

# Mobile App Trends Report 2025

Sneak peek at the Swedish data

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## About the study

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About the study

# Unveiling **key** **insights** from Sweden's app landscape

## About

Sweden's app market is evolving, and this sneak peek into the Mobile App Trends Report 2025 data reveals how users engage with and evaluate their favorite apps.

To understand what Swedes value in an app, we developed the App Pulse model—a framework for measuring the factors that drive user satisfaction across categories. This includes ease of use, relevant notifications, engaging content, and smart features that simplify everyday life.

In total, 2,838 Swedes aged 18–70 rated 241 apps, contributing over 26,000 data points through direct feedback. These results provide a clear picture of which apps are favorites and why, as well as insights into app installations and usage frequency. This study offers a unique snapshot of the Swedish app landscape in 2025.

**We are excited to share these insights with you.  
Stay tuned for the full report launching soon!**





About the study

# A part of a bigger picture

This study explores the Swedish app landscape but is just one of several digital markets we track.

At Framna, we continuously gather insights from multiple local markets where we operate and contribute daily. Looking ahead, we aim to expand our market coverage to gain a more comprehensive view of mobile trends on both global and local levels.



## Denmark

**3000** respondents  
**200+** apps



## Sweden

**2800** respondents  
**240+** apps



## Netherlands

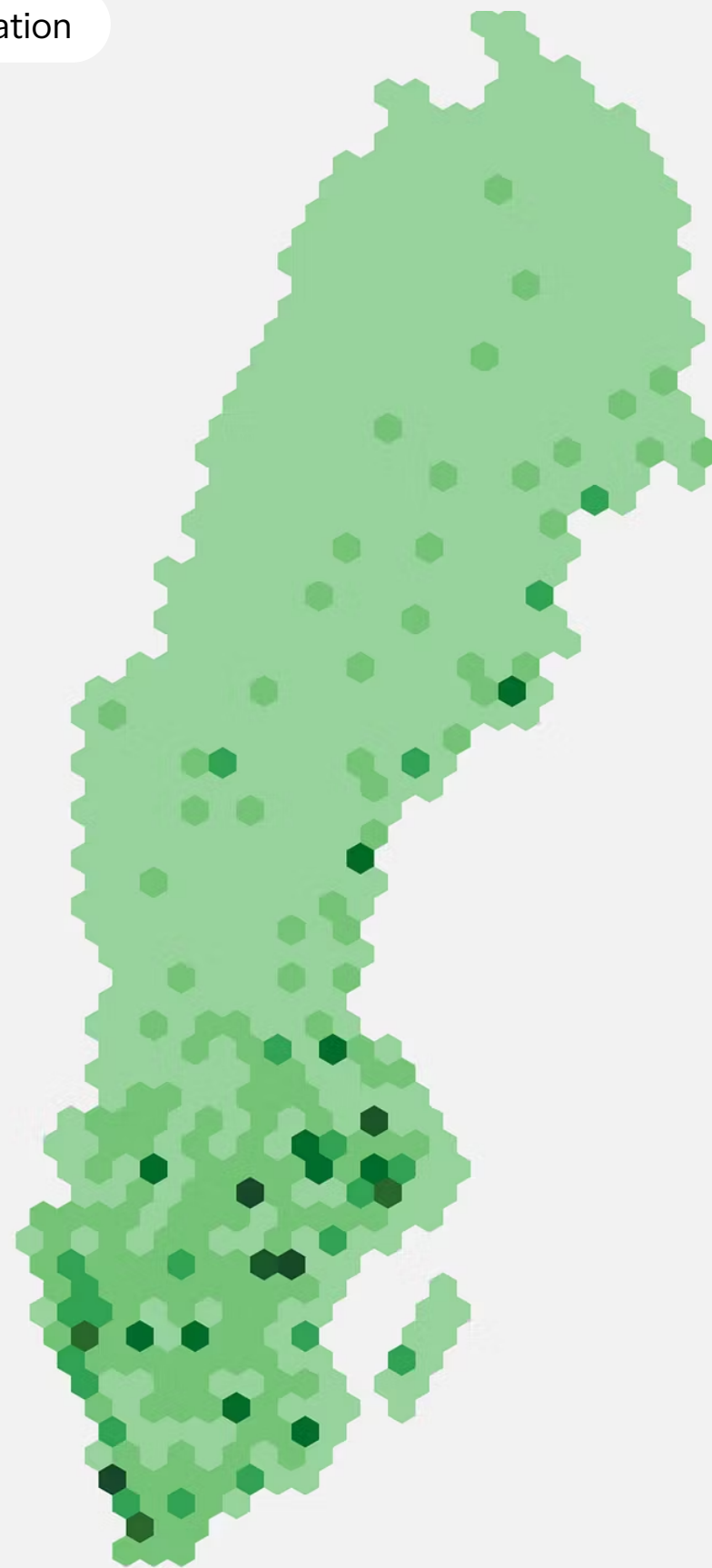
**3000** respondents  
**180+** apps



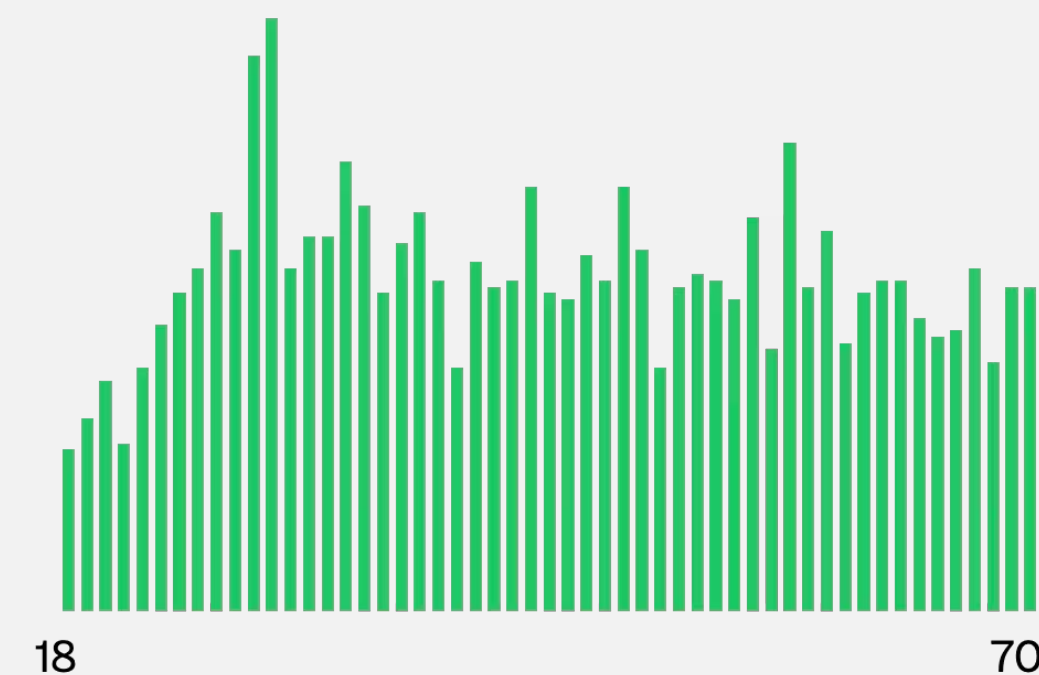
# Demographics

- **When we began this study**, our goal was to capture a broad representation of age, gender and location across Sweden to ensure the study would reflect the voices of Swedish app users. What we observe is a fair distribution across the country, with a slightly higher concentration around major cities.
- **The age distribution** shows a strong presence of younger users, particularly those aged 20-35, which aligns with global trends in app adoption among younger demographics, but all age groups are well represented, offering insights across generations.
- **Gender representation** is relatively balanced, with a slight lean towards female users.

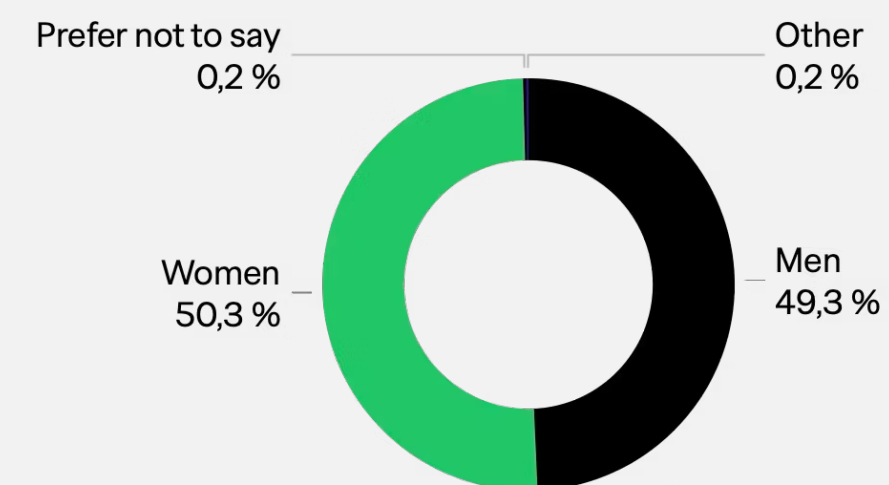
Location



Age



Gender





## Our Methods

Through a combination of **statistical insights** and user feedback, we uncovered what **drives satisfaction**

In order to gain a comprehensive understanding of how Swedes interact with and perceive apps, we began with basic statistical analysis, calculating averages, sums, and other foundational measures to create a clear overview of user behavior and preferences. Following this, we applied correlation analysis to examine the internal relationships between the various drivers of app performance. This helped us understand how different factors interacted with one another, providing insights into the underlying dynamics of app features.

To further explore how these drivers impacted overall user satisfaction, we conducted regression analysis. This allowed us to build predictive models to determine which specific app features had the greatest influence on user satisfaction. Alongside these quantitative approaches, we gathered qualitative feedback directly from users to capture deeper insights into their preferences and pain points. By combining both quantitative data and qualitative insights, we were able to develop a well-rounded understanding of app performance and deliver actionable recommendations for improvement.

While the base report covers our core findings, the full details of our methodology will be presented in the forthcoming white paper.



# Introducing the App Pulse model

The App Pulse model serves as the foundation of this study, giving a clear overview of the parameters we are analyzing.



The App Pulse model is separated into two layers: an outer layer of nine operational drivers, and an inner layer of four core criteria.





# Measuring app performance: The App Pulse score

The inner layer's core criteria make up the App Pulse score, used to express the overall performance of an app.

This score is our primary benchmark of app success of the study, reflecting how the app is perceived by Swedish users.

App Pulse score is based on users evaluations of an app across four core criteria:

## **Best of its kind**

Evaluates how the app stacks up against competitors, identifying its strengths in the category — vital for understanding market positioning.

## **App Value**

Assesses whether users perceive the app as valuable and engaging, which is key to driving sustained usage and loyalty.

## **Over all satisfaction**

Directly measures user satisfaction, reflecting the overall quality of the experience — a fundamental indicator of an app's success.

## **App Relevance**

Measures how well the app aligns with user needs and preferences— critical for ensuring the app's appeal and market fit.





# Understanding contributors to app performance

The nine operational drivers, shown in the model's outer layer, are evaluated independently of the App Pulse Score. Respondents were asked to assess each app's perceived performance across these dimensions.

These drivers provide deeper insights into an app's strengths and weaknesses.





# App Pulse Study Parameters

The 9 operational drivers span across all apps. In the overview below, we introduce each operational driver and why they are relevant to the user experience and perceived performance.

## Smart features

When downloading an app, one of the core expectations is the app has to offer smart functions for the user. The possibility to personalize the app interface and offer smart shortcuts for the users are essential user needs.

## Overview of information

Making information quickly available in an easy manner is key for any type of app. It is particularly important for content-heavy apps such as news, marketplaces, retail and fashion.

## Easy to use

If an app is not intuitive and very easy to use, the users will quickly abandon the app. Best in class apps all have self-explanatory navigation and reflect no need for guidance. Convenience is king, easy is queen.

## Great content

Not limited to entertainment, medical, and news apps, engaging content is vital. Delivering inspiration and guidance sets an app apart from its static competitors, escalating its significance.

## Reliability

The app's reliability, its capacity to function consistently without breakdowns, and providing accurate information is crucial. This factor significantly affects user churn. Hence, reliability is indispensable.

## Easy communication

Does the app facilitate easy communication with the brand or organization, or even peer-to-peer, particularly vital for social and telehealth apps.

## Well-designed

Aesthetically pleasing design creates a sense of satisfaction and tranquility. For apps, this involves both user navigation and visual consistency, ensuring a harmonious blend of visual and technological elements.

## Relevant notifications

While push notifications are an effective tool for prompting users to revisit the app, they must also be relevant and contextually appropriate to ensure positive engagement.

## Makes life easier

The fundamental purpose of apps is to ease or improve users' lives. If your app doesn't deliver on this, reconsider your investment. This driver is paramount across all categories and plays the most crucial role.

