THE OPTICS: THE EVOLUTION OF APPS

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The mobile app marketplace has exploded over the past few years, putting even more aspects of our lives into our pockets. What could possibly be next?



SHOP









COMMUNICATE





ENGAGE IN SOCIAL INTERACTION



MANAGE FINANCES





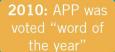
2002: first Blackberry device

2007: first iPhone with



Jan-April 2012: Instagram

2012: Android Market rebrands



2009-2010: Total App Store

2014: App usage began to shift from fun and

2015: Consumer

of Gen Z report

owning a smartphone.

2019: Worldwide

Targeting and winning Gen Z

on mobile is imperative for

successful business.

GENERATION Z (born 1997-2012)

Gen Z engages in 60% more sessions per user in apps than older demographics.

Gen Z is expected to surpass millennials as the largest generation by the end of 2020, comprising roughly

32% of the population.



The world's total population is 7.8 billion.

Over **5.5** billion of these people are mobile phone users.



- 5.3 billion people have electricity.



3.5 billion people have running water.



2.8 billion cars are on the road.

Globally, consumers will possess 11.6 billion mobile-connected devices by the end of 2020.

The average person has more than 80 apps installed on their smartphone.



175 billion apps are downloaded yearly.

The average person uses 9 mobile apps on a daily basis and 30 apps every month.



The average U.S. consumer now spends more time per day using apps than watching TV.

Mobile has become the new financial hub as consumers accessed financial apps over 1 trillion times in 2019.

HOW HAS COVID19 AFFECTED APP USAGE?

Consumer spending in the app stores increased 15% due to COVID-19, setting a new record for a single quarter at \$23.4 billion for Q1.

52% of consumers say they won't go back to grocery shopping in a store. Online shopping for groceries grew 400% since early March.



58% of online shoppers expect to keep ordering more online over the next several months.