



Mac Apps Report

2023



Key takeaways

- ◆ An average Mac user uses 15 apps a day.
- ◆ Features matter both when choosing and buying a new app, but price takes a slight lead when it comes to buying.
- ◆ 83% of respondents have paid for Mac software in the previous month.
- ◆ Subscriptions are more popular than one-time purchases.
- ◆ 70% of Mac users have a Mac with M1/M2 chip.
- ◆ About 40% of respondents have adopted AI-based Mac apps.
- ◆ Mac App Store, YouTube, and social media remain the most popular channels of information about apps.
- ◆ The most popular Mac device is the MacBook Pro.

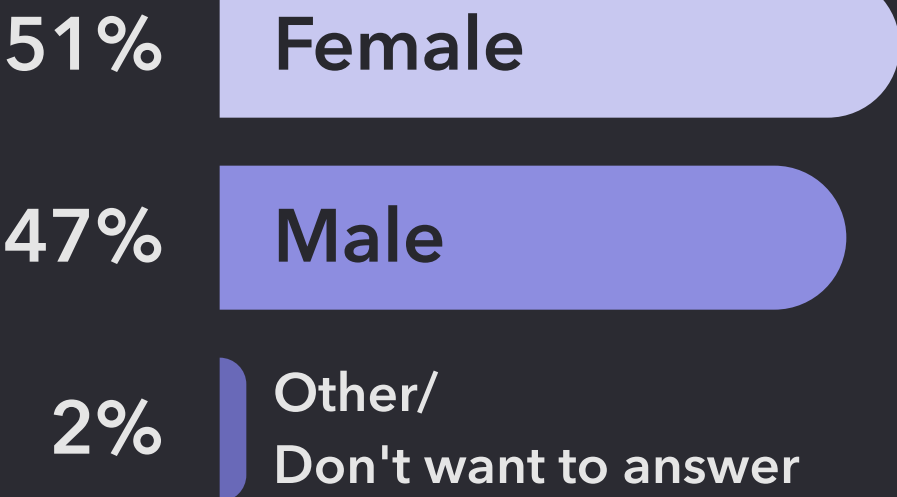
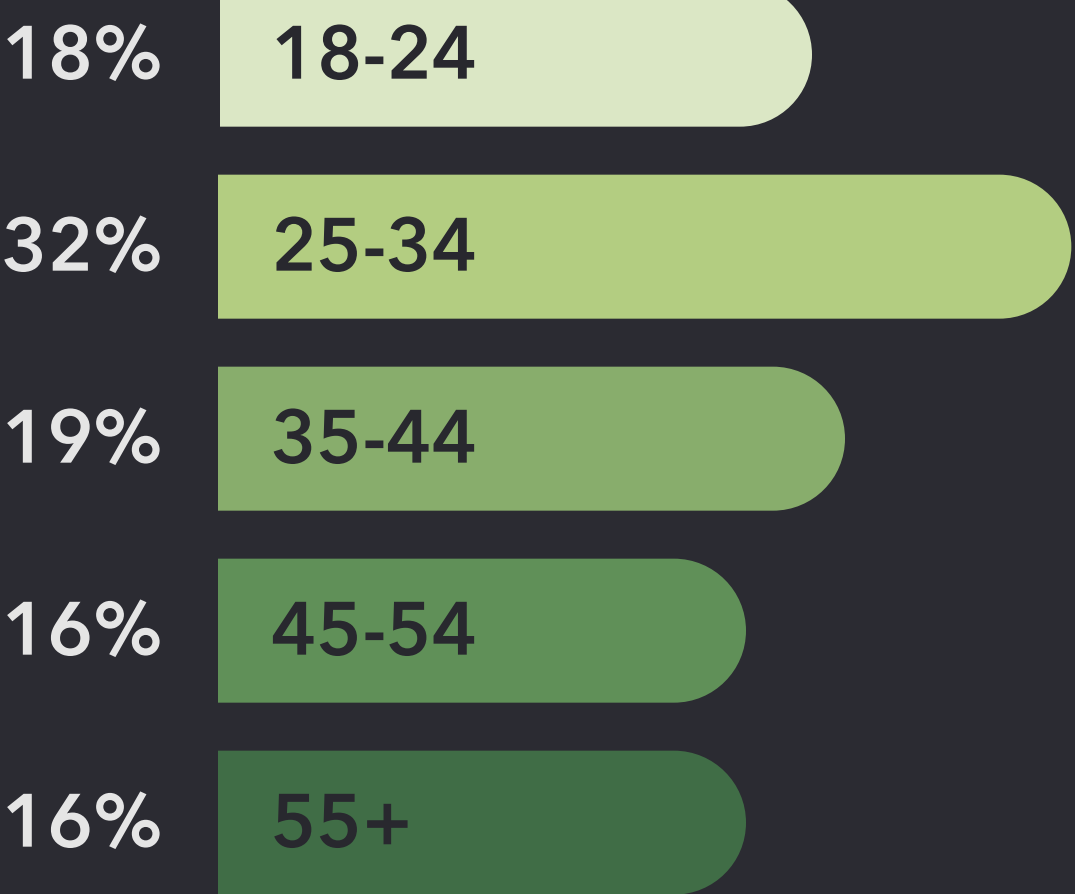
About the survey

Method: online survey

Audience: macOS users

Sample:
1,241 respondents

973 in the US,
268 in other countries



Data collection: 859 responses via Cint
382 responses through public links (social media, in-Setapp communications, newsletters)

* Approx. 15% of respondents are Setapp users.

