

Global Mobile Consumer Trends 2020

moengage  apptopia



Summary: Movements in Q2 vs Q1, 2020

Global Mobile Consumer Trends, 2020

Banking & Fintech 43.67%

Jump in new user downloads of Banking and Fintech apps in the **United States**. 20% growth in daily active users



Dating 398%

Boost in daily active users on Dating apps in **India**. 413% jump in downloads by new users



Health & Fitness 54.66%

Growth in downloads of Health & Fitness apps by new users in the **Middle East and North Africa**



Mobility -11.31%

Fall in app sessions for Mobility apps in **Europe**



Travel & Hospitality -14%

Drop in daily active users on Travel & Hospitality apps in **Southeast Asia** and **Oceania**

Top Performers in Q2 vs Q1, 2020

AMERICAS

- #1  Edtech
- #2  Banking & Fintech
- #3  Online Pharmacy
- #4  Healthcare & Fitness
- #5  E-commerce

EUROPE

- #1  Edtech
- #2  Healthcare & Fitness
- #3  Dating
- #4  Online Pharmacy
- #5  E-commerce

INDIA

- #1  Dating
- #2  Healthcare & Fitness
- #3  Edtech
- #4  Gaming
- #5  Food Delivery







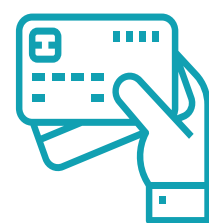


MIDDLE EAST & NORTH AFRICA

- #1  Healthcare & Fitness
- #2  Online Pharmacy
- #3  Music & Audio
- #4  Entertainment
- #5  Banking & Fintech

SOUTHEAST ASIA & OCEANIA

- #1  Online Pharmacy
- #2  Healthcare & Fitness
- #3  Edtech
- #4  Food Delivery
- #5  Entertainment

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How To Read This Report

- ▶ You can either go through the report in a sequential manner or directly jump to an industry of your choice from the table of contents.
- ▶ Q1, 2020 refers to the months of January, February, and March, and Q2, 2020 refers to the months of April, May, and June.
- ▶ 'Downloads' refers to mobile app downloads from both Google's Play Store and Apple's App Store.
- ▶ DAU or Daily Active Users refers to the total number of people who open and engage with a mobile app in a given day.
- ▶ Average Session Duration is the total duration of all sessions (in seconds) / number of sessions.
- ▶ All data shown in this report is relative to Q1, 2020 - percentage movements. All data charts in this report show the relative movement of a metric in Q2, 2020 relative to Q1, 2020.
- ▶ Most graphical data representations in the report are collected through all the apps in the associated Play Store/App Store category.
- ▶ Few industries in the report display graphical movement in Q2 vs Q1. This is made by taking a representative set of apps in the associated Play Store/App Store category.

“In God we trust, all others must bring data.”
- W. E. Deming

A lot has happened in 2020. We started the year in a festive mood. Travel & hospitality were cashing in on Q1 earnings and then the Covid-19 pandemic hit us.

Similar to most other global recessions, the Covid-19 linked recession hit businesses around the world. As countries entered into various levels of lockdown and shelter-in-place, industries such as **Travel, Hospitality and Mobility were hit pretty hard.**

While the digitally savvy industries such as **Media & Entertainment, Social Media, E-commerce, Food Delivery and Gaming continue to grow in strength**, it is the increase in digital adoption of products and services that were predominantly considered offline that is a pleasant surprise.

Gyms, grocery chains, pharmacies, real estate and even **banks have almost overnight grown their digital footprint.** These offline-turned-online businesses have not only onboarded millions of users in the past 6 months but also continue to **sustain customer interest by delivering value and engaging users** effectively.

While management consultants are trying to analyze and make sense of the widening business impact of Covid-19, MoEngage and Apptopia bring you the **actual data from Q2, 2020** - data that reflects consumer confidence trends in different industries. Data that highlights shifts and **helps you prepare for the future.**

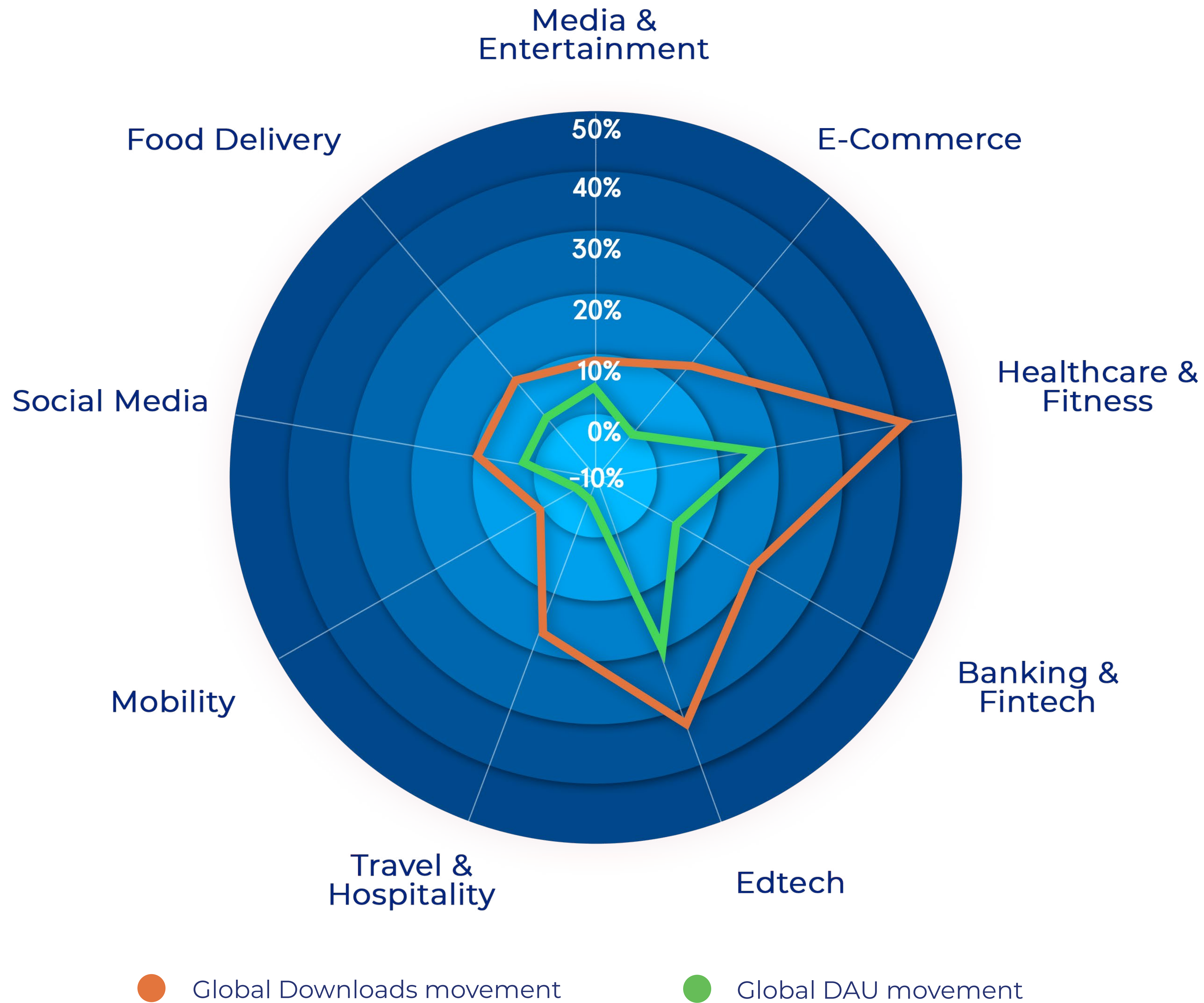
We have identified data patterns of 1.5 billion mobile app users spread across **5 different geographical regions.** In this report, we have covered **9 different industry verticals** and **6 sub-verticals.**

