

DIGITAL & TRENDS

ASO - App Store Optimization

Table of Contents

01 App market

Apps & mobile games global consumer spending 2022	
Global app market value 2022, by monetization	
Distribution of free and paid iOS apps 2019-2023	
Distribution of free and paid Android apps 2019-2023	
Annual global mobile app consumer spending 2022-2027, by store	
U.S. iOS app ASO mistakes impacting conversions 2022	

02 App distribution

Global app stores yearly decrease in mobile apps published 2022	
Number of monthly Apple App Store app releases worldwide 2019-2023	
Number of monthly Google Play app releases worldwide 2019-2023	
Number of iOS and Google Play app downloads as of Q1 2023	
U.S. Apple App Store mobile app install rates 2023 by category	
U.S. Apple App Store mobile app download conversion rates 2023 by category	
U.S. Google Play Store mobile app download conversion rates 2023 by category	

03 App updates and delistings

Rejected apps submitted to the Apple App Store 2022, by reason	
Privacy violation prevention on the Google Play Store 2022	
Distribution of mobile iOS and Android apps based on most recent update date 2022	

	Apple App Store app updates 2023, by frequency	22
<u>04</u>	Apple App Store most popular day for app and gaming release update day 2023	23
<u>05</u>	Google Play Store app update frequency 2023	24
<u>06</u>	Google Play Store most popular day for app and gaming release update day 2023	25
<u>07</u>	Abandoned mobile apps count 2022	26
<u>08</u>	Share of apps with programmatic ads that were abandoned worldwide 2022	27

09 04 ASO specifics: category keywords

	Share of iOS apps adding generic keywords in the title 2022, by category	29
<u>11</u>	Share of Android apps adding generic keywords in the title 2022, by category	30
<u>12</u>	Apple App Store: target keyword match in highest-ranking apps 2022, by category	31
<u>13</u>	Apple App Store: most popular keywords and CTA in highest-ranking food apps 2022	32
<u>14</u>	Apple App Store: most popular keywords and CTA in highest-ranking health apps 2022	33
<u>15</u>	Google Play Store: target keyword match in highest-ranking apps 2022, by category	34
<u>16</u>	Google Play Store: most popular keywords and CTA in highest-ranking gaming apps 2022	35
<u>17</u>	Google Play Store: leading keywords and CTA in highest-ranking shopping apps 2022	36

18 05 ASO specifics: iOS keyword searching

<u>19</u>	India leading keywords searched on the Apple App Store 2022-2023	38
<u>20</u>	Germany leading keywords searched on the Apple App Store 2022-2023	39
<u>21</u>	Spain leading keywords searched on the Apple App Store 2022-2023	40

Table of Contents

France leading keywords searched on the Apple App Store 2022-2023	<u>41</u>
UK leading keywords searched on the Apple App Store 2022-2023	<u>42</u>
U.S. leading keywords searched on the Apple App Store 2022-2023	<u>43</u>
06 ASO specifics: visual elements	
Google Play Store: number of screenshots in highest-ranking apps 2022, by category	<u>45</u>
Apple App Store: most used symbols in the titles of highest-ranking apps 2022	<u>46</u>
Google Play Store: most used symbols in the titles of highest-ranking apps 2022	<u>47</u>
Apple App Store: most popular colors of highest-ranking apps 2022, by category	<u>48</u>
Google Play Store: most popular colors of highest-ranking apps 2022, by category	<u>49</u>
Apple App Store: number of screenshots in highest-ranking apps 2022, by category	<u>50</u>
U.S. iOS app ASO mistakes impacting conversions 2022	<u>51</u>
07 Advertising spotlight: Apple Search Ads (ASA)	
Mobile ad spend worldwide in 2022, by OS	<u>53</u>
Global iOS app CPT in the Apple App Store 2021-2022	<u>54</u>
Apple search advertising CPT worldwide 2022, by region	<u>55</u>
Global iOS app TTR in the Apple App Store 2022, by market	<u>56</u>
Global iOS app CPT in the Apple App Store 2022, by category	<u>57</u>

CHAPTER 01

App market

Consumer spending on mobile app store purchases on mobile apps and games worldwide in 2022

Apps & mobile games global consumer spending 2022

	Share of consumer spend	Consumer spend in billion U.S. dollars
Mobile apps	34%	56.78
Mobile games	66%	110

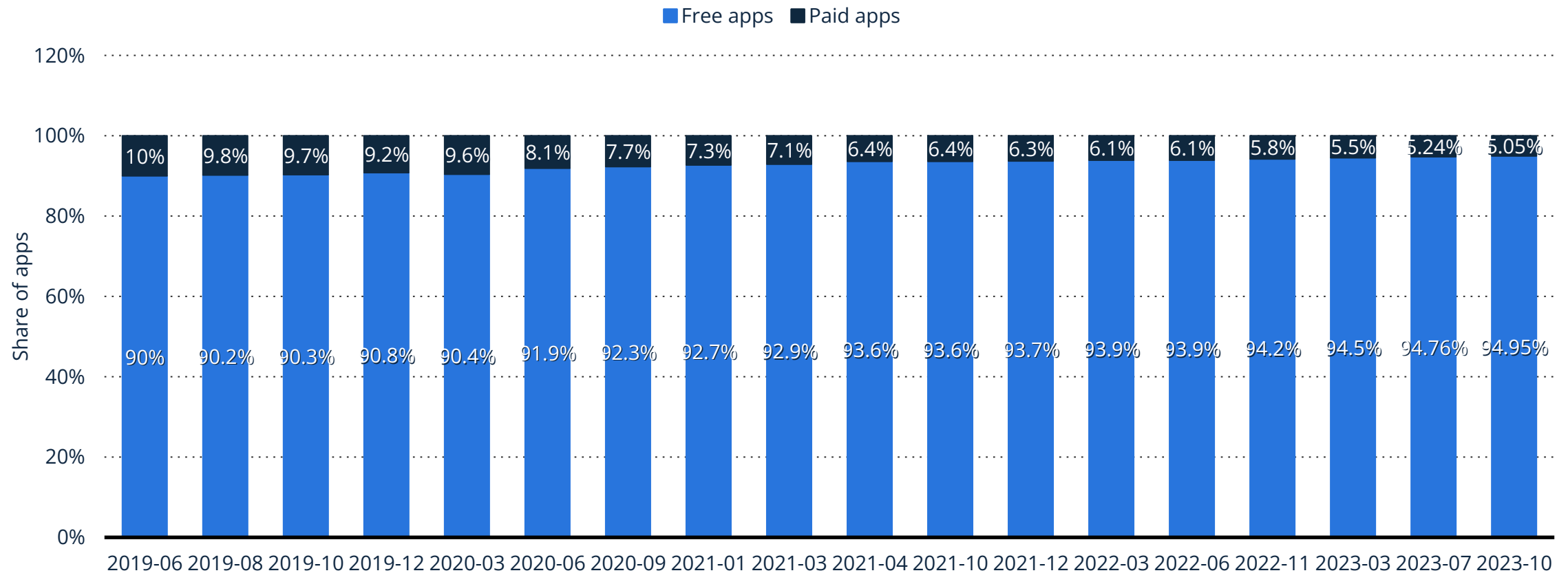
Mobile app market value worldwide in 2022, by monetization method

Global app market value 2022, by monetization

	Share of app market revenues	App market revenues in billion U.S. dollars
App store spend	33.2%	167
Mobile ad spend	66.8%	336

