



Mac Developer Survey 2022



Intro to 2022 survey

Six years in a row we are conducting a Mac Developer Survey to provide industry insights. This year, we asked the Mac developers about the progress on the opportunities 2021 opened up, their main challenges and common practices, as well as the impact of the recent political events on their work.



Key Takeaways

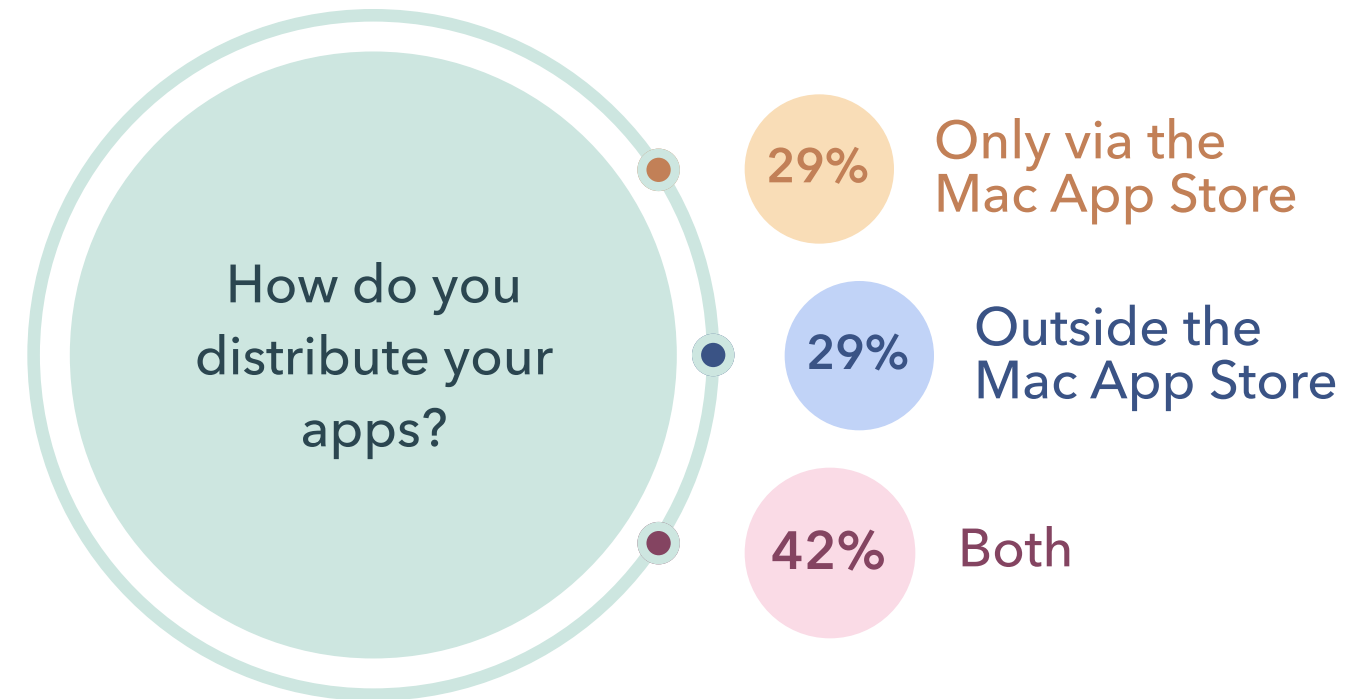
- ◇ App discovery and user acquisition are the main challenges Mac developers face with app distribution today.
- ◇ 63% of Mac developers are currently using an Apple M1 chip Mac for their work and 71% have already released an M1-optimized version of their app(s).
- ◇ 29% of devs distribute their apps exclusively outside the Mac App Store, mainly through their websites.
- ◇ Almost 70% of respondents felt some impact of the Russian invasion of Ukraine.

App distribution

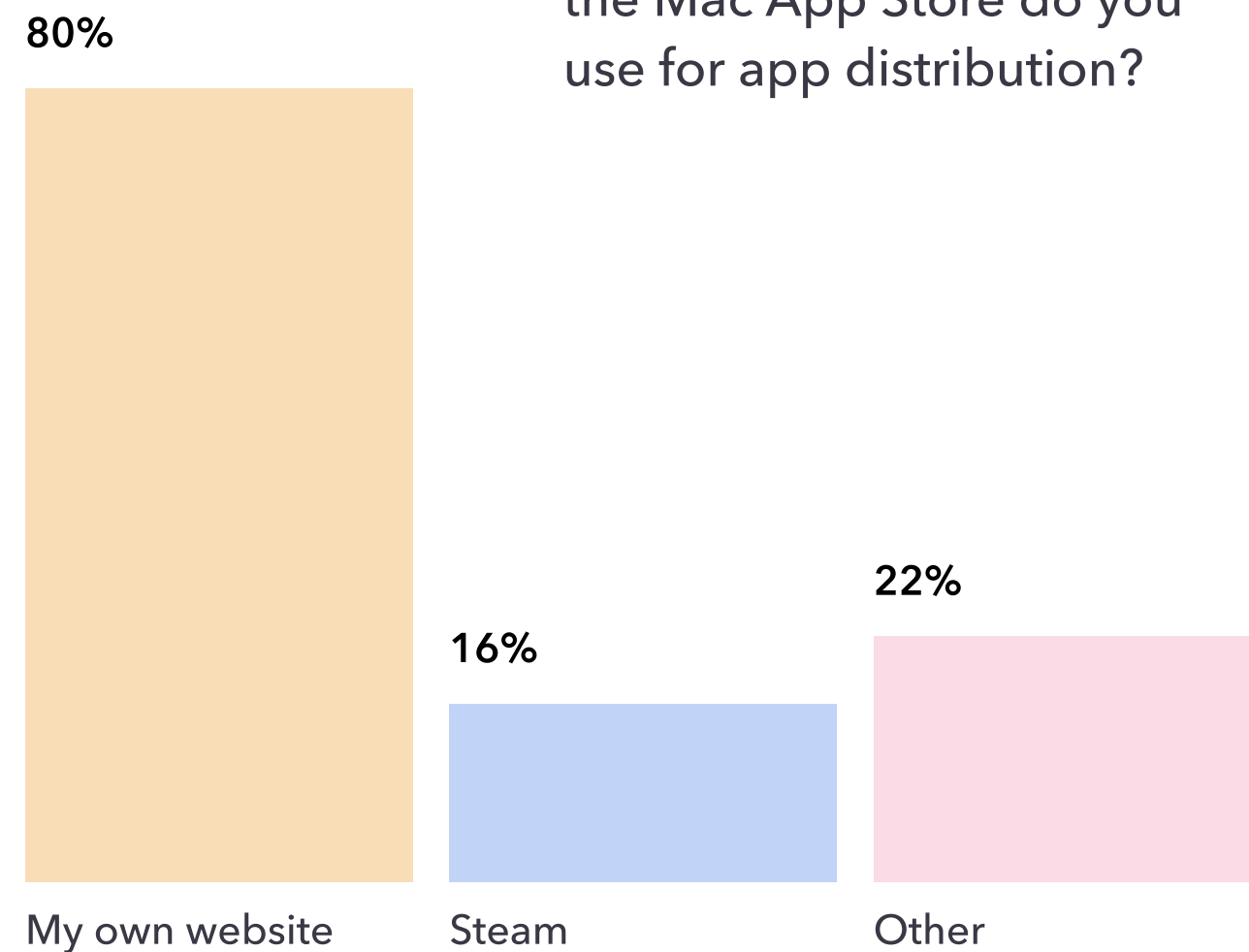
Almost a **half of Mac developers** distribute their app(s) both through Mac App Store and outside of it. Among distribution channels outside the Mac App Store, developers mainly rely on their **website**. Other ones mentioned include Steam, Setapp, GitHub, and partnerships. Half of Mac devs use a **home-grown solution** to do so.



