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The State of **Health & Fitness Apps in Europe**

—

An Analysis of Mobile Health & Fitness App Market Trends in Europe



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The State of **Health & Fitness in Europe 2022**
Introduction

This report explores the Health & Fitness apps space in Europe leveraging Sensor Tower's **Store Intelligence** and **Usage Intelligence** data, as well as our **Pathmatics ad data**. The focus of this report is on fitness, meditation & sleep, and diet & nutrition apps.

The analysis includes:

- Download and consumer spending trends (in U.S. Dollars) across European markets between 2019 and 2021, as well as a Q1 2022 forecast.
- Data on digital ad spend and creatives for selected apps and countries.
- Data on monthly active users for selected subcategories.

The report is broken down into four main sections:

- **Market Overview**: An overview of top Health & Fitness apps across Europe, including user adoption and consumer spending growth trends.
- **Fitness**: A look at top Fitness apps, including download growth by subcategory, MAU growth rates, and digital ad insights of top U.K. Fitness brands.
- **Meditation & Sleep**: An overview of top Meditation, Sleep, and Yoga apps across Europe, including download market share figures and consumer spending trends.
- **Diet & Nutrition**: Top Diet & Nutrition apps across Europe, including growth rates by subcategory and top apps by consumer spending.



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Market Overview: Europe

An Overview of Top Health & Fitness Apps in Europe

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Fitness Apps Dominate the Health & Fitness App Download Charts

Top Health & Fitness apps by downloads in Europe (App Store and Google Play)

	2019	2020	2021
1	Mi Fit Anuhi Huami Information Technology	Mi Fit Anuhi Huami Information Technology	Mi Fit Anuhi Huami Information Technology
2	YAZIO YAZIO	YAZIO YAZIO	Home Workout ABISHKKING
3	Drink Water Reminder Simple Health Lab	Home Workout ABISHKKING	Step Counter ABISHKKING
4	Pedometer ABISHKKING	Lose Weight App (Women) ABISHKKING	Strava Strava
5	Step Counter ABISHKKING	Strava Strava	Lose Weight App (Women) ABISHKKING
6	Lose Weight at Home ABISHKKING	Six Pack in 30 days ABISHKKING	Komoot komoot
7	Six Pack in 30 days ABISHKKING	Lose Weight App (Men) ABISHKKING	Pedometer ITO Technologies
8	Home Workout ABISHKKING	Step Tracker ABISHKKING	YAZIO YAZIO
9	MyFitnessPal Under Armour	Splits Training in 30 Days ABISHKKING	Six Pack in 30 days ABISHKKING
10	Samsung Health Samsung Electronics	Pedometer ABISHKKING	Step Tracker ABISHKKING
		2020	2021
1		-	-
2		-	+1
3		+5	+12
4		NEW	+1
5		NEW	-1
6		+1	NEW
7		NEW	NEW
8		NEW	-6
9		NEW	-3
10		-6	-2

Subcategory

- Fitness
- Meditation & Sleep
- Diet & Nutrition

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Strava and Headspace Were the Top Two Grossing Health & Fitness Apps of 2021

Top Health & Fitness apps by revenue in Europe (App Store and Google Play)

	2019	2020	2021
1	Calm Calm.com	Strava Strava +3	Strava Strava -
2	Headspace Headspace meditation	Calm Calm.com -1	Headspace Headspace meditation +1
3	YAZIO YAZIO	Headspace Headspace meditation -1	Calm Calm.com -1
4	Strava Strava	YAZIO YAZIO -1	MyFitnessPal Under Armour +2
5	MyFitnessPal Under Armour	Freeletics Freeletics +1	YAZIO YAZIO -1
6	Freeletics Freeletics	MyFitnessPal Under Armour -1	Komoot komoot +1
7	Lifesum ShapeUp Club AB	Komoot komoot NEW	Fitbit Fitbit NEW
8	Sweat Kayla Itsines	Lifesum ShapeUp Club AB -1	Freeletics Freeletics -3
9	30 Day Fitness Bending Spoons	Sweat Kayla Itsines -1	Zwift Zwift NEW
10	WW Weight Watchers International	Workouts by Muscle Booster A.L. AMAZING APPS NEW	WW Weight Watchers International +1

Subcategory

- Fitness
- Meditation & Sleep
- Diet & Nutrition

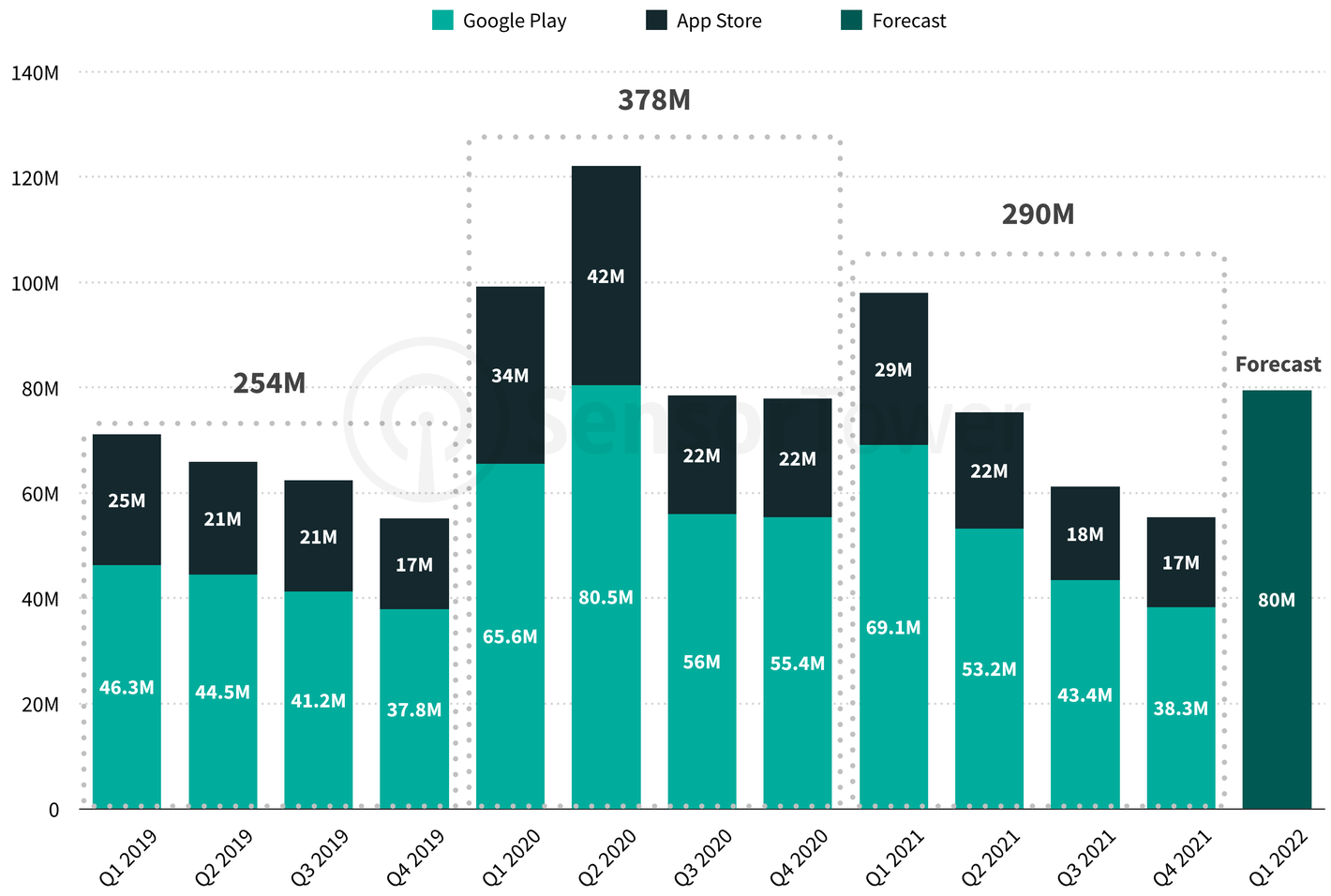
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Installs of Health & Fitness Apps to Reach 80M in 1Q22

Quarterly downloads of top Health & Fitness apps in Europe



Installs of Health & Fitness apps in Europe reached 290M in 2021. While user adoption was down from the numbers recorded during the height of the pandemic in 2020, it remained significantly above pre-COVID levels (up 14 percent vs. 2019). The category's performance in 2021 built upon a period of exceptional growth in the previous year, with installs growing nearly 50 percent year-over-year in 2020 driven by unusually high demand early in the COVID-19 pandemic.

Mi Fit, Home Workout, Step Counter, and Strava were among the most popular apps across the continent in 2021, while Russia, France, Germany, and the U.K. were the top markets for new app installs.

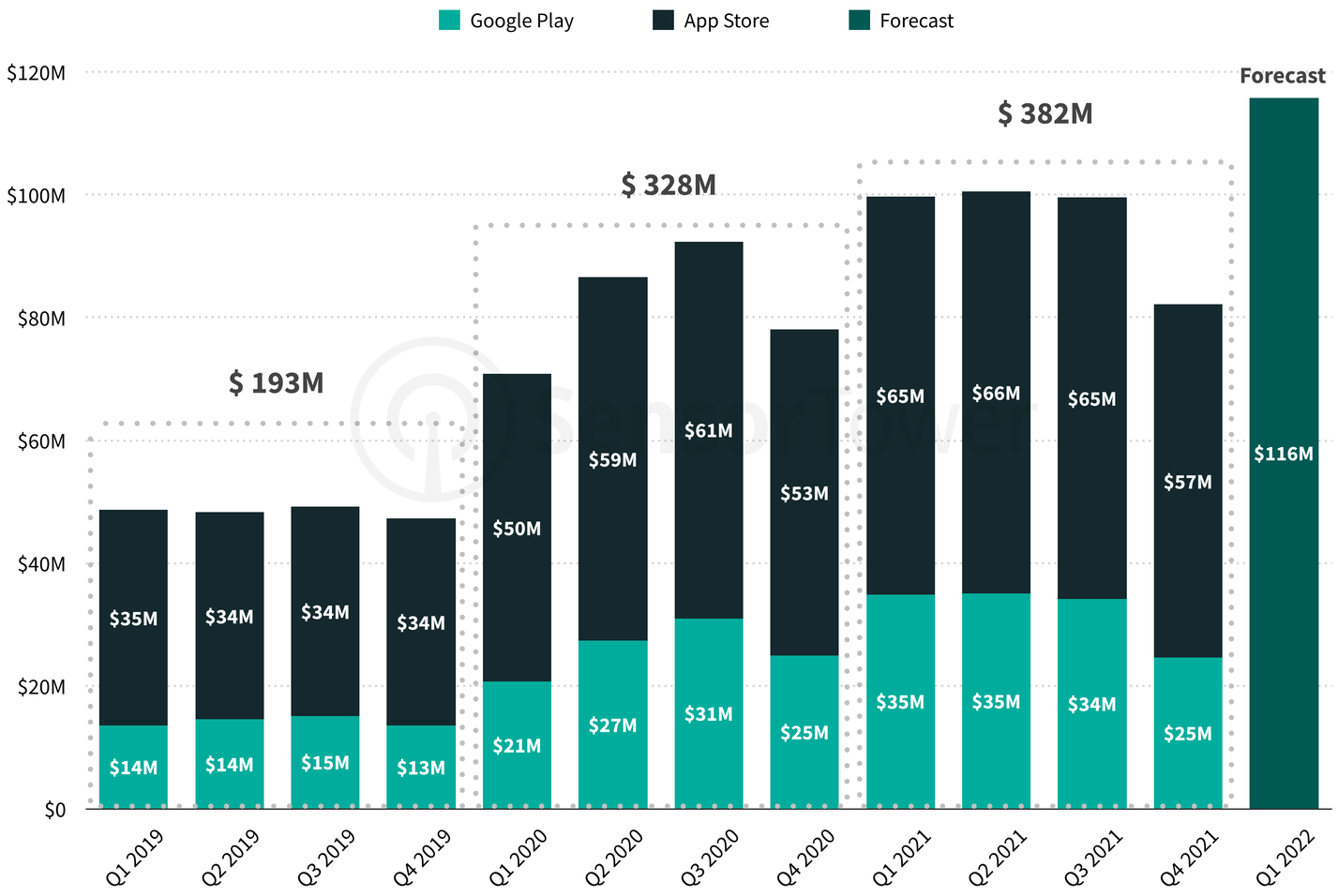
Health & Fitness app installs are expected to keep growing, with our forecast predicting downloads to reach 80M in Q1 2022 (up 13 percent vs. pre-COVID times in Q1 2019).

