



# MAC APPS REPORT 2021

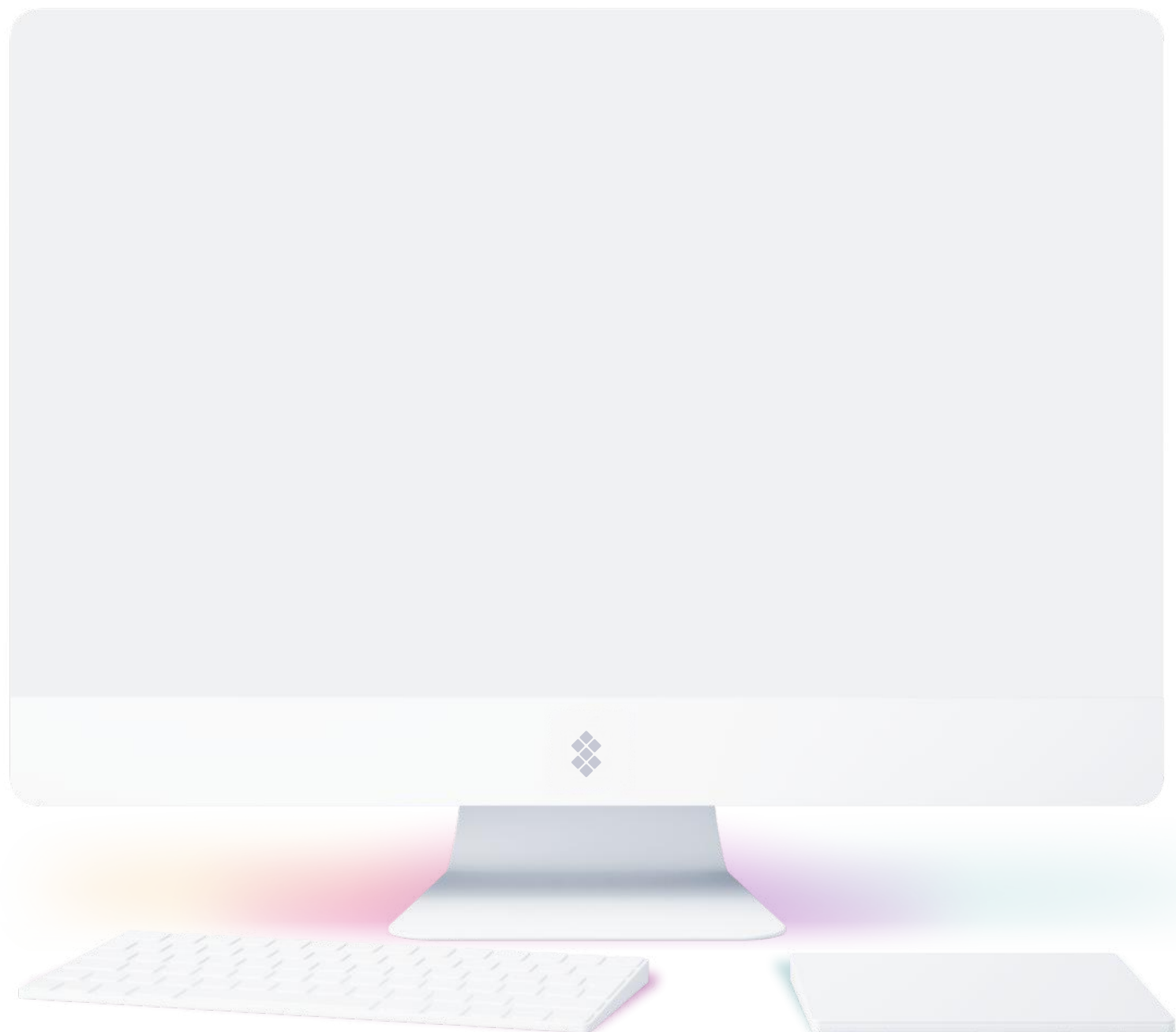


# Intro to Mac Apps Report

This first-ever report specifically on Mac apps looks at our relationships with our software, why some end up in our docks, and just how much they cost the average user.

This is a survey by Mac users, and for Mac users, but will be especially interesting for Mac developers. App reviews, social media and customer support are fantastic communication tools for learning about customer needs.

We want this to be another tool to help them make their amazing Mac apps even better, by shedding more light on what real users really want in their software.



# Key Takeaways



More than 54% very closely or closely identified with the statement that their Mac apps make them more productive



Mac users have shelled out an average of \$36 on apps over the last 12 months



Apple Silicon owners are eager to unlock the full potential of their computers, with 73% saying native support is very important or important in their apps