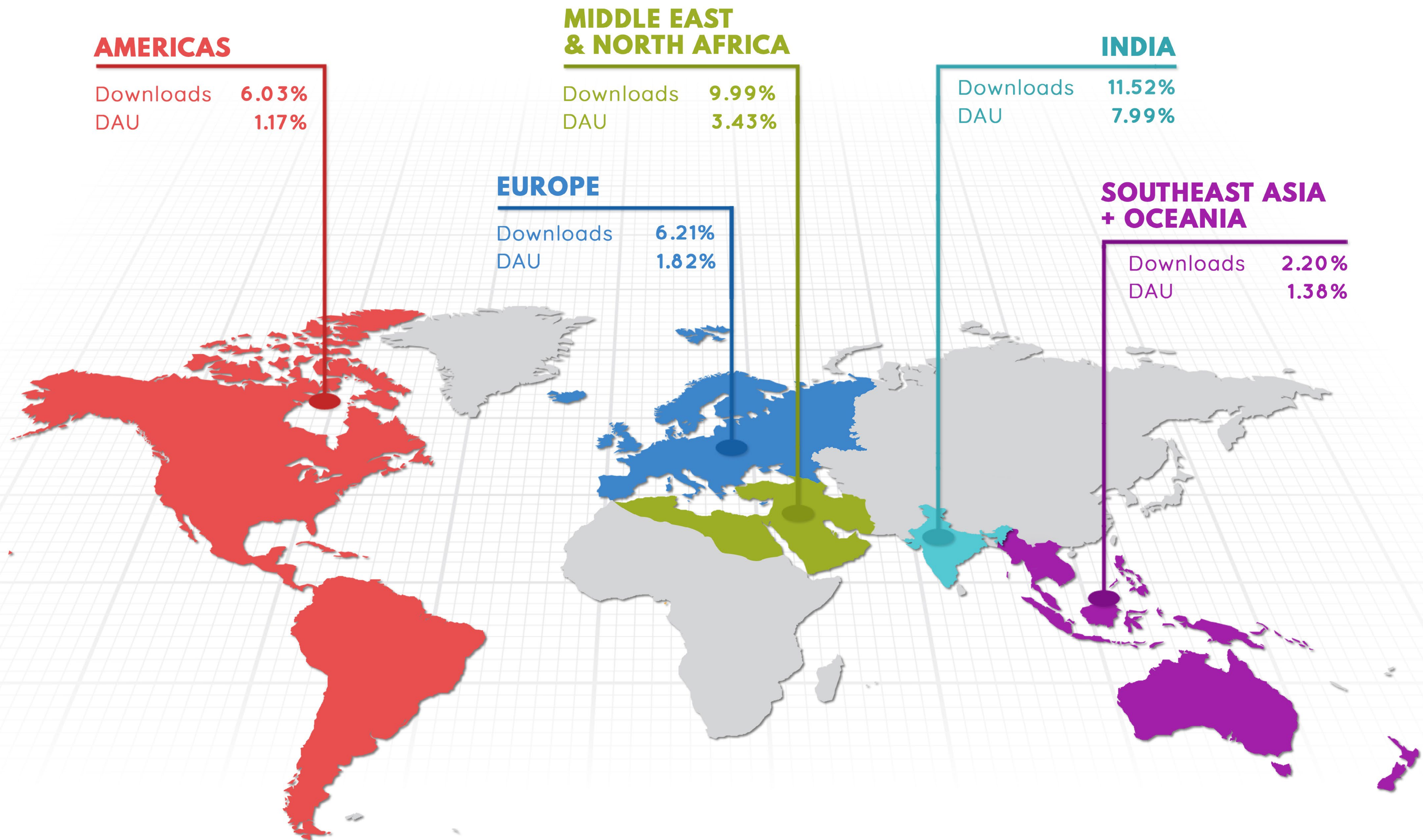
In a snapshot, **all industries** except Travel, Hospitality and Mobility are **neutral or see a positive growth** in downloads and daily active users.

