



# 5 Mobile App Forecasts

FOR 2023

Get a Head Start on Your 2023 Strategy Planning.





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data.ai 2023 Predictions

# Global Mobile Market Forecasts

1

**Mobile Ad Spend Set to Hit \$362 Billion** in 2023 as mobile captures share of ad wallet.

2

**Gaming Consumer Spend** to drop to \$107 Billion in 2023.

3

**14 New Apps & Games** to break into the \$2 billion consumer spend club.

4

**Experiential Sectors** Poised for Growth in 2023.

5

20 Years of the App Stores: Time Spent will Surpass **6 Trillion Hours**



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Through our set of mobile growth tools, we give you visibility in a difficult market to find pockets of growth and opportunity through: market sizing, top charts, competitive intelligence & more.

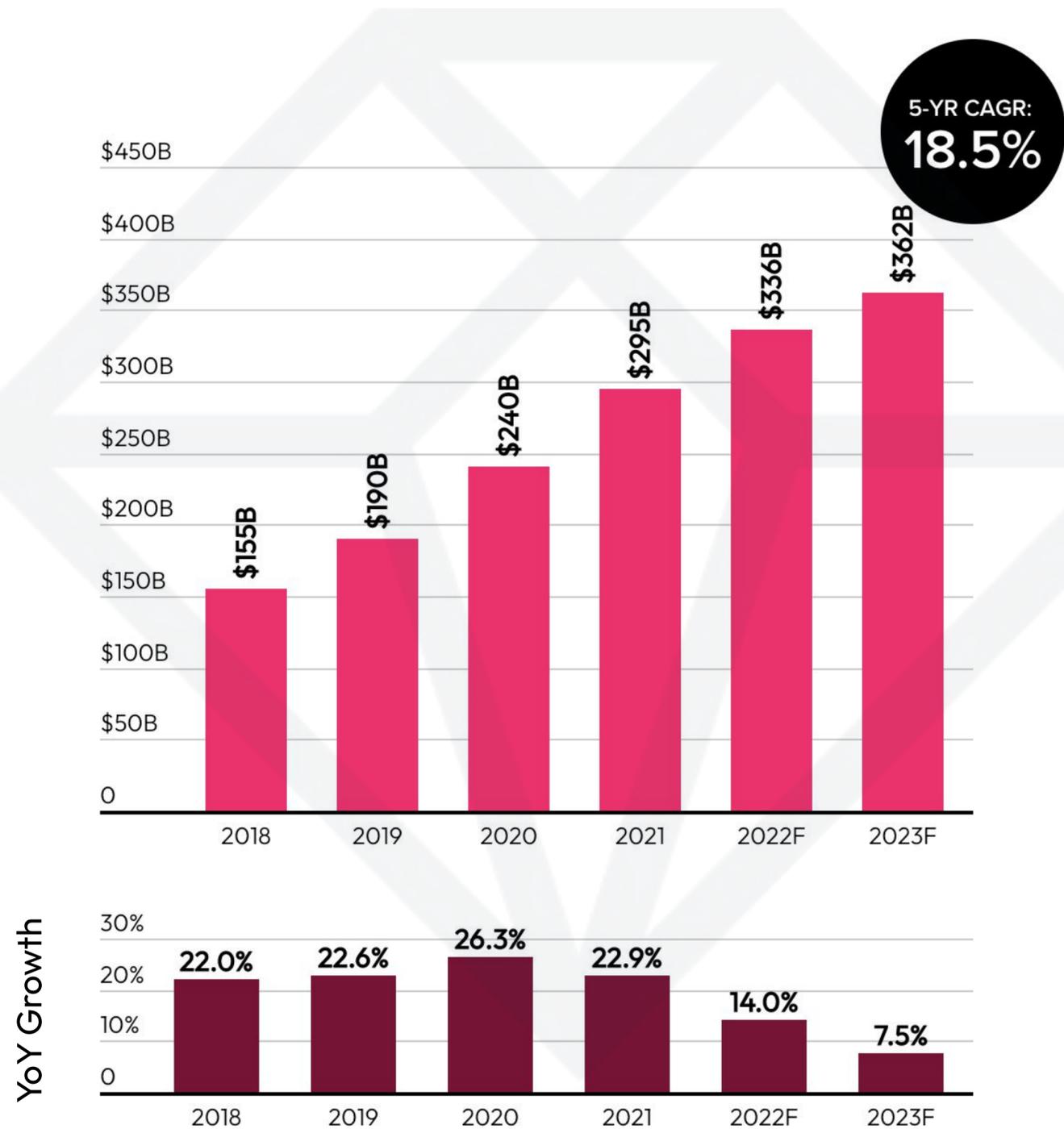


Get a Head Start on Your 2023 Strategic Planning:

