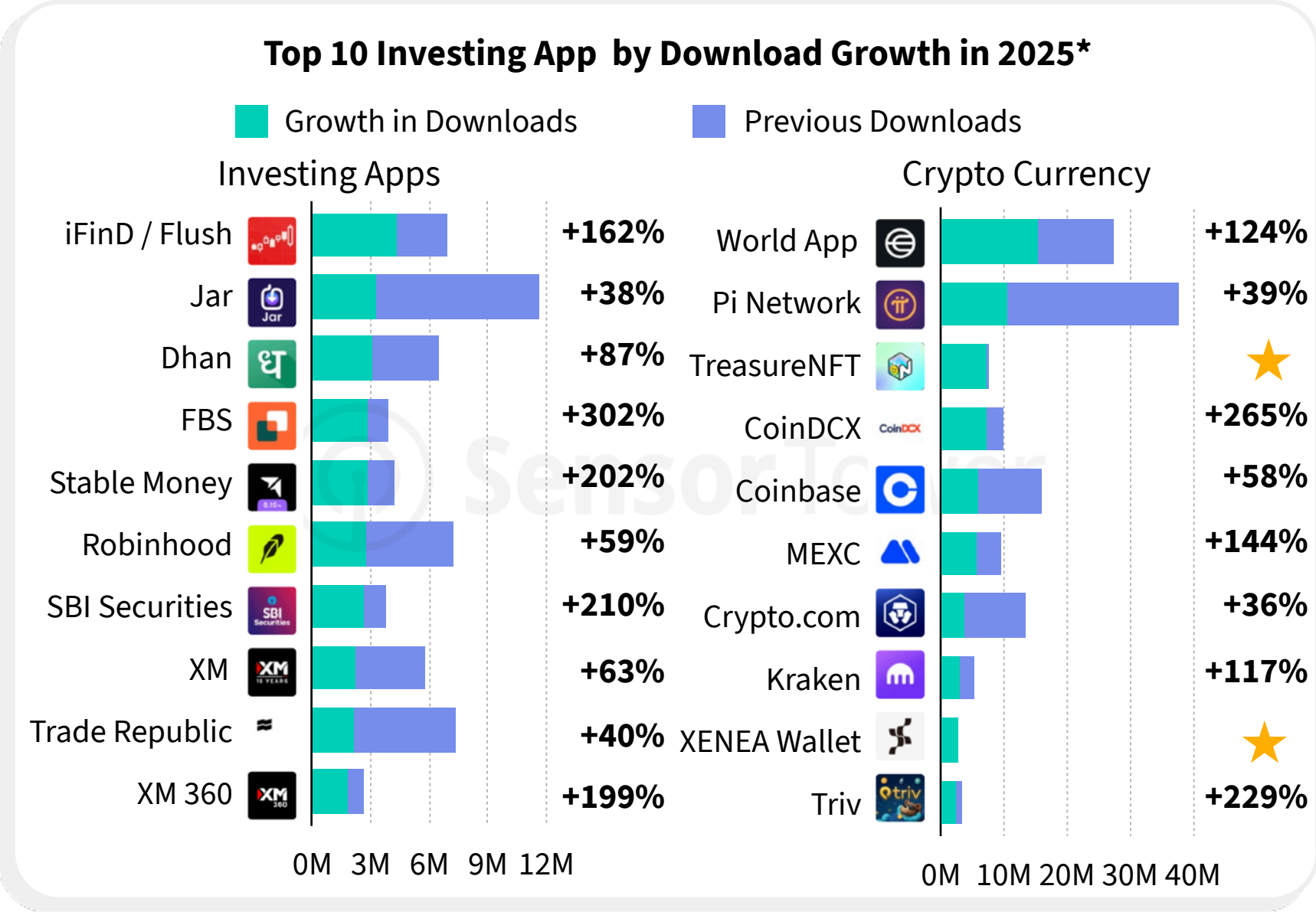
Investing & Financial Management is the third-largest financial services category, supported heavily by the rapid rise of cryptocurrency platforms. Quarterly downloads for investment-related apps approaching **300 million**, with crypto apps contributing a major share—showing how mobile tools are reshaping the way users build and manage wealth.

Mobile-First Trading and Crypto Platforms Drive 2025 Growth in Investing Apps

Data Source: Sensor Tower App Performance Insights as of November 7th, 2025.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China. * 2025 figures reflect the most recent 12-month period ending September 2025.



Investing apps are now central to how users enter global financial markets, with leaders like [Groww](#), [Angel One](#), and [Olymptrade](#) each pulling in tens of millions of downloads in 2025. On the crypto side, adoption is even more explosive—[Binance](#) added over **60 million new downloads** this year, while [Pi Network](#) and [World App](#) continue to scale rapidly in 2025. Together, these platforms highlight how mobile-first trading and digital assets are reshaping user behavior worldwide.

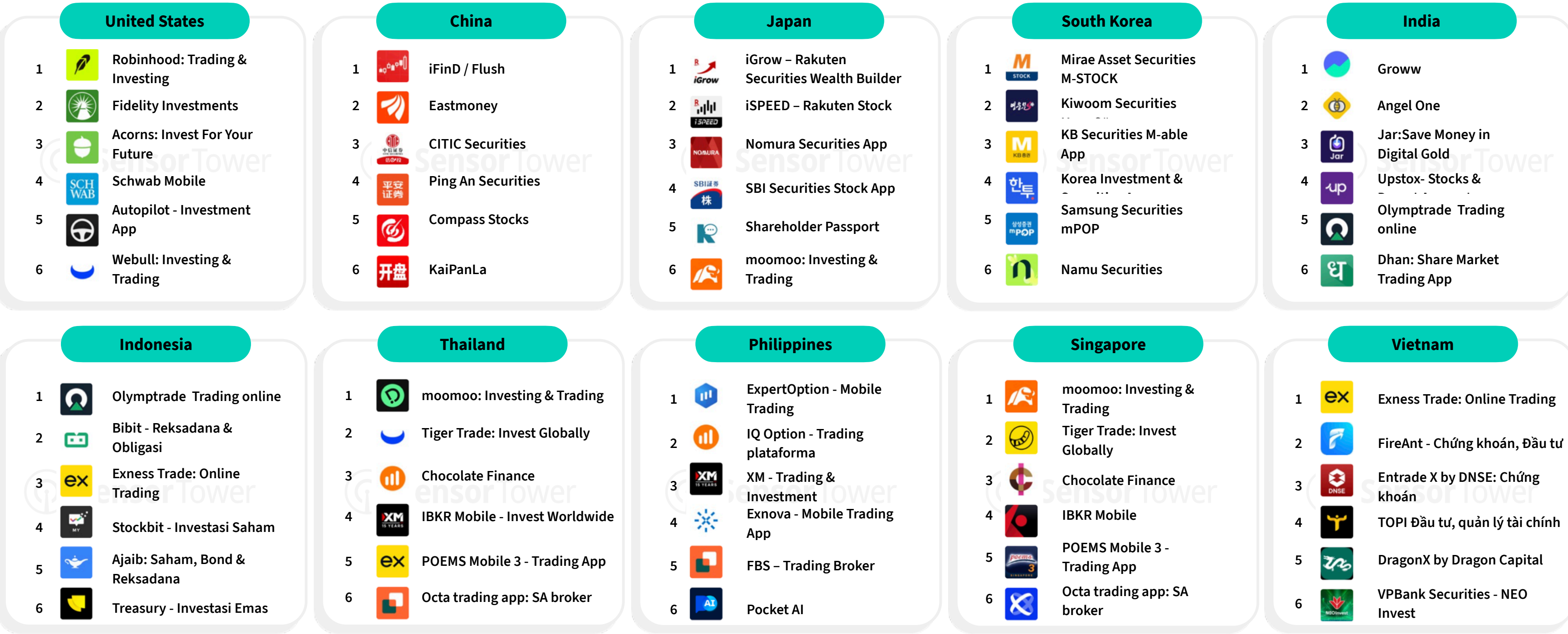


Growth in 2025 is especially strong for investing apps, with trading platforms [iFiND / Flush](#), [FBS](#), and [XM 360](#) surging on the back of aggressive mobile expansion, strong education content, and growing interest in multi-asset trading. Combined with simplified onboarding and low-cost brokerage models from [Dhan](#), [SBI Securities](#), and [Trade Republic](#), these trends are pulling millions of new investors into global markets.

Investing App Landscape 2025: Local and Global Leaders in a Fragmented Market

Regional rankings of investing apps show a varied investing ecosystem shaped by regulation and market maturity. The U.S. and Japan lean toward established brokers, while India, Indonesia, and Southeast Asia favor mobile-first trading apps catering to new retail investors. China and Vietnam highlight strong homegrown platforms built for local financial systems.