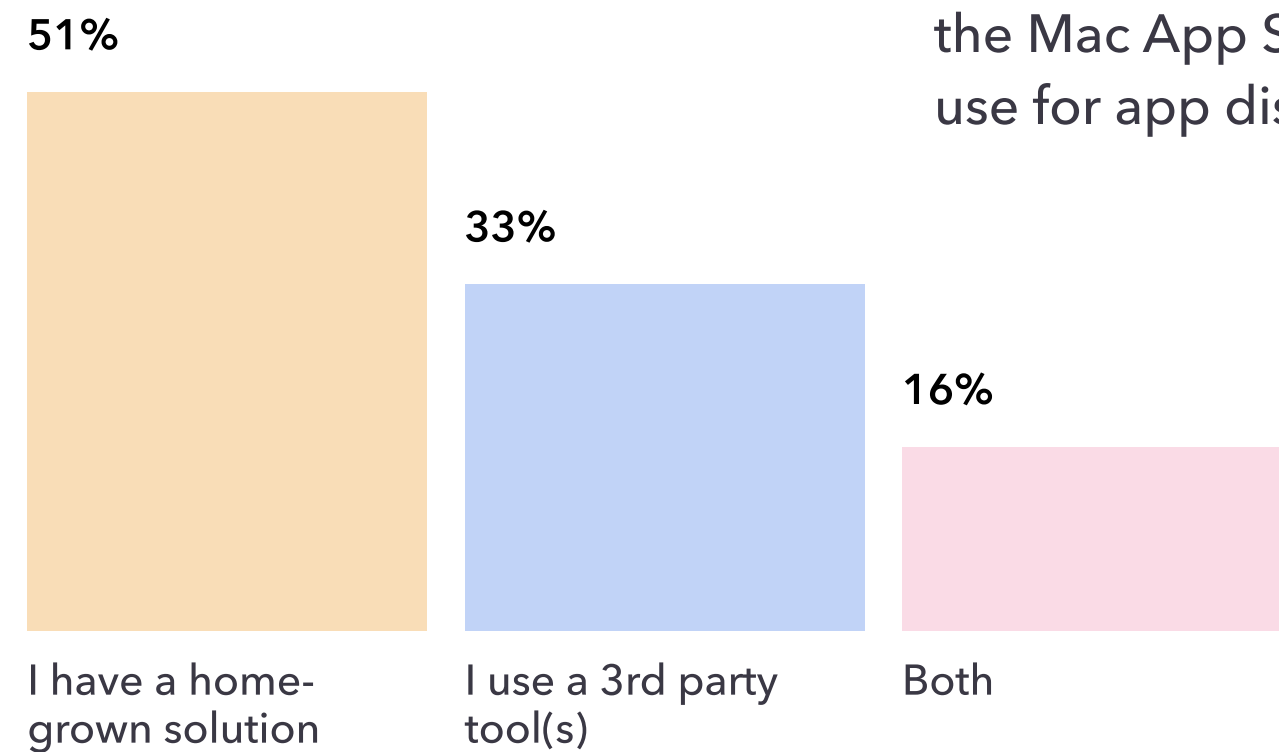
App distribution



Which channels outside the Mac App Store do you use for app distribution?



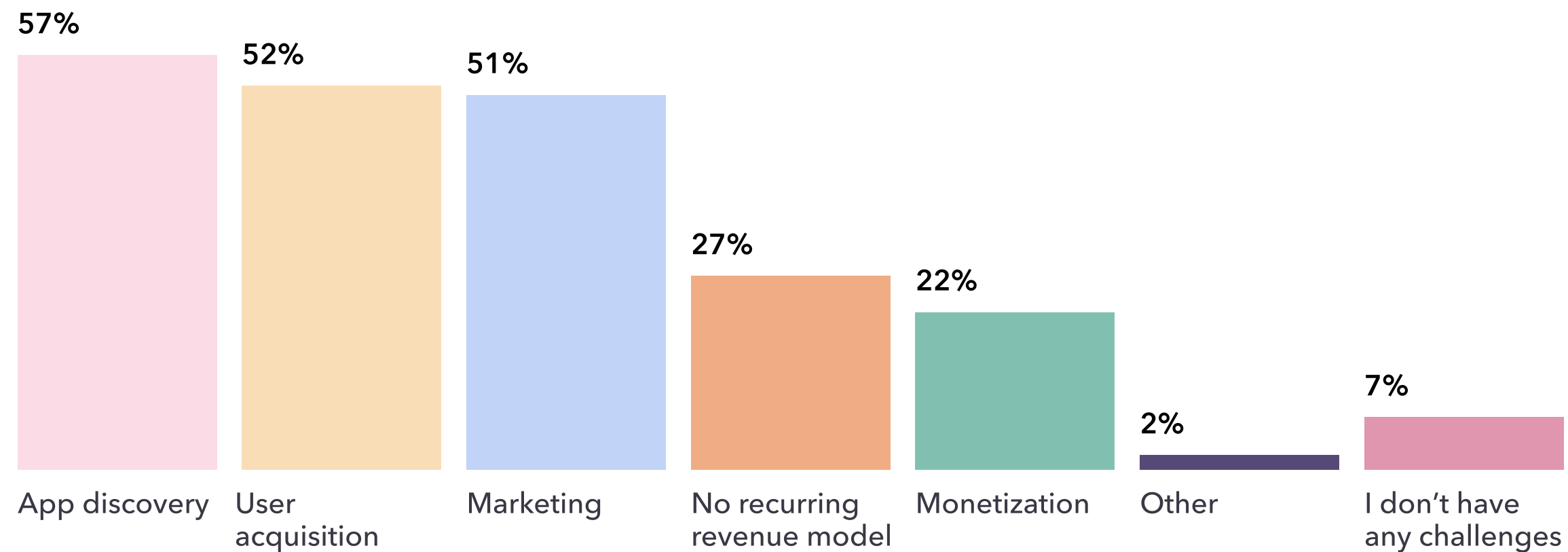
Which channels outside the Mac App Store do you use for app distribution?



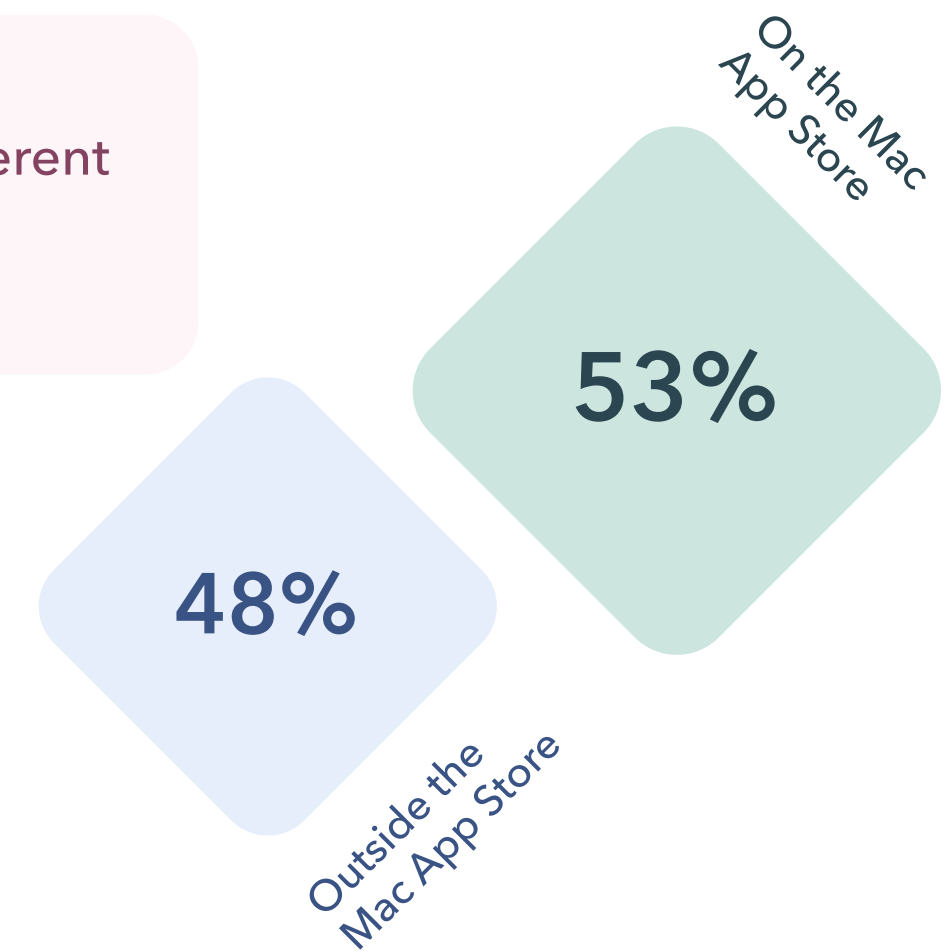
App distribution

The main challenges Mac developers face with app distribution are **app discovery**, **user acquisition**, and **marketing**.

