



MAC DEVELOPERS SURVEY

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Intro to 2020 Survey

We're huge Mac fans. Always have been. And we love Mac software.

With the challenges of the COVID-19 pandemic and both political and social upheaval, we wanted to check in on the Mac software development community. We were relieved to discover an industry that is strong and resilient. Bolstered by new opportunities from Apple's move to new silicon chips and the commission break from the Small Business Program, devs have an optimistic eye toward new opportunities of the now-young 2021. And we're excited to see how this translates into our life and work on our Macs this year!

Thank you to everyone who participated in the survey!

KEY TAKEAWAYS

Resilient Amid COVID-19, Optimistic for 2021

Mac developers endured a difficult 2020 without substantial challenges amid the coronavirus pandemic, and have a hopeful eye to the future.



The Mac software industry withstood coronavirus disruptions, with the largest group of devs (46%) saying it didn't impact their businesses



Two-thirds of developers have a positive outlook (68%) on 2021, with new major updates, new apps and more amongst their plans



Developers still aren't hot on the Mac App Store, with a net promoter score of -31, while Setapp's NPS rose to 43

CORONAVIRUS EFFECT

Mac Market Resilient Amid Pandemic

Faced with COVID-19 lockdowns around the world and remote work transitions, the Mac software market has been relatively unscathed, with people today relying even more on their devices for both personal and work use.



The largest percentage of developers (46%) said the coronavirus pandemic has had no impact on their business



55% of devs said they didn't experience any negative impact from COVID-19. Meanwhile, 50% said they didn't have any positive impact



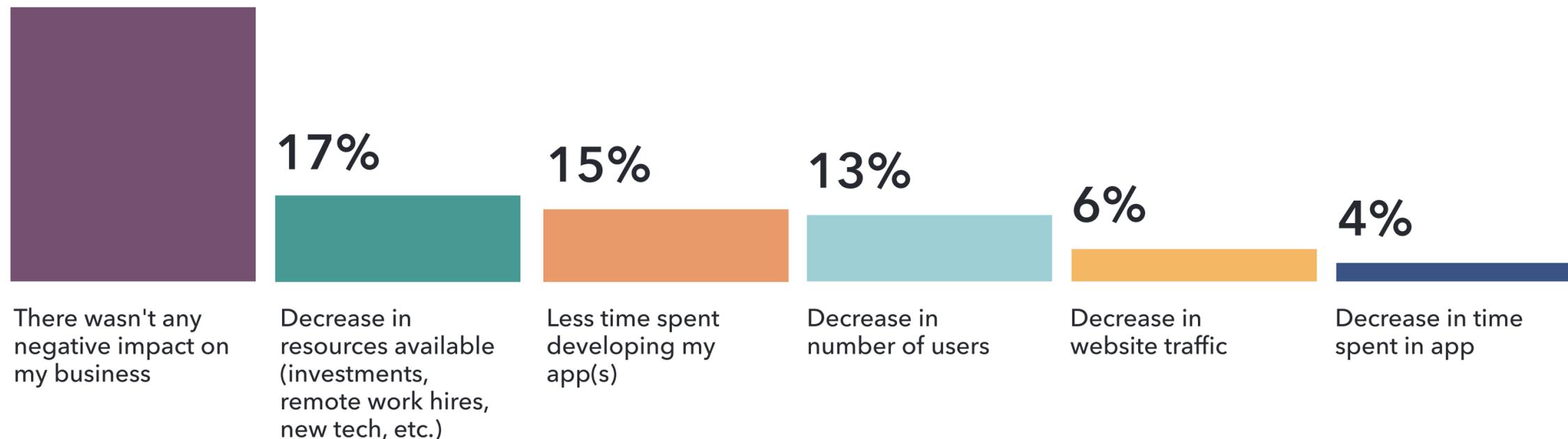
Among those impacted, the result was mixed: 29% said they had a negative impact and 24% positive

