

 REPORT

Mobile app trends spotlight edition: Türkiye 2025

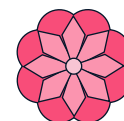
App performance
benchmarks and insights

 ADJUST



Contents

Introduction.....	3
The rise of AI apps in Türkiye	5
Part 1: Gaming apps	6
Installs and sessions	7
Session lengths and retention rates	10
Part 2: Finance	12
Installs and sessions	13
Session lengths and retention rates	15
Part 3: Shopping and e-commerce	17
Installs and sessions	18
Session lengths and retention rates	20



The methodology

VERTICALS:

Games, finance/fintech, shopping/
e-commerce

REGIONS:

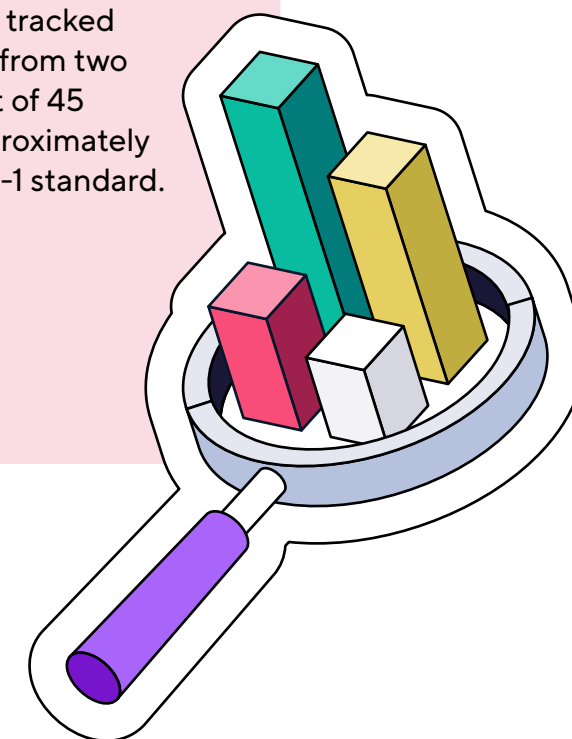
Global, MENAT, Türkiye

DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 based on the ISO 3166-1 standard.

DATA RANGE:

January 2023 - July 2025



INTRODUCTION

Becoming a regional powerhouse: Türkiye's mobile app growth and transformation

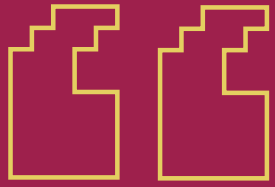
Türkiye's mobile app economy is in a high-growth phase, attracting both domestic developers and global companies, with total revenue projected to reach [\\$1.65 billion by 2029](#). In 2024, the [country ranked eighth globally](#) for both total downloads (3.66 billion) and time spent in-app (101.5 billion hours). This momentum is driven by young, tech-oriented consumers ([50.9% under the age of 34](#)) and extensive connectivity. As of early 2025, there are 80.7 million active mobile connections (92.1% of the population) and internet penetration stands at 87%. Government incentives, cross-border collaborations, and a thriving startup ecosystem are accelerating the sector's transition from emerging to rapidly maturing.

Gaming, finance/fintech, and shopping/e-commerce remain leading verticals. Mobile gaming is forecast to generate [\\$427.53 million in 2025](#), nearly half of total gaming revenue. Turkish studios reach over [30 million domestic players](#) and hundreds of millions abroad, with Dream Games' Royal Match achieving global success. The industry is advancing through innovations in game design, cloud-based play, and a growing esports scene, all of which are expanding accessibility and user engagement.

E-commerce platforms are pivotal to retail development, shaped by mobile-first shopping, the rise of social and quick-commerce, and payment options such as buy-now-pay-later (BNPL). Market value is expected to reach [\\$49.87 billion by 2029](#), with [80% of the top shopping](#)

[apps](#) in Türkiye developed locally. Finance adoption is also surging, with [85% of the population using mobile banking](#). Digital wallets, prepaid cards, and branchless banking are gaining traction alongside embedded finance, open banking APIs, RegTech, and highly customized services.

With a large, connected user base, robust infrastructure, and a supportive policy framework, Türkiye is poised for sustained app growth. Increasing integration of immersive technologies, multi-service platforms, and AI-driven personalization will shape its next phase. This report analyzes benchmarks, user behaviors, and the factors influencing app performance in Türkiye, plus strategies to capture long-term opportunities.



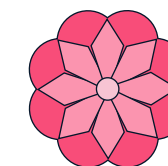
“Having already demonstrated rapid growth, Türkiye’s mobile app market is now maturing into an ecosystem that is truly competing and scaling on the global stage. To succeed, marketers must speed the path to purchase—using mechanisms like deep links to reduce friction and AI-driven personalization to turn first sessions into lasting engagement. With one of the world’s most engaged audiences, powerful, next-gen measurement is essential to turn every campaign into profitable expansion.”

ADJUST



Başak Zerman
**Head of Sales, Middle East,
Türkiye and Africa**

The rise of AI apps in Türkiye



AI-powered and generative AI (GenAI) apps have moved from niche to a high-growth segment in Türkiye's app market. According to [Sensor Tower](#), GenAI app downloads rose from 11.3 million in 2023 to 27.4 million in 2024 (+142.5% YoY), making them the fastest-growing category in the AI app space. Within this genre, AI chatbots and AI art generators lead growth, with chatbot downloads climbing from 3 million in Q4 2023 to 10.3 million in Q4 2024. The top GenAI apps by downloads in 2024 were ChatGPT, Google Gemini, and Chatbot AI & Smart Assistant.

