

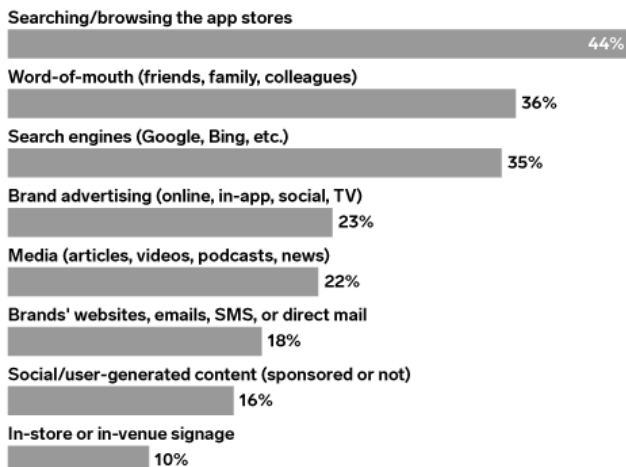
App stores drive mobile app discovery for many Americans

Article

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How Do US Internet Users Find New Mobile Apps to Download?

% of respondents, Feb 2023



Note: ages 18+

Source: Airship survey conducted by Sapio Research as cited in press release, May 23, 2023

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eMarketer | InsiderIntelligence.com

Key stat: The top way US internet users discover new mobile apps is by searching or browsing app stores, cited by 44% of those surveyed for Airship by Sapio Research.

Beyond the chart:

- We forecast US spending on mobile app install ads will grow 15.5% to reach \$23.81 billion this year.
- More than one-fifth, or \$5.20 billion, of that spend will go to Apple, while the digital ad duopoly will take roughly one-third (\$4.17 billion for Google and \$3.69 billion for Meta).

Use this chart:

- Justify budget allocation to app store advertising.
- Show how word-of-mouth is still a powerful marketing tool.

More like this:

- Adobe, Google, and more add AI features as martech landscape prepares to be upended
- Apple may create the first US super app and other predictions about mobile wallet use
- ChatGPT plug-ins will transform how consumers interact with brands online

- **Apple and Microsoft are encroaching further onto Google's search turf**

More Chart of the Day:

- **6/5 - In AI we trust**
- **6/2 - Commercial break-through**
- **6/1 - One fad Apple**
- **5/31 - AI's reality check**
- **5/30 - Secure the bag**

Methodology: Data is from an Airship survey conducted by Sapio Research as cited in a May 2023 press release. 11,000 respondents ages 18+ were surveyed in Brazil, Canada, France, Germany, Indonesia, Singapore, South Africa, Thailand, the UK, and the US during February 2023. Airship is a provider of mobile engagement solutions.