# App Download Stats and Trends 2024 Setapp's research shows you app download stats and trends



through 2024. Check out the infographic to see which apps are topping the charts and getting the best ratings, and learn what trends to watch for.

# Here are the top 10 most popular apps that captured the attention of users in 2024, highlighting the leaders in various categories.

Popularity Score Rating Downloads



Top App

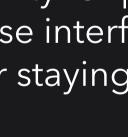
**Final Score** 

4.45

54

# prioritizing security and reliability for personal and business communications. Its easy-to-use interface and widespread adoption make it a favorite for staying connected.

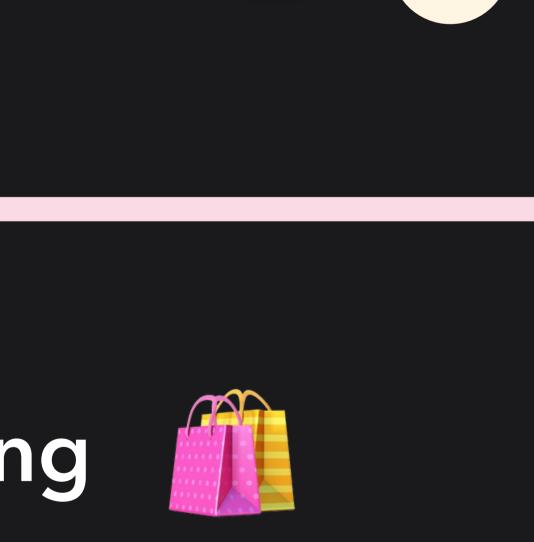
Messaging



**Final Score** 

WhatsApp is a leading messaging app that focuses on

encrypted messaging, voice calls, and media sharing,



Top App

**Final Score** 

74

Average Rating

4.55

**Final Score** 

90

Subway Surfers is an endless runner game where

urban settings. Its colorful graphics and regular

Downloads

475 M

interface and efficient delivery services make it a top

Rating

players evade obstacles and collect coins in vibrant

updates keep players engaged and coming back for

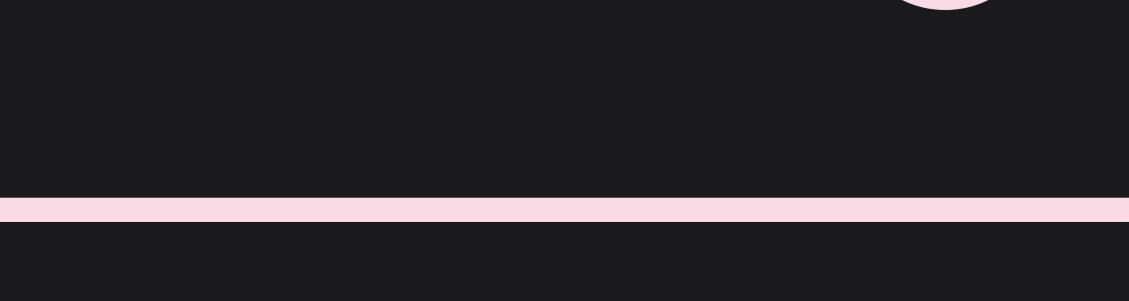
# Social Media

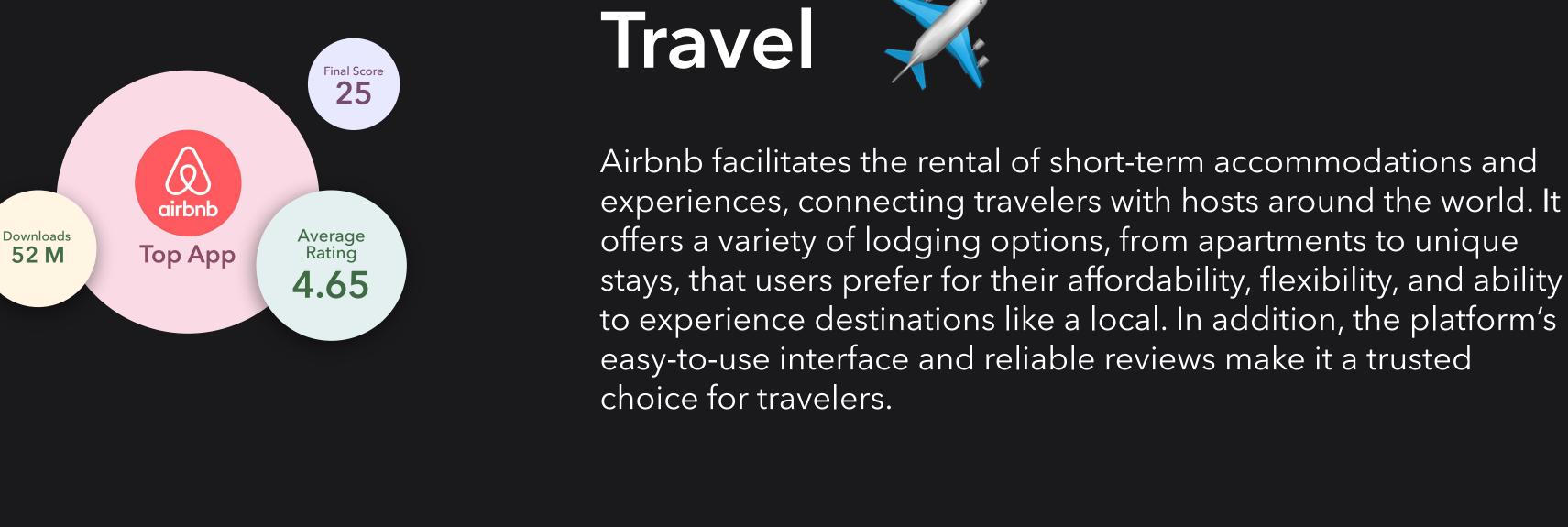
tool for users and businesses alike.

