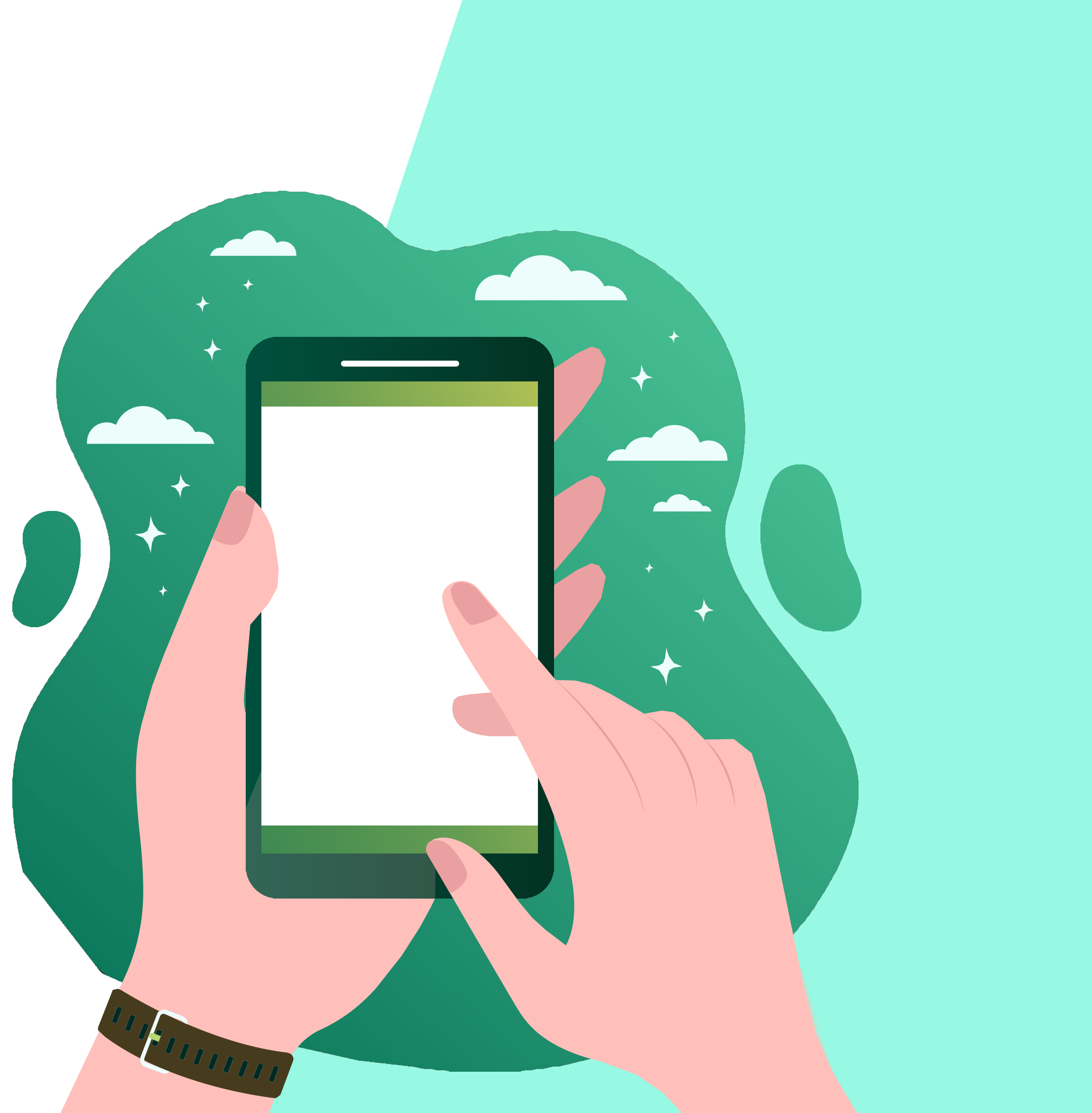


# Looking into the App Market in The Philippines

2021



# Number of Filipino Publishers

<1% of total publishers are Filipino

1300+

Filipino App Publishers

vs

893,000K

Total Publishers

# Number of Filipino Apps

<1% of total Apps are Filipino made

**4.68K+** vs

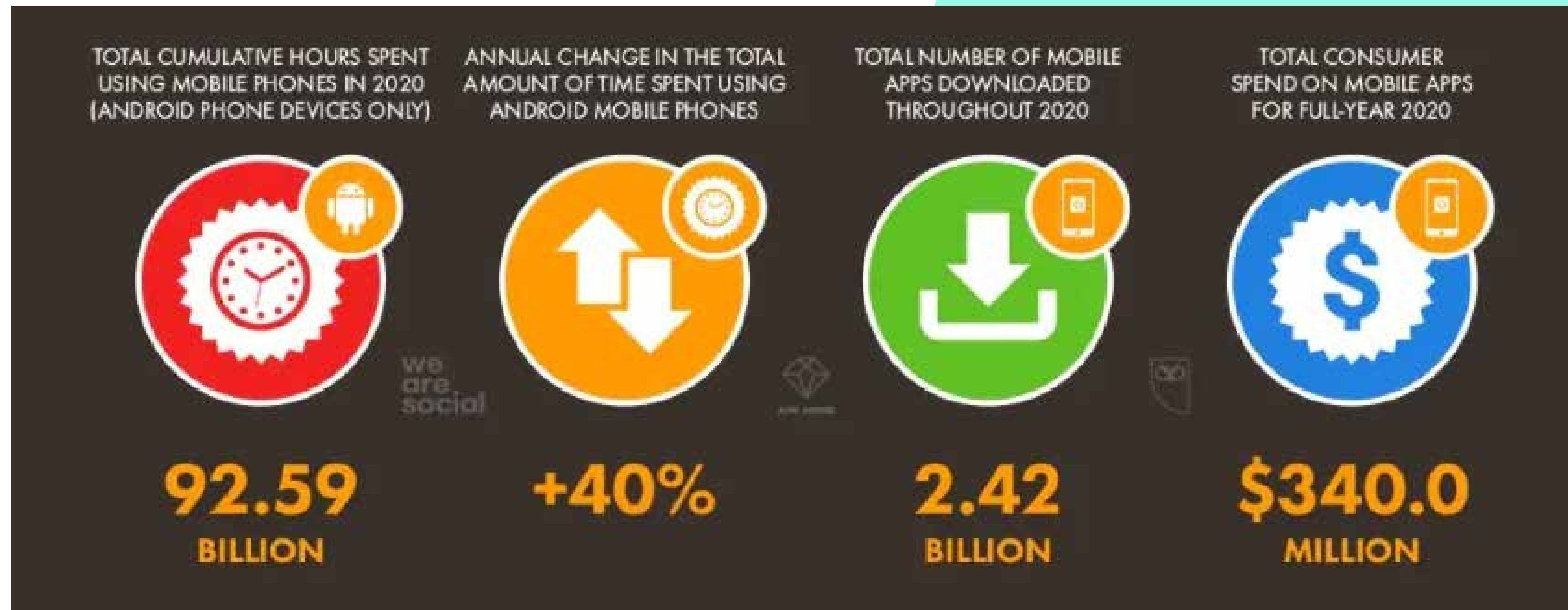
**Filipino Apps**

**2.83M+**

**Total Apps**

# Mobile Activities of Filipinos in 2021

Percentage of Mobile activities performed per month by users



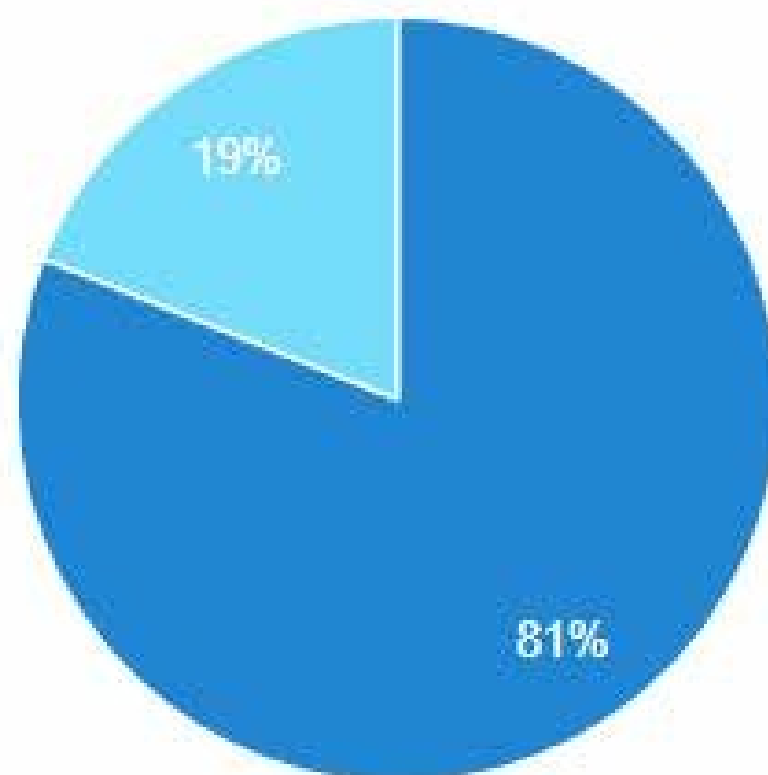
