

STATE OF MOBILE 2025

Why community wins on mobile

From installs to impact, discover a community-driven approach to mobile growth



TL;DR

In collaboration with Reddit, Adjust, and Sensor Tower—leaders in community, measurement, and market intelligence—we've developed a go-to resource filled with mobile app insights.

Our goal? That's simple. To share insights on where the industry is headed and help brands harness the power of communities to drive long-term app growth.

r/ios

r/apps

r/AppIdeas

r/g

r/android

r/appdev

r/fin

r/sadmin

r/iosapps

r/io

➔ Table of contents

TL;DR	2
State of Mobile from Sensor Tower	5
The Power of Communities from Adjust	12
Harnessing the Power of Communities by Reddit	20



Seizing the mobile moment

Last year, mobile users spent a staggering 4.2 trillion hours on apps, with consumer spending hitting a record \$150 billion. With mobile engagement at an all-time high, brands have a massive opportunity to capture and sustain user attention.



State of mobile 2025

As told by Sensor Tower

The mobile market is stronger than ever

More than a decade and half on from the launch of Apple's App Store, the mobile market is beginning to stabilize. With the influx of new smartphone users slowing and with many consumers already having most of their favorite apps, downloads have hovered around 135-140 billion a year since 2020. Revenue from in-app purchases and paid apps and games soared to \$150 billion in 2024 across iOS and Google Play—a staggering 13% YoY increase. Meanwhile, people continue to spend more time on their phones than ever before. Consumers spent 4.2 trillion hours across iOS and Google Play apps, or roughly 3.5 hours per day per mobile user.

Executive Summary | Mobile Landscape at a Glance

New App Downloads

136

Billion

-1.0%

YoY Growth

iOS & Google Play

258,000 apps
downloaded per
minute in 2024

In-App Purchase Revenue

\$150

Billion

+12.5%

YoY Growth

iOS & Google Play.
Revenue is gross,
inclusive of any percent
taken by the app stores.

\$285,000 spent
per minute in 2024

Total Hours Spent

4.2

Trillion

+5.8%

YoY Growth

iOS & Android.
Excludes third-party
Android in China and
other markets.

**>500 hours on
average** for every
person on Earth in
2024

Average Time Spent per User

3.5

Hours per
Day

+2.9%

YoY Growth

iOS & Android Across
60+ Markets (Excludes
China)

>13 minutes
per waking hour

The download on mobile: Four trends to keep tabs on

AI is everywhere

AI apps continued to soar in 2024, and use cases spread across verticals, from productivity to finance.

01

02

Consumer spend in non-games soars

Revenue growth accelerated to +25% year-over-year (YoY). Consumers are willing to pay for services across categories.



Mobile gaming bounces back

Gaming in-app purchase revenue climbed 4% YoY as Strategy, Puzzle, and Action fuel growth.

03

04

Crypto apps are booming again

Improving macroeconomic conditions and higher Bitcoin prices helped fuel a resurgence in crypto apps.



The download on mobile: AI is everywhere

AI continued its rapid ascent on mobile in 2024. Generative AI was the breakout mobile genre, and market leaders across verticals found creative new ways to integrate AI into their mobile solutions.

Apps mentioning AI were downloaded 17 billion times in 2024

iOS and Google Play apps mentioning AI-related terms in their name, subtitle, or description combined for more than 17 billion downloads globally in 2024, up from 5 billion downloads just five years prior in 2019. This was roughly 13% of all app downloads in the year.

Stay ahead of competitors with AI innovations

In today's competitive mobile market, there is a growing trend of integrating AI-powered features into applications to attract tech-savvy users and enhance overall convenience. App developers should think carefully about how to integrate the technology in ways that will improve the user experience, rather than selling minor adjustments to existing features.

Apps doing AI right

ChatGPT

ChatGPT took only 5 months to reach 50 million global MAU following its launch in May 2023, reaching this milestone faster than popular apps like Temu, Disney+, and YouTube Music. ChatGPT exceeded \$500 million in in-app purchase (IAP) revenue in 2024 and ranked among the top 10 overall non-games by IAP revenue in Q4 2024.



Duolingo

Duolingo was quick to embrace AI features, launching several GPT-4 powered offerings in March 2023. However, many users did not see the benefits from AI in these features. Duolingo took a significant step forward by launching AI-powered video calls in late 2024, receiving positive feedback from users and correlating with a revenue boost.



DeepSeek

DeepSeek's early success has rivaled that of ChatGPT in the US. Despite getting off to a slower start in the country, DeepSeek quickly closed the download gap, with both surpassing 4 million downloads in their first 50 days. It's worth noting that ChatGPT launched on iOS only in the US before launching on Google Play several months later.



Source: Sensor Tower

Note: Downloads across iOS and Google Play. iOS only for China. Includes apps with at least 50,000 worldwide all-time downloads across iOS and Google Play. Includes apps mentioning "AI", "GPT", or "OpenAI" in their app name, app description, subtitle (iOS), or short description (Google Play).

