

# A look at the EU iOS market

According to the Setapp Mobile Research, March 25 – April 5, 2024, the top non-gaming categories that users in the EU are prepared to pay for are: productivity, finance, health and fitness apps.

## App categories users would pay for

- ◆ Music, video, sports streaming
- ◆ Video games
- ◆ Photo editing, photo filters, story creation
- ◆ Finance-focused apps  
News (The New York Times, The Wall Street Journal, Les Échos, etc.)
- ◆ VPNs
- ◆ Productivity/time trackers
- ◆ Trello-like apps
- ◆ Apps to make presentations
- ◆ Note takers
- ◆ Language learning
- ◆ Travel
- ◆ Weather
- ◆ Dating
- ◆ Music making and learning (guitar apps, DJing)
- ◆ Fitness and workout
- ◆ Health-related apps
- ◆ Diets, nutrition, meal tracking
- ◆ Cooking
- ◆ Meditation and relaxation
- ◆ Stories for children
- ◆ Simple AI apps
- ◆ Specific functional apps (TeamViewer, Adobe Acrobat Reader, Simple Transfer, CoinSnap, etc.)