App usage

Average Mac
device has

51

apps installed

Average Mac user
uses

15

apps a day

79% use 20 or less
apps a day

49% use 10 or less
apps a day

A Mac comes with a number of pre-installed* apps. macOS Mojave 10.14 and later includes more than 30 built-in apps. Presented numbers of installed and used apps are averages based on the respondents' self-estimation.

*<https://support.apple.com/en-us/guide/mac-help/mchl110b00b7/mac>

App essentials

Browser apps, Microsoft and Google Workspace tools, as well as Adobe software, are most often named as vital apps.

Browsers

 Google Chrome

 Firefox

 Brave

 Edge

 Opera

 Vivaldi

Google Workspace

 Google Docs

 Google Sheets

 Google Drive

 Google Slides

Adobe

 Photoshop

 Illustrator

 Creative Cloud

 Premiere Pro

 Lightroom

 Acrobat

 InDesign

Microsoft

 Word

 Excel

 Outlook

 Microsoft 365

 Office













 Teams

 PowerPoint

 OneDrive

App essentials

Other tools mentioned

- | | |
|--|--|
|  Spark |  Alfred |
|  Spotify |  X (Twitter) |
|  Visual Studio Code |  Notion |
|  Slack |  Fantastical |
|  Zoom |  Messenger (Meta) |
|  1Password |  Obsidian |

Adoption of AI apps



42%

use AI-based
apps daily
















63%

of them believe that AI
apps are more beneficial
than non-AI



Most commonly mentioned

- | | |
|---|---|
|  TypingMind |  Bing |
|  Elephas |  Luminar Neo |
|  Spark |  MacGPT |
|  Notion |  Asana |
|  Grammarly |  Raycast |
|  Bard |  MacWhisper |
|  Craft | |

Selecting apps

- ◆ Functionality is the most important factor
- ◆ Security and UX come in second
- ◆ One in three Mac users relies on reviews
- ◆ Price-related factors placed in the middle of the list



Preferences

More than 75% of respondents prefer automatic updates and expect full access to the app across all platforms and multiple devices.

Shares of respondents who agree/somewhat agree with the following statements:

77%

I prefer automatic updates for my apps

54%

It is essential for me that the app has a dark (night) mode

76%

When buying an app, I expect full access to it across all platforms and multiple devices