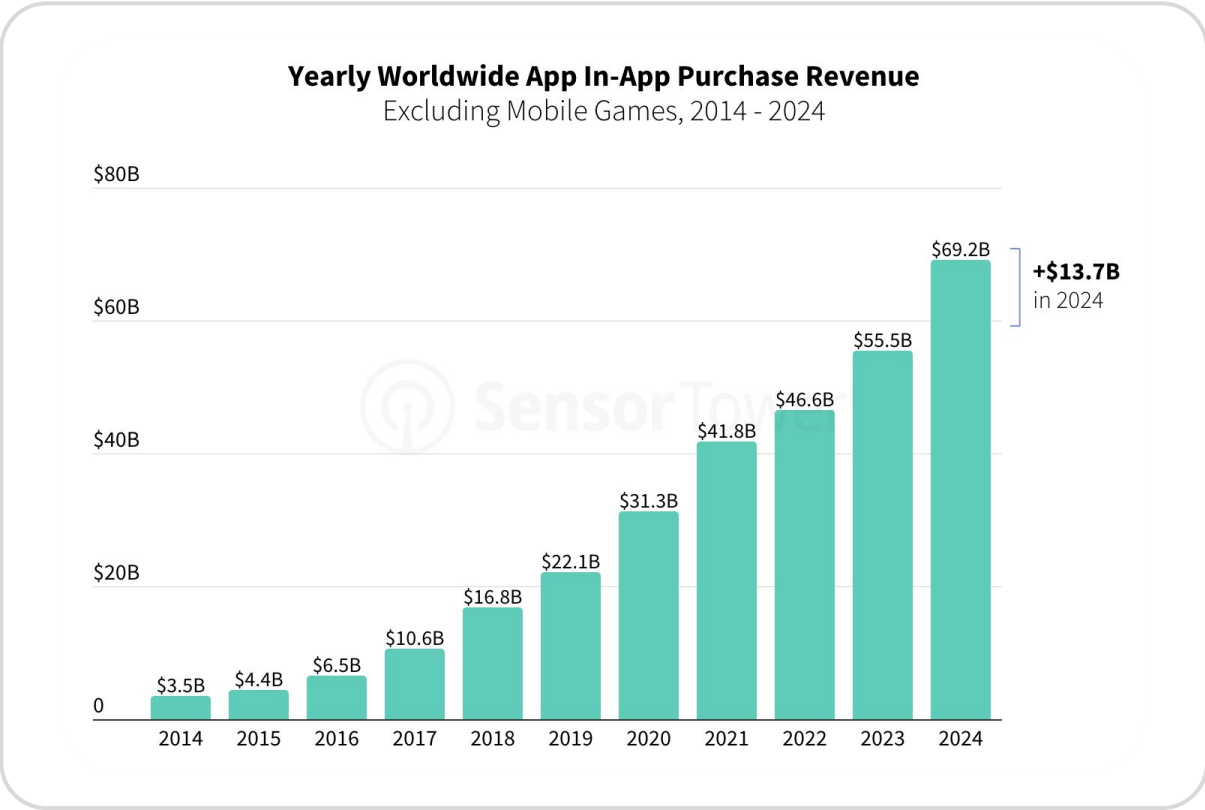
The download on mobile: Non-game revenue soars

Non-game categories from Entertainment to Productivity to Photo & Video have continued to drive revenue growth on mobile. Every category saw positive growth YoY in 2024.

Will consumers soon spend more in apps than games?

In-app purchase (IAP) revenue on mobile outside of mobile gaming has skyrocketed during the past 10 years, climbing from \$3.5 billion in 2014 to more than \$69 billion in 2024. And this growth is only accelerating—apps gained nearly \$14 billion in additional IAP revenue in 2024 alone (+25% YoY), well above the nearly \$9 billion added in 2023. Games still accounted for the bulk of mobile spend with more than \$80 billion in 2024, but YoY growth lagged at around 4%.

Improving monetization strategies and consumers becoming increasingly comfortable paying for services on mobile have contributed to this rapid growth.



