



Android Market Insights

Vol. 6

Published 8th October 2011

Created by:

research2guidance
the mobile research specialists

Powered by:



Android Market Insights

September 2011

September's Headlines

Android Market hits another milestone in September: over half a million unique applications have been published since the launch of the store, which is only 100k (17%) less than in the Apple App Store.

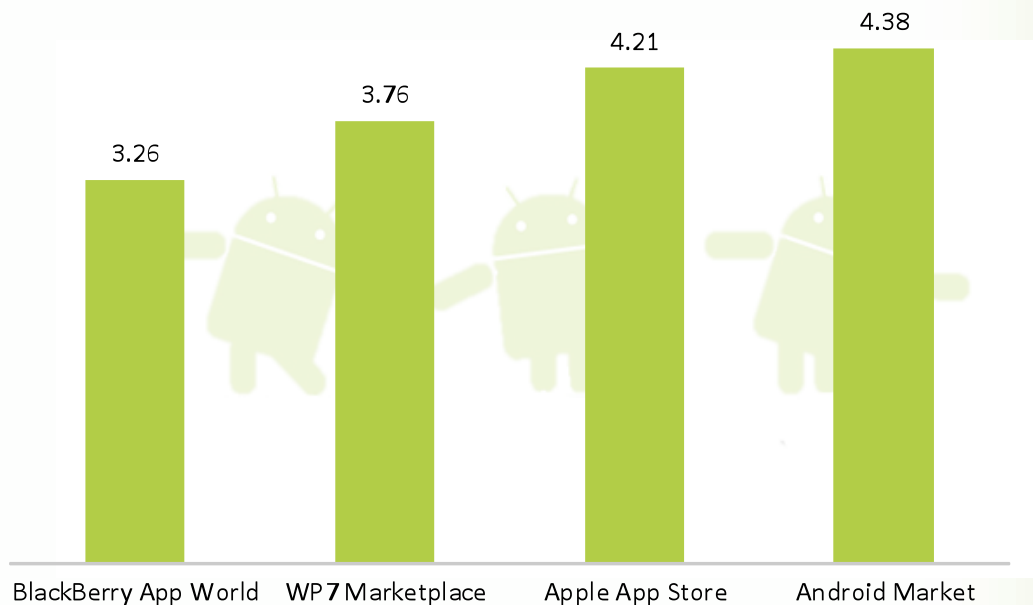
Key insights in September are:

- Android Market developers publish most apps on average (4.38 active apps per active publisher).
- 37% of apps have been deactivated since launch of the store, leaving nearly 320,000 apps available for download for users of Android Market.
- In September 2011, Android Market added a record-breaking 42,000 new apps.
- At the end of September, 34% of active apps were paid, however, this month that figure is only 26%, which shows that developers are developing more free content than before.
- Average selling price in Android currently equals \$3.18.
- Nearly 50% of newly added content falls into four top categories: Games, Entertainment, Personalization and Music & Audio.

Android Market Developers are Most Productive

Even though Apple App Store has over 100,000 active publishers, Android developers publish slightly more apps on average. While both stores added a similar number of new publishers in Q3 2011, the number of new applications added to Android Market was twice as high as in Apple App Store.

FIGURE 1: AVERAGE APPS PER PUBLISHER



At the end of September 2011, Android Market had over 70,000 active publishers, each of them having 4.38 apps published in store. If we include the removed apps, this number would leap up to 6.13 (i.e. publishers have removed from the market two of their apps).

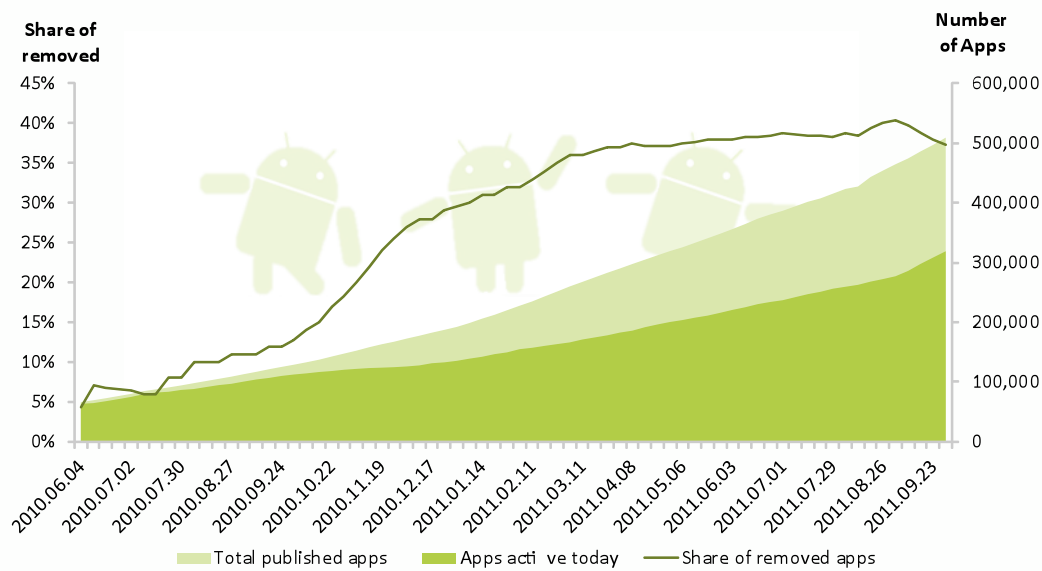
Apple App Store is not far behind with 4.21 apps per publisher, leaving WP7 Marketplace and BlackBerry AppWorld publishers behind with 3.76 and 3.26 respectively.