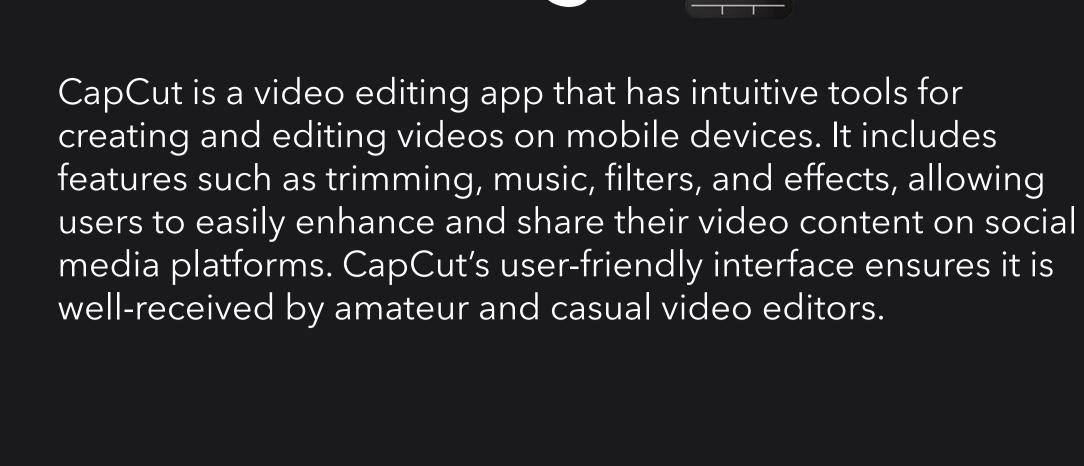
Top App



choice for online shoppers.