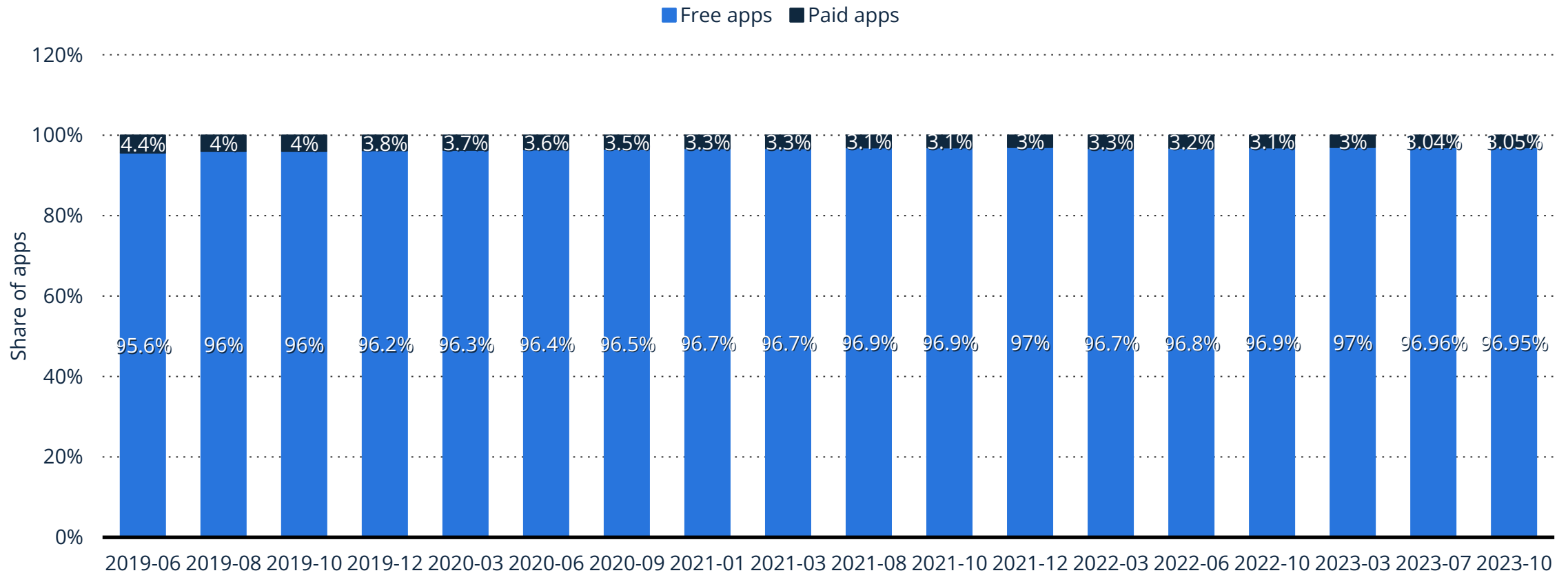
Distribution of free and paid iOS apps in the Apple App Store from June 2019 to October 2023

Distribution of free and paid iOS apps 2019-2023



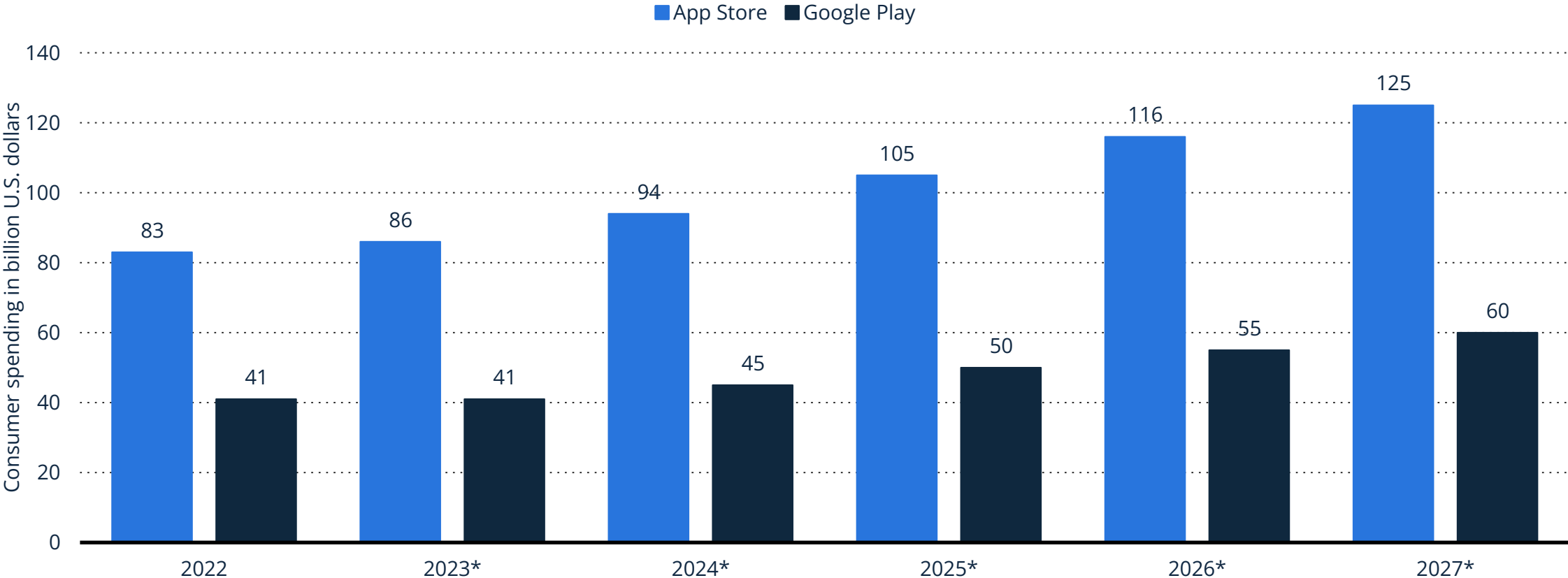
Distribution of free and paid Android apps in the Google Play Store from June 2019 to October 2023

Distribution of free and paid Android apps 2019-2023



Mobile app consumer spending worldwide from 2022 to 2027, by store (in billion U.S. dollars)

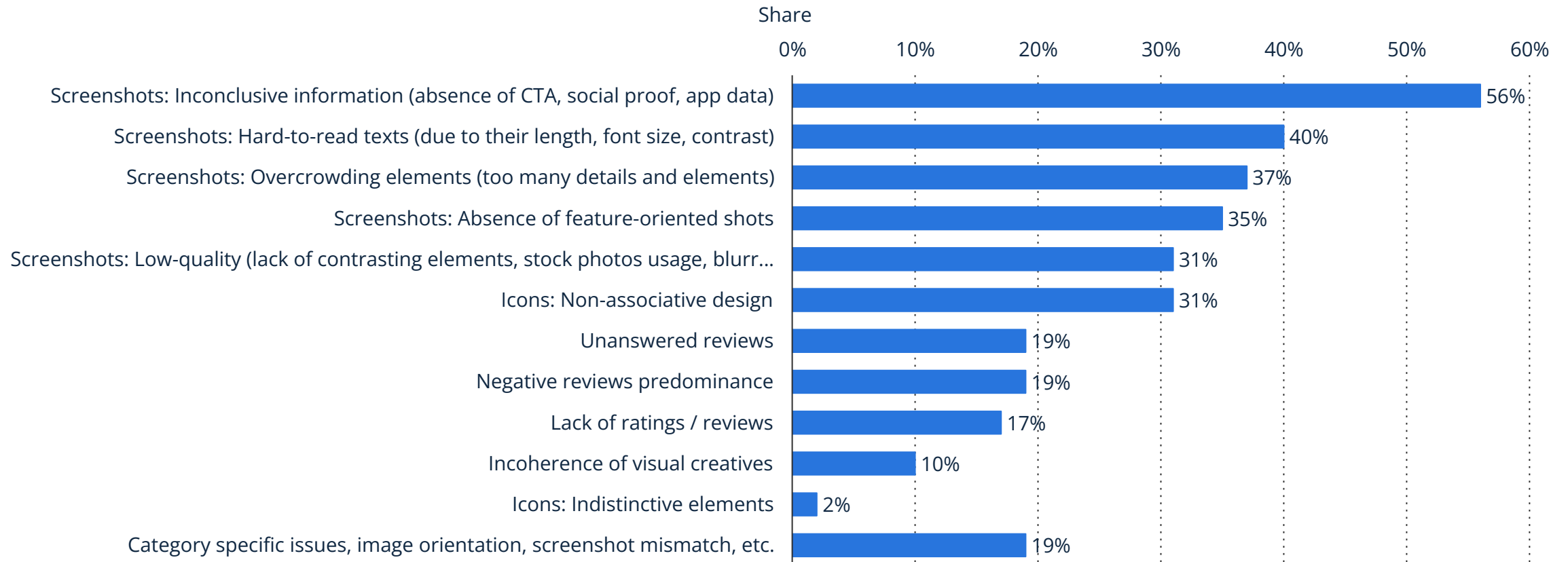
Annual global mobile app consumer spending 2022-2027, by store