What are the main challenges you are facing with current distribution channels if any?



How is your revenue divided between different app distribution channels?



Mac App Store

Do you think sharing revenue is worth what Mac App Store gives you?

36%
Rather yes

24%
Rather no

30%
Definitely yes

10%
Definitely no

Setapp

Do you think sharing revenue is worth what Setapp gives you?

36%

Definitely yes

15%

Rather no

49%

Rather yes

0%

Definitely no

Subscription model

26% of Mac developers are currently using a subscription model for their app(s), and 31% are open to trying one in the future.

26%

I am currently using a subscription model

31%

I don't use and never tried a subscription model but I am open to trying one in the future

11%

I used a subscription model in the past but not anymore

23%

I don't use, never tried, and don't plan to use a subscription model

10%

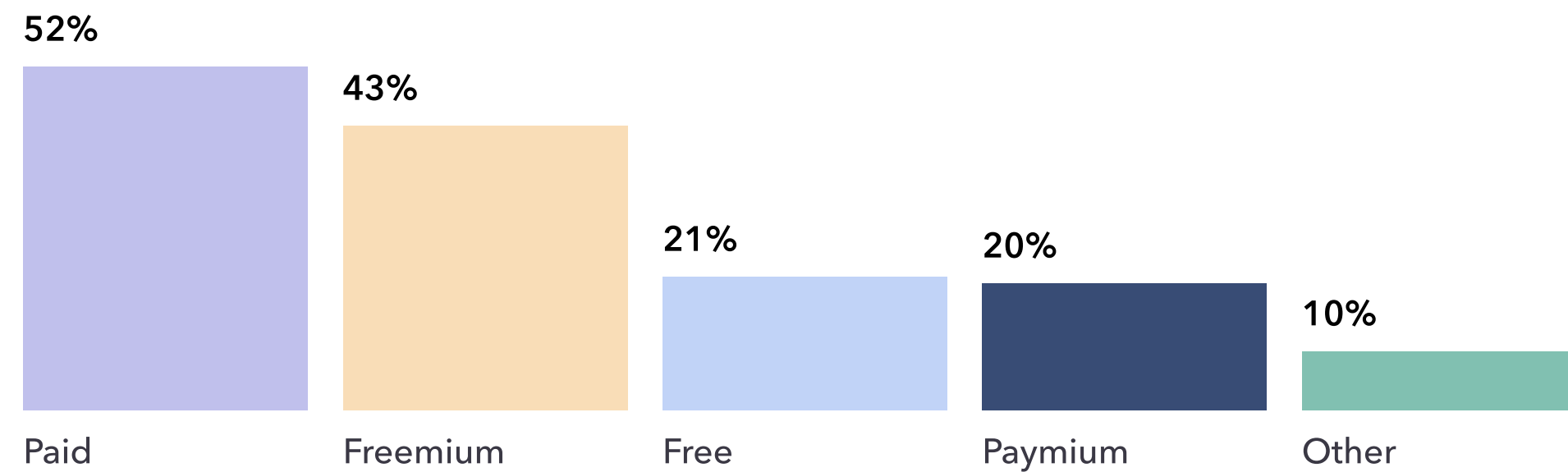
I don't use and never tried a subscription model, and I'm not sure if I will use it



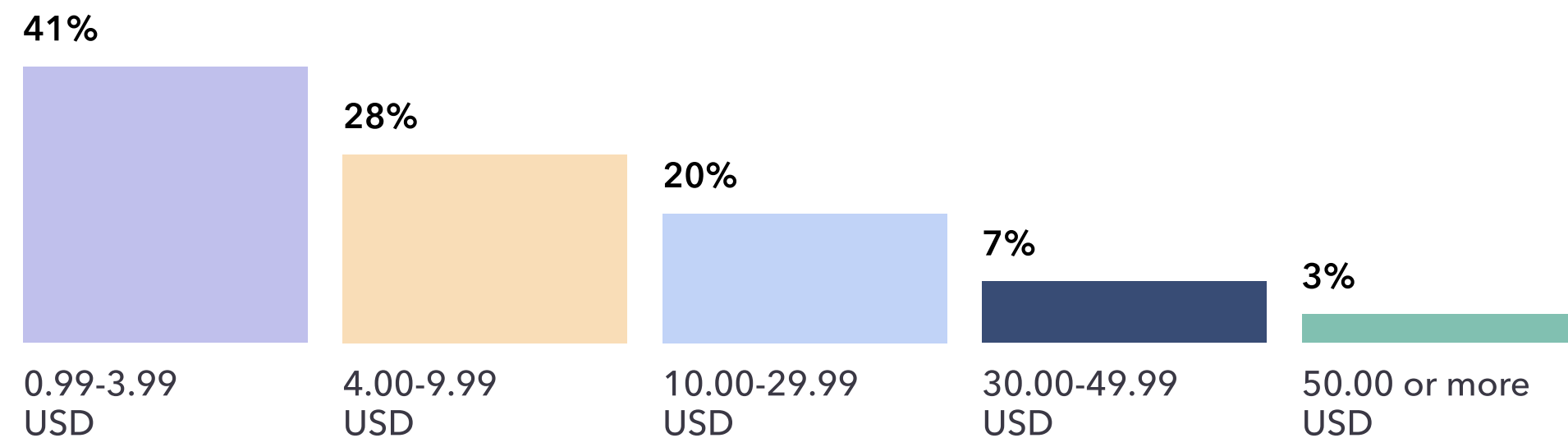
Subscription model

Among those who are currently using a subscription model, the most popular models are **paid** and **freemium**. Nearly 70% of Mac devs choose the price range up to **\$9.99 per month**.

Which subscription model(s) do you use? Please choose all that apply.



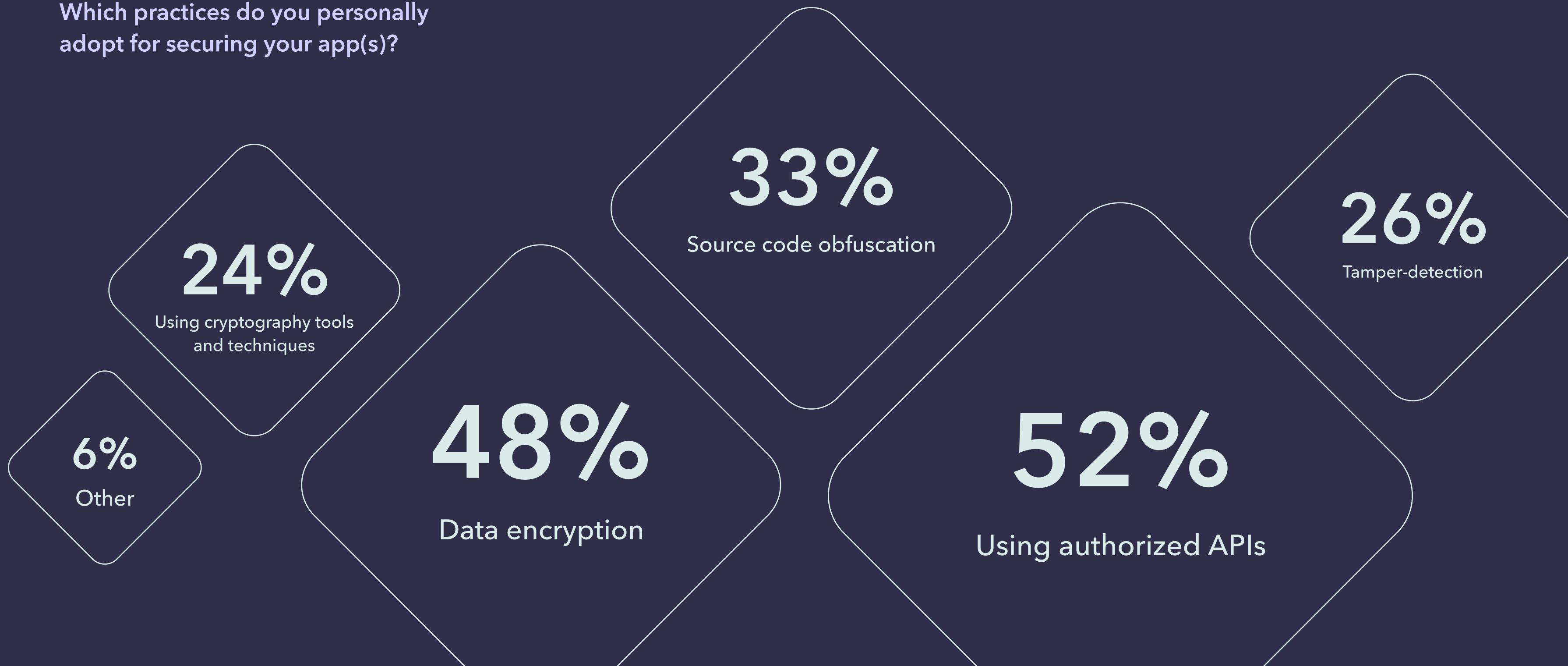
What price range do you choose for your subscription model per month?