Note Regarding Downloads Estimates:
Download estimates are the aggregate downloads of the top 100 Health & Fitness apps across 32 European countries between 1Q19 and 1Q22.

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Consumer Spending Set to Exceed $110M in 1Q22

Quarterly gross revenue of top Health & Fitness apps in Europe



Health & Fitness apps' consumer spending surpassed $380M across Europe in 2021, marking a 16 percent Y/Y increase. As with installs, the solid revenue performance of 2021 followed a period of remarkable growth in 2020, with consumer spending increasing 70 percent Y/Y as Health & Fitness apps became more integrated into people's daily lives amid the emergence of COVID-19.

Strava, Headspace, Calm, and MyFitnessPal were among the top grossing apps across the continent in 2021, with the U.K., France, Germany, and Spain their top markets by consumer spending.

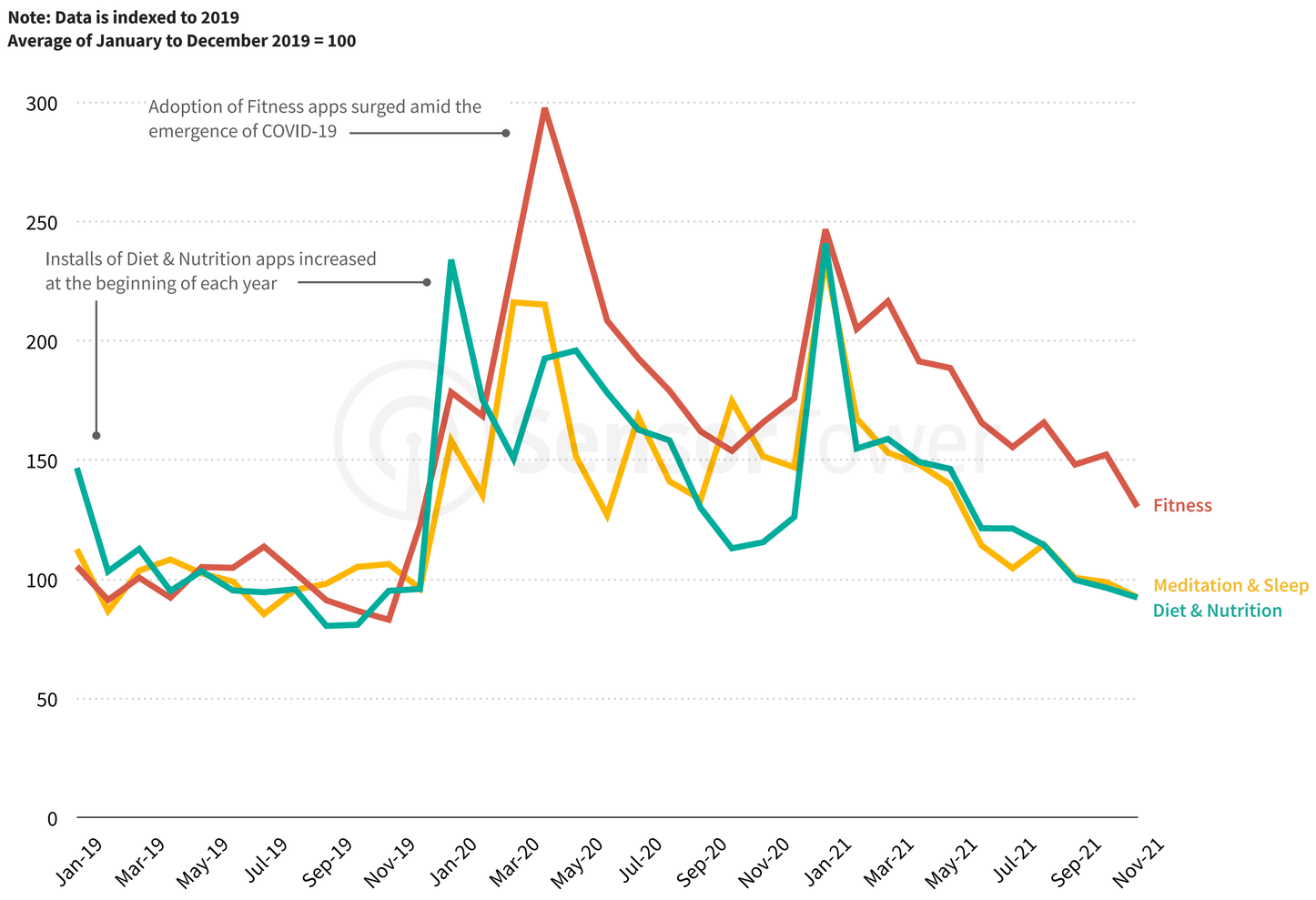
Revenue of top Health & Fitness apps will keep growing in the short term, with our forecast predicting consumer spending to surpass $110M in 1Q22 (up nearly 140 percent vs. pre-COVID times in 1Q19).

Note Regarding Revenue Estimates:
Revenue estimates are the aggregate revenue of the top 100 Health & Fitness apps across 32 European countries between 1Q19 and 1Q22.

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Demand for Fitness Apps Surged During the First Lockdown

Monthly downloads of top Health & Fitness apps in Europe by subcategory



The emergence of COVID-19 in March 2020 led to a surge in Health & Fitness app installs (which had already seen a seasonal increase in January 2020). The imposition of national lockdowns across Europe helped user adoption reach record levels in the following months, with Fitness apps the leading subcategory within the segment through the rest of 2020 and 2021.

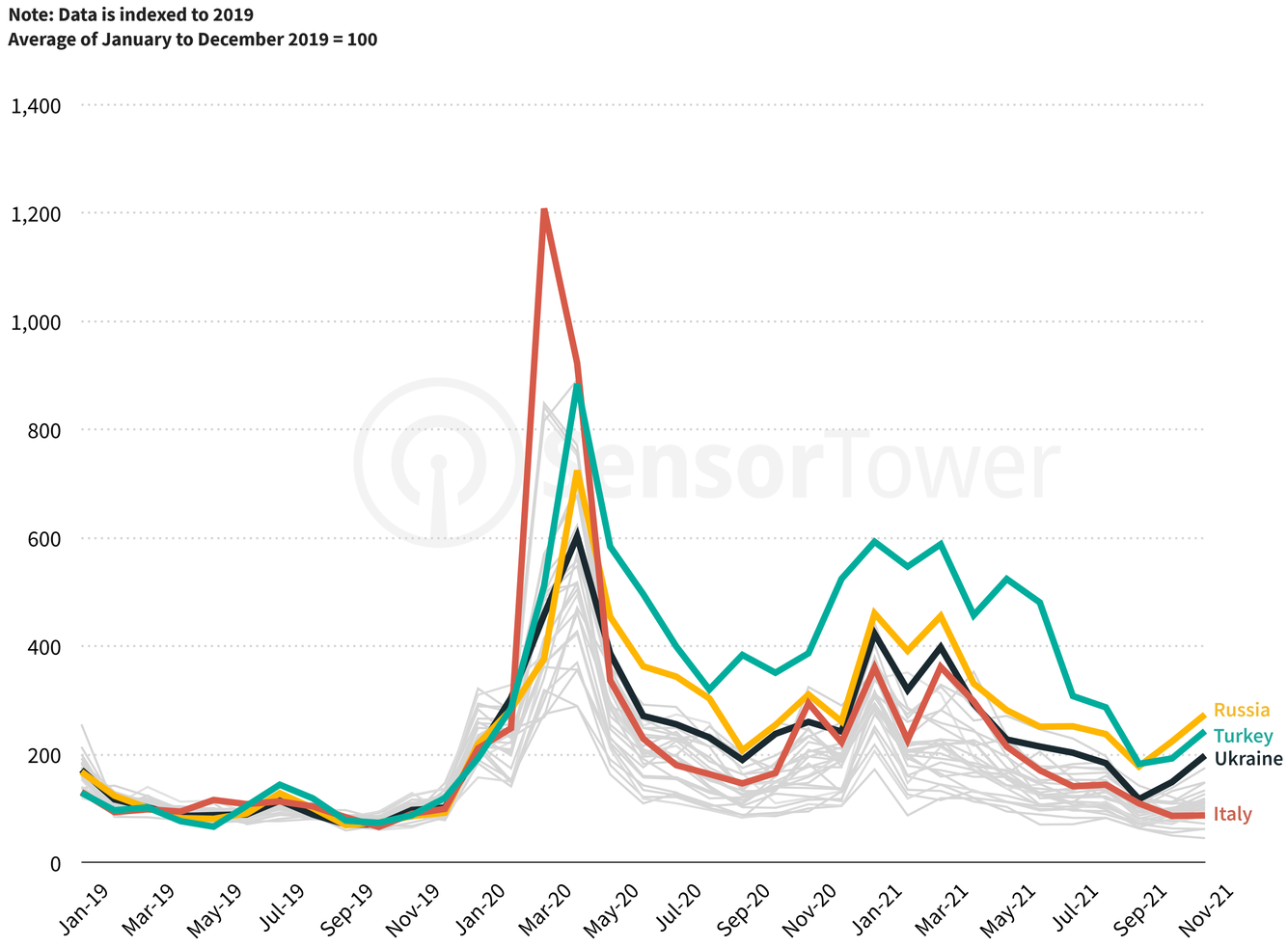
While the pace of new app installs slowed down during the 2020 summer, downloads remained significantly above pre-pandemic levels in several European markets through the rest of the year. A series of lockdowns in January and February 2021 propelled a new rise in user adoption across all subcategories.