Explosion	Growth	Slowdown
High downloads and daily active users	Flat to high growth in downloads and daily active users	Drop in downloads and daily active users
Edtech	E-commerce	Travel & Hospitality
Health, Fitness & Online Pharmacy	Social Media	Mobility
Banking & Fintech	Food Delivery	
	Media & Entertainment	

Global Mobile Consumer Trends

Radar Chart (Q2 vs Q1, 2020)



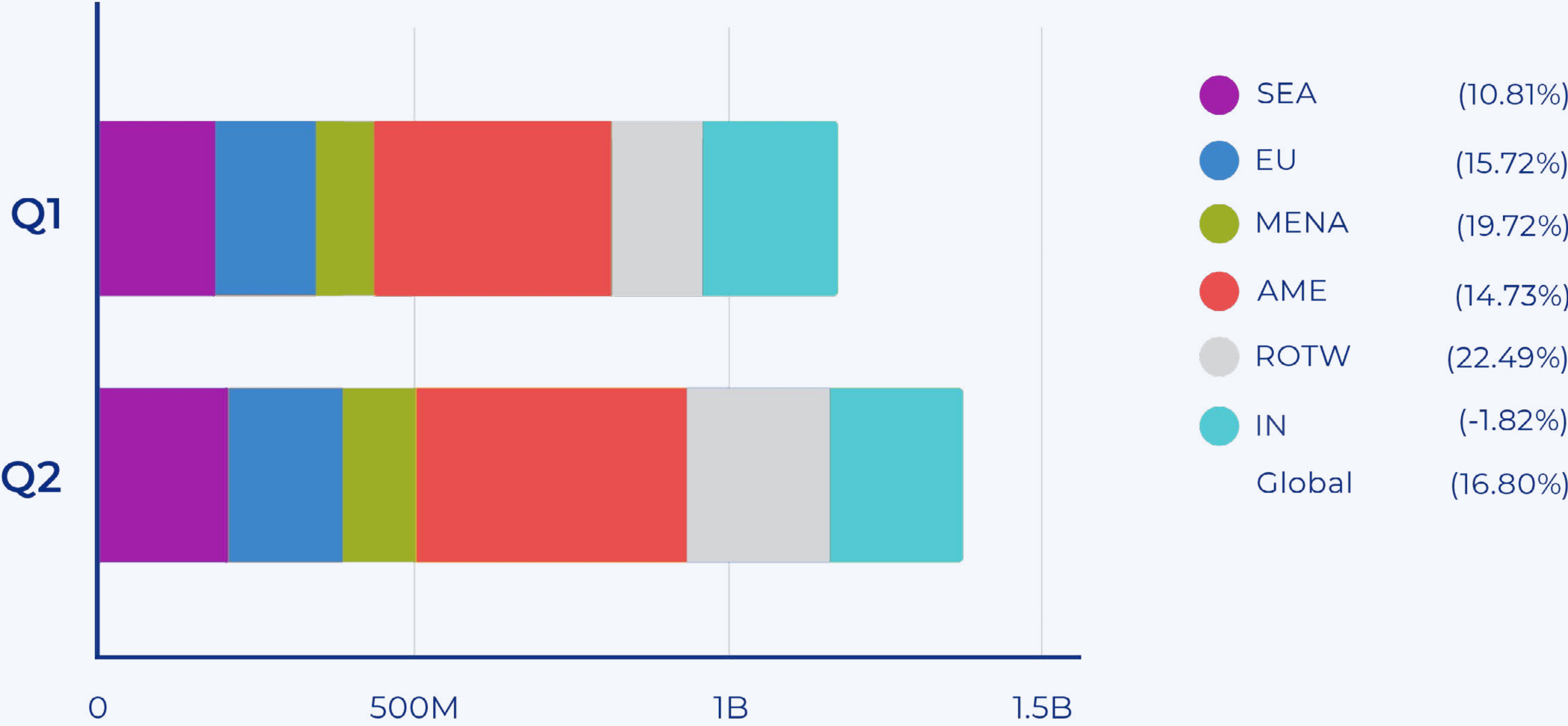


*All data above is from Q2, 2020 relative to Q1, 2020

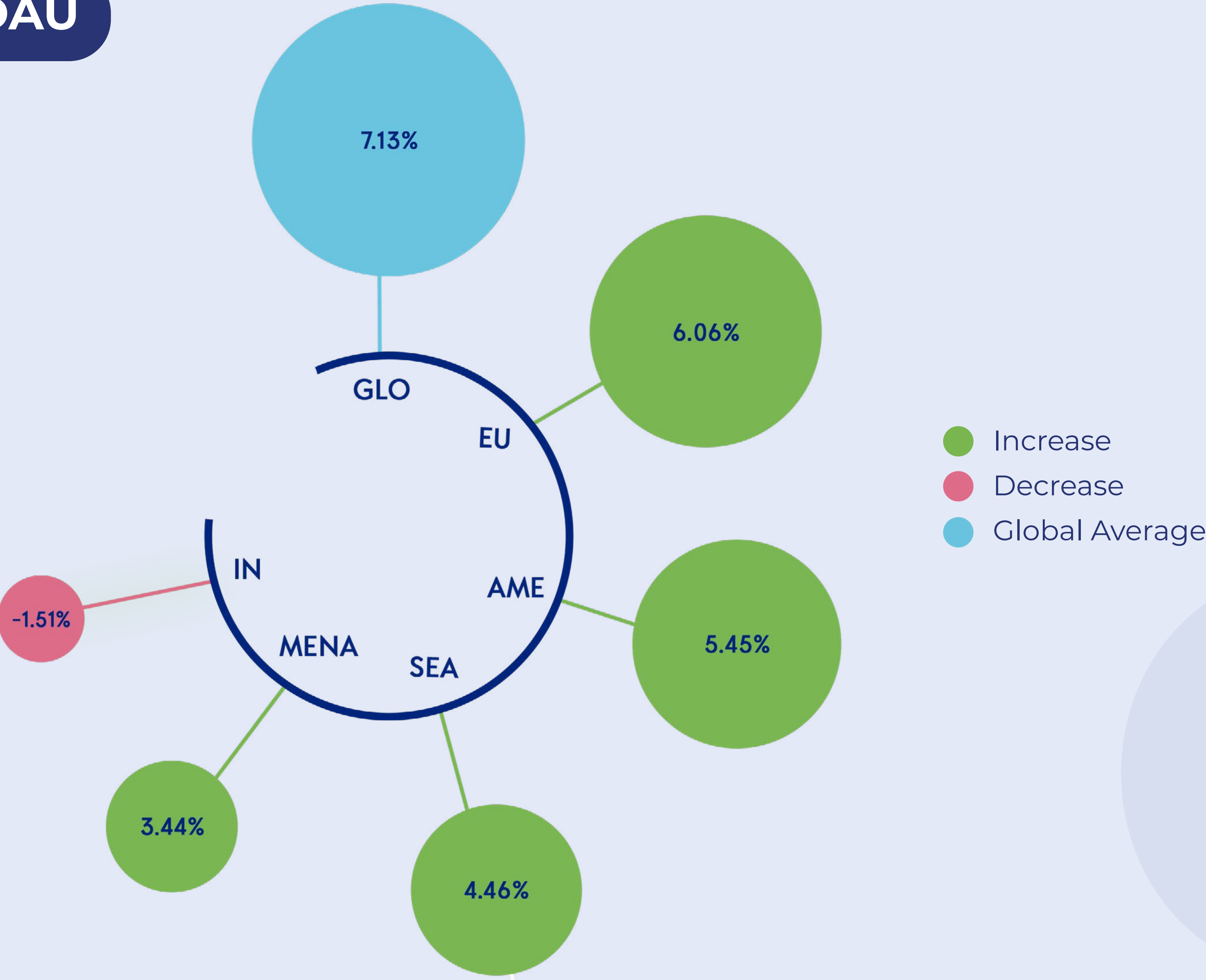
Entertainment and Video Streaming (OTT video)