Security

Authorized APIs and data encryption are the most common practices Mac devs adopt for securing their apps.

Which practices do you personally adopt for securing your app(s)?



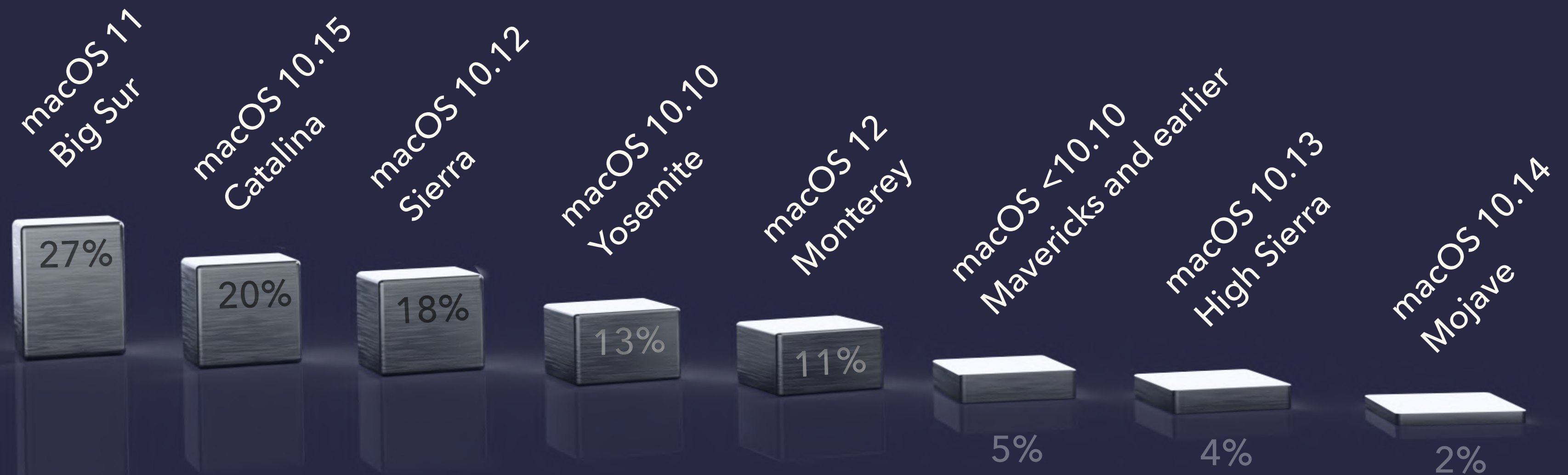
Security



To ensure further security of their apps, almost a third of respondents have **Big Sur** as the minimum supported macOS version and a total of 81% provide updates for new macOS versions (using new APIs, add new features, improve app stability for the new macOS etc.) **within a month** after the official release.

Security

What is the minimum supported version of macOS in your app(s)?



Security

When do you provide updates of your app(s) for new macOS versions (use new APIs, add new features, improve app stability for the new macOS etc.)?

Prior to new macOS versions' official release

18%

12%

The same day as the official release of a new macOS version

Within a week after the official release of a new macOS version

20%

Within a month after the official release of a new macOS version

31%

More than a month after the official release of a new macOS version

19%

Experience with Apple M1 chip

Moreover, 63% of developers are currently using Apple M1 chip Macs for their work and a quarter more are planning on trying it out. 81% of those who already use M1 chip Mac for their work state their experience with it is rather or totally good.

71%

Yes, we have already released an M1-optimized version

31%

No yet, we are working on optimization

10%

No

Have you optimized your app(s) for an M1 chip?

Experience with Apple M1 chip



```
1 switch "Have you had the experience of
   developing on an Apple M1 chip
   Mac?" {
2   case "I'm currently using an Apple M1 chip Mac for
   my work":
3     63%
4   case "I don't use and never tried working on an
   Apple M1 chip Mac but I plan on trying it out":
5     24%
6   case "I don't use, never tried, and don't plan to
   use an Apple M1 chip Mac":
7     9%
8   case "I don't use and never tried working on an
   Apple M1 chip Mac, and I'm not sure if I will
   use it":
9     4%
10 }
```

How would you rate your overall experience of developing on an Apple M1 chip Mac?



0%



3%



17%



23%



58%

Cross-platform development

More than a half of Mac devs build **cross-platform** solutions to attract their customers. The majority of them prefer to stay within the Apple ecosystem, with **80%** making **apps for iOS** and **66%** - for **iPadOS** in addition to macOS.

45%

Only for macOS



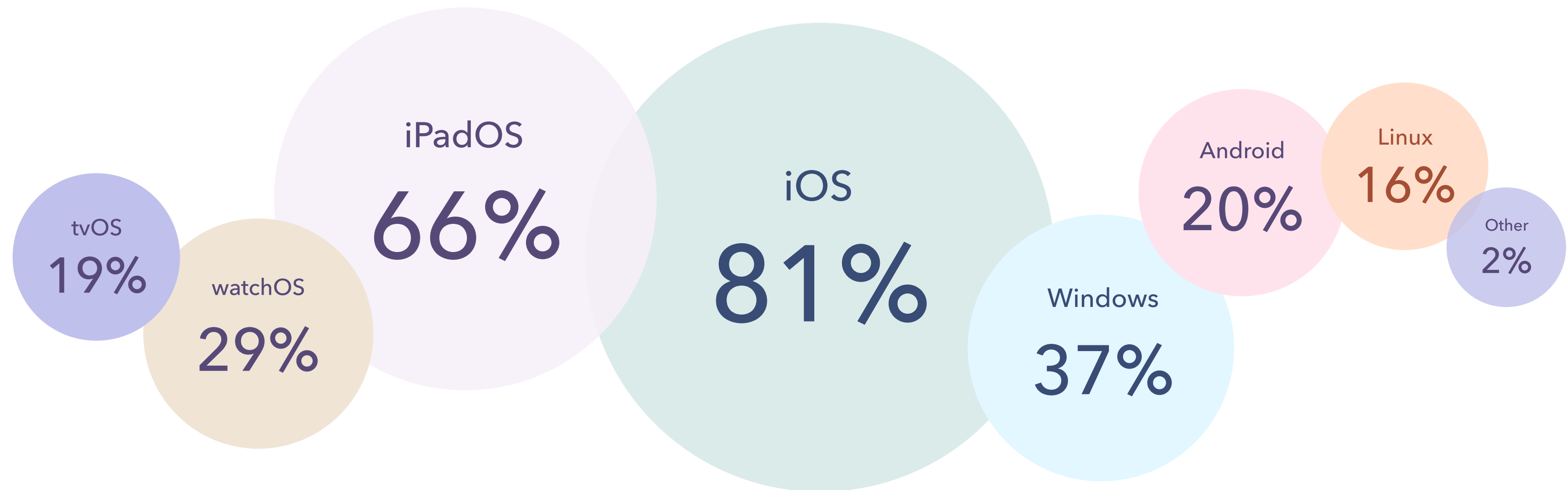
55%

For other operating systems too

Do you develop apps only for macOS or also for other operating systems too?

