

The mobile apps downloaded the most in the US last year

Article

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TikTok was the No. 1 mobile app in the US last year, with **94.0 million** downloads, a **6%** increase over 2020. Runners-up **Instagram** and **Snapchat** reached **64.0 million** downloads

and **56.0 million** downloads, respectively, meaning the three most downloaded apps in the US were all photo- and video-sharing platforms.

Beyond the chart: More than **1 in 4** people in the US were monthly TikTok users in 2021, while about **1 in 3** used Instagram as often, per our estimates. The short-video app saw the widest adoption among 18- to 24-year-olds, and the **Meta**-owned platform, within the 25-to-34 set (over **70%** of each cohort). Though it will continue to lag TikTok in user growth for the next few years, Instagram will avoid the stagnation of its sister app **Facebook**.

Top 10 US Mobile Apps, Ranked by Downloads, 2021

millions and % change

1. TikTok	94.0 (6%)
2. Instagram	64.0 (3%)
3. Snapchat	56.0 (10%)
4. Cash App	56.0 (8%)
5. Zoom	52.0 (-36%)
6. Facebook Messenger	51.0 (-17%)
7. Facebook	47.3 (-11%)
8. WhatsApp	47.2 (5%)
9. YouTube	47.0 (18%)
10. HBO Max	45.0 (97%)

Source: Apptopia, "Worldwide and US Download Leaders 2021," Dec 27, 2021

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