The download on mobile: Mobile gaming bounces back

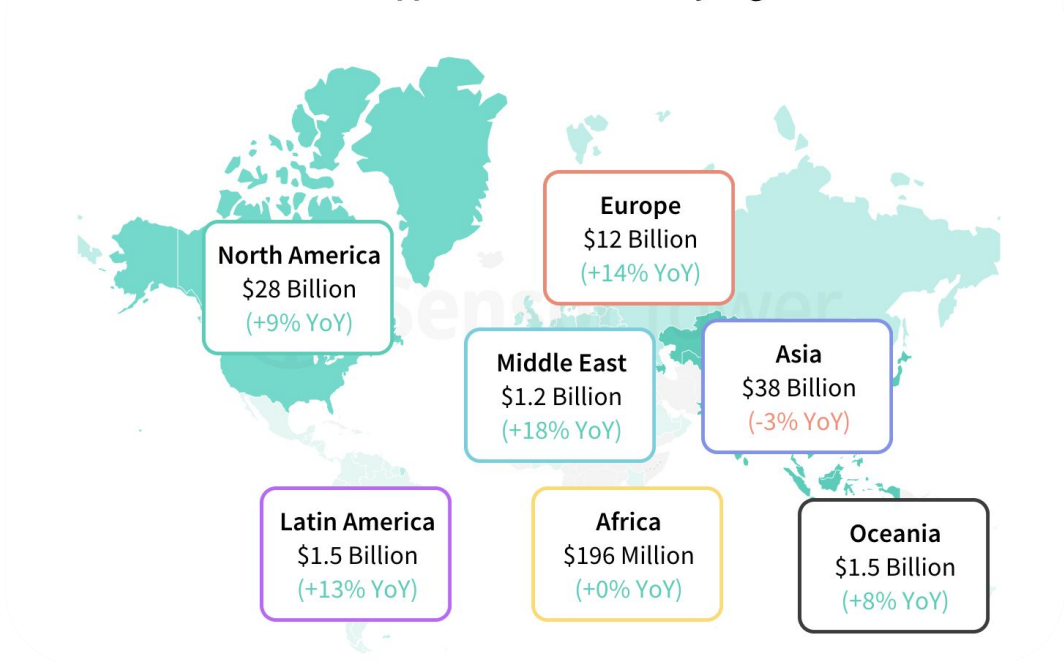
While mobile games have lagged behind non-games in recent years, 2024 showed positive signs for the gaming industry. Mobile game in-app purchase revenue grew for the first time YoY since 2021.

Mobile game revenue surpassed \$80b in 2024 amid shifting market dynamics

Mobile gaming bounced back in 2024 with IAP revenue climbing 4% to nearly \$81 billion. The gaming market is coming into focus following several volatile years (rapid growth during the pandemic followed by a market correction, slowdowns in top APAC markets, and new privacy regulations). There has been a shift away from Role-Playing Games (RPG) and towards other genres like Strategy and Puzzle (+16% and +14% YoY IAP revenue growth, respectively).

Meanwhile, North America and Europe provided most of the growth in 2024. Top APAC markets lagged, though there are signs that the gaming market in Japan has turned the corner with positive growth returning by late 2024.