Cross-platform development

Which operating systems other than macOS do you develop for?

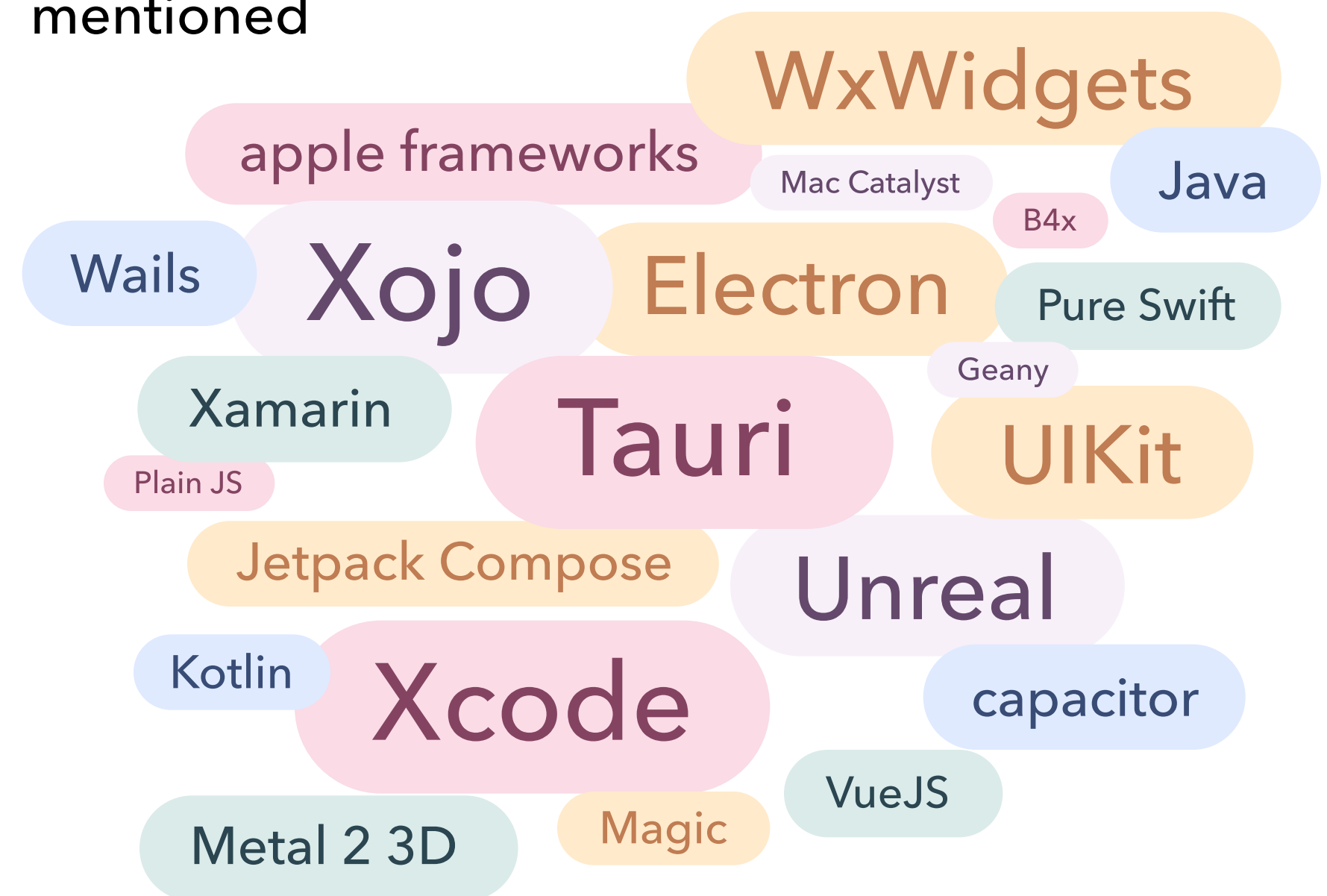


Cross-platform development

Which framework(s) do you use for cross-platform development?

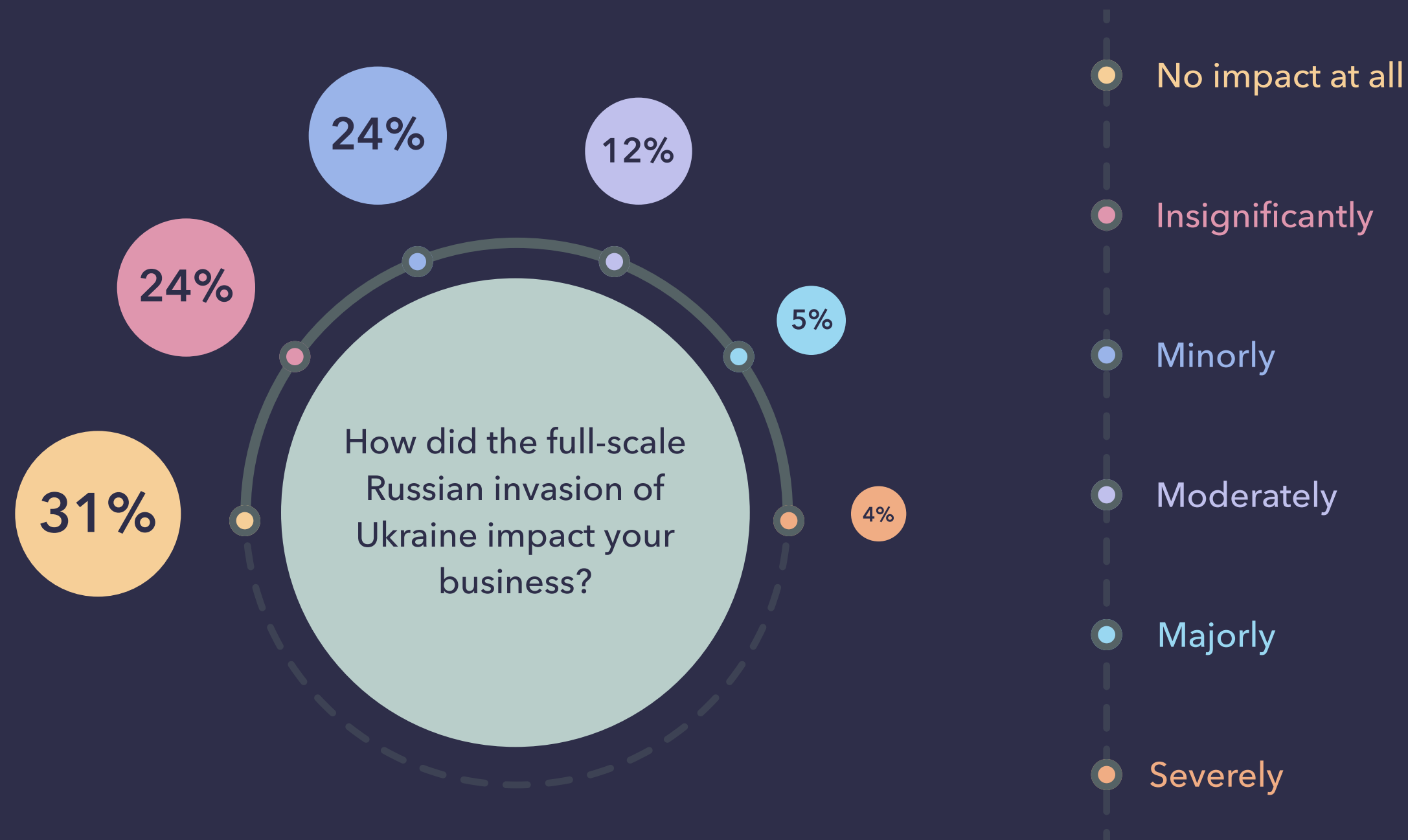
<u>React Native</u>	<u>20%</u>
<u>NodeJS</u>	<u>19%</u>
<u>Fletter</u>	<u>14%</u>
<u>SwiftUI</u>	<u>14%</u>
<u>Ionic</u>	<u>13%</u>
<u>Qt</u>	<u>3%</u>
<u>Other</u>	<u>28%</u>
<u>Don't use such frameworks</u>	<u>31%</u>

Other frameworks mentioned



Impact of the Russian invasion of Ukraine

Almost **70%** of respondents felt some impact of **the Russian invasion** of Ukraine, with 9% being impacted majorly or severely.



