

FLUX INSIGHTS

MOBILE

GOOGLE PLAY STORE

APPS



VOLUME TWO

MOBILE

FLUX INSIGHTS

APPS



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ANDROID MOBILE APPS

03

This report leverages data from the Google Play store to uncover information. Regarding the sentiment of Android app users. That submitted 17,000 reviews, to 277 apps, across 46 countries.

OMNIPRESENCE

Consumers are projected to spend \$106 billion in the global apps store by the end of this year and over \$156 billion in the next 4 years. As reported by market data and insights company App Annie.

App downloads will increase by 45 percent in the next 4 years hitting the \$258.2 billion mark. Growth in downloads is driven by markets in the Asian Pacific region, including India, Indonesia, and Vietnam.

While growth in Latin America is projected to be driven by Brazil, and in the EMEA region by Egypt, Ukraine, Poland and Russia.

Growth in western Europe, the USA and Japan is expected to stabilise by the close of 2022.

Emerging markets are migrating towards the early stages of maturity. The discovery of apps by new smartphone owners. Is the primary driver of significant downloads in emerging markets.

Currently, China is the biggest app market in the world and will be for the foreseeable future. In 2016 Android users downloaded, on average 95 apps, onto their phones.

OMNIPRESENCE

According to manifest research, time spent on Apps will continue to grow. Social Media Apps vastly outperform other app categories for user engagement. They are the go-to, app for consumers.

Nearly 40% of smartphone owners stated that they use social media apps most frequently. Gaming apps, and Communications & Messaging apps were joint second at 10% and Retail apps in fourth place at 7%.

The dashboards that accompanies this report. Represents 17,000 reviews of 277 apps, from a total of 40 countries across 43 categories.

The data was scraped off Google Play the app store. The digital distribution service operated and owned by Google Inc. The apps hosted on Google Play are rated on a scale of 1- 5. All reviews, relating to the apps on Google Play were submitted in 2018.

Apps in the following categories that scored the highest rating, of 4.8 included; Tools, Productivity, Photography, Entertainment, Finance, and Health & Fitness apps.

Apps that posted the lowest ratings, by reviewers included the following categories; medical 2.70, entertainment 3.10, and dating 3.91.

17,000

Reviews

COUNTRIES

40

CATEGORIES

43

277 Apps

Flux Insights

GOOGLE PLAY STORE BY NUMBERS

Intangible Assets

ON THE GO EXPERIENCES

Consumers are demanding mobile steaming services that seamlessly integrate into their lives.

The sheer volume and variety of apps, categories, reviews and downloads is staggering. In just 10 years, the Google Play store acquired 1 billion Android users. Across 190 countries. There are 3.5 million apps, and 82 million monthly downloads. Women account for 49% of users.

Emerging markets will drive app growth

The USA and China are the dominant countries in terms of value captured by developers located within their territories. With revenue capture skewed towards large industrialised economies.

US\$7.6
billion

The overall average reviewer rating across all categories is 4.29. Consumer sentiment trended towards the positive, with an average sentiment score of 52%.

The majority of consumers from this dataset posted mainly complimentary comments. With words of encouragement and suggestions on additional improvements.

Google Analytics stated that from June to September 2017, 40% of online transactions took place via mobile devices. Apps are a significant propagator of online sales. In-app transactions, presented a 30% year-on-year increase according to Criteo. This is a clear indication of the ascent of the mobile economy.

277

Android Apps; Shopping,
Education, Parenting, Finance,
Business, Productivity, Social,
Entertainment, Health &
Fitness, Photography, Dating,
Sports, and Travel & Local.

Health & Fitness Apps

This ensures that contextual personalised health & fitness interventions such as; the provision of instruction on how to perform an exercise.

Goal setting behaviours, self-monitoring of dietary intake, relapse prevention, coping planning and social support from other members of the Health & Fitness app community. Aid in the development of sustainable beneficial health-related habits.

One of the key features of health & fitness apps is the ability to act as a handheld health coach. That is as an aid to changing, the health behaviours of health & fitness app users.

There are various features of mobile devices, that facilitate the delivery of behavioural interventions for health. Such as their portability, near 24/7 close proximity, to the mobile owner, and that they are normally switched on for most of the day.