Regional Leaders: Top Investing Apps by Downloads in 2025*

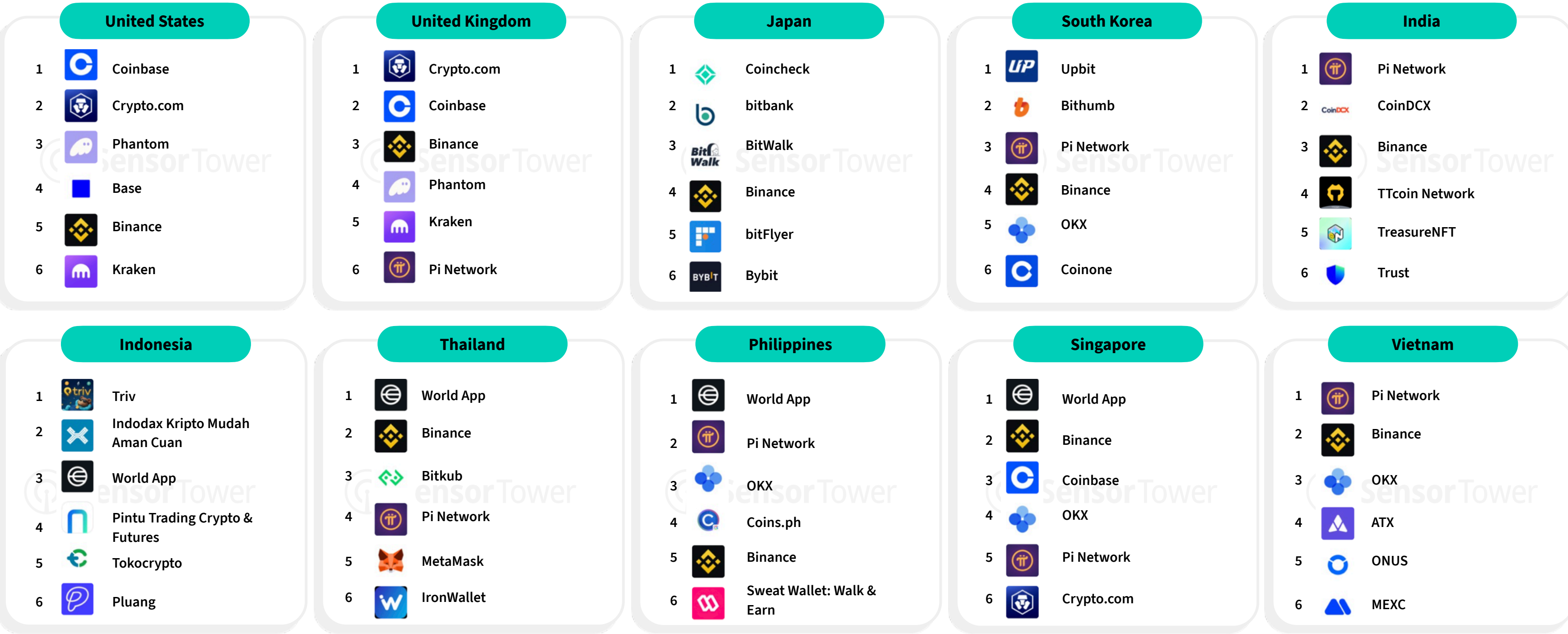


Data Source: Sensor Tower App Performance Insights as of November 7th, 2025. * 2025 figures reflect the most recent 12-month period ending September 2025.
Notes: Sensor Tower’s data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.

Regional Leaders in Crypto Apps: Top Exchanges, Wallets, and Web3 Communities

Regional Cryptocurrency leaders vary dramatically—from U.S. exchanges like [Coinbase](#) to Southeast Asia’s fast-rising Web3 communities. Platforms such as *Pi Network* and *World App* dominate multiple markets, while *Binance*, [OKX](#), and local wallets remain key players. This diversity reflects how crypto adoption evolves differently across regulatory and cultural environments.

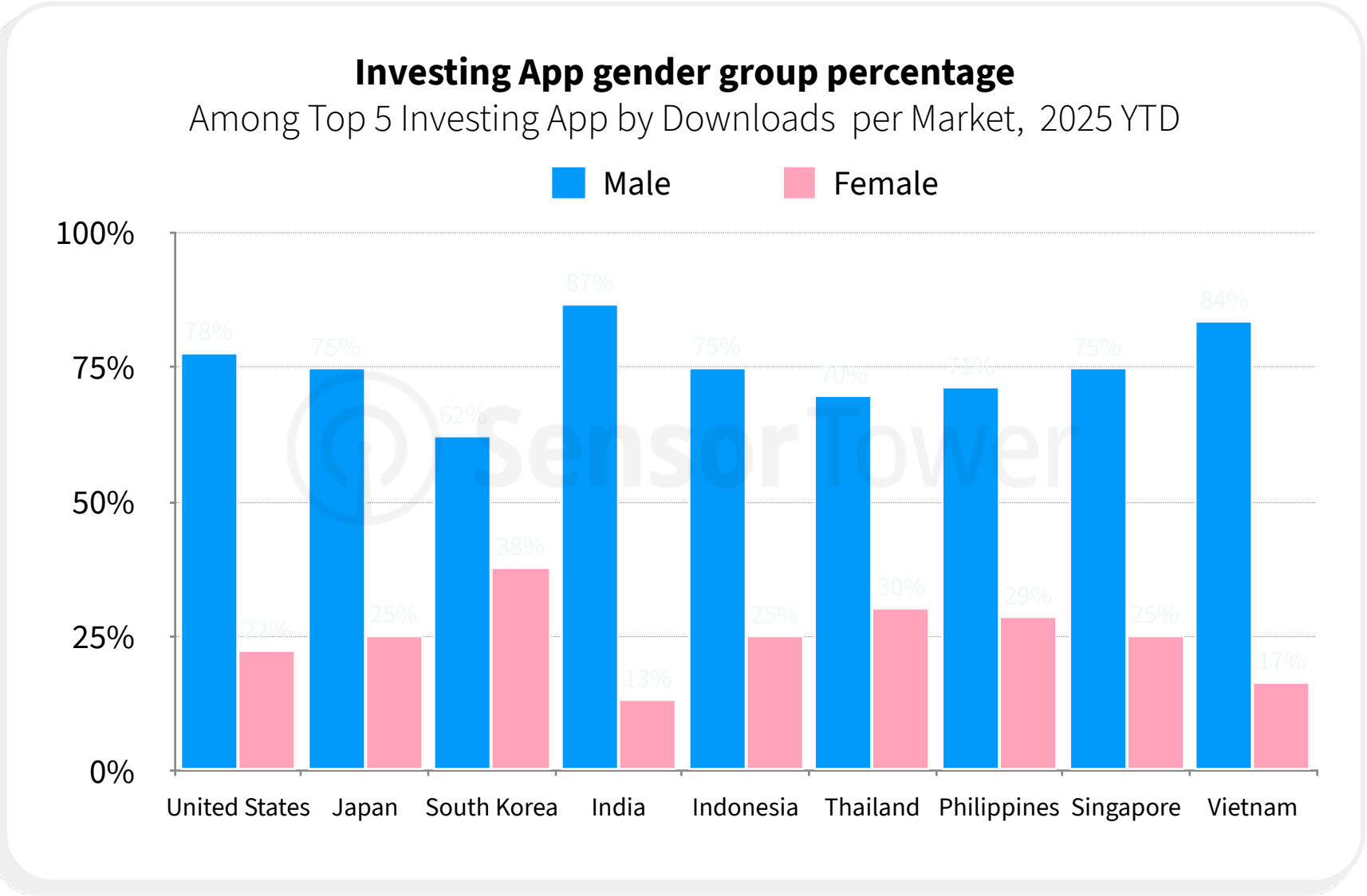
Regional Leaders: Top Cryptocurrency Apps by Downloads in 2025*