Workout apps were the most likely to be downloaded during the first lockdown: They accounted for eight of the top 10 Fitness apps installed in March to April 2020. However, their popularity decreased to two or three of the top 10 in following lockdowns (e.g., January and February 2021) and in the remaining months of 2020 and 2021.

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Turkey Leads Adoption of Women's Fitness Apps

Download growth for top Health & Fitness apps for women



The emergence of COVID-19 propelled a surge in the popularity of Women's Fitness apps, with user adoption peaking across the continent amid the first COVID outbreak and remaining above pre-pandemic levels in a number of countries. While the interest on Women's Fitness apps skyrocketed in Italy amid the first COVID-19 outbreak, Turkey, Russia, and Ukraine have since been among the leading markets by user adoption.

From a publisher perspective, ABISHKKING dominated the Women's Fitness apps download space in 2021, with two of its apps, namely Lose Weight App for Women, and Workout for Women, among the most downloaded apps.

Turkey and Eastern European markets, where user adoption of Health & Fitness apps geared towards women was on the rise in the second half of 2021, represent promising markets for developers of Women's Fitness apps.

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Fitness Apps:
Category Overview

Trends of Fitness Apps in Europe

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Publisher ABISHKKING Leads the European Fitness App Space

Top Fitness apps by downloads in Europe (App Store and Google Play)

	2019		2020		2021	
1	Mi Fit Anuhi Huami Information Technology	1	Mi Fit Anuhi Huami Information Technology	-	Mi Fit Anuhi Huami Information Technology	-
2	Pedometer ABISHKKING	2	Home Workout ABISHKKING	+4	Home Workout ABISHKKING	-
3	Step Counter ABISHKKING	3	Lose Weight App (Women) ABISHKKING	NEW	Step Counter ABISHKKING	+8
4	Lose Weight at Home ABISHKKING	4	Strava Strava	NEW	Strava Strava	-
5	Six Pack in 30 days ABISHKKING	5	Six Pack in 30 days ABISHKKING	-	Lose Weight App (Women) ABISHKKING	-2
6	Home Workout ABISHKKING	6	Lose Weight App (Men) ABISHKKING	NEW	Komoot komoot	NEW
7	Samsung Health Samsung Electronics	7	Step Tracker ABISHKKING	NEW	Pedometer ITO Technologies	NEW
8	Lose Belly Fat ABISHKKING	8	Splits Training in 30 Days ABISHKKING	NEW	Six Pack in 30 days ABISHKKING	-3
9	adidas Running Adidas Runtastic	9	Pedometer ABISHKKING	-7	Step Tracker ABISHKKING	-2
10	Fitbit Fitbit	10	Workouts by Muscle Booster A.L. AMAZING APPS	NEW	Workouts by Muscle Booster A.L. AMAZING APPS	-

Subcategory

- Fitness Tracker
- Workout
- Walking
- Running, Cycling, Hiking

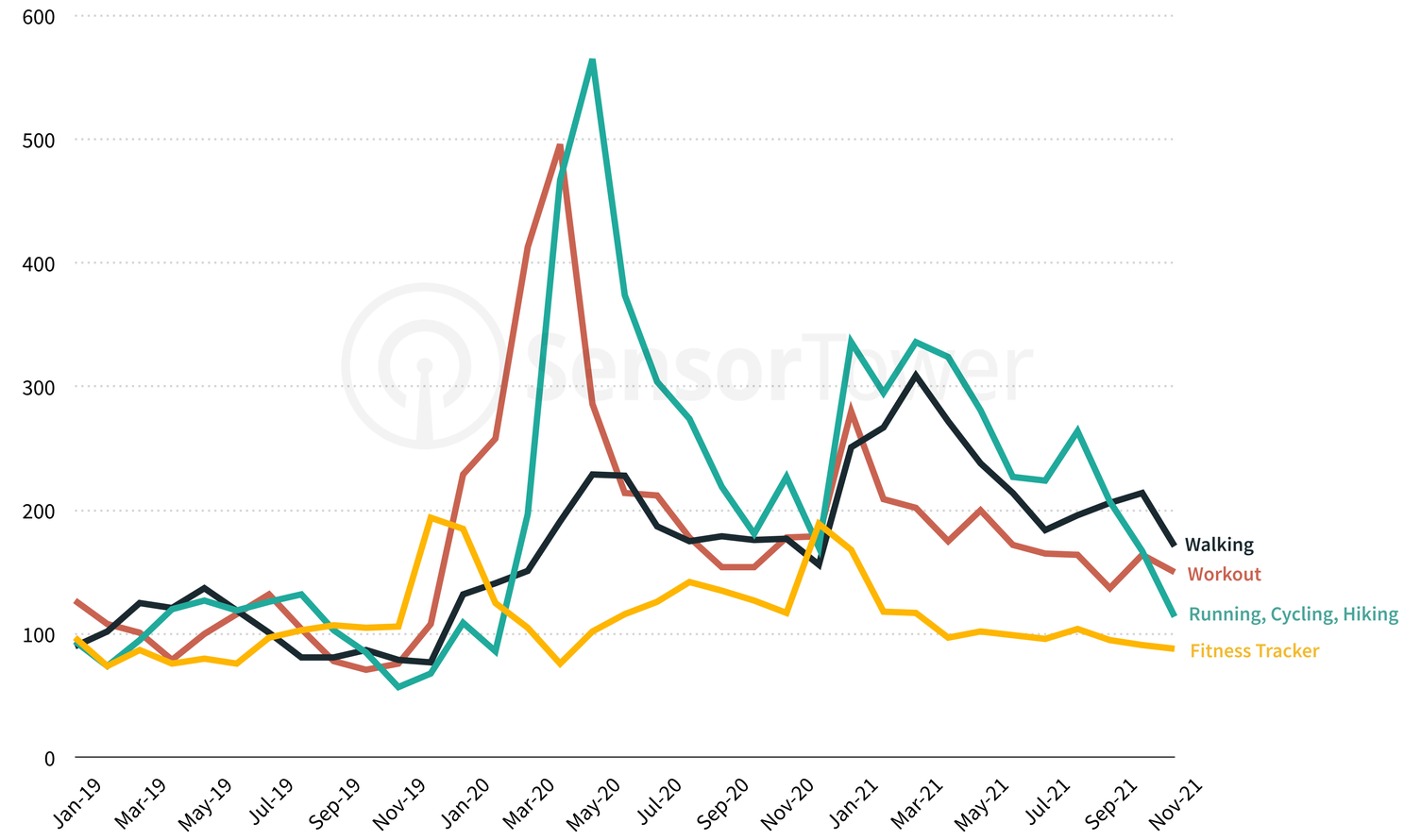
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Running, Cycling & Hiking Apps Led Fitness Apps' Growth

Monthly downloads of top Fitness apps in Europe by subcategory

Note: Data is indexed to 2019
Average of January to December 2019 = 100



Both Workout and Running, Cycling, & Hiking apps have seen an increase in popularity across Europe, becoming the fastest growing Fitness apps subcategory following the emergence of COVID-19.

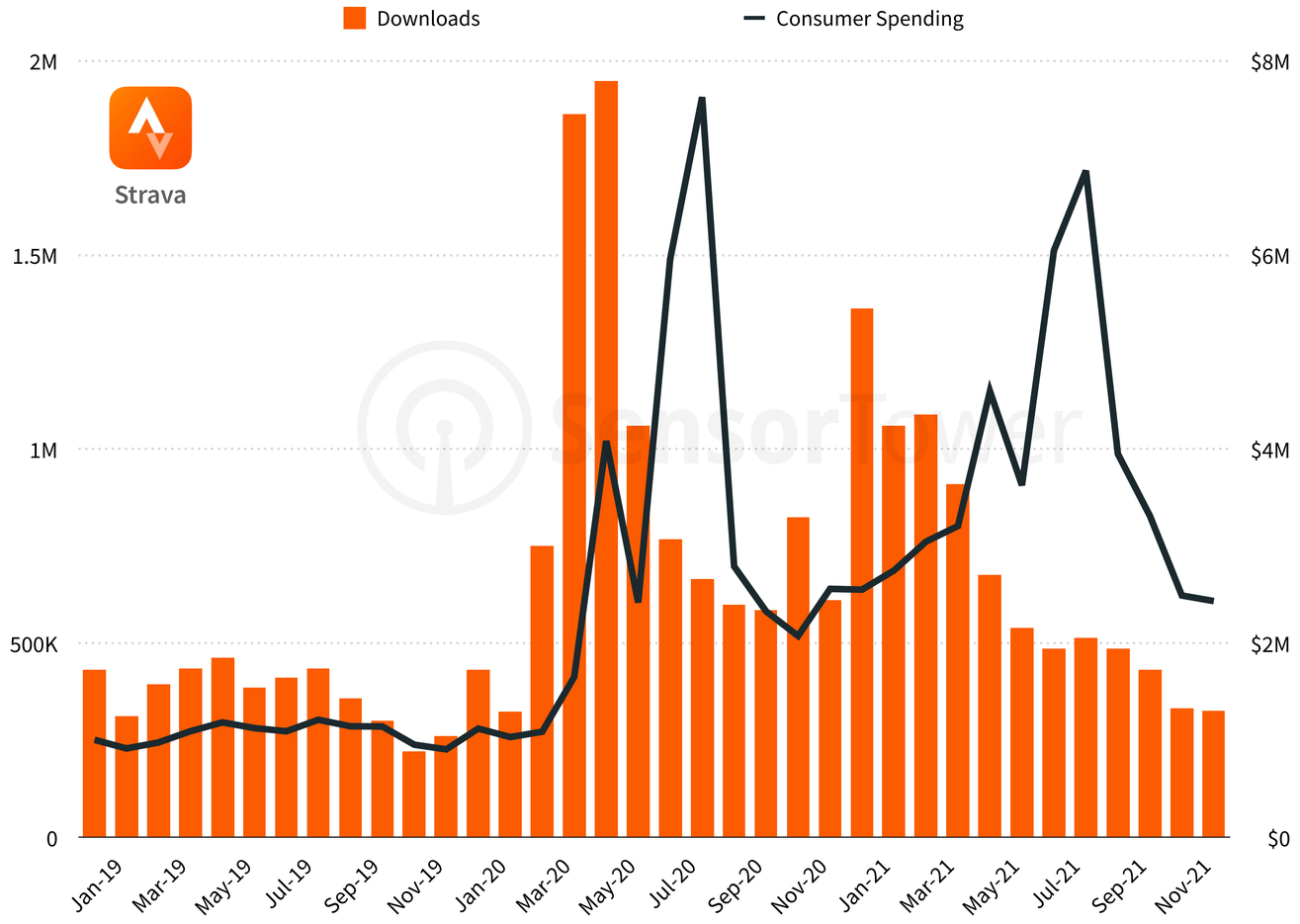
While top Running, Cycling, Hiking apps have continued to grow significantly in 2020 and 2021 compared to pre-COVID levels, growth rates of top Workout apps have softened in 2021, with Walking apps becoming the second-fastest-growing Fitness subcategory instead.