# Use of Mobile Apps per Category in PH



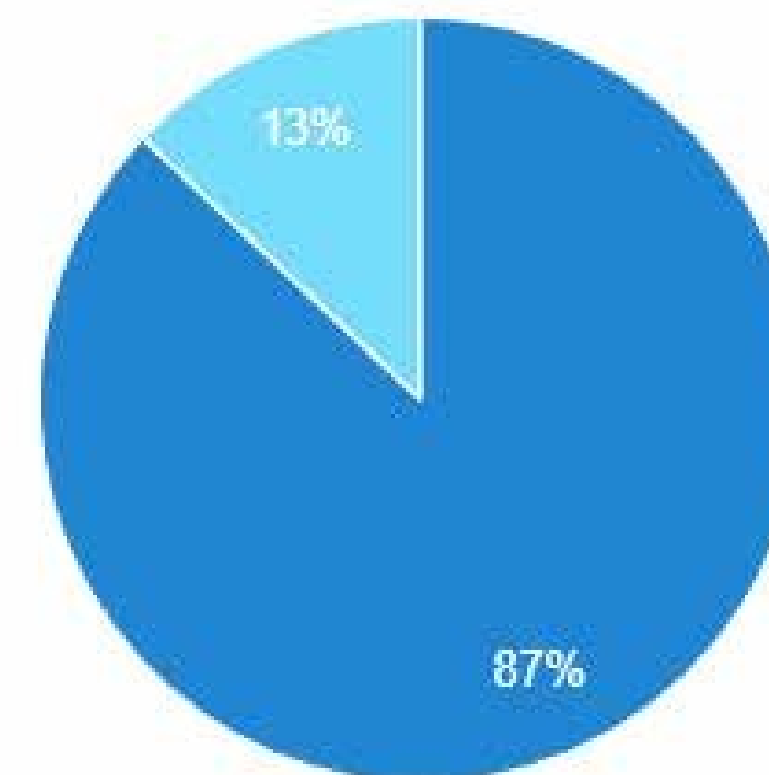
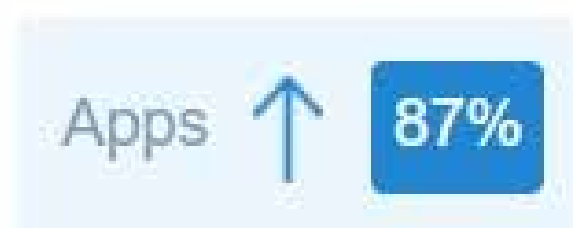
# What Apps Filipino Publishers Focus on?

81% of released apps by Filipino publishers are apps and 19% are games.

Filipino Apps vs Games Focus



All Publishers Apps vs Game Focus



# How do Filipino Apps fair with top ranked apps based on active users

as of 2021, no Filipino apps broke top 10 rankings in terms of active users

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS			RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS		
#	APP NAME	PARENT COMPANY	#	GAME NAME	PARENT COMPANY
01	FACEBOOK	FACEBOOK	01	MOBILE LEGENDS: BANG BANG	MOONTON; VNG
02	FACEBOOK MESSENGER	FACEBOOK	02	CALL OF DUTY: MOBILE	TENCENT; SEA; VNG; ACTIVISION BUZZARD
03	LAZADA	ALIBABA GROUP	03	AMONG US!	INNERSLOTH
04	INSTAGRAM	FACEBOOK	04	MINECRAFT POCKET EDITION	NETEASE; MICROSOFT
05	SHOPEE	SEA	05	LEAGUE OF LEGENDS: WILD RIFT	TENCENT; VNG; TAIWAN MOBILE
06	SHAREIT	SHAREIT	06	GENSHIN IMPACT	MIHOYO
07	VIBER	RAKUTEN	07	CLASH OF CLANS	SUPERCCELL
08	SPOTIFY	SPOTIFY	08	PUBG MOBILE	TENCENT; VNG; REKOO; KRAFTON
09	NETFLIX	NETFLIX	09	ROBLOX	ROBLOX
10	GCASH	MYNT	10	PPSSPP - PSP EMULATOR	HENRIK RYDGÅRD