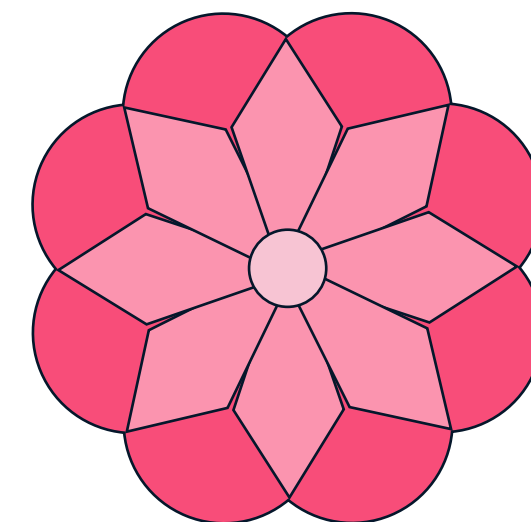
The surge in adoption stems from three key market drivers:

- **Developers shift from hypercasual gaming:** Former hypercasual games studios are pivoting to AI-first apps, which require fewer resources, have shorter release cycles, and monetize mainly via subscriptions or in-app purchases. Bobby.ai, founded by ex-game developers, exemplifies this shift with Mozart.ai, an AI music-generation app with over [2.5 million downloads](#), applying proven gaming UA strategies in the AI app market.
- **Turkish-language model innovation:** Proprietary Turkish-language large language models (LLMs) are facilitating more localized and engaging features. For instance, [Trendyol has developed a bilingual LLM](#) that supports e-commerce content generation and translation, serving both Turkish and international users.

- **Favorable environment for AI startups:** Public programs, accelerators, venture funding, and infrastructure improvements are speeding AI app launches. Fal.ai demonstrates this with its generative media platform for video, audio, and images, serving clients like Canva and Quora, and [raising \\$49 million in 2025](#).

Notable companies shaping the market include Feraset, whose creative AI apps (Hexa, Livensa, Music AI) generate over [two million monthly downloads](#) and Voiser, which serves more than [two million users in 200+ countries](#) with its AI content suite. Several e-commerce players are also making an impact, including Hippist for AI product photography, URTH for branded visual generation, and Glov.ai for automated product descriptions and catalog content.

Current adoption data shows continued strength in subscription-based monetization for AI mobile apps in Türkiye. Building on earlier localization advantages, multilingual capabilities are enabling Turkish-developed apps to capture cross-border audiences at scale. With skilled talent, active startups, advanced infrastructure, and investment, Türkiye's AI app sector is well positioned to expand globally, creating opportunities for developers to deliver competitive, export-ready products and for mobile marketing teams to target high-value audiences.



PART 1

Gaming apps

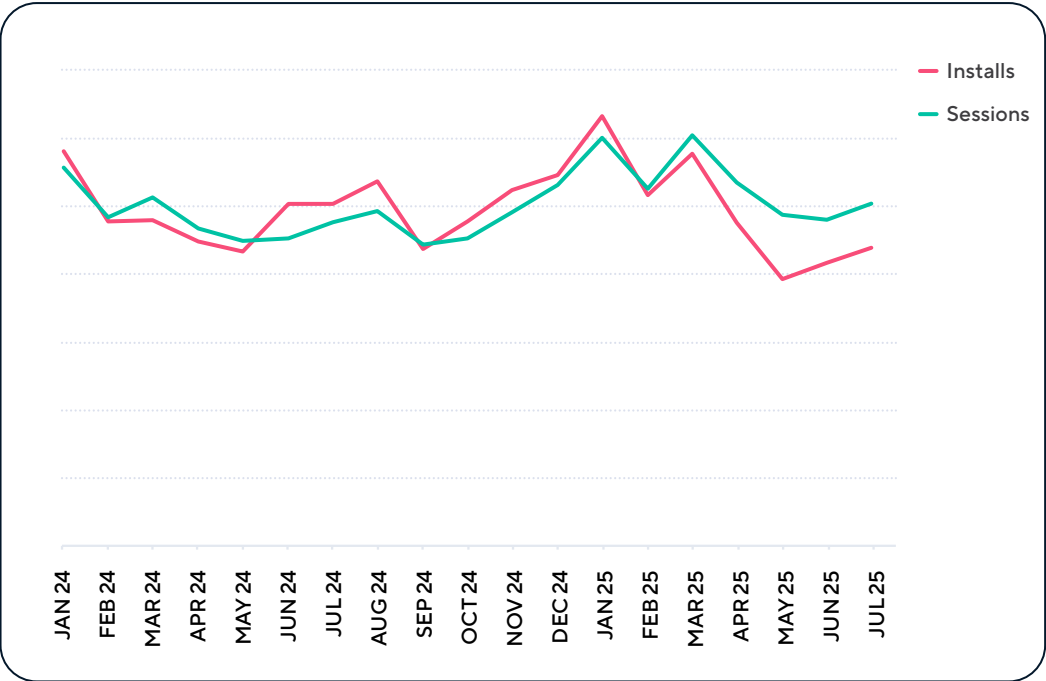


Installs and sessions

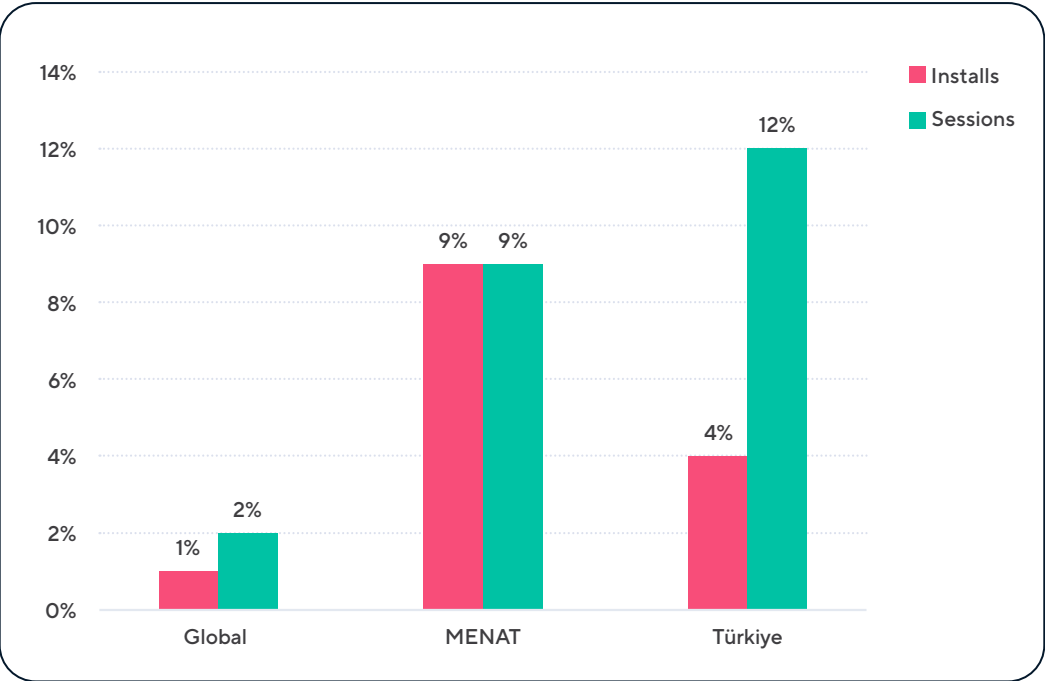
Gaming app installs in Türkiye grew 12% YoY in 2024, while sessions rose 8% YoY. In January 2024, installs were +16% and sessions +14% above the yearly average. December also showed gains of +9% installs and +8% sessions. In 2025, installs (+23%) and sessions (+9%) again peaked in January compared to the H1 average, with further growth in March (+12% installs, +10% sessions). From April, both metrics declined, reaching lows in May, before starting to recover from June.