Mi Fit, Home Workout, Strava, and Step Counter were the most downloaded Fitness apps in 2021, while Russia, Turkey, and Germany were the key European markets during the same year.

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Strava's Pandemic Strategy Has Had a Lasting Impact

Strava monthly downloads and consumer spending



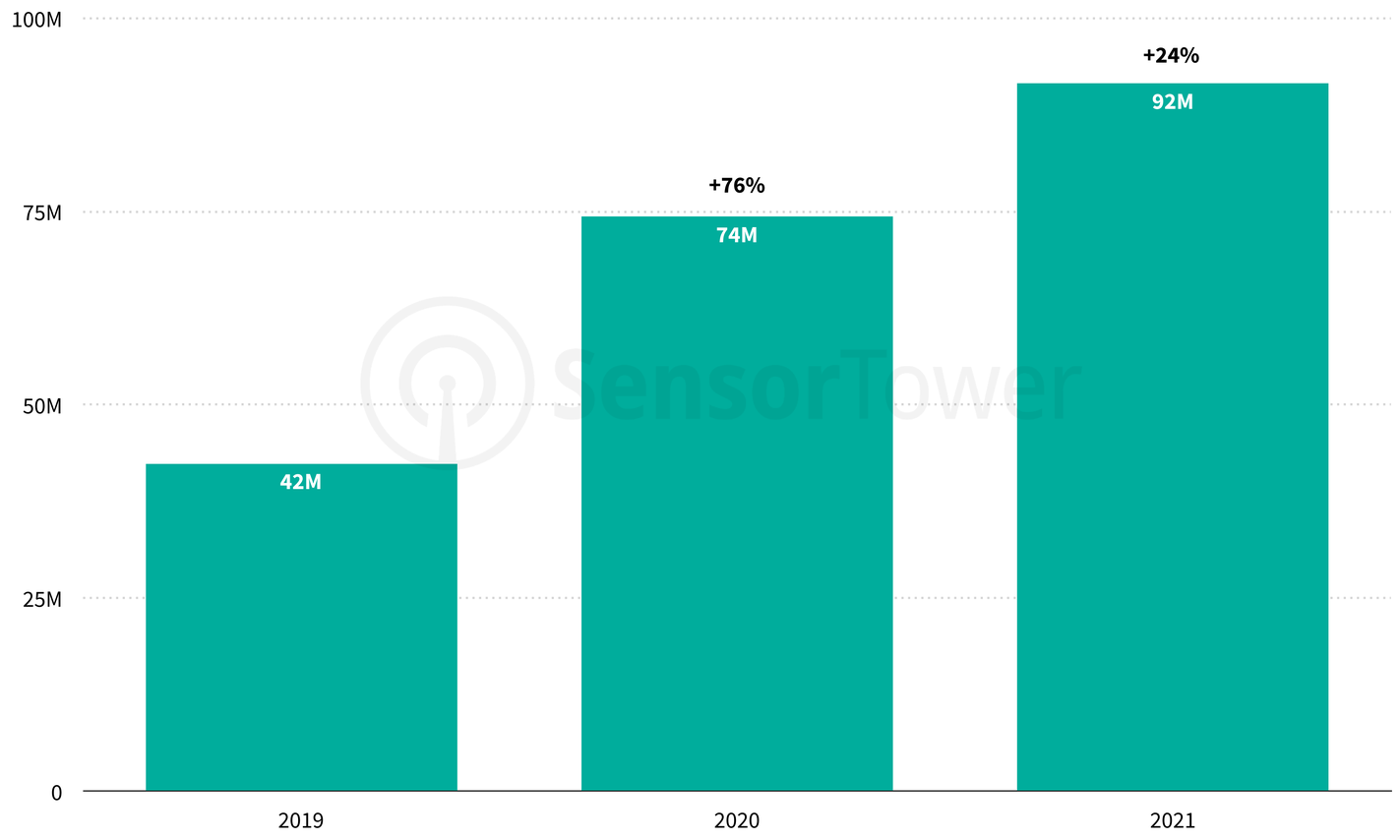
Strava capitalized on increased demand at the start of the pandemic by simplifying its subscription model: Among other changes, Strava replaced multiple subscription pack options with one all-inclusive subscription. This has helped it maintain strong revenue into 2021 even as installs have declined from their pandemic peak.

The launch of several new app features, including group challenges released in the summer of 2021, may have helped Strava further increase its in-app revenue. Group challenges were the focus of digital ad campaigns in some key European markets.

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Consumption of Fitness Apps Continues to Grow Into 2022

MAU of top Fitness apps in Europe



Consumption of top Fitness apps has continued to grow following the emergence of COVID-19, suggesting new habits formed during the pandemic may be sticky.

Monthly active users grew over 76 percent amid the emerge of COVID-19 in 2020, hitting 74M across Europe. While growth rates slowed down in 2021, consumption remained high during the year, surpassing 90M monthly active users, a 24 percent increase versus the previous year.

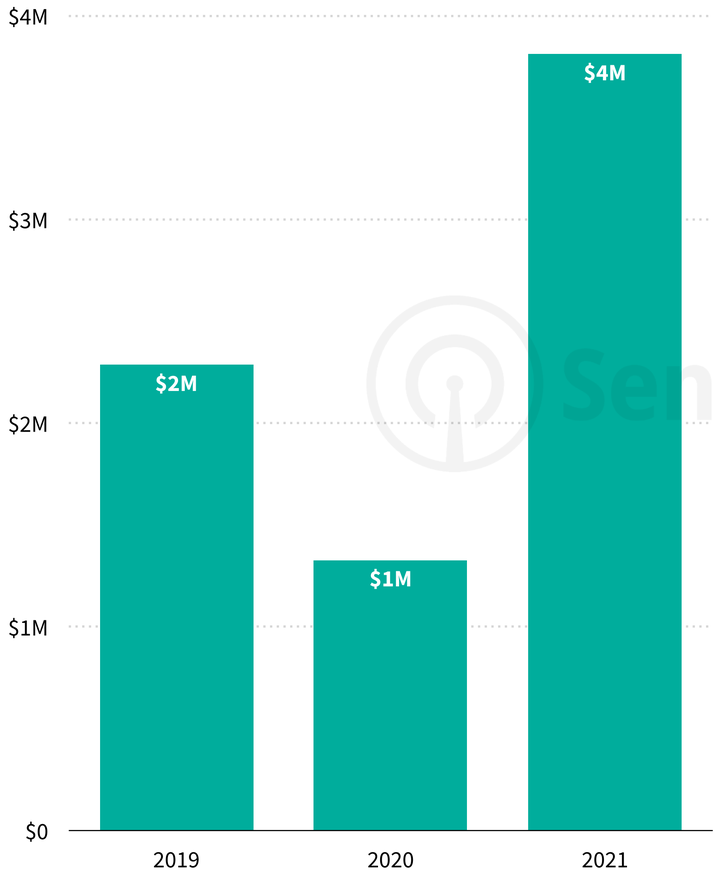
Preliminary data from the first half of January 2022 suggest consumption of top Fitness apps is continuing to grow across the continent, with monthly active users increasing nearly 10 percent versus the same period in 2021.

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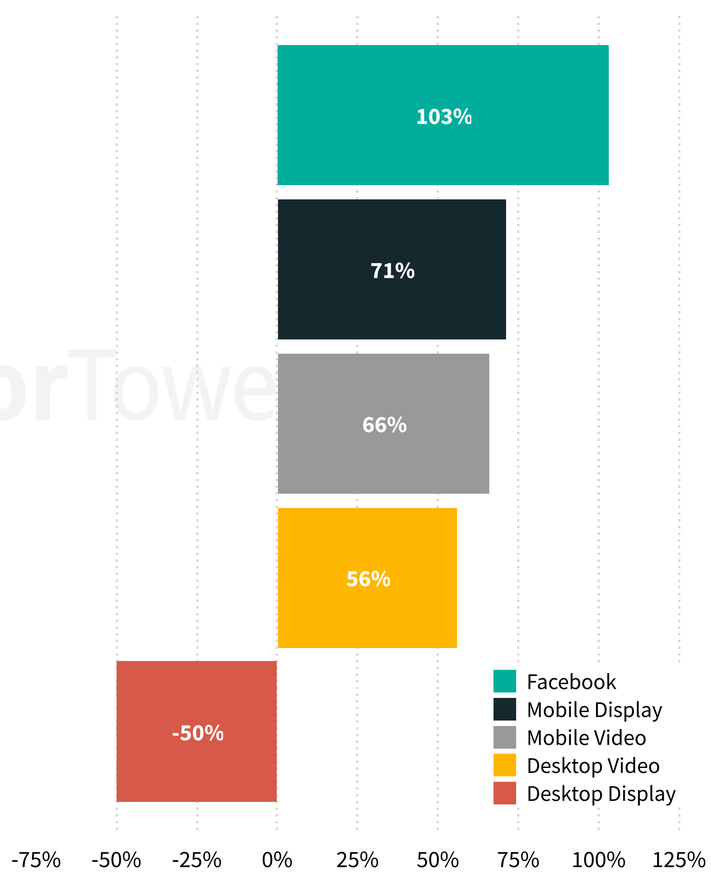
U.K. Fitness Brands Pivoted to FB and Mobile Ads in 2021

Digital ad spend for selected Fitness brands in the U.K.

Ad Spend for Selected Fitness Brands in the U.K.



Ad Spend Growth by Channel for Selected Fitness Brands in the U.K., 2019 vs. 2021



While the overall number of creatives has decreased over 30 percent between 2019 and 2021, Fitness brands in the U.K. have ramped up their digital ad budgets in the past few years, with ad spend hitting $3.8M, a 67 percent increase from 2019.

New ad channel strategies have also taken shape in the past two years amid the emergence of the COVID-19 pandemic, with Health & Fitness brands investing significantly more on Facebook and mobile advertisement (display as well as video ads) in a quest to reach and engage users amid a time of changing consumer behaviors.