The #1 factor for Mac users to choose a new app is security

# Audience



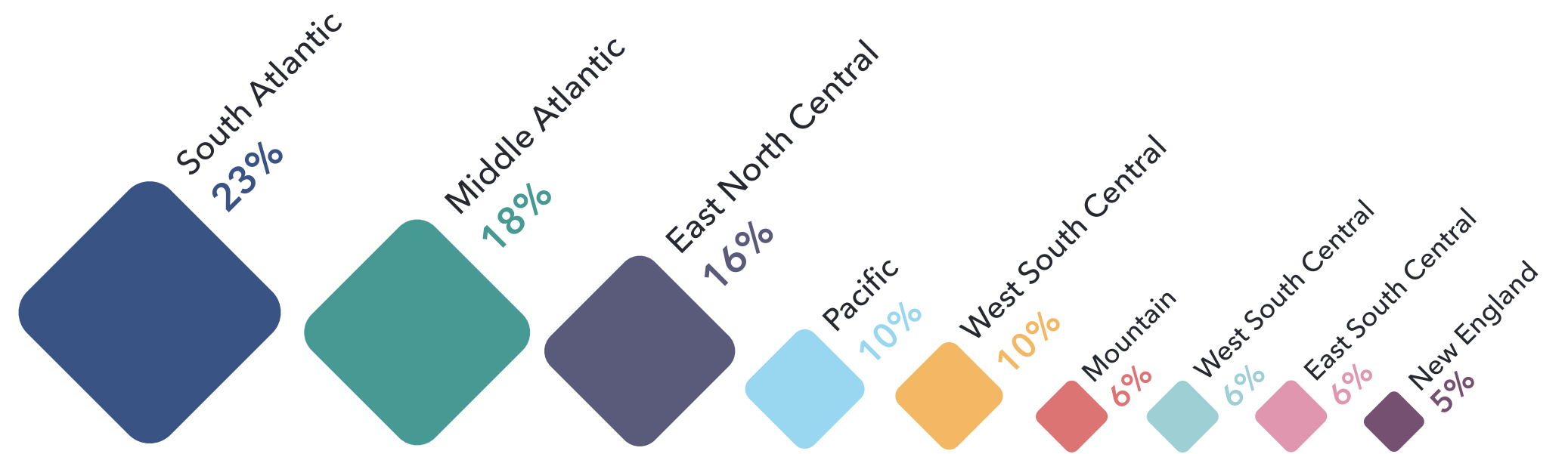
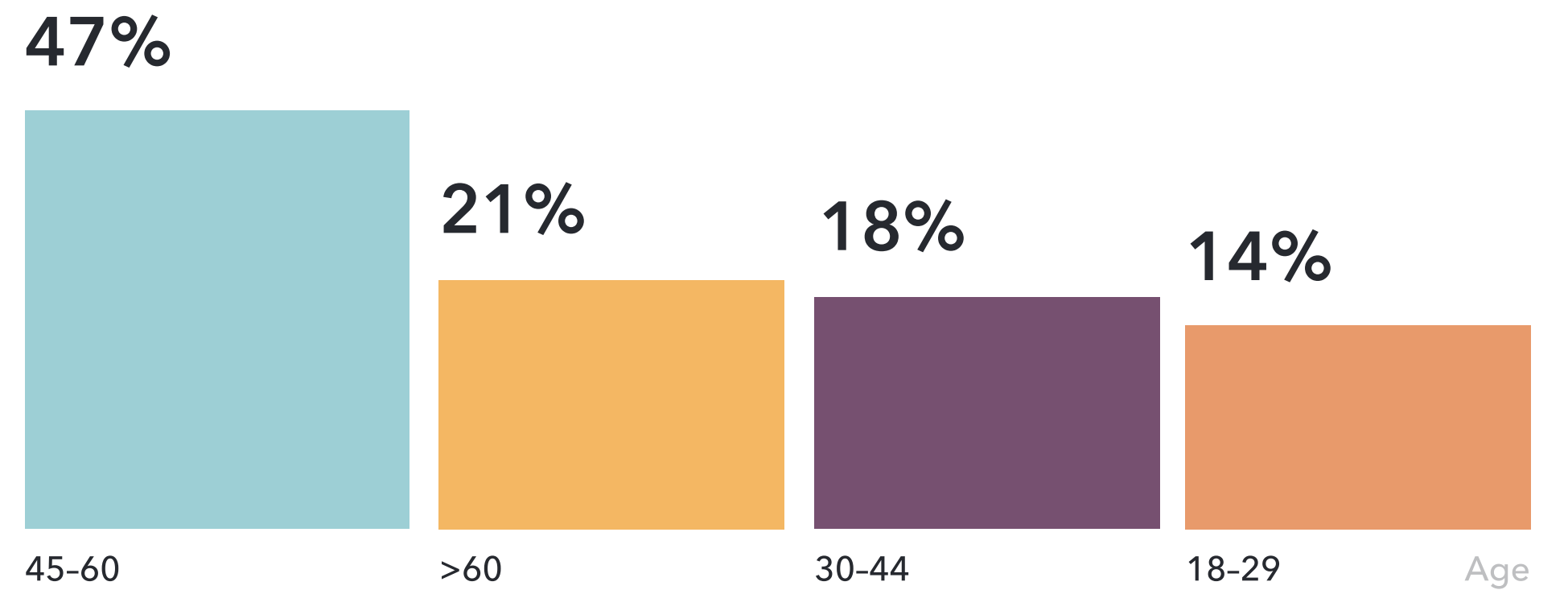
The survey had 462 participants, all of which identified that they have used Mac computers.



Male  
**44%**



Female  
**56%**



# App Arsenal

The typical Mac user has a wide array of apps at their disposal, with an average of 31 installed, about a third of which they use on a daily basis.

The infographic features a large white line that starts from the left, curves upwards to form a peak, and then curves downwards to the right. This line frames two data points. The first data point, on the left, consists of the number '31' in a large, bold, white font, with the text 'Number of apps installed on Mac' centered below it. The second data point, on the right, is enclosed within a white-outlined diamond shape. Inside the diamond, the number '12' is displayed in a large, bold, white font, with the text 'Number of apps used on a daily basis' centered below it.