In the first half of 2025, gaming app installs in Türkiye were 4% higher than in H1 2024, with sessions showing a more substantial increase of 12%. Globally, installs grew 1% and sessions 2%, with MENAT at +9% for both metrics.

Gaming app install and session growth January 2024 - July 2025 (Türkiye)



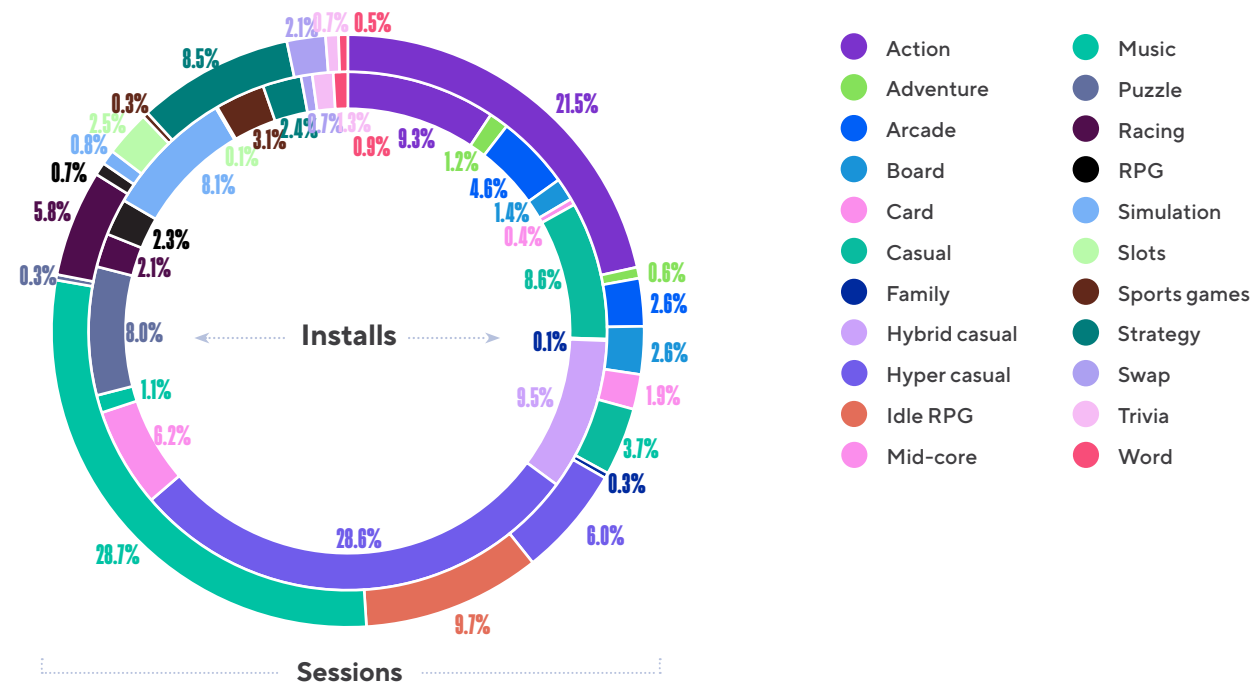
Gaming app install and session growth percentages YoY H1 2025 vs. H1 2024



Bonus: High-momentum subgenres driving Türkiye’s gaming growth

Gaming app growth percentages by subvertical YoY H1 2025 vs. H1 2024 (Türkiye)			
Subvertical	Installs	Subvertical	Sessions
Adventure	89%	Action	13%
Arcade	12%	Adventure	22%
Board	28%	Arcade	18%
Casual	32%	Board	39%
Family	24%	Casual	50%
Hyper casual	16%	Hybrid casual	33%
Idle RPG	55%	Hyper casual	44%
Racing	23%	Idle RPG	44%
RPG	37%	Puzzle	22%
Simulation	11%	Racing	53%
Word	24%	RPG	22%
-	-	Simulation	17%
-	-	Strategy	12%

Gaming app installs and sessions by subvertical 2024 - H1 2025 (Türkiye)



In Türkiye, gaming subgenres showed distinct differences in install and session share from 2024 to H1 2025. Hyper casual accounted for the largest share of installs at 28.6%, followed by hybrid casual (9.5%) and action (9.3%). Casual, simulation, and puzzle each represented about 8%, while other genres such as strategy, racing, and RPG had smaller shares.