63%

A high-quality app costs money, and I am ready to pay for it

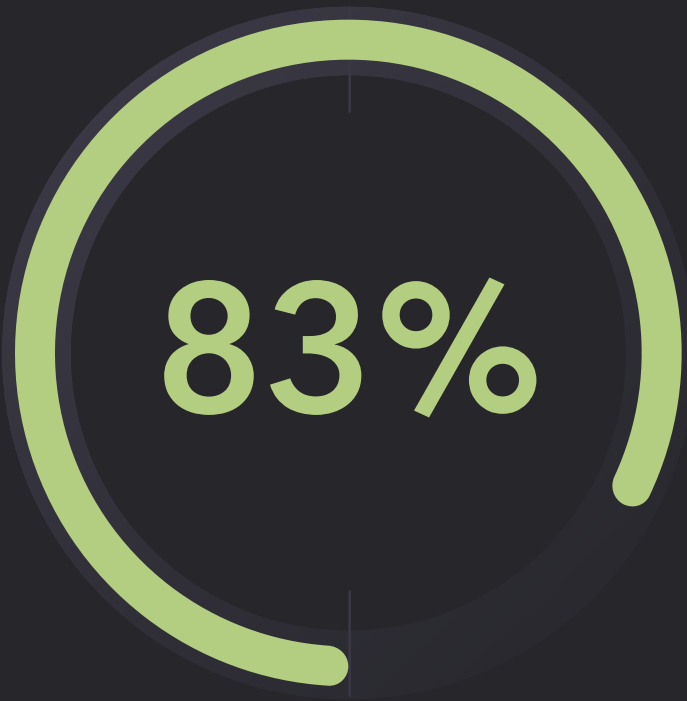
68%

Apps that I own must have my native language localization

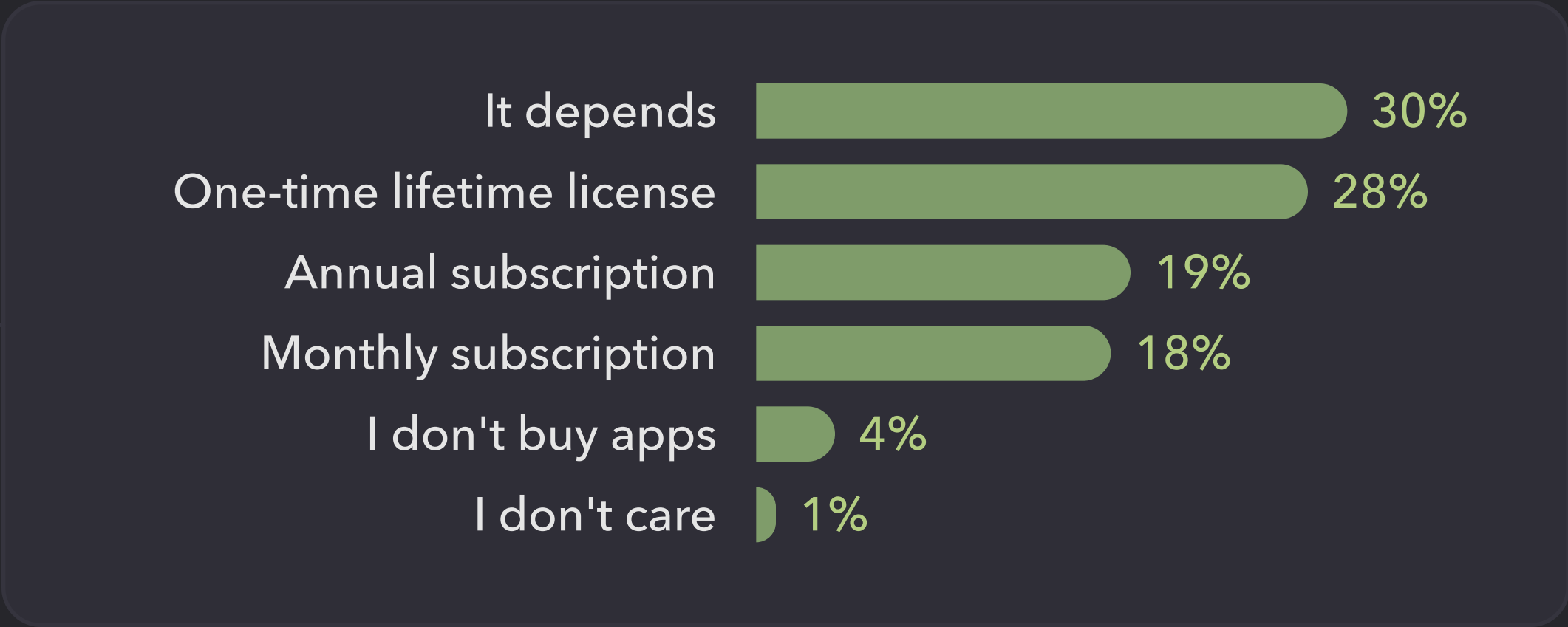
67%

I prefer not to overload my Mac with apps

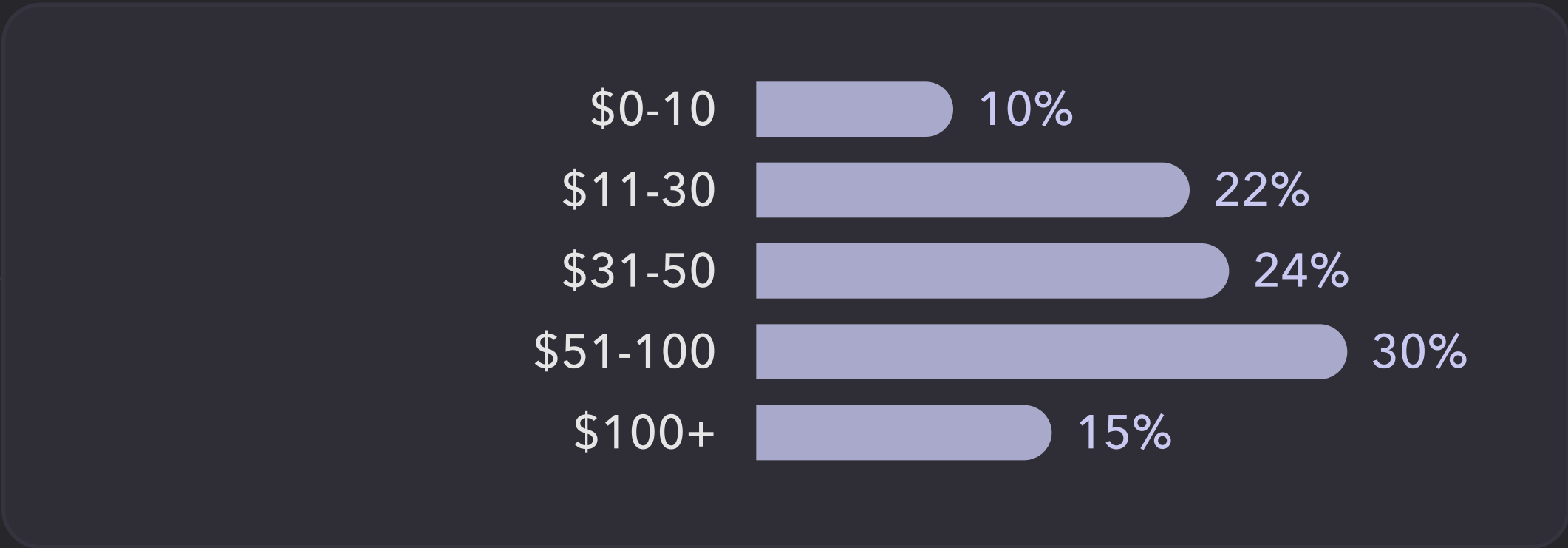
Paying for apps



83% of respondents have paid for Mac software in the previous month



56% of those who paid for apps in the previous month spent up to \$50



Our observation is that some respondents conflate paying for apps and in-app purchases. As a result, the above spending may be overestimated.

Recurring vs one-off payments

Users like subscriptions because they can cancel at any time. At the same time, users consider one-time app purchases to be more cost-effective.



Recurring vs one-off payments

Advantages of a one-time purchase

51%

I want to own the app

48%

I think I'll use the app for a long period of time

46%

I don't want to keep track of recurring payments

20%

I believe one-time purchase encourages developers to work better on the product

54%

It is more cost-effective

18%

I want to avoid any security risk (e.g., payment data leak)