Description: In 2027, consumers are projected to spend 125 billion U.S. dollars on mobile apps from the Apple App Store. Combined user spending in the App Store and Google Play is set to reach almost 186 billion U.S. dollars by 2027. This would represent an increase of over 50 percent compared to the total consumer spending registered in 2022 across the two major app distributors. The estimated app spending for the years between 2023 and 2024 have decreased considerably from past [...] [Read more](#)
Note(s): Worldwide; 2022; excluding spending on third-party Android stores; *Forecast [Read more](#)
Source(s): Mobile Marketing Reads; Sensor Tower

Possible App Store Optimization (ASO) mistakes impacting conversion for mobile apps in the Apple App Store in the United States in 2022

U.S. iOS app ASO mistakes impacting conversions 2022

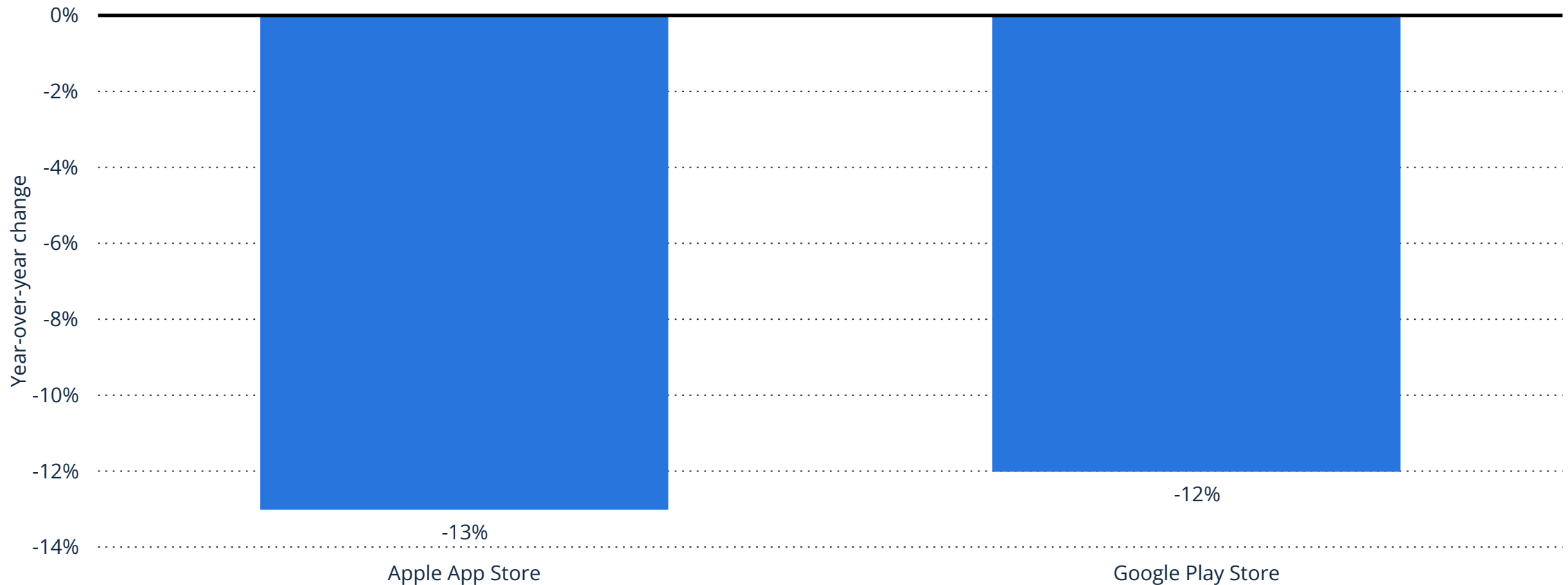


CHAPTER 02

App distribution

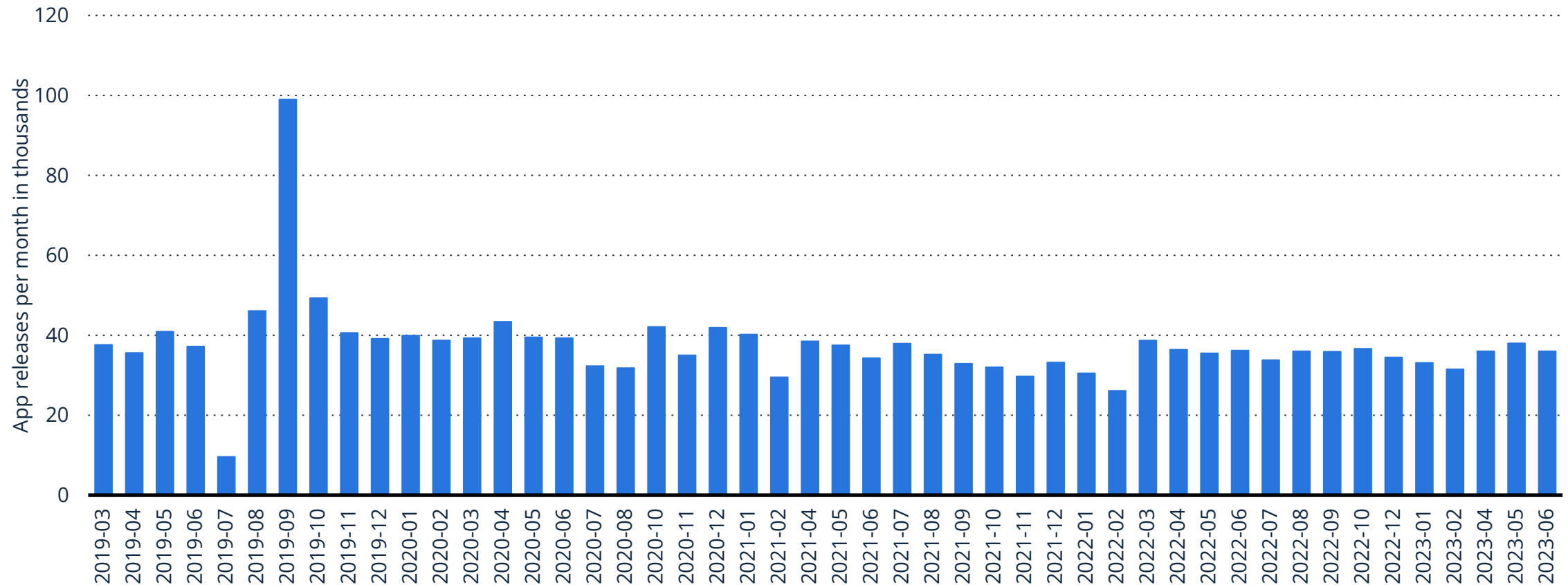
Year-over-year decrease in mobile apps launched worldwide in the Apple App Store and in the Google Play Store in 2022

