

The top 15 mobile apps for US smartphone app users

Article

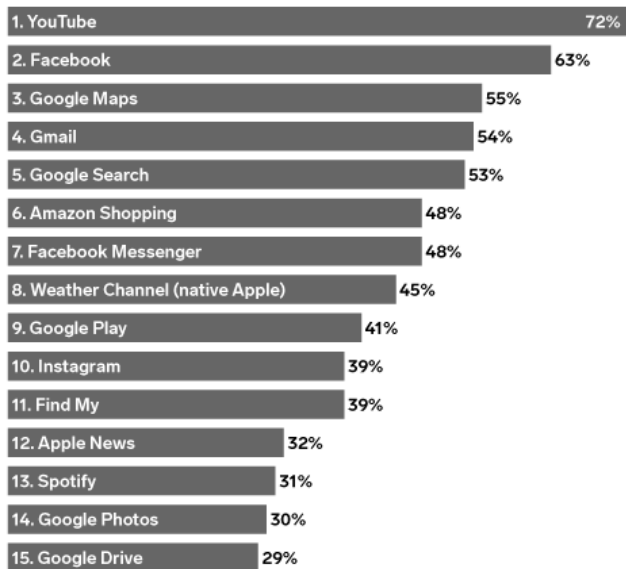
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YouTube is the most popular mobile app among US adults who use apps on smartphones. Some **72%** use the digital video platform on those devices and **63%** browse **Facebook**.

Practical apps like **Google Maps**, **Gmail**, and **Google Search** each capture more than half of US adult smartphone users.

Top 15 Mobile Apps Among US Smartphone App Users, June 2021

% reach



Note: ages 18+; Android and iOS
Source: Comscore Mobile Metrix, July 2021

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