**31**

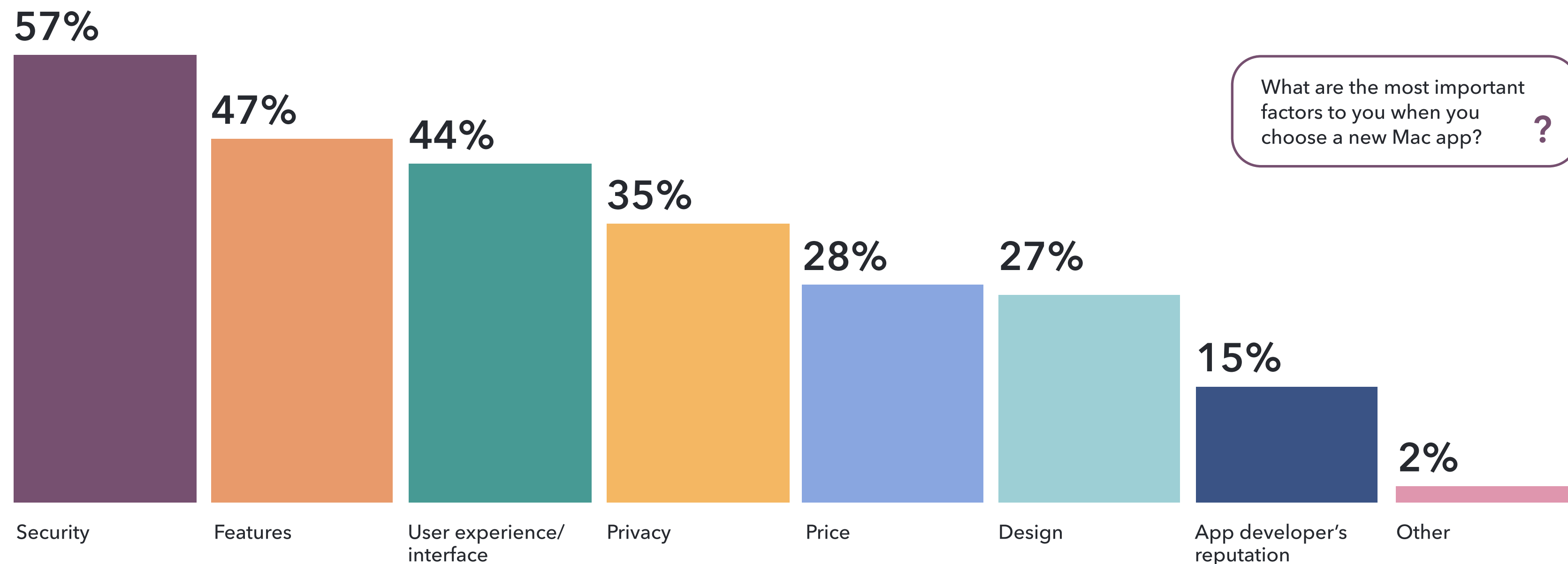
Number of apps  
installed on Mac

**12**

Number of apps used  
on a daily basis

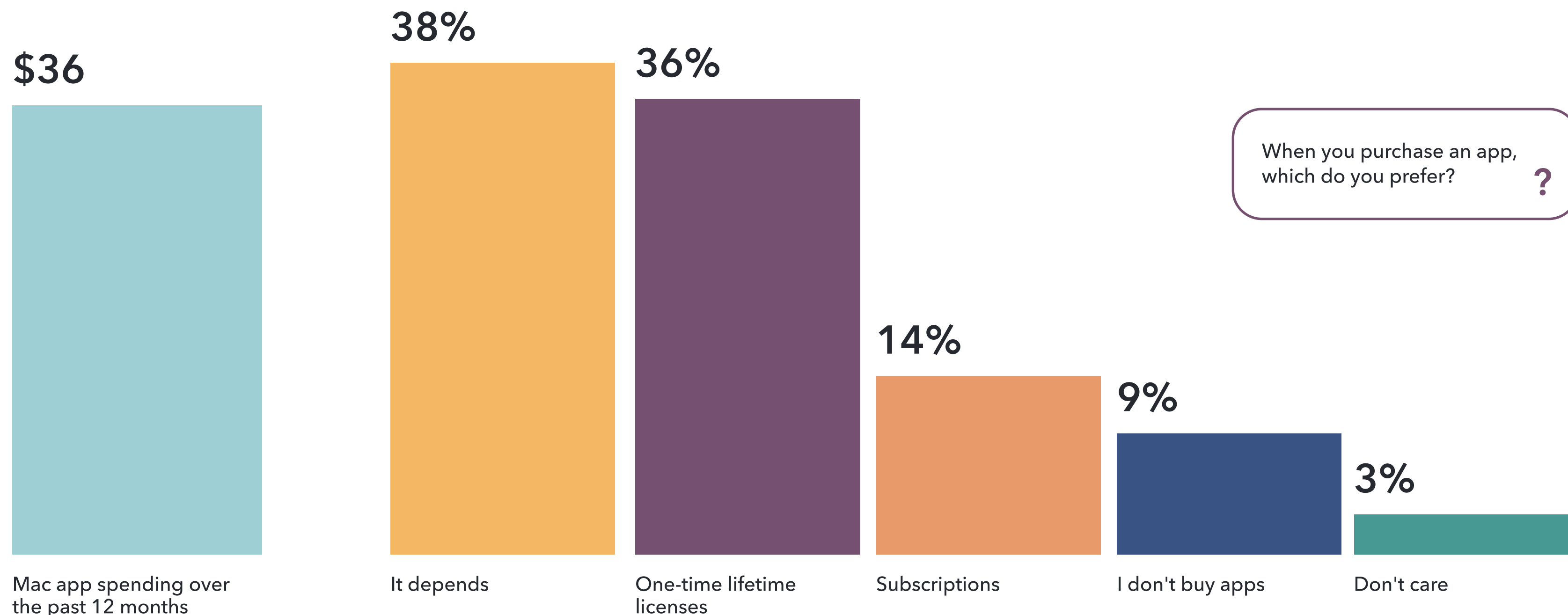
## Safety First

Security, features, and user experience are the three most important factors that influence a user's decision while choosing a new Mac app.



## Apps That Don't Break the Bank

Mac apps aren't budget-busters for most, costing an average of \$36 in the last 12 months. While many are open to both licenses and subscriptions, a large group clearly prefers one-off purchases.



# My Mac Makes Me Better



Mac apps make their users feel more productive.



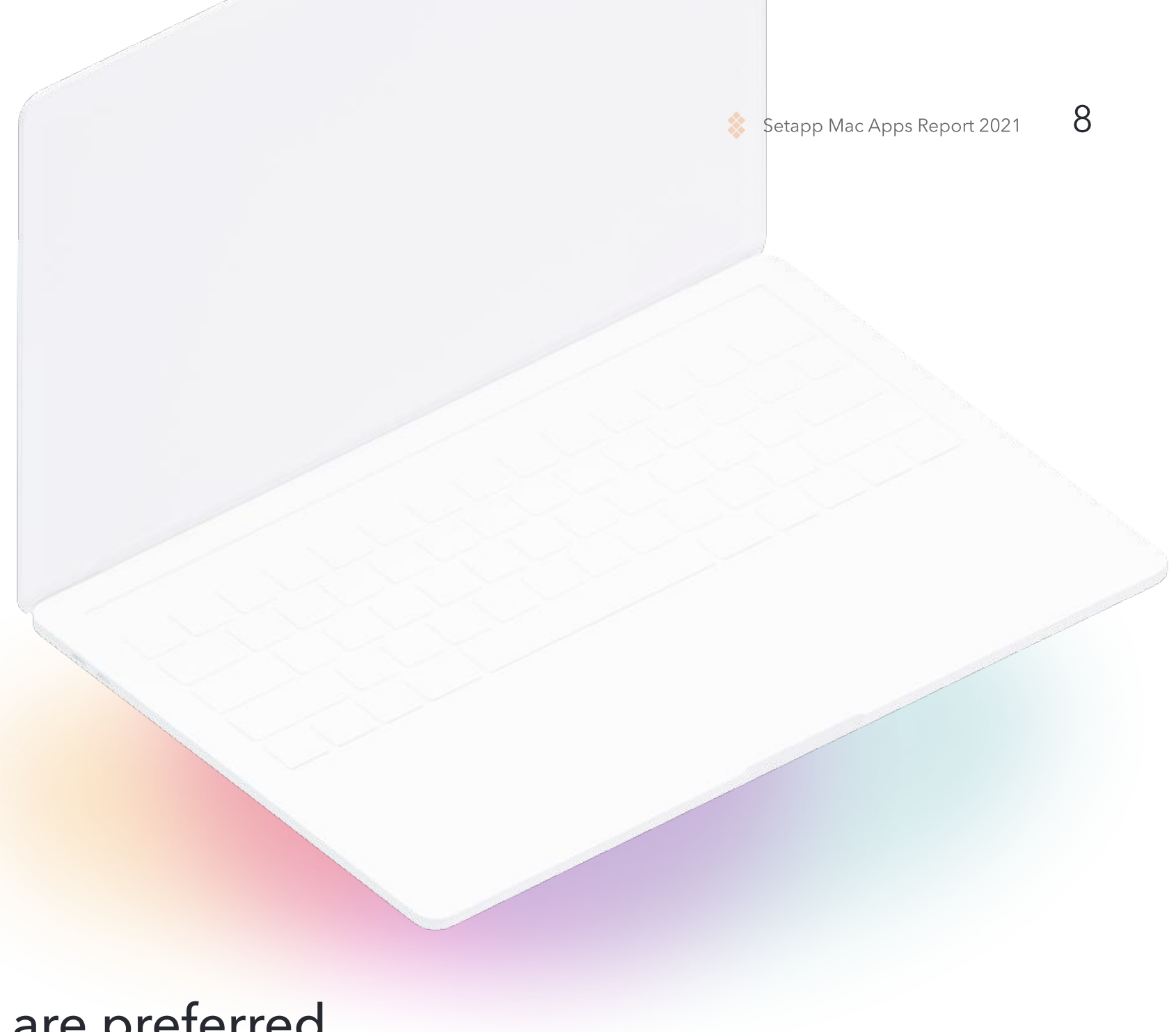
Mac users would miss their apps if they couldn't use a Mac.