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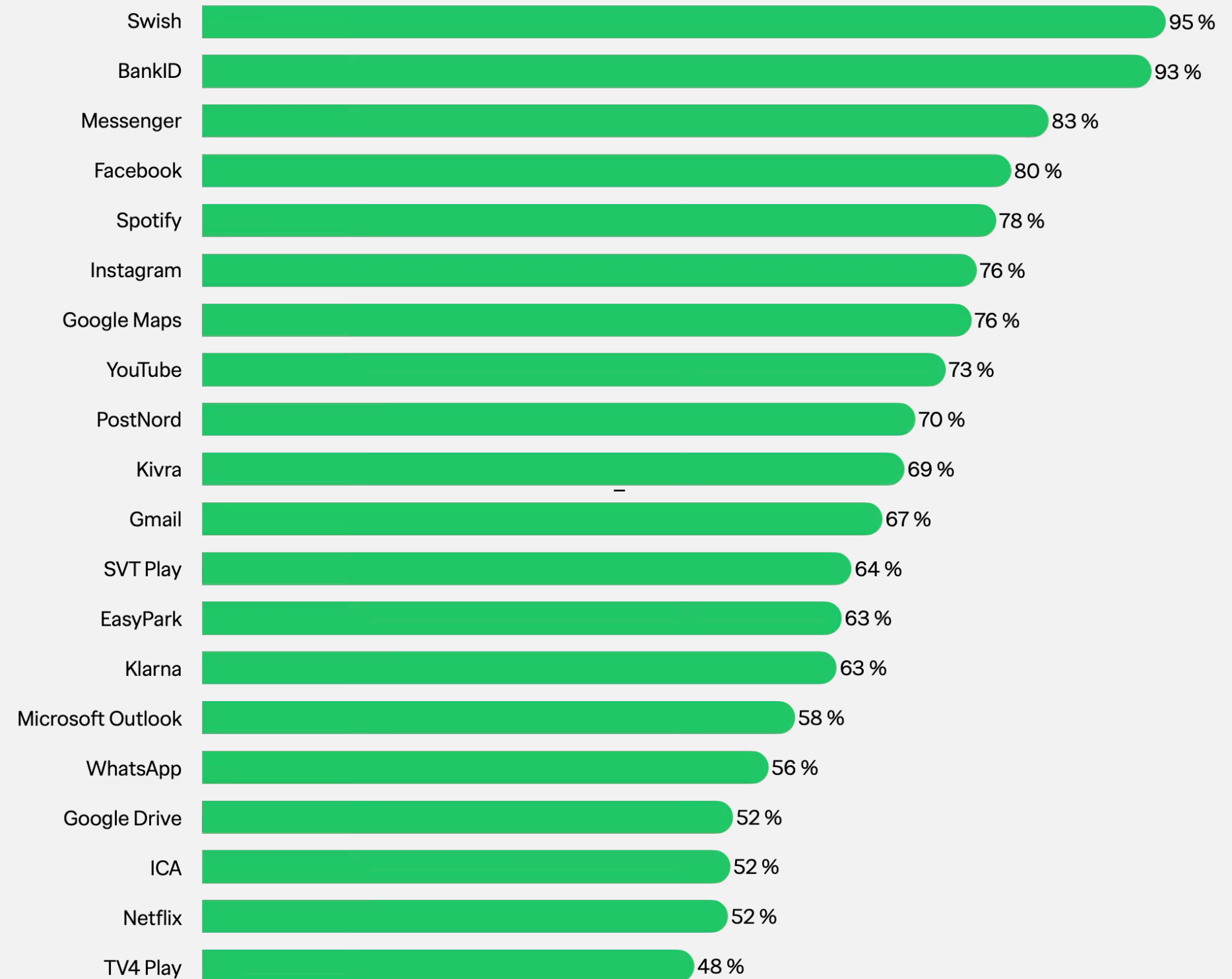




# Most installed apps

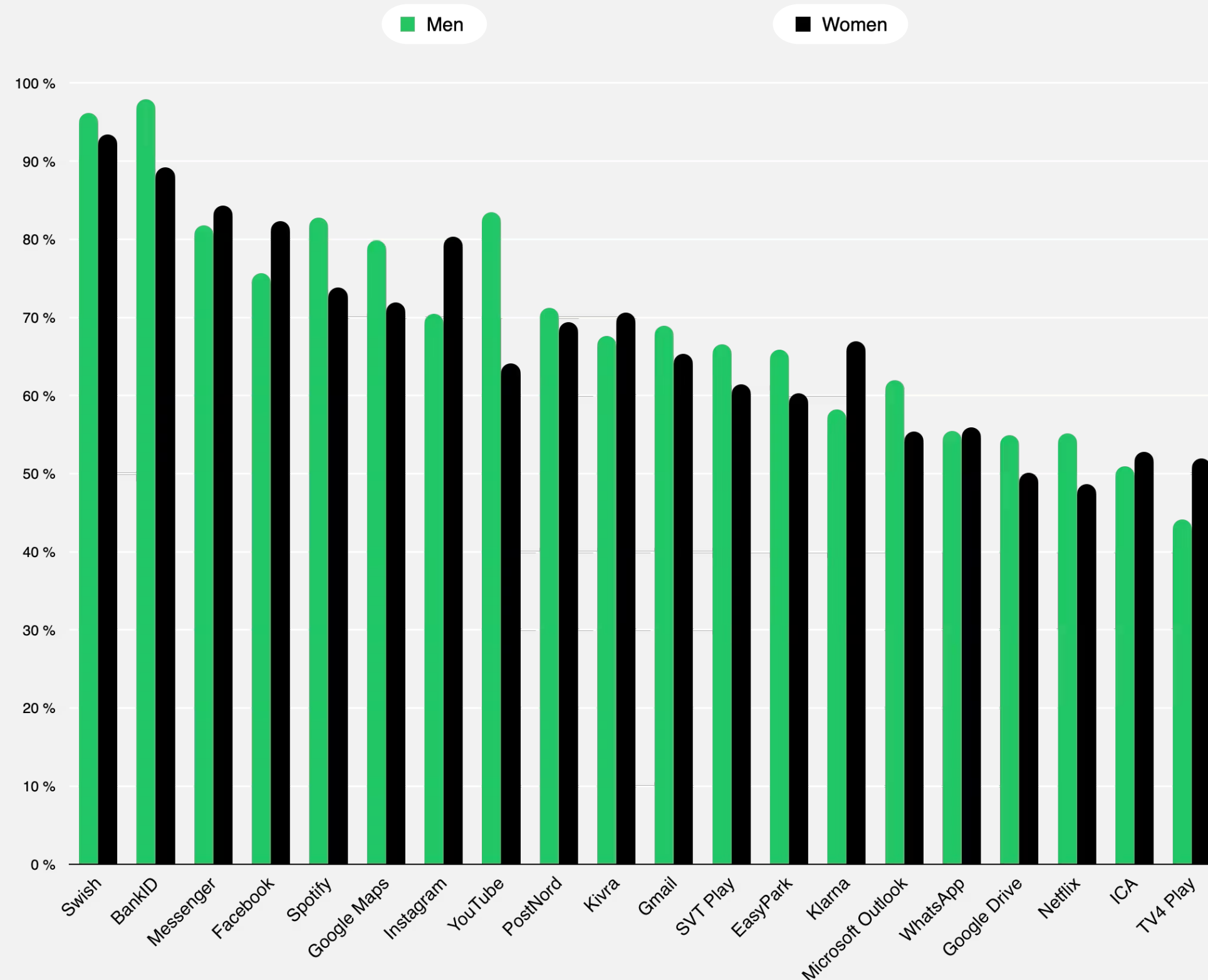
Apps that have become vital for managing modern life, from payments to entertainment.

- **Finance Takes the Lead:** Digital finance apps have revolutionized money management, replacing traditional banking with faster, more accessible transactions.
- **Staying Connected:** Social and communication platforms dominate, reflecting the growing need for constant connection in personal and professional life.
- **On-Demand Entertainment:** Streaming services allow users instant access to music, video, and podcasts, reshaping entertainment consumption.
- **Everyday Efficiency:** Navigation, delivery tracking, and parking apps streamline daily logistics, emphasizing how tech simplifies modern life.





# Gender distribution



## Men vs. Women: The App Preferences You Need to Know

- **Gender-Neutral Popularity:** Many of the top apps appeal equally to both men and women, showing universal reliance on key digital services.
- **Women & Social Media:** Social apps dominate for women, highlighting how social connectivity is central to their app choices.
- **Balanced Finance:** Financial apps are mostly gender-balanced, with Klarna leaning female and Avanza seeing more male users.
- **Men & Productivity:** Men show higher engagement with streaming and productivity tools, suggesting a focus on efficiency and entertainment.

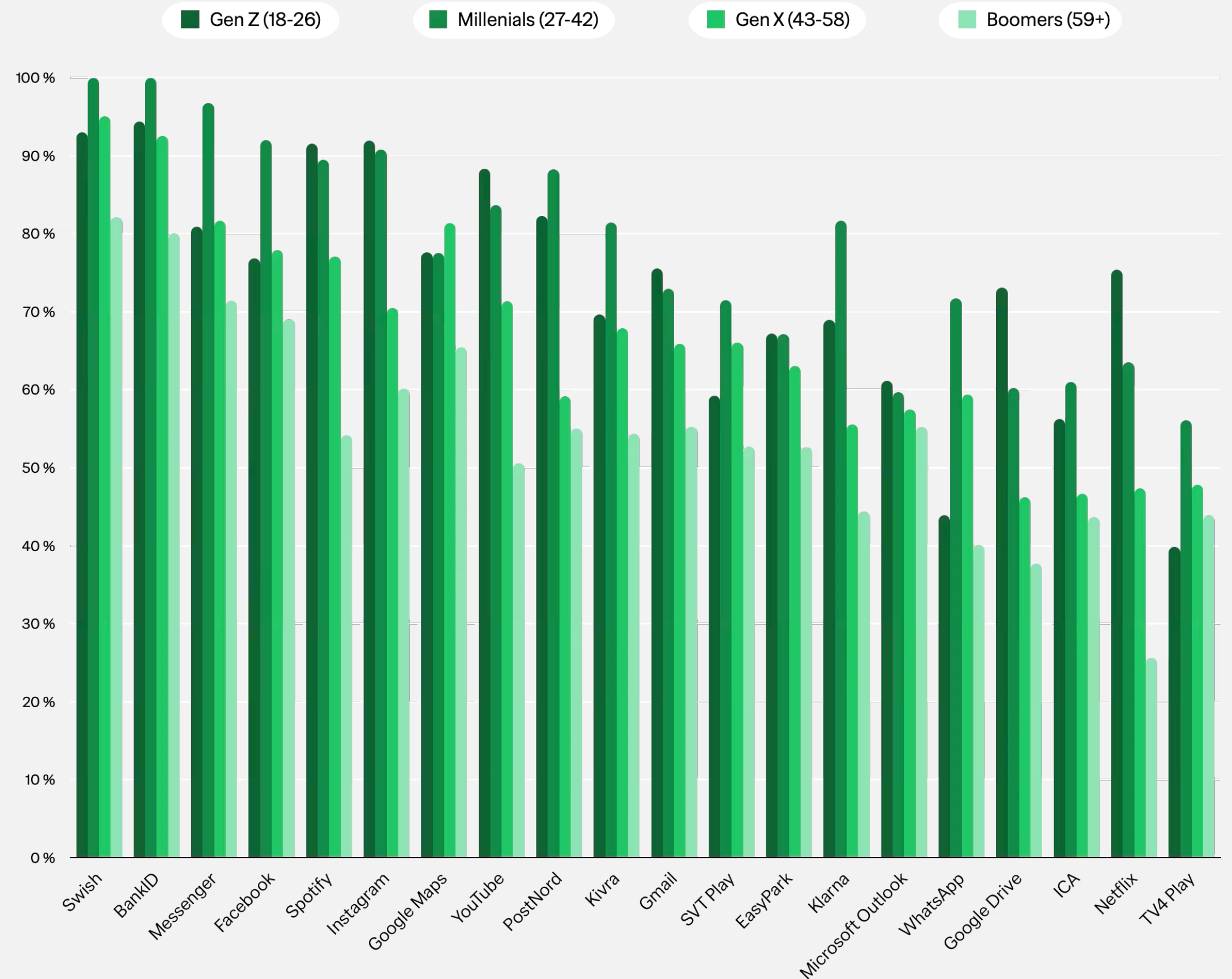


# Age distribution

## The App Generation Gap: What's Driving Younger vs. Older Users

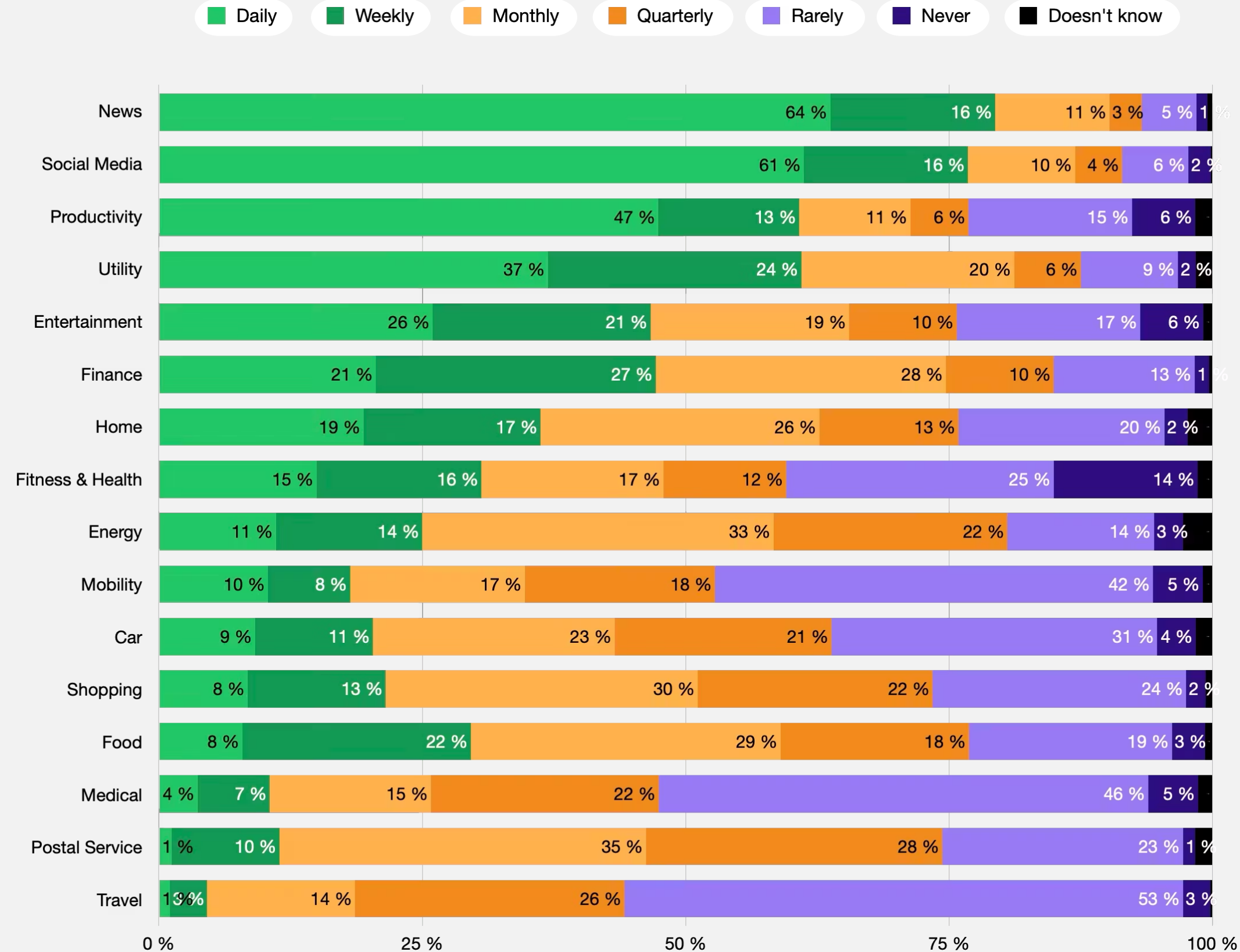
- **Gen Z & Millennials Lead in Entertainment:** Younger users gravitate toward Snapchat, Instagram, Spotify, and Netflix, reflecting their preference for social media and streaming.
- **Boomers Stick to Communication Basics:** Apps like Facebook, Messenger, and WhatsApp are more popular among older generations, showing a divide in digital habits.
- **Boomers are Less Engaged:** Lower app usage among Boomers may suggest barriers to digital adoption or differing tech preferences.
- **Generational Variation:** Few apps maintain strong appeal across all generations, emphasizing how age shapes app engagement.

