

Mobile Device Apps - UK - 2022

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This report looks at the following areas:

- The impact of the cost of living on the mobile apps market.
- Competitive strategies of companies operating in the mobile apps market.
- Key factors driving the market and forecast for the market size of the mobile app market to 2027.
- How frequently consumers use different categories of apps.
- Consumer attitudes towards different kinds of apps and app features, such as VR.
- Interest in travel apps, mapping apps and personal finance apps.

26% of consumers who own a smartphone or tablet would be interested in taking part in a live in-app shopping event, a figure that rises to 47% of Generation Zs and 49% who use shopping apps daily. The rise of live shopping events in-app can be a way to interact with an already engaged user base, but also to broaden the appeal of content in order to drive other audiences into app experiences.

65% of those aged 16–34 who personally own a standard laptop and tablet computer are interested in using apps that measure environmental impact (eg ethical purchases, transport eco-footprint). Consumers are looking for ways to quantify and measure their personal impact. Apps to help consumers make more mindful everyday choices can help appeal.

Despite mobile apps having a low barrier to entry, with the majority pursuing the freemium model, apps are not immune to the effects of the cost of living crisis, with many people foregoing in-app extras and premium content. The market value for mobile apps will decline in 2022 after a decade of consistent growth and a pandemic period, which boosted mobile apps usage as consumers were in lockdown.

52% of smartphone/tablet owners prefer to use a brand's website on a smartphone or tablet than download a dedicated app. Brands need to



“The market for mobile device apps has seen a drop-off from the highs of the pandemic and with the cost of living crisis, premium content and in-app extras are likely to suffer as consumers prioritise essential spending. The market is poised to see even more traction with apps that can aggregate different services and content.”

– **Joe Birch, Consumer Technology Analyst, September 2022**

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promote unique benefits of an app, such as offering sign-up offers, cashback on selected products or free delivery on items. Similarly, they could promote last-minute deals in-app, which could help attract bargain seekers.

65% of smartphone/tablet owners who use both music and video-streaming services are interested in using an app that bundles together these services. The aggregation of entertainment content and services can appeal to consumers as they will provide convenient access and, potentially, savings.



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