Note Regarding Ad Spend Estimates:
Display, social, video, and mobile advertising data are part of our Pathmatics offering. Ad spend estimates include Strava, Komoot, AllTrails, Nike Run Club, Garmin, and Fitbit

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Meditation & Sleep Apps:
Category Overview

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Trends of Meditation & Sleep Apps in Europe

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Calm and Meditopia Maintain their Dominance of the European Market

Top Meditation & Sleep apps by downloads in Europe (App Store and Google Play)

	2019	2020		2021	
1	Calm Calm.com	Meditopia yedi70	+4	Calm Calm.com	+1
2	Headspace Headspace meditation	Calm Calm.com	-1	Meditopia yedi70	-1
3	Sleep Analysis Taksitci	Yoga-Go A.L. AMAZING APPS	+5	Yoga-Go A.L. AMAZING APPS	-
4	Sleep Cycle Northcube AB	Headspace Headspace meditation	-2	Headspace Headspace meditation	-
5	Meditopia yedi70	Mindfulness FeelVeryBien	+1	Sleep Cycle Northcube AB	+1
6	Mindfulness FeelVeryBien	Sleep Cycle Northcube AB	-2	Mindfulness FeelVeryBien	-1
7	Blue Light Filter ABISHKKING	Yoga | Down Dog Yoga Buddhi Co.	NEW	Sleep Monitor SM Health Team	+1
8	Yoga-Go A.L. AMAZING APPS	Sleep Monitor SM Health Team	NEW	Daily Yoga DailyYoga.com	+1
9	Daily Yoga DailyYoga.com	Daily Yoga DailyYoga.com	-	ShutEye Enerjoy	NEW
10	Insight Timer Insight Network	Insight Timer Insight Network	-	Insight Timer Insight Network	-

Subcategory

- Meditation
- Sleep
- Yoga

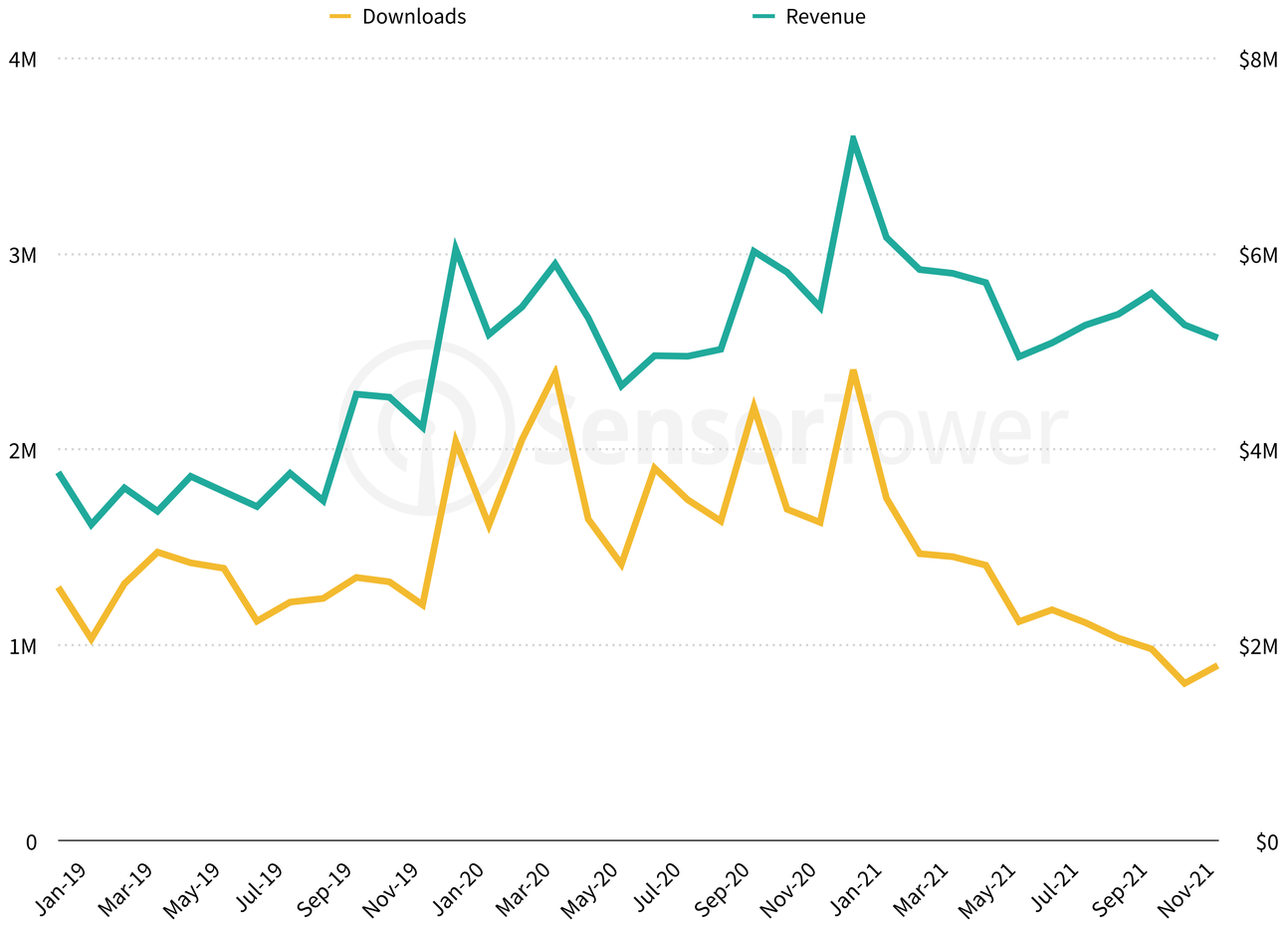
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Meditation Apps' Revenue Grew Nearly 50 percent vs. 2019

Monthly download and revenue for top Meditation apps



Consumer spending in top Meditation apps has increased sensibly in the past few years, growing nearly 50 percent between 2019 to 2021 and reaching $67M in gross revenue.

Calm and Headspace were the top two apps by consumer spending in 2021, with Headspace continuing to grow revenue market share Q/Q in Q421 (see next slide).

While installs of top Meditation apps grew 43 percent Y/Y amid the emergence of COVID-19 in 2020, user adoption fell in 2021 growing just 2 percent in 2021 versus pre-COVID times (2019).

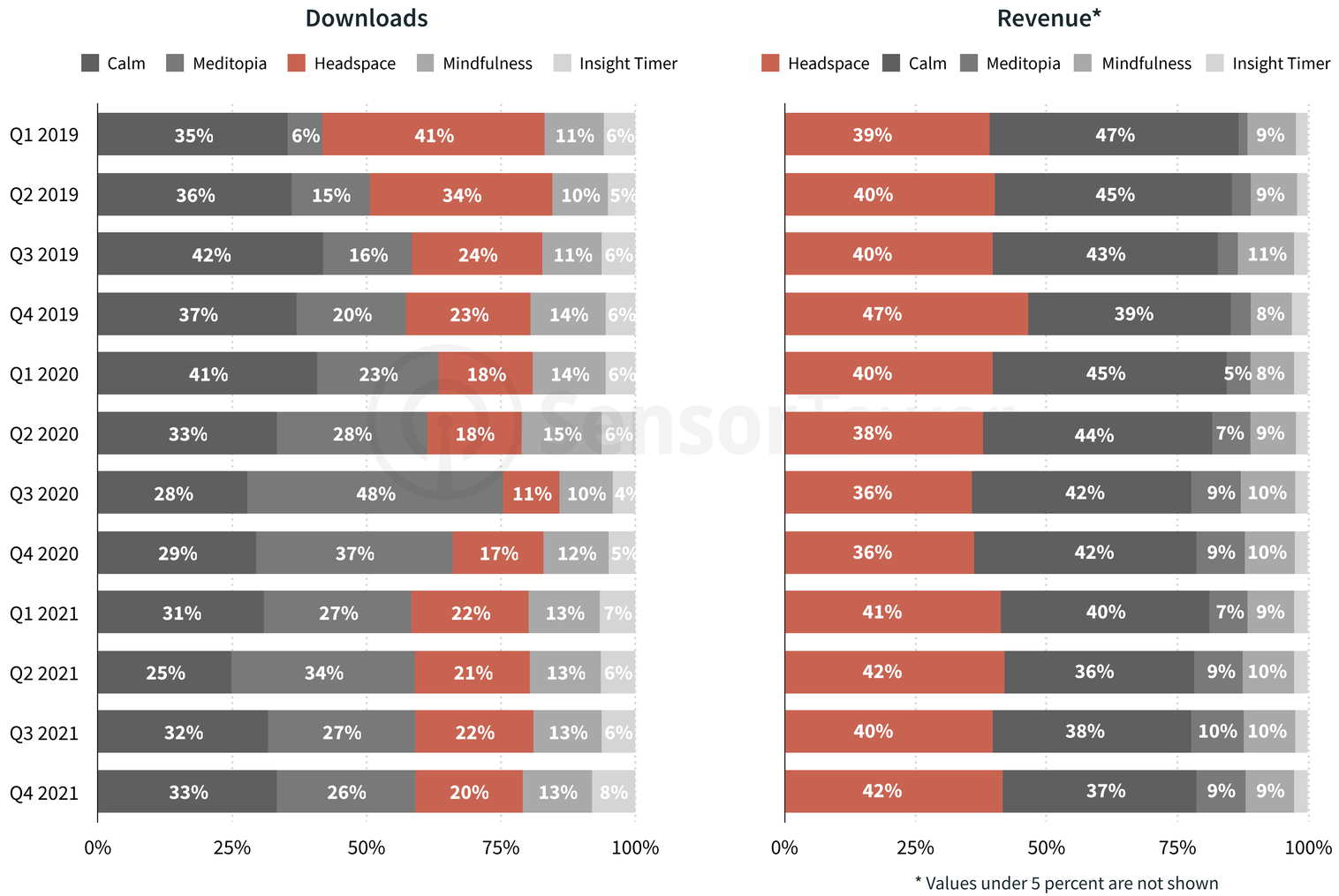
Calm and Meditopia topped the list of Meditation apps by user adoption in 2021, with Calm the market leader in Q421 (see next slide).

Note Regarding Download and Spend Estimates:
Meditation apps included in the download and spend estimates: Calm, Meditopia, Headspace, Mindfulness, and Insight Timer

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Headspace Leads by Revenue Despite a Slowdown in Installs

Proportion of installs and revenue among selected Meditation apps



* Values under 5 percent are not shown

While Headspace's share of installs versus other top Meditation apps has dropped by half from the high recorded in 1Q19, its share of revenue has increased between the beginning of 2019 and the end of 2021, with the app commanding the largest gross revenue share in 4Q21, at 42 percent of the total.

