



# Worldwide and U.S. Download Leaders 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.



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# 10 Most Downloaded Apps in 2021

Worldwide

#1	 TikTok 656M (-22.8%)	#6	 Snapchat 327M (16%)
#2	 Instagram 545M (8%)	#7	 Zoom 300M (-37.1%)
#3	 Facebook 416M (-23%)	#8	 Messenger 268M (-33.7%)
#4	 WhatsApp 395M (-34.2%)	#9	 CapCut 255M (230%)
#5	 Telegram 329M (29%)	#10	 Spotify 203M (4%)

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# 10 Most Downloaded Apps in 2021

United States

#1	 TikTok 94M (6%)	#6	 Messenger 51M (-17.3%)
#2	 Instagram 64M (3%)	#7	 Facebook 47.3M (-10.8%)
#3	 Snapchat 56M (10%)	#8	 WhatsApp 47.2M (5%)
#4	 Cash App 56M (8%)	#9	 YouTube 47M (18%)
#5	 ZOOM 52M (-35.8%)	#10	 HBO Max 45M (97%)

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# Games 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Games in 2021

Worldwide

#1	 Subway Surfers 191M (-15.9%)	#6	 Hair Challenge 138M (New in '21)
#2	 Roblox 182M (15%)	#7	 Join Clash 136M (-8.7%)
#3	 Bridge Race 169M (New in '21)	#8	 8 Ball Pool 130M (4%)
#4	 Garena Free Fire - New Age 154M (-29.4%)	#9	 Ludo King 125M (5%)
#5	 Among Us 152M (-42.4%)	#10	 Candy Crush Saga 119M (-1.7%)

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# 10 Most Downloaded Games in 2021

United States

#1	 Roblox 42M (5%)	#6	 High Heels! 25M (New in '21)
#2	 Project Makeover 33M (355%)	#7	 Magic Tiles 3 23M (13%)
#3	 Among Us 32M (-22%)	#8	 Wordscapes 22.7M (29%)
#4	 Subway Surfers 31M (0%)	#9	 Paper Fold 21M (New in '21)
#5	 Bridge Race 26M (New in '21)	#10	 Call of Duty Mobile 20.7M (-28.6%)

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# Entertainment Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Entertainment Apps in 2021

Worldwide

#1	 Netflix 173M (-22.4%)	#6	 YouTube Kids 91M (-3.2%)
#2	 YouTube 166M (-2.4%)	#7	 HBO Max 73M (219%)
#3	 Google Play Games 131M (-13%)	#8	 Twitch 69M (-10.2%)
#4	 Disney+ 126M (24%)	#9	 Hotstar 56M (-9.7%)
#5	 Amazon Prime Video 120M (-7.7%)	#10	 Pluto TV 54M (50%)

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# 10 Most Downloaded Entertainment Apps in 2021

United States

#1	 HBO Max 46M (101%)	#6	 Tubi 28M (12%)
#2	 Netflix 38M (-15%)	#7	 Roku 26M (13%)
#3	 Disney+ 37M (-18%)	#8	 Amazon Prime Video 25M (-7.4%)
#4	 Peacock TV 30M (168%)	#9	 Twitch 18M (-10%)
#5	 Hulu 29M (-6.5%)	#10	 discovery+ 16M (New in '21)

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# Shopping Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Shopping Apps in 2021

Worldwide

#1	 <b>Shopee</b> 203M (46%)	#6	 <b>AliExpress</b> 84M (6%)
#2	 <b>SHEIN</b> 190M (70%)	#7	 <b>Wish</b> 72M (-47.8%)
#3	 <b>Meesho</b> 153M (744%)	#8	 <b>Pinduoduo</b> 67.4M (-25.1%)
#4	 <b>Amazon Shopping</b> 148M (-12.4%)	#9	 <b>Lazada</b> 67.1M (-2.8%)
#5	 <b>Flipkart</b> 93M (29%)	#10	 <b>Alibaba</b> 62M (48%)

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# 10 Most Downloaded Shopping Apps in 2021

United States

#1	 Amazon 40M (-2.4%)	#6	 Nike 16.8M (11%)
#2	 SHEIN 32M (68%)	#7	 Fetch Rewards 15.9M (25%)
#3	 Shop 30M (11%)	#8	 eBay 15.8M (-21%)
#4	 Walmart 27M (-20.6%)	#9	 Wish 14M (-53.3%)
#5	 OfferUp 17M (-22.7%)	#10	 Klarna 13.7M (63%)