Mobile Game In-App Purchase Revenue by Region in 2024

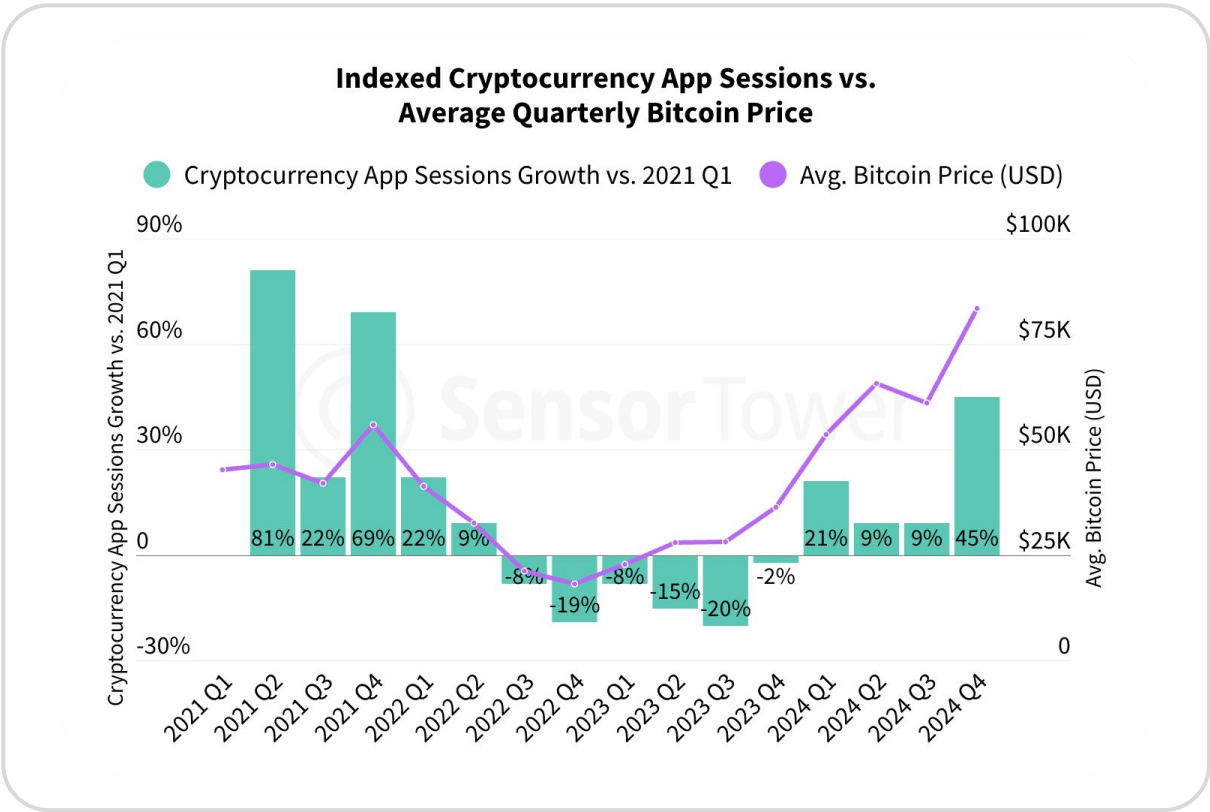


The download on mobile: Crypto apps are booming again

Demand for cryptocurrency apps tends to track with the popularity of cryptocurrencies overall. As a result, booming Bitcoin prices propelled crypto apps to record downloads in 2024.

Cryptocurrency app usage on the rise in 2024

The cryptocurrency market is recovering from the downturn caused by the FTX collapse. As inflation eases and the global economy expands, investor confidence is returning, leading to increased engagement in the cryptocurrency ecosystem. The global total session count for cryptocurrency apps increased by 37% YoY in 2024. This upward trend has been consistent, with positive YoY growth in each quarter throughout the year, showing a strong correlation with Bitcoin's price. Global cryptocurrency app downloads also surpassed 150 million in Q3 2024, the best quarter by downloads since Q4 2021.





The power of communities

As told by Adjust

Methodology

This study aims to reveal how Reddit's mobile app advertising performance compares to other social and digital media platforms.



Research Approach:

Sample Size:

- This analysis is based on Adjust data from all apps with Reddit installs in 2024, covering over 150 million user and revenue events.

Channel Analysis:

- The following platforms and channels were evaluated in this analysis: Reddit, other social platforms (Facebook, Twitter, Tiktok, Snapchat and Pinterest), and other digital media.

Qualitative Analysis:

- The results compare key metrics—such as average time spent, retention rate, and in-app spend—between an average user acquired from Reddit, an average user from other social platforms, and an average user from any of Adjust's other digital media partners.
- The data analyzed in this research is anonymous and aggregated.
- For full information on Adjust's definitions and their available measurement solutions, please click [here](#).



Why users stay: The impact of communities on LTV, retention, and engagement

The traditional recipe for app growth typically includes paid ads, in-app rewards, and a combination of ASO and SEO. But community—one of the most powerful drivers of sustainable growth—is often underutilized.

Through the lens of Reddit users, we'll dive into the critical role community engagement plays in driving user growth.

TL;DR: Key points

- **Redditors spend more time in your app:** Redditors don't just convert—they stay engaged. When they download an app, they spend significantly more time in-app compared to users from other social media and digital platforms.
- **Redditors keep coming back to your app:** Users driven from Reddit ads show stronger long-term engagement, giving advertisers more opportunities to drive revenue.
- **Redditors spend more from day 1:** Reddit users don't just download—they take action. They're more likely to make revenue-generated actions, like purchases or subscriptions, right away.



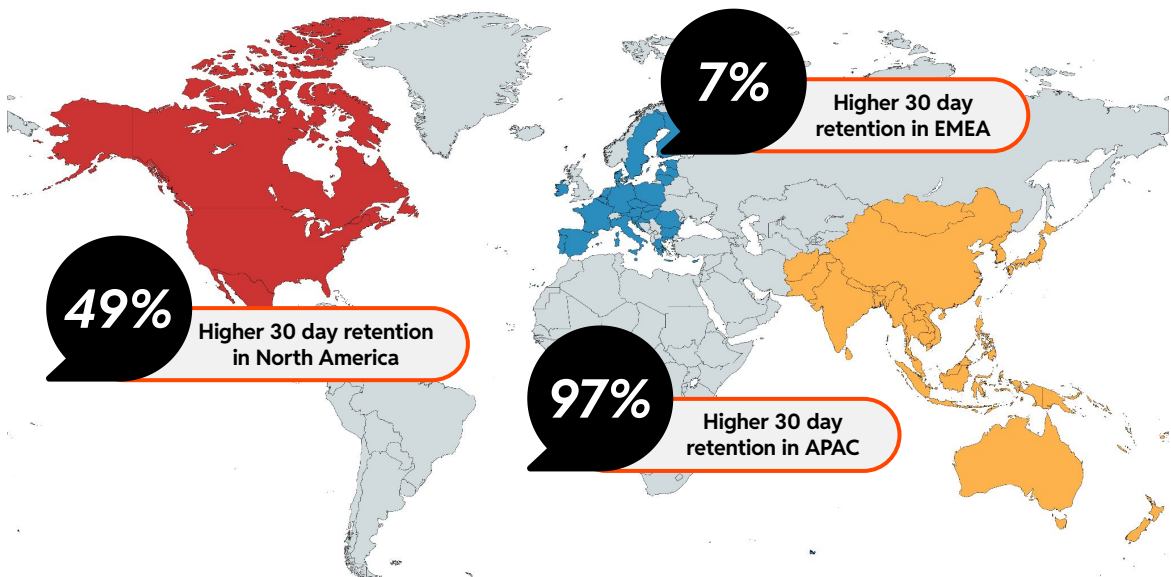
The power of communities: Redditors drive top app engagement globally

