

# Gaming still dominates the \$100 million app club, for now

Article

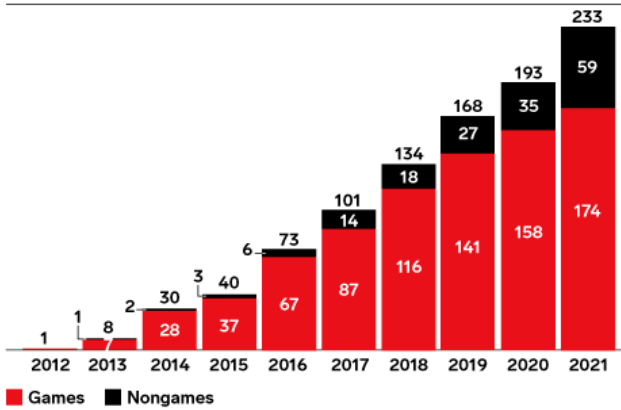
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In 2021, **233** mobile apps crossed the **\$100 million** mark in annual consumer spending worldwide, and just under **75%** of them were games. That's down from about **82%** in 2020, as more nongaming apps passed that milestone than their gaming counterparts. Still, games

continue to drive much of the consumer spending in the multibillion-dollar mobile app ecosystem.

**Beyond the chart:** People around the world spent **\$170 billion** in apps of all types last year. Mobile games captured more than **\$116 billion** of that spending, about **\$15 billion** more than they did in 2020, due largely to the rise of in-app subscriptions and time spent with these apps amid the pandemic.

**Number of Apps Surpassing \$100 Million in Annual Consumer Spending Worldwide, Gaming vs. Nongaming, 2012-2021**



Source: App Annie, "State of Mobile 2022," Jan 12, 2022

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