# How do Filipino Apps fair with top ranked apps based on downloads

as of 2021, no Filipino apps broke top 10 rankings in terms of downloads

#	APP NAME	PARENT COMPANY	#	GAME NAME	PARENT COMPANY
01	TIKTOK	BYTEDANCE	01	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
02	FACEBOOK	FACEBOOK	02	WORMSZONE.IO	AZUR INTERACTIVE GAMES
03	FACEBOOK MESSENGER	FACEBOOK	03	AMONG US!	INNERSLOTH
04	SHOPEE	SEA	04	TONGITS GO	PLAYJOY
05	GCASH	MYNT	05	BRAIN OUT	EYEWIND
06	ZOOM CLOUD MEETINGS	ZOOM VIDEO COMMUNICATIONS	06	TILES HOP: EDM RUSH	AMANOTES; ZPLAY
07	GOOGLE MEET	GOOGLE	07	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG
08	SHAREIT	SHAREIT	08	ROBLOX	ROBLOX
09	LAZADA	ALIBABA GROUP	09	HUNTER ASSASSIN	RUBY GAME
10	INSTAGRAM	FACEBOOK	10	PUBG MOBILE	KRAFTON; VNG; TENCENT; REKOO



# How do Filipino Apps fair with top ranked apps based on consumer spend

as of 2021, only KUMUMEDIA broke top 10 rankings in terms of consumer spend

RANKING OF MOBILE APPS BY CONSUMER SPEND*			RANKING OF MOBILE GAMES BY CONSUMER SPEND*		
#	APP NAME	PARENT COMPANY	#	GAME NAME	PARENT COMPANY
01	BIGO LIVE	JOYY INC.	01	MOBILE LEGENDS: BANG BANG	VNG; MOONTON
02	NETFLIX	NETFLIX	02	RAGNAROK M : ETERNAL LOVE	GUNGHO ONLINE ENTERTAINMENT; X.D. NETWORK
03	FACEBOOK	FACEBOOK	03	CALL OF DUTY: MOBILE	TENCENT; ACTIVISION BLIZZARD; SEA; VNG
04	KUMU	KUMUMEDIA	04	ROBLOX	ROBLOX
05	GOOGLE ONE	GOOGLE	05	COIN MASTER	MOON ACTIVE
06	DREAME	DREAME	06	MU AWAKENING	KUNLUN; VNG; HERO ENTERTAINMENT; OURPALM; TENCENT; WEBZEN
07	TINDER	MATCH GROUP	07	RISE OF KINGDOMS	ILLITH; ORIGINAL ENTERTAINMENT
08	NOVELCAT	SHARING ANIME PICTURE	08	STATE OF SURVIVAL	FUNPLUS
09	YOUTUBE	GOOGLE	09	CLASH OF CLANS	SUPERCCELL
10	VIU	PCCW	10	BLACK DESERT	PEARL ABYSS

# Average ratings given to Filipino apps.

The average rating of 4,680 apps from Filipino publishers on Google Play is 3.70 out of 5 stars. This is better than the overall average rating of all apps which is 3.58.



# How many app downloads Filipino publishers get

Apps by Filipino publishers have an average of 196.94k downloads. Overall they get more downloads than the average of all apps which is 212.99k.