Native apps are preferred by Mac owners.

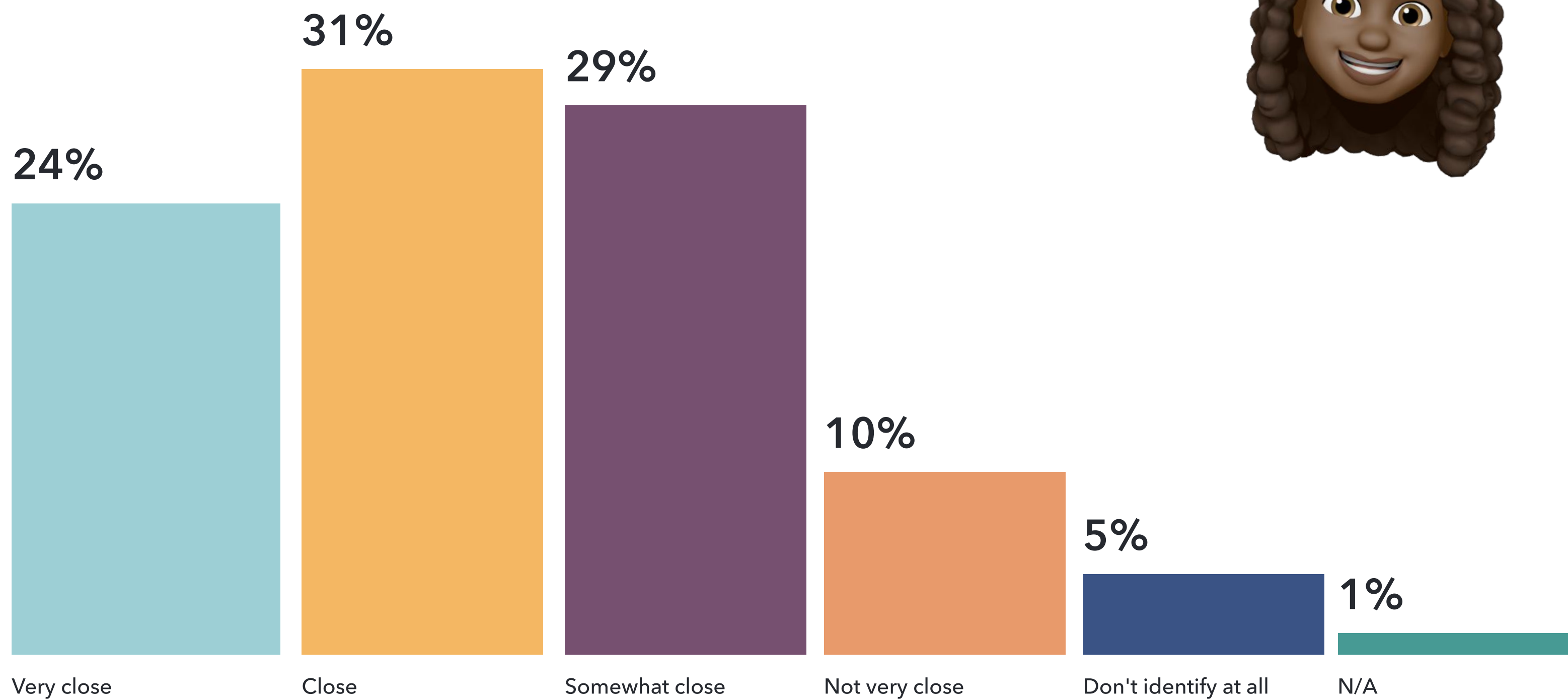


Mac users prefer apps designed specifically for Macs.

