

US Adults Will Spend Over Three and a Half Hours Per Day on Mobile Apps in 2020

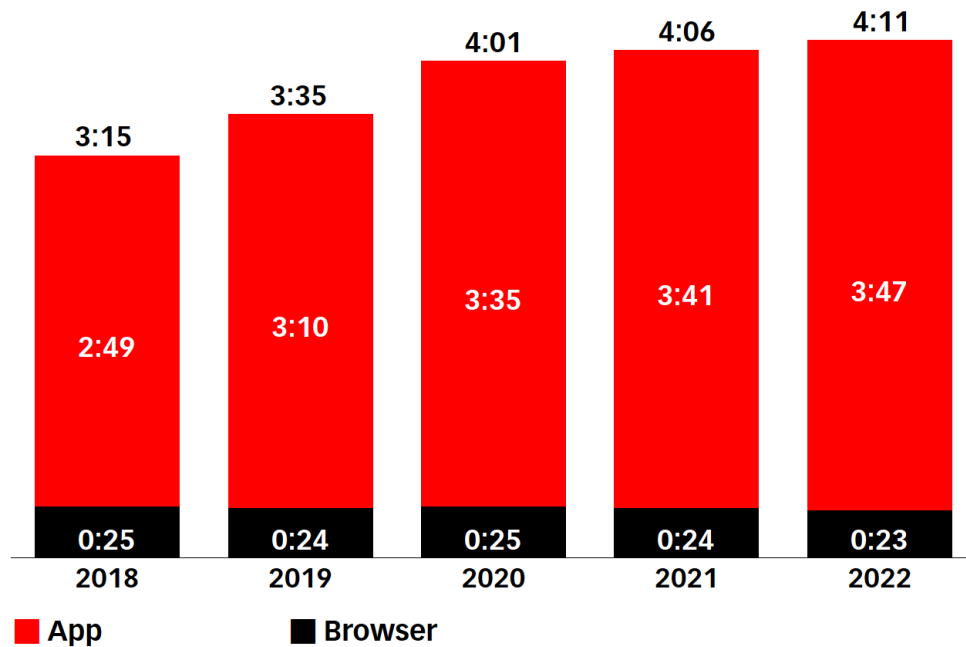
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US adults will spend an average of 4 hours, 1 minute (4:01) on mobile internet per day in 2020, with 3:35 of that time spent on mobile apps. Mobile app time will be up by 25 minutes from 2019, well above the long-term growth trend, with the pandemic as the main driver for this increase.

Mobile Internet: Average Daily Time Spent in the US, App vs. Browser, 2018-2022

hrs:mins per day among population



Note: ages 18+; includes all time spent with internet activities on mobile devices, regardless of multitasking; numbers may not add up to total due to rounding

Source: eMarketer, April 2020

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We expect time spent with mobile apps to stay above pre-pandemic levels in 2021 as people continue to spend more time on mobile devices and within apps.

Read More:

- Apple and Google are embroiled in legal battles as app store spending smashes previous records
- Facebook is beginning the integration of Instagram direct messaging and Messenger
- Twitch viewership will grow by 26.2% this year, faster than previously forecast

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