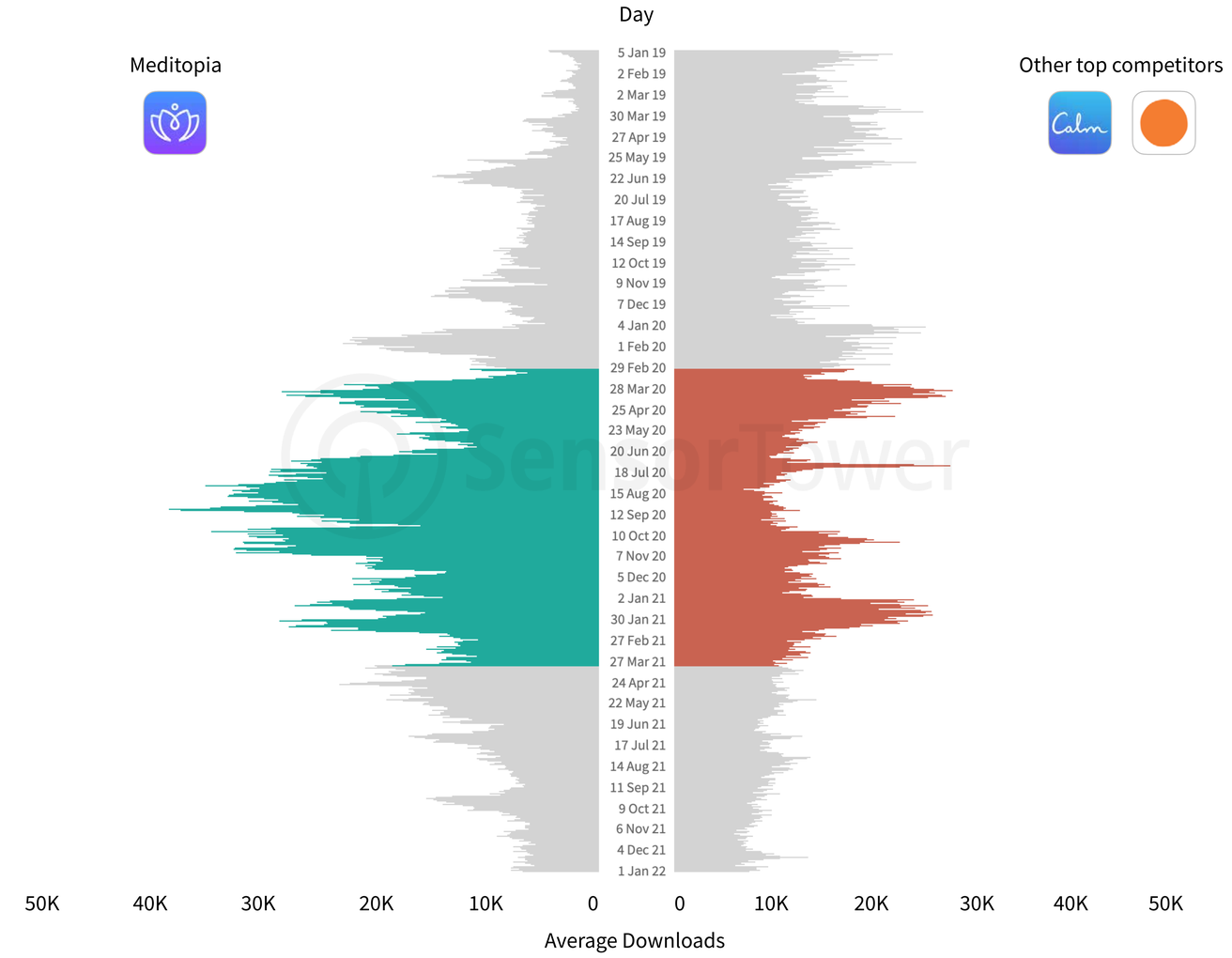
The emergence of COVID-19 has proved to be a bonanza for Meditopia, which has seen a significant increase in user adoption. The app commanded nearly 50 percent of all new app installs in 3Q20 and remaining the second largest by market share in 4Q21.

Calm, which retained the highest share of consumer spending for most of 2019 and 2020, has seen its revenue cannibalized by Meditopia and Headspace in the past few months. However, Calm still leads in terms of new app installs, commanding 1/3 of the market in 4Q21.

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Meditopia Attracted More New Users During the Pandemic

Meditopia daily downloads versus the average from its main competitors in Europe



While Meditopia recorded lower user adoption rates vs. its main competitors in pre-COVID times, the app was particularly successful at attracting new app installs during the height of the COVID-19 pandemic, between March 2020 and March 2021, when it recorded 40 percent more installs versus the competition.

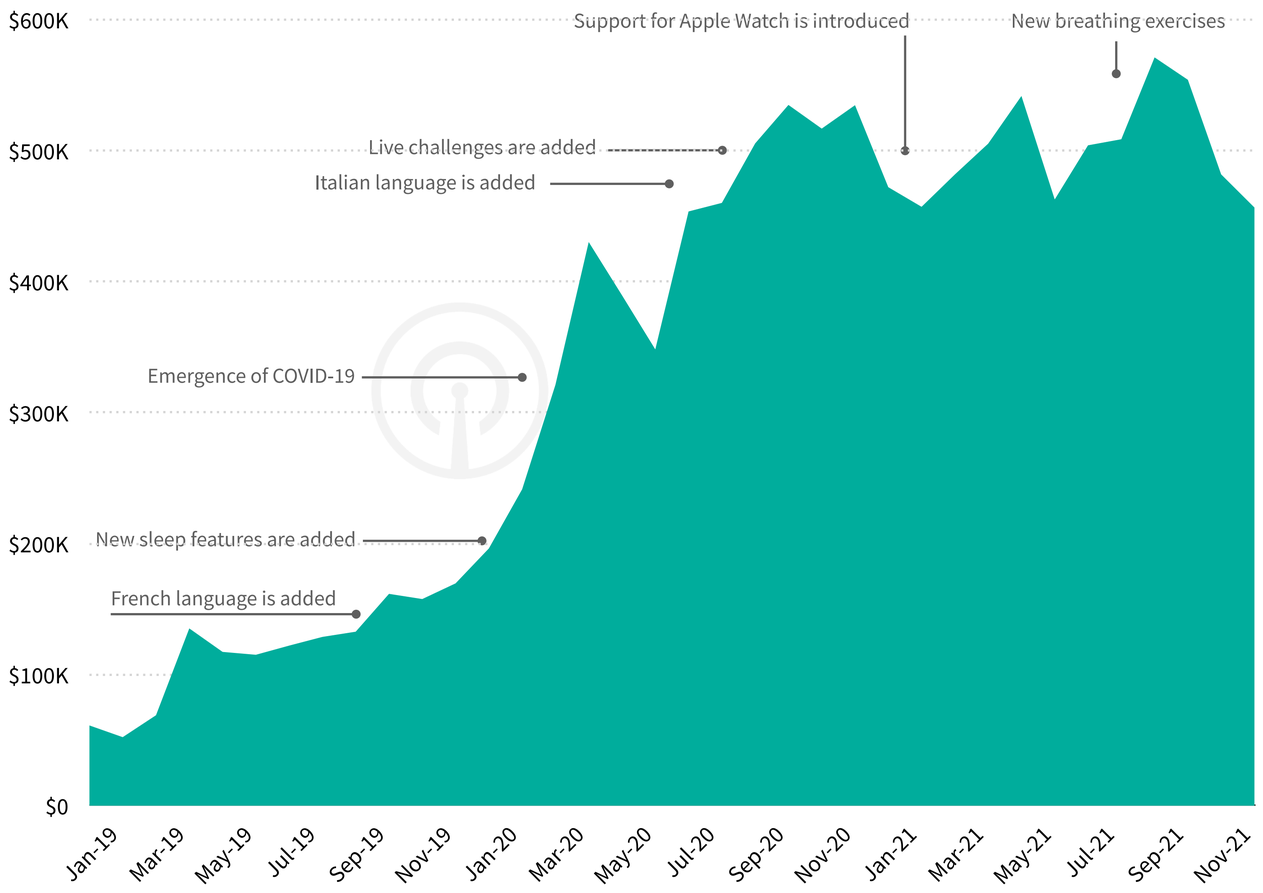
The summer of 2020, when the app expanded into new markets and added new meditation features, was a particularly successful period for Meditopia. During the height of the pandemic, the app enjoyed high popularity in Russia, Turkey, and Italy, while its main competitors focused more on the U.K., Germany, and France.

Meditopia was one of the most successful Meditation apps of the COVID-19 pandemic; however, it is important to note that competition remains tight in the space. Calm was the most-downloaded Meditation app across Europe in 2021, while Headspace was the leading app by consumer spending.

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Meditopia's Revenue Surged After Launch of Sleep Features

Meditopia gross revenue across Europe



Meditopia has seen a significant increase in revenue between 2019 and 2021, with an acceleration taking place after the launch of its new sleep features in October 2019, which included new meditations, sleep stories and sleep music. Alongside new features, a further push in consumer spending may have come from Meditopia's generous discounts of its annual subscription package which has consistently ranked as its top in-app purchase ahead of its monthly and weekly options.

Russia, France, and Italy were Meditopia's key markets by gross revenue in 2021.
The U.K. and Germany, two small markets from a user adoption perspective, were also among Meditopia's fastest growing geographies by revenue at the end of 2021.

Turkey and Ukraine, respectively No. 2 and 3 by user adoption in 2021, remained behind other markets in terms of gross revenue, potentially becoming a focus for future revenue growth.

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Diet & Nutrition Apps:
Category Overview

Trends of Diet & Nutrition Apps in Europe

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YAZIO Dominates the Diet & Nutrition App Download Charts

Top Diet & Nutrition apps by downloads in Europe (App Store and Google Play)

	2019	2020	2021
1	YAZIO YAZIO	YAZIO YAZIO -	YAZIO YAZIO -
2	Drink Water Reminder Simple Health Lab	MyFitnessPal Under Armour +1	MyFitnessPal Under Armour -
3	MyFitnessPal Under Armour	Calorie Counter FatSecret +1	Calorie Counter FatSecret -
4	Calorie Counter FatSecret	Lifesum ShapeUp Club AB +1	Fasting ABISHKKING +1
5	Lifesum ShapeUp Club AB	Fasting ABISHKKING NEW	Lifesum ShapeUp Club AB -1
6	BodyFast BodyFast UG	Fastic HealthVida GmbH NEW	Fastic HealthVida GmbH -
7	WW WEIGHT WATCHERS INTERNATIONAL	BodyFast BodyFast UG -1	BMI Calculator Appovo NEW
8	Drink Water Reminder Energy Flow	Water Reminder recorder & smart apps NEW	Calorie-Counter Dine4Fit a.s. +1
9	Water Drink Reminder ABISHKKING	Calorie-Counter Dine4Fit a.s. +1	BodyFast BodyFast UG -2
10	Calorie-Counter Dine4Fit a.s.	Fitatu Calorie Counter V Team NEW	Water Reminder recorder & smart apps -2