CONSEQUENCES OF COVID-19

NEGATIVE

impact of coronavirus pandemic

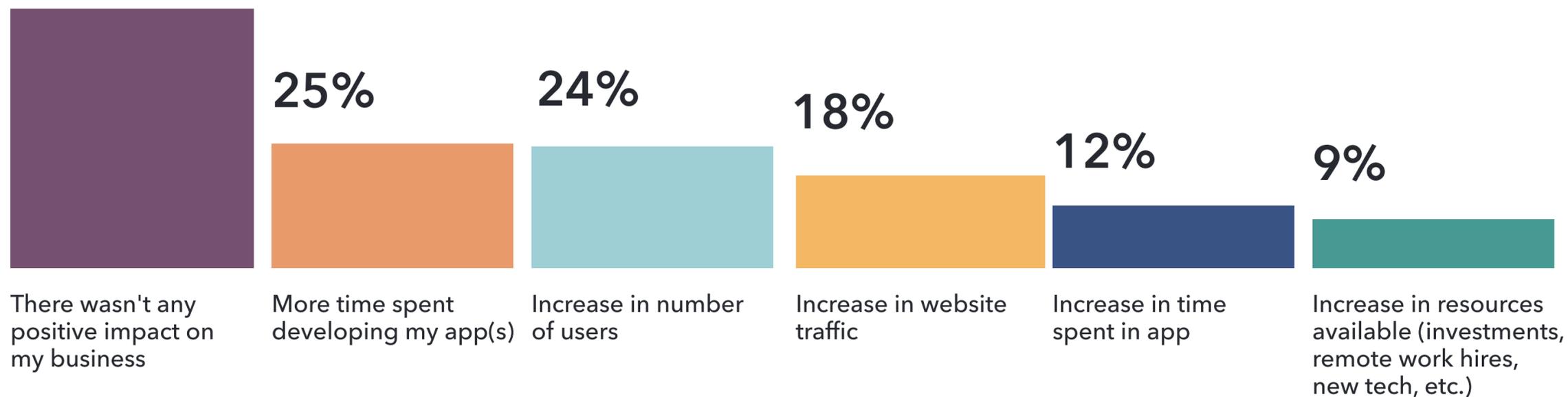
55%



POSITIVE

impact of coronavirus pandemic

51%



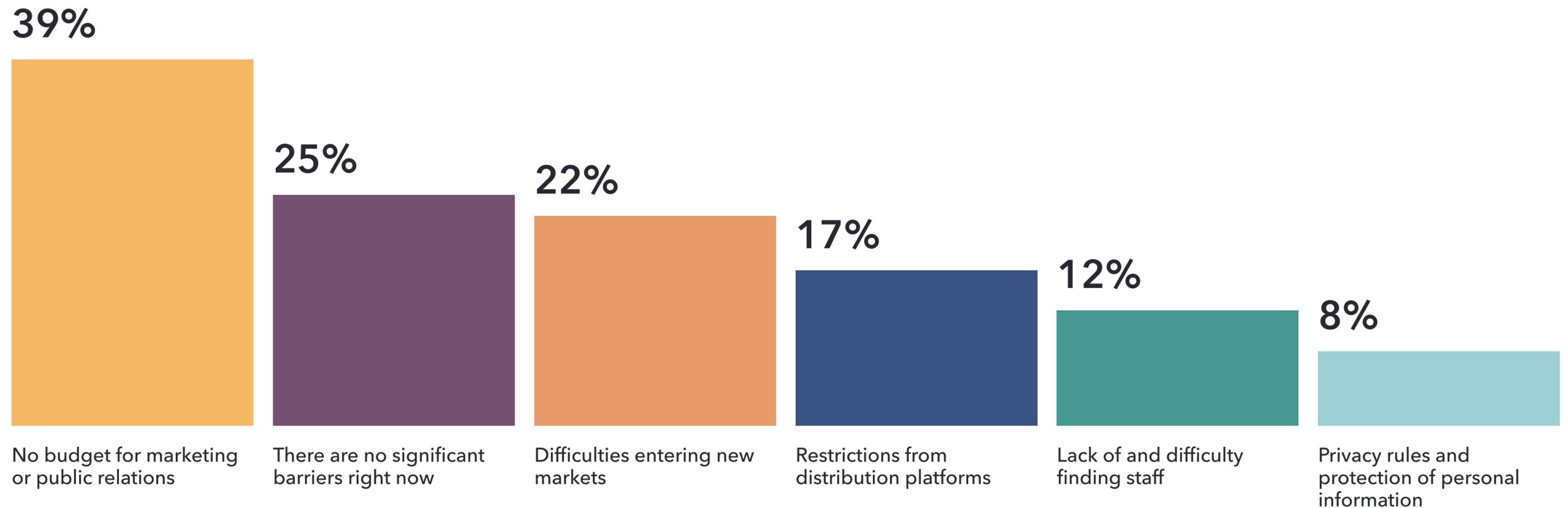
LOOKING AHEAD

2021 Outlook is Bright

- 68% have a very positive or positive outlook on 2021
- 51% plan a major update to an existing app
- 44% plan to launch a new app in 2021
- 22% will launch a new major new marketing or branding campaign(s)
- 10% haven't done any planning for 2021 yet

KEY CHALLENGES

Main obstacles for Mac software businesses in 2021



APPLE'S SMALL BUSINESS PROGRAM

App Store Commission Changes



Perhaps unsurprisingly, **90%** of developers had a strongly or rather favorable view of Apple's changes.

50% plan to apply for the Apple Small Business Program