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

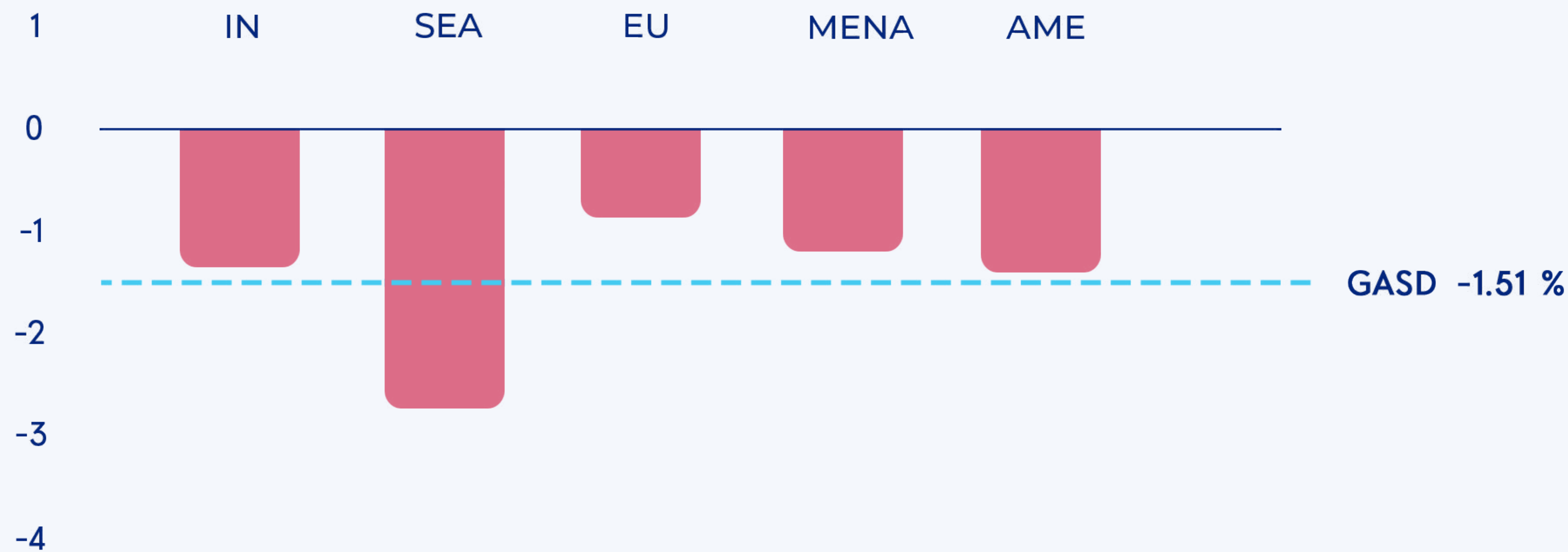
- Countries in the Middle East and North Africa, Europe and the Americas had the highest number of new users for video streaming (OTT video) apps.
- The Middle East and North African region has seen the highest increase in downloads (19.72%), which is higher than the global average (16.80%).

- Growth in user activity was the highest in Europe (6.06%), followed by the Americas (5.45%).
- India was the only region to see a slight decrease in both new and active users. However, India has seen an increase in the frequency of use of OTT video apps.

Entertainment and Video Streaming (OTT video)

Global Movements (Q2 vs Q1)

Session Duration



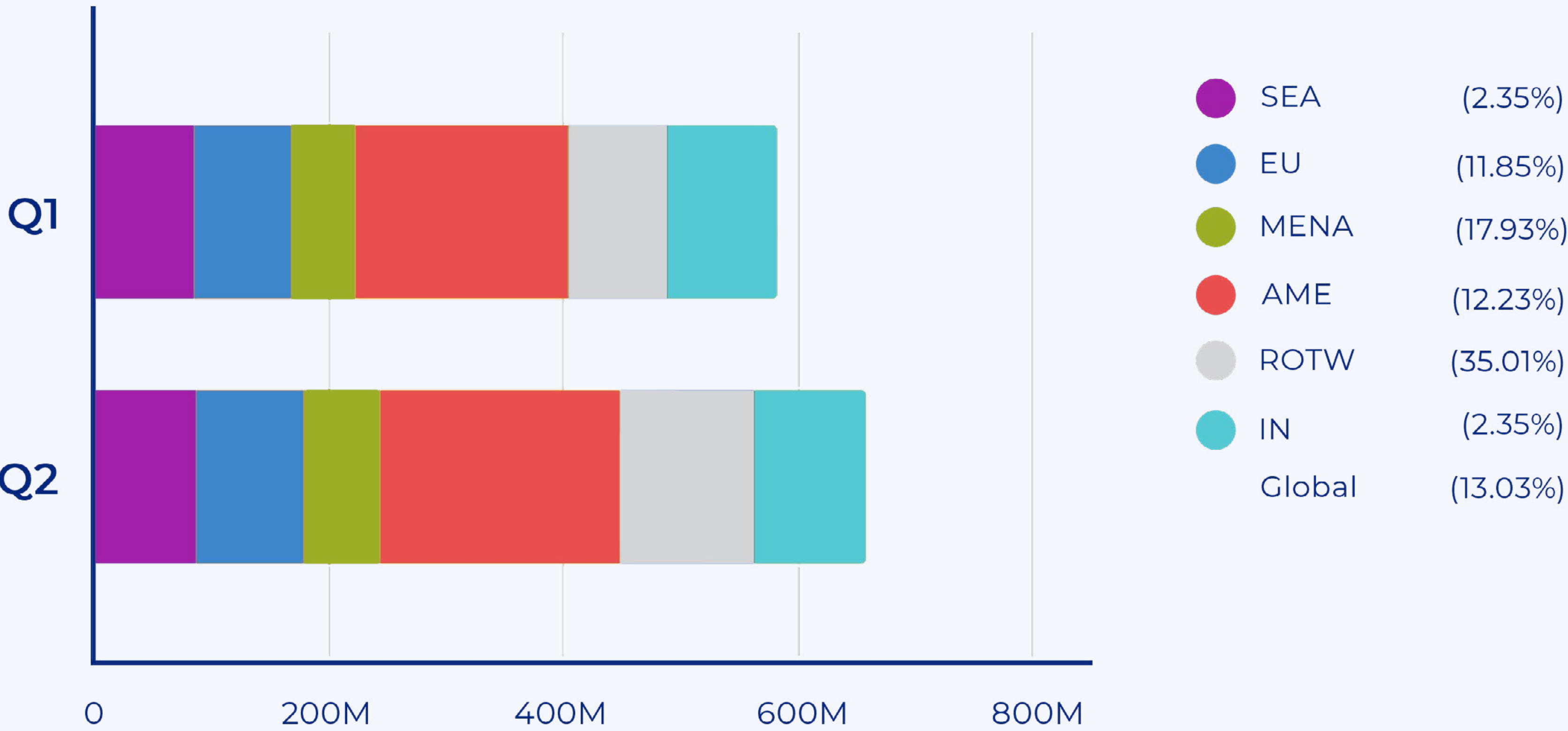
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Although the session duration for video streaming (OTT video) apps has fallen consistently across all geographies, the average drop is only 1.51%, which is quite small considering the scale of the users we’ve studied in this report.
- A reason behind the fall in session duration could be due to a shift in priorities, especially toward fitness, which has seen a huge increase in the session duration.