Top 20 apps by generations





# User frequency



News, social media and productivity apps have embedded themselves as essential elements in people’s daily lives.

- **Everyday Essentials:** News, Social Media, and Productivity apps dominate daily or weekly routines, seamlessly integrating into users’ lives to help them stay informed, connected, and organized.
- **Periodic Engagement:** Postal Services, Shopping, and Food apps see monthly or quarterly use, catering to cyclical needs like deliveries or shopping.
- **Occasional Use:** Travel, Medical, and Mobility apps serve more specialized needs, used less frequently. Fitness apps show lower engagement than expected.
- **Awareness Opportunity:** “Don’t Know” responses highlight the need for better communication of app benefits to boost engagement.

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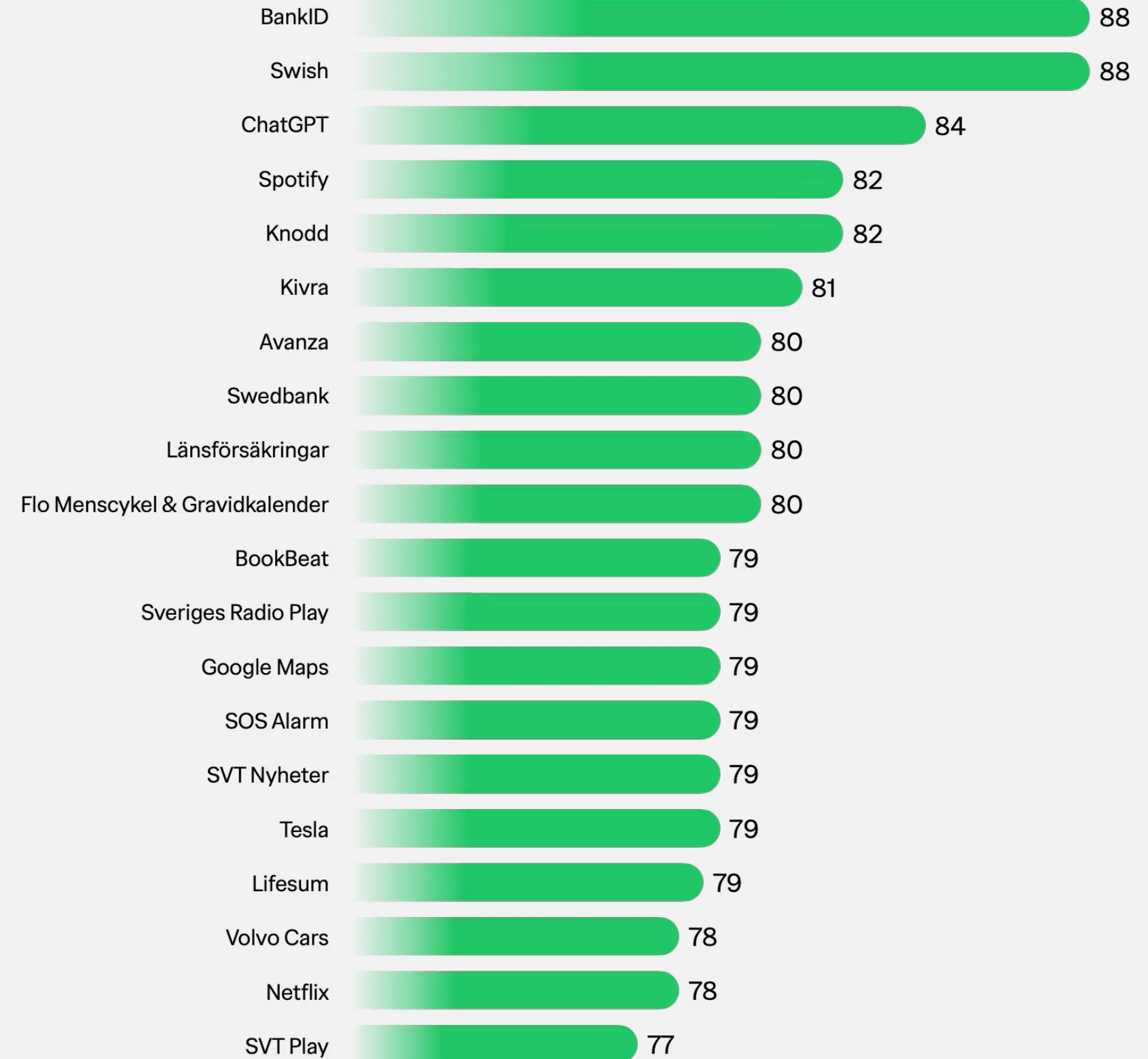
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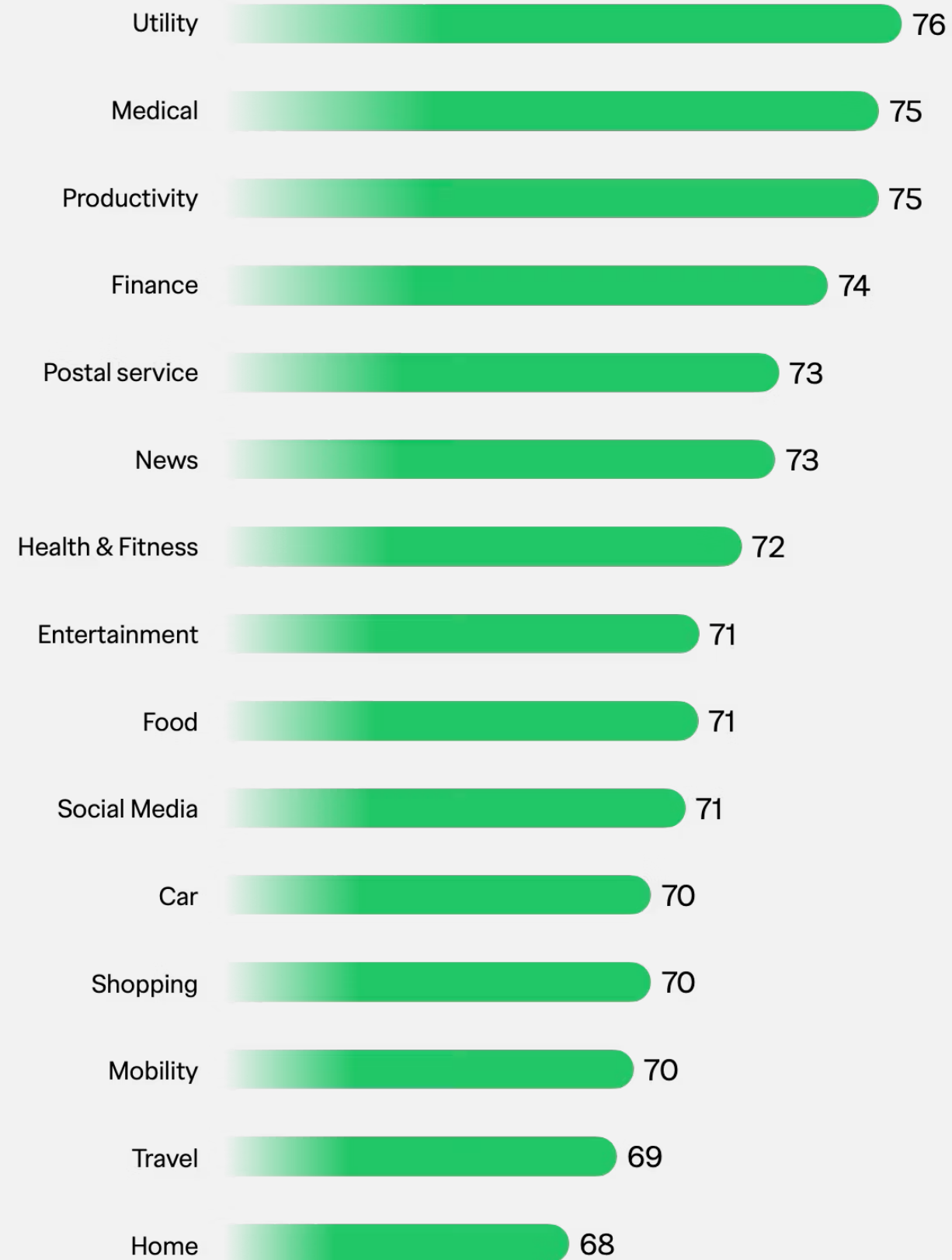
# Top-Ranked Apps in This Study

Most loved apps in Sweden, with an AI powered app disrupting the leaderboard.

- **AI Gaining Traction:** ChatGPT ranks high, but with fewer users behind the score, it suggests a dedicated but growing interest in AI powered tools.
- **Everyday Essentials:** Apps like BankID, Swish, and Kivra reflect high utility across a large user base, crucial for daily tasks and payments.
- **Health Focused:** Medical and fitness apps like Lifesum and Flo show steady engagement, even with smaller audiences, highlighting niche but impactful usage.
- **Entertainment & Mobility:** Spotify and Tesla apps maintain popularity, indicating strong demand for on-demand media and tech-driven mobility solutions.







Top performing apps

# Average App Pulse score per industry

## Utility Apps Take the Lead

- Utility and Medical apps are leading, topping user satisfaction. Both categories are valued for how they simplify and improve daily life, providing essential services that users rely on.
- In the middle tier, we find apps that cater to more specific needs and are accessed on an as-needed basis. However, Social Media apps stand out for frequent use but show room for improvement.
- At the lower end, Home, Travel, and Mobility apps score lower, reflecting perceived lower value despite regular or occasional use.

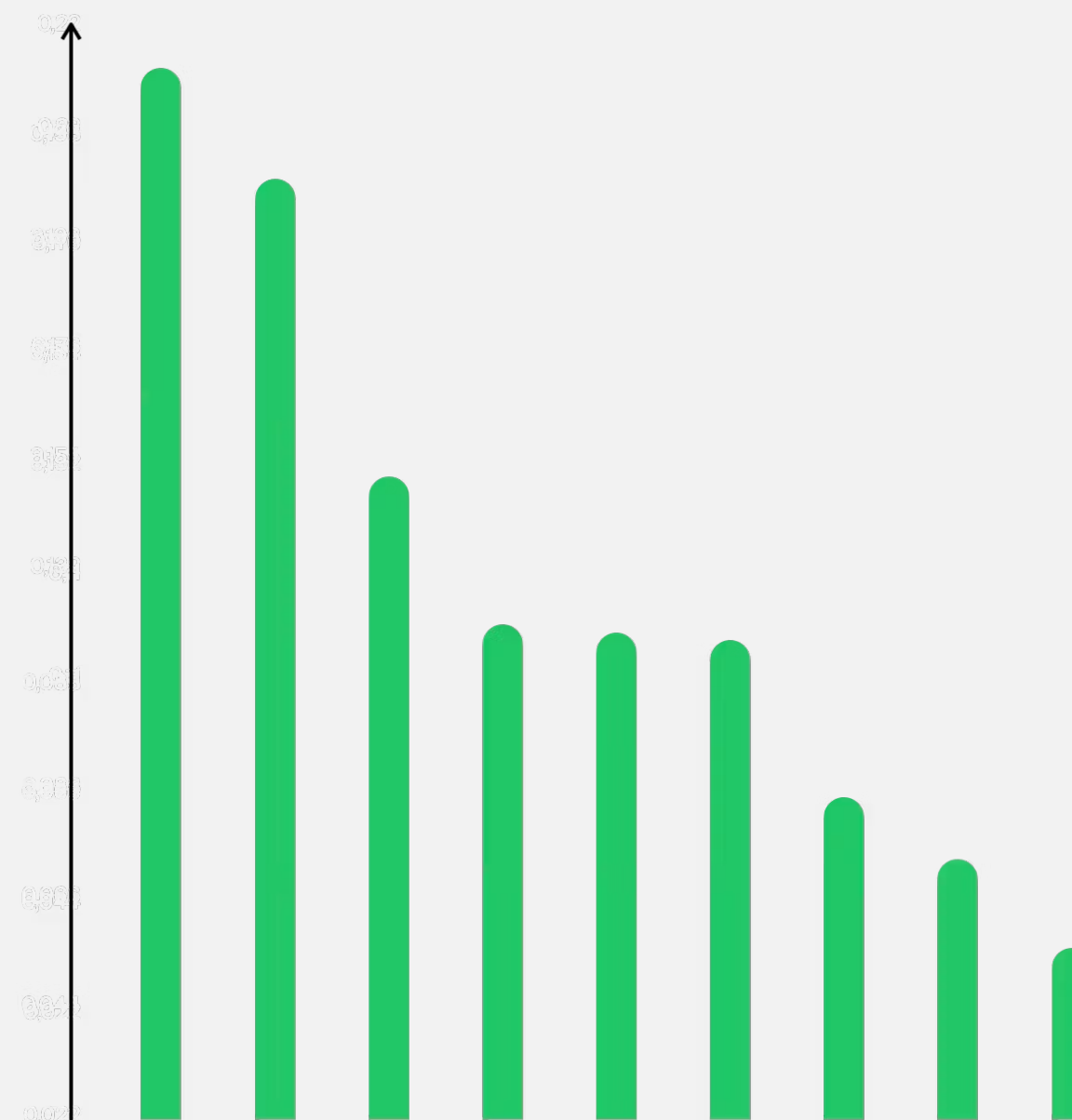


# Most important drivers for a good app

The graph illustrates the impact of our nine operational drivers on achieving a high App Pulse score.