A cluster of colorful speech bubbles containing developer feedback. The bubbles are in shades of blue, orange, and pink. The text inside the bubbles includes: "Increased revenue", "More profits!", "About 20% more income.", "Higher revenue from the iOS App Store", "A bit more money actually going to be profit instead of barely paying for expenses.", "We hope to receive more spotlight from Apple and as a result revenue since the commission is lower.", "More revenue", "More money, duh?", and "We might consider making Mac App Store version of our app to potentially target a".

Increased revenue

More profits!

About 20% more income.

Higher revenue from the iOS App Store

A bit more money actually going to be profit instead of barely paying for expenses.

We hope to receive more spotlight from Apple and as a result revenue since the commission is lower.

More revenue

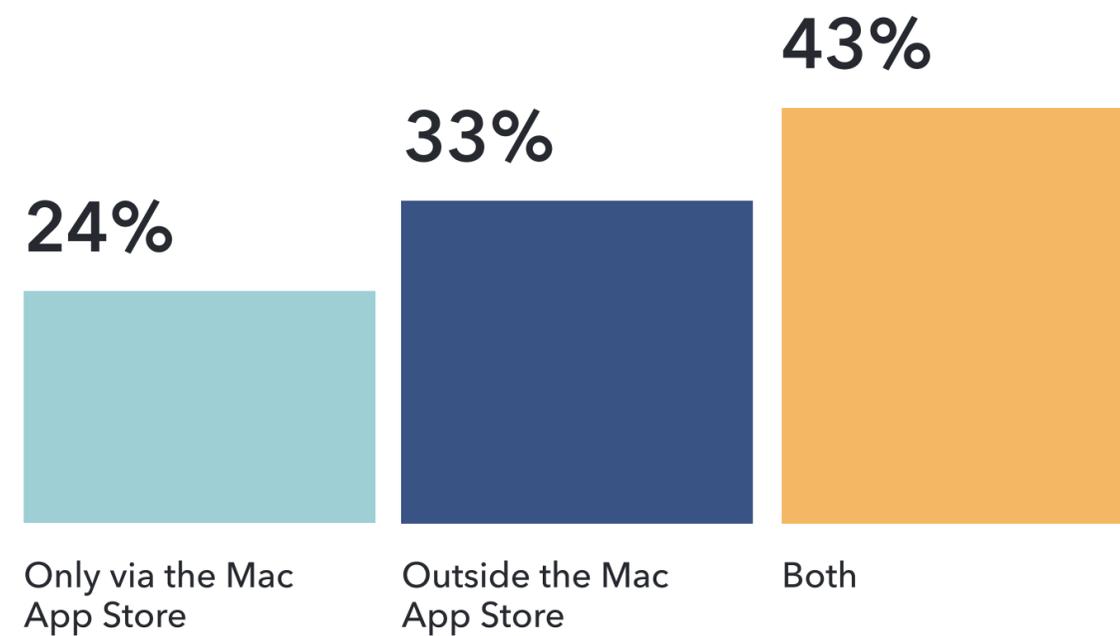
More money, duh?