# 5 Mobile App Forecasts for 2023



## Global Mobile Ad Spend



### 1 Global Mobile Market Forecast

## In 2023, global Mobile Ad Spend will reach \$362 Billion

- Mobile will take over share of advertising wallet as more time than ever before is spent in apps, with total hours on track to surpass 4 trillion on Android phones alone in 2022. However, growth of ad spend will slow in the face of economic headwinds.
- Midterm elections and tentpole sports events — Beijing Winter Olympics and FIFA World Cup — set to sustain high spend in 2022.
- Despite headwinds for social networking sites, Short Video apps are expected to drive ad spend.
- Spend in brand advertising will help bolster the effects of dipping spend on performance marketing in the face of tightened marketing budgets.



## Mobile Gaming Consumer Spend



Source: data.ai Intelligence Note: iOS, Google Play and Third-Party Android Stores in China; Spend is gross — inclusive of any percent taken by the app stores

## 2 Global Mobile Market Forecast

# Economic Headwinds & Privacy Regulations Set to Dampen Mobile Gaming Spend in 2022 and 2023

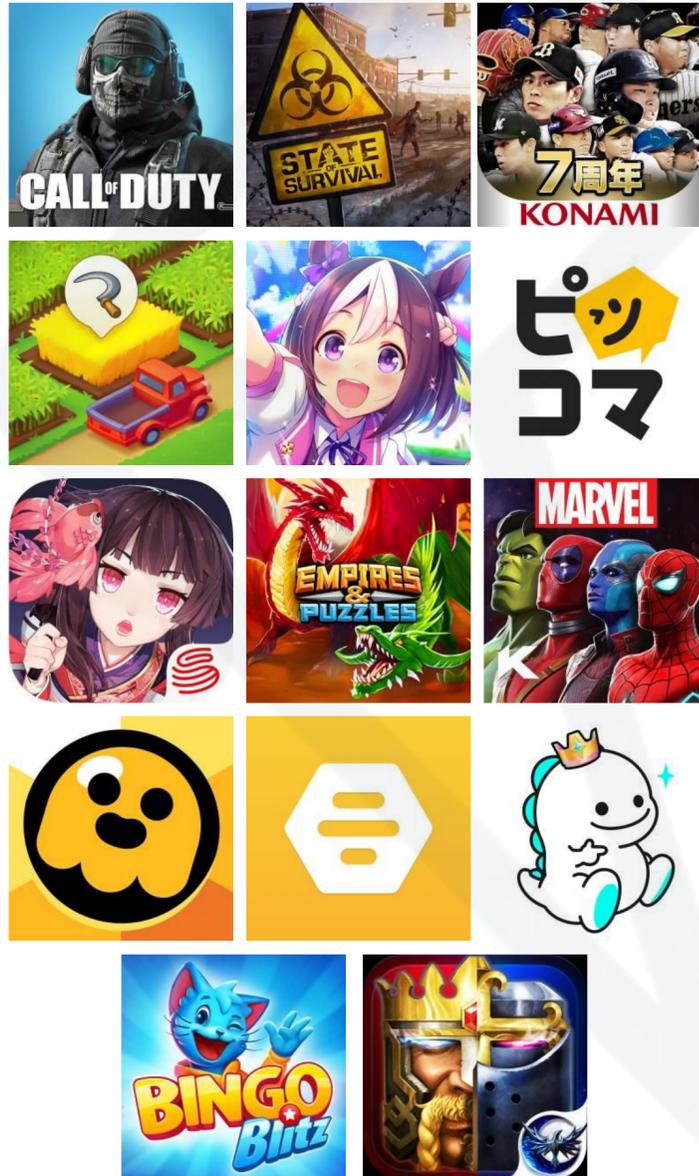
- Consumer spend in mobile gaming is set to drop -5% in 2022 to \$110 billion from the consumer squeeze due to the economic downturn.
- Spend in 2023F set to drop 3% year on year to \$107 billion.
- Spending on games has [historically been resilient](#) during economic downturns. However, IDFA, Google's upcoming privacy changes and a crackdown on fingerprinting is set to impact UA in 2023: making it harder to target spending 'whales' and therefore more difficult to monetize through in-app purchases.