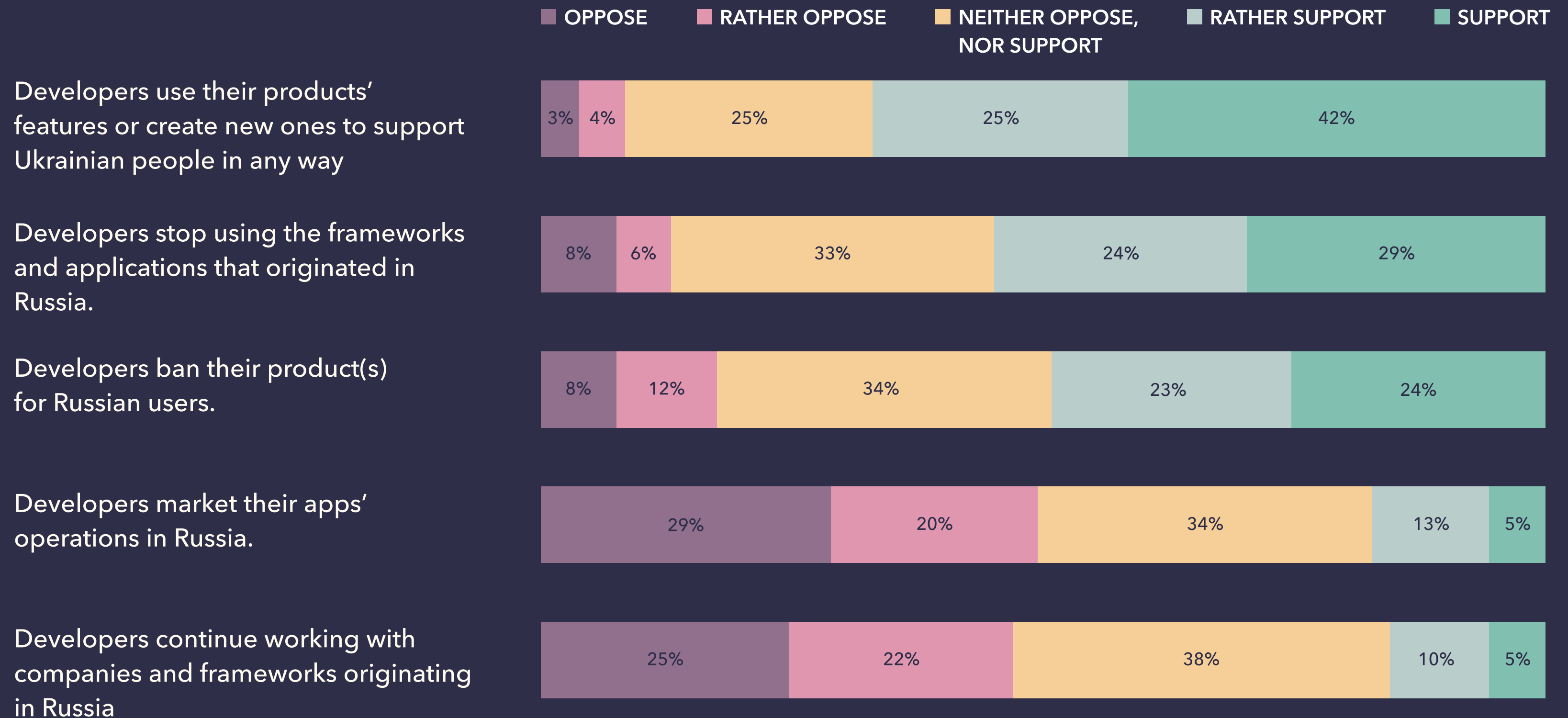
Attitudes towards the Russian invasion of Ukraine

Mac devs worldwide are supportive of their colleagues' standing with Ukraine. **68%** of participants rather or totally support using product features or creating new ones to **help Ukrainians.**

Also, **53%** of developers rather or totally support their colleagues **stop using** the frameworks and applications that originated in Russia.

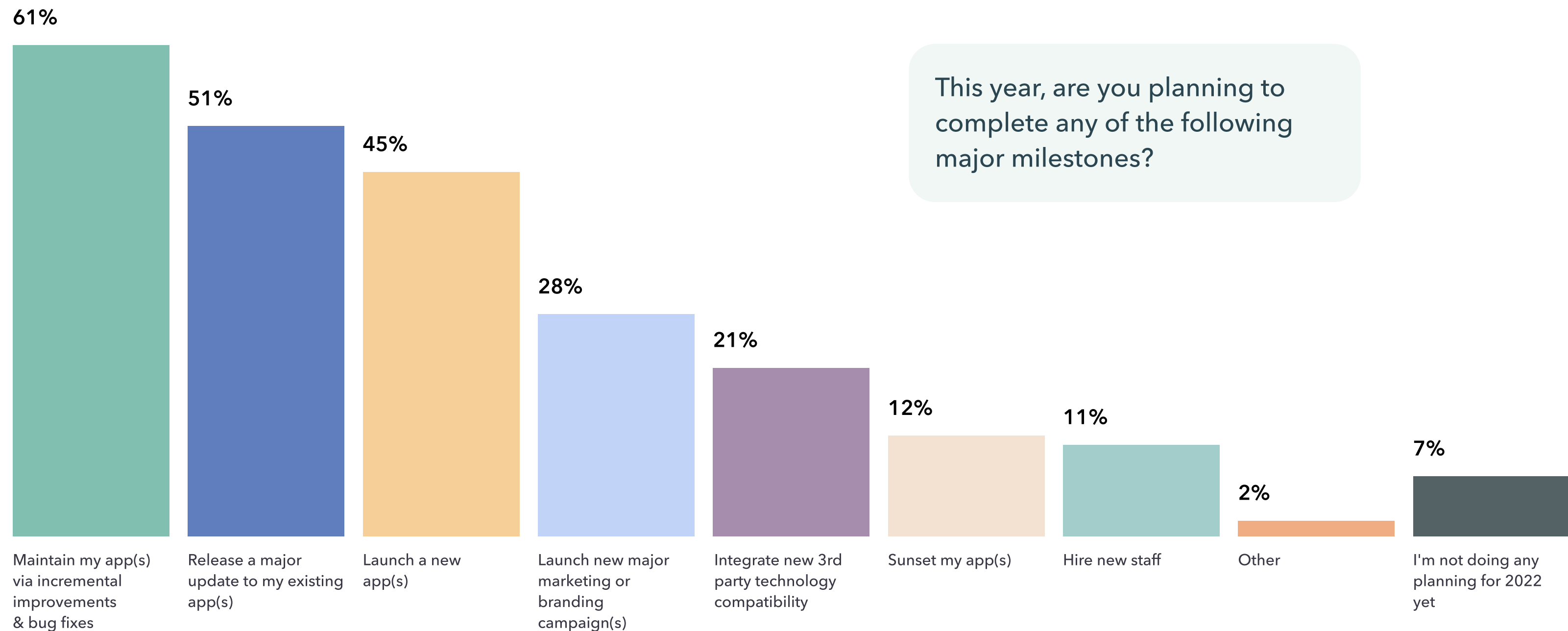


What is your attitude towards the following actions of developers?