We might consider making Mac App Store version of our app to potentially target a

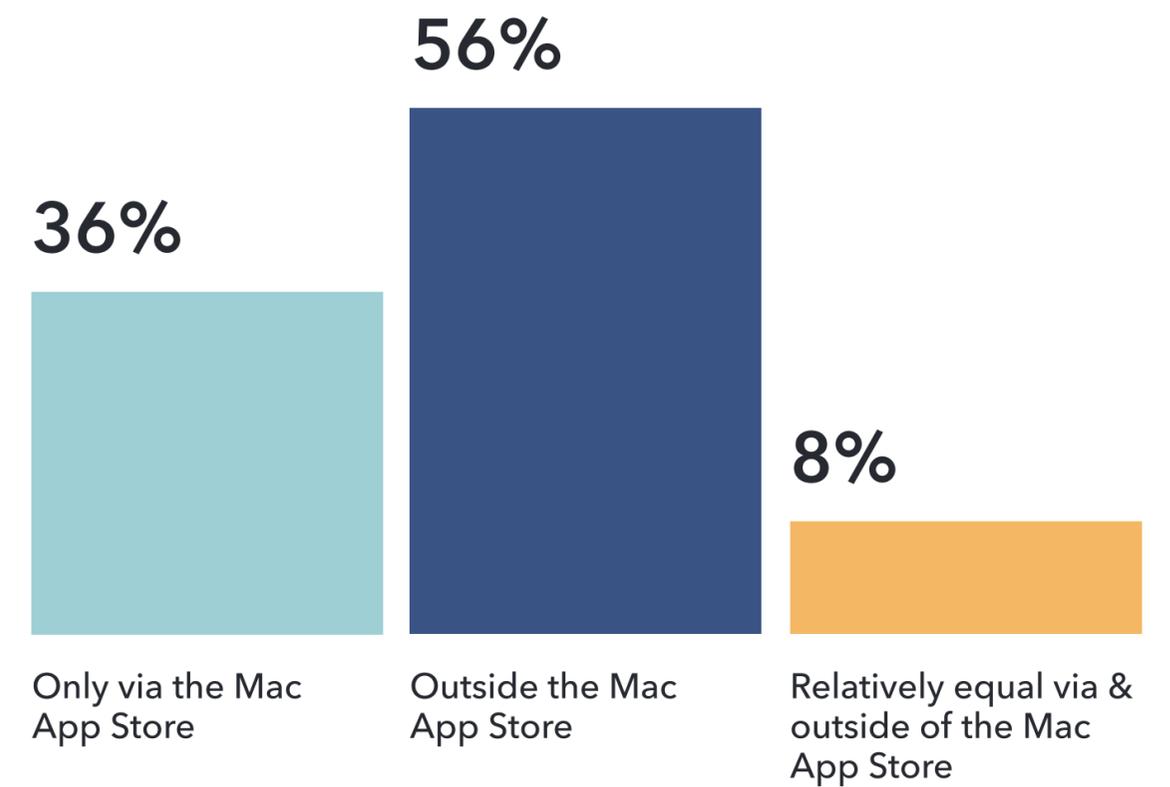
CHANNELS & REVENUE

App Distribution

How do you distribute your apps?



Where do you get more revenue from?



Mac App Store vs Setapp

Net Promoter Score is a marketing estimate of how likely a product or service is to be recommended