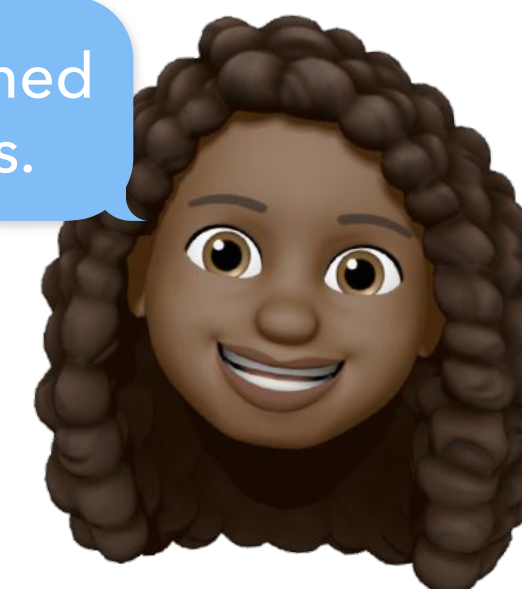




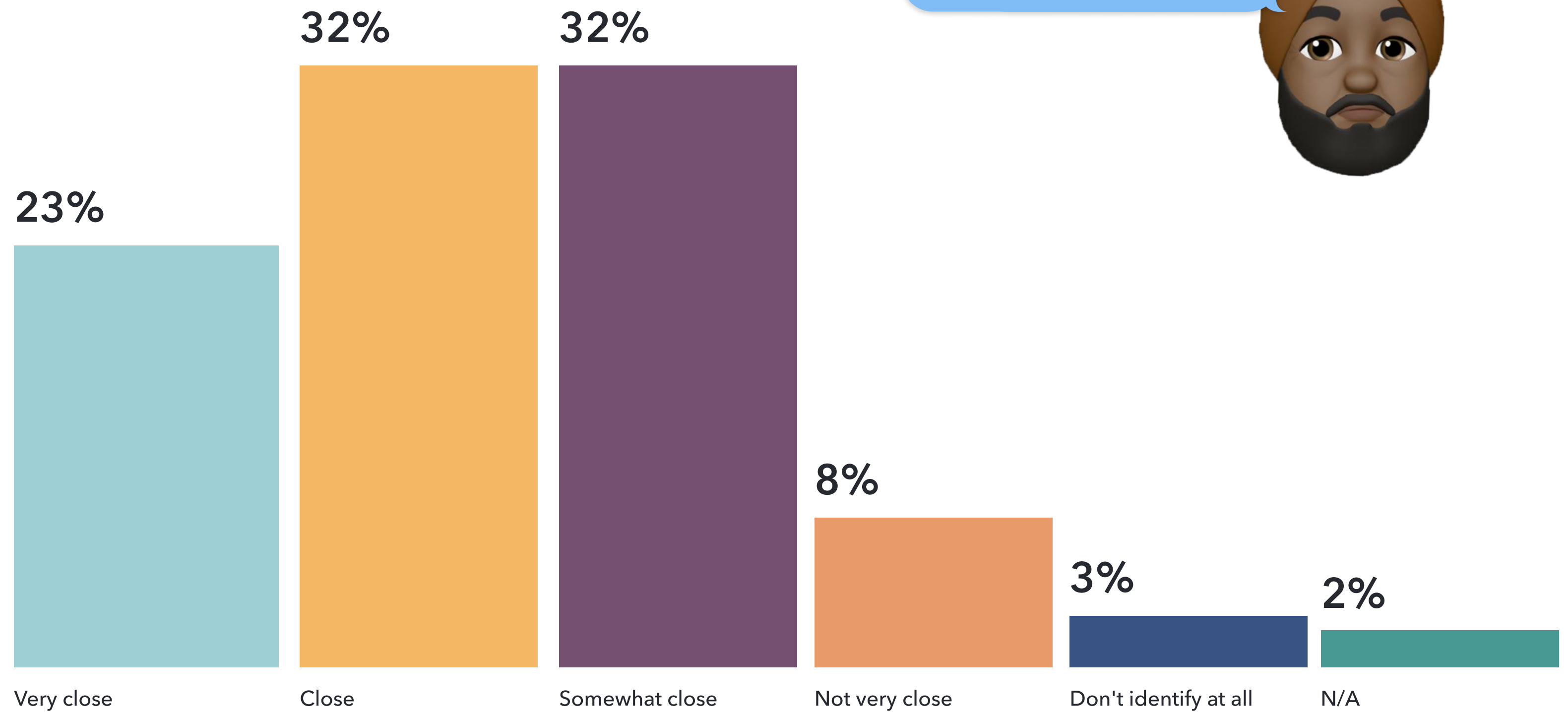
## My Mac Makes Me Better



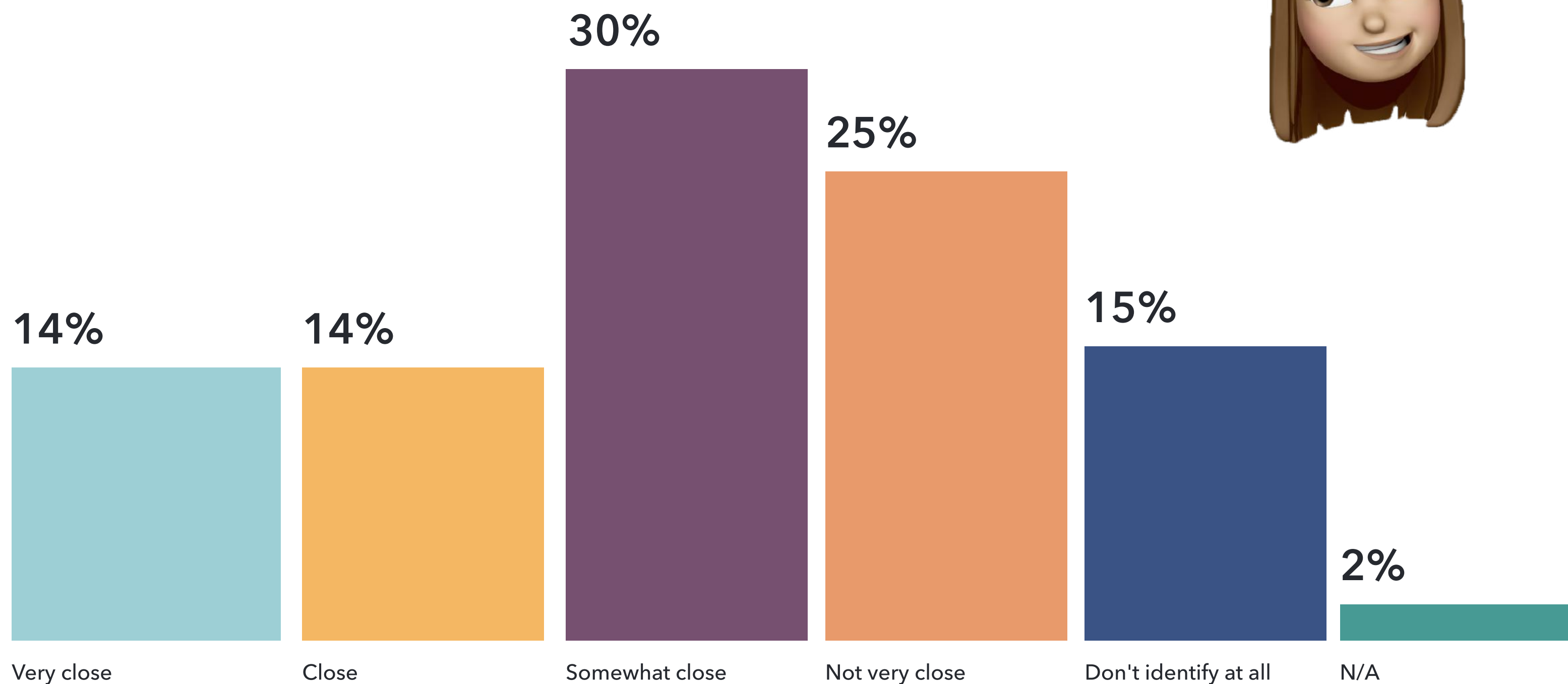
I prefer apps designed specifically for Macs.