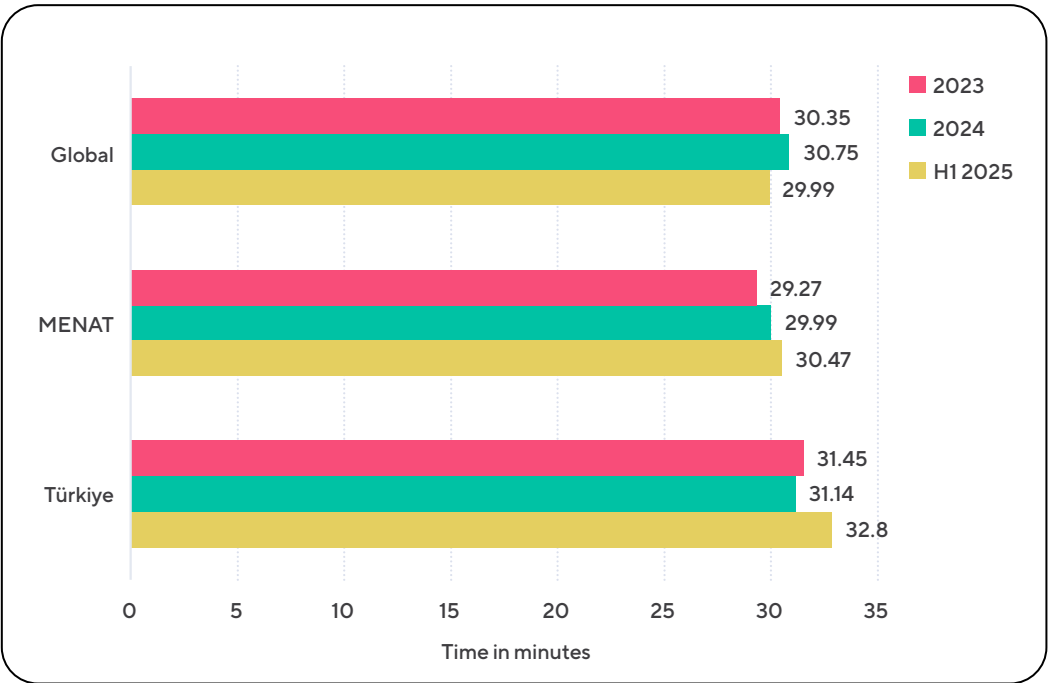
Session patterns told a different story. Music games generated the highest share of sessions at 28.7%, despite representing only 1.1% of installs. Action ranked second with 21.5%, followed by idle RPG (9.7%) and strategy (8.5%). High-install genres like hyper casual and puzzle recorded lower session shares, as expected.

Session lengths and retention rates

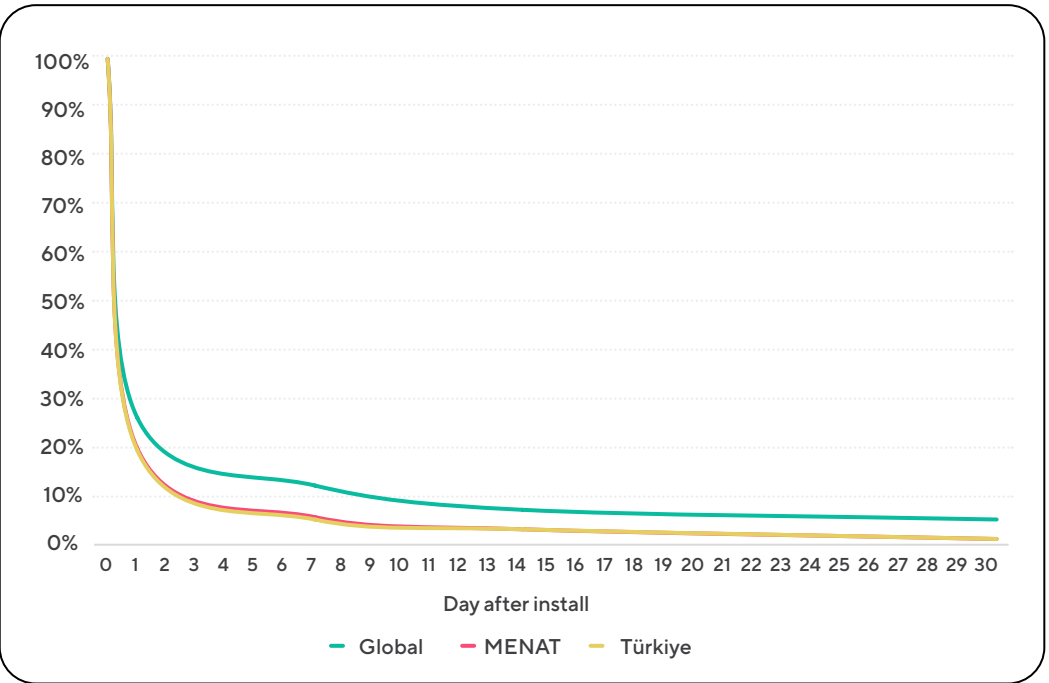
In H1 2025, average gaming app session lengths in Türkiye increased to 32.8 minutes, up from 31.14 minutes in 2024 and 31.45 minutes in 2023. This remains higher than MENAT (30.47 minutes) and the global average (29.99 minutes) for the same period. The increase aligns with the growth in sessions, indicating that users are not only opening gaming apps more often, but are also spending longer in each session, reinforcing Türkiye’s position as a high-engagement market.

H1 2025 data shows that gaming apps in Türkiye retained 19% of users on day 1, compared to 20% in MENAT and 26% globally. By day 7, retention was 5% in Türkiye, 6% in MENAT, and 12% globally. On day 14, Türkiye and MENAT both held 3%, while the global rate was 7%. On day 30, retention in Türkiye was 1%, matching MENAT, but below the global 5%. These figures demonstrate shorter user lifecycles in Türkiye compared to global averages, despite the strong session lengths.