- **Prioritize Meaningful Content:** High-quality, relevant content is the most impactful factor for user satisfaction. Make sure your app delivers value that resonates with your audience's needs.
- **Simplify Users' Lives:** Apps that make daily tasks easier consistently perform well. Focus on solving real-world problems efficiently.
- **Build Trust:** Trustworthiness and reliability are essential to keep users satisfied.
- **Innovate Smartly:** While features like smart notifications and seamless communication may not top the list, they can be powerful differentiators in competitive markets.

Influence



**Hygiene**

Essential for satisfaction



**Discovery**

Potential differentiating factors



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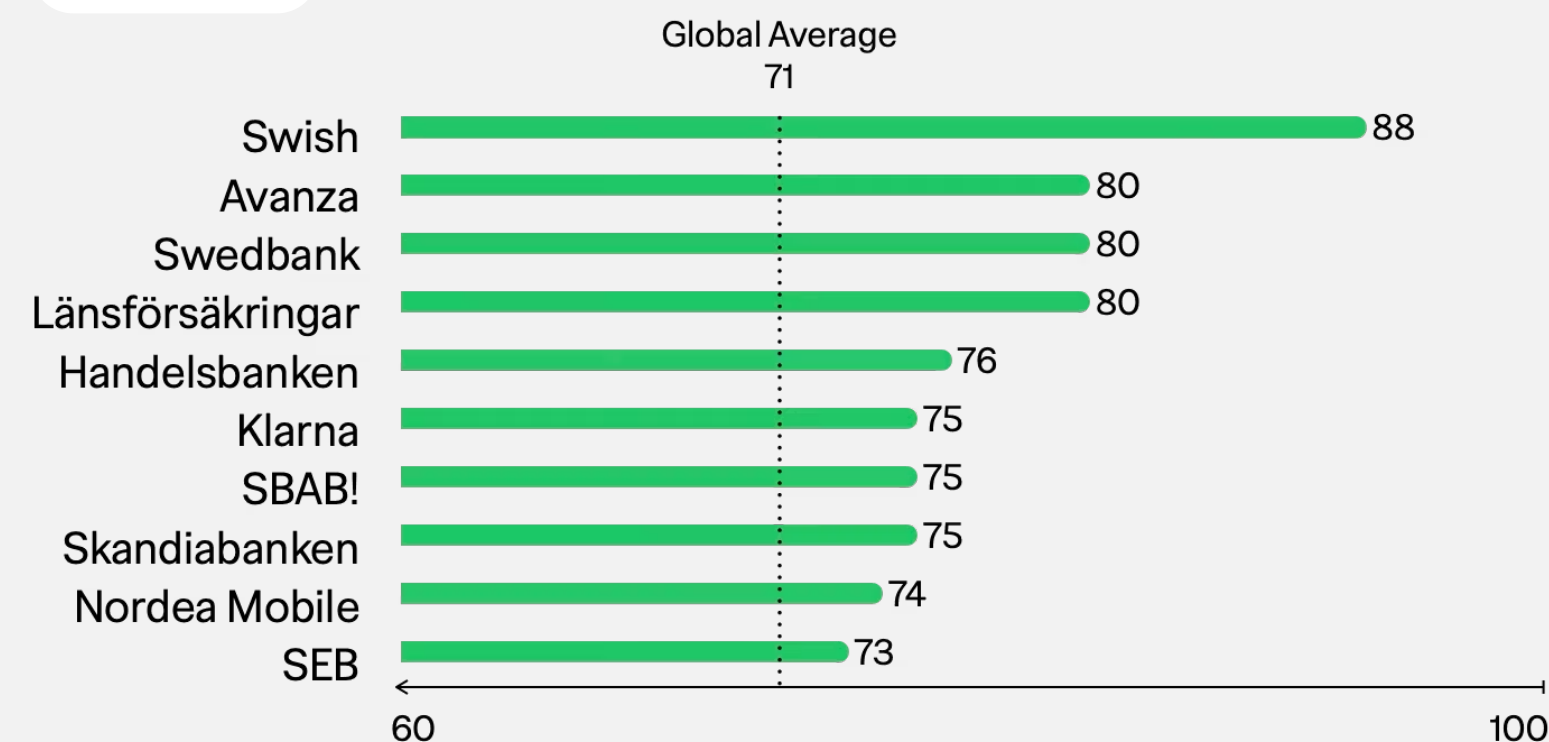
# Finance apps

- **Not long ago, managing finances meant visiting a bank**, tied to opening hours and long queues. Today, banking is just a tap away. The shift is remarkable, especially when considering how newer apps have earned such confidence, despite having less established histories than traditional financial institutions.
- **Top-performing apps excel at simplifying everyday financial tasks.** Our findings show that this has the greatest impact in the Finance category. From fast payments to intuitive investment tools, these apps offer a streamlined experience. The combination of relevant content and smart features provides real value, enabling users to make informed decisions.
- In contrast, **apps with cluttered designs or excessive notifications tend to lose engagement.** In the complex financial landscape, simplicity is key. Prioritize ease of use and essential features to establish a dependable app that users trust for managing their finances.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Smart features**

## Top 10 Apps





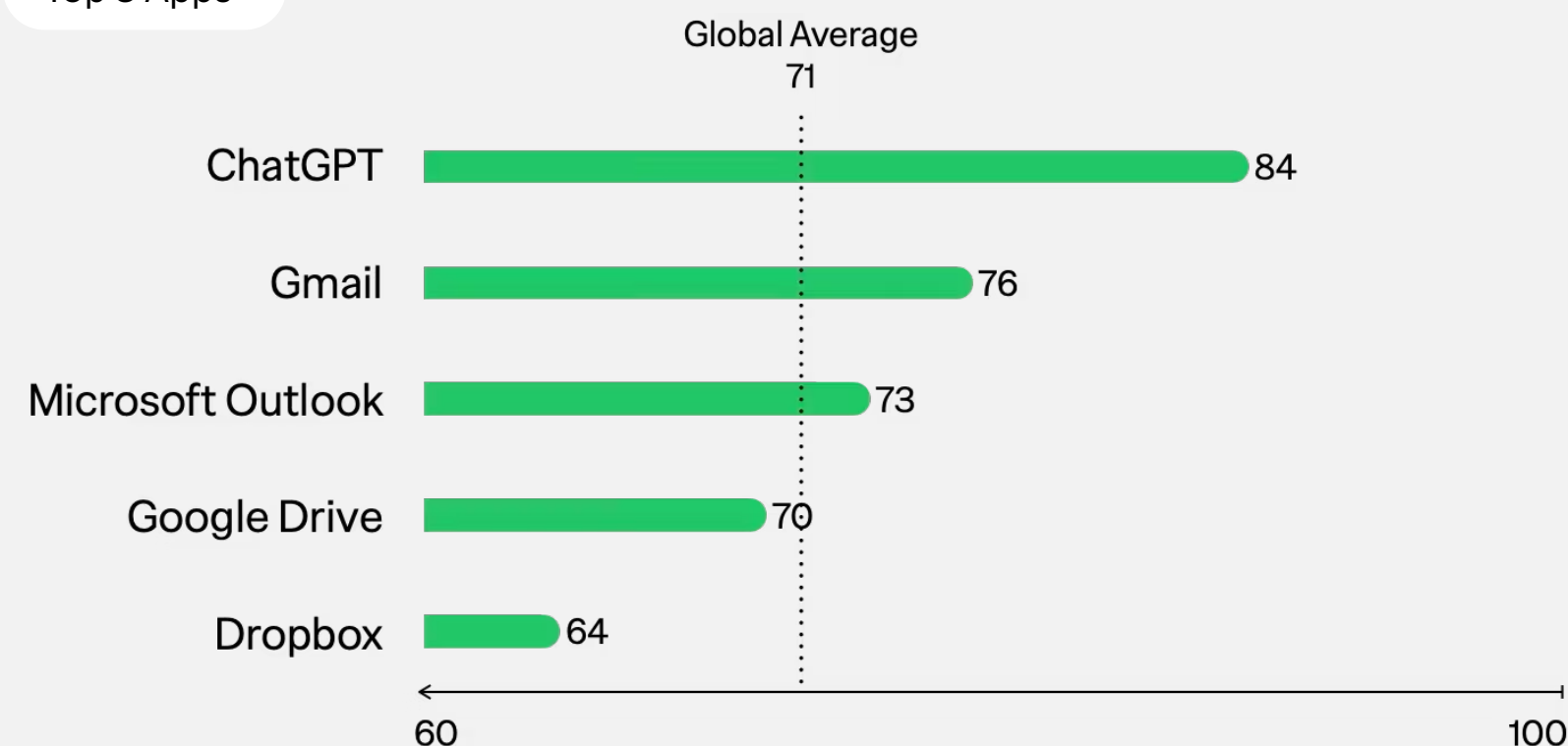
# Productivity apps

- **Despite being new, AI-powered apps have made a remarkable impact**, with users praising their ability to simplify daily routines.
- **Leading apps simplify daily tasks effectively.** Our research shows that this is especially impactful where time-saving features, like task management and collaboration tools, create a smoother user experience. Relevant content paired with a clear overview of information helps users stay organized.
- **On the flip side**, apps that complicate workflows with overly detailed designs or too many alerts tend to lose user engagement. In this space, simplicity and a focus on core functionalities foster trust and reliability, turning an app into an indispensable productivity tool.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Easy to use**

## Top 5 Apps





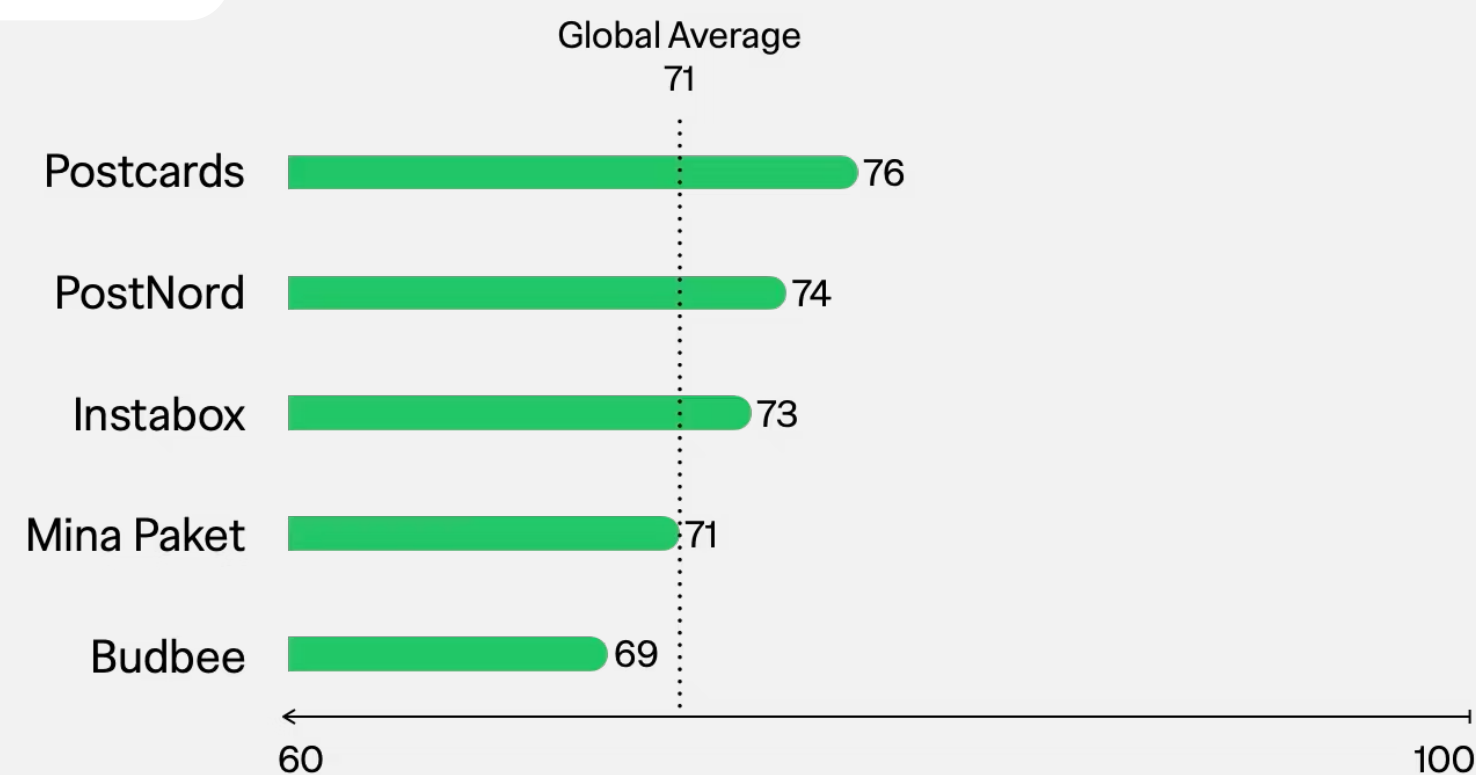
# Postal Service apps

- **Postal services have rapidly evolved from traditional mail systems to digital-first solutions**, driven by growing consumer demand for speed, affordable choices, flexibility, reliability, and transparency. With the increasing shift towards e-commerce and home deliveries, postal apps are now expected to do much more than just track packages.
- **Exceptional apps streamline parcel management** through features like delivery prediction and instant updates. Smart features such as live tracking, location based nudging differentiates the top from the rest. Support for digital identification methods unlock an entirely new set of features.
- **In contrast**, apps with cluttered interfaces or unreliable updates risk losing users' confidence.
- **This category of apps is particularly sensitive** to the performance of the underlying service. However, when issues arise an app can serve as a supportive tool.