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# Social Networking Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Social Network Apps in 2021

Worldwide

#1	 TikTok 656M (-22.8%)	#6	 Twitter 171M (44%)
#2	 Instagram 545M (8%)	#7	 MX TakaTak 128M (97%)
#3	 Facebook 416M (-23%)	#8	 Discord 121M (-14.2%)
#4	 WhatsApp 395M (-34.2%)	#9	 WeChat 109.4M (26%)
#5	 Snapchat 327M (16%)	#10	 Josh 111M (91%)

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# 10 Most Downloaded Social Network Apps in 2021

United States

#1	 TikTok 94M (6%)	#6	 Twitter 27M (0%)
#2	 Instagram 64M (3%)	#7	 Reddit 25M (32%)
#3	 Snapchat 56M (10%)	#8	 Bigo Live 11M (-8.3%)
#4	 Facebook 47M (-10.8%)	#9	 Likee 8.2M (-48.4%)
#5	 Discord 32M (1%)	#10	 IMVU 7.2M (6%)

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# Food & Dining Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Food & Drink Apps in 2021

Worldwide

#1	 McDonald's 116M (42%)	#6	 Zomato 27M (35%)
#2	 Uber Eats 72M (-12.2%)	#7	 Meituan Takeaway 26.7M (74%)
#3	 DoorDash 43M (-2%)	#8	 Domino's 24M (-3.2%)
#4	 Starbucks 30M (7%)	#9	 Grab 23M (-28.6%)
#5	 foodpanda 28M (-20%)	#10	 Too Good To Go 21M (59%)

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# 10 Most Downloaded Food & Drink Apps in 2021

United States

#1	 DoorDash 37M (-5.1%)	#6	 Starbucks 12.4M (-4.6%)
#2	 McDonald's 24M (33%)	#7	 Instacart 11M (-4.3%)
#3	 Uber Eats 21M (5%)	#8	 Domino's Pizza 10.2M (4%)
#4	 Yelp 12.7M (9%)	#9	 Chick-fil-A 9.7M (-27.6%)
#5	 Grubhub 12.5M (-21.9%)	#10	 Taco Bell 7.9M (5%)

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# 10 Most Downloaded QSR Apps in 2021

United States

#1	 McDonald's 24M (33%)	#6	 Dunkin' 7.2M (9%)
#2	 Starbucks 12M (-4.6%)	#7	 Pizza Hut 6.6M (-1.5%)
#3	 Domino's 10M (4%)	#8	 Wendy's 6.5M (18%)
#4	 Chick-fil-A 9.7M (-27.6%)	#9	 Burger King 6.4M (-26.4%)
#5	 Taco Bell 7.8M (5%)	#10	 Subway 6.2M (-30.3%)

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# Travel Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Travel Apps in 2021

Worldwide

#1	 Google Maps 106M (21%)	#6	 DiDi 27M (33%)
#2	 Uber 94M (-1%)	#7	 Bolt 25M (77%)
#3	 Booking.com 63M (26%)	#8	 Lyft 23.3M (-2.9%)
#4	 Google Earth 57M (-6.6%)	#9	 Where is my Train 23.1M (3%)
#5	 Airbnb 44M (5%)	#10	 Grab 23M (-28.5%)

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# 10 Most Downloaded Travel Apps in 2021

United States

#1	 Uber 31M (3%)	#6	 Booking.com 11M (29%)
#2	 Google Maps 27M (35%)	#7	 Vrbo 10M (2%)
#3	 Lyft 20M (-9%)	#8	 Google Earth 9.9M (-29.3%)
#4	 Hopper 15M (183%)	#9	 Expedia 8.9M (31%)
#5	 Airbnb 12M (-7.7%)	#10	 American Airlines 8.5M (31%)

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# 10 Most Downloaded OTA Apps in 2021

Worldwide

#1	 Booking.com 63M (26%)	#6	 Vrbo 13.4M (19%)
#2	 Airbnb 44M (5%)	#7	 Trivago 13M (-7.8%)
#3	 Hopper 19M (174%)	#8	 Hotels.com 12M (-14.9%)
#4	 Expedia 15M (17%)	#9	 OYO 12M (-20%)
#5	 Agoda 14M (3%)	#10	 Tripadvisor 9.7M (-23.6%)