Mac App Store

-31



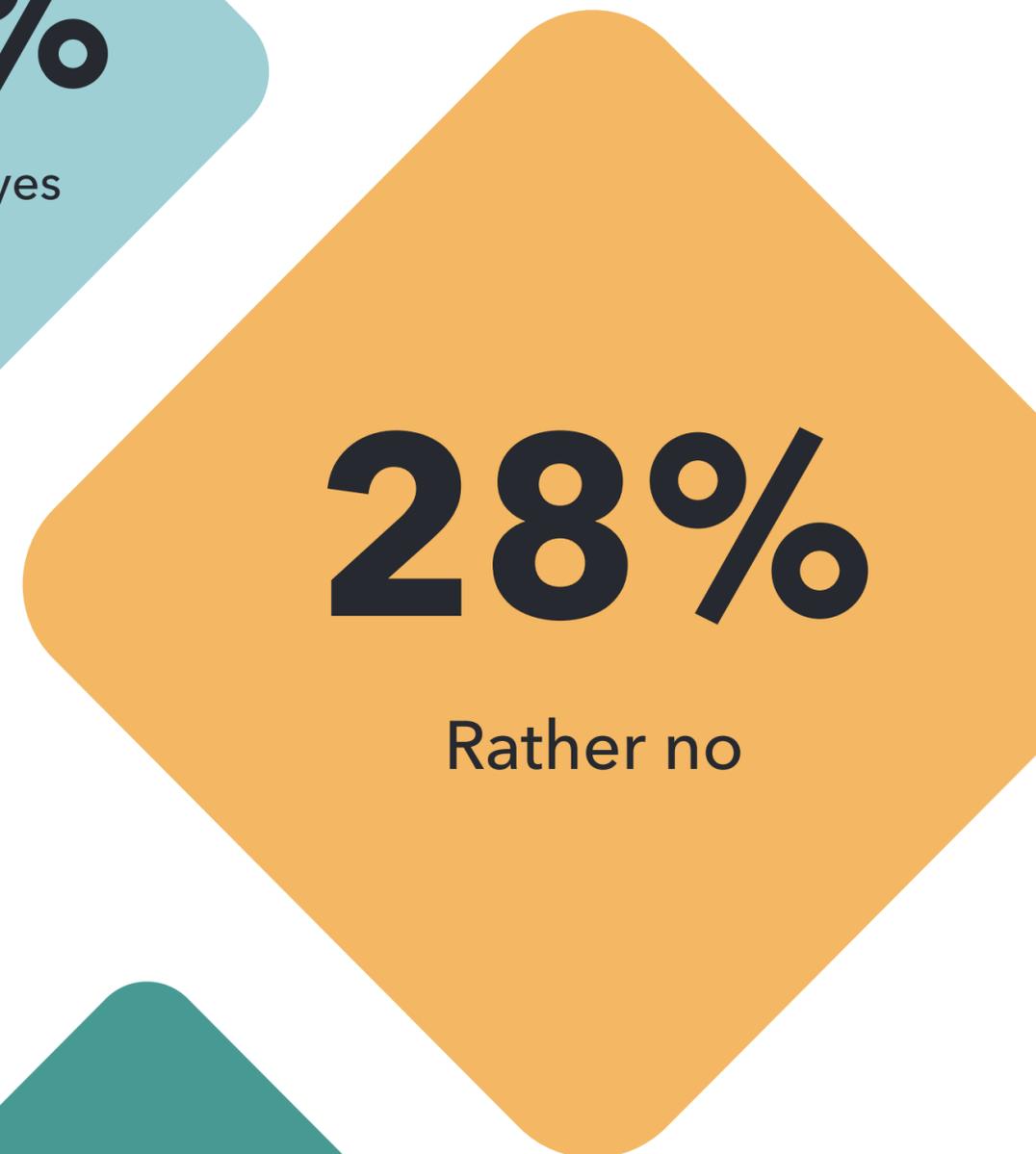
