

Mobile Device Apps: Inc Impact of COVID-19 - UK - October 2020

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“The market for mobile apps has enjoyed a significant boost in 2020, as consumers download, use and spend more in apps than ever before.”

– Joe Birch, Consumer Technology Analyst

This report looks at the following areas:

- The impact of COVID-19 on the mobile apps market including consumer attitudes towards the COVID-19 tracing app.
- Innovations of companies operating in the mobile apps market.
- Key factors driving the market and projections for the market size of the mobile app market to 2025.
- What apps consumers use and how frequently they download them.
- Consumer attitudes and behaviours, including how they discover mobile apps, what makes consumers stop using apps and attitudes towards emerging app technologies such as AR.

53% of consumers say they would be happy to download the government’s COVID-19 contact tracing app, whilst 30% say they wouldn’t be and 17% “don’t know” if they would. Additionally, 41% of consumers say that privacy concerns have “made me use an app less frequently than I used to” and concerns around the infringement of their personal liberty can mean there will be hesitancy among some parts of the population to download the app.

The market for mobile apps is estimated to grow by a significant margin in 2020, to £2,748 million, a 43.3% increase from 2019. Mintel expects this year’s growth to be consolidated and built on in the next five years, as habitual behaviours such as retail activities via apps become more widely embedded, as consumers become more familiar and confident in their use. The 5G network will also likely mean that apps such as streaming video will become more popular as the ability to download content easily and quickly will provide a further boost to their use over time.

Whilst the mobile apps market has seen record growth in 2020, threats from consumer overload of digital information may see, in the longer term, some switching off as they seek a digital detox away from apps and notifications.

Longer-term opportunities include the development of instant apps or Progressive Web Apps, which combine features of a native app delivered via the web in a more seamless manner, and which don’t require active download and registering to use. The growth of apps on wearables will be another driver for growth in the longer term.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

Key issues covered in this Report

COVID-19: market context

Economic and other assumptions

Products covered in this Report

Executive Summary

COVID-19 has a positive impact on the market as people turn to tech
Figure 1: Short, medium and long-term impact of COVID-19 on the mobile apps category, September 2020

The market

Market size and forecast
Figure 2: Consumer spend on App Store and Google Play Store apps and games, 2014-19 and H1 2020

Freemium still the dominant revenue model
Figure 3: Market size for mobile apps, 2015-25, prepared on 7 October 2020

Companies and brands

Wearable technology can be a significant platform for mobile apps

Homeworking and virtual socialising apps soar

Fitness apps' COVID spike likely to be sustained longer term

TikTok fashion month aims to make it a go-to hub for young fashion obsessives

News app Curio raises \$9 million in funding for growth plans

Niantic eyes 5G AR alliance to push mobile gaming experience

The consumer

Three in 10 would not download the NHS COVID-19 tracing app
Figure 4: Attitudes towards downloading COVID-19 contact tracing app, July 2020

Decrease in weekly download of mobile apps
Figure 5: Download frequency of mobile apps amongst consumers, 2019 and 2020

Messaging and social media are used daily
Figure 6: Frequency of use of mobile app categories, July 2020

Organic search and recommendations fuel discovery
Figure 7: Methods of app discovery, July 2020

Smartphones trump tablets for app installs
Figure 8: Number of apps installed on smartphones and tablets, July 2020

Consumers still prefer accessing websites over dedicated apps

Instant apps can cater to consumers' desire for convenience
Figure 9: Attitudes towards mobile apps, July 2020

Issues and Insights

COVID-stimulated boost can provide structural shift for mobile apps market

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Instant apps can create valuable moments of convenience for consumers and aid discovery

The Market – Key Takeaways

- 2020 sees sharp increase in consumer spend on apps and games
- Value of mobile apps market to increase by 43% in 2020
- Boost to retail and productivity apps during COVID pandemic
- Technological innovations will spur longer-term mobile apps' growth
- Wearable technology can be a significant platform for mobile apps

Market Size and Forecast

- COVID-19 has a positive impact on the market as people turn to tech
 - Figure 10: Short, medium and long-term impact of COVID-19 on the mobile apps category, September 2020
- 2020 sees sharp increase in consumer spend on apps and games
 - Figure 11: Consumer spend on App Store and Google Play Store apps and games, 2014-19 and H1 2020
- Freemium still the dominant revenue model
 - Figure 12: Consumer spend on App Store and Google Play Store apps and games, 2018-20
- Value of mobile apps market to increase by more than 40% in 2020
- Technological innovations can cement mobile apps' growth
 - Figure 13: Market size for mobile apps, 2015-25, prepared on 7 October 2020
 - Figure 14: Gross mobile app revenue for App Store and Google Play Store, 2015-25
- Market drivers and assumptions
 - Figure 15: Key drivers affecting Mintel's market forecast, 2015-25, prepared on 7 October 2020
- Learnings from the last recession
- Forecast methodology