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# 10 Most Downloaded OTA Apps in 2021

United States

#1	 Hopper 15M (183%)	#6	 Priceline 4.4M (0%)
#2	 Airbnb 12M (-7.7%)	#7	 Hotels.com 3.8M (6%)
#3	 Booking.com 11M (29%)	#8	 Travelocity 2.5M (14%)
#4	 Vrbo 10M (2%)	#9	 Orbitz 2.2M (47%)
#5	 Expedia 8.9M (31%)	#10	 Hotwire 1.8M (39%)

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# Fintech Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Crypto Apps in 2021

Worldwide

#1	 <b>Binance</b> 64M (1291%)	#6	 <b>Coinbase Wallet</b> 7.9M (339%)
#2	 <b>Crypto.com</b> 41M (645%)	#7	 <b>CoinMarketCap</b> 7.8M (524%)
#3	 <b>Coinbase</b> 40M (406%)	#8	 <b>CoinSwitch</b> 7.6M (1420%)
#4	 <b>Trust</b> 16M (332%)	#9	 <b>Voyager</b> 6M (2253%)
#5	 <b>eToro</b> 8M (95%)	#10	 <b>BtcTurk</b> 4.8M (353%)

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# 10 Most Downloaded Remittance Apps in 2021

Worldwide

#1	 PayPal 106M (17%)	#6	 Paytm 37M (11%)
#2	 Google Pay 82M (-7.9%)	#7	 Venmo 31M (-3.1%)
#3	 PhonePe 79M (41%)	#8	 Zelle 17M (15%)
#4	 Alipay 68M (31%)	#9	 Western Union 12M (23%)
#5	 Cash App 57M (6%)	#10	 Remitly 5M (4%)

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# 10 Most Downloaded Banking Apps in 2021

United States

#1	 Chime 12.8M (16%)	#6	 Current 6M (67%)
#2	 Capital One 12.7M (30%)	#7	 Truist 5M (New in '21)
#3	 Chase 11M (10%)	#8	 Citi 4.7M (24%)
#4	 Bank of America 9.1M (-6.2%)	#9	 Albert 4.6M (-6.1%)
#5	 Wells Fargo 8.5M (8%)	#10	 Varo 4.4M (529%)

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# Music & Audio Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Music & Audio Apps in 2021

Worldwide

#1	 Spotify 203M (-3.8%)	#6	 SoundCloud 52M (-8.8%)
#2	 Resso 85M (173%)	#7	 Amazon Music 44M (-13.7%)
#3	 YouTube Music 79M (-43%)	#8	 Wynk Music 38.2M (17%)
#4	 StarMaker 76M (42%)	#9	 Music Player 38M (153%)
#5	 Shazam 75M (-2.6%)	#10	 JioSaavn 35M (1%)

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# 10 Most Downloaded Music & Audio Apps in 2021

United States

#1	 Spotify 40M (5%)	#6	 Shazam 12.5M (28%)
#2	 Pandora 22M (-15.4%)	#7	 Amazon Music 11M (-21.4%)
#3	 SoundCloud 19M (6%)	#8	 SiriusXM 9M (0%)
#4	 YouTube Music 16M (-36%)	#9	 Musi 8.2M (14%)
#5	 iHeart 12.5M (25%)	#10	 Audiomack 8M (0%)

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# Health & Fitness Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Health & Fitness Apps in 2021

Worldwide

#1	 Flo Ovulation & Period Tracker 35.8M (12%)	#6	 Calm 24.9M (-24.5%)
#2	 Mi Fit 35.8M (-12.7%)	#7	 Muscle Booster 22.8M (-5%)
#3	 Home Workout - No Equipment 33M (-18%)	#8	 e-Nabız 22.8M (109%)
#4	 Six Pack in 30 Days 28M (0%)	#9	 Strava 22.4M (-10.4%)
#5	 Lose Weight for Women 27.9M (-22.5%)	#10	 MyFitnessPal 22.1M (-3.9%)

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# 10 Most Downloaded Health & Fitness Apps in 2021