Global app stores yearly decrease in mobile apps published 2022



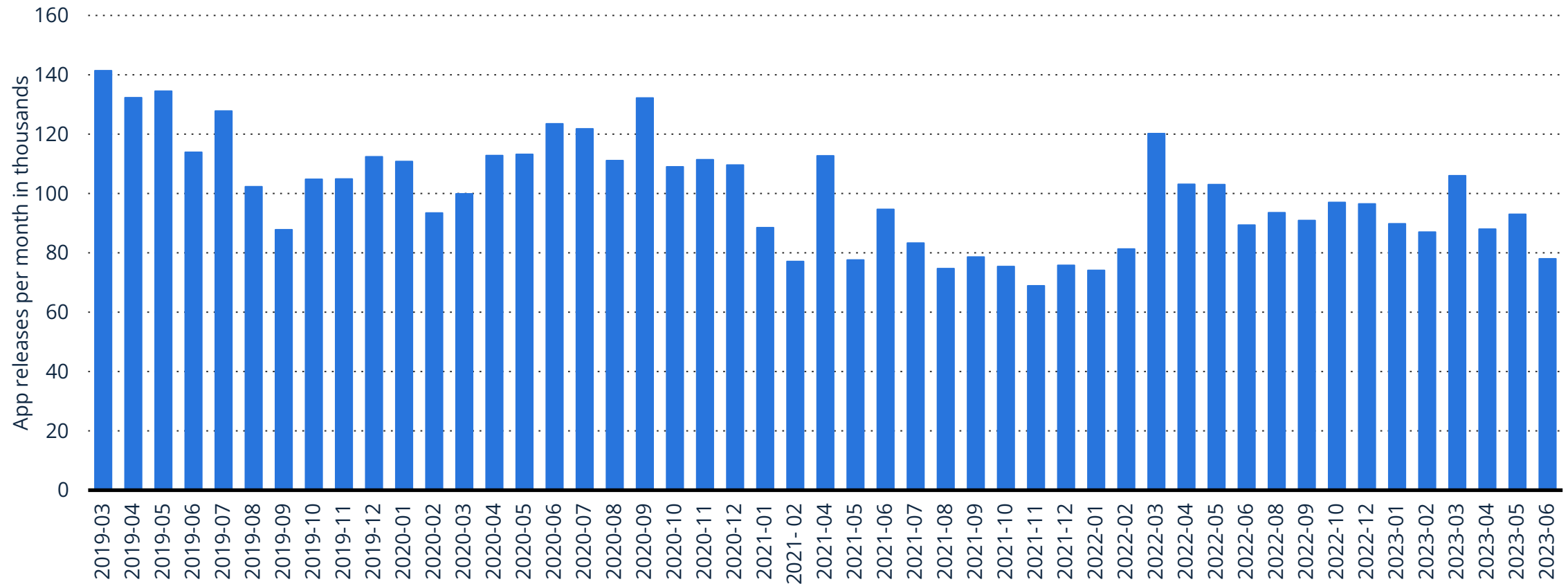
Average number of new iOS app releases per month from March 2019 to June 2023 (in 1,000s)

Number of monthly Apple App Store app releases worldwide 2019-2023



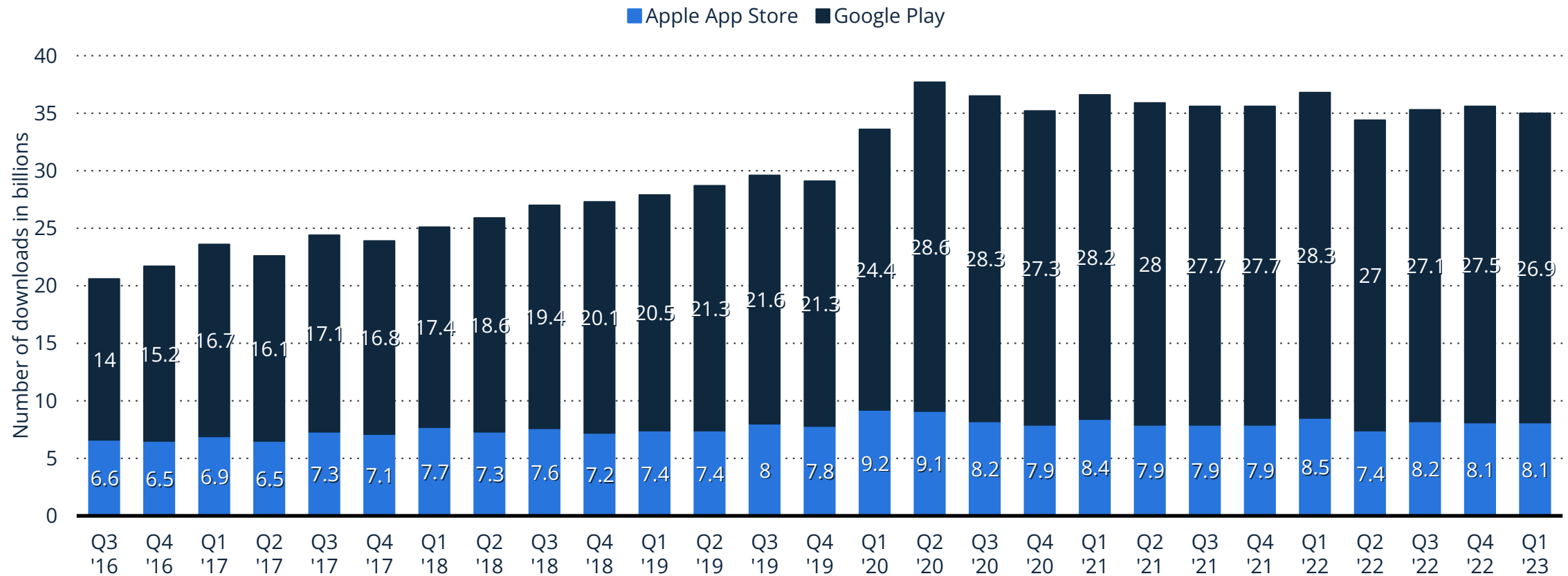
Average number of new Android app releases via Google Play per month from March 2019 to June 2023 (in 1,000s)

Number of monthly Google Play app releases worldwide 2019-2023



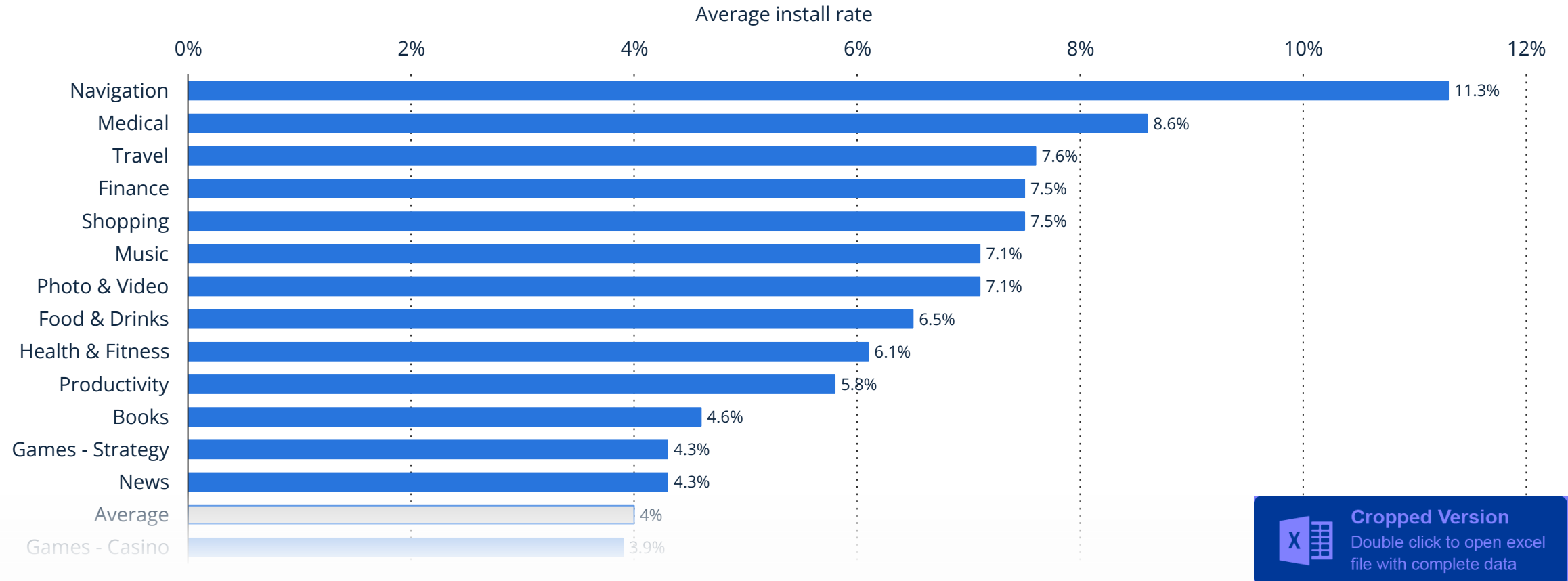
Number of Apple App Store and Google Play mobile app downloads worldwide from 3rd quarter 2016 to 1st quarter 2023 (in billions)