## Top 3 Drivers of Success

- 1 Smart features
- 2 Reliability
- 3 Overview of information

## Top 5 Apps





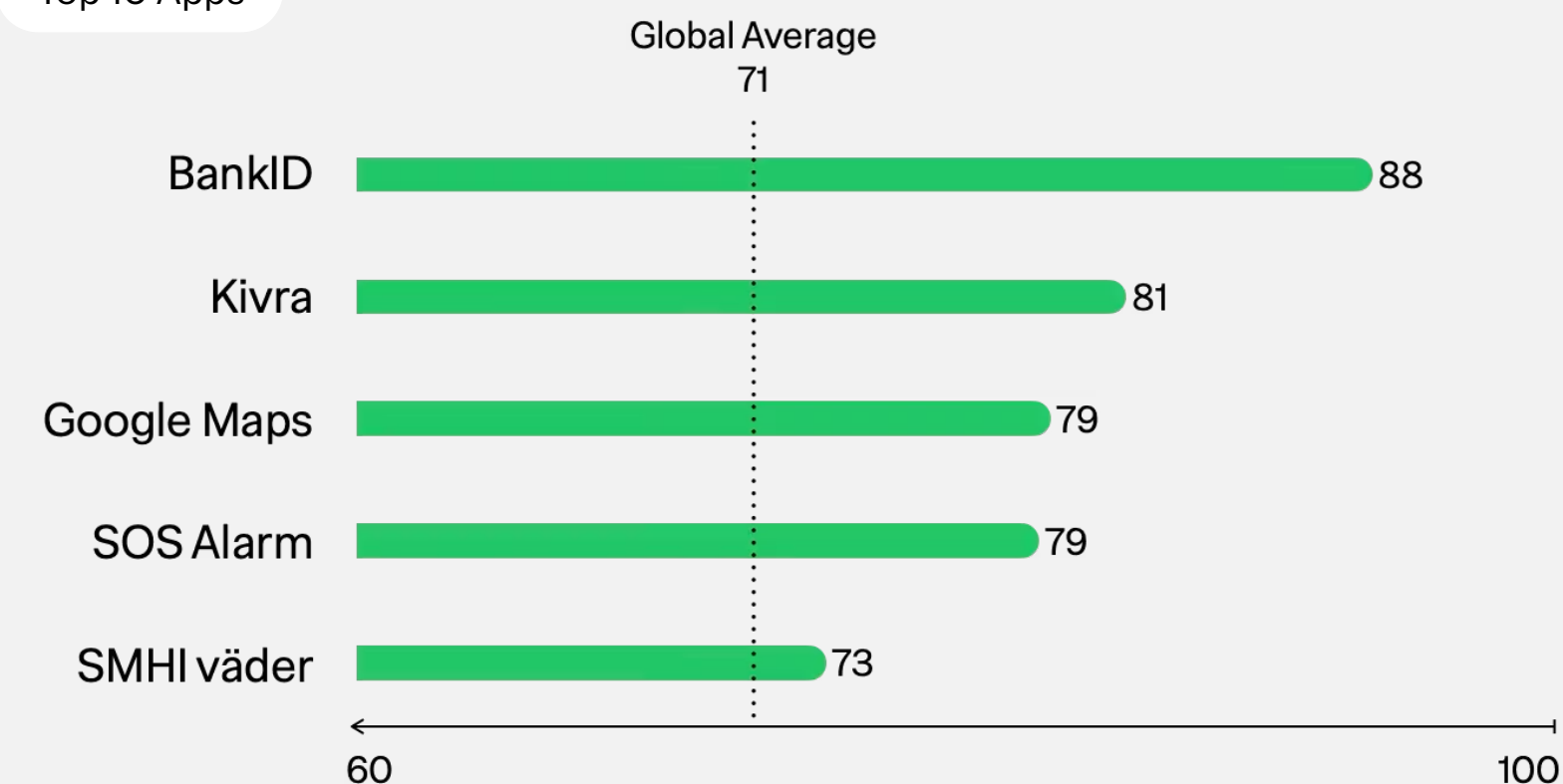
# Utility apps

- **These apps carry societal value and are often considered foundational.** People rely on government apps to manage taxes and other important matters, and their expectations for functionality and stability are high. These expectations are unfortunately not met.
- **As technology advances, we now have built-in weather forecasts and navigation tools at our fingertips.** Despite the sophisticated OS-based features, Swedes still value the standalone apps for the same tasks.
- **Digital identification has become essential for secure transactions and personal verification.** As our online presence grows, the need for reliable digital ID systems intensifies. The traditional concept of verification is evolving toward a global standard, where secure, cross-border identification will redefine how we confirm identity in a digital world.
- **Complex designs, slow performance, or excessive features lead to frustration.** These apps perform best when they deliver timely, accurate information with minimal friction. Trust and convenience are drivers of app success.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Reliability**
- 3 **Great content**

## Top 10 Apps





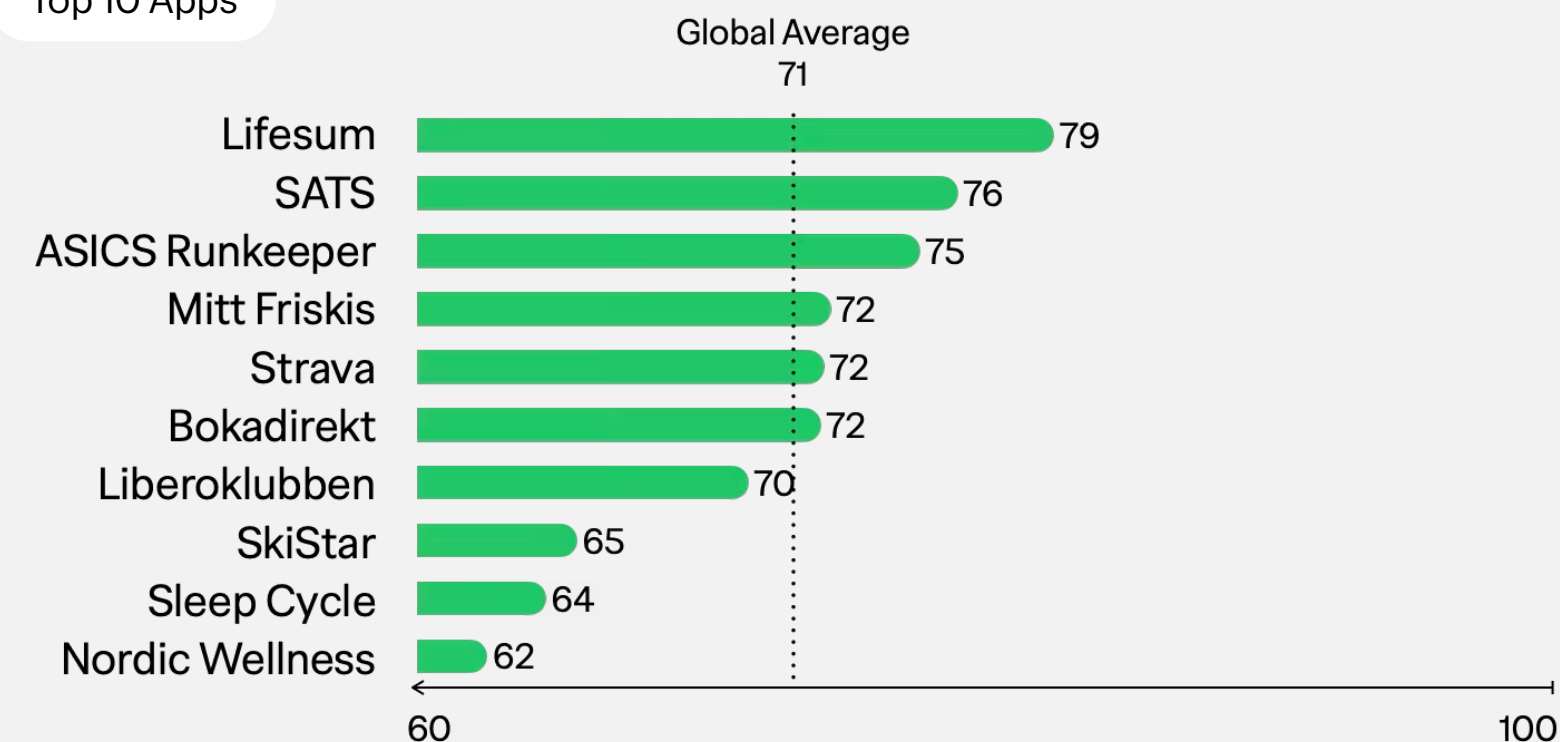
# Health & Fitness apps

- **The future of health and fitness apps is shifting from basic workout tracking to fully integrated wellness experiences**, becoming a key tool in managing holistic health. As user demand for tracking vital parameters grows, the app increasingly serves as the hub of a connected health journey.
- **User feedback highlights a strong preference for apps that support whole-body wellness**, from physical fitness to mental and nutritional health. They especially appreciate features like personalized recommendations and easy tracking, which help them stay consistent in their routines.
- **Positive sentiment is also driven by connected devices, allowing users to monitor vital metrics in real-time**, making the experience feel tailored and comprehensive. Satisfaction centers around features that simplify routines, focus on fitness goals, and build long-term engagement through a streamlined, user-friendly design.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Well-designed**

## Top 10 Apps





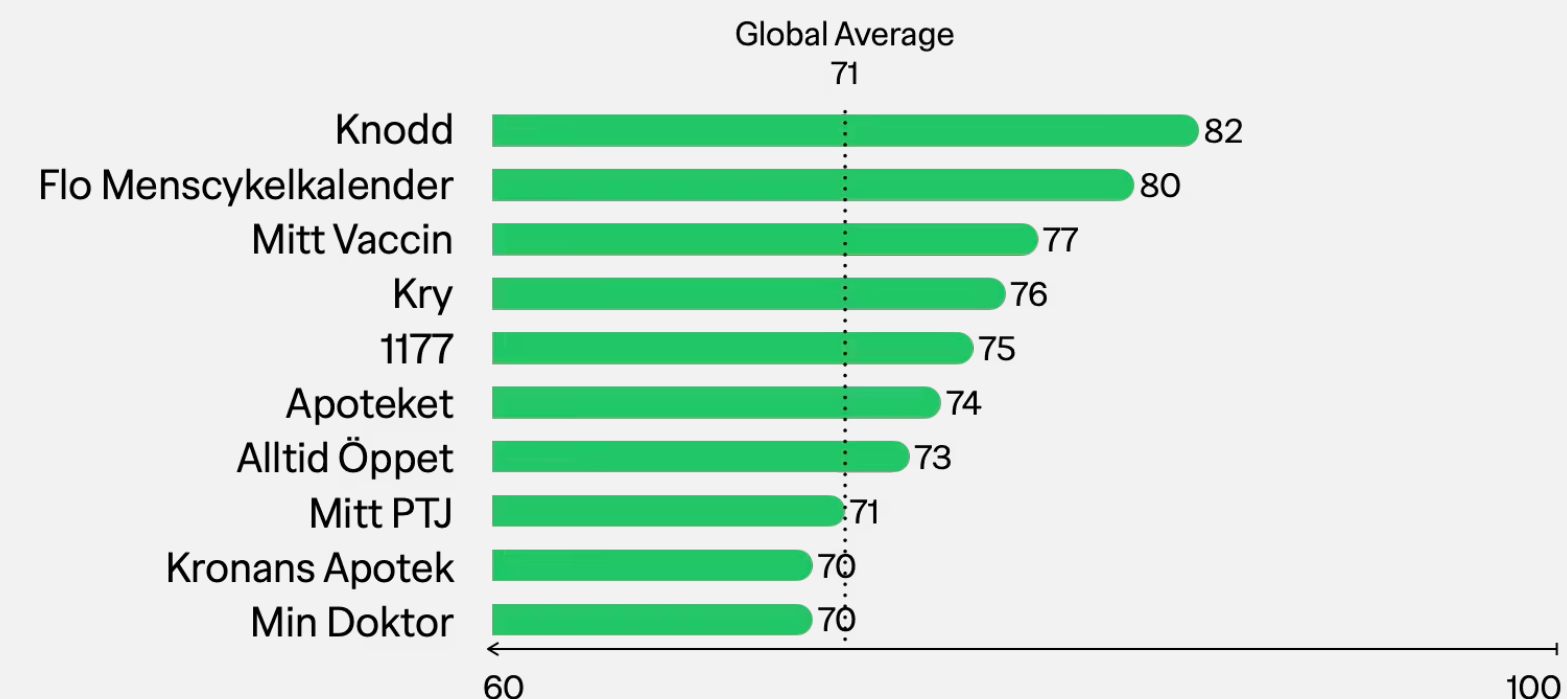
# Medical apps

- **Medical apps are revolutionizing how people access healthcare.** The shift from long wait times for doctor appointments to booking consultations with a tap on your phone highlights a critical change in patient convenience. Apps focusing on women's health is also gaining traction.
- **The most well-regarded medical apps offer reliable information, easy appointment booking, and prescription management,** which are key drivers of satisfaction. These features simplify access to healthcare for users.
- **Many users find notifications helpful** when it comes to reminders for appointments, prescriptions, or health check-ins. Personalized reminders in women's health apps, such as menstrual or reproductive health notifications, are often well-received. They prefer the notifications that are contextual and subtle, primarily focusing on health milestones or urgent updates.
- **Feedback highlights the importance of intuitive navigation,** enabling quick access to health records and consultations, further improving engagement. A dependable, easy-to-use interface fosters trust and encourages continued use.
- **Conversely,** confusing layouts or technical issues lower user satisfaction. For medical apps, delivering relevant information, practical features, and a seamless experience is crucial to keeping users engaged.