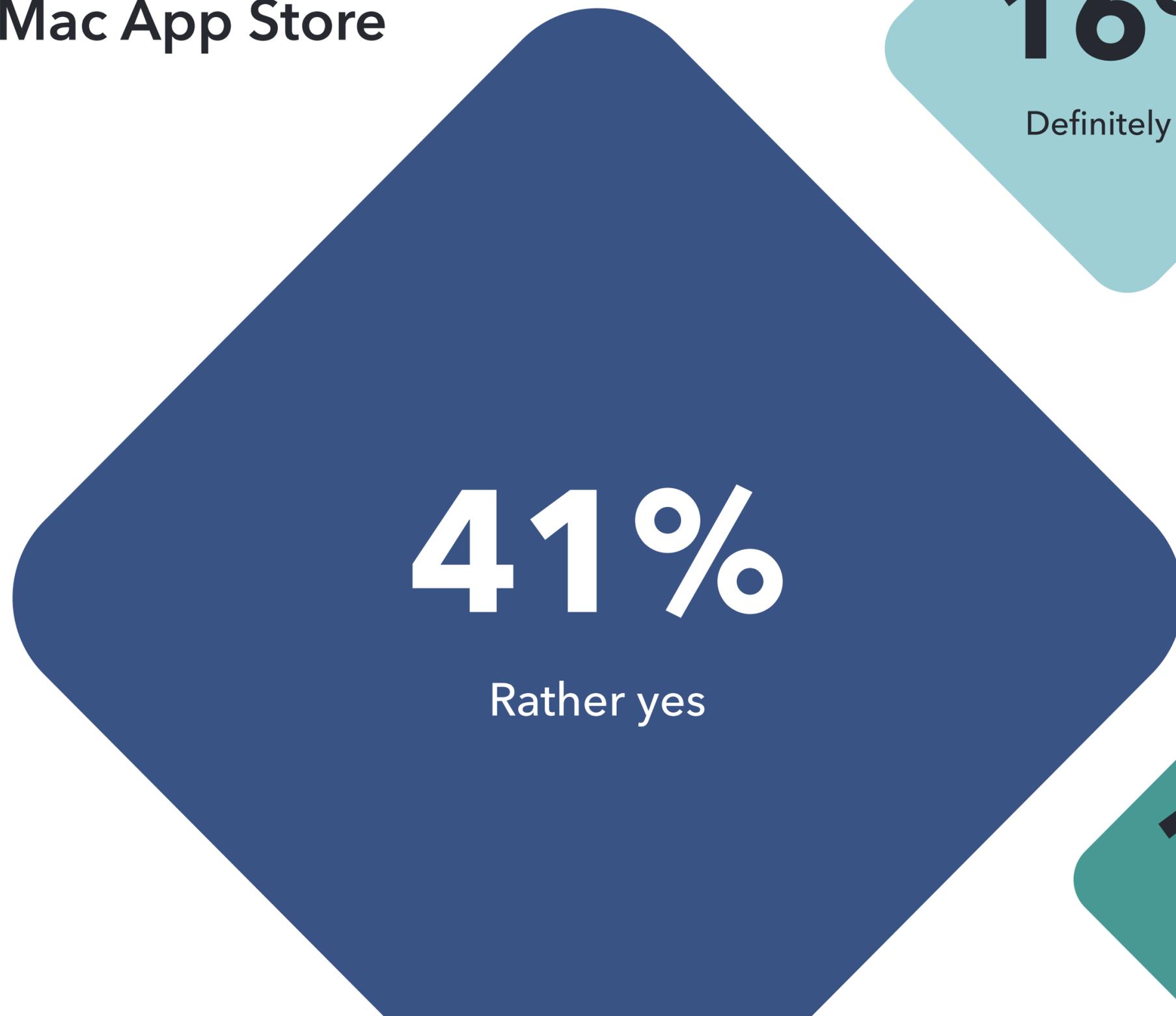
Setapp