Redditors respond to app advertisers worldwide

Reddit users drive significantly higher 30-day retention rates for app advertisers across all regions, with APAC leading at 97% higher retention, followed by North America at 49%, and EMEA at 7%.

This highlights the power of engaged communities in sustaining long-term app usage.

30 day retention rate of redditors vs. Users from other social media platforms

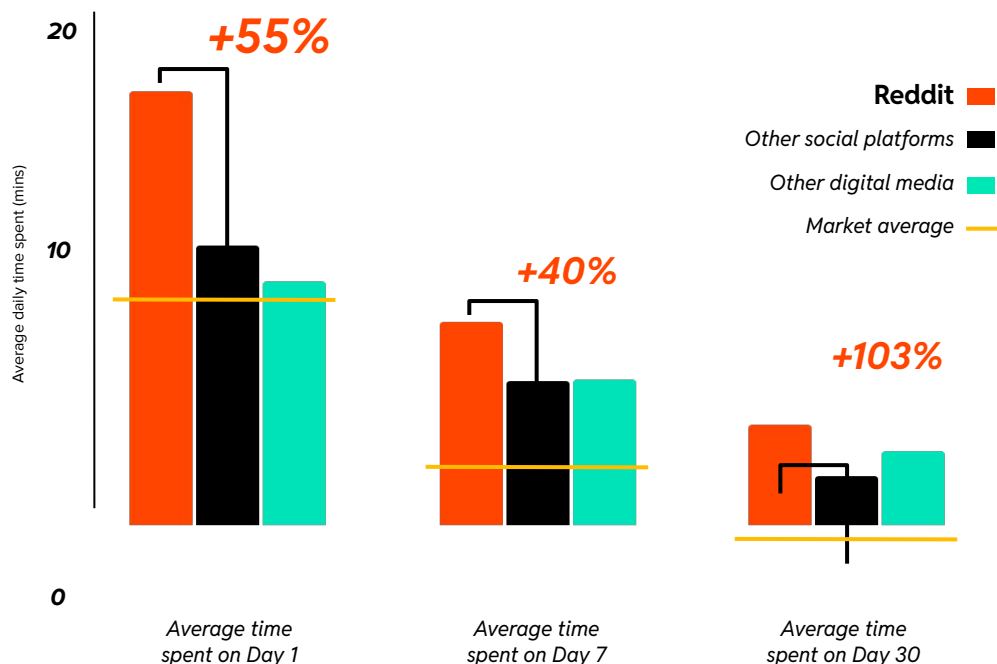


The power of communities: Redditors spend more time in-app than users from other platforms

Redditors don't just convert—they stay engaged. When they download an app, they spend significantly more time in-app compared to users from other social media and digital platforms.

On Day 1 of downloading an app, Redditors spend **55% more time** in-app than users from other social platforms, and by Day 30, that number grows to **103% more time in-app**.

Average daily time spent (minutes) in-app North America



The power of communities: Redditors return and engage more than users from other platforms

Users driven from Reddit ads show stronger long-term engagement, giving advertisers more opportunities to drive revenue.