Market Drivers

- Retail apps see spike during COVID pandemic
- Hyper-casual gaming titles still drive the market
 - Figure 16: Google Play overall rankings, by revenue, H1 2020
 - Figure 17: OS App Store overall rankings, by revenue, H1 2020
- Education, streaming and gaming apps featured prominently in September
 - Figure 18: Top apps on iOS, UK, overall, 16 September 2020
 - Figure 19: Top apps on Google Play, UK, overall, 16 September 2020
- Wearable technology can be a significant platform for mobile apps
- Money management apps can help hard-hit households manage finances
- Fitness apps' COVID spike likely to be sustained longer term
 - Figure 20: Use of online health and fitness resources, June 2020
- Homeworking and virtual socialising apps soar
- Voice-first apps can increase productivity toolkit

Companies and Brands – Key Takeaways

- NHS COVID-19 contact tracing apps launch across the UK

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TikTok aims to increase commerce opportunities
Audio news apps raise funding as news consumption moves away from print
Niantic eyes 5G AR alliance to push mobile gaming experience

Launch Activity and Innovation

Google Maps gets overhaul to give richer environment detail
Celebrity shout-out app Cameo sees spike in lockdown as artists look to plug revenue gaps
NHS COVID-19 contact tracing app launches on 24 September in England and Wales
Figure 21: Level of adoption of COVID-19 contact tracing app and impact on daily cases, September 2020
TikTok fashion month aims to make it a go-to hub for young fashion obsessives
News App Curio raises \$9 million in funding for growth plans
Sainsbury's adapts Nectar rewards app to encourage healthy eating habits
Niantic eyes 5G AR alliance to push mobile gaming experience
"Astro Tech" apps see significant rise in investment from tech entrepreneurs
Government approves early-years learning apps to help improve literacy

Advertising and Marketing Activity

Advertising spend on mobile apps hits £200 million in 2019
Figure 22: Total above-the-line, online display and direct mail advertising expenditure on mobile apps, 2019
TV still the main avenue for mobile apps advertising
Figure 23: Total advertising expenditure on mobile apps, by media type, 2019
Nielsen Ad Intel coverage

The Consumer – Key Takeaways

Three in 10 would not download the NHS COVID-19 tracing app
Decrease in weekly download of mobile apps
Messaging and social media are used daily
Smartphones trump tablets for app installs
Household and demographic circumstance can fuel app discovery
Consumers have a preference for accessing websites over dedicated apps

Impact of COVID-19 on Consumer Behaviour

Consumers turn to productivity, social and entertainment apps to fill lockdown void
Apps can plug the gap for mindful behaviours
Three in 10 would not download the NHS COVID-19 tracing app
Figure 24: Attitudes towards downloading COVID-19 contact tracing app, July 2020

App Usage on Mobile Devices

Decrease in weekly download of mobile apps
Under-25s more likely to download regularly
Figure 25: Download frequency of mobile apps amongst consumers, 2019 and 2020
Messaging and social media are used daily
Figure 26: Frequency of use of mobile app categories, July 2020

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Lapsed use of apps dominated by gaming and dating

Figure 27: Use of apps in the past, by category, July 2020

Number of Apps Consumers Have

Smartphones trump tablets for app installs

Figure 28: Number of apps installed on smartphones and tablets, July 2020

Add-on or supplementary apps can appeal to high-volume users

Figure 29: Daily users of app categories, by number of apps installed on smartphone, July 2020

Discovery of Mobile Apps

Organic search and recommendations fuel discovery

Work-related apps make the self-employed key targets

App makers can cater to the singleton's curiosity

Older females value personal recommendations

Social discovery of apps appeals to younger females

Figure 30: Methods of app discovery, July 2020

Household circumstance can fuel app discovery

Figure 31: Repertoire of sources for app discovery, July 2020

Figure 32: Method of discovery of mobile apps, by repertoire of sources of app discovery, July 2020

Attitudes towards Mobile Apps

Consumers still prefer accessing websites over dedicated apps

Instant apps can cater to consumers' desire for convenience

Enhancing impulse purchasing behaviour

Experience is everything for the consumer

Choice and timing can help make advertising feel less intrusive

Figure 33: Attitudes towards mobile apps, July 2020

Virtual tours can be a hit with urban families

Figure 34: Mobile device apps – CHAID – Tree output, July 2020

Figure 35: Attitudes towards mobile device apps– CHAID – Table output, July 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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