

# Apple App Store devs earned \$60B in 2021 despite growing antitrust scrutiny

Article

**The news:** Apple reported that it has paid out more than \$260 billion to app developers since its App Store opened in 2008. Apple's developers were paid at least \$60 billion in 2021.

**More on this:** App Store developer commissions are a useful metric in determining the success of Apple's App Store even as it faces mounting antitrust investigations pushing for changes in App Store rules, [per](#) Bloomberg.

- The [Open App Markets Act](#), which targets how companies operate app stores with more than **50 million users**, aims to ban app stores from forcing developers to use the store's payment systems.
- Apple initially took a standard **30%** commission as the only app delivery option for iPhones and iPads. It altered the rules so developers who earn less than \$1 million a year pay Apple **15%** commission.
- Consumers spent **\$72.3 billion** in the Apple App Store in 2020; rival app store **Google Play** brought in **\$38.8 billion** in gross revenues, per Sensor Tower.
- Apple reportedly agreed to let developers point their users to alternative payment options in August 2021, but an [appeal](#) during the *Epic v. Apple* case has delayed alternative payments until the case is decided.

**What's next:** Apple's App Store profits will continue to generate more revenue for the [multitrillion-dollar](#) firm. Expect global antitrust regulators to intensify their efforts against the monolith in the coming months.

- Apple announced yesterday that it will [comply](#) with a South Korean [law](#) that requires it to allow third-party App Store payments. Apple said it will still take a cut of all App Store sales but at a reduced rate.
- South Korea's implementation of the [Telecommunications Business Act](#) sets a radical precedent that could motivate antitrust watchdogs in other countries to pursue regulation more aggressively.

## App Store Revenues and Downloads for Mobile Games and Total Mobile Apps Worldwide, by OS, 2020 & 2021

billions

	2020		2021	
	Android	iOS	Android	iOS
<b>Gaming apps</b>				
Revenues	\$32.0	\$47.6	\$37.3	\$52.3
Downloads	46.1	10.1	46.7	8.6
<b>Total mobile apps</b>				
Revenues	\$38.8	\$72.3	\$47.9	\$85.1
Downloads	108.5	34.4	111.3	32.3

Source: Sensor Tower as cited in company blog, Dec 7, 2021

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