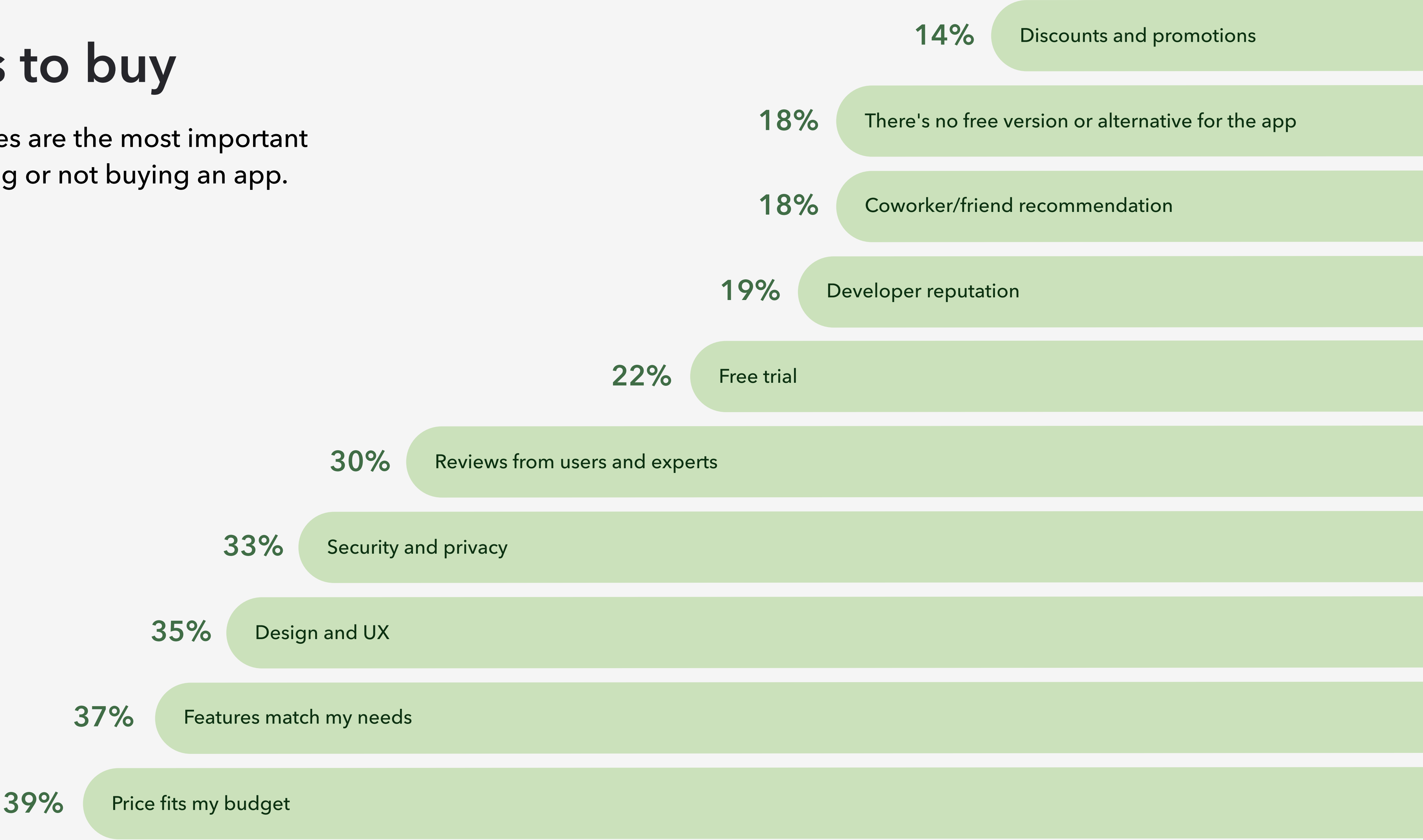
12%

I have an unsatisfactory experience with subscription services



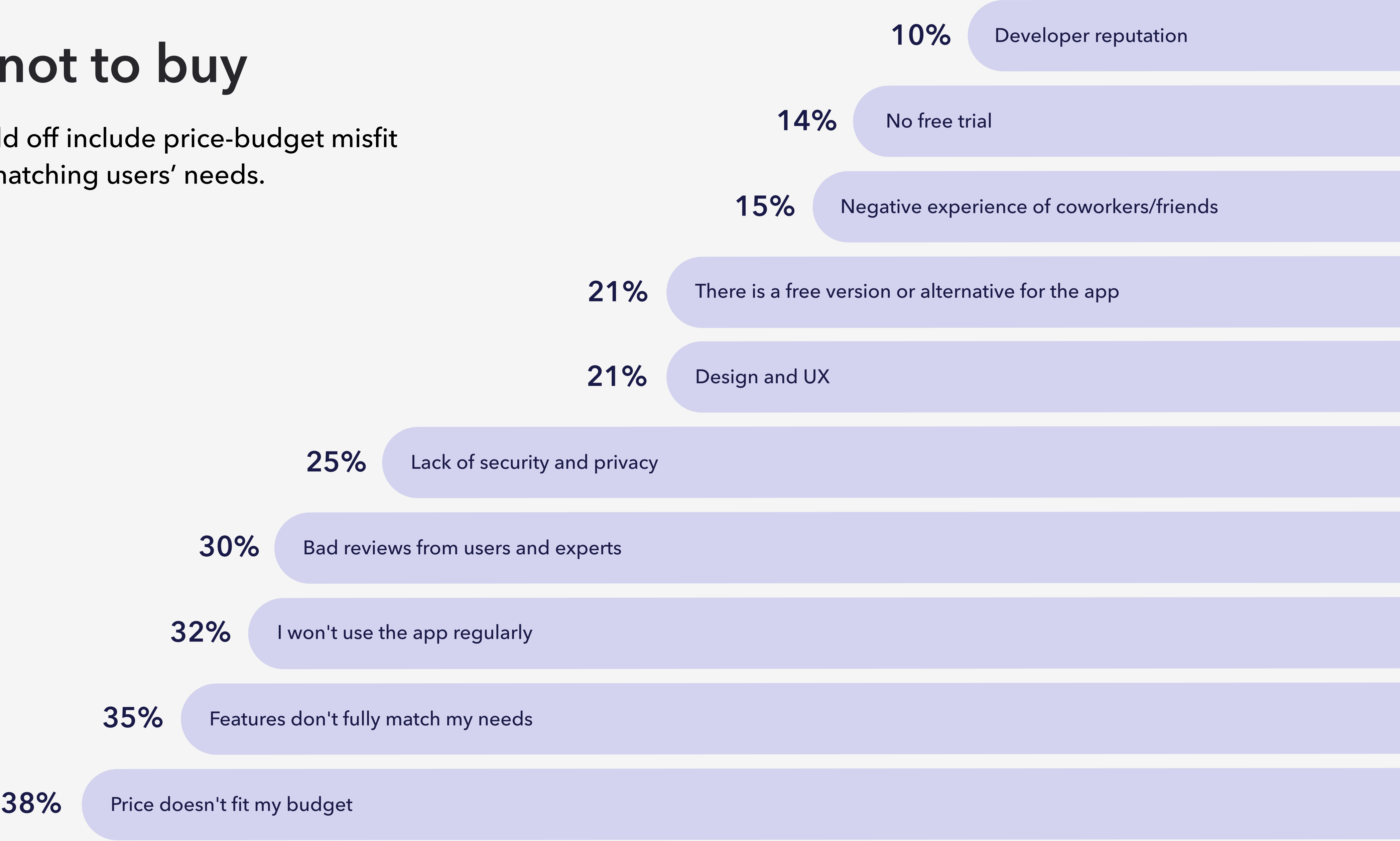
Reasons to buy

Price and features are the most important factors for buying or not buying an app.













Reasons not to buy







Top reasons to hold off include price-budget misfit and features not matching users' needs.













