

# **In-App Purchase Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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## **Abstracts**

The global in-app purchase market size reached US\$ 124.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 347.0 Billion by 2028, exhibiting a growth rate (CAGR) of 16.55% during 2023-2028.

In-app purchase refers to the purchase of additional services and features or functions in an application on computers, tablets and smartphones. It offer access to additional content and features, including subscriptions, digital goods and premium content, directly within the application. In-app purchases are commonly available in replenishable, auto-renewing subscription, non-replenishable and subscription-based variants. It enables the application developers to provide basic content free of charge and monetize specialized features of the product. It also provides access to promotions and aids in enhancing brand awareness and download rates. As a result, in-app purchases are widely used across health and fitness, gaming, education and learning, entertainment and music, travel and hospitality applications.

### **In-App Purchase Market Trends:**

The increasing demand for smartphones across the globe is one of the key factors driving the growth of the market. In-app purchases are primarily made through smartphone-based applications to gain access to premium content and application features. Additionally, the widespread product adoption in health and fitness applications due to the rising health consciousness among the masses is favoring the market growth. The users can purchase access to trainers, customized diet plans, regular health checks and discounted products through in-app purchases. Moreover, the integration of digital wallets for in-app purchases is providing a thrust to the market growth. These online payment solutions are highly convenient, secure and aid in

making the payment process smoother and faster. In line with this, the increasing product demand in gaming applications for purchasing speed upgrades, hints and additional cosmetic items for characters is positively impacting the market growth. Other factors, including the increasing penetration of high-speed internet, along with the increasing expenditure capacities of the consumers, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global in-app purchase market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, operating system and app category.

#### Breakup by Type:

- Consumable
- Non-Consumable
- Subscription

#### Breakup by Operating System:

- Android
- iOS
- Others

#### Breakup by App Category:

- Gaming
- Entertainment and Music
- Health and Fitness
- Travel and Hospitality
- Retail and E-Commerce
- Education and Learning
- Others

#### Breakup by Region:

- North America
- United States

Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apple Inc, Epic Games Inc., Google LLC (Alphabet Inc.), King.com Limited (Activision Blizzard Inc.), Netflix Inc, Rakuten Group Inc., Sony Corporation, Spotify Technology S.A., Tencent Holdings Ltd., The Walt Disney Company and Tinder (Match Group Inc.).

#### Key Questions Answered in This Report

1. What was the size of the global in-app purchase market in 2022?
2. What is the expected growth rate of the global in-app purchase market during 2023-2028?
3. What has been the impact of COVID-19 on the global in-app purchase market?
4. What are the key factors driving the global in-app purchase market?
5. What is the breakup of the global in-app purchase market based on the type?
6. What is the breakup of the global in-app purchase market based on the operating

system?

7. What is the breakup of the global in-app purchase market based on the app category?

8. What are the key regions in the global in-app purchase market?

9. Who are the key players/companies in the global in-app purchase market?

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