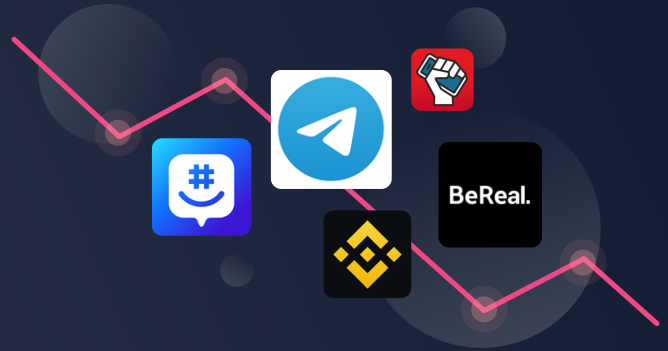




Your market is  
**DECLINING**


Prepared for Javier Márquez | Jun 27, 2023



## How to interpret this data

 Last 30-day period (as of 06/26/2023)

 All data is Worldwide

 Both app stores included

## Market Size



**11.9M**

New Users

apptopia



**19.7M**

Daily Active Users (DAU)

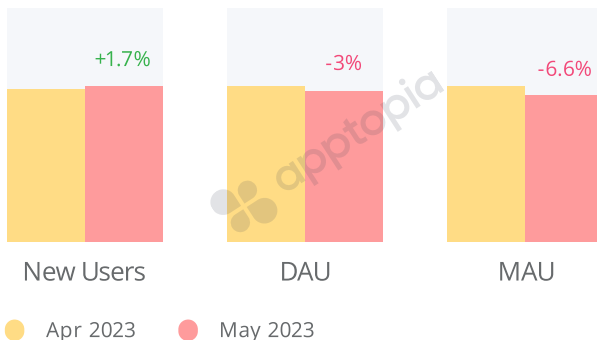
apptopia



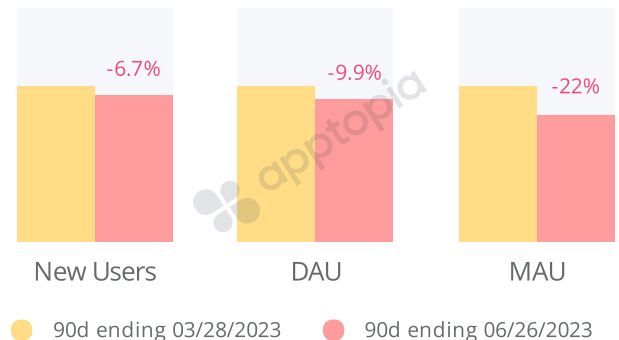
**52.7M**

Monthly Active Users (MAU)

