

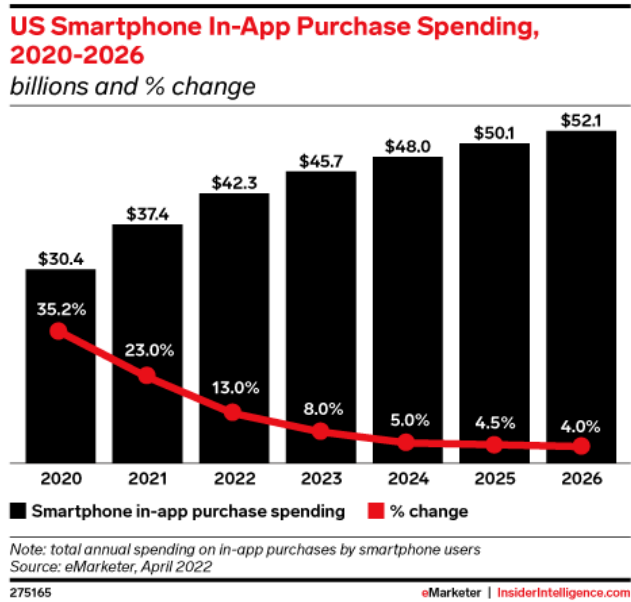
# US smartphone in-app purchases to pass \$40 billion mark this year

Article

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US smartphone in-app purchase spending will hit **\$42.31 billion** this year, up **13.0%** over 2021. Growth will slow to the single digits over the next few years, and spending will pass the \$50 billion mark in 2025.

**Beyond the chart:** In-app spending for 2022 shakes out to about **\$165 per smartphone user**, with the money going toward virtual goods and subscriptions. The average smartphone user will lay out more than **\$6 per month** on app subscriptions and almost **\$8 per month** on virtual goods this year.



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