Download Statistics

**196.94k+**

Average Downloads Per Filipino App

**212.99k+**

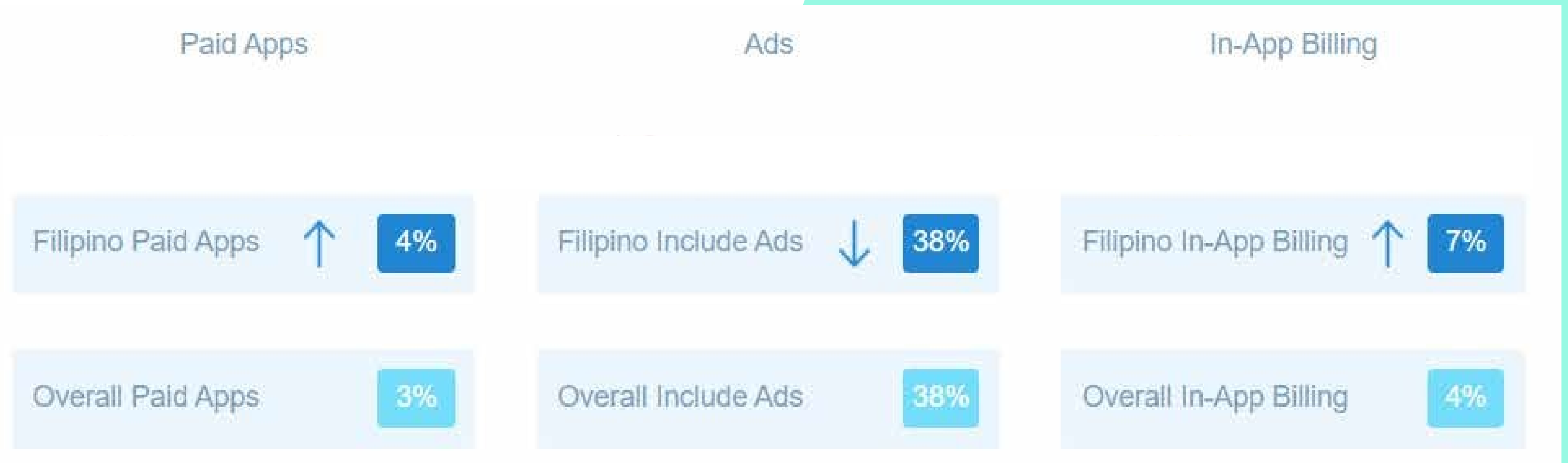
Average Downloads Per App

# Monetization models of Filipino Apps

4% of apps made by Filipino publishers are paid (higher compared to the world which is 3%)

38% of apps include ads (lower compared to the whole world)

7% of apps make use of In-App payments (higher than average of 4%)