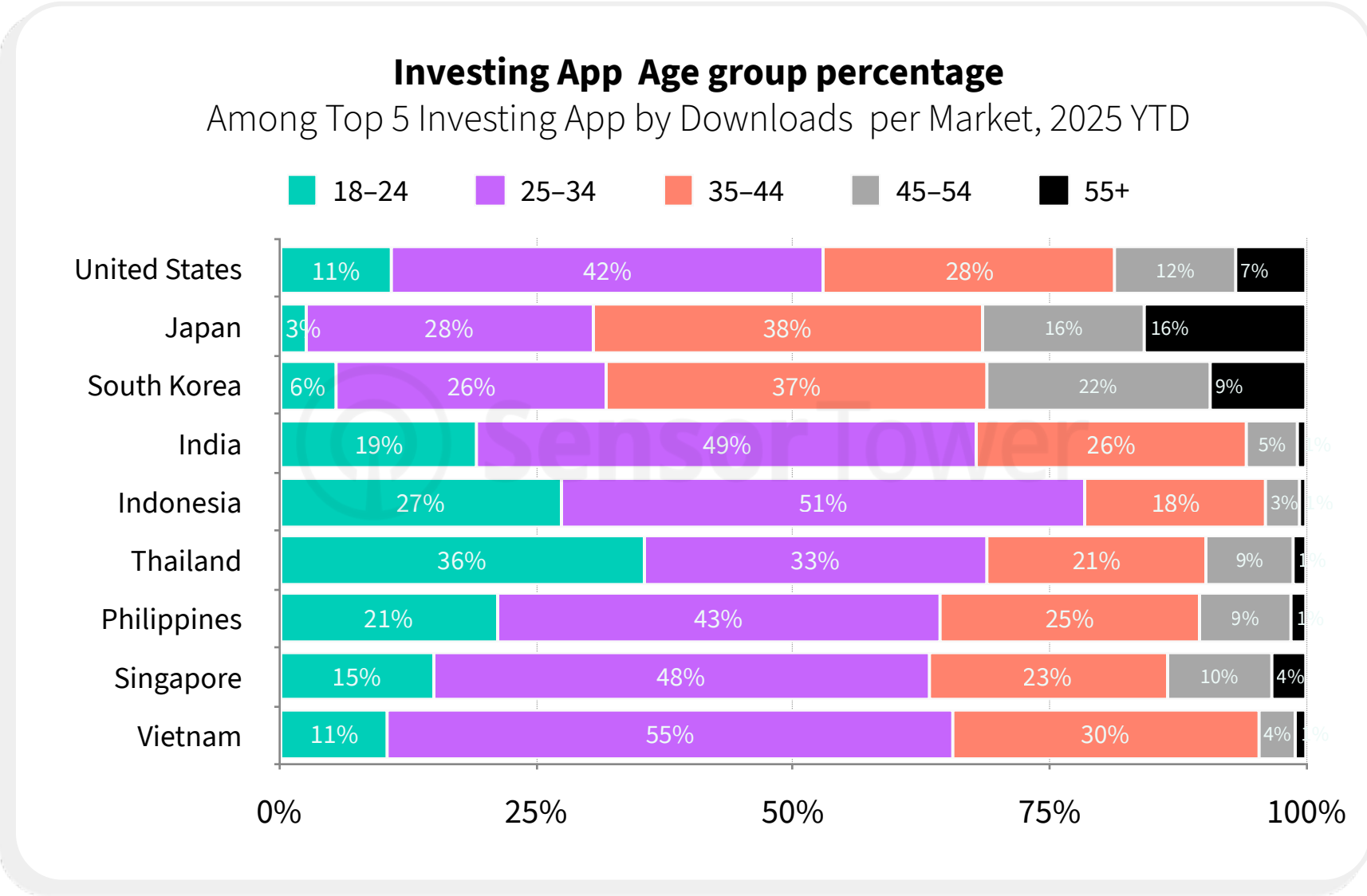
Data Source: Sensor Tower App Performance Insights as of November 7th, 2025. * 2025 figures reflect the most recent 12-month period ending September 2025.
Notes: Sensor Tower’s data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.

Who Uses Investing Apps? Clear Male Majority and Strong Millennial–Gen X Participation Across Markets

Data Source: Sensor Tower Audience Insights. Apps classified by Sensor Tower's App IQ Taxonomy as of November 7th, 2025.



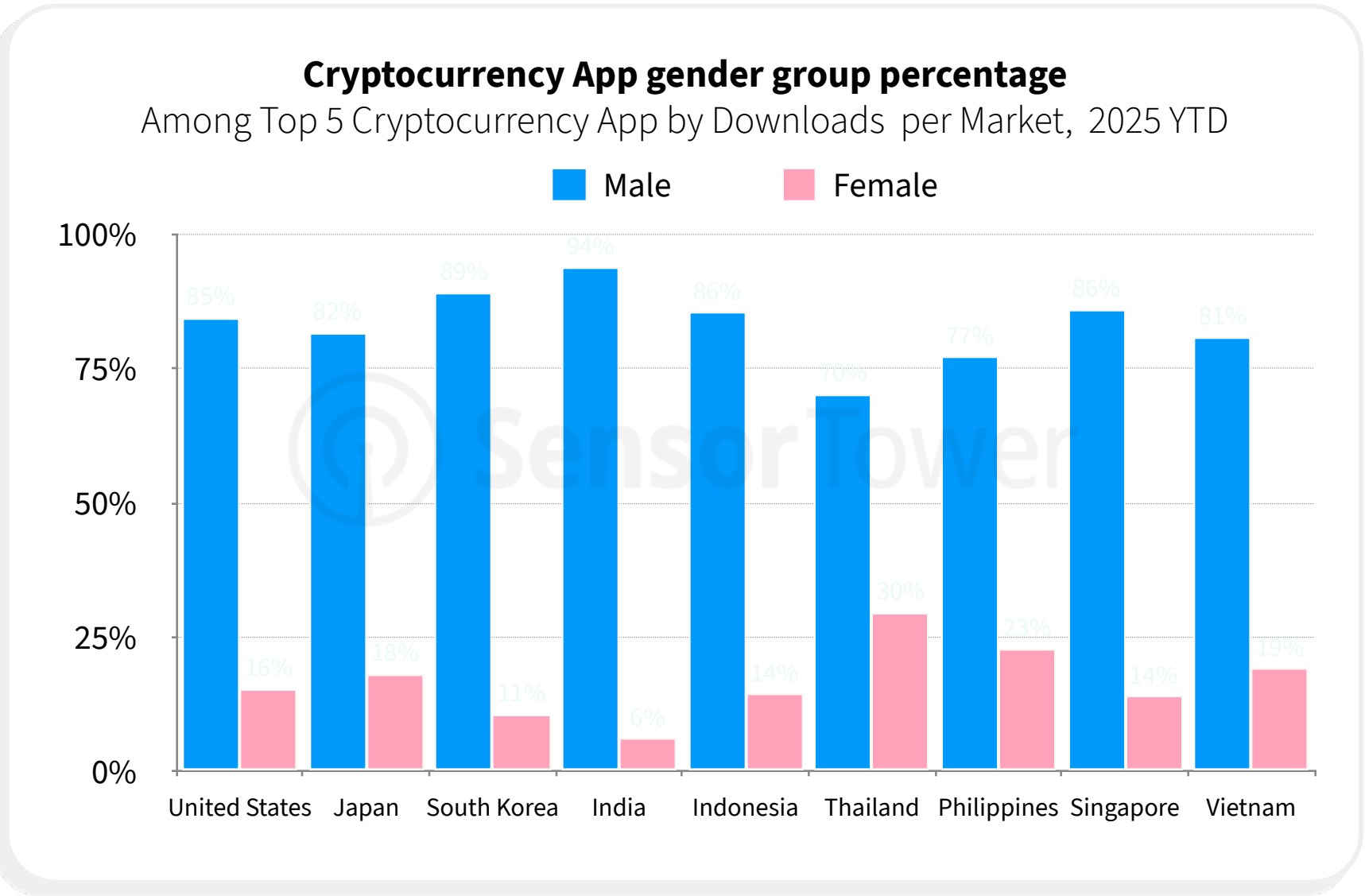
Across markets, investing apps skew male, but more advanced economies show noticeably higher female participation. Countries like **South Korea (38%)**, **Japan (25%)**, **Singapore (25%)**, and the **U.S. (22%)** are far more balanced than high-growth markets such as India and Vietnam, where female make up only **13–17%**. This suggests economic maturity correlates with more inclusive investing behavior.



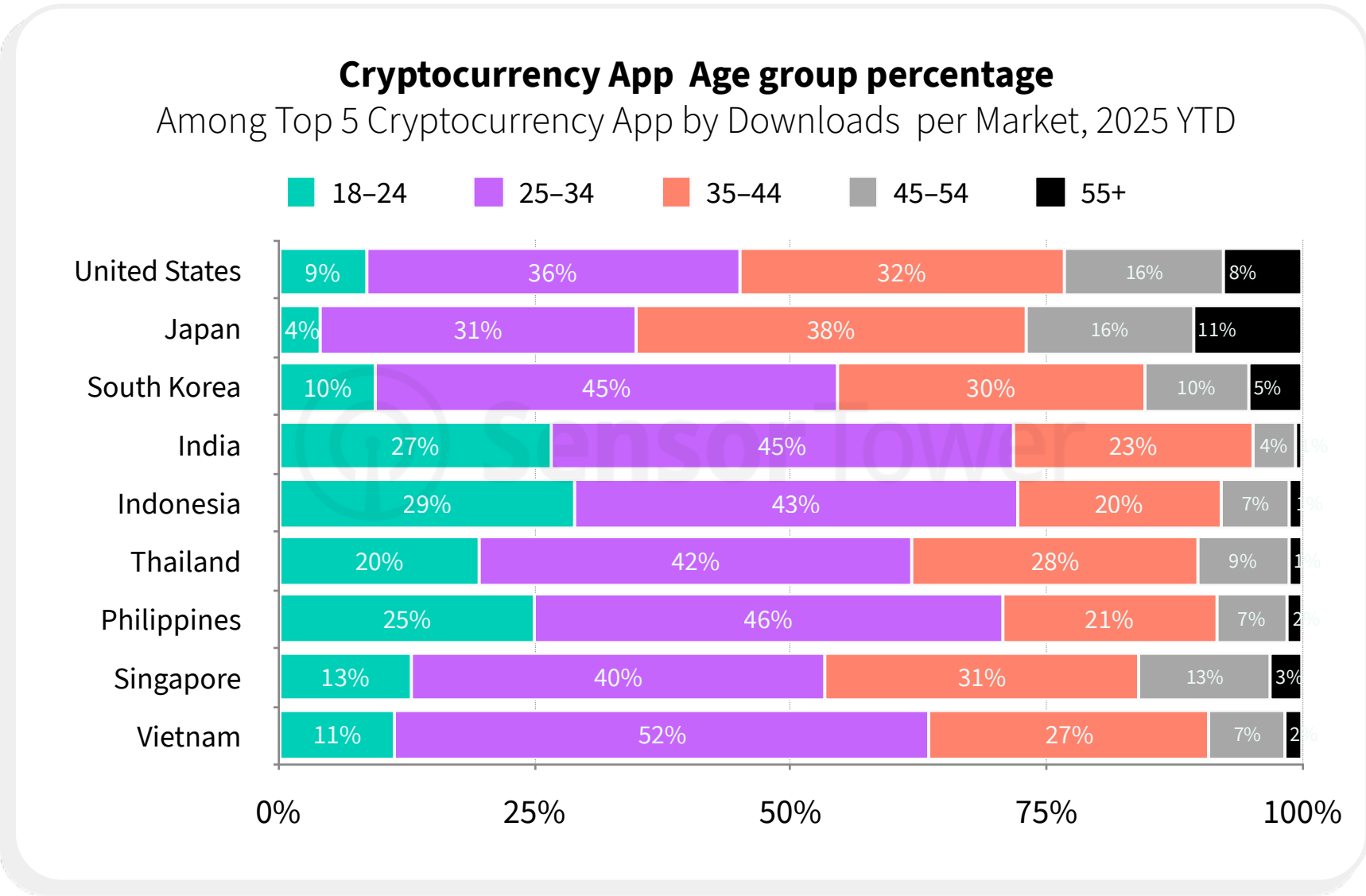
Across all markets, investing apps are dominated by **users aged 25–44**, but advanced economies show a noticeably older skew. **Japan, South Korea, and the U.S.** have higher shares of users **35–44 and 45+**, reflecting more mature investor bases, while high-growth markets like **Indonesia, Thailand, and the Philippines** attract significantly younger users—especially those **18–24**.