Gaming app session lengths 2023 - H1 2025



Gaming app retention rates H1 2025



BONUS: Growth verticals: Playtime and early engagement

Gaming app session lengths by subvertical
2024 - H1 2025 (Türkiye) *time in minutes*

Subvertical	2024	H1 2025
Board	25.57	29.26
Casual	22.39	24.45
Family	16.37	17.64
Hybrid casual	20.71	21.79
Hyper casual	17.73	20.36
Music	9.31	10.70
Puzzle	24.59	28.61
Racing	12.20	20.27
Sports	24.84	26.28
Strategy	28	30.48

Gaming app day 1 retention rate by subvertical
2024 - H1 2025 (Türkiye)

Subvertical	2024	H1 2025
Card	24%	25%
Family	23%	25%
Puzzle	22%	23%
Racing	18%	19%
Slots	16%	17%
Strategy	16%	17%

PART 2

Finance

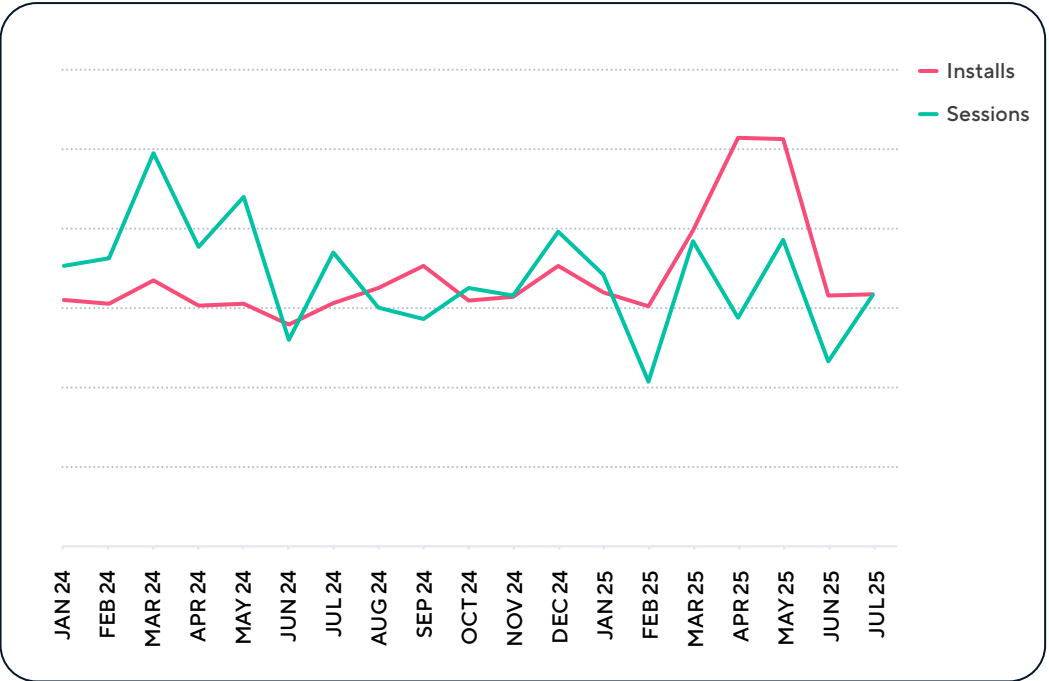


Installs and sessions

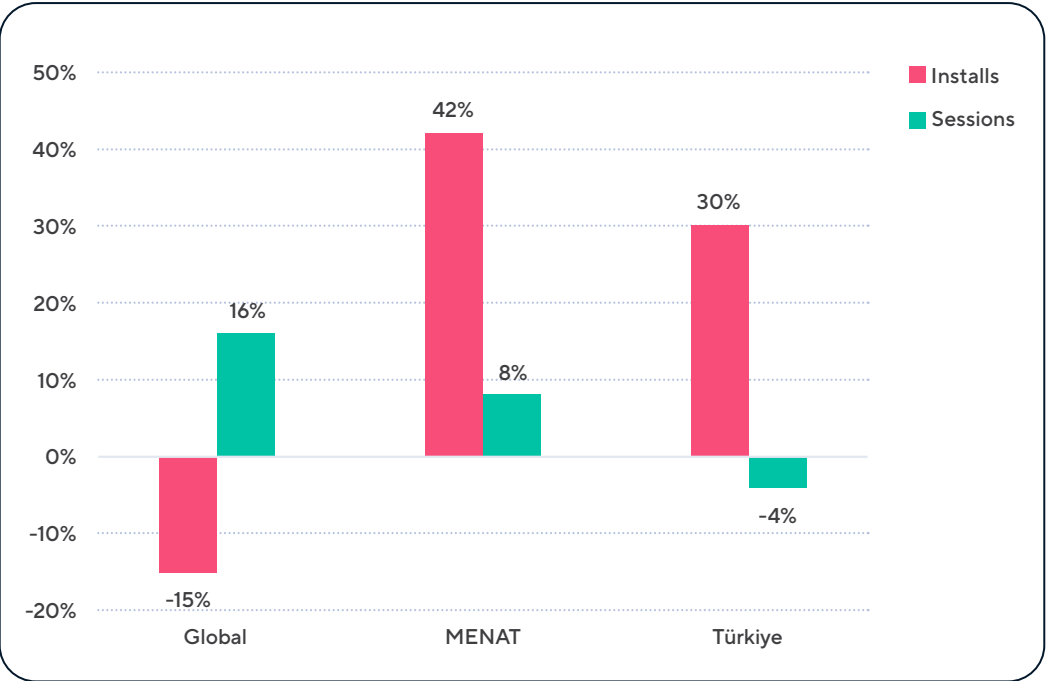
Finance app installs in Türkiye rose 1% YoY in 2024, with the strongest months in September (+14%) and December (+10%), compared to the yearly average. Sessions grew by a larger 15% YoY, led by March (+7%) and steady performance through most of the year. In 2025 so far, installs spiked in April (+32%) and May (+27%), compared to the H1 average, before dropping in June and July. Session growth in 2025 was more stable, ranging from -2% to +2% vs. the H1 average.

In H1 2025, finance app installs in Türkiye were 30% higher than the same period in 2024, while sessions fell 4%. Globally, installs dropped 15% and sessions rose 16%, and in MENAT, installs grew 42%, with sessions up 8%.