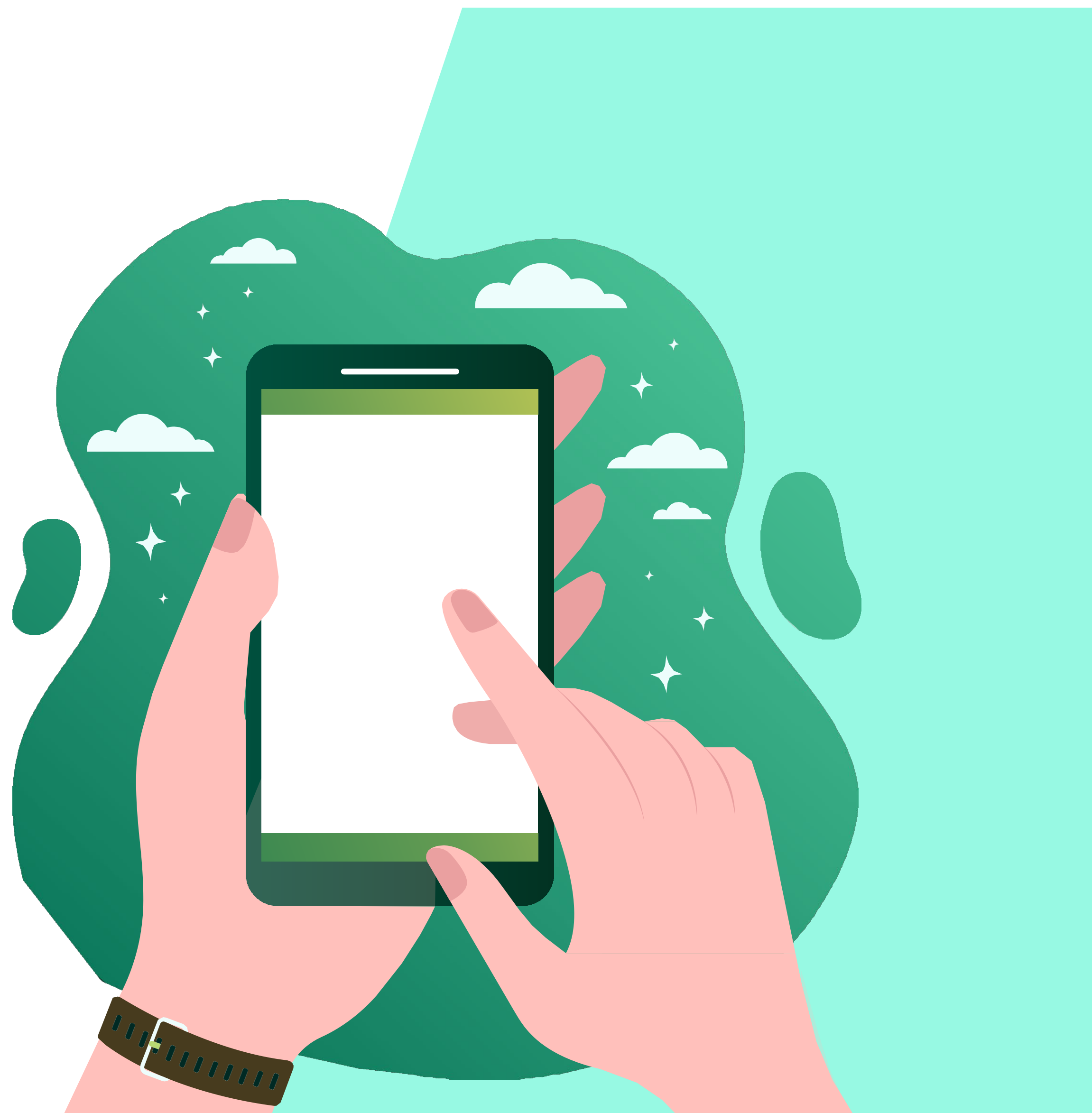
# Presence in App Marketplaces

22% of apps of Filipino publishers are available on both Google Play and iTunes. But overall they put less effort in publishing on both stores, compared to the average publisher with 27%.













# Where do Filipino apps stand in top 10 rankings











2021













# TOP RANKINGS

1	app-	 <b>bilibili</b> by bilibili	10,000,000+ downloads
2	app-	 <b>GCash - Buy Load, Pay ...</b> by Mynt - Globe Fintech Inno...	10,000,000+ downloads
3	app-	 <b>Pure Tuber: Block Ads o...</b> by Pure Tuber Studio	10,000,000+ downloads
4	app-	 <b>Clean Master Ultra - Cle...</b> by Jomapp LLC	10,000,000+ downloads
5		 <b>CapCut - Video Editor</b> by Bytedance Pte. Ltd.	100,000,000+ downloads
6		 <b>Mystery Lite</b> by Mystery Solutions PTE.LTD.	10,000,000+ downloads
7		 <b>TikTok</b> by TikTok Pte. Ltd.	100,000,000+ downloads
8		 <b>Facebook Lite</b> by Facebook	1,000,000,000+ downloads
9		 <b>Twitter</b> by Twitter, Inc.	1,000,000,000+ downloads
10		 <b>speedfiy</b> by PRIME DIGITAL PTE. LTD.	1,000,000+ downloads




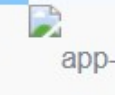
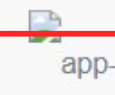


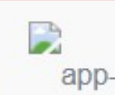
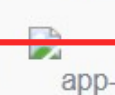
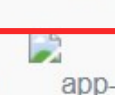
# TOP GROSSING

1		 <b>Facebook</b> by Facebook	5,000,000,000+ downloads
2		 <b>Google One</b> by Google LLC	100,000,000+ downloads
3	app-	 <b>Tinder - Dating &amp; Make F...</b> by Tinder	100,000,000+ downloads
4	app-	 <b>Uplive-Live Stream, Go ...</b> by Asia Innovations HK Limited	50,000,000+ downloads
5	app-	 <b>Kumu - Pinoy Livestrea...</b> by Kumumedia International ...	5,000,000+ downloads
6	app-	 <b>Vivamax</b> by VIVAMAX, INC.	1,000,000+ downloads
7	app-	 <b>WeSing - Karaoke, Party...</b> by Tencent Music Entertainm...	50,000,000+ downloads
8	app-	 <b>Webfic - Make Reading F...</b> by DIANZHONG TECHNOLO...	1,000,000+ downloads
9	app-	 <b>GoodNovel - Web Novel,...</b> by GoodNovel	5,000,000+ downloads
10	app-	 <b>Bigo Live - Live Streami...</b> by Bigo Technology Pte. Ltd.	100,000,000+ downloads

