

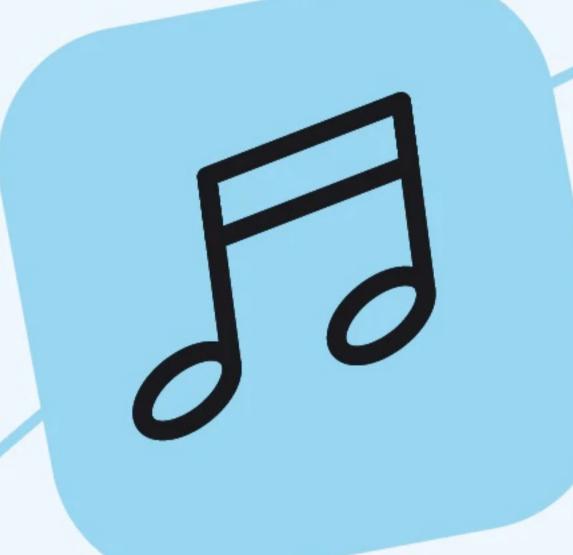
## A look at the EU iOS market

## App categories users would pay for

## Apps mentioned:

- PicCollage (photo editing)
- Procreate (design)
- Splice (video montage)
- AirMeasure (measuring objects)
- Netflix, Amazon Prime,
- Crunchyroll





- Spotify, YouTube Music, Deezer
- Tinder, happn
- **Evernote, Notion**
- The School of Life, Kahoot!
- Whisperies (stories for children)
- Waking Up, Headspace (meditation)





- Forest
- Sleep Cycle, AutoSleep
- Freeletics, Strava (fitness)
- Wikiloc (navigation)
- Relive (visualizing running paths)