Finance app install and session growth January 2024 - July 2025 (Türkiye)



Finance app install and session growth percentages YoY H1 2025 vs. H1 2024



Bonus: Finance app subverticals
on upward trajectory

Finance app growth percentages by subvertical YoY H1 2025 vs. H1 2024 (Türkiye)		
Subvertical	Installs	Sessions
Bank	1%	3%
Payment	-	1%

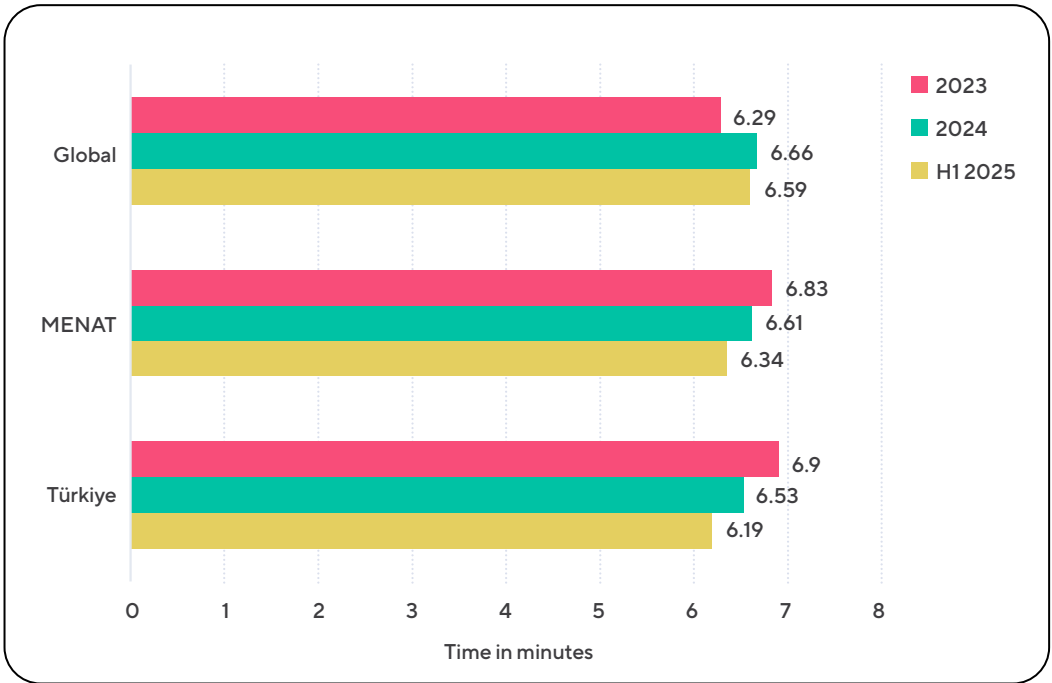


Session lengths and retention rates

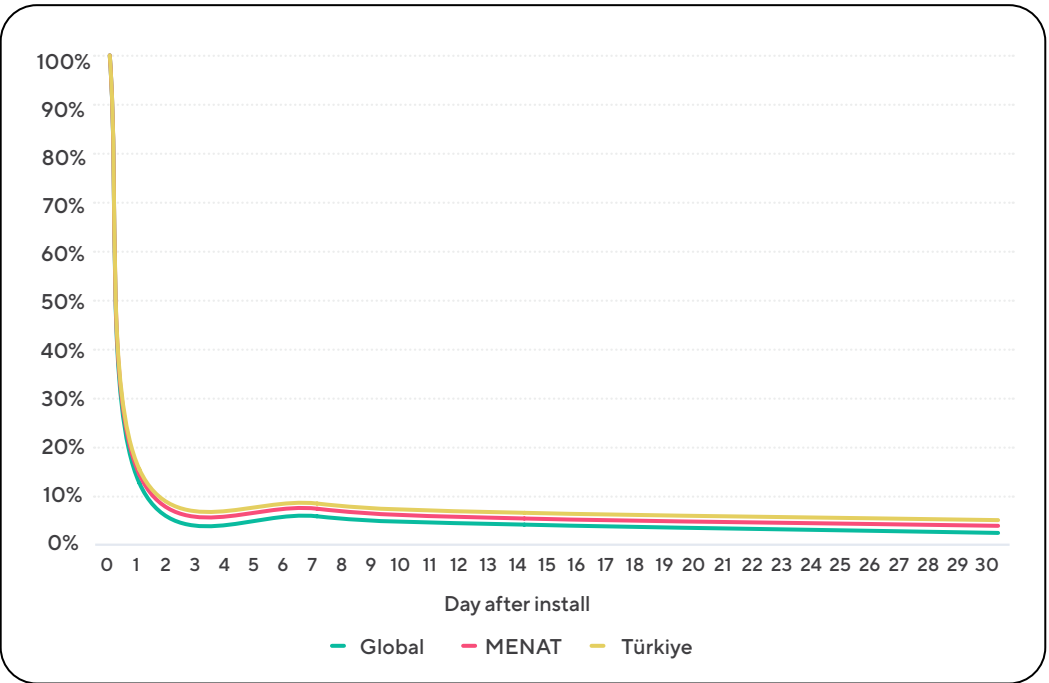
Average finance app session lengths in Türkiye have steadily declined over the past two years, dropping from 6.9 minutes in 2023 to 6.53 in 2024 and 6.18 in H1 2025. MENAT followed a similar downward trend, moving from 6.83 minutes in 2023 to 6.61 in 2024 and 6.34 in H1 2025. Meanwhile, the global average rose from 6.29 minutes in 2023 to 6.66 in 2024, before decreasing slightly to 6.59 in H1 2025.

Finance app retention rates in Türkiye were consistently higher than those in MENAT and the global median at every measured point in H1 2025. Day 1 retention was 15% in Türkiye, 14% in MENAT, and 13% globally. By day 7, rates declined to 8%, 7%, and 6%, respectively. On day 30, Türkiye retained 5% of users—above MENAT’s 4% and more than double the global average of 2%.

Finance app session lengths 2023 - H1 2025



Finance app retention rates H1 2025



IMPORTANT!

Shorter session lengths in the finance vertical, particularly for payment apps, can be a positive indicator. Faster sessions often mean users are able to complete transactions quickly and efficiently, reflecting streamlined app flows.