Subcategory

- **Diet** (incl. fasting and body measurement apps)
- **Nutrition**
- **Water**

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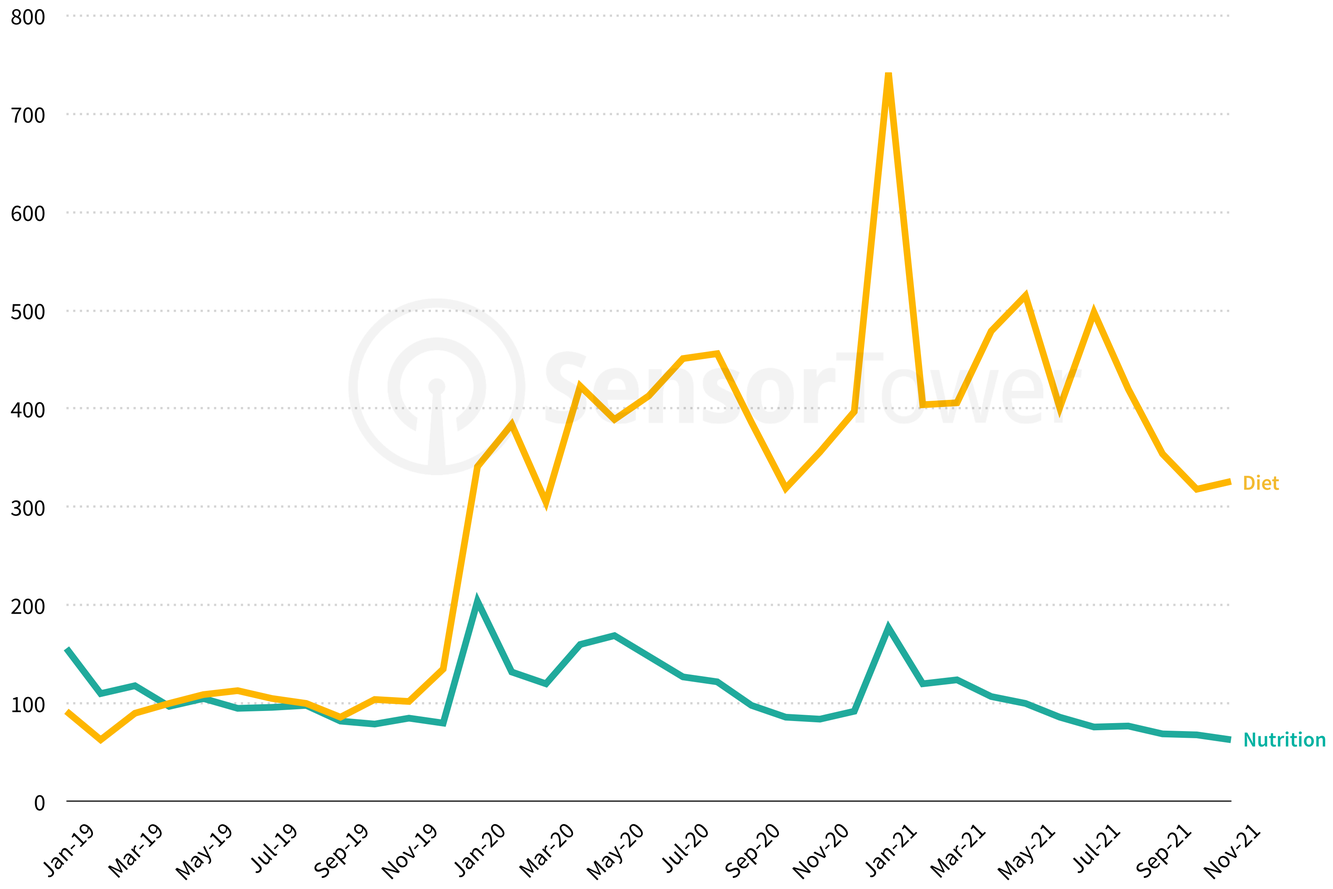
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Diet Apps Have Gained Popularity Since 2019

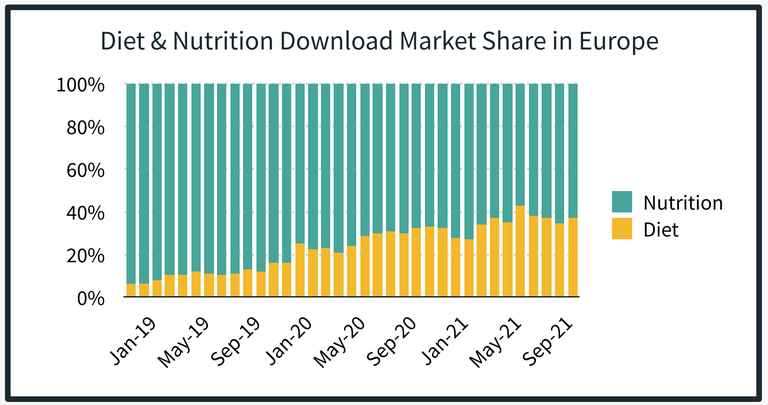
Monthly downloads of top Diet & Nutrition apps in Europe by subcategory

Note: Data is indexed to 2019
Average of January to December 2019 = 100



While growth rates of Diet and Nutrition apps trended closely during 2019, Dieting apps have seen extra demand from 2020 onwards, with user adoption remaining significantly above pre-pandemic levels.

Overall, the high growth rates of the Dieting apps subcategory can largely be explained by the increasing popularity of Fasting apps across Europe, including Fasting, Fastic, and BodyFast. The second half of 2021 has seen an increasing interest in other subcategories of Dieting apps, including BMI Calculators.

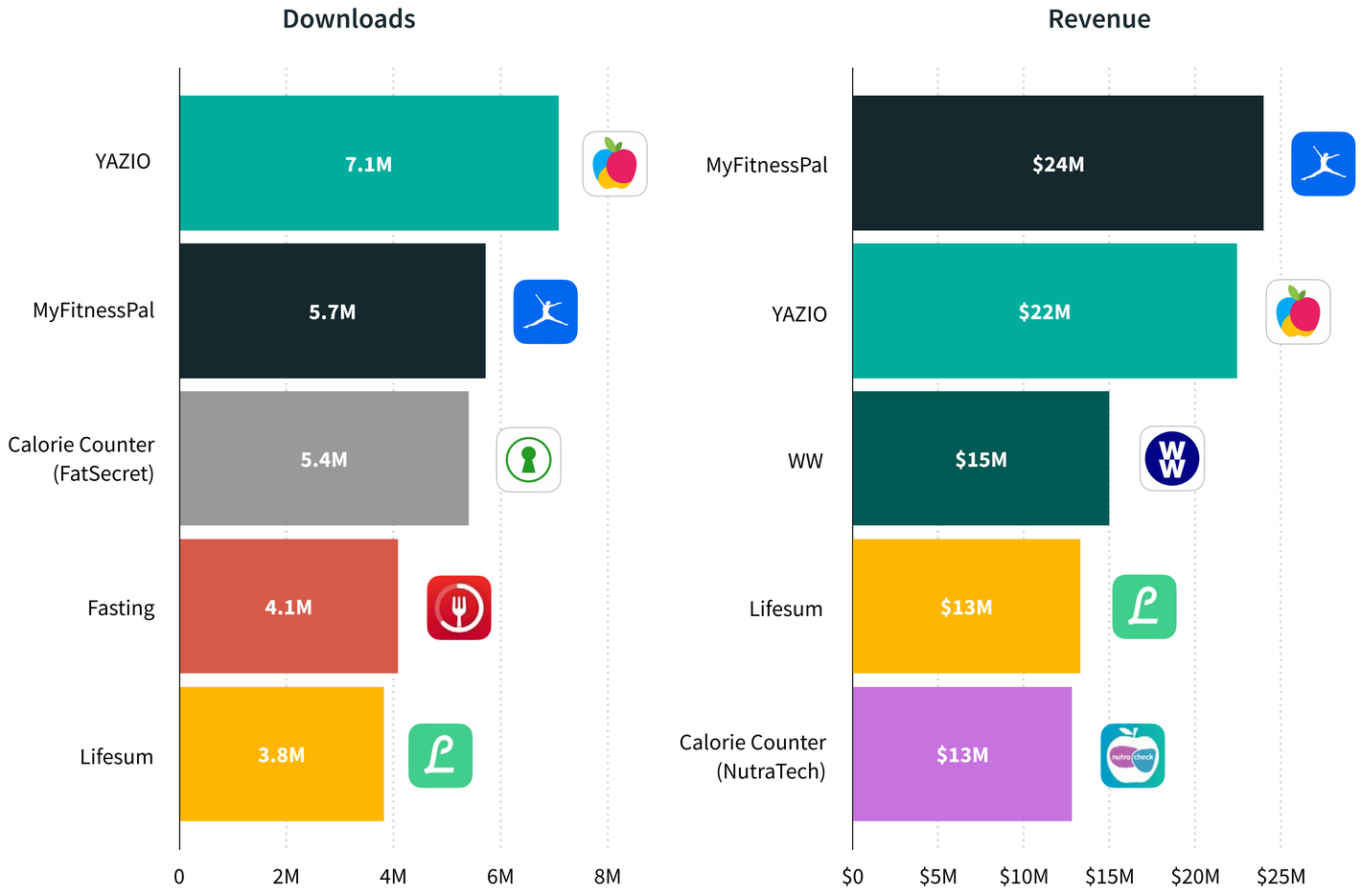


Note regarding diet & nutrition apps:
Dieting apps include fasting apps, body measurement apps, and apps that focus on weight loss plans. Nutrition apps include apps that track macro nutrients and provide a more holistic approach to weight loss (including fitness)

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Nutrition Apps Still Lead Dieting by Consumer Spend

Top Diet & Nutrition apps by downloads and revenue in 2021



While Dieting apps saw higher download growth rates versus pre-COVID times (see the previous slide), Nutrition apps continued to lead the race in terms of absolute downloads as well as gross revenue.

Nutrition apps made up four out of the top five apps by total downloads in 2021, with YAZIO and MyFitnessPal **ranked at No. 1 and 2, respectively, commanding nearly 13 million combined installs.**

With over $45M in gross revenue, YAZIO and MyFitnessPal were also the top grossing apps in 2021 across Europe.