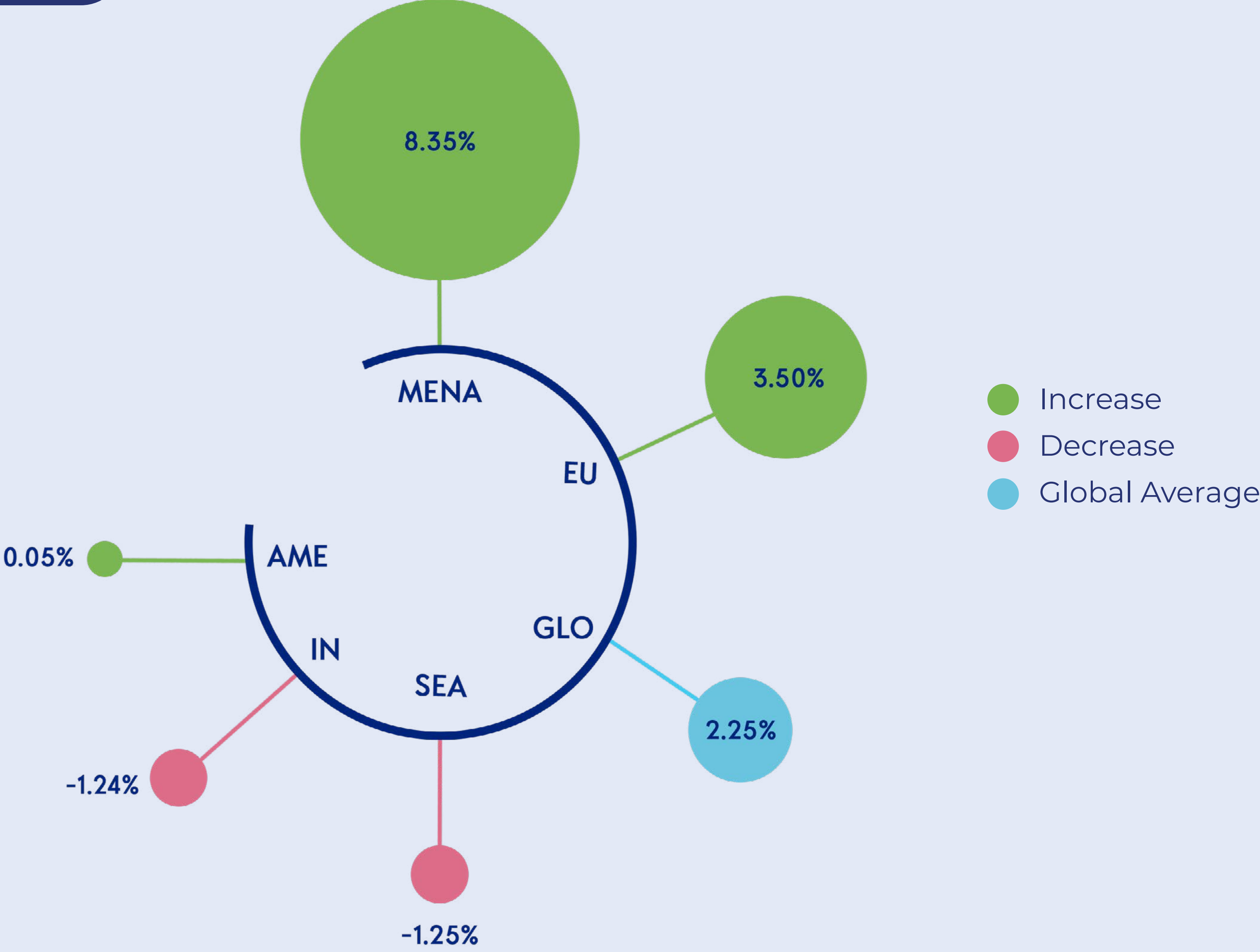
Music and Audio Streaming (OTT audio)