Number of iOS and Google Play app downloads as of Q1 2023



Mobile iOS app install rate in the Apple App Store in the United States in 1st half of 2023, by category

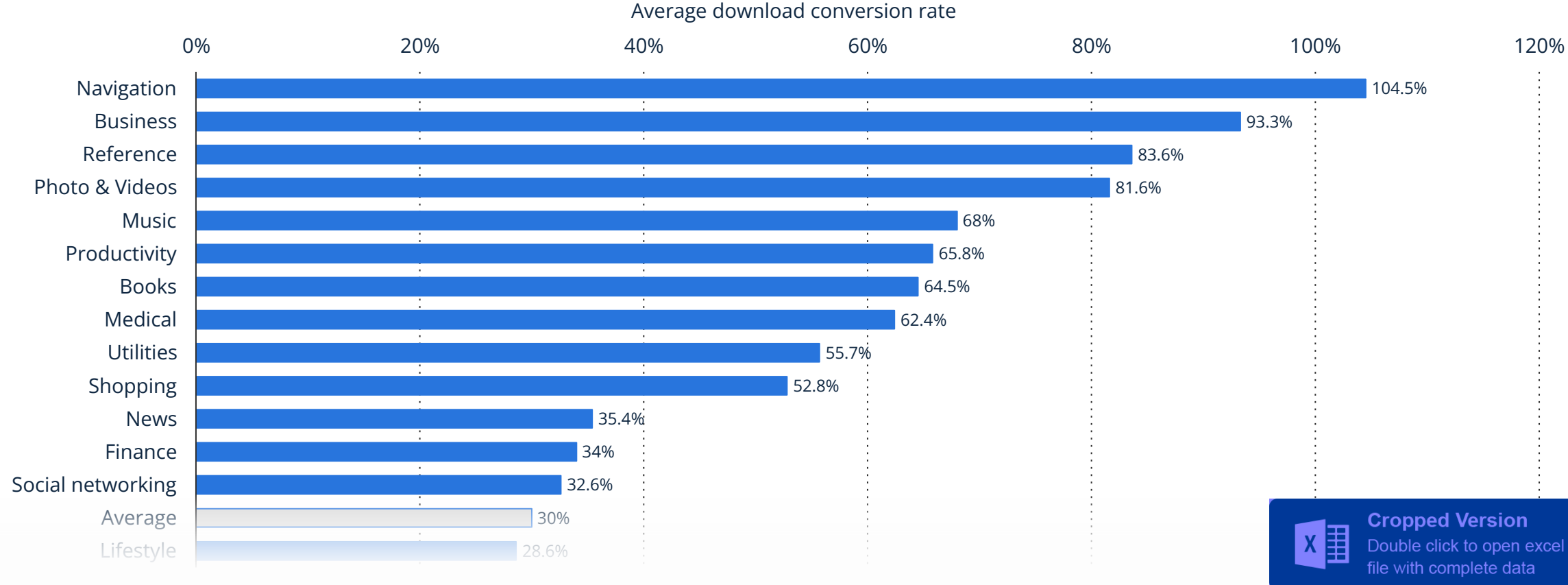
U.S. Apple App Store mobile app install rates 2023 by category




Cropped Version
 Double click to open excel file with complete data

Mobile iOS app download conversion rate in the Apple App Store in the United States in 1st half of 2023, by category

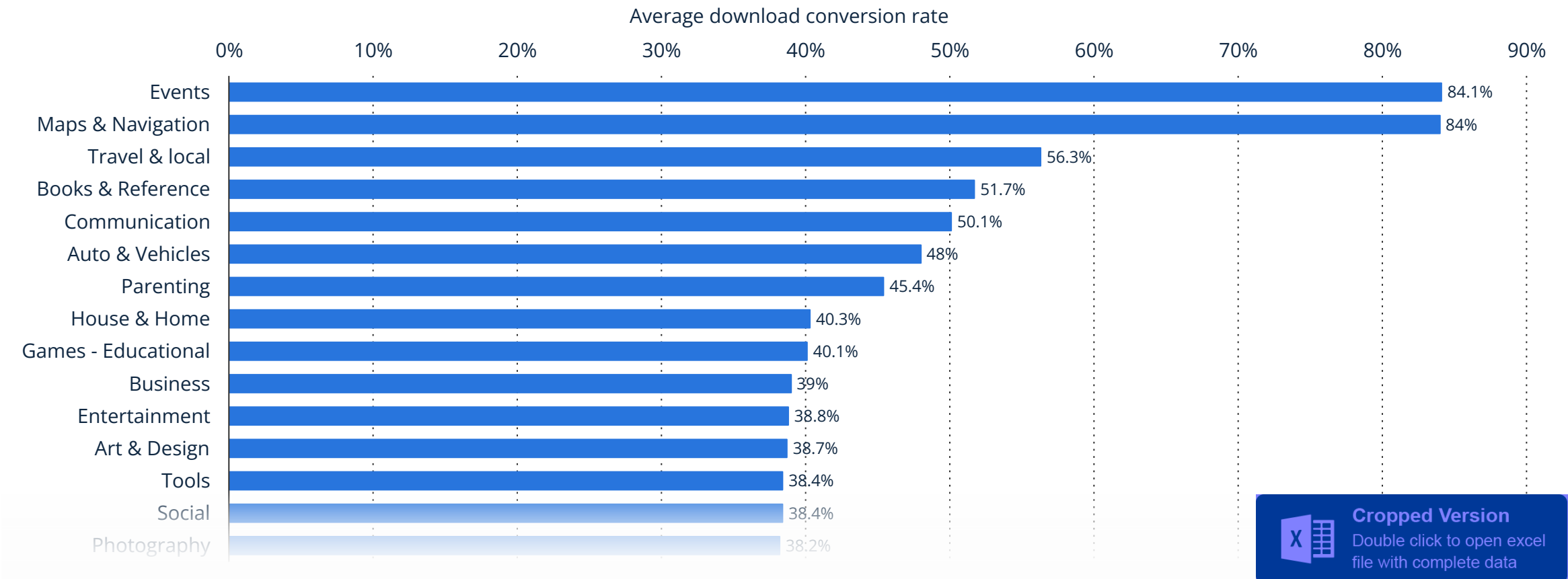
U.S. Apple App Store mobile app download conversion rates 2023 by category



 **Cropped Version**
Double click to open excel file with complete data

Mobile Android app download conversion rate in the Google Play Store in the United States in 1st half of 2023, by category