## My Mac Makes Me Better

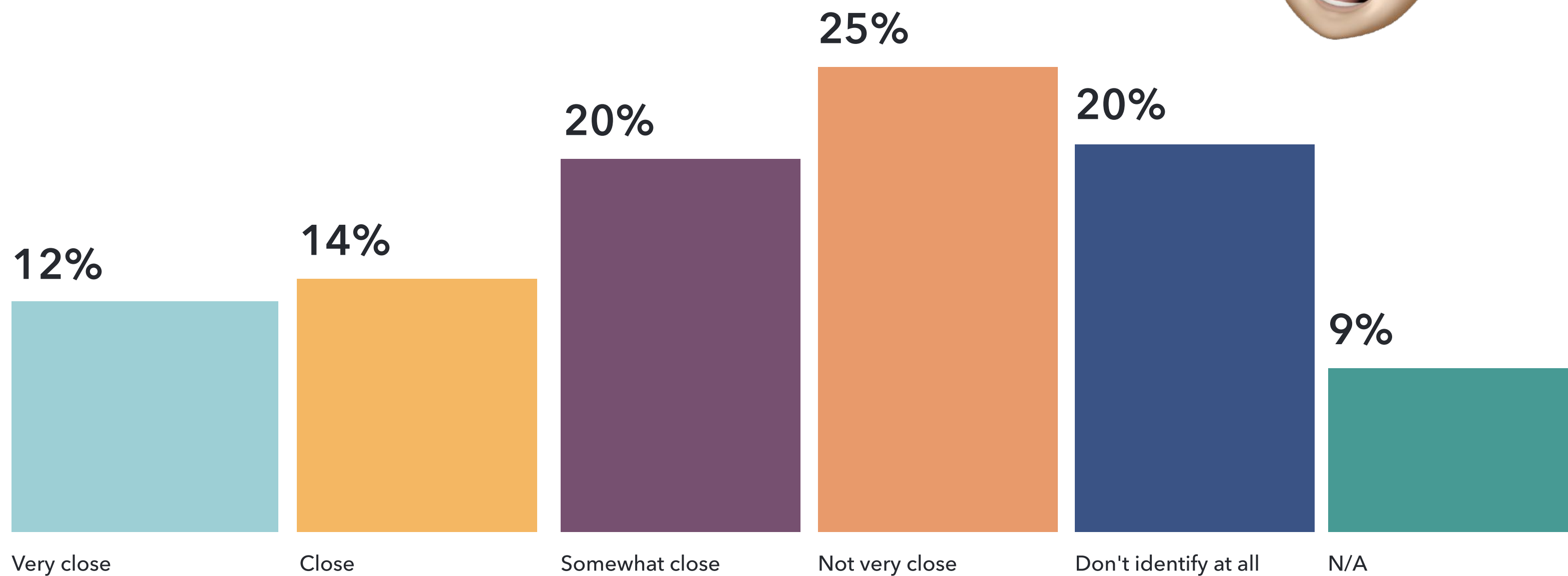


## My Mac Makes Me Better

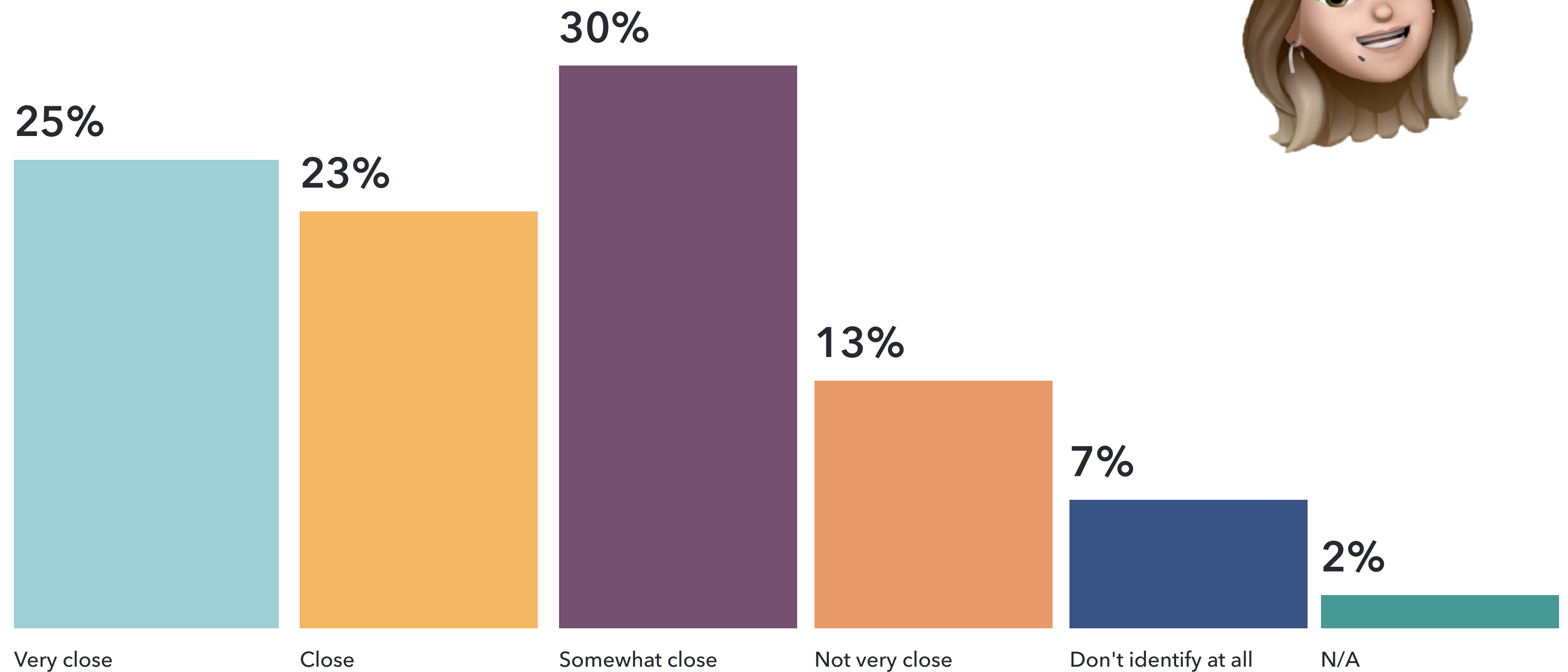


# My Mac Makes Me Better

I've spent more money on Mac apps in the last 12 months than the previous 12 months.