43



IS REVENUE SHARING WORTH IT?

Mac App Store



IS REVENUE SHARING WORTH IT?

Setapp

61%

Definitely yes

29%

Rather yes

11%

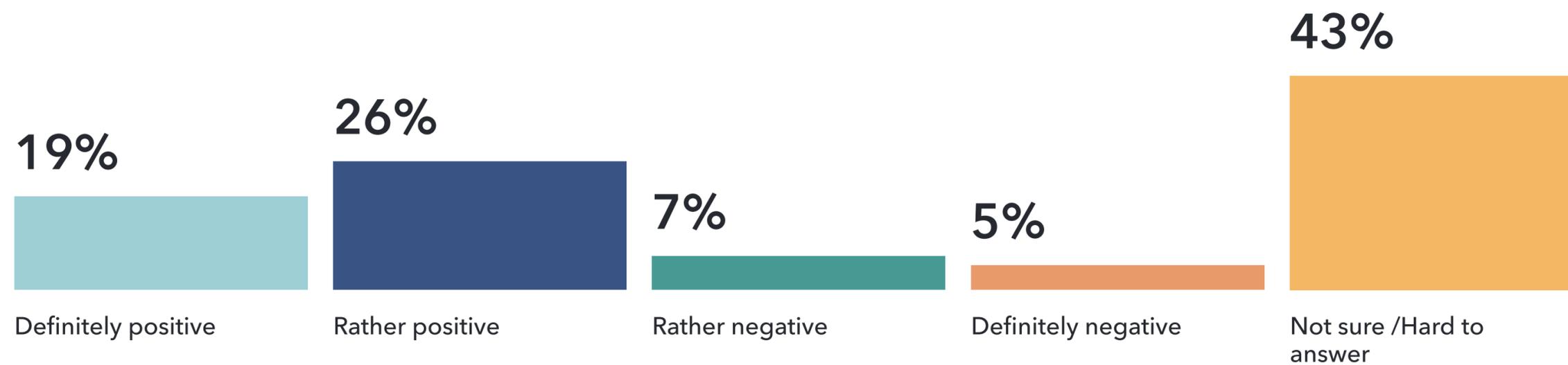
Rather no

0%

Definitely no

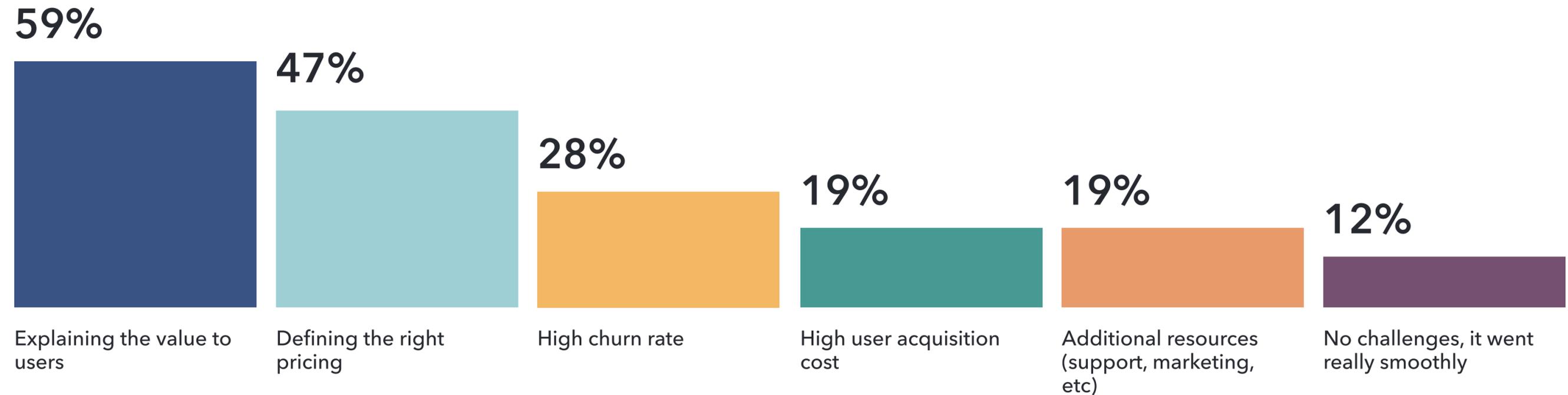
SUBSCRIPTIONS

Do you think the subscription model had a positive or negative impact on your business?



SUBSCRIPTIONS

What challenges did you face when implementing a subscription model?