Who Uses Cryptocurrency Apps? Even Stronger Male Skew and Younger User Concentration Compared to General Investing Apps

Data Source: Sensor Tower Audience Insights. Apps classified by Sensor Tower's App IQ Taxonomy as of November 7th, 2025.



While general investing apps already lean male, cryptocurrency apps show an even sharper imbalance. In markets like India, Indonesia, and South Korea, male users exceed **85–90%**, noticeably higher than their investing-app equivalents. Even in more mature markets such as Japan, Singapore, and the U.S., crypto usage remains more male-skewed, reflecting differing adoption patterns across financial products and digital asset segments.



Crypto platforms also attract a noticeably younger audience than traditional investing apps. The **18–24** segment is especially prominent in Indonesia, the Philippines, Thailand, and Vietnam, pulling the overall age profile younger than what we see in general investing. Even so, **Millennials and early Gen X (25–44)** remain the core crypto demographic across all markets, reflecting a blend of early adopters and more financially established users engaging with digital assets and emerging Web3 ecosystems.

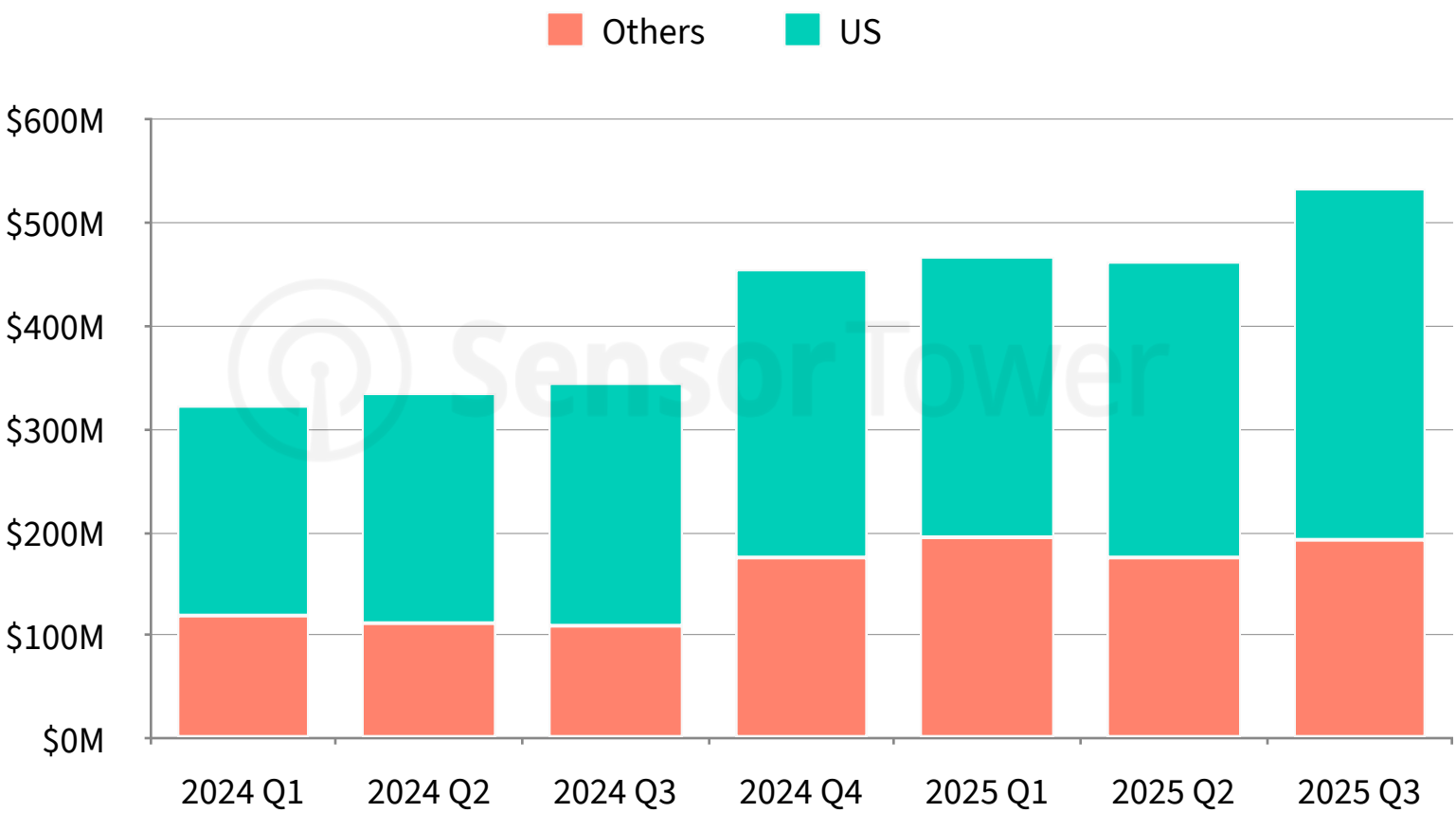


Digital Advertising Trends of Investing App Brands

Investing & Financial Management Brands Push Quarterly Ad Spend Past \$500M as Impressions Top 120B

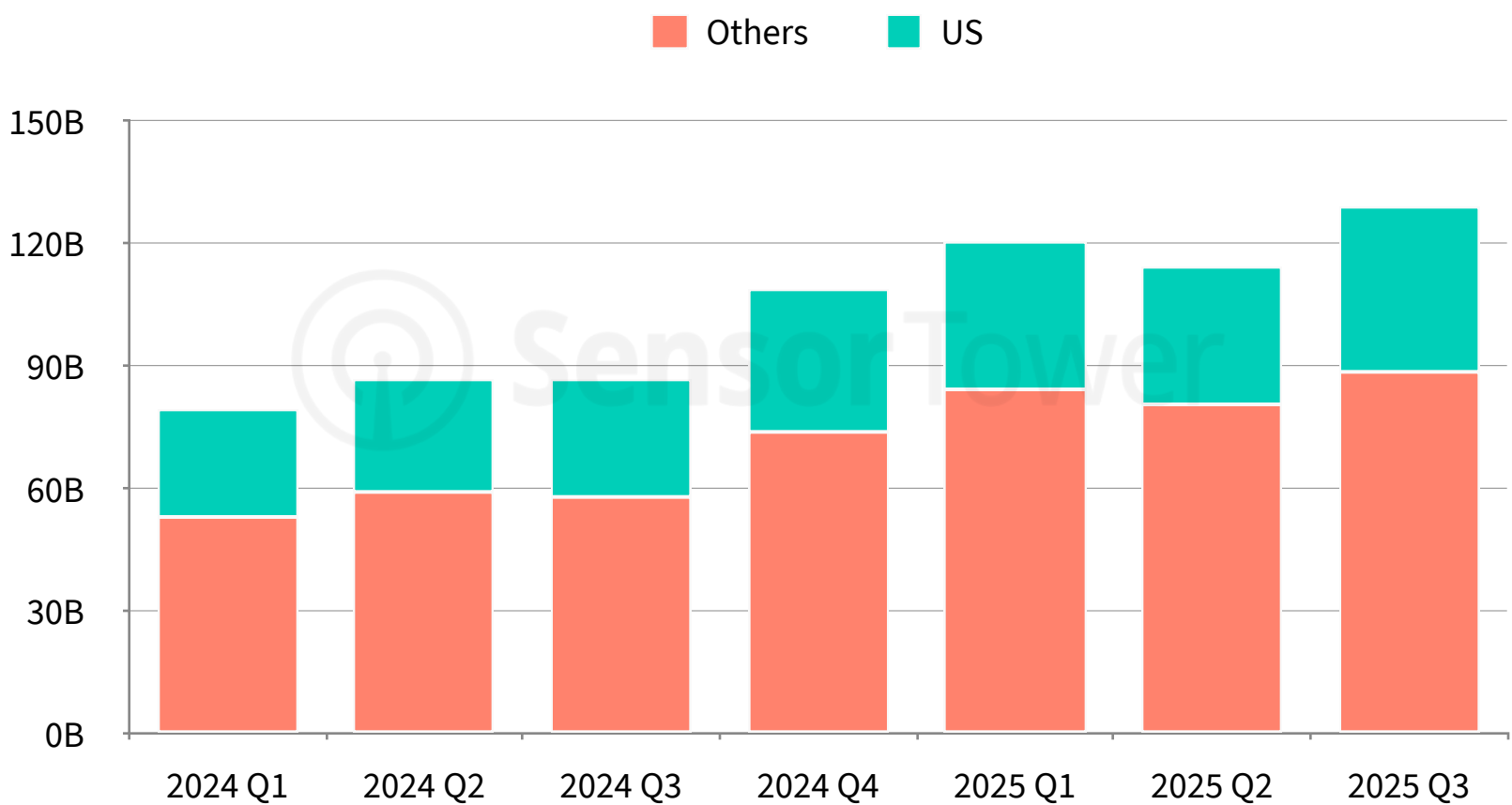
Source: Sensor Tower Digital Advertising Insights by Pathmatics. Markets include Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Korea, Mexico, New Zealand, Spain, United Kingdom and United States. Included ad channels vary by market.
Period: Jan 1, 2024 – September 30, 2025