U.S. Google Play Store mobile app download conversion rates 2023 by category

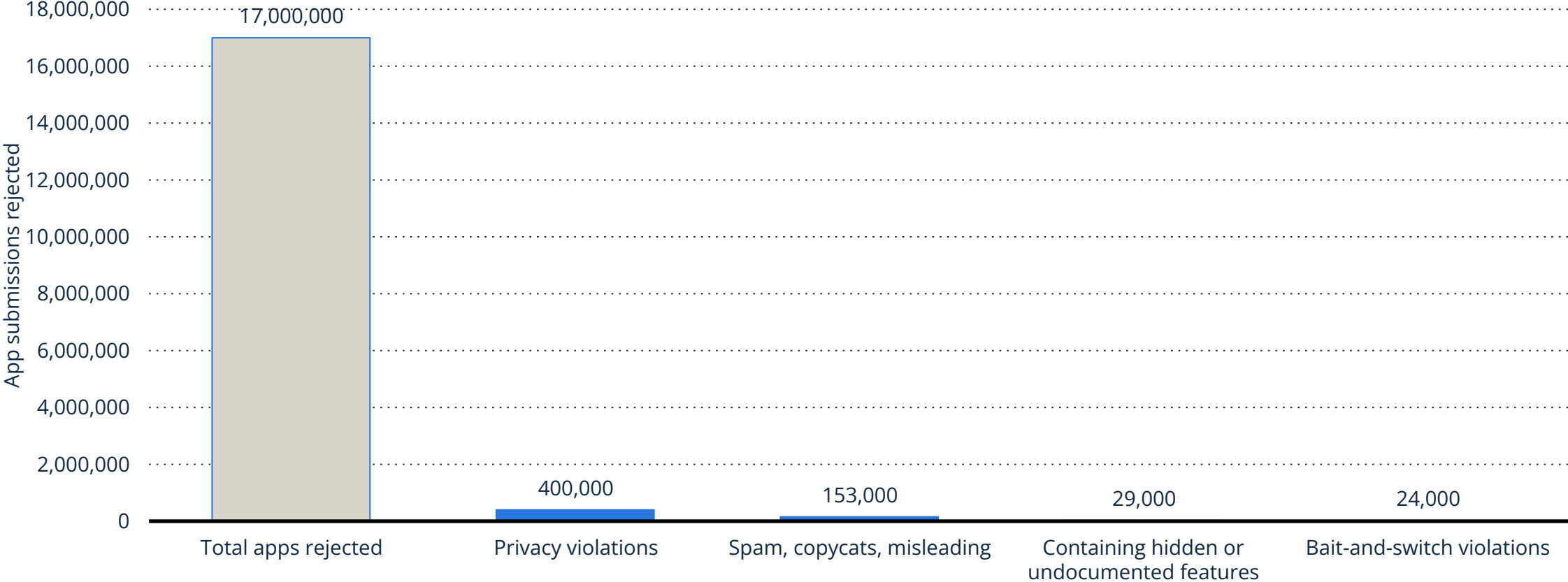


CHAPTER 03

App updates and delistings

Number of app submitted to the Apple App Store that were rejected in 2022, by reason

Rejected apps submitted to the Apple App Store 2022, by reason



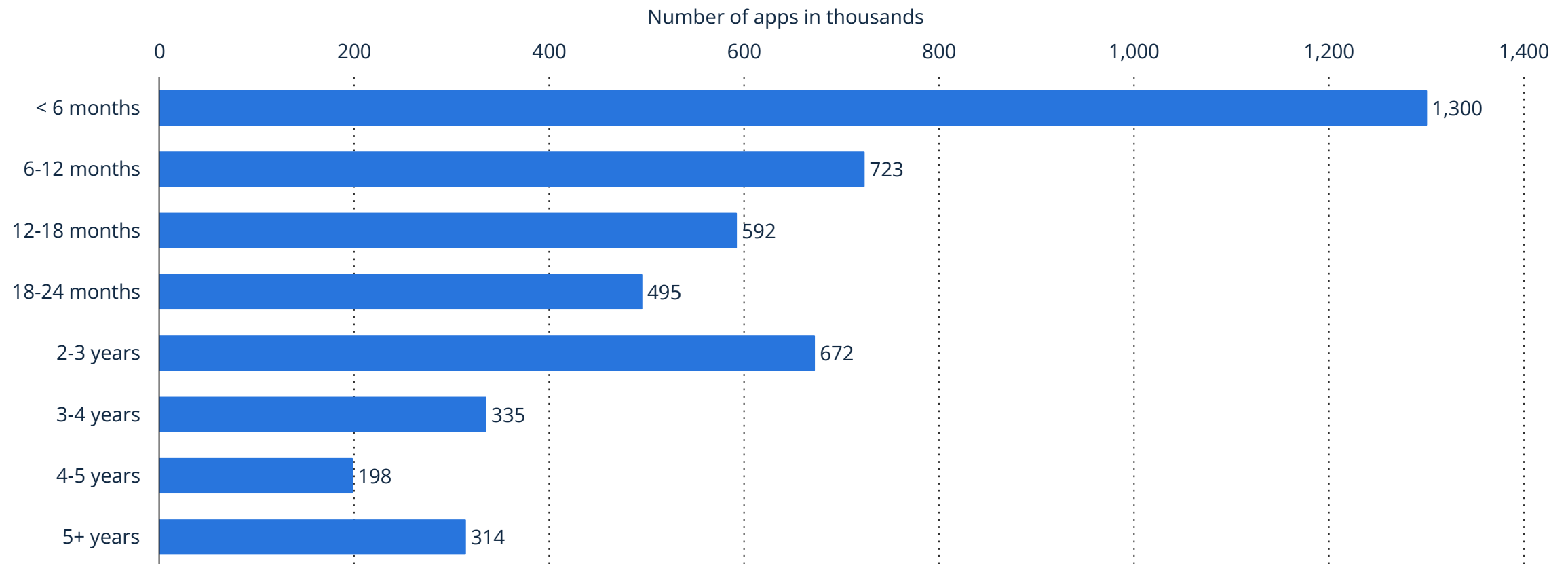
Google Play Store transparency and policy violation prevention in 2022

Privacy violation prevention on the Google Play Store 2022

	Values
Bad accounts banned	173000
Policy-violating apps prevented from being published on Google Play	1430000
Value of fraudulent and abusive transaction prevented (in billion U.S. dollars)	2
Submitted apps prevented from accessing sensitive permissions over the past three years	500000

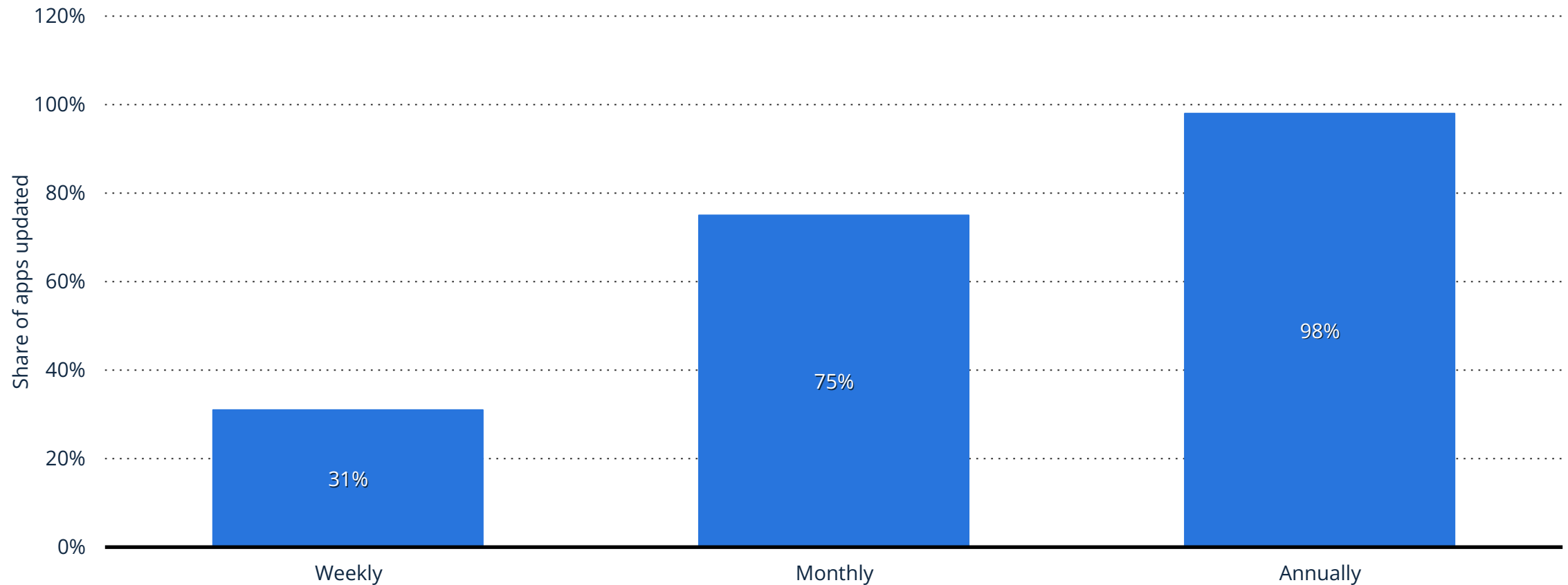
Number of mobile apps that have not been updated recently as of first quarter 2022 (in 1,000s)