United States

#1	 Planet Fitness 15M (154%)	#6	 AllTrails 6.4M (2%)
#2	 Calm 11M (-31.3%)	#7	 Headspace 5.7M (-19.7%)
#3	 MyFitnessPal 7.9M (10%)	#8	 Muscle Booster 5.1M (6%)
#4	 Flo Ovulation & Period Tracker 7.5M (6%)	#9	 Home Workout - No Equipment 5M (-12.3%)
#5	 Fitbit 7.2M (-24.2%)	#10	 Fabulous 4.1M (86%)

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# Dating Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Dating Apps in 2021

Worldwide

#1	 <b>Tinder</b> 67M (-9.5%)	#6	 <b>Grindr</b> 12M (-22.6%)
#2	 <b>Badoo</b> 35M (-20.5%)	#7	 <b>Plenty of Fish</b> 11.3M (-5.8%)
#3	 <b>Bumble</b> 22M (16%)	#8	 <b>Lamour</b> 11.2M (-44.5%)
#4	 <b>Tantan</b> 20M (-4.8%)	#9	 <b>Hinge</b> 10M (3%)
#5	 <b>CuteU</b> 18M (New in '21)	#10	 <b>Happn</b> 9.9M (-23.8%)

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# 10 Most Downloaded Dating Apps in 2021

United States

#1	 Tinder 15M (-6.3%)	#6	 Badoo 3.4M (-26.1%)
#2	 Bumble 8.5M (5%)	#7	 BLK 2.6M (-3.7%)
#3	 Plenty of Fish 7.4M (-6%)	#8	 Chispa 2.1M (24%)
#4	 Hinge 6.3M (3%)	#9	 OkCupid 2M (-4.8%)
#5	 Grindr 3.6M (6%)	#10	 Match 1.9M (-20.8%)

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# Business Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Business Apps in 2021

Worldwide

#1	 ZOOM 300M (-37.1%)	#6	 Microsoft Authenticator 42M (32%)
#2	 Google Meet 192M (-24.4%)	#7	 LinkedIn 38M (-7.3%)
#3	 WhatsApp Business 143M (27%)	#8	 Adobe Scan 33M (-2%)
#4	 Microsoft Teams 141M (-7.8%)	#9	 Webex Meetings 30M (-3330%)
#5	 Adobe Acrobat Reader 67M (-2.4%)	#10	 DingTalk 29M (-55.4%)

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# 10 Most Downloaded Business Apps in 2021

United States

#1	 ZOOM 52M (-35.8%)	#6	 Adobe Acrobat Reader 12.6M (22%)
#2	 Microsoft Teams 23M (-4.2%)	#7	 Indeed Job Search 12M (20%)
#3	 Dasher 17M (102%)	#8	 ADP Mobile Solutions 9.4M (46%)
#4	 Google Meet 14M (-54.8%)	#9	 LinkedIn 9M (2%)
#5	 Microsoft Authenticator 12M (32%)	#10	 Uber Driver 8.1M (76%)

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# Education Apps 2021

All data is iOS + Google Play combined, except for data from China which is iOS only. If an app has a "lite" version, that data is included in the respective app's data.

# 10 Most Downloaded Education Apps in 2021

Worldwide

#1	 Google Classroom 75M (-41.4%)	#6	 PictureThis 37M (63%)
#2	 Toca Life World 68M (114%)	#7	 Kahoot! Play & Create 25M (0%)
#3	 Duolingo 65M (7%)	#8	 Cake 23M (-36.1%)
#4	 Brainly 64M (52%)	#9	 BYJU'S 22M (68%)
#5	 Photomath 46M (-4.2%)	#10	 QANDA 21M (31%)

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# 10 Most Downloaded Education Apps in 2021

United States

#1	 PictureThis 12.3M (69%)	#6	 Remind 8.5M (-15%)
#2	 Duolingo 12.1M (-2.4%)	#7	 Kahoot! Play & Create 6.7M (0%)
#3	 Toca Life World 11M (25%)	#8	 ClassDojo 6.6M (-5.5%)
#4	 Photomath 10M (16%)	#9	 Canvas Student 5.8M (-17.1%)
#5	 Google Classroom 9.8M (-53.3%)	#10	 Brainly 5.6M (56%)