THERE ARE 14 HEALTH AND
FITNESS APPS IN THIS DATA
SET



Sport Apps

Changes in technology, is driving changes in consumer expectations. Sports fans expect to consume live streaming, on-demand content on their mobile devices. Supported by statistics and analysis in real-time. According to Nielsen,

Established broadcasters, digital publishers, technology giants, and social media platforms are all converging on the over-the-top opportunity in sport. Sports fans are migrating away from traditional pay-TV platforms to Internet-based platforms.

Smartphones are the most popular device, to live stream video content. However, for periods longer than 30 minutes, smart-TV and other streaming devices are used for live consumption.

Flurry's State of the Mobile report demonstrated in 2016, that sports apps became, the second fastest growing mobile app category.

Social and messaging apps took first place honours with third-place allotted to the business & finance app categories.

Social and sports mobile apps usage grew by 40 percent. The results were obtained by tracking approximately 940,000 apps across 2.1 billion gadgets with more than 3.2 trillion sessions.

Compared to this, the non-sport games, magazines, news and other personalisation apps had a visible decline in usage numbers, by up to 46 percent.

Shopping Apps

9 shopping apps are included in this dataset. The average overall reviewer rating across all the apps is 4.31. The average sentiment score is 50%. For a total of 666 Android user reviews.

AliExpress, Smarter Shopping, Better Living originates from China achieved the highest number of installs at 100,000,000. And a average reviewer rating of 4.40 was submitted by Android users.

Blidz - Hunt Free Deals on Trending Items!. Presented the lowest number of downloads at 5, 000,000. And an average reviewer rating of 4.40. ASOS, presented an average reviewer rating of 4.70 with 10,000,000 downloads

In the retail industry mobile, transactions are now an integral part of the consumer shopping experience. From research, to price comparison to, purchase, consumers are, doubling down on the use of mobiles for shopping.

Smartphones are projected to be used in over one-third of transactions.

The influence of mobile extends into the offline sphere. Forrester Research estimated that mobile will influence US\$1.4 trillion in offline sales over the next five years.

In fact consumers are expected to spend US\$ 152 billion via their mobiles by 2021.



Finance Apps

23 finance apps are included in this dataset. The average overall reviewer rating across all the apps is 4.27. The average sentiment score is 44%. For a total of 1221 Android user reviews.

Google Pay, originates from America achieved the highest number of installs at 100,000,000. And a average reviewer rating of 4.30 was submitted by Android users.

Betterment presented one of the lowest number of downloads at 100,000. And an average reviewer rating of 4.30. Revolut - Better than your bank, a UK fintech start-up had an average reviewer rating of 4.80 with 10,000,000 downloads.

Traditional banks are also performing well, Associated Credit Union Mobile's reviewer rating is 4.70, with 50,000 downloads.

NatWest Mobile Banking reviewer rating is 4.60, for 5,000,000 downloads. Bancomer Mobile, reviewer rating is 4.30, for 10,000,000 downloads.

Bank of America Mobile Banking reviewer rating is 4.50, with 10,000,000 downloads. Barclays's, Mobile Banking's app reviewer rating is also 4.50 for 5,000,000 downloads.



Finance Apps

REVIEWER SUBMISSIONS

Absolutely worthless app. If all you want to do is check your balance this is the perfect app. DON'T USE MOBILE CHECK LOAD. Ingo is a total BS company they allow to use them for a little bit then close your account for no reason and all they say is..."We're Sorry for the Inconvenience" They have no phone numbers to call so your screwed when this happens. Live Chat Reps don't give a sh** about your account. Beware.. (Ace Elite)

Bank of America Mobile Banking App is very fluid and, easy to navigate. Plenty of features that allow you to interact with account types. Setup recurring payments, send money to others and, other features that are necessary to banking. (Bank of America Mobile)

Barclays Mobile Banking very good app when it works. I used to be able to chat with mobile banking team but now it just stays there and doesn't start a chat also I have had the app for a long time and every time I make a direct call it tell me that I just registered with the app. Edit: I have been registered since April and never changed device until now. (had problems since Fingerprint update).

BBVA Spain Thank you very much BBVA for the Mobile Application. It's One Of The Best Applications I've Seen Yet.