Distribution of mobile iOS and Android apps based on most recent update date 2022



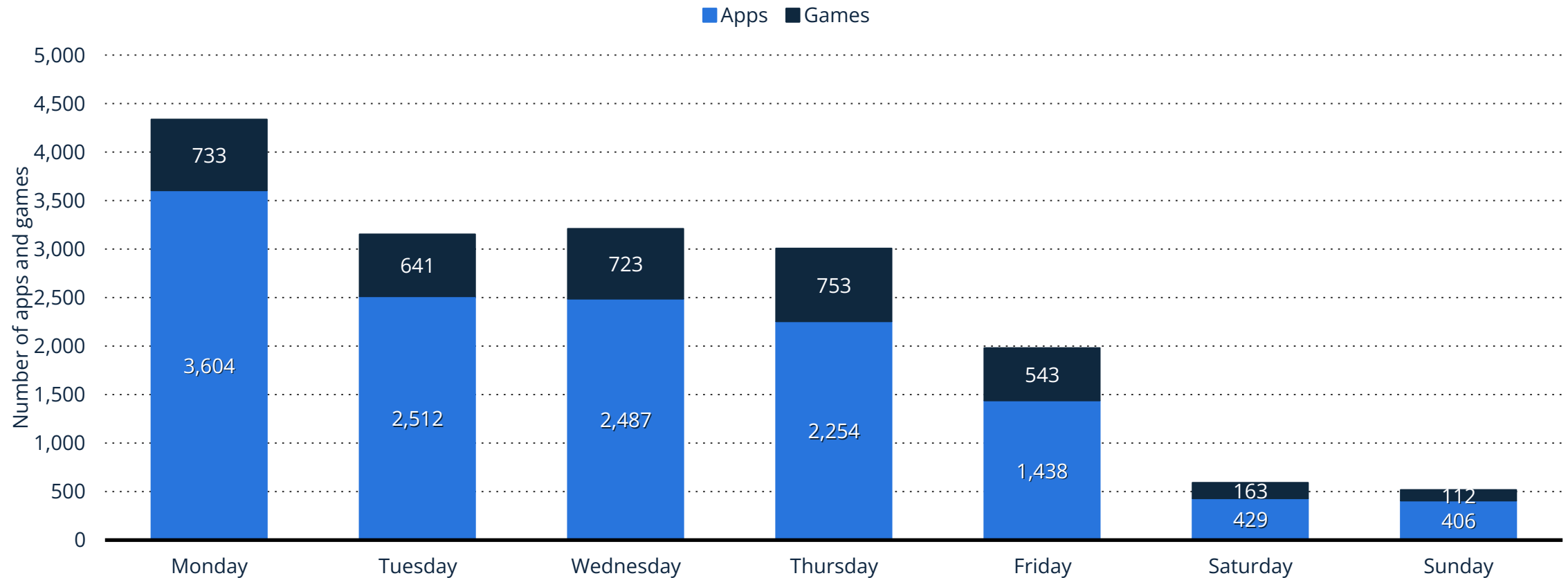
Frequency of mobile app updates on the Apple App Store as of August 2023

Apple App Store app updates 2023, by frequency



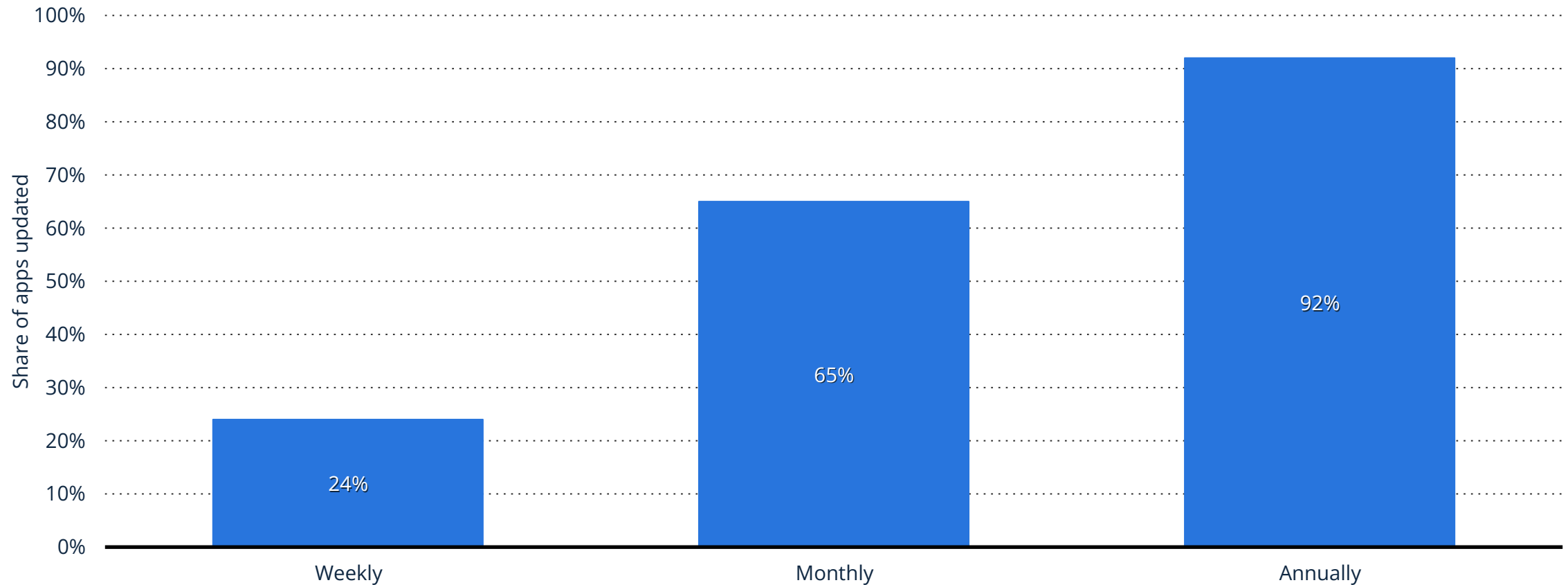
Most popular weekday to release mobile app and gaming updates in the Apple App Store as of August 2023

Apple App Store most popular day for app and gaming release update day 2023



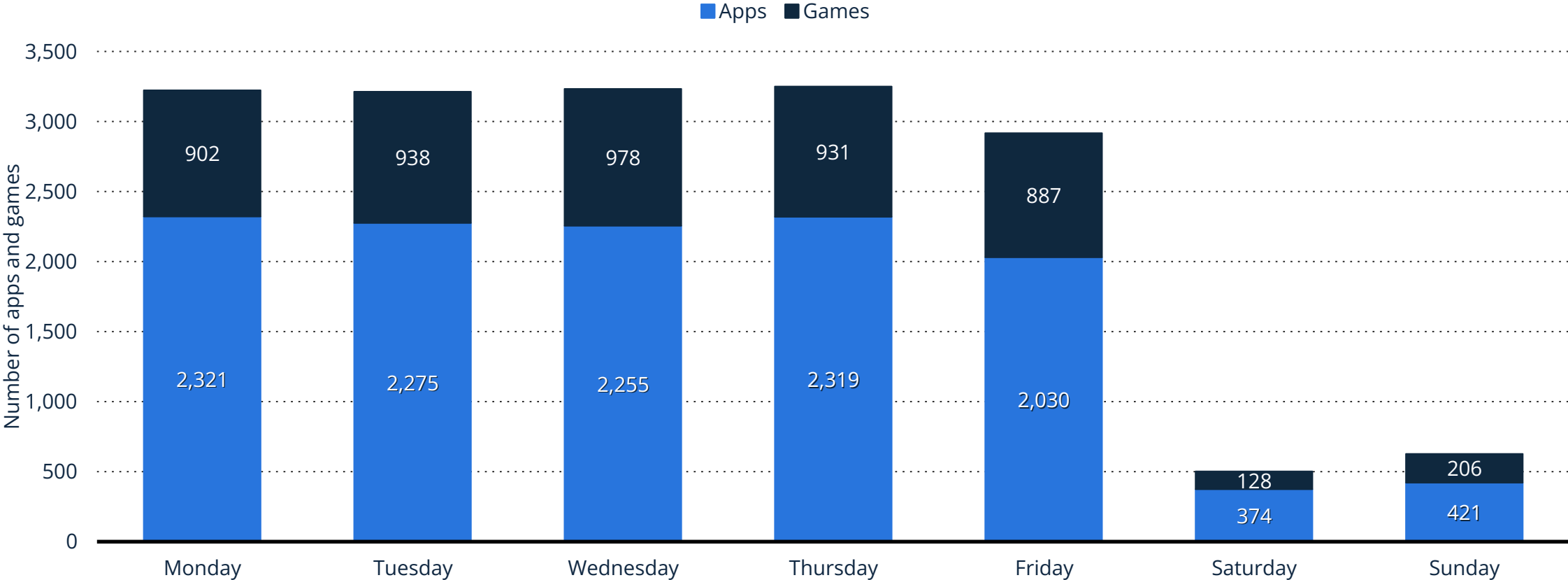
Frequency of mobile app updates on the Google Play Store as of August 2023

