

Mobile Device Apps - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the mobile apps market including consumer attitudes towards The NHS COVID-19 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 2026.
- What apps consumers use and how frequently they download them.
- Advertising and marketing spend of companies operating in the mobile device apps market.
- Consumer attitudes and behaviours, including how much they spend in key app categories monthly, why they delete apps, what finance apps consumers use and attitudes towards health and wellness apps and app fitness subscriptions.

76% of finance app users have used a banking app in the last 6 months. Although older generations such as the over-65s are the least likely to use finance apps overall, 84% of this generation who do use finance apps use a banking app which is the highest out of all the age groups and 16 percentage points higher than the 16-24s. Older generations are typically not at the forefront of driving app use, so the embracing of mobile banking by this age group is a positive example of how technology can work for all age groups.

Mobile device apps had great importance under lockdown as consumers relied on apps for retail, entertainment and health and fitness purposes. Behaviours lent on in the last 18 months will persist longer term, meaning apps will continue to play an integral part in consumers' lives, however COVID-19 continues to unfold.

The market for mobile device apps is mature, making it hard for newer apps to break through and make an impact. Whilst organic breakout hits will occur, apps without significant financial backing or brand equity will struggle to gain traction.



“The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers’ lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment.”

- Joe Birch Consumer Technology Analyst

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Spending in apps such as retail, and foodservice see relatively high levels of average monthly spend. New commerce opportunities arriving on social media, apps such as Instagram, TikTok, Pinterest and Facebook will make this channel highly competitive for consumers' attention and spending in the coming years. Brands must ensure visibility on here to meet consumers where they are spending increasing amounts of time.

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- Digitally native audiences drive daily app usage across communication apps
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