

In-App Purchase Market Report by Type (Consumable, Non-Consumable, Subscription), Operating System (Android, IOS, and Others), App Category (Gaming, Entertainment and Music, Health and Fitness, Travel and Hospitality, Retail and E-Commerce, Education and Learning, and Others), and Region 2024-2032

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Abstracts

The global in-app purchase market size reached US\$ 144.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 517.8 Billion by 2032, exhibiting a growth rate (CAGR) of 14.9% during 2024-2032.

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 2024-2032. 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 2023?
2. What is the expected growth rate of the global in-app purchase market during

2024-2032?

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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