Quarterly Digital Advertising Spend by Investing & Financial Management Brands (\$USD)



Ad spend in the Investing & Financial Management category climbed steadily across 2024 and 2025, with global budgets surpassing **\$500 million** per quarter by Q3 2025. While the U.S. showed moderate quarter-to-quarter increases, the majority of growth came from international markets, which expanded consistently and lifted overall category spending to new highs.

Quarterly Digital Advertising Impressions by Investing & Financial Management Brands



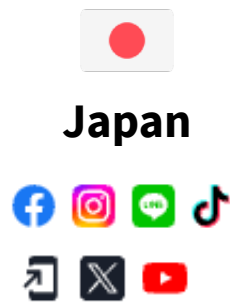
In terms of reach, international markets drove the bulk of impressions, rising from around **80B** to over **120B** per quarter during the period. U.S. impressions also increased but at a slower pace, widening the gap between regions. Together, the trend highlights accelerating global investment in digital advertising as brands compete for visibility in a rapidly expanding financial services landscape.

How Investing Brands Adapt Their Channel Strategies Across Key Markets

Advertising strategies for investing and financial management brands vary considerably by market. In the U.S., investing brands lean strongly into YouTube (26%) and Mobile Apps (14%), signaling a continued emphasis on video-led education and in-app engagement. Japan shows an even sharper tilt toward video, with YouTube capturing 40% of investing-related spend—far above the all-category baseline—while TikTok and Instagram play more modest roles.

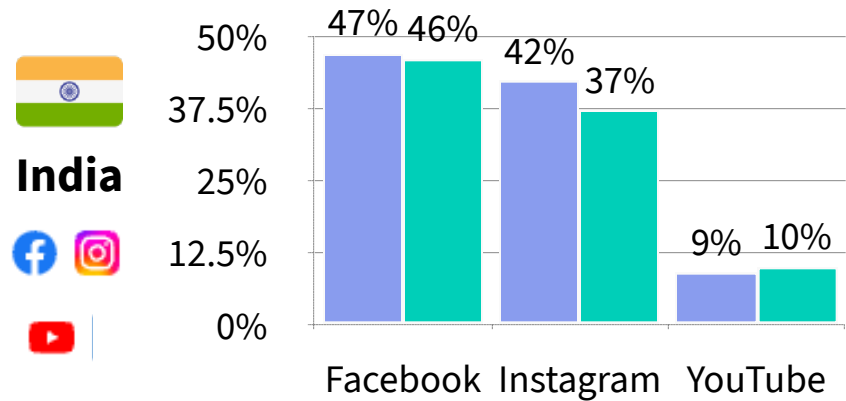
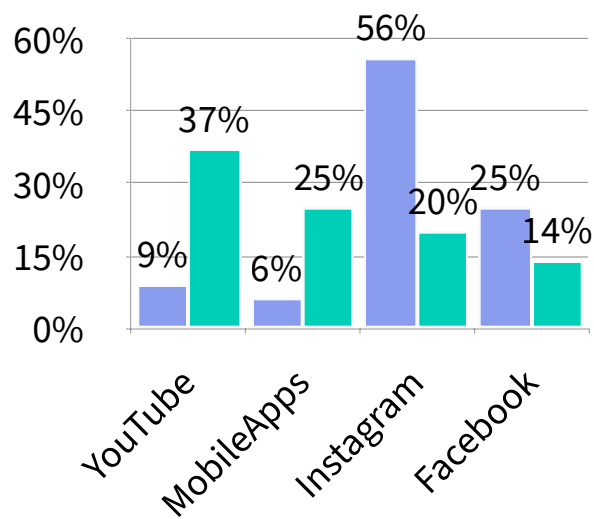
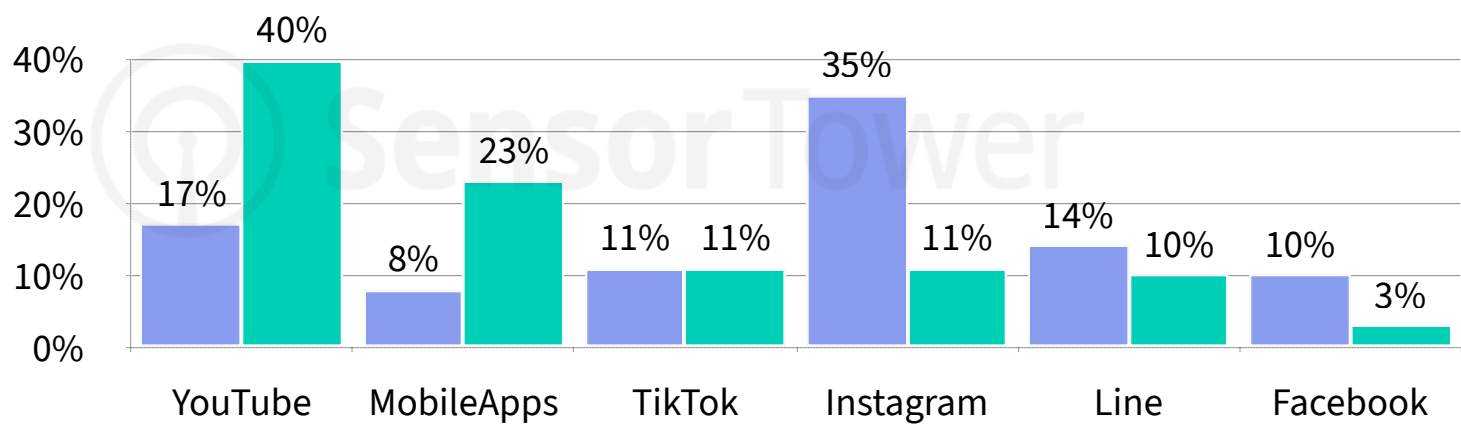
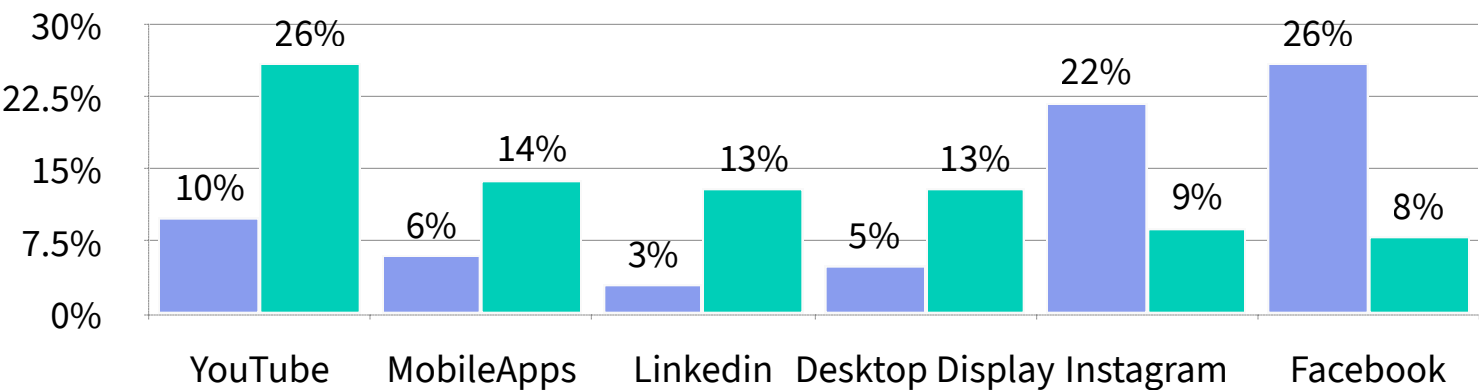
South Korea and India reveal contrasting priorities in social channels. In South Korea, Instagram dominates all-category spend (56%), but investing brands allocate a much smaller share (~20%), reflecting a more diversified and performance-oriented mix. In India, investing brands concentrate heavily on Facebook (46%) and Instagram (42%), showing how high-reach social platforms remain essential for driving awareness and acquisition in a rapidly expanding retail investor market.