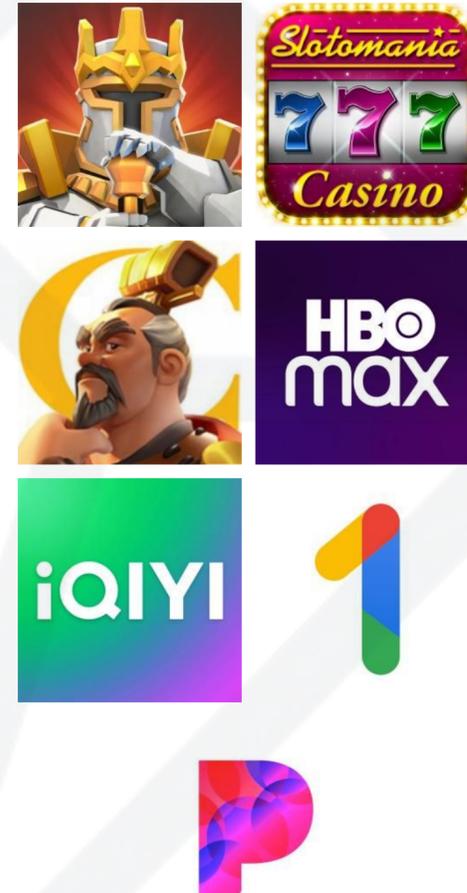
## \$2 Billion Consumer Spend Club Milestones in 2023F

Lifetime Consumer Spend | iOS & Google Play Combined

### \$2 Billion Lifetime Consumer Spend



### \$3 Billion Lifetime Consumer Spend



### 3 Global Mobile Market Forecast

## 14 More Titles Will Join the Coveted \$2 Billion App Club in 2023

- 11 of the 14 titles set to surpass \$2 billion in app store consumer spend will be games.
- [Uma Musume Pretty Derby](#) is set to be among the fastest mobile games ever to hit the \$2 billion threshold — only 2 years after its initial launch. Spend is primarily driven by Japan. As of November 2022, the title is only available in 5 markets: Japan, South Korea, Taiwan market, Hong Kong market and Macau market.
- In 2023, 7 apps and games will join the \$3 billion app club.
- [HBO Max](#) and [iQIYI](#) will join [Disney+](#), [Netflix](#), [Youtube](#) and [TikTok](#) in the \$3 billion consumer spend club for video streaming and short video apps. More than ever, consumers are turning to video content on their phones for entertainment.

Source: data.ai Intelligence Note: iOS and Google Play combined; China is iOS only; Apps and Games with at least \$2 billion lifetime consumer spend as of Nov 17, 2022. Call of Duty: Mobile, State of Survival, Township and Uma Musume Pretty Derby are set to hit \$2 Billion downloads before the end of 2022