## My Mac Makes Me Better

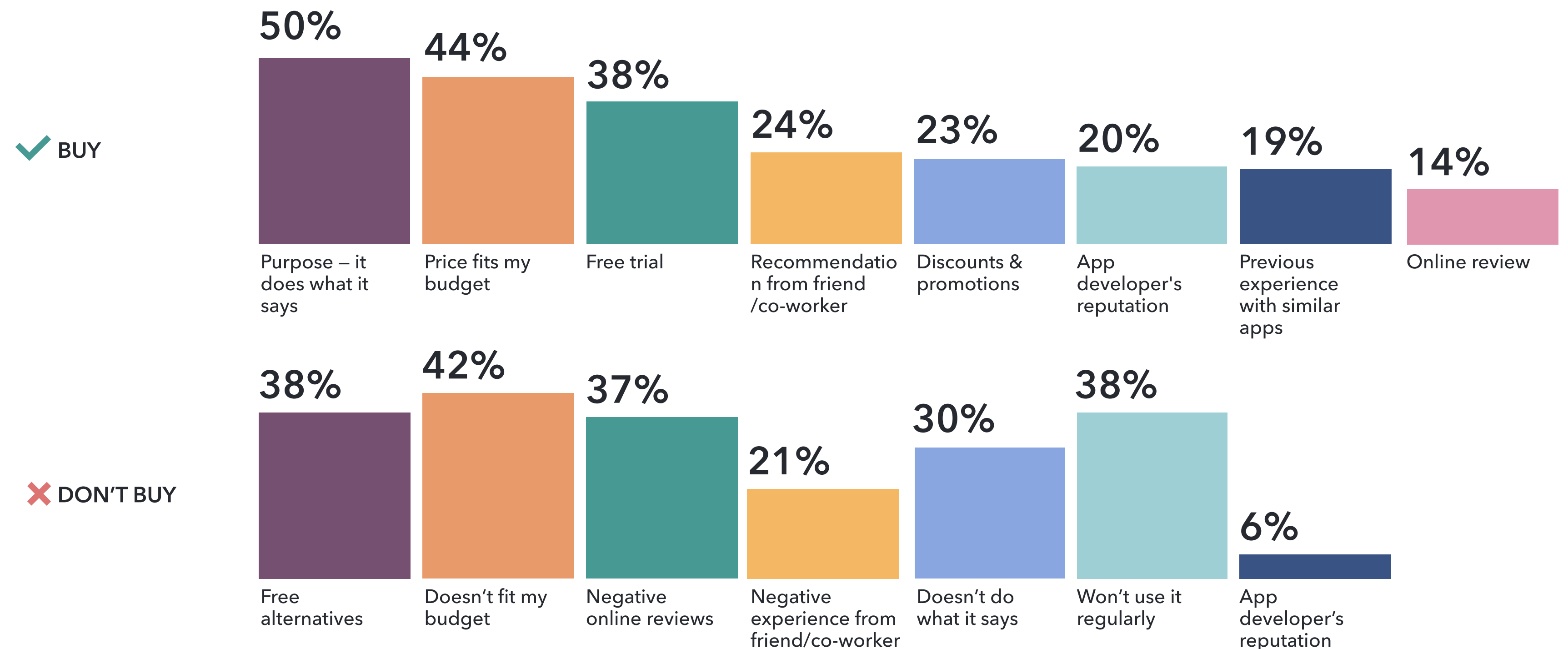


If I couldn't use a Mac computer anymore, I would miss my Mac apps.



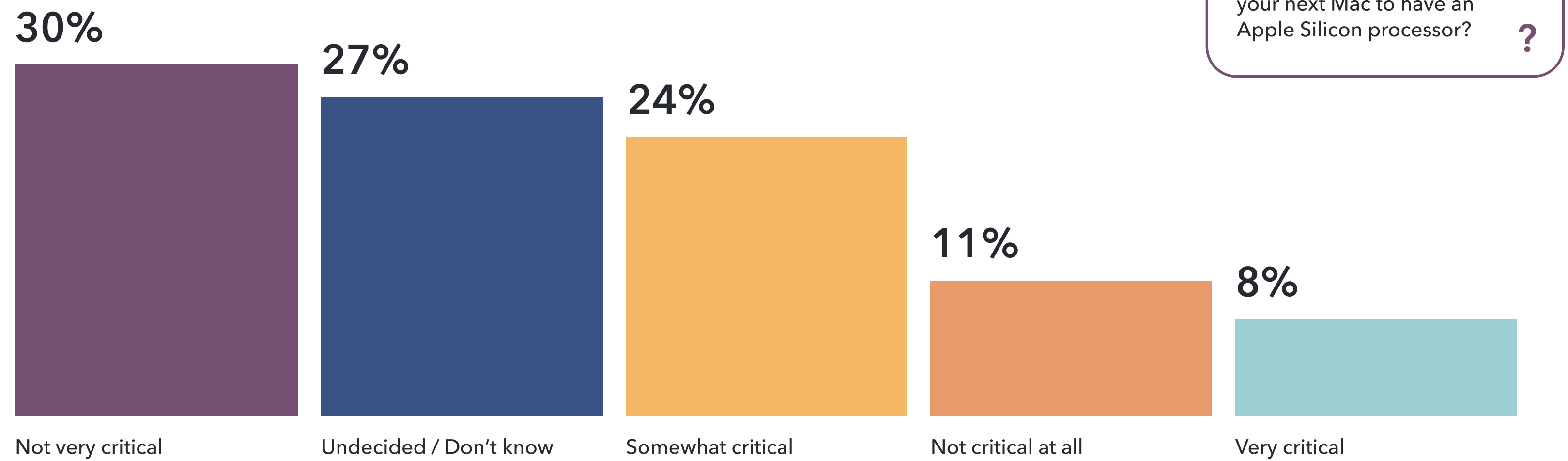
# The App Purchase Decision

Purpose, price and the availability of free trials are key reasons to buy apps, while there are many more factors competing to discourage a purchase.