### Recent MoM Growth



### 90-day Growth



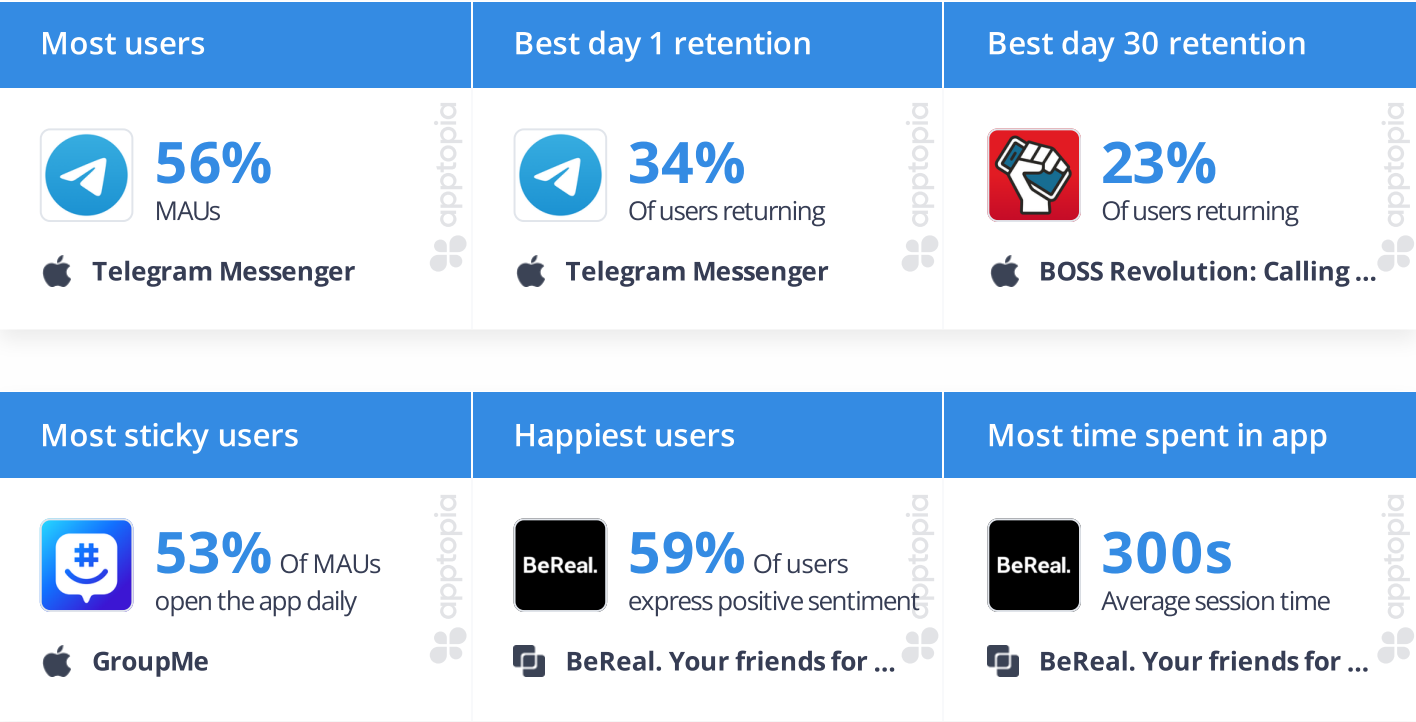
## New Users Growth See how Downloads are growing in your market versus the average for your primary category.