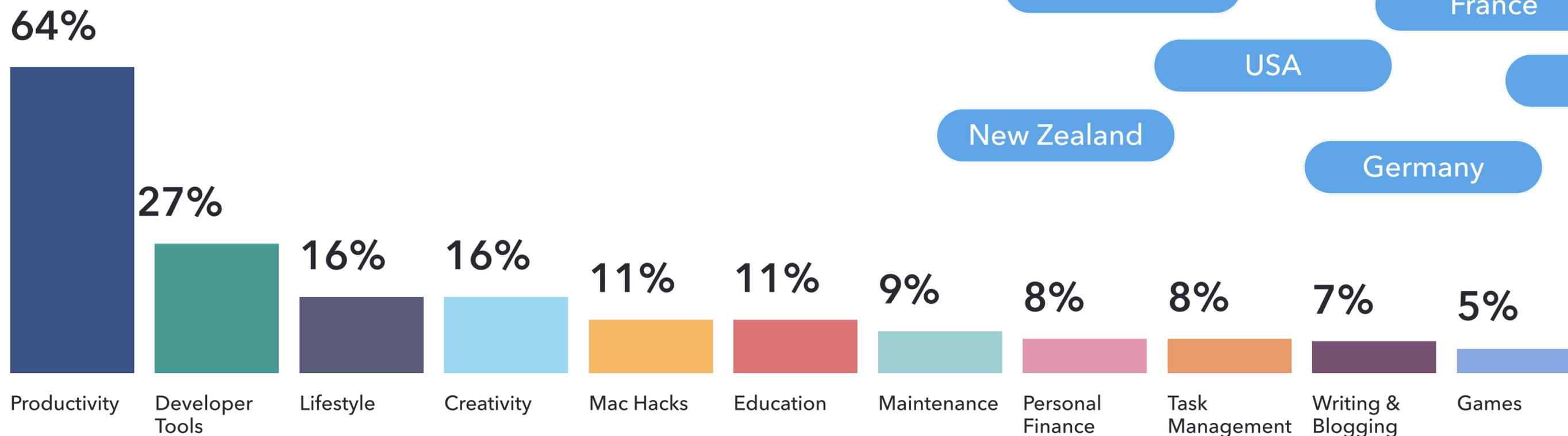
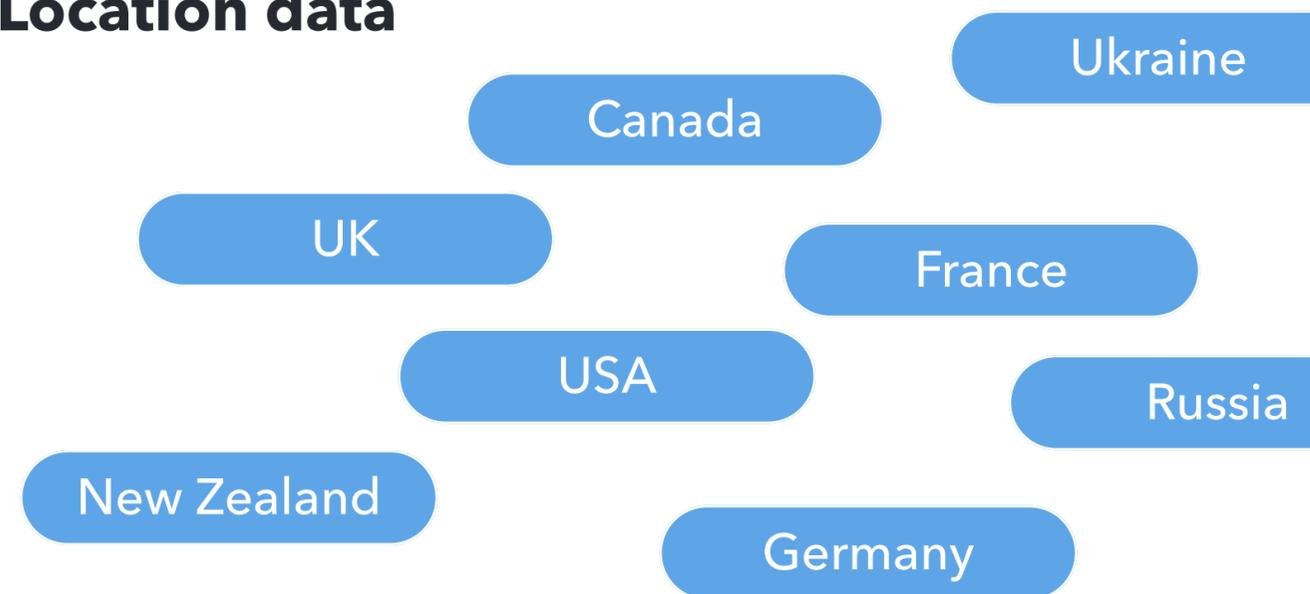
A Deeper Look

Interesting facts:

Average years in business: **9**

68% of participants have one-person teams, **22%** have 2-5 teammates.

Location data



Methodology



This year we had 357 respondents.

Results for previous years can be found at <https://setapp.com/news/mac-developers-survey-2019>.

Thank you for reading the summary report of the fifth annual Mac Developer Survey by Setapp ❖



The survey ran from November 24 to December 9, 2020.

We welcome feedback at media@setapp.com.