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

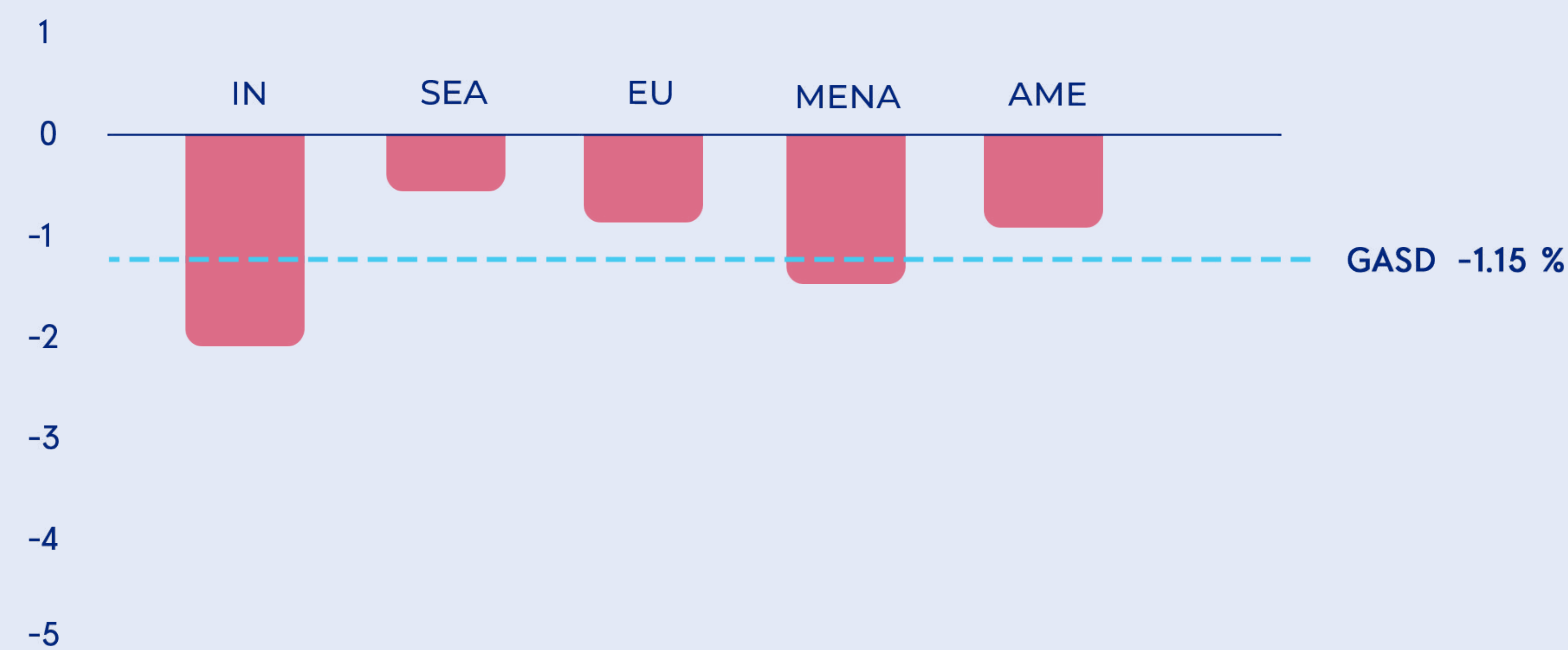
- India, Southeast Asia and Oceania have seen an increase in the number of new users but a slight decrease in daily active users.
- Although the number of active users in the Americas was more or less the same, the number of new users has significantly increased (12.24%).

- The Middle East and North Africa region has seen the highest growth in new users (17.94%) and active users (8.35%), which is higher than the global average for both these categories (13.03% and 2.25% respectively). In fact, the frequency of usage has also increased the most in this region (5.83%).

Music and Audio Streaming (OTT audio)

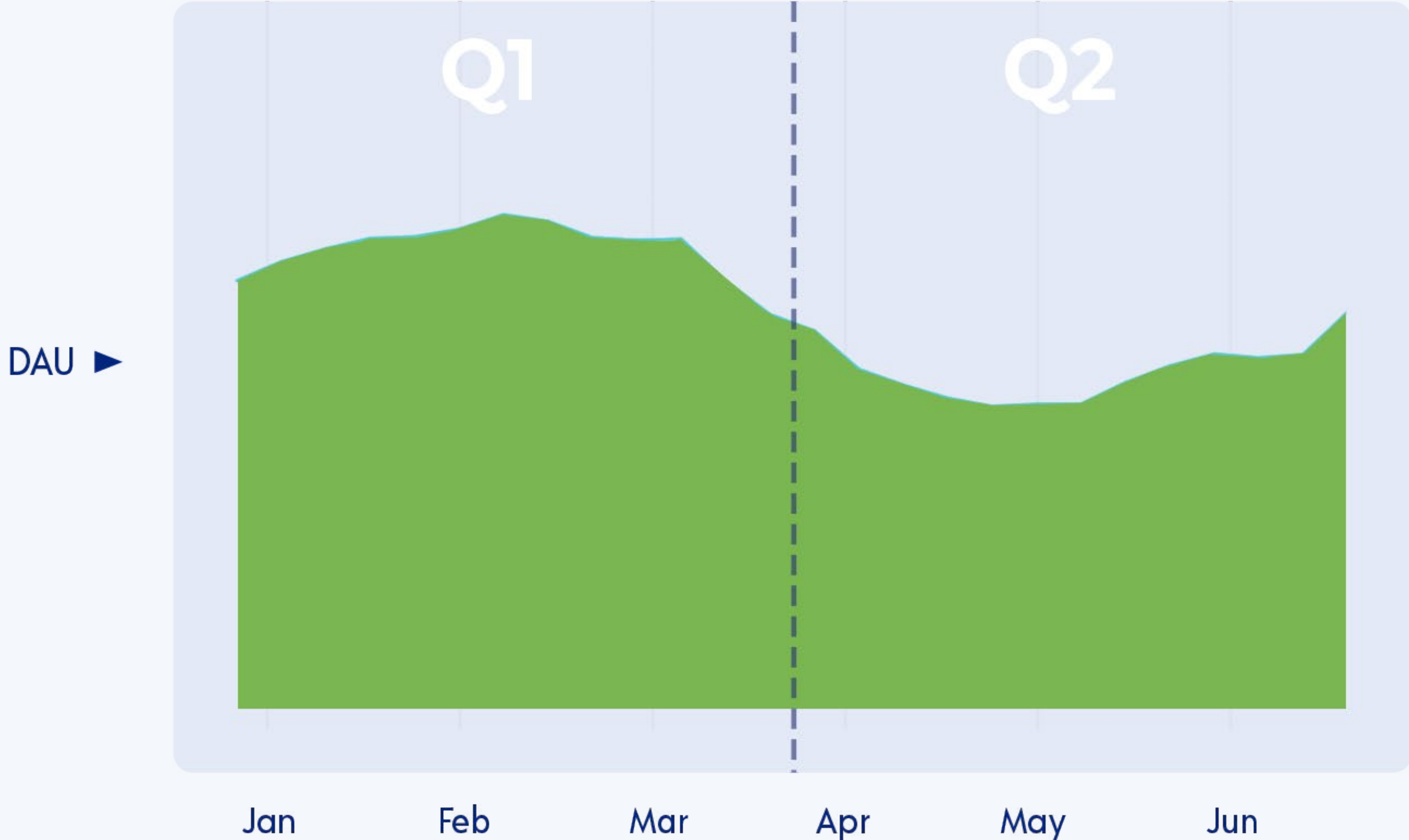
Global Movements (Q2 vs Q1)