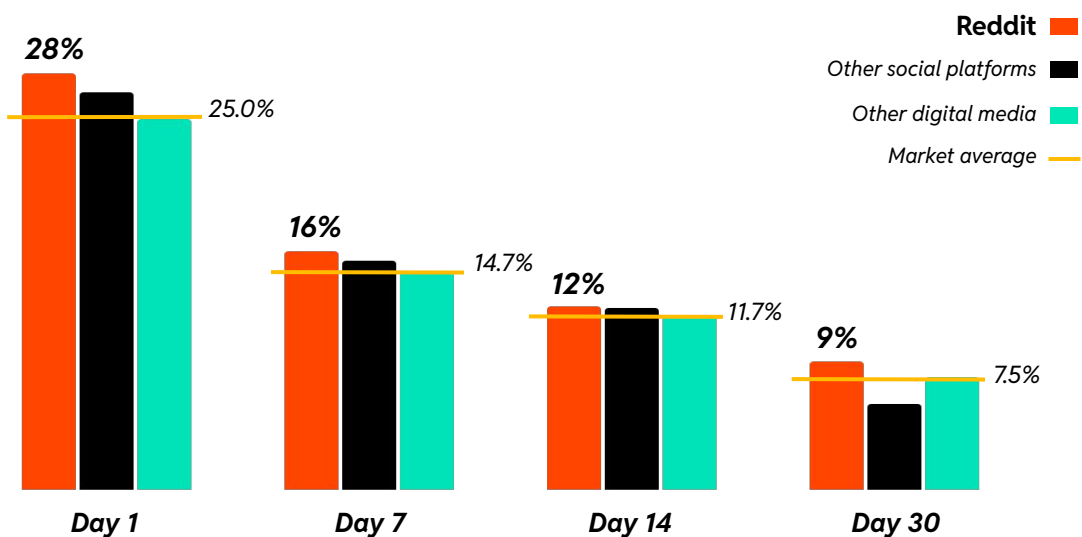


On Day 1, retention rates for Reddit-driven users were **12% higher** than the market average.



After 30 days, retention rates for Reddit-driven users are **15% higher** than the market average.

Retention rates by platform users - North America



The power of communities: Redditors spend more from Day 1

Reddit users don't just download—they spend. They're more likely to make revenue-generated purchases or subscriptions right away.

On Day 1, spend rates* are 41% higher than users from other social media platforms and 159% higher than users from other digital channels.

* Spend rate = revenue generated same day as the app install

41%

Higher spend rates on Day 1 compared to users from other social platforms.



r/movies

Best streaming service?

Question

Looking to get a new streaming service to watch stuff on. What service would be the best bang for my buck? Anybody have any suggestions. I like to watch a wide range of stuff.



Vote



Comments



r/budget

Apps for budgeting (even if they cost \$)

Right now I only have a working phone (no laptop) and excel is difficult for me to use on my phone. I want to start budgeting and tracking my spending and bills. I'm willing to pay for a quality app that I can stick to. Extra points if it's visually creative or cute. ETA: I have an android phone.



Vote



Comments



Best practices for boosting LTV

Usefulness

Enhance user experience

It's important to prioritize delivering a smooth, enjoyable, and stress-free experience across all touchpoints. This involves ensuring your app is intuitive, visually appealing, and provides a consistent experience across all devices. Excellent customer service is also vital, characterized by quick responses and effective solutions. Regularly updating your app with new features, addressing bug fixes, and making improvements based on user feedback is key to maintaining user engagement and satisfaction.

Ease

Improve onboarding

A robust onboarding process is integral for retaining new users and encouraging higher engagement. It's crucial to keep this process simple and direct, ensuring users can easily navigate through your app. Overloading new users with excessive information can be counterproductive. Instead, providing clear instructions and guidance on utilizing the app's key features can be more beneficial. Additionally, incorporating interactive elements such as tutorials and walkthroughs can captivate users from the beginning.

Measurement

Valuing non-monetary interactions

After broadening your tracking, assign a value to each non-monetary interaction. For instance, a gaming app might award points for actions like inviting friends. By factoring in these point values into your LTV algorithm, you can accurately capture the significance of user interactions.



Harnessing the power of communities

As told by Reddit

Conversations drive mobile app decisions

Over the past year, Reddit has experienced tremendous growth because we are the go-to place for trusted conversations all the way through the purchase journey. More people are turning to Reddit for authentic answers and information, and brands can connect in those moments.



“Reddit” was the 6th most Googled word in the U.S.

In 2024 – demonstrating that people turn to Reddit for answers, advice, and reviews they can trust.¹

That’s because Reddit conversations are different

Reddit’s public, anonymous, and community-drive conversations are our superpower. Driving an evolution in search and making AI more useful, Reddit conversations are where users go for answers and perspectives they can trust.

At the center of search and social, Reddit conversations offer personal, relevant answers

Trustworthy

#1

Trustworthy platform to inform product / brand decisions.¹

Recommended

43%

Of recommendation conversations on the platform are product redirects – where people to come discover new options or consider alternatives.²

Influential

2 in 3

Redditors would purchase a product if they saw an ad about it on Reddit.¹



Harnessing community: A deep dive into our mobile audience

For app users, Reddit conversations are a source of genuine, trustworthy mobile app discussions that help redditors make more informed & faster downloads decisions.



3 in 4

redditors say they can have **genuine discussions** about mobile apps on Reddit.¹



3 in 4

redditors say they can make a **faster download decision** based on Reddit users' experiences.¹

82%

of redditors say Reddit is a **trustworthy** platform to inform their decisions to download a mobile app.¹



Harnessing community: Getting started on Reddit

Leveraging the power of community to fuel app growth

Between trust, real human experiences, and community connection, people turn to Reddit as a vetting and validation tool. They know that communities are going to have the best information, review, and analysis—one that is honest, unsponsored, unfiltered.

For brands, there is a unique opportunity to tap into these authentic conversations and reach an audience that is highly intentional.

Here are 3 easy ways to get started

**01**

Set up a free Reddit account

Brands begin by using tools to understand the conversation. Reddit Pro Trends gives you a roadmap to Reddit – unlock where, when, and how to engage to drive your Reddit marketing strategy.