Bonus: Retention increase
recorded for payment apps

Finance app day 1 retention rate by subvertical 2024 - H1 2025
(Türkiye)

Subvertical	2024	H1 2025
Payment	14%	15%



PART 3

Shopping and e-commerce

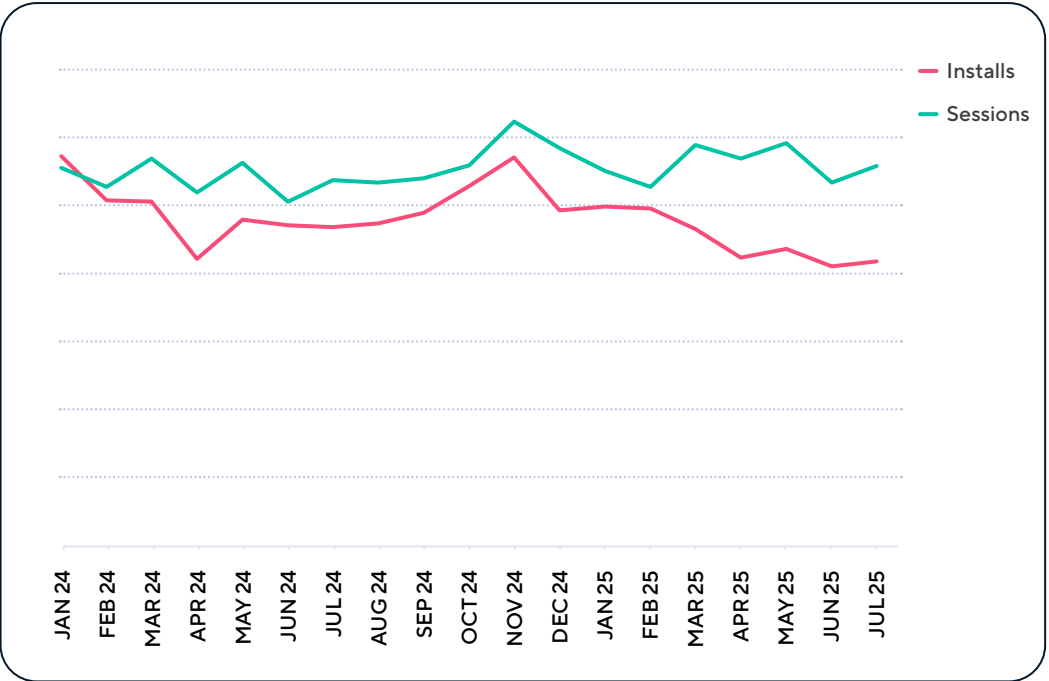


Installs and sessions

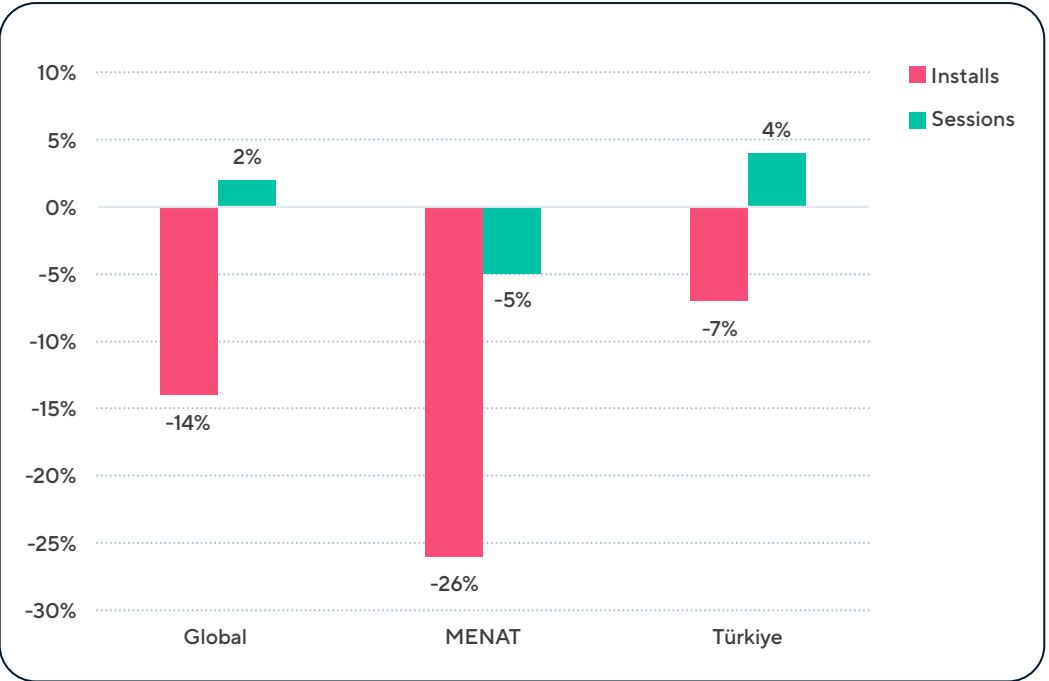
In 2024, Türkiye’s e-commerce apps recorded annual growth of 6% in installs and 10% in sessions. Install gains were strongest in January (+13%) and February (+7%) before dipping from April, with a rebound in November (+17%). Sessions showed steadier momentum, peaking in November (+15%) and December (+4%). In 2025 so far, installs once again peaked early in the year—January (+7%) and February (+18%)—before declining from March. Session growth remained comparatively stable, with March to May posting gains of 2–3% above the H1 average.

While e-commerce installs declined across all markets in H1 2025, Türkiye’s 7% YoY drop was smaller than the global (-14%) and MENAT (-26%) declines. At the same time, sessions in Türkiye rose 4%, outpacing global growth and sidestepping the engagement losses seen in MENAT.