Revolut - Better than your bank I've been using this app for over 3 months now and I can tell you I'm very happy with it.



Productivity Apps

17 productivity apps are included in this dataset. The average overall reviewer rating across all the apps is 4.37. The average sentiment score is 46%. For a total of 970 Android user reviews.

Adobe Acrobat Reader had the highest number of installs at 100,000,000. And a average reviewer rating of 4.30 was submitted by Android users.

Account Manager, presented the lowest number of downloads at 50, 000, And an average reviewer rating of 4.70. AT&T Navigator, Maps, Traffic, had an average reviewer rating of 3.60 with 10,000,000 downloads



Productivity Apps

REVIEWER SUBMISSIONS

7 Weeks - Habit & Goal Tracker Been using this app the whole year almost everyday and goddamn I can't do without this. I don't write reviews for apps very often but this app deserves all the praise it's been given. Amazing app, intuitive and easy to use.
5/5

Account Manager Limited option region/country I consider act racism hatred big brands like u don't give options worldwide.

Adobe Acrobat Reader As 6/10/18 I can't email attachments Samsung Galaxy Note 4 cell phone. It says downloading percentage stays 0% I see bar move. I cleared cache, force stopped uninstalled reinstalled cleared trouble. Please help get fixed!

Advanced Task Killer Downloaded soon I got Samsung Galaxy S8+ worked all. The widget kill tasks. Have always used previous Android devices; would love working version Galaxy S8+. Please fix asap.

All-In-One Toolbox: Cleaner, Booster, App Manager Don't trust guys purchased pro key every year change conditions purchase again. Just gold diggers!!! There better speedup like BOOT BOOSTER, SPEED BOOSTER, TUNEUP MASTER PRO.



Social Apps

REVIEWER SUBMISSIONS

Amino: Communities and Chats Amino amazing A LOT bugs. I'd rather fixed adding new things PLEASE ADD WHY YOU BAN THE MEMBERS, IT IS REALLY MAKING A LOT OF USERS MAD. Thank you~