02

Use Reddit Answers to understand sentiment around your brand

Reddit Answers is an easier and faster way for anyone to get the answers, information and perspectives they're looking for, on any topic, from real, human conversations happening across communities on Reddit.

03

Join the conversation—or start new ones

Adding value based on what you've heard people are asking for. You also can start your own conversation and directly address fans, skeptics, users of competing platforms and more.

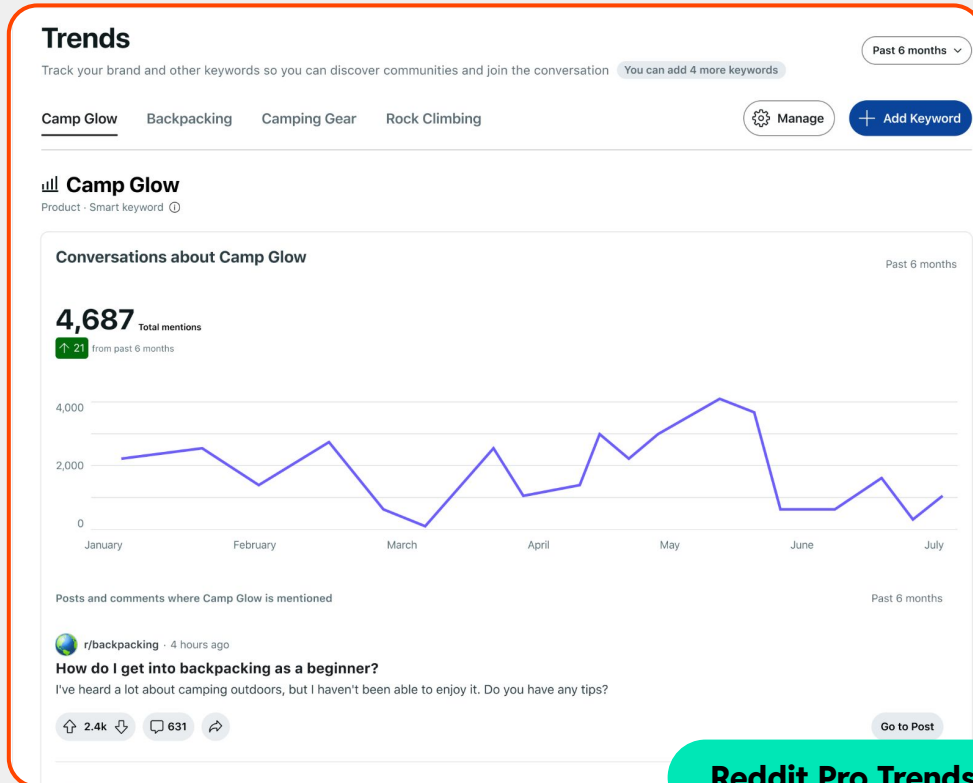
01 Set up a free Reddit account

Let's face it—your brand is being talked about whether you are here or not. There are so many ways to get involved here to understand if users' experiences are aligned with the intention you had for your product.

Are you able to glean insights on how you can change your solution to be a better market fit? Are there markets you didn't even know you were successful in?

Brands can begin by using tools to understand the conversation. **Reddit Pro Trends** gives you a roadmap to Reddit – unlock where, when, and how to engage to drive your Reddit marketing strategy.

With a free Reddit Pro account, get insights into the top communities, top trends, and latest conversations happening on Reddit related to your category or brand to find your place in the conversation.



Reddit Pro Trends

02 Use Reddit Answers to understand sentiment around your brand

Reddit Answers is an easier and faster way for anyone to get the answers, information and perspectives they're looking for, on any topic, from real, human conversations happening across communities on Reddit. It brings in examples across multiple communities, lists diverse viewpoints, and allows users to dive deeper into where they might be able to find out more information.

For brands, this allows you to quickly understand the community's POV and glean insights into their experiences, decision making process, sentiment about your product, and much more.

With Reddit Answers, brands can glean insights into the community's POV and quickly understand user sentiment.



Reddit Answers BETA

03 Join the conversation—or start new ones

From monitoring the conversation, brands should have a clearer picture of where they're being mentioned, what people are saying, and the communities where they're trending.