Source: Sensor Tower Digital Advertising Insights by Pathmatics.
Included ad channels vary by market.
Period: Jan 1, 2025 – June 30, 2025



2025 H1 Share of Advertising Spend by Channels
H1 2025
























































All Category Channel Share Investing & Financial Management



Top Investing Advertisers in 2025: Regional Leaders Driving Global Impressions

Source: Sensor Tower Digital Advertising Insights by Pathmatics. Included ad channels vary by market.
Period: Jan 1, 2025 – October 30, 2025

2025 YTD Top Investing & Financial Management Advertisers by Impressions

United States 			India 			Japan 			South Korea 			Australia 		
Rank		Advertiser	Rank		Advertiser	Rank		Advertiser	Rank		Advertiser	Rank		Advertiser
1		Robinhood Markets, Inc.	1		Raise Fintech Ventures Private Limited	1		Kaia DLT Foundation	1		KIWOOM SECURITIES Corp. (키움증권)	1		Crypto.com
2		Kraken (Payward, Inc.)	2		Binance (BAM Trading Services Inc.)	2		Moomoo Inc.	2		UPbit (Dunamu Inc.)	2		Plus500 Ltd
3		Fisher Investments	3		ICICI Group	3		Green Monster	3		Mirae Asset Financial Group	3		Kraken (Payward, Inc.)
4		Fidelity	4		Stockwiz Technologies LLP	4		Bitbank, Inc.	4		BTCC	4		Revolut Technologies Inc.
5		Coinbase, Inc.	5		INDmoney Private Limited	5		Phoenix Capital	5		Bithumb	5		Moomoo Inc.
6		Acorns Grow, Inc.	6		Motilal Oswal Financial Services Ltd.	6		Binance (BAM Trading Services Inc.)	6		Binance (BAM Trading Services Inc.)	6		Dashdot
7		Crypto.com	7		Delta Exchange India (Excelium Technologies)	7		Kabu & Peace Co., Ltd.	7		OKX.com	7		eToro
8		Morningstar, Inc.	8		Funding Pips Services Ltd	8		WealthNavi (ウェルスナビ 株式会社)	8		NH INVESTMENT & SECURITIES CO.,LTD	8		Interactive Brokers
9		Morgan Stanley & Co. International plc	9		Kotak Mahindra Group	9		Interactive Brokers	9		MONEY BOX (머니박스)	9		Coinbase, Inc.
10		Kalshi Inc.	10		Groww	10		bitFlyer, Inc.	10		Bybit Fintech Limited	10		The Vanguard Group, Inc.

The top advertisers driving impressions in 2025 vary widely by region—from major U.S. trading firms investing heavily in visibility, to India’s fast-scaling fintech and crypto platforms dominating local reach. Japan’s and South Korea’s rankings combine digital-first brokers with traditional securities houses, while Australia is shaped by high-spend, multi-market exchanges. Together, these leaders show how ad investment in the investing category takes very different shapes depending on each market’s user base and competitive landscape.

Case Study

Advertising Tactics from Leading Investing Apps



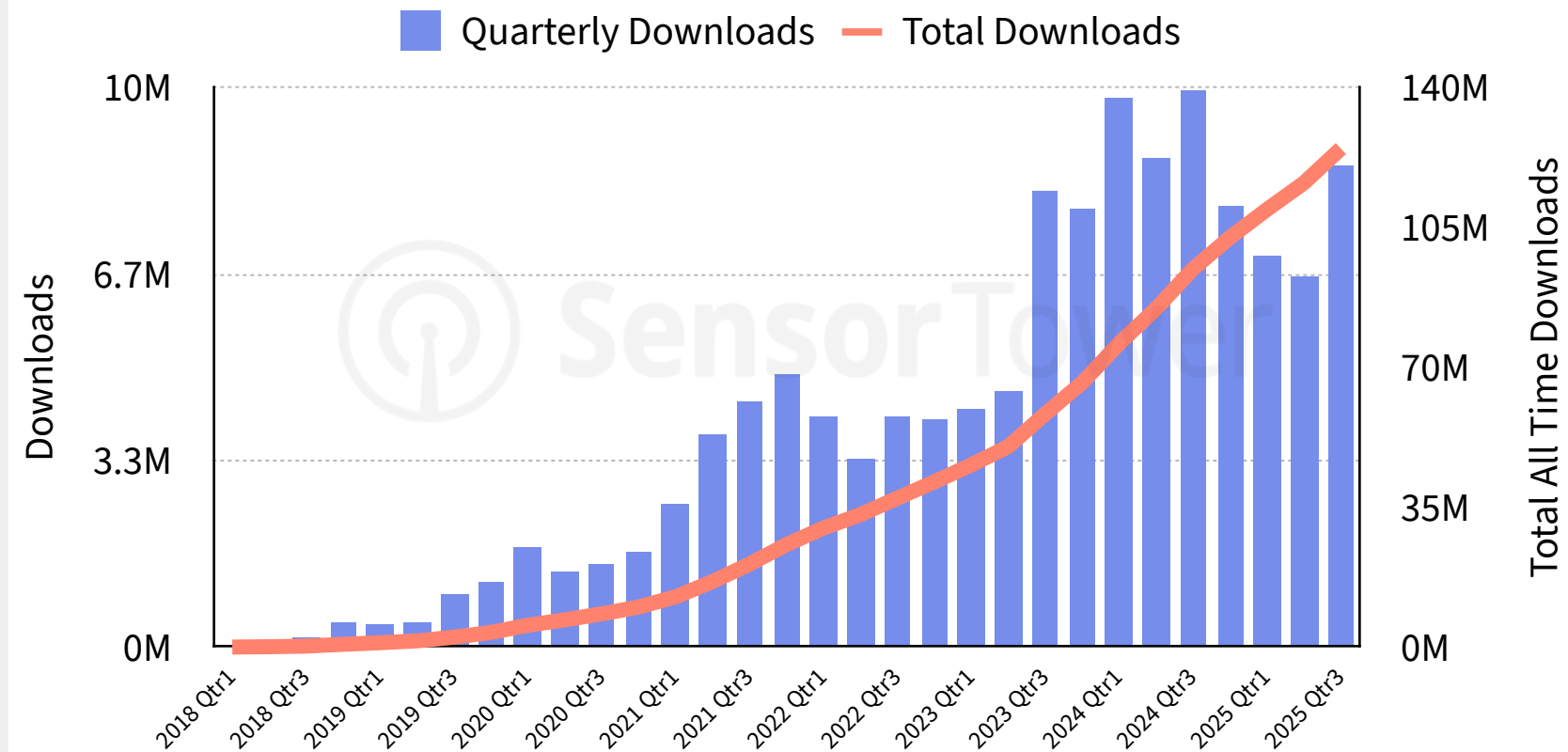


Groww: India's Fastest-Growing Investment App to Cross 100 Million Global Downloads

Data Source: Sensor Tower App Performance Insights as of November 7th, 2025.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.

Launched in 2017, **Groww** has become one of India's leading investment platforms, making stock, mutual fund, and ETF investing simple for millions. In 2025, it became the **first and fastest Indian investment app to exceed 100 million downloads worldwide**, marking a major milestone in the country's digital finance growth.

Groww Quarterly Downloads and Total Cumulative Downloads



Creative Gallery for Groww

groww_official Sponsored

groww_official Groww Multicap Fund: invest in hand-picked stocks across small, mid and large caps.

Groww's success stems from its **intuitive design and transparent approach**, lowering entry barriers for new investors. Its user-friendly tools and low fees have made it especially popular among younger, mobile-first users seeking accessible and trustworthy investing options.

Its **marketing strategy** focuses on relatable storytelling across YouTube, Facebook and Instagram. Ads highlight real-life financial goals and milestones through everyday scenes and influencer collaborations—building trust, brand familiarity, and engagement across India's growing retail investor base.