Google Play Store app update frequency 2023



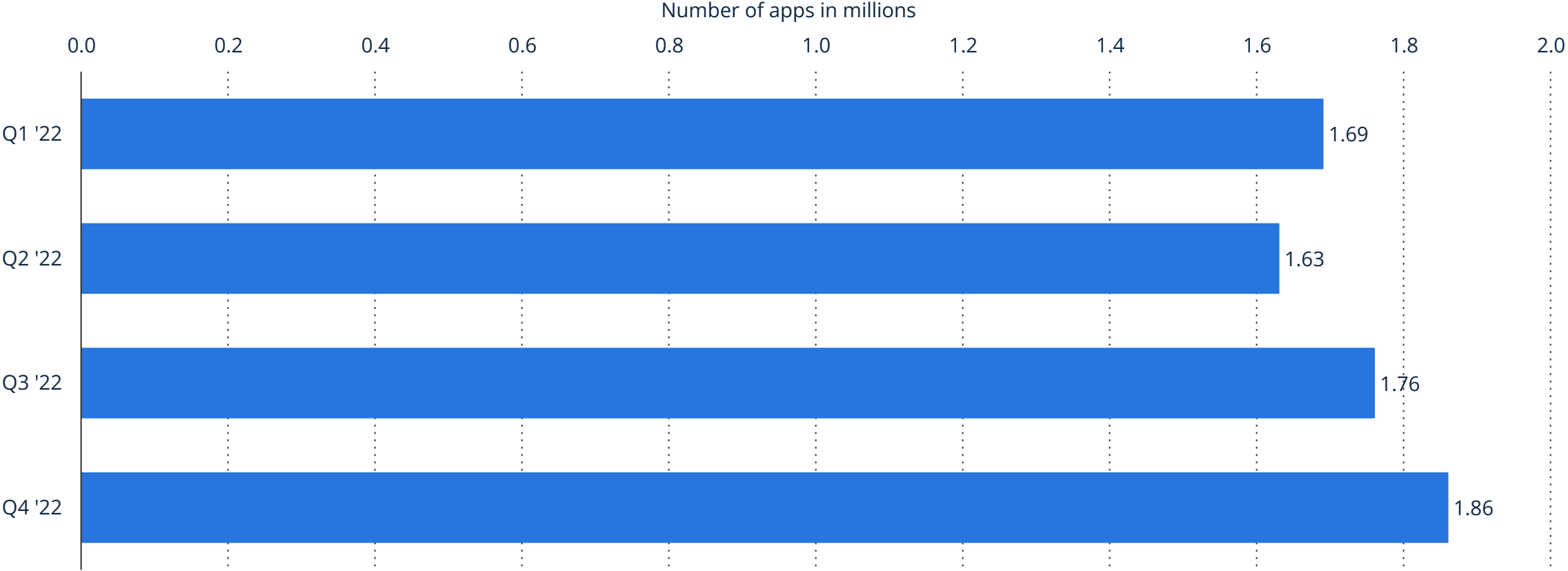
Most popular weekday to release mobile app and gaming updates in the Google Play Store as of August 2023

Google Play Store most popular day for app and gaming release update day 2023



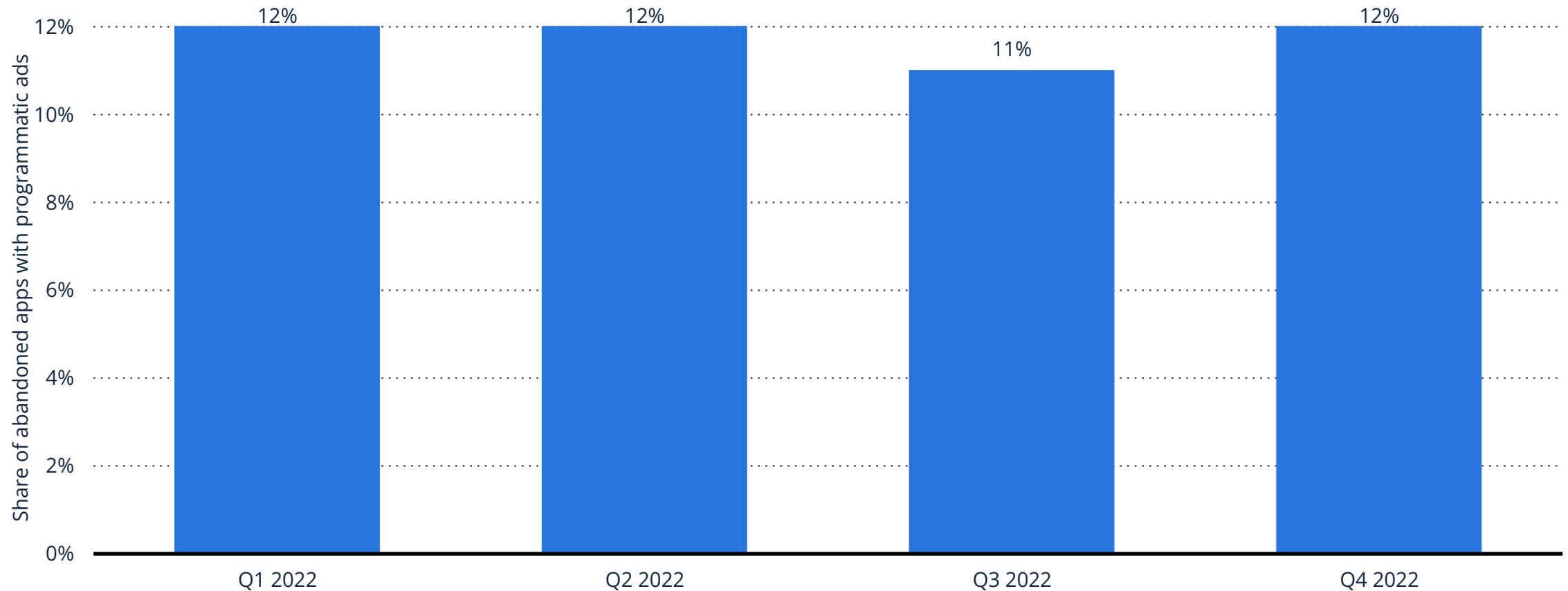
Number of mobile apps that have not been updated recently from 1st quarter 2022 to 4th quarter 2022 (in millions)

Abandoned mobile apps count 2022



Share of apps with programmatic ads that were abandoned worldwide from 1st quarter 2022 to 4th quarter 2022

Share of apps with programmatic ads that were abandoned worldwide 2022



CHAPTER 04

ASO specifics: category keywords

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/497034121113006110>