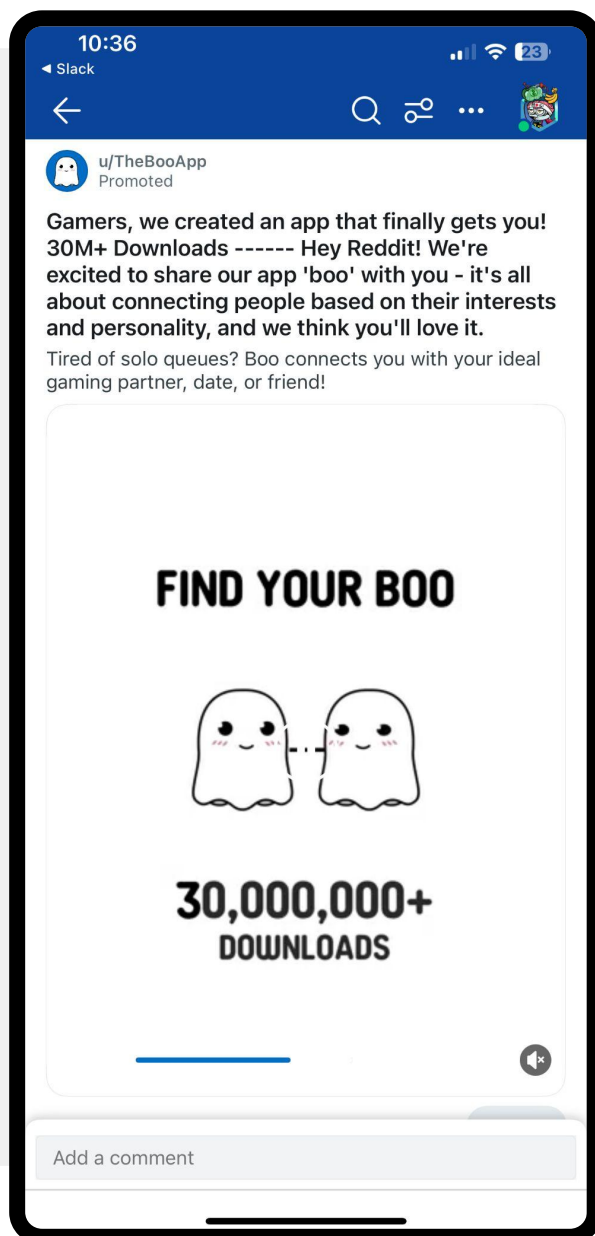
Listening to the conversation helps you understand your audience and deliver the perfect message.

Listening to the conversation helps you understand your audience and deliver the perfect message.



Listening to the community helped the dating app Boo customize their targeting approach, and touch on the issues that Redditors in the market for a dating app cared about - connecting on interests, personality, and maybe even a fellow Gamer.

Without understanding people's needs, and frustrations with other dating apps, Boo might have missed an opportunity within the Gaming community. They use these insights to address a need in the market that others didn't realize.



03 Join the conversation—or start new ones

Listening to the community helped Hinge get right to the point with some vulnerable questions Redditors were asking one another. Hinge gained trust because they listened. They won over new users, and the cycle of promoting those positive experiences continued.

On Reddit, brands also have the opportunity to amplify voices of their community.

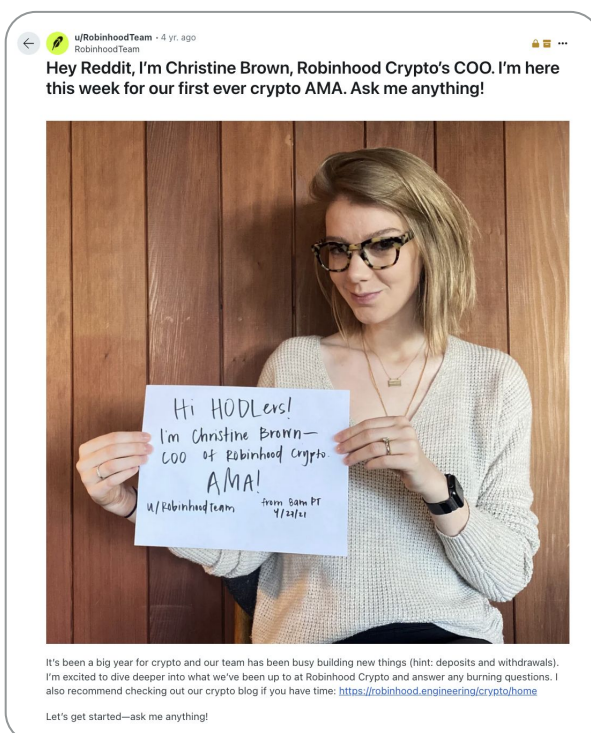


Or start their own

You also can start your own conversation and directly address fans, skeptics, users of competing platforms and more.

An Ask Me Anything is a chance to be front and center of a conversation around what your Brand stands for, is promoting, and chat with users to understand their perspectives.

That listening, transparency, and building of trust allows users to see you stand behind your solution, offer feedback that meets a community's needs - just as Robinhood did when launching their crypto trading solution within their app.



Other best practices

For mass adoption to occur, the audience needs to believe 3 things:

1

Reddit like a Redditor

Lean into [Reddit's creative best practices](#) that apply most to your brand objective.

2

Understand more about your customer's journey

Expand your event tracking to gain a full view of your customer's journey within your app.

3

Lean into the tools and insights

Lean into data insights to find ways to improve your customers experience before and after they enter your ecosystem.



Thank you