Social Networking Category  
Your Market

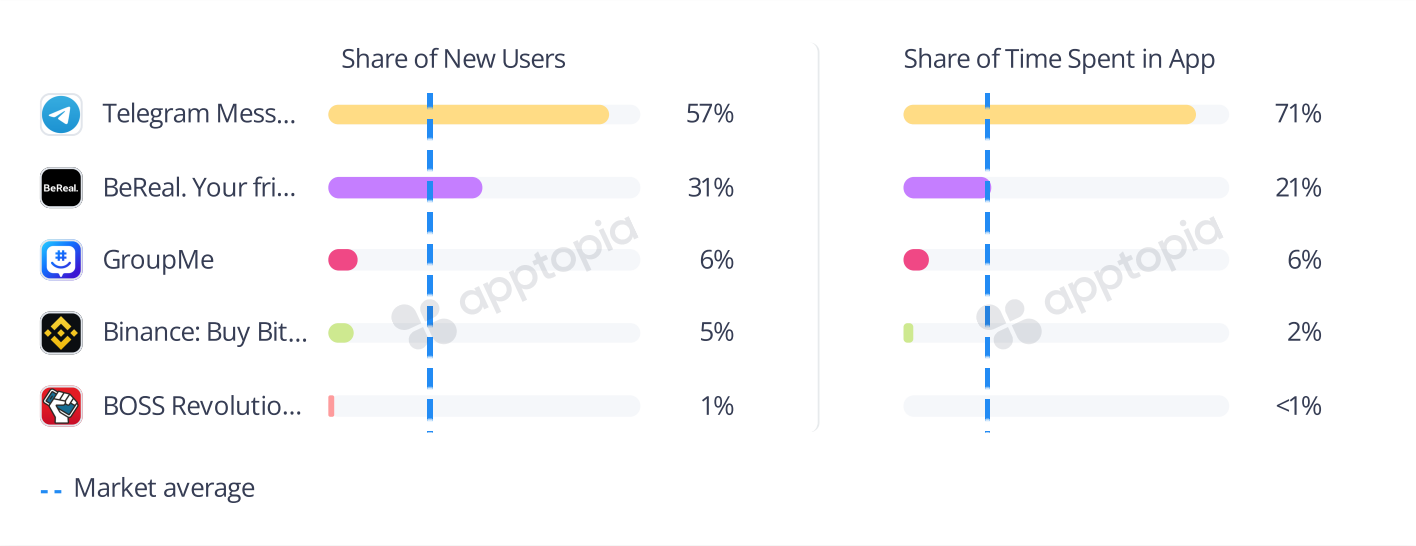


Your Market **Underperformed**  
Category Avg by  
**-19.0%**

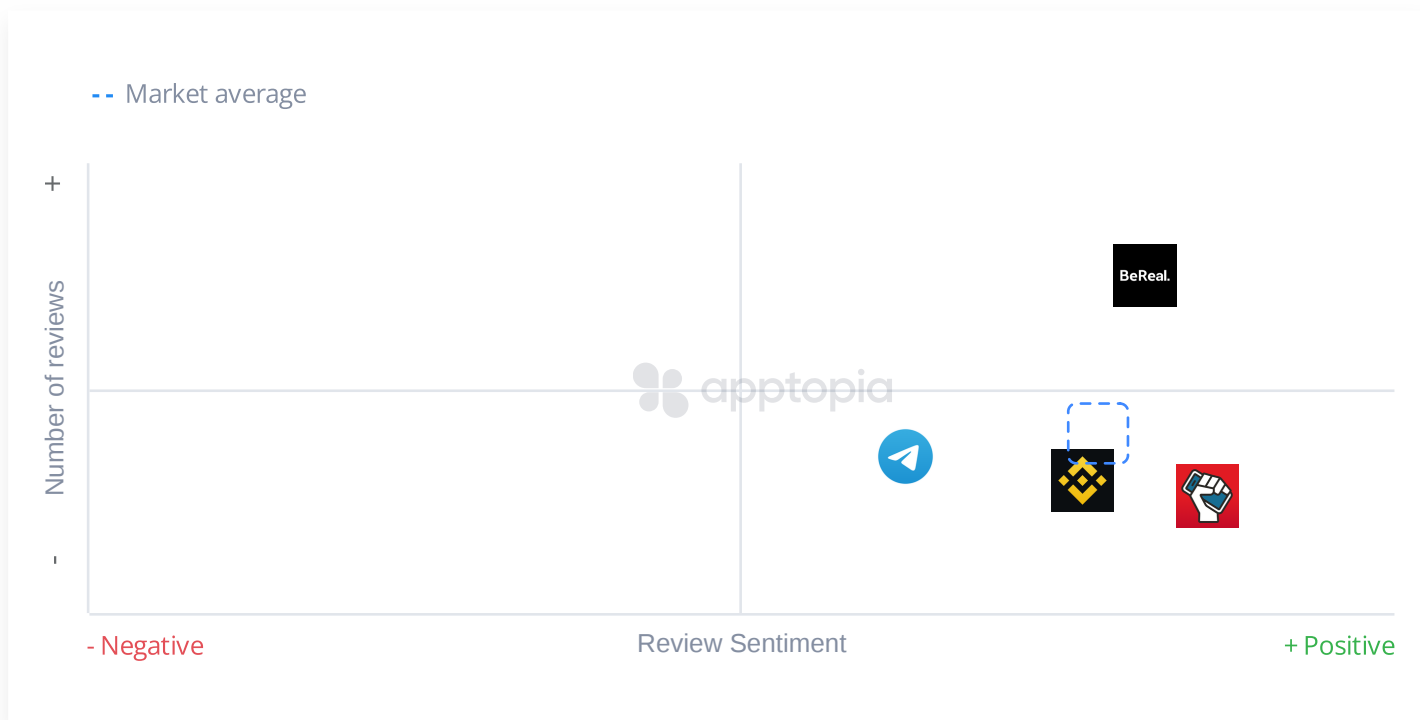
Competitor Highlights Quick facts about the top players in the market.



Market Share Understand which players are performing above or below market average.



## Competitive Positioning Uncover your users' sentiment about your app compared to other players.



Join the top businesses that trust Apptopia



### Not included in this report

- Country breakdown
- Historical data back to Jan 2015
- Revenue and sessions metrics
- Cross app usage

### Product resources

- [Solutions for Brands & Publishers >](#)
- [How accurate is our data? >](#)
- [API Documentation >](#)
- [Pricing >](#)

### Additional insights

- [Reports & Guides >](#)
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- [Case Studies >](#)
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Talk to an app intelligence specialist