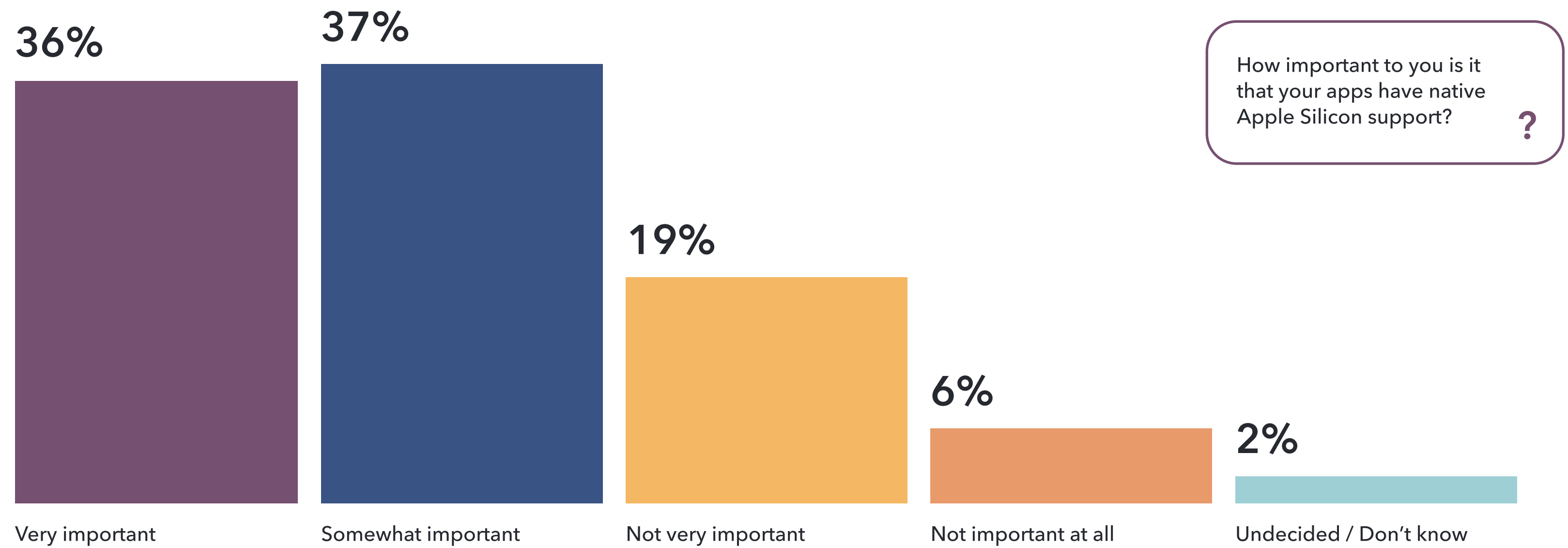
## Apple Silicon: The Market is Ready

More than 30% of respondents said an Apple Silicon processor would be “very” or “somewhat” important in their next Mac.



## Apple Silicon: The Market is Ready

At the same time, early Apple Silicon computer owners overwhelmingly said native support in their apps was “very” and “somewhat” important.





## Mac Preferences

Macbook Pros and Macbook Airs are the most popular choices for personal computers. Users attributed their ❤️ of their Macs to superior performance, high quality and ease of use.

10%

Mac Mini

20%

iMac

18%

Mac Pro

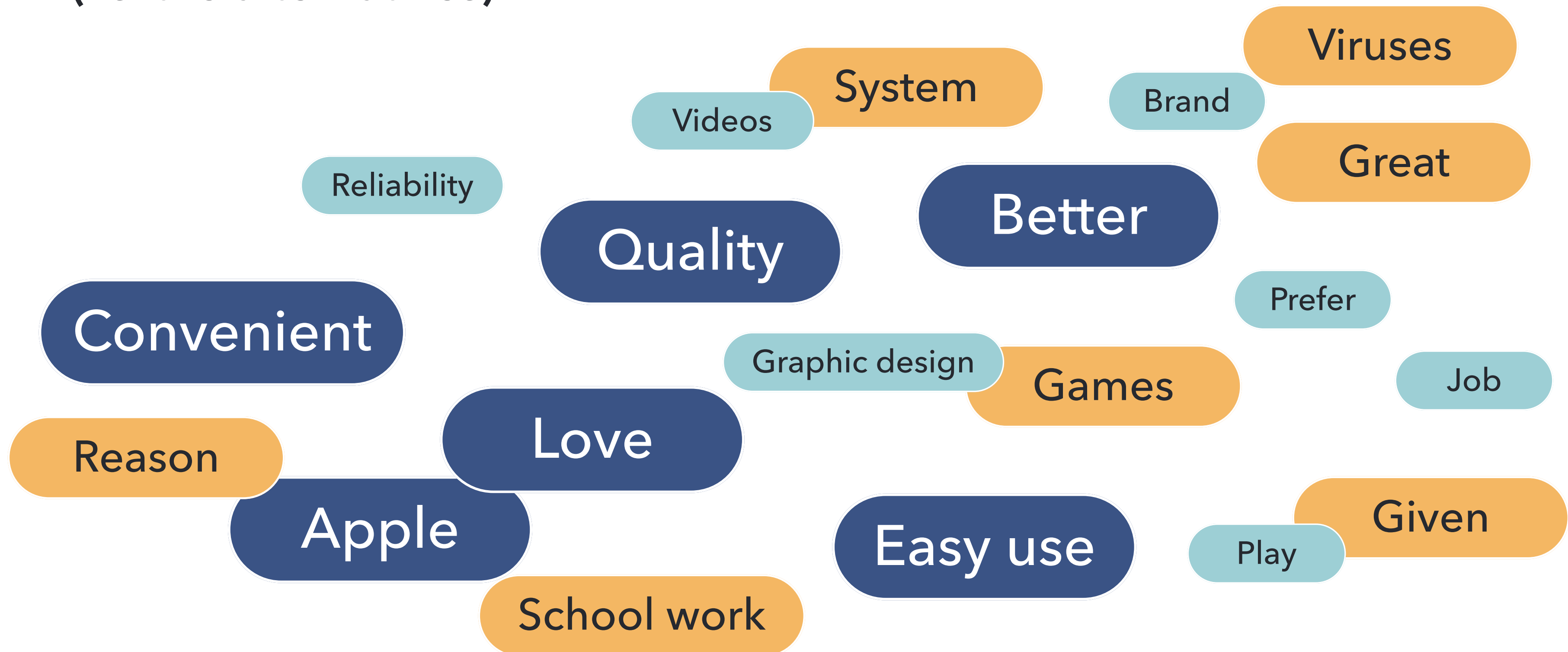
42%

Macbook Pro

33%

Macbook Air

What is your primary reason for using a Mac computer (vs. the alternatives)?



# Methodology

Thank you for reading the summary report for the first-ever Mac Apps Report by Setapp 🍈 We hope you learned something interesting and enjoyed your time with it!



The survey ran from  
April 14-15, 2021.