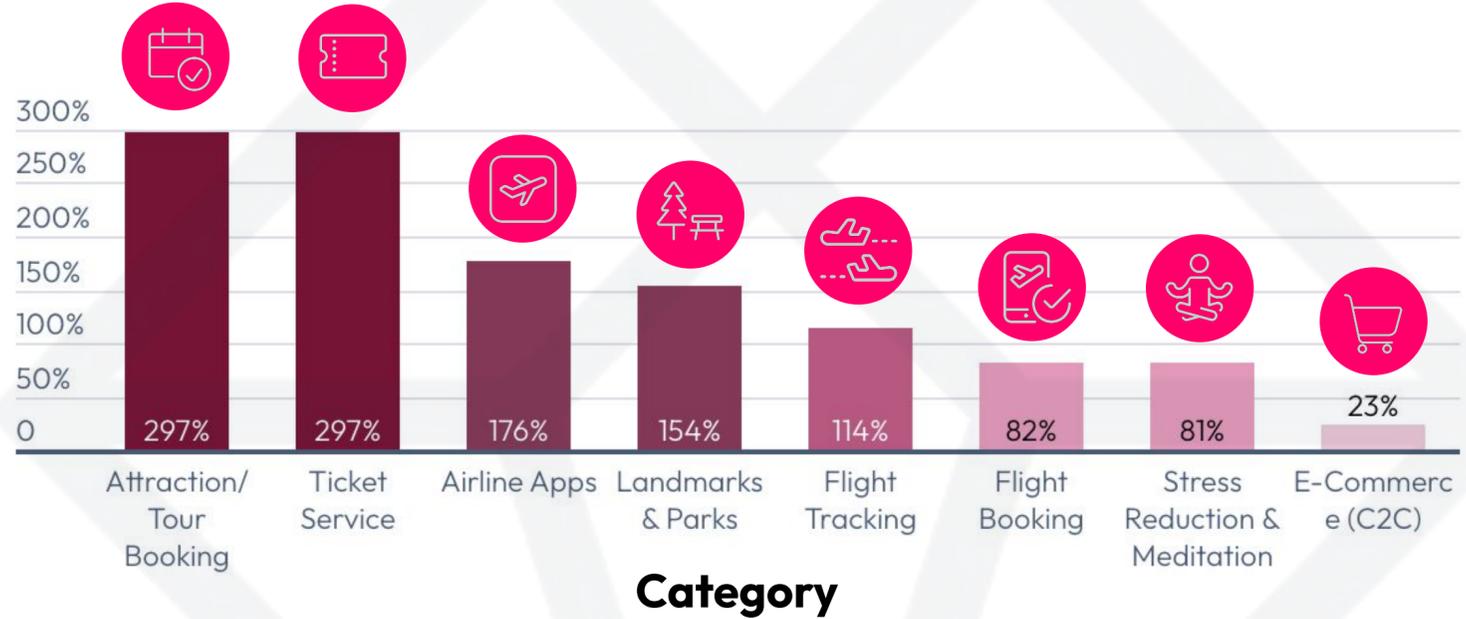
## 4 Global Mobile Market Forecast

# IRL: In 2023, Retail Dollars Will Migrate to Experiences: Travel, Events, Sports & Meditation

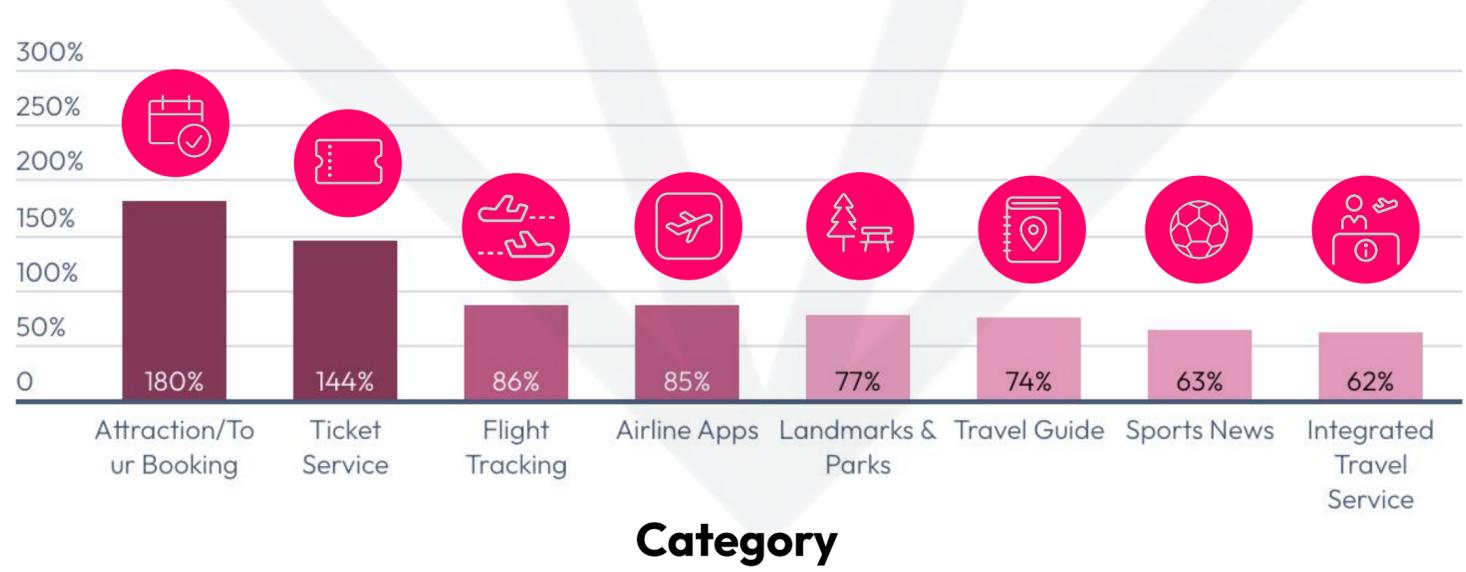
- Mobile shopping hit an [all-time high](#) on Black Friday 2022 — accounting for nearly 50% of all sales among the top 100 internet retailers in the US. Shopify [reported](#) mobile accounted for 73% of global sales for smaller merchants and DTC (direct to consumer) brands.
- With mobile commerce paving the way, consumers will shift share of wallet from goods to consumables and experiences as discretionary income feels the squeeze amidst layoffs and rising cost of living.
- **Travel** will continue to command share of wallet in the ‘post-covid’ normalization. **Live events** like concerts and shows will take priority over in-home items. **Live sports** will capture attention — both in-person and on-screen.
- Usage of **meditation** apps set to grow in 2023: consumers will prioritize an experience of calm and stress reduction amidst a stressful economy.