Badoo - Free Chat & Dating App Very good

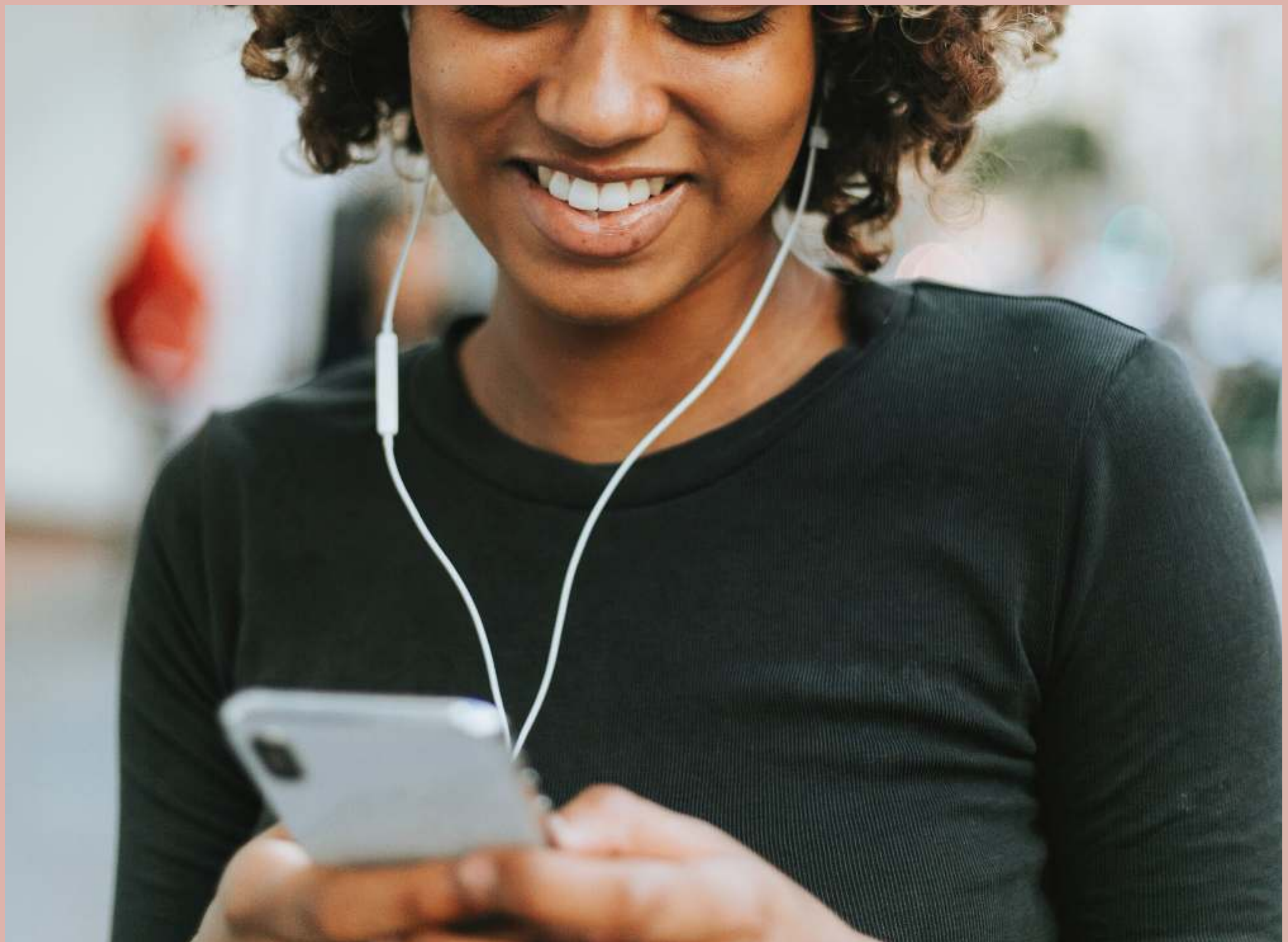
All Social Networks Love you a lot

Amino: Communities and Chats Fun app for fun people!

Badoo - Free Chat & Dating App Great meet lots people

Banjo Easy 5 stars No frills, non-biased information whenever willing peek world.

All Social Networks This worst I seen social media nothing worked Facebook weeks behind see present post post messenger never worked!!!!



Travel & Local

REVIEWER SUBMISSIONS

Airbnb Cleaning fee or service fee and all the price that includes guests is a pain in the ass. When you choose the apartment you want to stay in, the price should be written in total. It's a hassle for each time when you thought, oh, this is a good price, until you checkout. The worse thing is sometimes you guys send the email, finish the booking as a reminder. I don't want that.

Airport + Flight Tracker Radar Highly useful, features work Great keeping flight info hand, airport maps, gate info, etc. I also like able load flights keep info readily available. I think features finished yet, work properly. The ticket photo feature load image, although ... Full Review

American Airlines Great happy path, check in, etc. Seat upgrade consistently fails. Credit card entry insists I love Alabama...I don't. Still buggy deeper features.

ANA Good start This app needs Domestic Flight reservation capabilities, rewards flight and needs to stop being pushed out to an external link.

Ascape VR: 360° Virtual Travel It's good at starting due to some reason I download the location and it says download again ...when I do it say download complete 100% but it's interrupted





Flux Insights

END USERS, & USEFUL TECHNOLOGY SHAPE MARKETS!

Intangible Assets

The rapid rise of mobile penetration in the developed and developing world. Is, empowering consumers to engage in health-related interventions.

Gain access to advice on intractable topics in maths and science. Seek entertainment, buy a home, and arrange travel. At a time and place convenient for them.

Successful apps excel across four key attributes; usability, performance, the level of user satisfaction and the quality of content. Well served and underserved Android app users are willing and able to express their dismay or joy online.

THE FUTURE OF
MOBILE

*is the future of
everything*

Flux Insights

SHOPPING QUOTE

*Shortest Horror Story
Ever:
SOLD OUT*

YOU ARE
YOUR ONLY
LIMIT

Sport Quote

The Goal isn't More Money.
The Goal is Financial
Freedom.

FINANCE QUOTE

HEALTHY
SELF
HEALTHY
SELF

HEALTH & FITNESS QUOTE

I LIKE MY MONEY WHERE I
CAN SEE IT: HANGING IN
MY CLOSET.

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