Fresh vs time-tested tools

Apps purchased for the first time recently

-  Affinity apps
-  Setapp
-  Slack
-  Alfred
-  Pixelmator
-  AdGuard
-  Final Cut Pro
-  GoodNotes
-  PDF Expert
-  OmniFocus

-  Microsoft 365
-  Creative Cloud and its components
-  CleanMyMac X
-  Fantastical
-  Sketch
-  Parallels

Apps in use for 1+ year

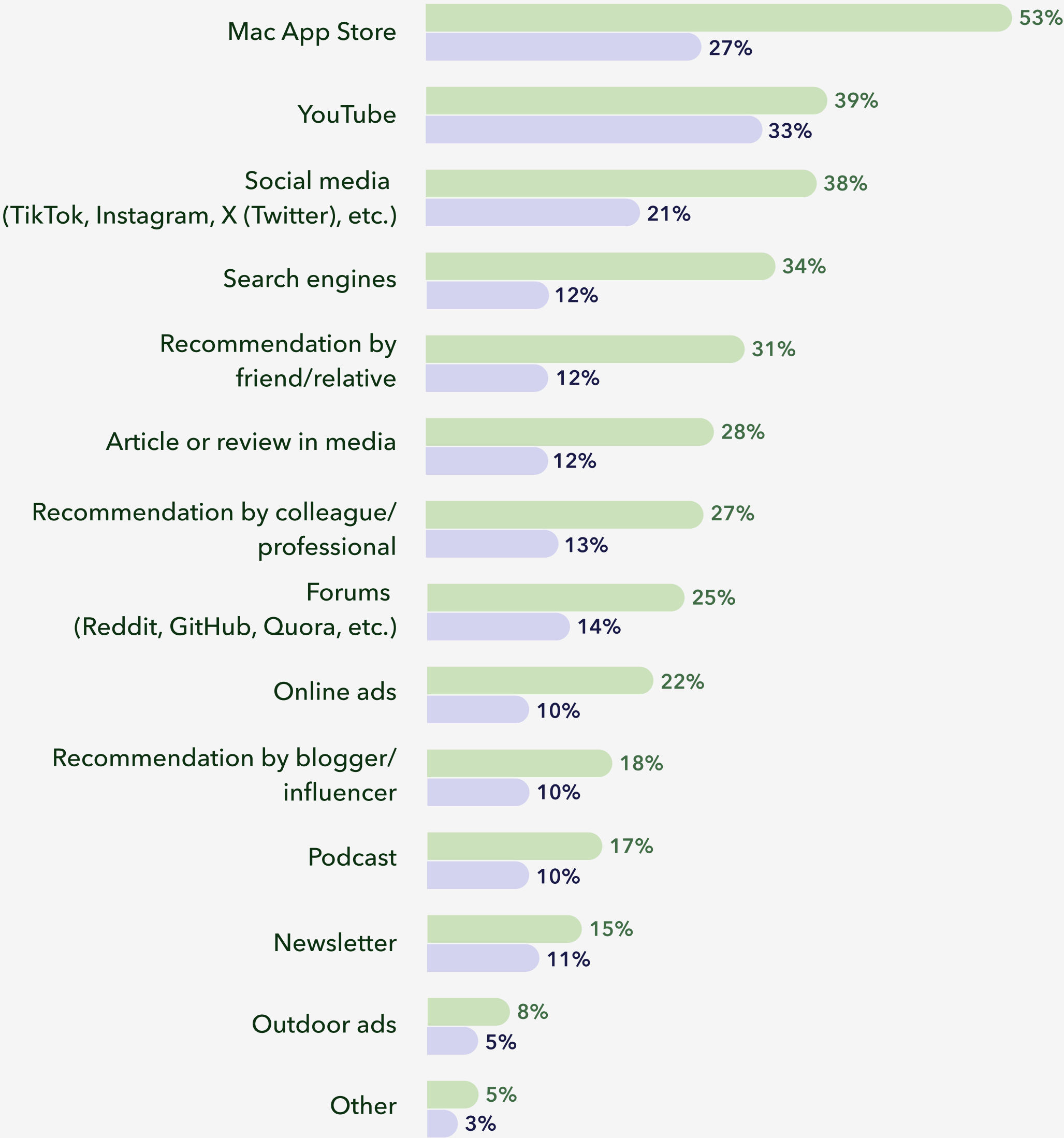
-  1Password
-  Spark
-  Spotify
-  Todoist
-  Evernote
-  Bear
-  Dropbox
-  Day One
-  Grammarly
-  NordVPN

App discovery

Mac App Store, YouTube, and social media remain the most popular channels of information about apps. A third of respondents have purchased an app they learned about on YouTube.

How do you learn about Mac apps?