Top App

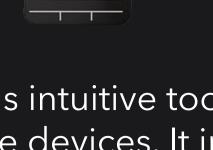
4.45

**Final Score** 

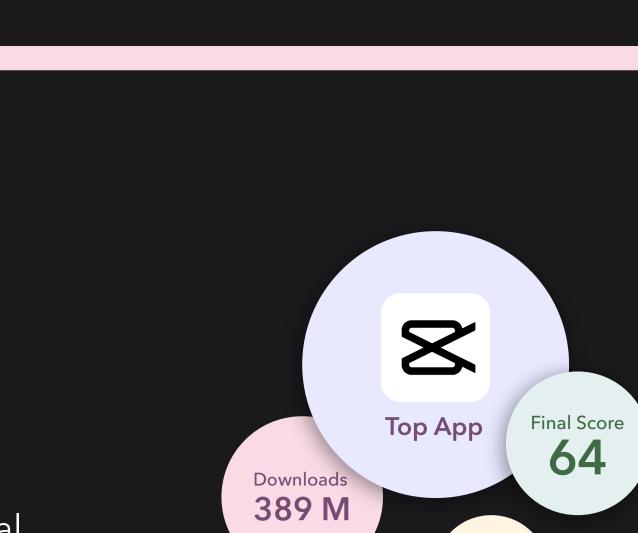
Downloads

231 M

Video Editing



46



Average Rating

4.55

# Trend #2

# Rise of niche apps Apps such as Microsoft Authenticator and Teams have high

Mobile shopping surge

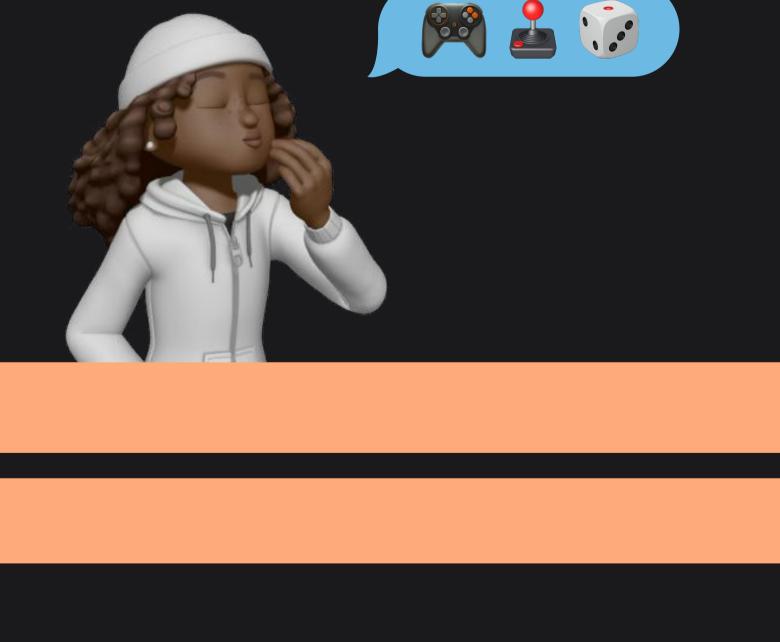
Trend #4 Develop for engagement, not just downloads

Subway Surfers leads the games category in downloads.

Candy Crush Saga and Royal Match, despite higher

professional use. For developers, this means there's a

market for specialized apps that deliver high satisfaction.



# ratings, show that download numbers don't always reflect user satisfaction. This means that developers should focus on both engagement and quality, while users can find hidden gems with excellent ratings.

# Top apps under popular categories Now that we've covered the overall leaders, let's take a look at who's ahead in each of the highlighted categories. Communication zoom **Final Score** Top App Zoom excels in video conferencing with an intuitive 54 interface ideal for virtual meetings, webinars, and Downloads 300 M remote collaborations. Its features include screen sharing and breakout rooms, enhancing professional communication.

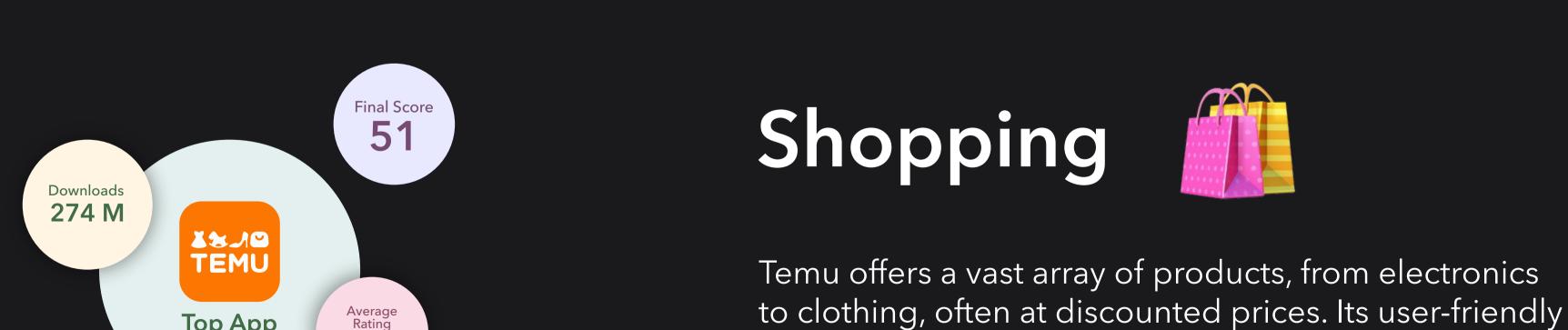
# Gaming

more.

Downloads

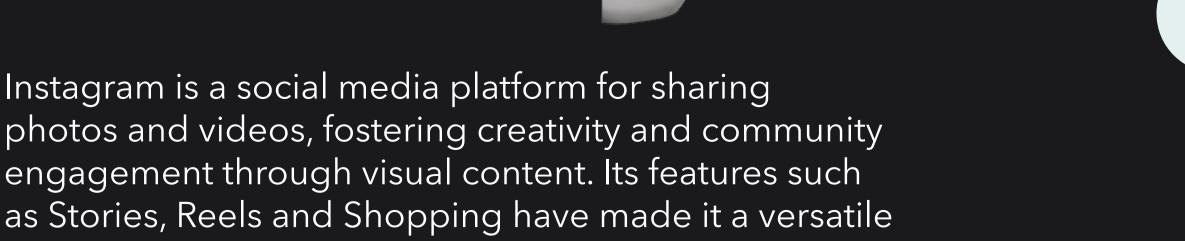
304 M





Average

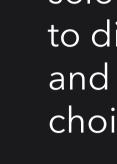
4.65





Downloads

696 M



selection of movies, TV shows, and exclusive content that caters to diverse viewer preferences. Its personalized recommendations and ability to download content for offline viewing make it a top choice for entertainment.