E-commerce app install and session growth January 2024 - July 2025 (Türkiye)



E-commerce app install and session growth percentages YoY H1 2025 vs. H1 2024



Bonus: User activity strengthens in e-commerce subverticals

E-commerce app growth percentages by subvertical YoY H1 2025 vs. H1 2024 (Türkiye)		
Subvertical	Installs	Sessions
Deal discovery	-	22%
Marketplace & classifieds	15%	4%
Shopping	-	5%

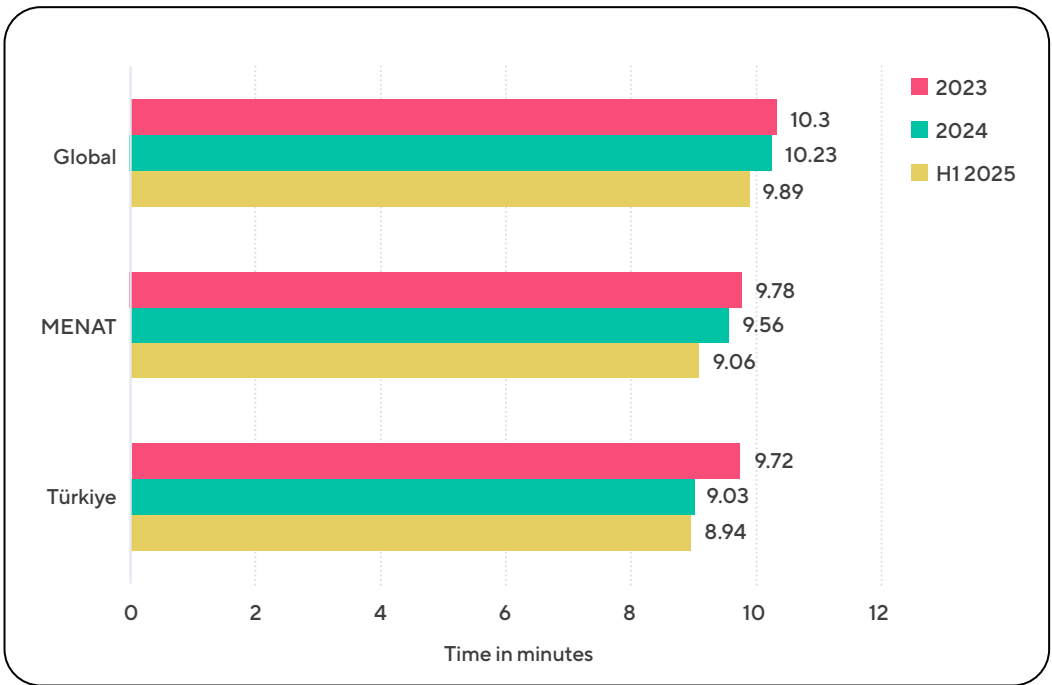


Session lengths and retention rates

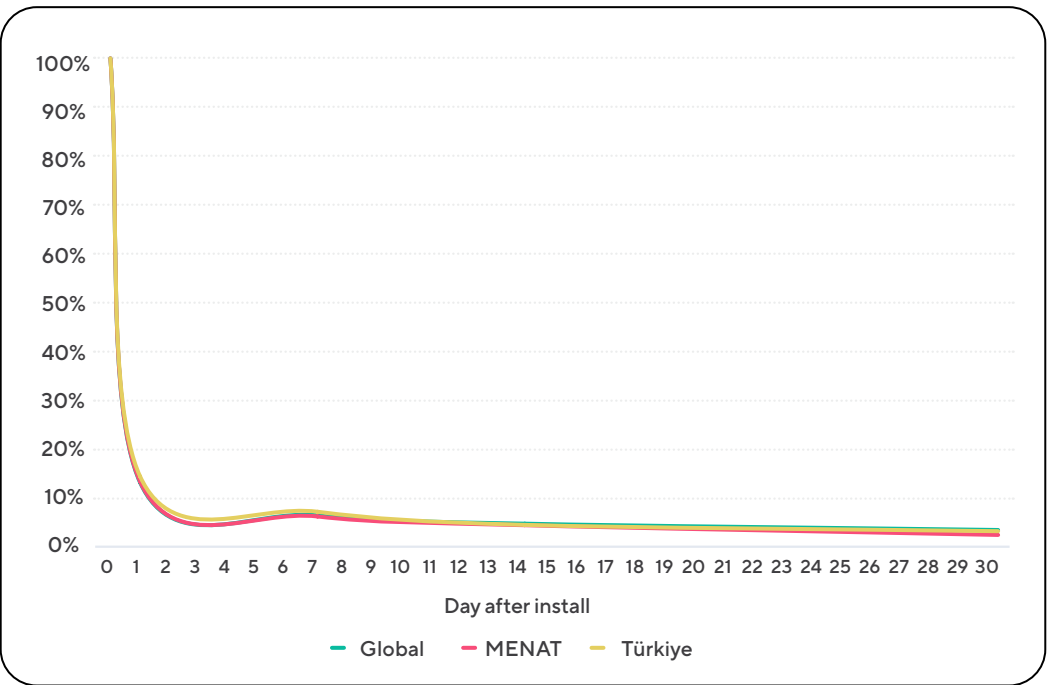
E-commerce session lengths in Türkiye continued their gradual decline, averaging 8.94 minutes in H1 2025, down from 9.03 minutes in 2024. Similarly, session lengths in MENAT fell from 9.56 minutes to 9.06. Globally, session durations remained higher but also decreased, reaching 9.89 minutes in H1 2025 compared to 10.23 in 2024. As with finance, shorter session lengths aren't always a bad signal in the shopping and e-commerce space—it can indicate a faster path-to-purchase or better user experience.

In H1 2025, Türkiye maintained slightly higher e-commerce app retention than both MENAT and the global median. Day 1 retention reached 14% in Türkiye, compared to 13% globally and in MENAT. By day 7, Türkiye retained 7% of users—1 percentage point higher than both benchmarks. On day 30, retention in Türkiye matched the global rate at 3%, while MENAT followed at 2%.

E-commerce app session lengths
2023 - H1 2025



E-commerce app retention rates H1 2025



Bonus: Increased session times
highlight marketplace opportunity

E-commerce app session lengths by subvertical 2024 - H1 2025 (Türkiye) <i>time in minutes</i>		
Subvertical	2024	H1 2025
Marketplace & classifieds	10.94	11.11





ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and AI-powered analytics solutions provide visibility and insights, while deep linking and engagement solutions help to drive ROI.

Learn more about Adjust at:
www.adjust.com

