

300,000 APPS

APP STORE STATISTICS

By App of the Day™

(and counting)

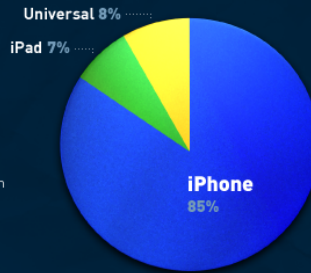


◀ FREEDOM

Free apps make up one-third of the App Store. 50% of all apps are between \$0.99 and \$2.99, and only 1% are \$24.99 or more.

PLATFORM ▶

It's no surprise that most apps are still iPhone-only, but it's interesting to note that there are more universal apps than iPad-only apps.

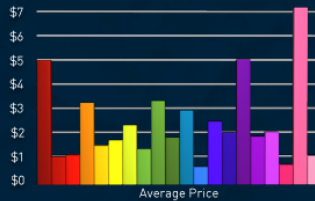


◀ CATEGORY DISTRIBUTION

There are about 50,000 apps in the books category alone—almost 7,000 of which come from just one developer.

PRICES ▶

Average prices vary greatly from category to category. Medical has low saturation of apps, so high-priced outliers influence its average. Only 11% of Books apps are free, compared to 65% of News apps.



Books	Utilities	Business	Photography
Games	Travel	News	Finance
Entertainment	Music	Productivity	Social Networking
Education	Reference	Healthcare & Fitness	Medical
Lifestyle	Sports	Navigation	Weather

\$2.43

Average price of all apps



Average rating of all apps

62,126

Number of unique developers



Only app with 1,000,000+ ratings