

In app marketplace, Google works hard, plays hard

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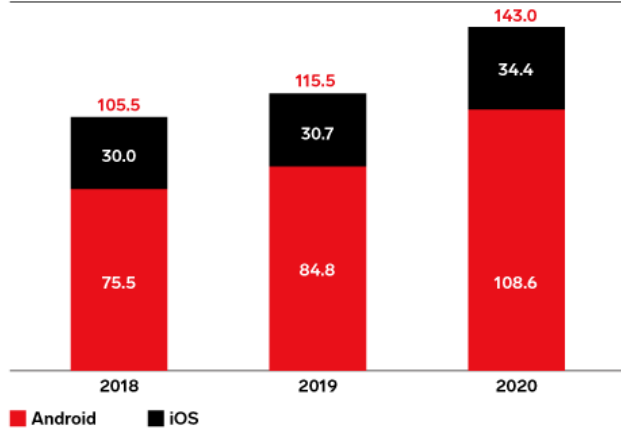
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Mass stay-at-home orders in 2020 had virtual stores bursting with business—consumers downloaded apps 143 billion times from the Apple App Store and Google Play Store.

- App Store downloads made up only about a quarter of these downloads, which makes sense because for one, **Androids outnumber iPhones globally**—in 2019, just **13%** of smartphones shipped worldwide were iPhones.
- If one app were downloaded somewhere on Earth every second, it would take **4,531 years** to download all the apps downloaded from the two stores last year—fortunately, multiple people can download apps at the same time.

Mobile App Store Downloads Worldwide, Android vs. iOS, 2018-2020

billions



Source: Sensor Tower, "Store Intelligence Data Digest: Q4 2020," Jan 14, 2021

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- [App developers see revenue from in-app purchases outpace advertising revenues](#)
- [Mobile Advertising Outlook 2021: 10 Predictions for a \(Hopefully\) Post-Pandemic Year](#)