Video Streaming

Let's talk about trends 🖸

Trand

Visual content domination

Instagram tops the charts with 696M downloads, followed

by TikTok with a higher user rating. Despite a lower rating,

enduring popularity. This trend shows the growing power

Temu, Shein and MercadoLibre lead the way in shopping

mobile shopping platforms, indicating a shift in consumer

purchasing habits towards convenience and accessibility.

apps with high download numbers and positive user

reviews. This trend shows the growing importance of

of visual content and where to focus marketing efforts.

Facebook's significant download numbers prove its

Netflix is a leading streaming platform known for its extensive

library and original productions. Users prefer Netflix for its vast

# ratings but fewer downloads. This suggests that while users find them valuable, they are designed for specific needs or

Trend #3

**Trend #5** 

Demand for education quality

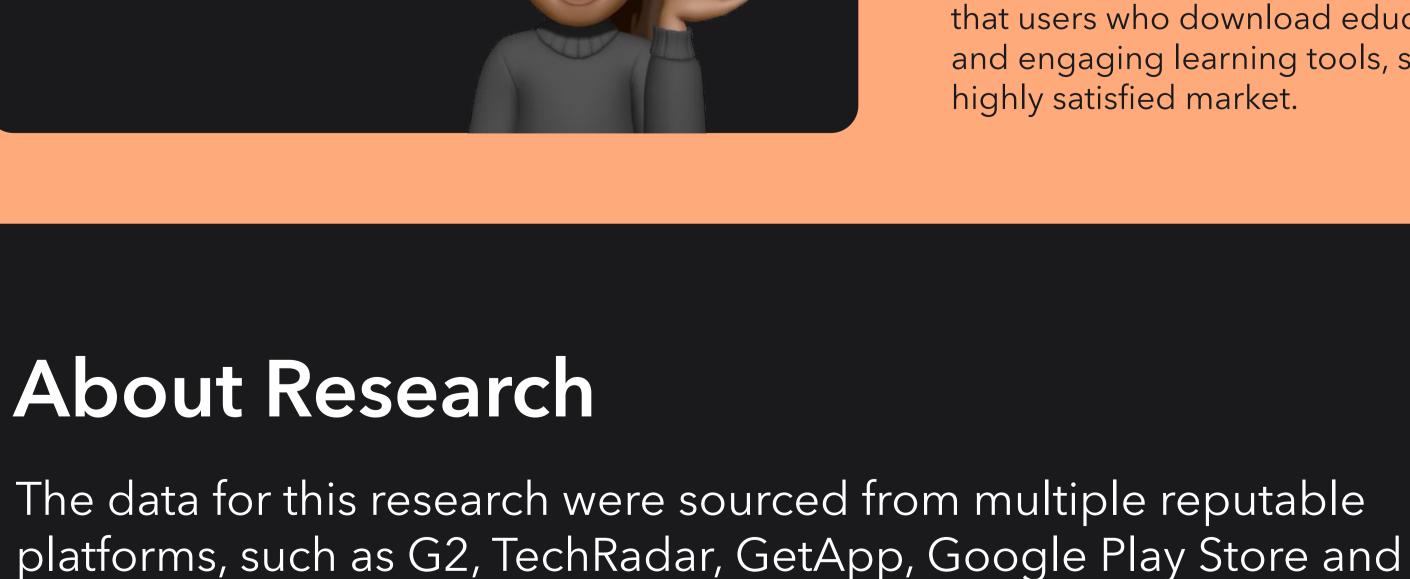
download numbers, but their top ratings show a strong

demand for quality educational apps. This trend shows

and engaging learning tools, suggesting a niche but

that users who download educational apps value effective

Duolingo and Yousician may not have the highest



of the findings.

Apple App Store and Appfigures, to ensure the accuracy and reliability

highly satisfied market.

About Setapp Setapp, the software subscription service that gives Mac users access to 240+ Mac-specific apps and even some iOS counterparts. Whether you're looking for productivity tools, creative software, or utilities, the platform has everything you need to get your work done. Setapp was created by MacPaw, the team behind the top Mac cleaning app CleanMyMac X.