Session Duration



DAU

Source: MoEngage
Region: India



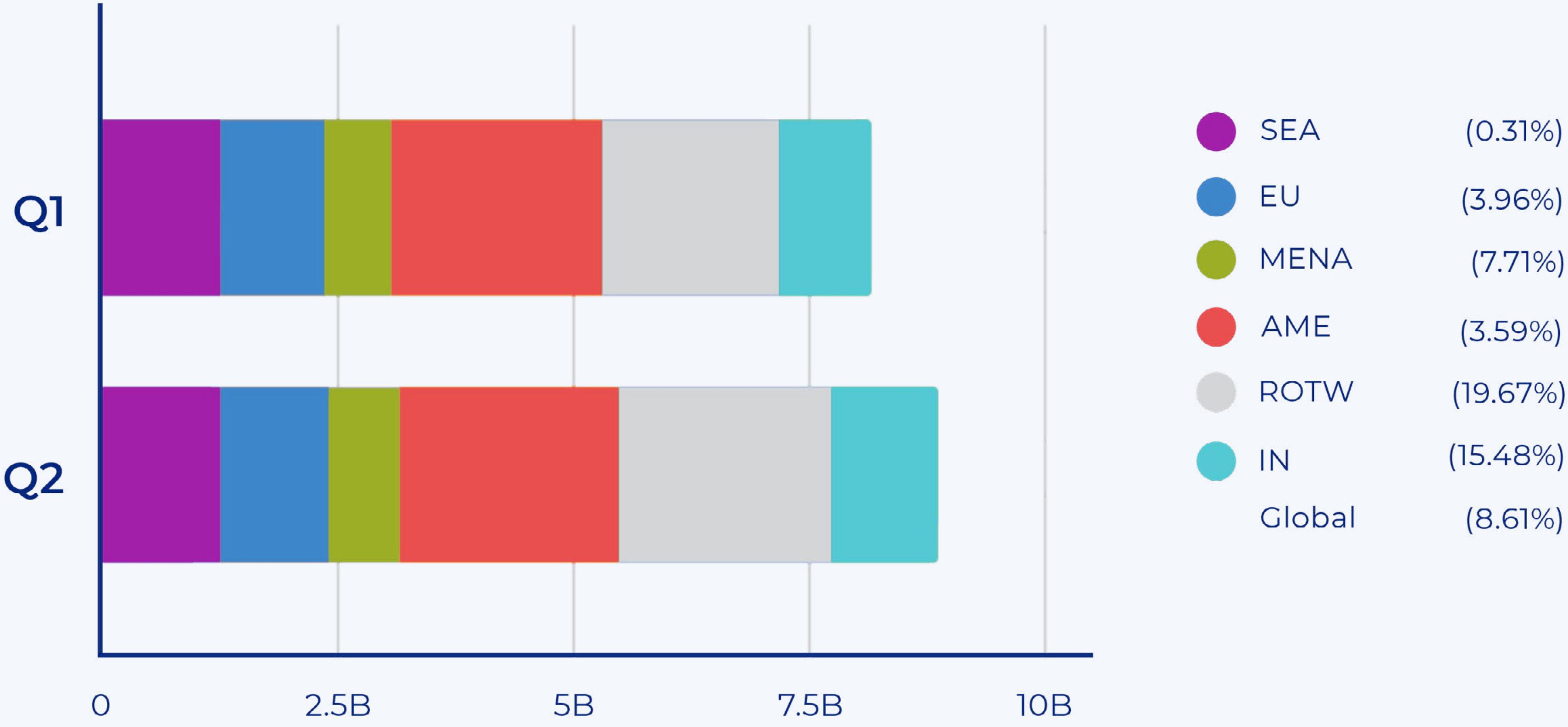
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Similar to video streaming (OTT video) apps above, the % drop in session duration is only 1.15%, which is considerably small given the user base we’ve researched in this report.
- Although the session duration has decreased a bit, our study indicates that the trend was on the rise toward the end of Q2, and we might even see a larger growth in the second half of 2020.