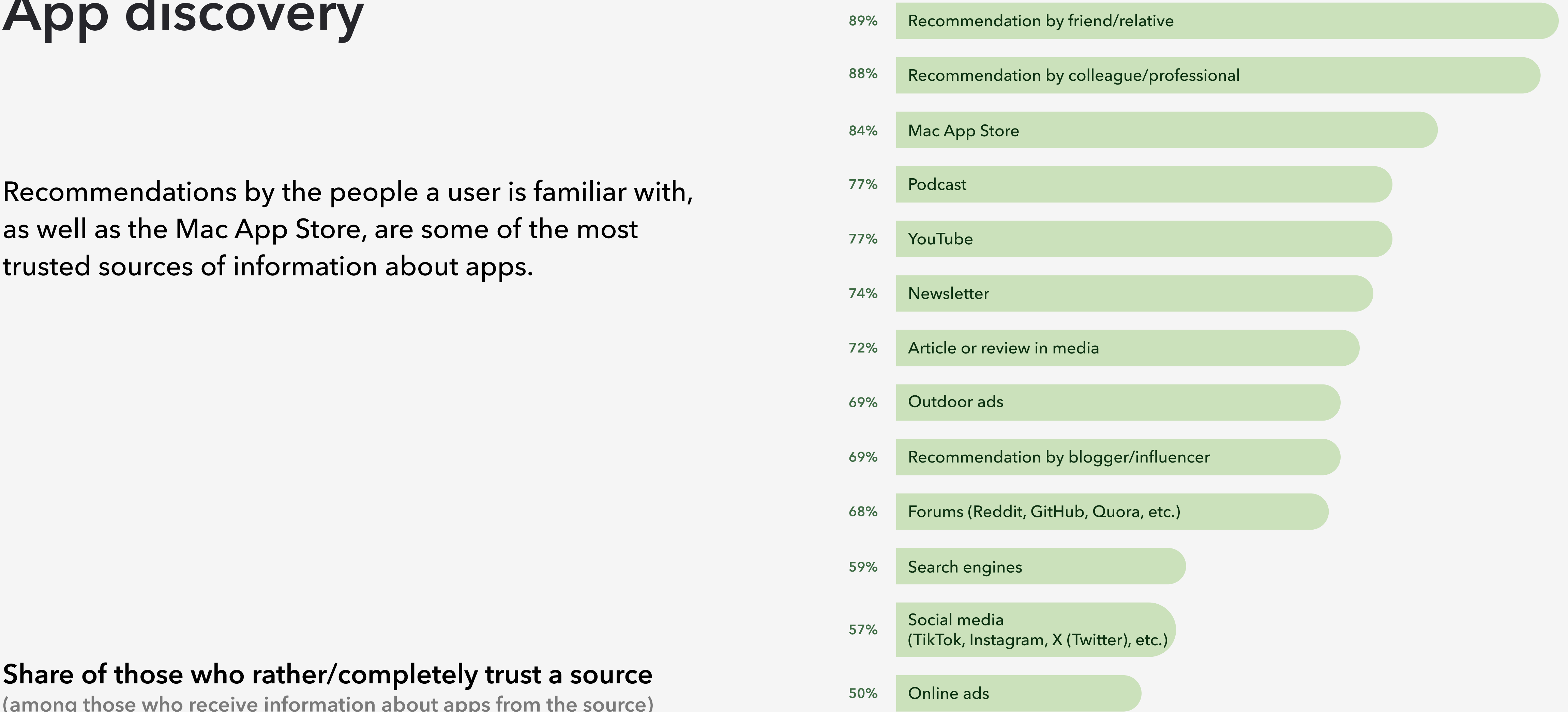
How did you find the last Mac app you paid for?
(among those who pay for apps)



App discovery

Recommendations by the people a user is familiar with, as well as the Mac App Store, are some of the most trusted sources of information about apps.

Share of those who rather/completely trust a source
(among those who receive information about apps from the source)