# TOP SOCIAL APPS

1		<b>Twitter</b> by Twitter, Inc.	1,000,000,000+ downloads
2		<b>Facebook Lite</b> by Facebook	1,000,000,000+ downloads
3		<b>Facebook</b> by Facebook	5,000,000,000+ downloads
4		<b>Instagram</b> by Instagram	1,000,000,000+ downloads
5		<b>OmeTV Video Chat - Me...</b> by Video Chat Alternative	50,000,000+ downloads
6		<b>Kumu - Pinoy Livestrea...</b> by Kumumedia International ...	5,000,000+ downloads
7		<b>Litmatch—Make new frie...</b> by litatom ltd	10,000,000+ downloads
8		<b>Snapchat</b> by Snap Inc.	1,000,000,000+ downloads
9		<b>TikTok Lite</b> by TikTok Pte. Ltd.	100,000,000+ downloads
10		<b>Uplive-Live Stream, Go ...</b> by Asia Innovations HK Limited	50,000,000+ downloads

# TOP NEWS APPS

1		<b>Dong Bao</b> by Roc Song	1,000,000+ downloads
2		<b>Quora — Ask Questions,...</b> by Quora, Inc.	10,000,000+ downloads
3		<b>westmoney: Insight of C...</b> by Saxo_Fintech	500,000+ downloads
4		<b>Quento - Pinoy News an...</b> by Summit Media Group	10,000+ downloads
5		<b>Twitter Lite</b> by Twitter, Inc.	10,000,000+ downloads
6		<b>PCSO Lotto Results</b> by Lino Cervantes	500,000+ downloads
7		<b>Medium</b> by A Medium Corporation	5,000,000+ downloads
8		<b>PCSO LOTTO RESULTS</b> by FJJ	50,000+ downloads
9		<b>ABS-CBN News</b> by ABS-CBN	100,000+ downloads
10		<b>Philippines News - Engli...</b> by CCL App Dev	10,000+ downloads



# TOP TRAVEL APPS

1	app-	<b>Google Earth</b> by Google LLC	100,000,000+ downloads
2	app-	<b>S-PaSS for Travelers</b> by DOST Region 6	100,000+ downloads
3	app-	<b>Family Locator - GPS Tr...</b> by FAMILY LOCATOR LLC	10,000,000+ downloads
4	app-	<b>Agoda</b> by agoda.com	10,000,000+ downloads
5	app-	<b>RedDoorz : Hotel Bookin...</b> by RedDoorz	5,000,000+ downloads
6	app-	<b>Airbnb</b> by Airbnb	50,000,000+ downloads
7	app-	<b>Cebu Pacific</b> by Cebu Pacific	1,000,000+ downloads
8	app-	<b>GPS Maps Live Earth Sa...</b> by Soft Clicks	1,000,000+ downloads
9	app-	<b>myeasytrip</b> by Easytrip Services Corporat...	500,000+ downloads
10	app-	<b>GPS Navigation &amp; Map ...</b> by Sharp Apps Studio	10,000,000+ downloads

# TOP Shopping APPS

1	app-	<b>Shopee PH: Shop on 12.12</b> by Shopee	50,000,000+ downloads
2	app-	<b>Lazada 12.12</b> by Lazada Mobile	100,000,000+ downloads
3	app-	<b>SHEIN-Fashion Shoppin...</b> by Shein Group Ltd	100,000,000+ downloads
4	app-	<b>ShopSM</b> by The SM Store	100,000+ downloads
5	app-	<b>hibobi-enrich baby's chil...</b> by HIBOBI TECHNOLOGY LI...	1,000,000+ downloads
6	app-	<b>Alibaba.com - Leading o...</b> by Alibaba Mobile	100,000,000+ downloads
7	app-	<b>Watsons Philippines</b> by A. S. Watson & Company, ...	1,000,000+ downloads
8	app-	<b>ShopBack - The Smarter...</b> by ShopBack	10,000,000+ downloads
9	app-	<b>UNIQLO PH</b> by UNIQLO CO., LTD.	1,000,000+ downloads
10	app-	<b>SM Malls Online</b> by SM Prime Holdings Inc.	100,000+ downloads

**Thank you**