## Top 3 Drivers of Success

- 1 Great content
- 2 Reliability
- 3 Relevant notifications

## Top 10 Apps







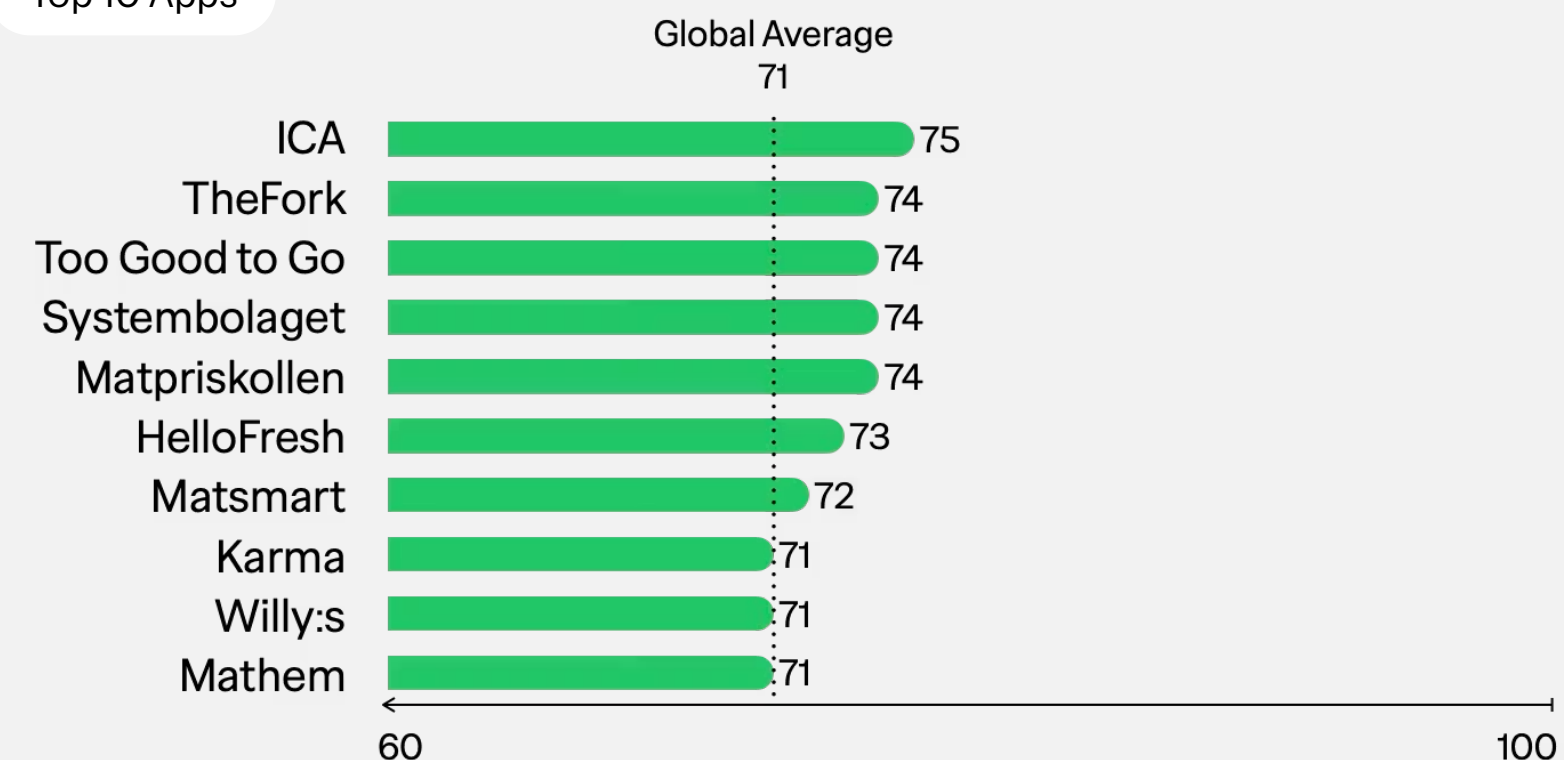
# Food apps

- **Practical tools like price tracking and waste reduction** resonate strongly with users, offering tangible assistance in daily grocery shopping, enhancing satisfaction.
- **Systembolaget's digital success shows how traditional institutions can thrive online**, blending in-store expertise with intuitive, user-friendly online experiences.
- **User-friendly design and clear navigation are essential.** The best apps simplify tasks like grocery shopping with personalized offers, while apps that complicate the process lose users quickly.
- **Convenience-driven features** like quick access to price comparisons and customized deals are key to driving engagement and fostering long-term loyalty.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Smart features**

## Top 10 Apps







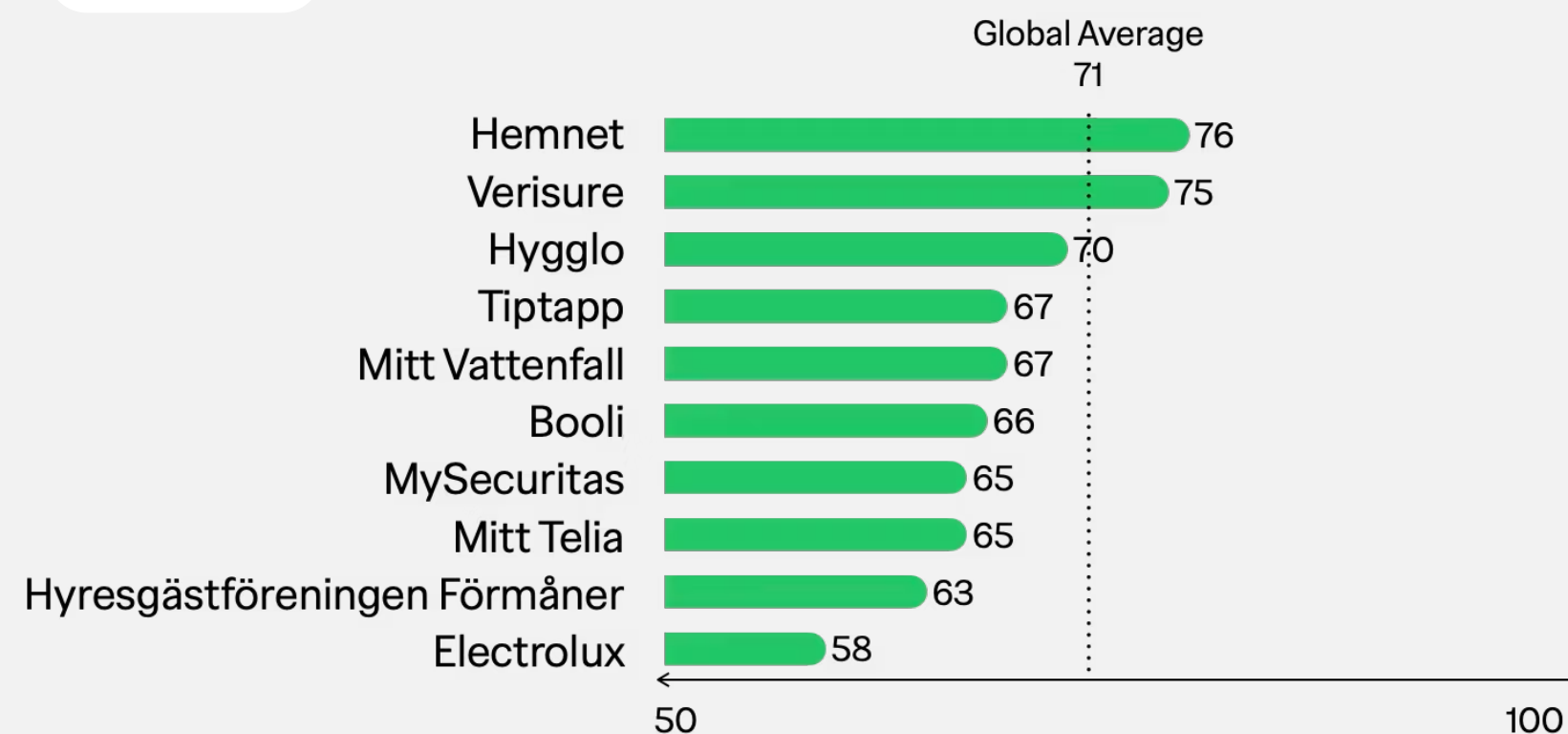
# Home apps

- **Home apps cater to diverse needs**, from security to shared economy platforms. The rise of IoT technology has brought home monitoring and security into more households, making these services widely accessible.
- **Sustainability is a growing trend**, with apps like Hygglo supporting eco-friendly practices, such as renting tools and minimizing waste, aligning with broader trends in car-sharing, shopping and food services.
- **Top apps excel in usability**—whether for property searches or home security. Easy-to-use interfaces and relevant content drive user satisfaction, while apps that lack clear features lose engagement.
- **Success hinges on trust and convenience.** To thrive, home apps must offer practical, user-friendly features, build trust, and deliver relevant notifications.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Easy to use**

## Top 10 Apps





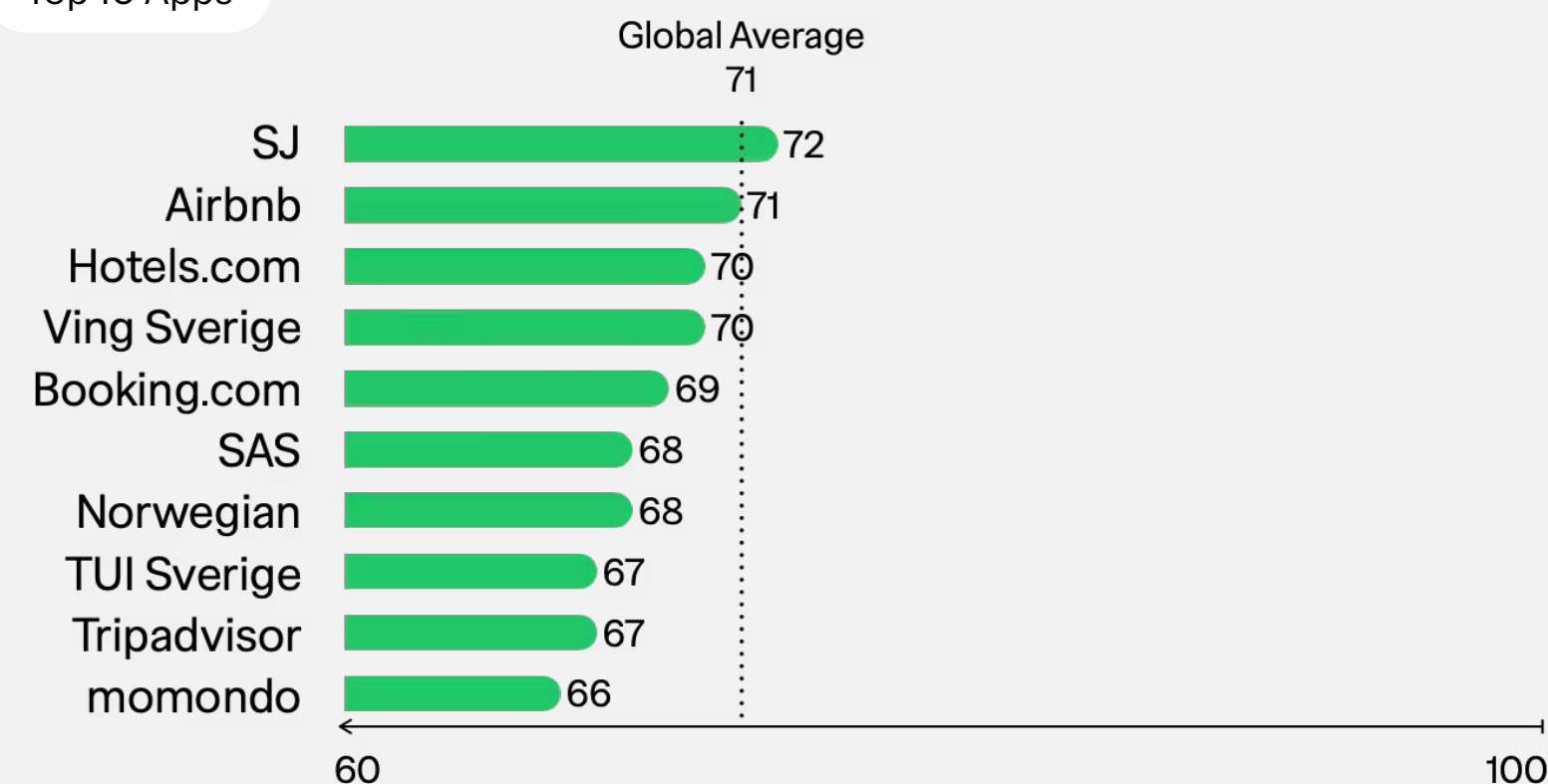
# Travel apps

- **Travel apps are now essential tools for modern journeys.** Smartphones have transformed travel, making it easier to manage bookings, delays, and unexpected changes. Real-time updates empower users, helping them feel confident during their journeys.
- **Rich content builds user trust.** Apps that offer comprehensive and reliable information are highly valued. Whether it's planning, accommodation, or transport, users prioritize apps that make it easy to access essential details.
- **User-friendly design enhances satisfaction.** Seamless navigation and clear communication drive user engagement. Apps with straightforward layouts outperform those with cluttered designs or irrelevant features.
- **Smart features are appreciated, but content is king.** While users value smart features, the most critical factor for satisfaction remains delivering useful content and an effortless experience.