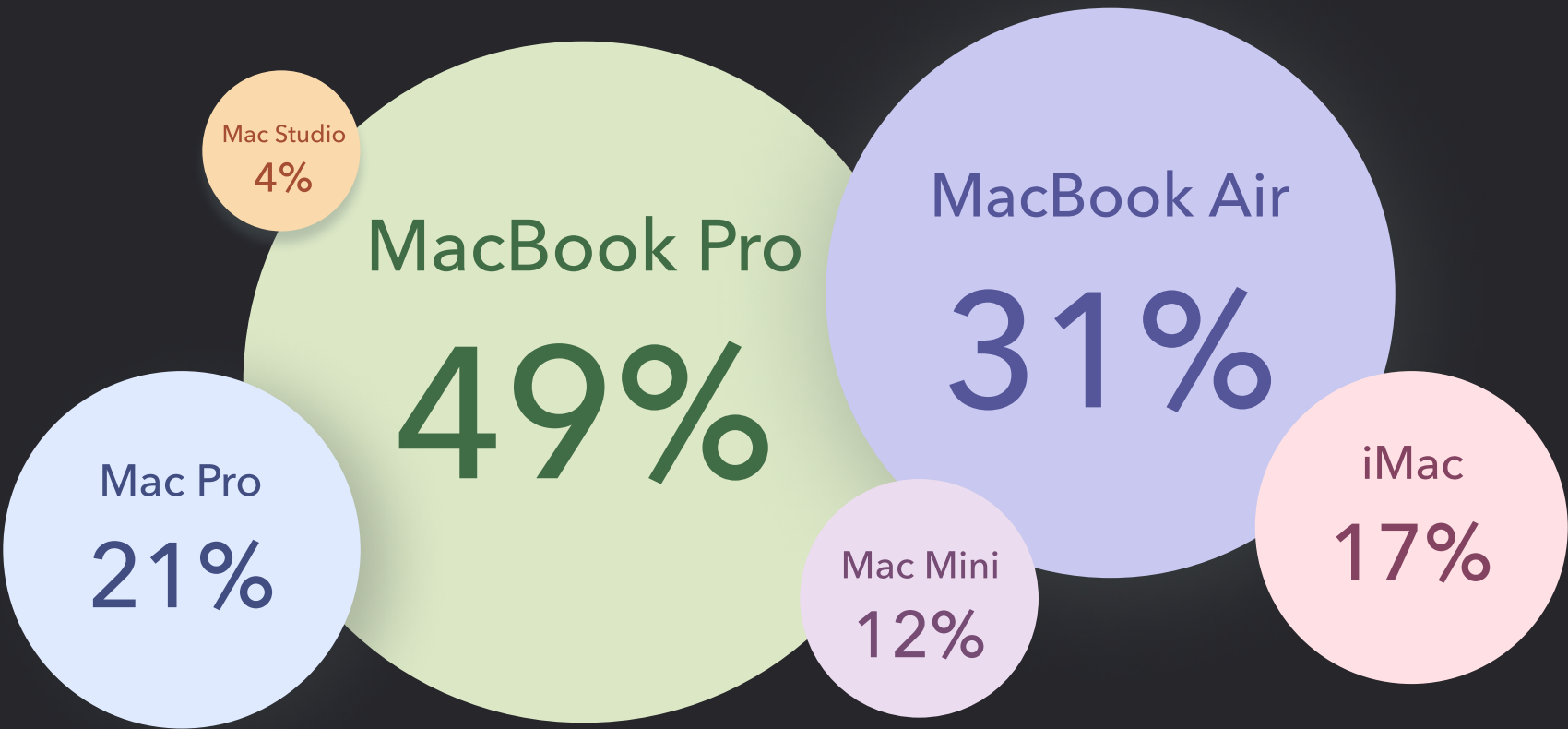


Devices and chips

70%

of respondents have a Mac with M1/M2 chip

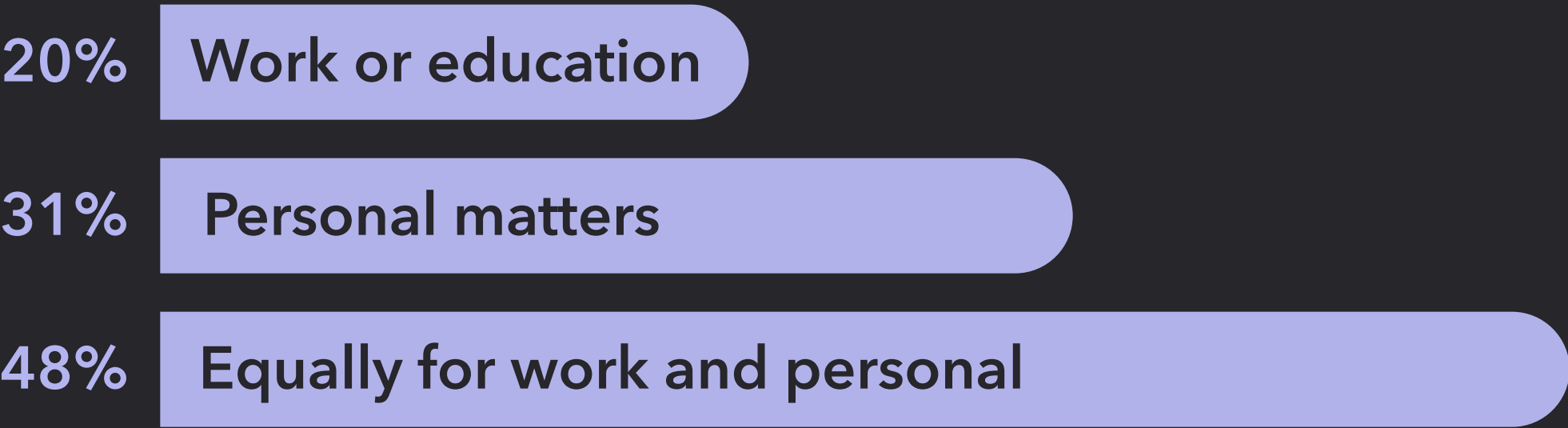
Device in use



71%

of them agree with the statement "Apps that I use must have native M1/M2 chip support"

What do you mainly use your Mac for?



Why Mac?

Mac computers are most often chosen because of their better performance, reliability, and the macOS operating system.