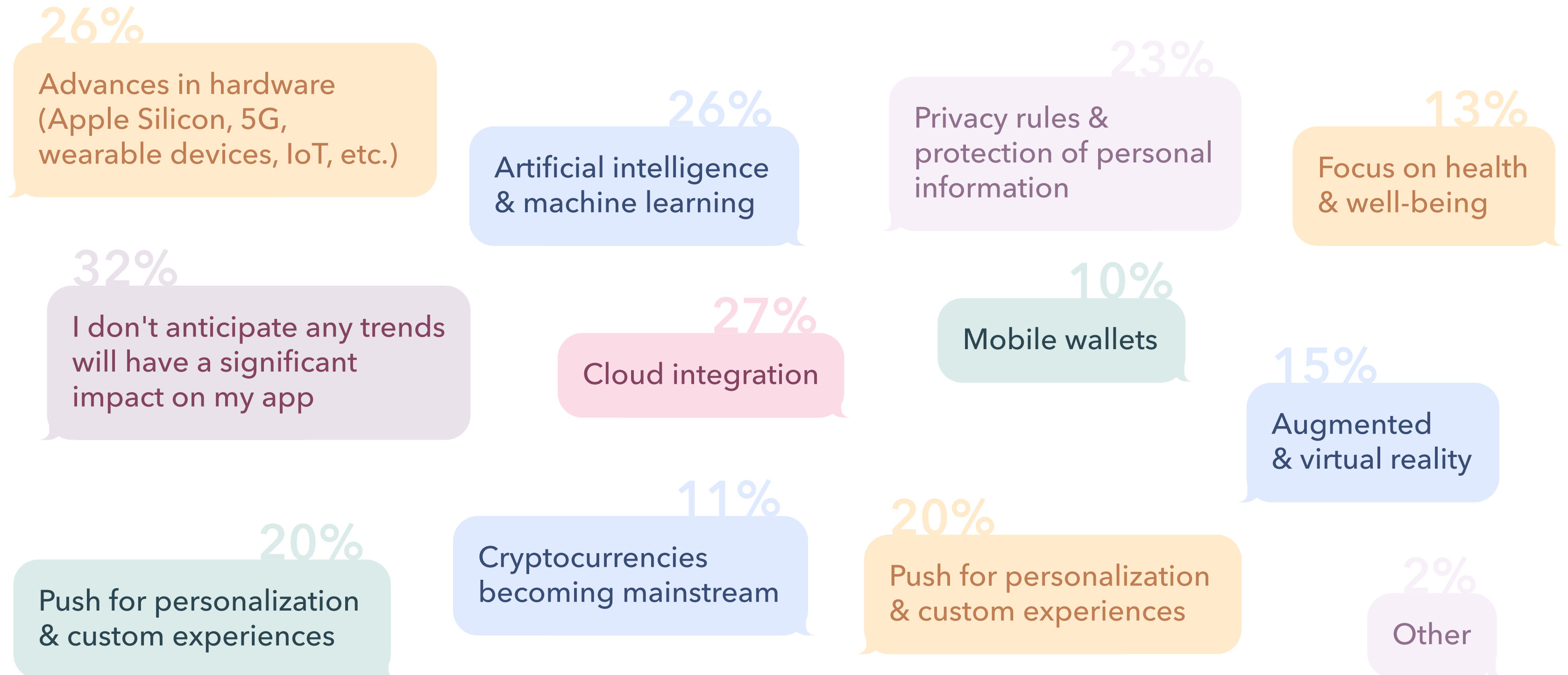
Looking into the future

In 2022, half of Mac devs are planning on releasing a major update to their app(s) and **45%** are planning to **launch a new app(s)**.



Looking into the future

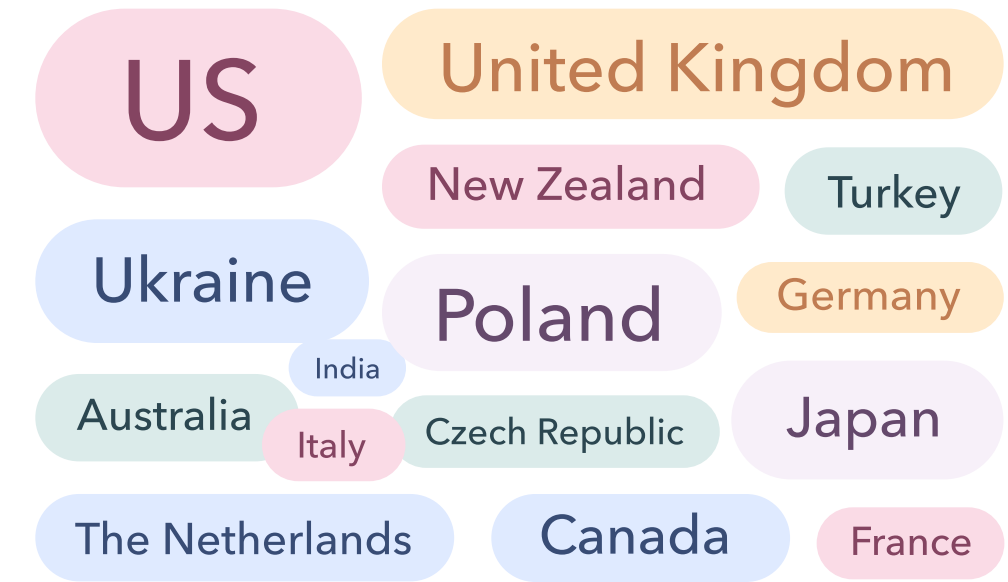
Among some of the impactful trends for this year, devs expect to see cloud integration, hardware advances, and AI.



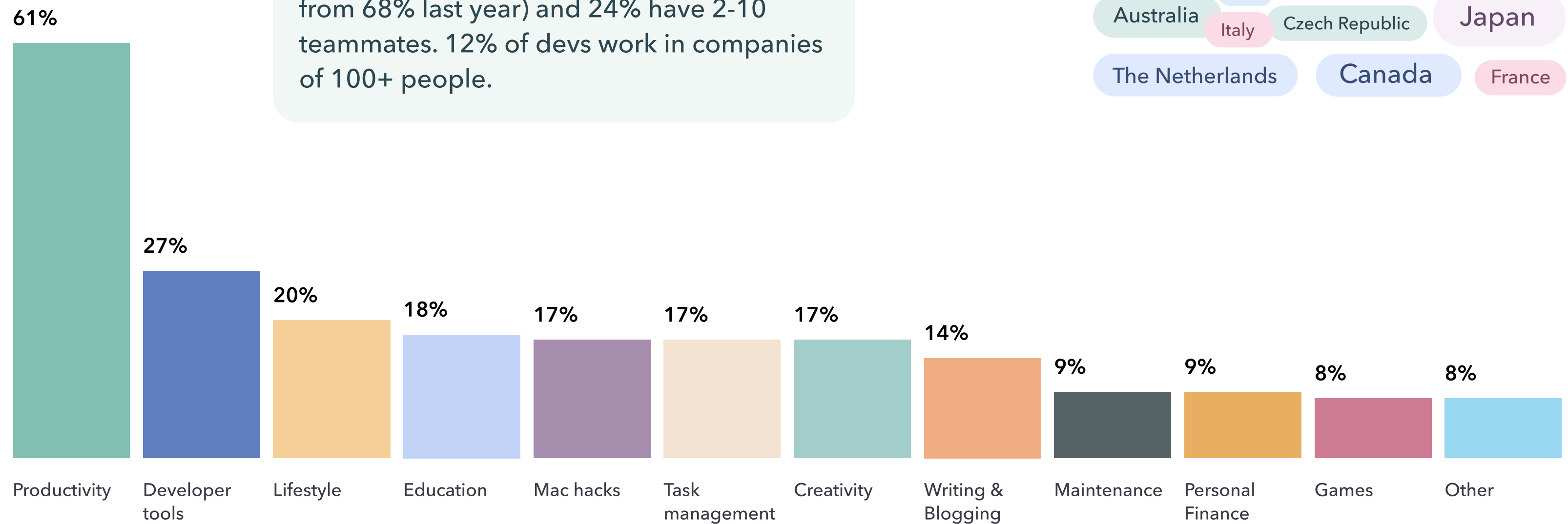
Mac Developer's Portrait

Deeper look

Location Data:
This year's respondents come from 37 countries.