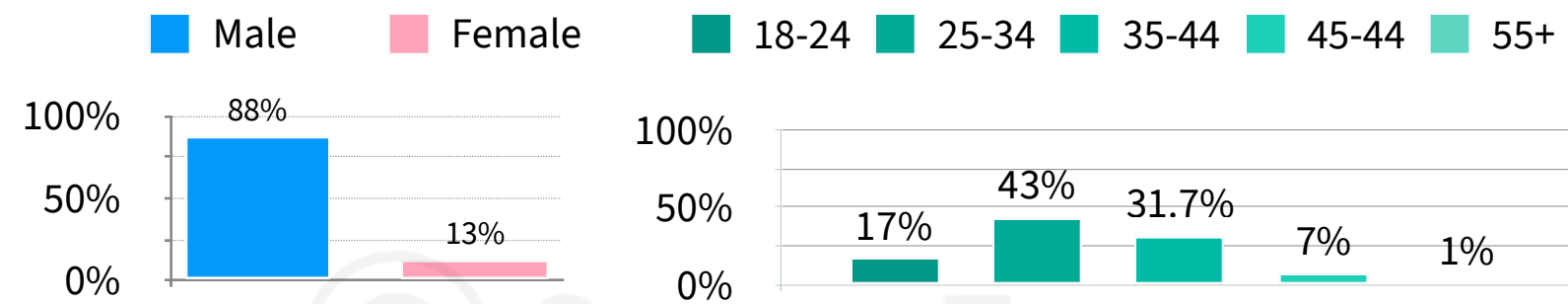


Angel One: India's High-Growth Investing Platform

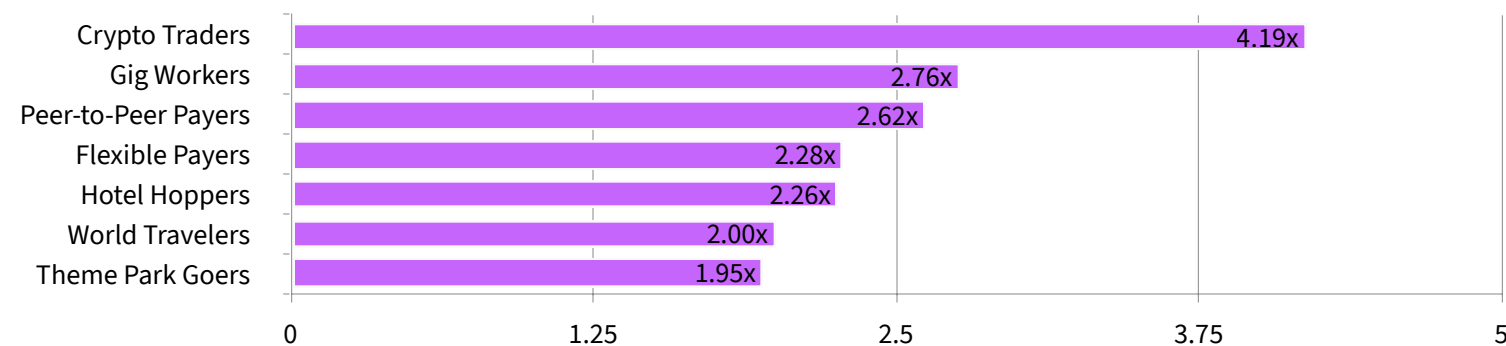
Data Source: Sensor Tower Audience Insights

As one of India's fastest-rising investment apps, **Angel One** has become a leading gateway for millions of new retail investors entering equities, mutual funds, and digital gold. With a strong mobile-first experience and widespread brand recognition, Angel One continues to play a central role in shaping India's rapidly expanding retail investing ecosystem.

Angel One Audience Overview and Personas 2025 YTD India



Angel One Audience vs. General Population % Difference



Audience insights show that Angel One's user base is overwhelmingly **male (88%)** and heavily concentrated among investors aged **25–34**, who make up the largest share of its audience. This demographic profile reflects the surge of young, digitally savvy Indians entering the markets for the first time—seeking accessible tools for stock trading, wealth building, and long-term financial planning.

Sensor Tower Creative Gallery for Angel One India

Angel One: Stocks, Mutual Fund
Video • Angel One - Stock Market



Angel One Limited Video Ad

All Categories > Financial Services > Investing & Financial Management



Angel One's creative strategy focuses on accessibility and confidence-building, using relatable everyday scenarios to simplify investing. Campaigns emphasize easy onboarding, safe investing, and goal-based planning, positioning the app as a trustworthy choice for first-time investors. With friendly visuals, clear CTAs, and inclusive messaging like “#AppForSmartInvesting,” Angel One strengthens its role as a leading platform for India's fast-growing retail investor community.



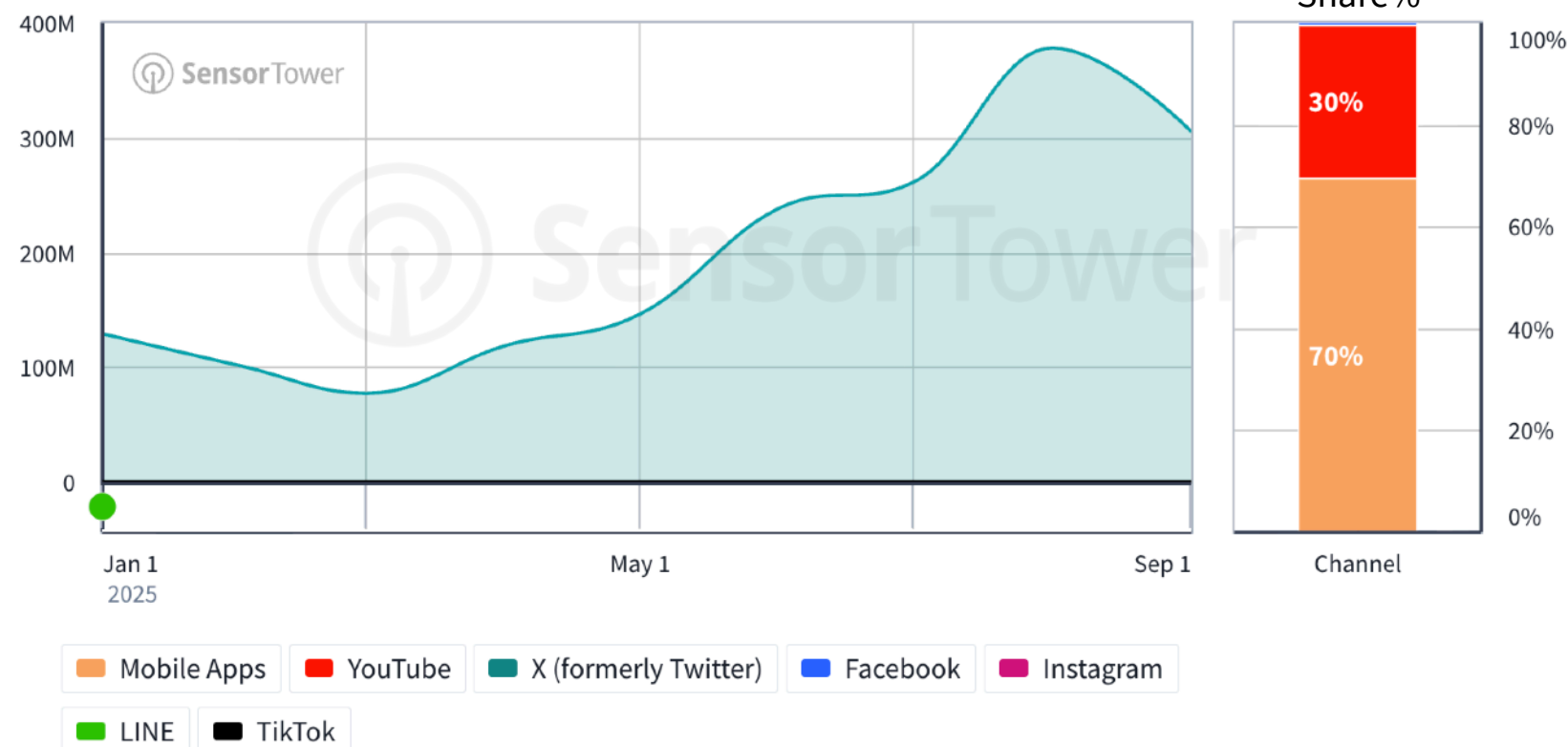
moomoo Becomes Japan's Leading Non-Domestic Investing App Through Aggressive Marketing

Data Source: Sensor Tower Digital Advertising Insights by Pathmatics.

moomoo: Investing & Trading is a next-generation investment platform that provides users with access to global stocks, ETFs, and market data in one app. Designed for both beginners and active traders, moomoo combines real-time analytics, in-depth financial education, and a mobile-first interface to make investing more intuitive and transparent.

Moomoo Inc Total Impressions and Channel Breakdown - Japan

Total Channel Impressions



Creative Gallery for moomoo Japan



moomoo significantly increased its digital presence in Japan in 2025, with **Mobile App inventory driving 70% of impressions** and **YouTube contributing 30%**. This mix reflects a strategy that blends always-on app promotion with high-impact video exposure, helping moomoo reach retail investors at scale and strengthen its position as an accessible, education-focused investing platform.

Creative strategies lean on relatable, everyday storytelling paired with data-driven credibility. Ads feature approachable imagery—from casual investors discussing market trends to illustrated explainers referencing financial icons like Warren Buffett—paired with clear “No.1 stock app” messaging and strong CTAs. This mix of trust, education, and approachability reinforces moomoo’s identity as Japan’s leading gateway for modern investing.