Android Market reaches half a million successful submissions

By the end of September 2011, total number of apps ever published on Android Market leapt over 500,000. However, the number of active apps still stands at 319,161, as over 37% of applications were removed from the store for various reasons. 78% of removed apps are free.

FIGURE 2: TOTAL NUMBER OF APPS EVER PUBLISHED, VS. NUMBER OF APPS ACTIVE (2010 JUNE – 2011 SEPTEMBER)



Sources: research2guidance, AndroidPIT

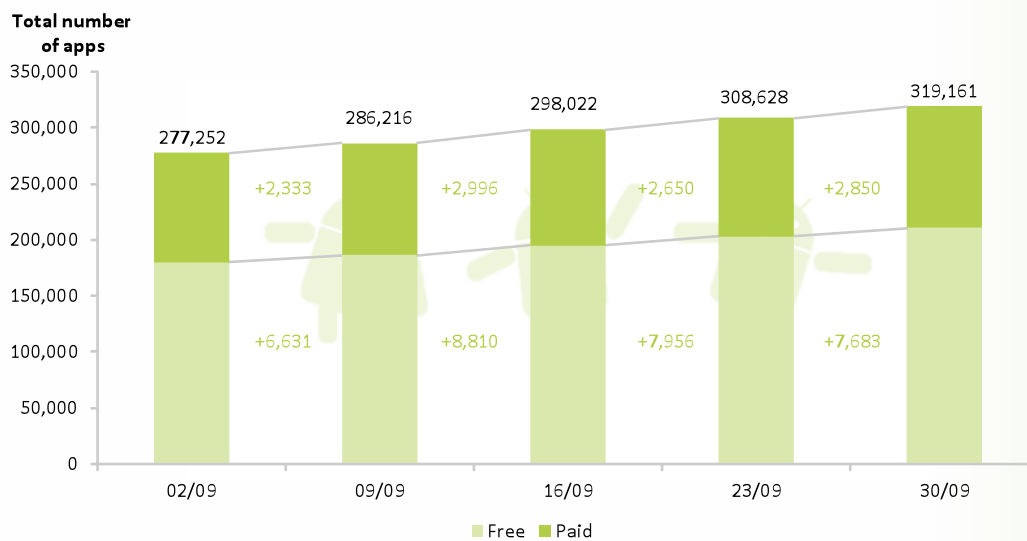
In comparison, Apple App Store has attracted just over 600,000 unique applications, having 24% of these apps removed by the end of September.

Share of deactivated apps in WP7 Marketplace stands at 13% today, however one has to bear in mind that it is a comparably young store, and many publishers are still exploring its potentials. As shown in the figure above, just a year ago, only a small share of applications were taken out from the Android Market.

Overview Android Market growth in September 2011

Android Market grows faster than ever. During the four weeks of September, the number of applications in the store climbed over the 300,000 mark and today stands at 319,161. That's an increase of nearly 42,000 applications, added to the store since August. Note that in previous months, the application store was adding just over twenty thousand items of new content.

FIGURE 3: APP NUMBER DYNAMICS IN LAST FIVE WEEKS (AUGUST 2011)



Sources: research2guidance, AndroidPIT

Around 74% of net new adds were free applications, reducing the share of paid apps to 34% (compared to 35.2% in August 2011).

Nearly half of new apps added were within the Games, Entertainment, Personalisation and Music and Audio categories.

In September 2011, developers charged \$3.18 per paid app on average. Prices per category ranged from \$0.99 to \$15.53.

In total, apps generated over 350 million downloads during the last four weeks.

For further insights into the app developer market, take a look at the new [research2guidance](#) report **“The Market for Mobile Application Development Services: Selling the Spades for the App Gold Diggers”**, released in July 2011.

Click [here](#) for more details



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A one-on-one expert call with an Android Market analyst for:

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The AndroidPIT App Center (native store app) runs on every Android compatible device and provides users a comfortable access to the international app portfolio. It is also operated as a partner store and white-label partner store solution for several different companies, i.e. HANNSPREE, Shuttle and 1&1.

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