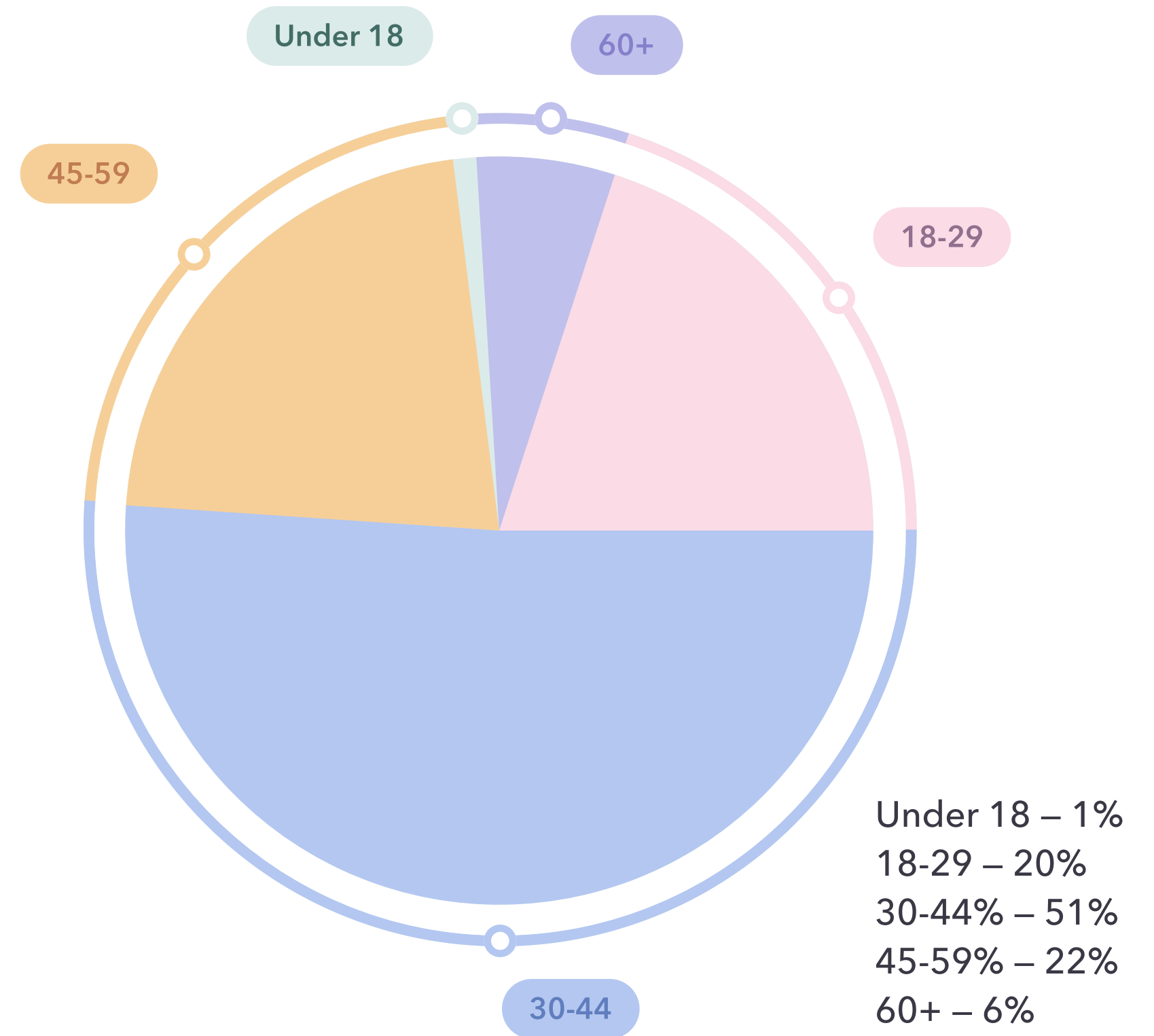
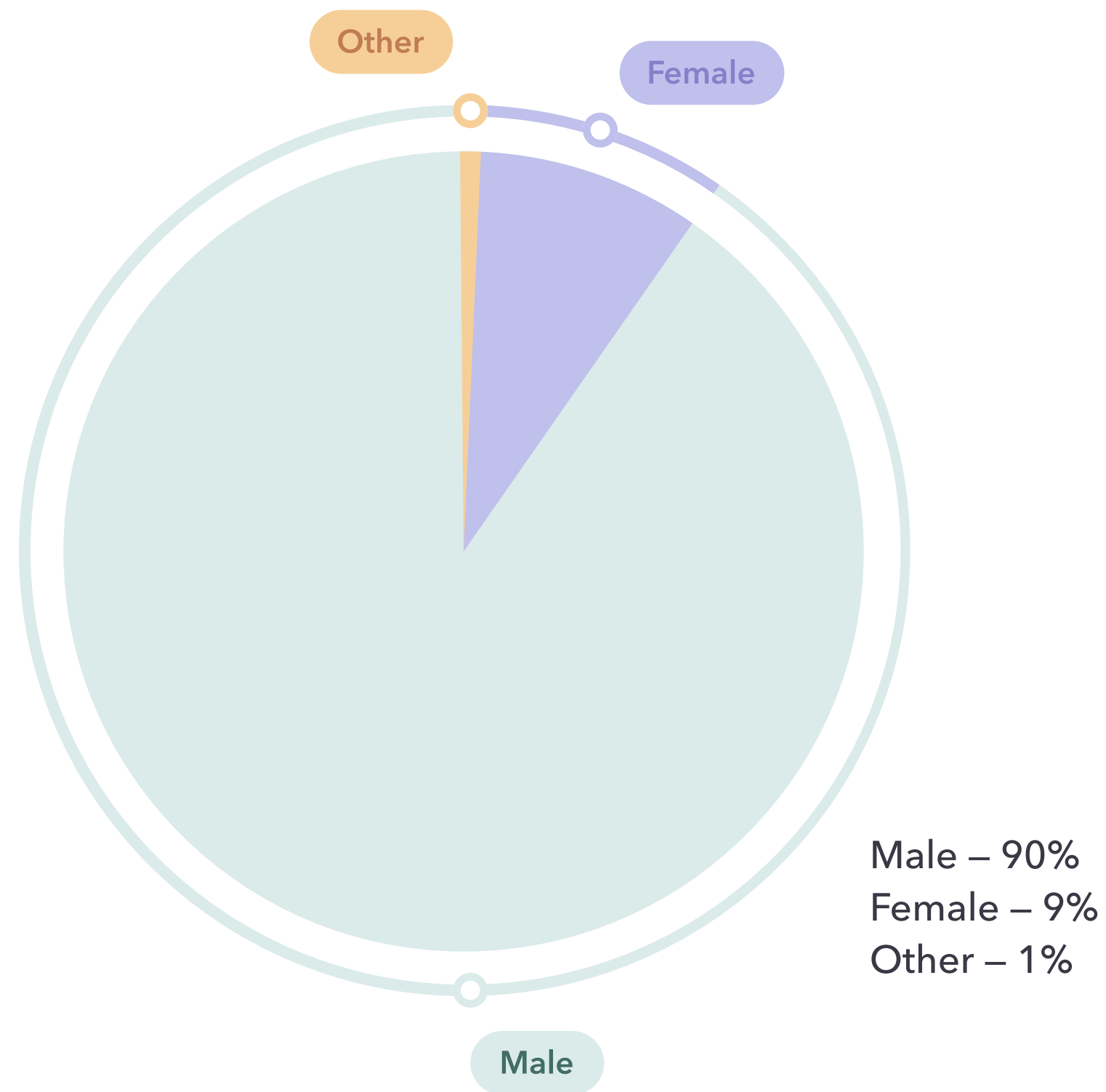


Interesting facts: 50% of the participants have a one-person team (that's a decrease from 68% last year) and 24% have 2-10 teammates. 12% of devs work in companies of 100+ people.



Mac Developer's Portrait

Gender and Age



About the Mac Developer Survey 2022

Thank you for reading the summary report of the sixth annual Mac Developer Survey by Setapp.

Methodology

This year we've had 354 respondents.
The survey ran from May 9 to May 17, 2022.

Results for previous years can be found at:
<https://setapp.com/news/mac-developers-survey-2020>

We welcome feedback at: media@setapp.com