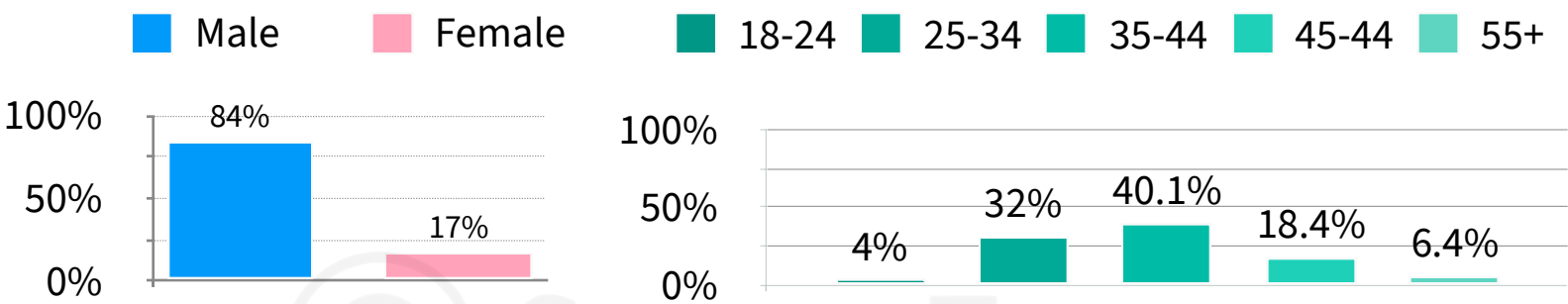


Coincheck Bitcoin Wallet: Japan’s Leading Crypto App, Powering Mainstream Bitcoin Adoption

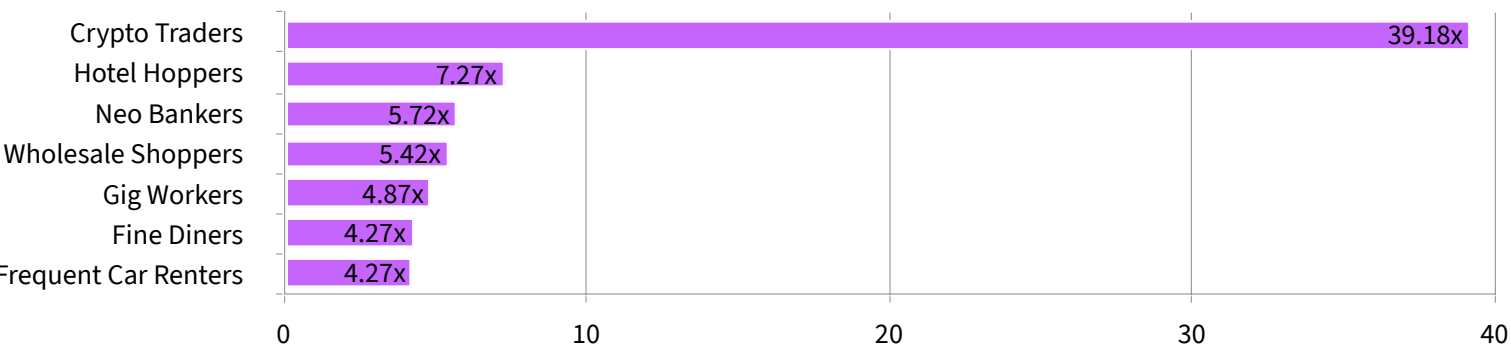
Data Source: Sensor Tower Audience Insights

Coincheck Bitcoin Wallet has established itself as Japan’s No.1 cryptocurrency app for the past six consecutive years, leading the market in both downloads and active users. As one of the country’s earliest and most trusted crypto exchanges, Coincheck continues to play a central role in driving mainstream adoption of digital assets across Japan.

Coincheck Audience Overview and Personas 2025 YTD Japan



Coincheck Audience vs. General Population % Difference



Audience insights show that Coincheck’s user base is predominantly **male (84%)** and concentrated among younger investors aged **25–34**, who make up the largest share of users. This profile highlights the platform’s strong appeal to digitally literate, investment-savvy individuals seeking to diversify their portfolios through crypto trading and long-term asset growth.

Creative Gallery for Coincheck Japan



Creative strategies emphasize accessibility and confidence in investing—featuring relatable personas such as everyday professionals and casual investors discovering how “Bitcoin can be bought from 500 yen.” Coincheck’s campaigns balance humor, approachability, and trust, effectively demystifying cryptocurrency while reinforcing the brand’s image as Japan’s go-to gateway into digital finance.

Conclusion

1

Mobile Investing Apps Become the Front Door to Finance

Global demand for digital investing continues to climb, with quarterly downloads for investing, trading, and crypto apps nearing 300 million. This momentum underscores how mobile has become the primary channel for first-time investors entering global financial markets and managing wealth.

2

Regional Leaders Reflect Unique Market Dynamics

Market leaders vary sharply by geography: *the U.S. is dominated by established brokers, India by fast-scaling platforms like Groww and Angel One, while Southeast Asia's momentum is fueled by community-led crypto ecosystems such as Pi Network and World App. These differences reflect unique regulatory, cultural, and maturity stages across markets.*

3

Ad Spend Surges as Brands Compete for Visibility

Digital ad budgets for investing brands surpassed \$500M per quarter, generating more than 120B global impressions. Across markets, spend is consolidating around high-impact channels: YouTube remains a leading driver of visibility, while Facebook and Instagram continue to deliver the broad reach needed to engage mobile-first retail investors at scale.

4

Top Apps Win Through Clear Positioning and Education

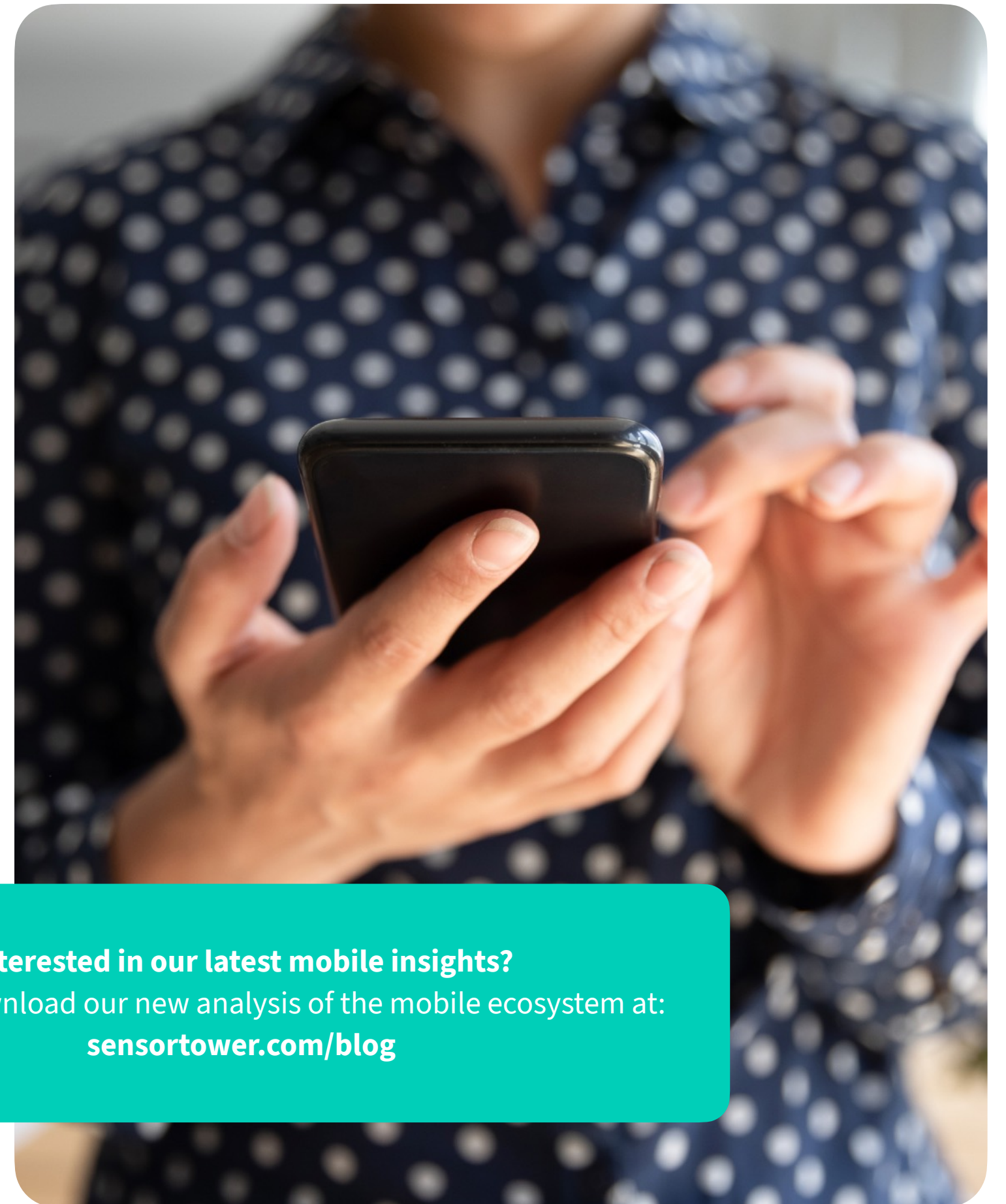
Top-performing apps combine intuitive product design with education-led marketing. *Groww* crossed 100M downloads by simplifying investing, *Coincheck* strengthened its position as Japan's No.1 Bitcoin app through clear, approachable messaging, and *moomoo* expanded via aggressive video-led campaigns. These strategies highlight how clarity, trust, and financial education are now the key differentiators.

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About us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower’s product suite includes: App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.



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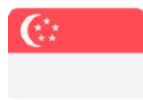
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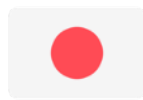
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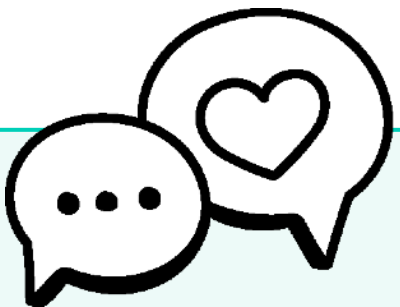


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