

## THE OPTICS: THE EVOLUTION OF APPS

# The Evolution of APPS

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



PLAY



ORGANIZE



COMMUNICATE



WORK



ENGAGE IN SOCIAL INTERACTION



MANAGE FINANCES



EXERCISE



**2002:** first Blackberry device with integrated phone and messaging technology

**2007:** first iPhone with maps, photos, texts and weather

**2008:** Apple launches the App Store with 500 apps available; Google launches the Android Market, along with the first Android smartphone

**Jan-April 2012:** Instagram downloads go from 12 million to 50 million

**2012:** Android Market rebrands as Google Play; App Store downloads exceed 25 billion

**2010:** APP was voted "word of the year"

**2009-2010:** Total App Store and Android Market downloads exceed 1 BILLION EACH

**2014:** App usage began to shift from fun and games and social media to lifestyle as people and their apps become more integrated

**2015:** Consumer app spending totaled \$40 billion

**2016:** Consumer app spending went up to \$60 billion

**2020:** Consumer and mobile ad spend will top \$380 billion globally

**2019:** Worldwide downloads of apps exceeds 204 billion

**2019:** Consumer app spending went up to \$120 billion

**2017:** Consumer app spending went up to \$86 billion

## GENERATION Z (born 1997-2012)



**98%** of Gen Z report owning a smartphone.

Gen Z is expected to surpass millennials as the largest generation by the end of 2020, comprising roughly **32%** of the population.

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

Targeting and winning Gen Z on mobile is imperative for successful business.



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.