**Categories Poised for Growth in 2023**  
Based on YoY Growth Jan - Sept 2022, Worldwide  
Powered by App IQ

Engagement: Hours



Demand: Downloads

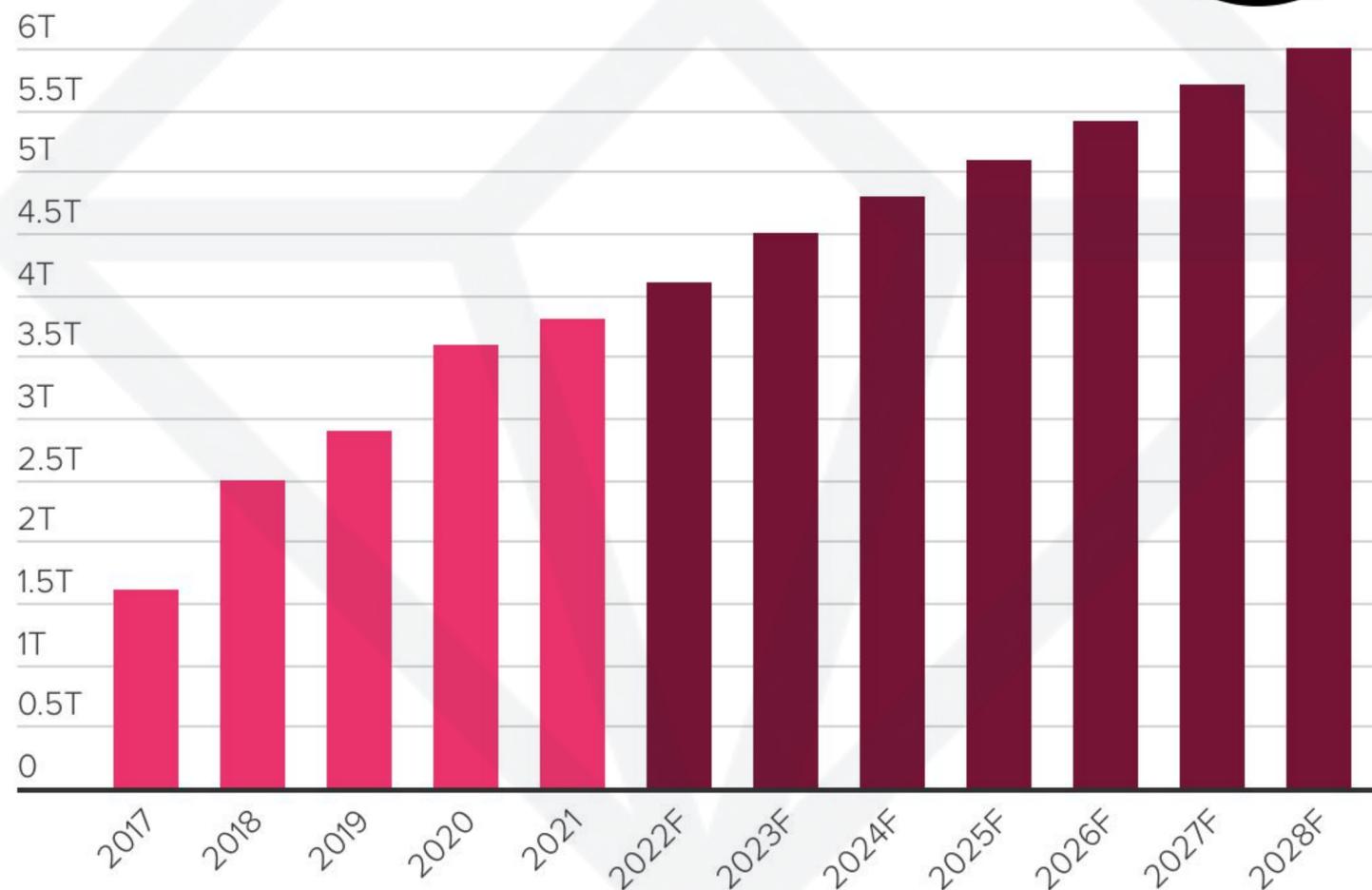


Source: data.ai Intelligence  
Note: Downloads across iOS and Google Play combined; China is iOS only; Total Hours on Android phones



## Global Hours Spent on Mobile

5-YR CAGR:  
**6%**



Source: data.ai Intelligence Note: Android phones

## 5 Global Mobile Market Forecast

# 20 Years of the App Stores: In 2028, Mobile Time Spend Will Surpass 6 Trillion Hours

- Mobile-centricity, advances in connected technology, expansion of casual and core gaming, 5G rollout, demand for digital connection, self expression and deepening personalization of apps will fuel sustained growth in time spent.
- Video streaming and user generated content (UGC) will continue to fuel growth in the next 6 years.
- Third-Party Android Stores China will remain the largest mobile market for time spent. LATAM, SEA and MENA will drive growth in engagement.



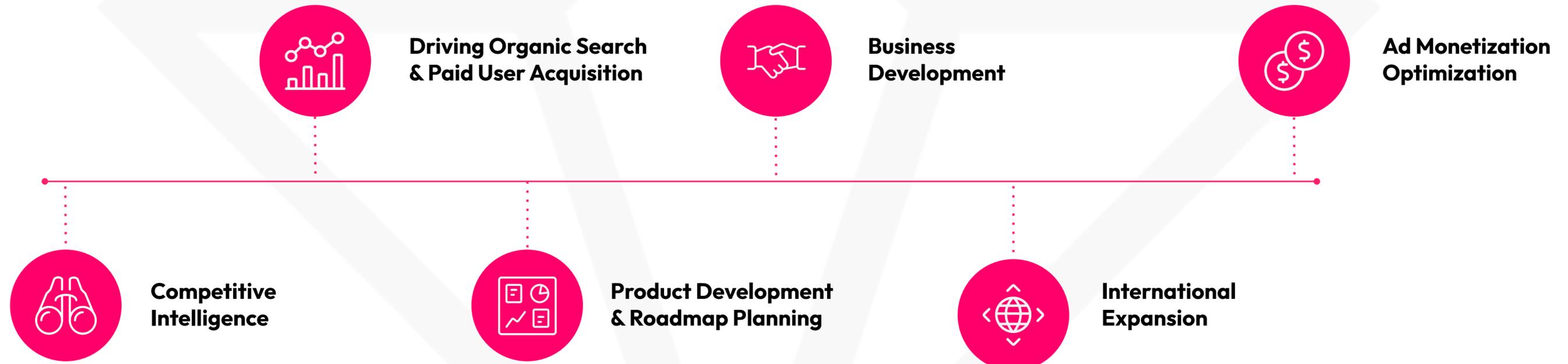
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