



research2guidance  
the app market specialists

# Smartphone App Market Monitor Data Package

1st of June 2013

# About the Smartphone App Market Monitor Data Package

The data package of the “Smartphone App Market Monitor” serves as a comprehensive source of information on the most important smart-devices (i.e. smartphones and tablets) and app stores market trends. To keep pace with the latest trends, amend and revise forecasts, as well as inform readers about key topics and latest news, this report is updated and extended each quarter since Q4 2009.

This quarterly report was thought to address the lack of information about app stores and the app market in its entirety. By using, comparing and evaluating different sources of information on the mobile market, the “Smartphone App Market Monitor” provides a range of detailed market analyses that enable any app publisher, app store owner and Telco to make informed business decisions.

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# Smartphone shipments have passed that of feature phones

**216,2 million** smartphones were shipped in Q1 2013

Smartphone's share of total mobile devices sales increased from 44% to **51,6%**

In the first quarter of 2013, Apple and Samsung shipped together almost **110 million** smartphones

Global smartphone user base will exceed **1,5 billion** at the end of 2013 with a year-over-year increase of 42%

# 20 billion downloads in just one quarter

The total number of applications published in the most important stores (Apple App Store, Google Play, BlackBerry World and Windows Phone Store) exceeded **2,3 million** with a quarter-over-quarter increase of 16,3%

Worldwide there are more than **180 app stores** of which 103 are niche stores

Q1 total number of downloads reached **20 billion**, a year-over-year growth of 94%

Almost **350.000 new apps** have been added to the major apps stores in Q1 2013

# There is a wide spread of downloads per day for an app between major app stores

At the end of Q1 2013, Apple's App Store had **1.200.000** iPhone/iPad apps and 850.000 iPhone native apps, whereas Google Play had 784.286

The average paid app selling price across the most important app stores reached **US\$2,40**, an increase of 3,0% in comparison to the previous quarter

Google Play has reached **10,2 bn downloads** in Q1 2013. Google Play is now the largest app store in the world per number of quarterly downloads

Google Play now shows **113 mio.** downloads per day, an increase of 14% to the previous quarter

Apps generate **1-145 downloads per day** in today's leading app stores

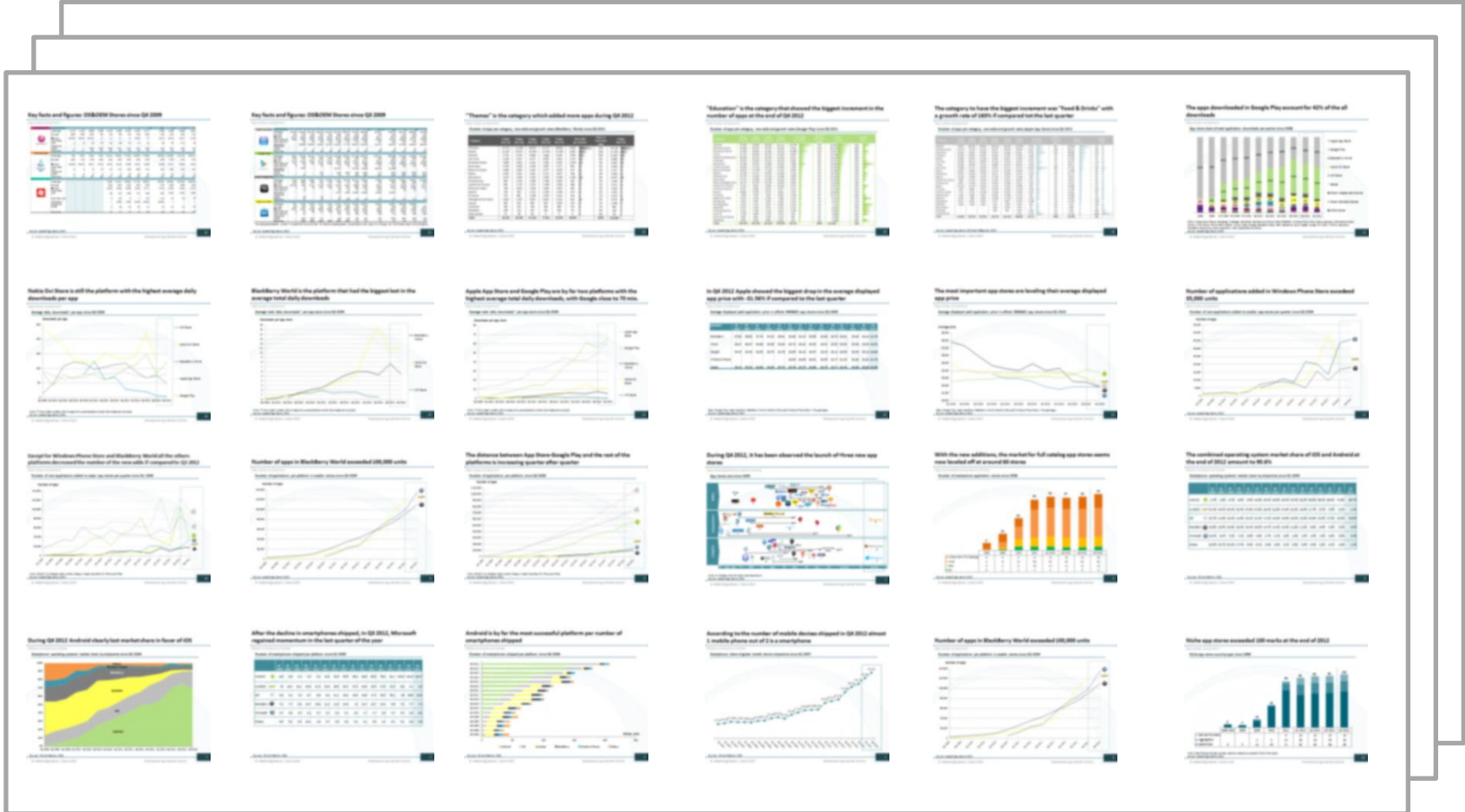
# Content

1. Smartphones, tablets, operating systems and user base developments since 2007
2. App stores overview, apps numbers and downloads since 2000
3. Performances of major platforms and stores since 2008
4. Detailed app categories developments of Apple App Store, Google Play and BlackBerry World since 2011
5. Key facts and figures of major OS, OEM, MNO and Independent app stores since 2000



# The data package aggregates market data in a graphical style

Package content at a glance (extract)



# About us

## About research2guidance

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research2guidance is a strategic advisory and market research company specialized in the mobile application market. Based in Berlin (Germany) we help out global clients to define and implement their mobile application strategy. Our mission is to provide guidance based on robust research data and expertise.

The founders of research2guidance have worked in the consultancy and research business for years, gaining valuable experience in both European and global initiatives. We provide empirical research, expert knowledge and strategic consulting, helping companies and organizations who want to deepen their engagement in the mobile market.

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