## Top 3 Drivers of Success

- 1 Great content
- 2 Well-designed
- 3 Reliability

## Top 10 Apps





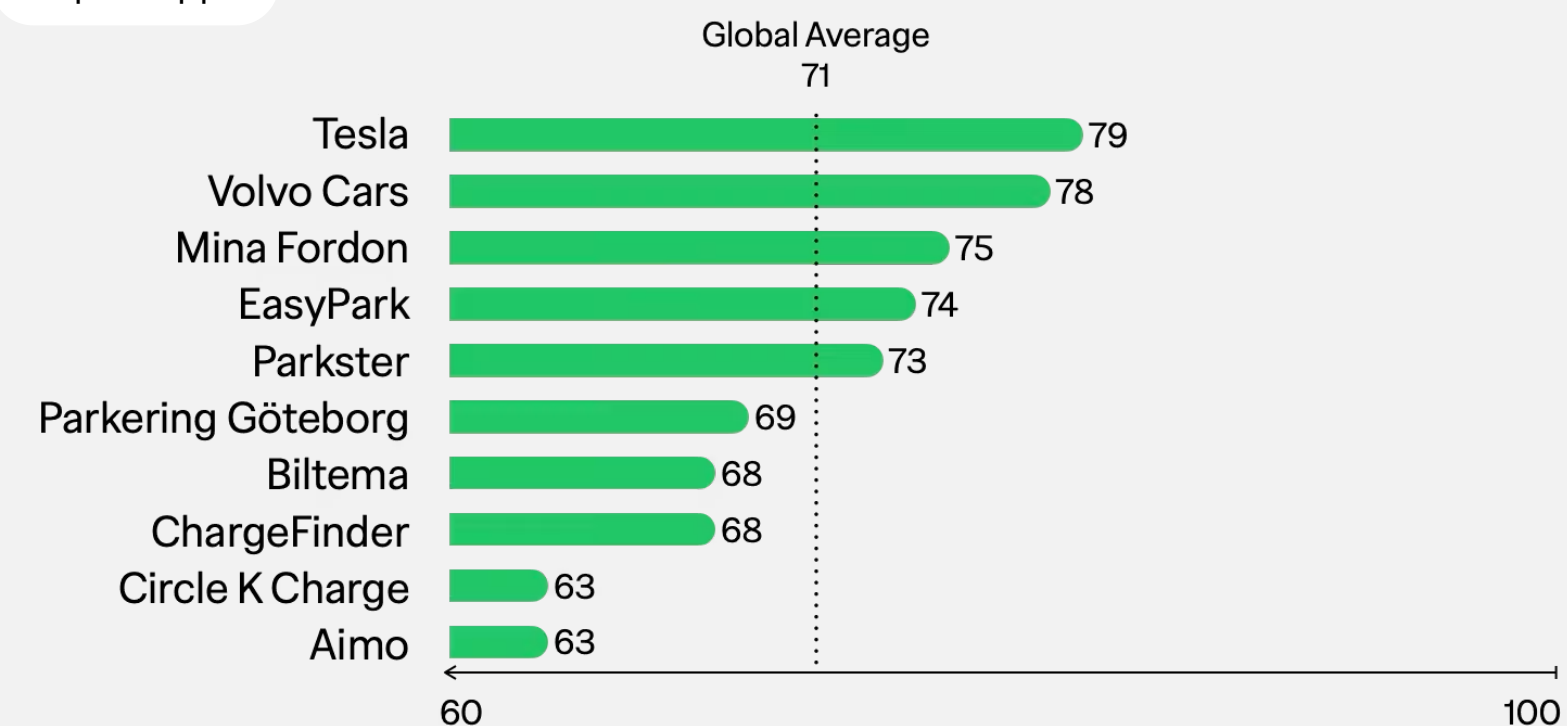
# Car apps

- **With the growth of electric vehicles (EVs) and digitalization, smartphones have become key tools in car management.** From unlocking cars to finding charging stations, users now expect more from these apps. In Sweden, as the EV market expands, the demand and expectations rise.
- **Simplifying Daily Tasks Drives Satisfaction.** Whether tracking vehicle performance, finding parking, or accessing EV charging, users value apps that make these tasks effortless and intuitive. The best-performing apps, such as Tesla and Volvo Cars, enhance the convenience of car management.
- **High-Quality Content Builds Trust.** Accurate, up-to-date information about charging stations, traffic conditions, and vehicle status strengthens user confidence. Apps with clear content, such as ChargeFinder, build long-term user engagement by providing essential, real-time information.
- **User-Friendly Design Matters.** Apps like Volvo Cars and EasyPark are praised for their well-designed, intuitive interfaces that allow quick access to essential features. These apps meet users' expectations, especially when they are managing multiple tasks at once.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Easy to use**

## Top 10 Apps





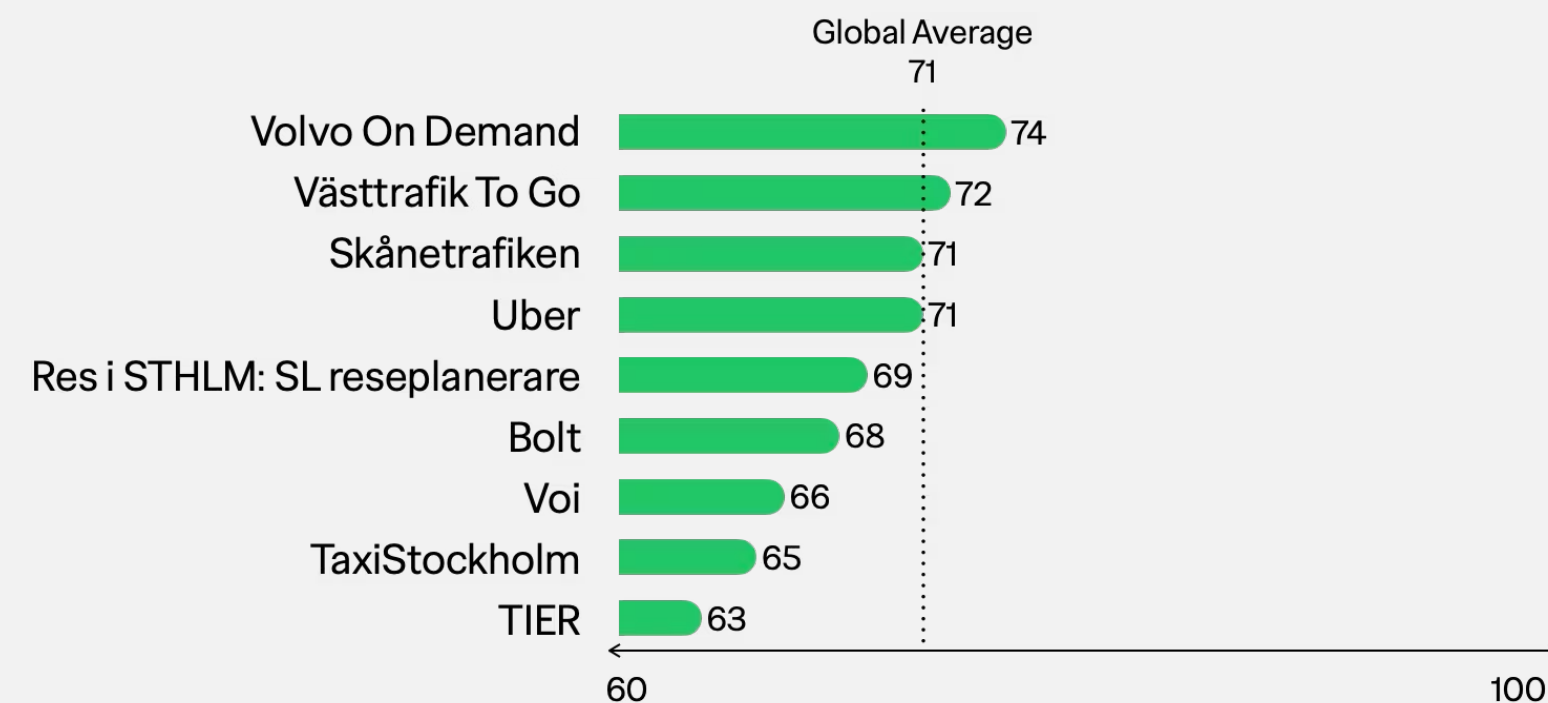
# Mobility apps

- **Mobility apps are reshaping transportation** by simplifying commutes. Whether booking a ride or checking traffic, users value apps that streamline daily routines. The smartphone is at the center of this shift, enabling users to navigate, book rides, and monitor traffic in real-time, simplifying daily commutes across the country.
- **Making life easier stands out as the most influential driver** of high satisfaction. Whether through public transport, cabs, or scooters, users value convenience, especially with budget or alternative transport options.
- **Content quality builds trust.** Accurate, real-time information about routes and traffic ensures users rely on mobility apps. Great content—whether it's navigation updates or transport options—boosts trust and engagement.
- **Design is critical for users on the move.** Users navigating busy environments need apps that are easy to interact with on the go. Whether unlocking a scooter or boarding a bus, intuitive and fast interfaces are critical for ensuring users can complete tasks quickly without distraction.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Well-designed**

## Top 10 Apps





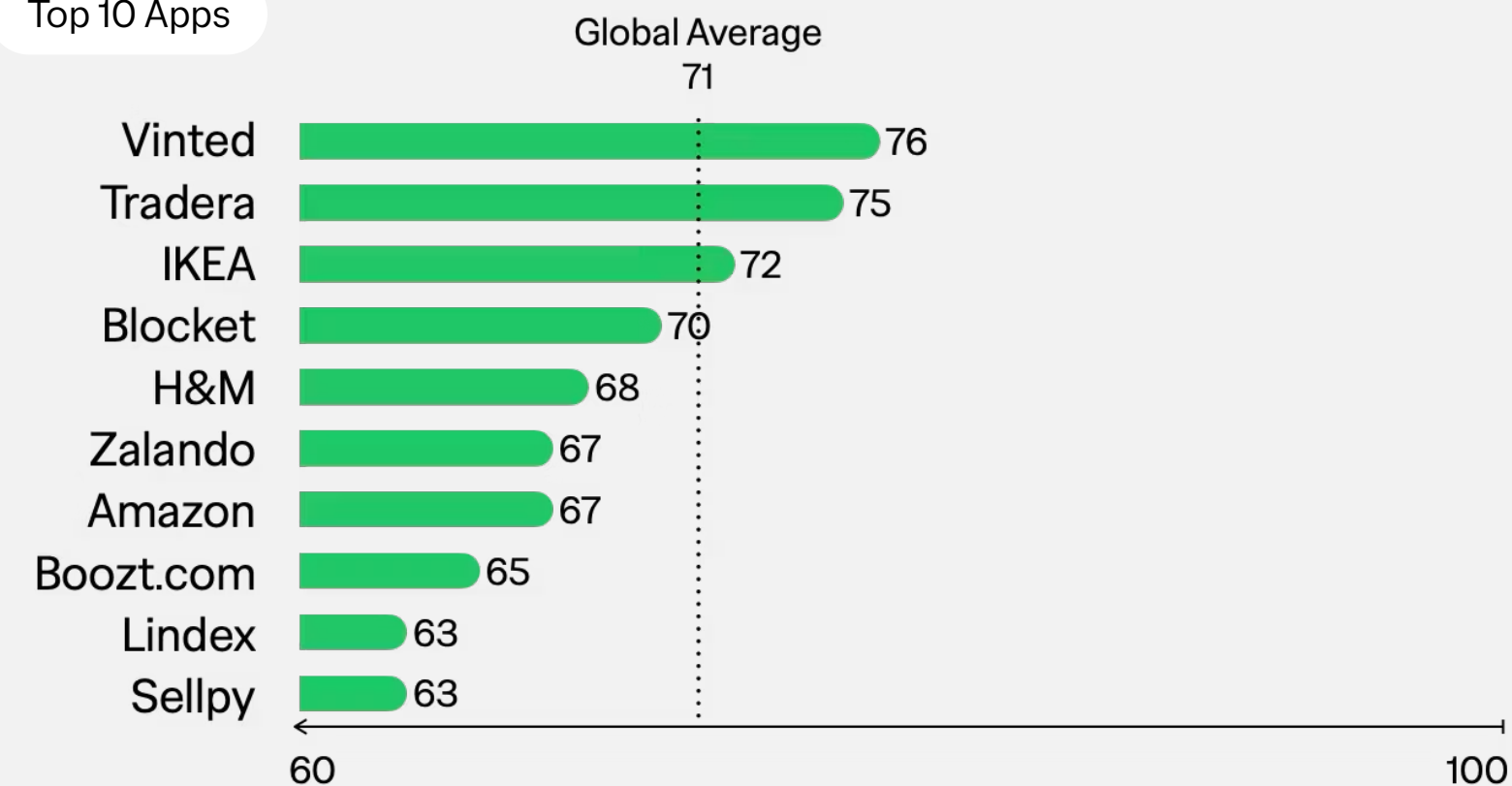
# Shopping apps

- **Second-hand platforms dominate user satisfaction**, reflecting a growing emphasis on sustainability. Apps like Vinted, Tradera and Blocket stand out for making second-hand shopping easier than ever, enabling quick searches that surpass traditional in-store experiences.
- **Smooth and intuitive shopping experience enhances satisfaction.** Shopping apps that prioritize ease of navigation and practical features (e.g., personalized recommendations) score higher in satisfaction.
- **High-quality content strengthens user engagement.** Apps that offer detailed product descriptions and organized content help users make informed decisions. Feedback highlights the importance of accurate and rich product information for keeping users satisfied.
- **Reliable and Trustworthy Performance.** Users appreciate apps that are consistent in delivering what they promise. Feedback frequently highlights apps that are easy to use, with smooth checkouts and minimal crashes. Whether it's seamless navigation or fast deliveries, users value reliability.

## Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Great content**
- 3 **Reliability**

## Top 10 Apps





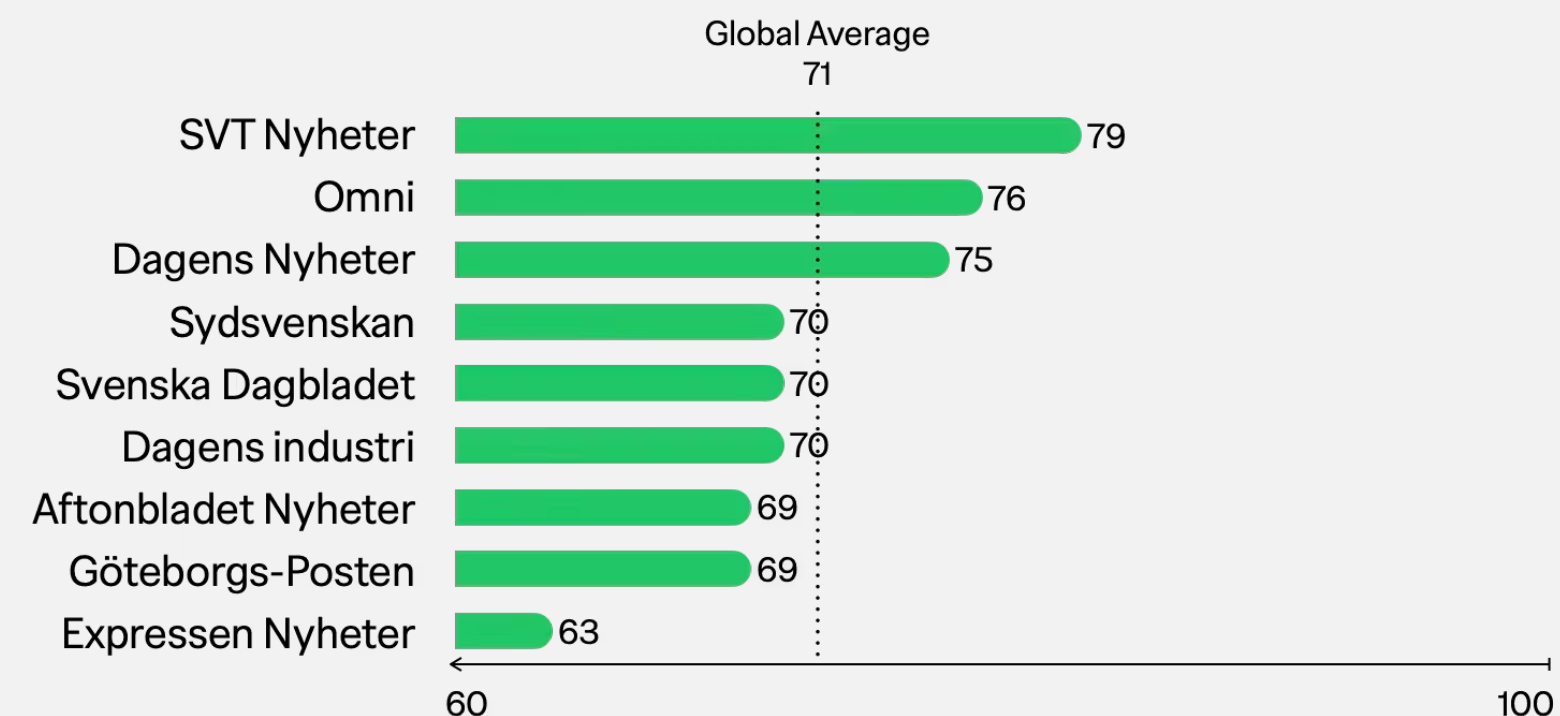
# News apps

- **Sweden is highly digitized.** With widespread smartphone use, mobile news apps are the go-to platform for staying informed. These apps excel in availability and convenience but resonate most with younger generations, indicating a potential need to simplify experiences for older users.
- **Reliability and content drive satisfaction.** Users highly value apps they can trust for accurate, up-to-date news that provides comprehensive, relevant content without sensationalism, increasing satisfaction and engagement.
- **Ease of access boosts satisfaction.** Apps with personalized notifications and intuitive design enhance the user experience.
- **Improvement areas remain.** Reducing ad intrusiveness, limiting paywalls, and improving app stability address user frustrations around ads, crashes, and load times.

## Top 3 Drivers of Success

- 1 Reliability
- 2 Great content
- 3 Makes life easier

## Top 10 Apps







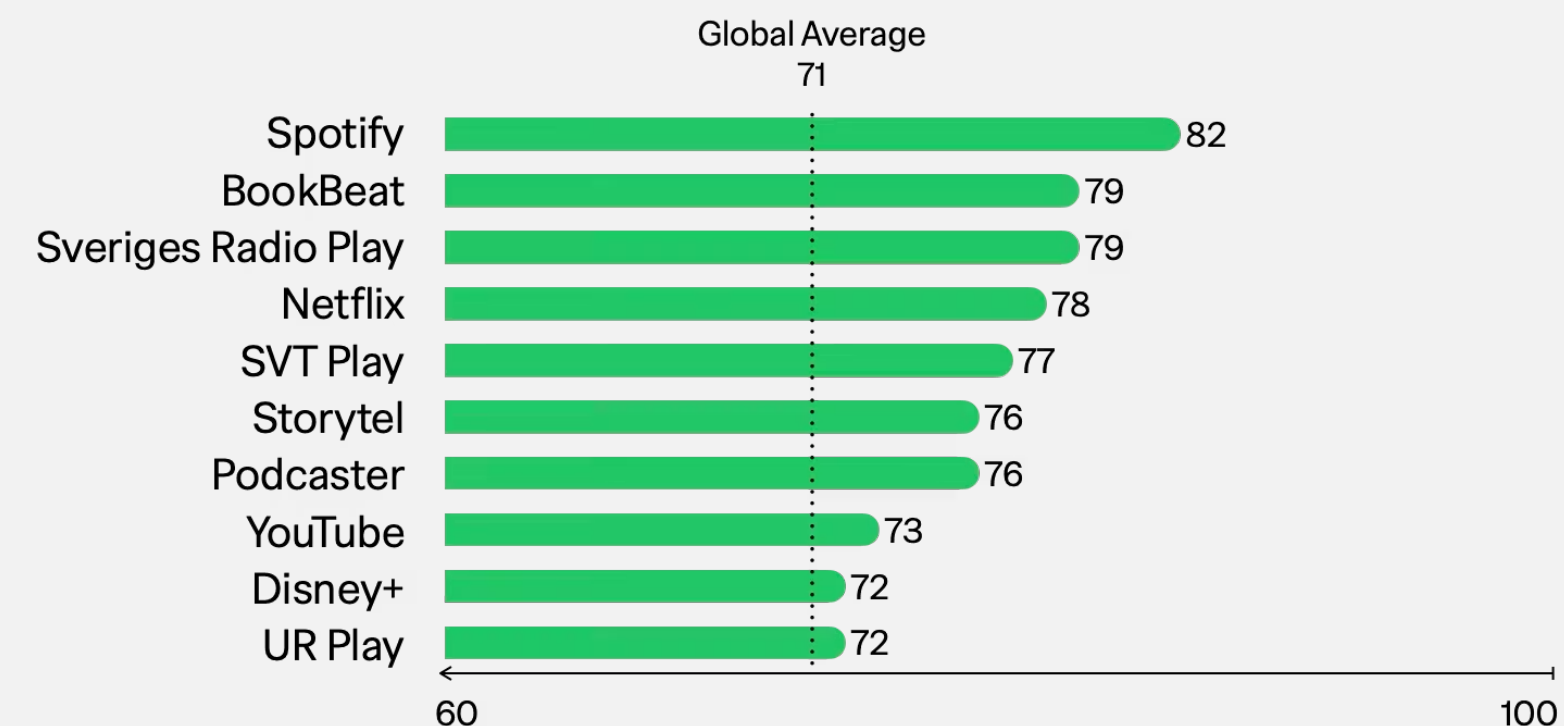
# Entertainment apps

- **As streaming shifts to mobile**, the smartphone becomes central, driving trends toward hyper-personalized experiences, cross-device integration, and immersive technologies. Fueled by 5G and evolving user preferences, this category increasingly relies on mobile devices for both home and on-the-go content consumption.
- **Users show a strong preference for apps that provide rich, engaging content across music, podcasts, and video.** Categories like music streaming and video services thrive by offering diverse libraries and features that seamlessly integrate content access into users' daily routines.
- **Apps that offer intuitive experiences and trustworthy performance are consistently rated higher.** Audio platforms stand out for their reliability, while video apps are praised for their content breadth.
- **In contrast, apps that lack compelling content or struggle with usability see a noticeable drop in engagement.** Top-performing apps make daily life easier through user-friendly interfaces, personalized content recommendations, and features like offline access.

## Top 3 Drivers of Success

- 1 **Great content**
- 2 **Makes life easier**
- 3 **Reliability**

## Top 10 Apps





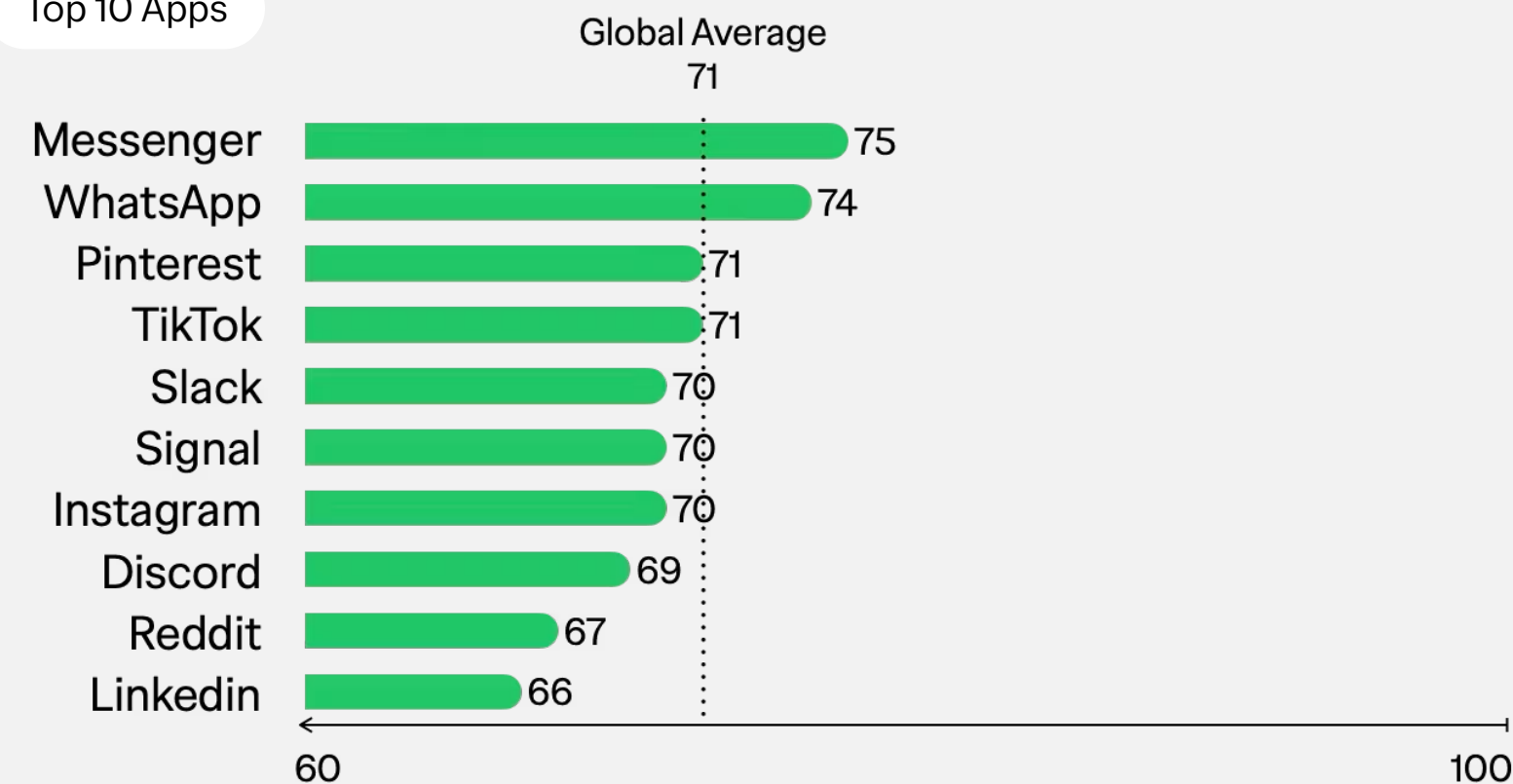
# Social media apps

- **Social media is becoming more complex, as some teenagers are opting for “dumb phones” to disconnect from its grip,** prioritizing real-life interactions over digital distractions.
- **Users often have a love-hate relationship with these platforms,** enjoying the entertainment and connection but struggling with the productivity-killing effects of endless scrolling and notification.
- **Content-driven apps thrive when they offer engaging content, easy navigation, and responsive design.** Trust is especially crucial for communication platforms, with users favoring apps that ensure security.
- **Cluttered designs and excessive ads turn users away,** while apps that balance usability with engaging features foster greater satisfaction and loyalty.

## Top 3 Drivers of Success

- 1 **Great content**
- 2 **Makes life easier**
- 3 **Reliability**

## Top 10 Apps





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# **Customized Analysis**

# Did you not spot your app in this data?

What you see is just the beginning

Our "Base Report" provides a comprehensive overview, but there's much more to explore. Not every single app which has been under study is on display.

We offer tailored analysis to help you dive deeper into the data and uncover valuable insights specific to your needs.

**Reach out to explore how a customised edition** of this report can provide you with the insights needed to drive your business forward.

## Let's start a conversation

Reach out to explore how a customised edition of this report can provide you with the insights needed to drive your business forward.

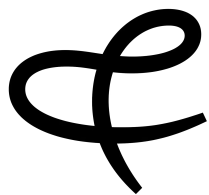


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# Transform insights into exceptional app experiences



This wealth of data is at your disposal to help you better understand your market, your competitors, and your users. Whether you're looking to enhance your product, refine your competitive strategy, or uncover new opportunities, we're here to support you. Unlock additional insights through:

1

### Subcategory Regression Analysis

Understand key drivers of satisfaction within specific subcategories of the market, allowing you to fine-tune your strategy.

2

### Cross-Category Insights

Analyze how your app performs across different categories, offering a holistic view of your position in the market.

3

### 20,000+ Unique User Comments

Leverage in-depth qualitative feedback to gain a nuanced understanding of user sentiment at the app level.



# Limitations of the study

Each study inevitably faces limitations, and our App Pulse study is no exception. We designed its generic model to examine and compare the value drivers of apps across various categories, a strength that nonetheless carries certain restrictions.

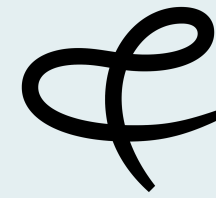
One of these limitations involves our broad category framework which, despite our conscientious efforts, may be overly broad for some apps to fit accurately.

For the app ratings, we found that only 8% of all apps were downloaded by the majority of the participants in the study. As a result, some apps have been rated by a smaller group of users than others.

This could introduce bias as apps with fewer users may be evaluated more favorably or unfavorably compared to those with a larger user base.

To account for these potential discrepancies, we've removed apps with fewer than 20 user ratings from the ranking.

Notwithstanding these limitations, we believe that this study can provide valuable insights into the overall app landscape and how consumers perceive each app's performance.



**Thank you!**