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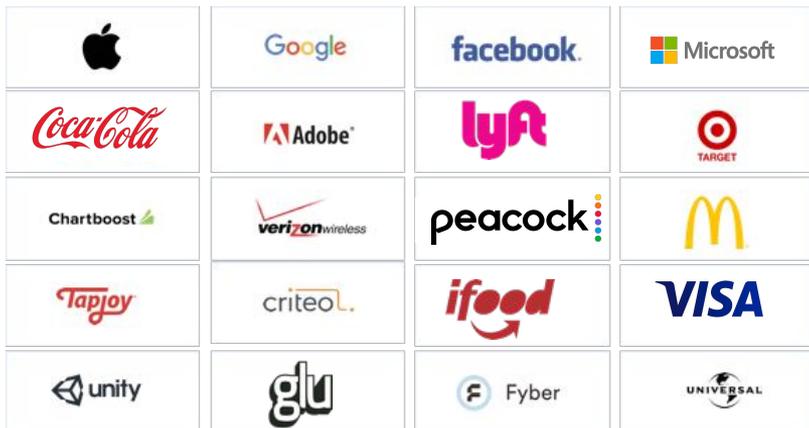


# Apptopia is the leader in real-time competitive intelligence

## Industry Agnostic

Trusted by more than 100,000 publishers worldwide

We enable brands to analyze critical competitive signals across mobile apps & connected devices.



## Data on over 7M+ apps

Coverage in over 60 countries

### Data Points

- Downloads
- IAP Revenue
- Daily Active Users
- Monthly Active Users
- Avg. Sessions Per user
- Total # of Sessions
- Avg. Session Length
- Total Time Spent In App
- SDK installs/uninstalls
- Demographics
- Cross-app usage
- Feature tagging
- User reviews

### Data Granularity

- App
- Store
- Day
- Country

## Review Intelligence

Natural language processing extracts insights from over 1.5 billion user reviews

## Performance intelligence on 7M+ Apps

Downloads, revenue, and usage estimates for over 7M+ apps

## SDK Intelligence

SDK install/uninstall data on over 6M+ apps & over 2,900 SDKs identified

## Actionable Insights

## Audience Intelligence

Demographic insights on over 1.8M apps

## Product Intelligence

Bone-deep product insights into every app and mobile game

## Search Intelligence

ASO tools and insights to power keyword research and organic downloads

# Our Data

## Collect

Where does the data come from?

Combining the analytics dashboards for over 125K+ apps with our advanced models, we provide the most reliable estimated data for more than 7 million apps. Over the past 8 years, we have ethically sourced our data without relying on panel data, allowing us to provide the most accurate estimated mobile data without compromising our integrity.

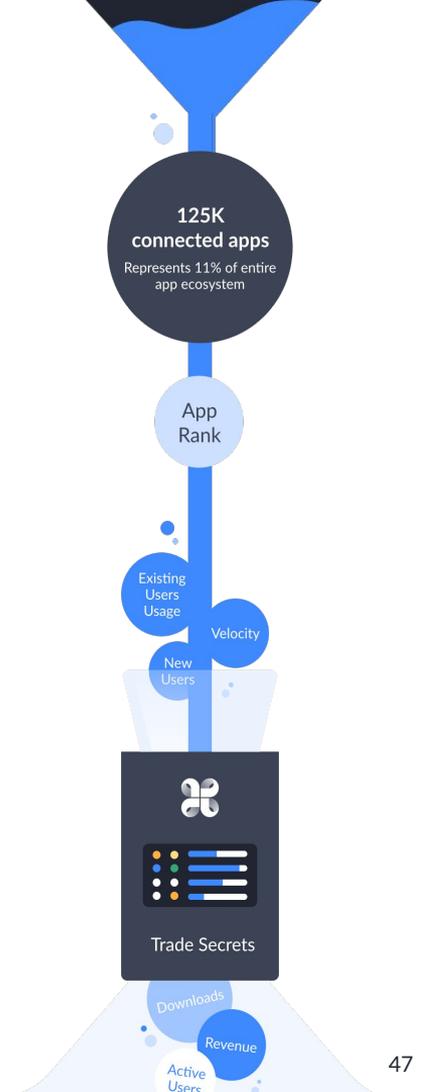
## Transform

How is that turned into useful data?

An app's rank is derived from the velocity of new users and existing users' usage. By reverse engineering apple and google's ranking algorithms, we are able to get download, revenue, and usage data for every app in the world.

We also use Trade Secrets to derive usage signals from the metadata of an app such as category, ratings, reviews and release notes.

You can find more information on how we collect data and create our models here: [Part 1](#) and [Part 2](#). Visit our [compliance page here](#).





# Outsmart your competition

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