

US asset management app downloads skyrocketed in H1 2021

Article

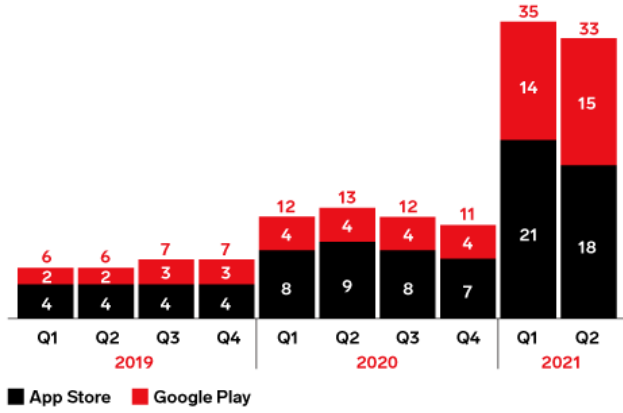
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US downloads of the top asset management apps rose nearly threefold between H2 2020 and H1 2021, from **23 million** downloads to **68 million**. Perhaps unsurprisingly, crypto mania is

behind this dramatic increase: Cryptocurrency exchange/wallet apps now command the leading share that stock trading apps once held in this space.

US Asset Management App Downloads, Apple's App Store vs. Google Play, Q1 2019-Q2 2021

millions



■ App Store ■ Google Play

Note: aggregate totals for the top 50 asset management apps in 2020 and H1 2021; includes financial advisory apps, crypto exchange apps, crypto wallet apps, foreign exchange (forex) apps, and stock trading apps
Source: Sensor Tower, "The State of Asset Management Apps 2021"; Insider Intelligence calculations, July 12, 2021

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