Conclusion

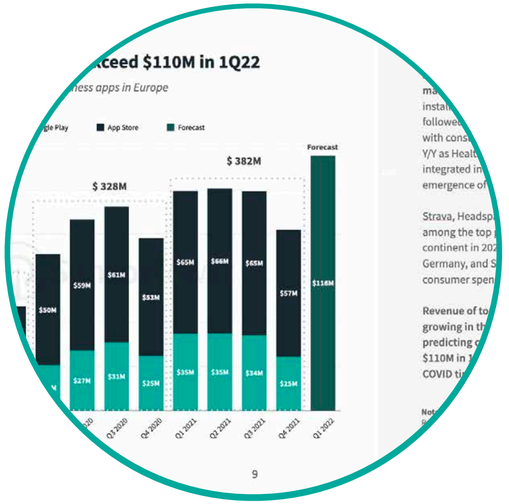
Key Takeaways from the Report

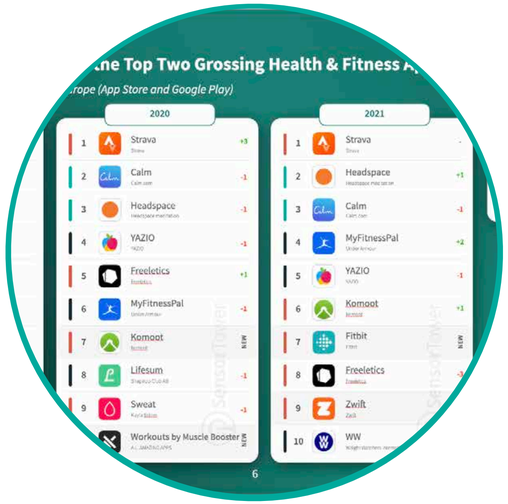
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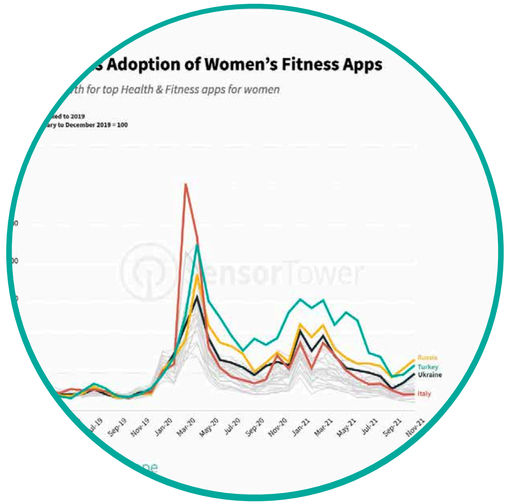
Conclusion: Overall

Downloads of top Health & Fitness apps in Europe reached 290M in 2021

- While user adoption was down from the numbers recorded during the height of the pandemic in 2020, it remained significantly above pre-COVID levels (up 14 percent vs. 2019).
- Mi Fit, Home Workout, Step Counter, and Strava were among the most popular apps across the continent in 2021, while Russia, France, Germany, and the U.K. were the top markets for new app installs.
- Health & Fitness app installs are expected to keep growing, with our forecast predicting downloads to reach 80M in Q1 2022 (up 13 percent vs. pre-COVID times).
- Consumer spending has also grown significantly in the past few years, surpassing $ 380M across Europe in 2021, up 16 percent Y/Y. Gross revenue will keep growing in the short term, with our forecast predicting spending to surpass 110M in Q1 2022 (up nearly 140 percent vs. pre-COVID times in Q1 2019).
- Consumer spending in Fitness apps took off in the summer months of 2020 and 2021, surpassing an average $ 9M in gross revenue, a 315 percent increase versus the summer of 2019.







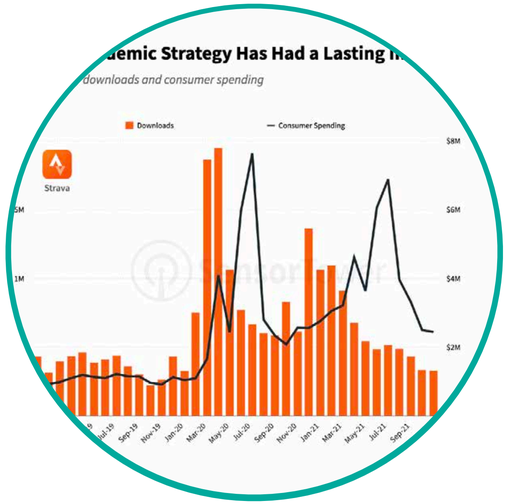
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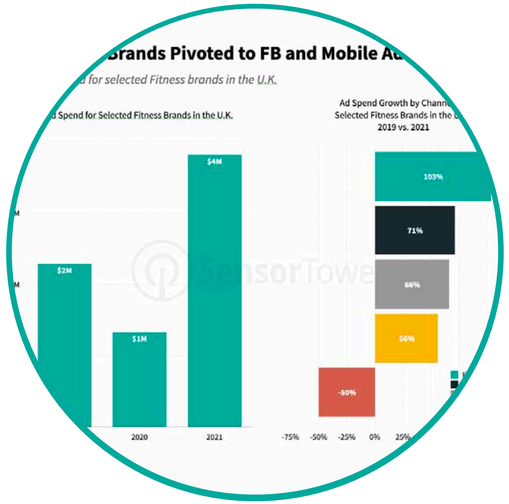
Conclusion: Fitness

Both Workout and Running, Cycling, Hiking apps have seen an increase in popularity across Europe, becoming the fastest growing Fitness apps subcategory following the emergence of COVID-19.

- Among top Fitness apps, Strava capitalized on increased demand at the start of the pandemic by simplifying its subscription model, replacing multiple subscription pack options with one all-inclusive subscription.
- Consumption of top Fitness apps has continue to grow sensibly after the emergence of COVID-19, suggesting new habits formed during the pandemic may be sticky. Recent MAU data show that consumption of top Fitness apps was continuing to grow across the continent in the first half of January 2022, with monthly active users increasing nearly 10 percent versus the same period in 2021.
- Fitness brands in the U.K. have ramped up their digital ad budgets in the past few years, with ad spend hitting $3.8M, a 67 percent increase from 2019. New ad channel strategies have also taken shape in the past two years amid the emergence of the COVID-19 pandemic, with Health & Fitness brands investing significantly more on Facebook and mobile advertisement.







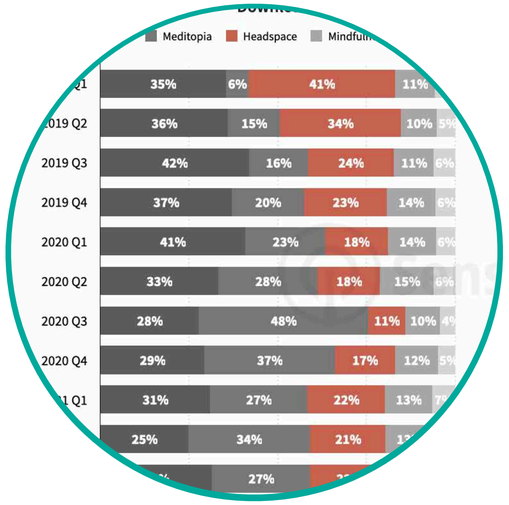
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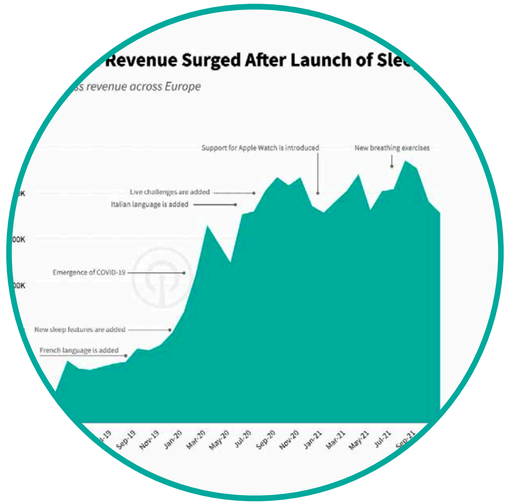
Conclusion: Meditation & Sleep

Calm and Meditopia have been the most downloaded Meditation apps in the past two years.

- While Meditopia recorded lower user adoption rates vs. its main competitors in pre-COVID times, the app has been particularly successful at attracting new app installs during the height of the COVID-19 pandemic between March 2020 and March 2021.
- Despite Headspace's share of installs versus other top Meditation apps dropping by 50 percent from the highs recorded in 1Q19, its share of revenue has increased between the beginning of 2019 and the end of 2021, with the app commanding the largest gross revenue share in 4Q21 at 42 percent of the total.
- Meditopia has seen an over 300 percent increase in revenue between 2019 and 2021. A significant acceleration took place after the launch of its new sleep features in October 2019, which included new meditations, sleep stories, and sleep music. Revenue continued to increase amid the emergence of COVID-19 and in the summer of 2020.





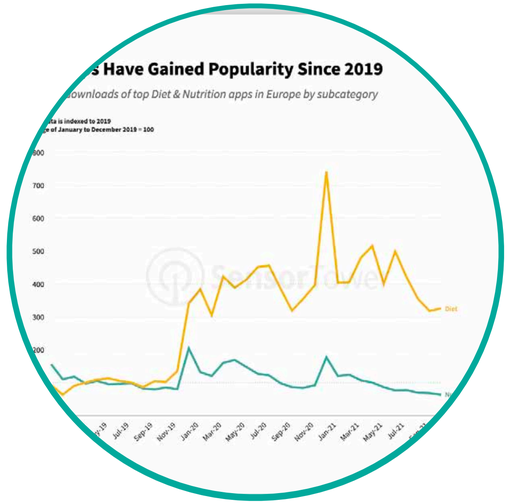


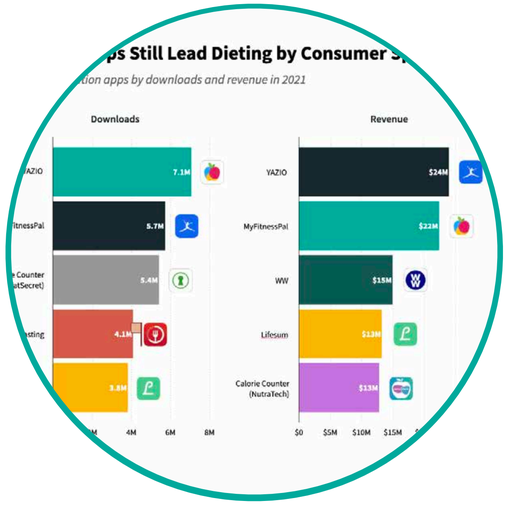
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Conclusion: Diet & Nutrition

Diet apps have seen huge download growth while Nutrition continues to lead the way by consumer spending.

- Dieting apps have seen extra demand from 2020 onwards, with user adoption remaining significantly above pre-pandemic levels throughout 2020 and 2021.
- The high growth rates of the Dieting apps subcategory can largely be explained by the increasing popularity of Fasting apps across Europe, with Fasting, Fastic, and BodyFast Intermittent Fasting among the best performing apps of the past few years.
- While the popularity of Fasting apps remained high in 2020 and 2021, the second half of 2021 has seen an increasing interest in other types of Dieting apps such as BMI Calculators.
- With over $45M in gross revenue, YAZIO and MyFitnessPal were the top grossing apps in 2021 across Europe.

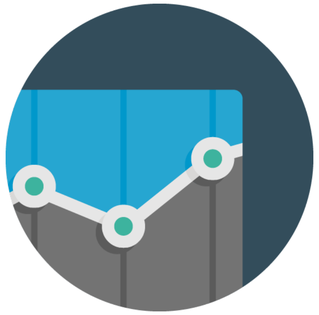






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Make strategic decisions with the industry's most accurate estimates.



App Intelligence

Drive organic growth with the leading App Store Optimization platform.



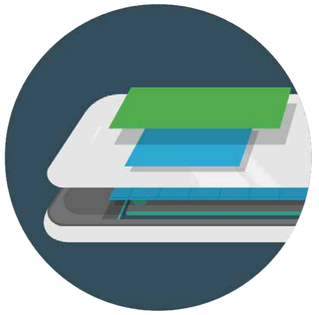
Ad Intelligence

Develop winning User acquisition campaigns with crucial mobile advertising insights.



Usage Intelligence

Benchmark app usage, engagement, and demographics.



App Teardown

Evaluate which SDKs apps are using and measure SDK adoption across market segments.



Consumer Intelligence

Access unfiltered mobile user engagement for financial analysis.

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