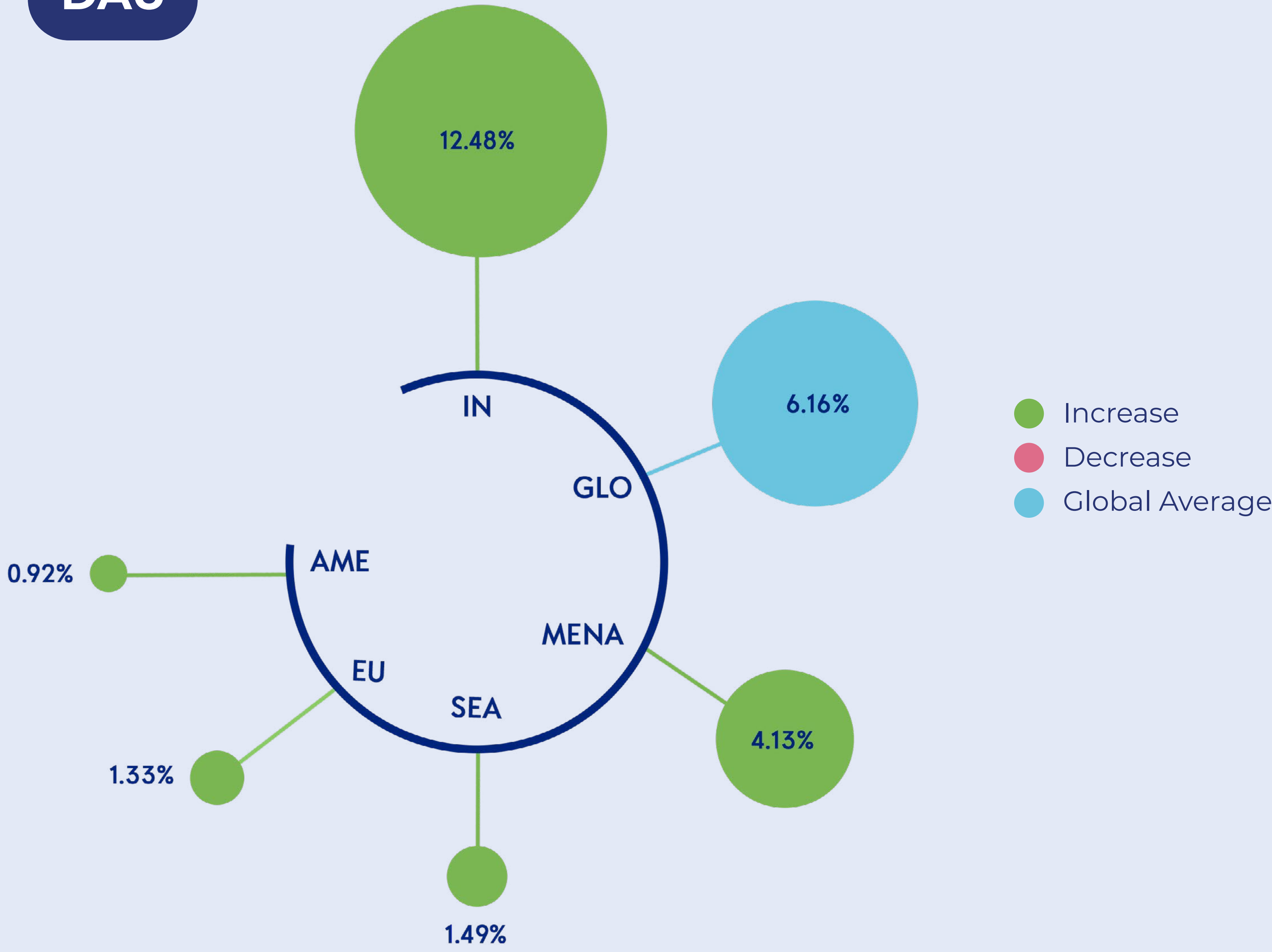
Gaming

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

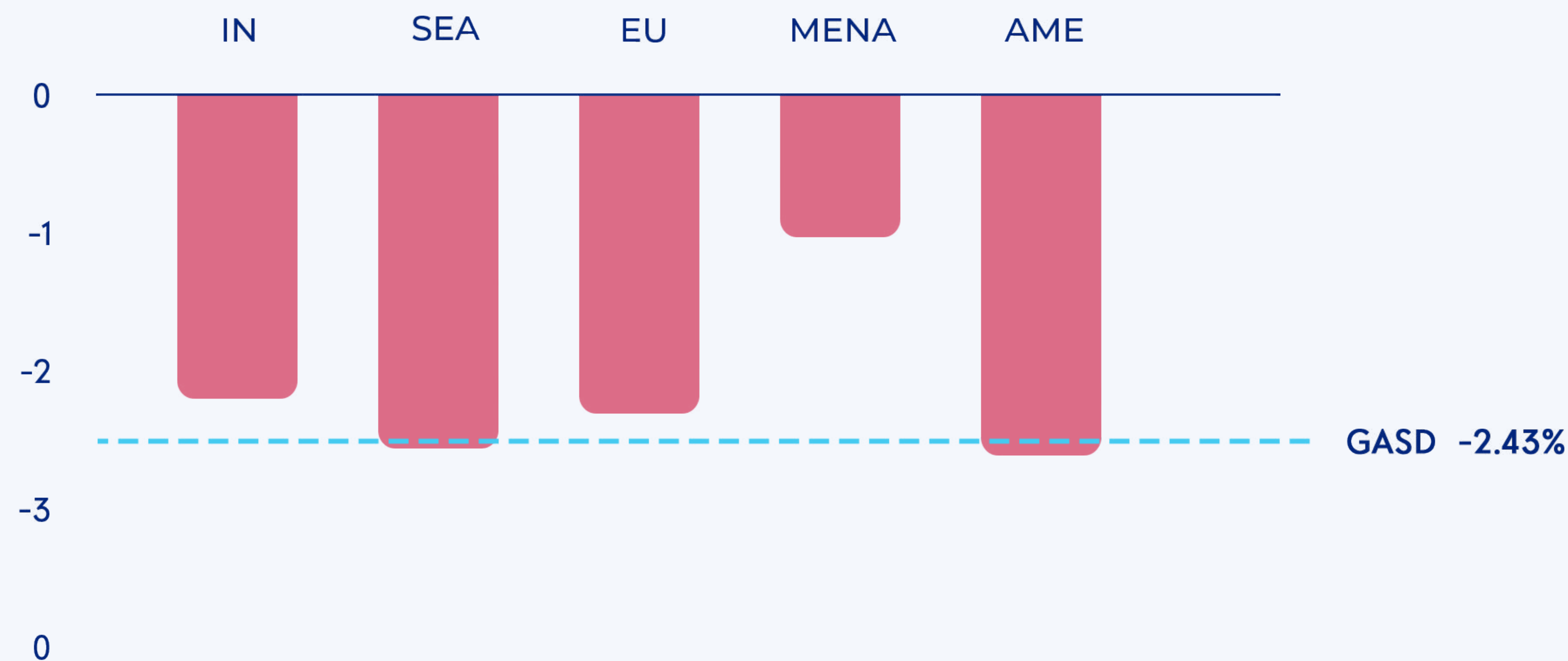
- Gaming apps have seen the largest growth in India. The number of new users, active users and frequency of usage increased much more than the global average.
- The number of downloads in Southeast Asia has seen a slight increase of 0.32%, smallest growth among all the regions.

- After India, the Middle East and North Africa region has shown the highest increase in new and active users. In fact, the frequency of usage of gaming apps was also higher than the global average.
- The Americas have seen the lowest increase in DAU (0.92%).

Gaming

Global Movements (Q2 vs Q1)

Session Duration



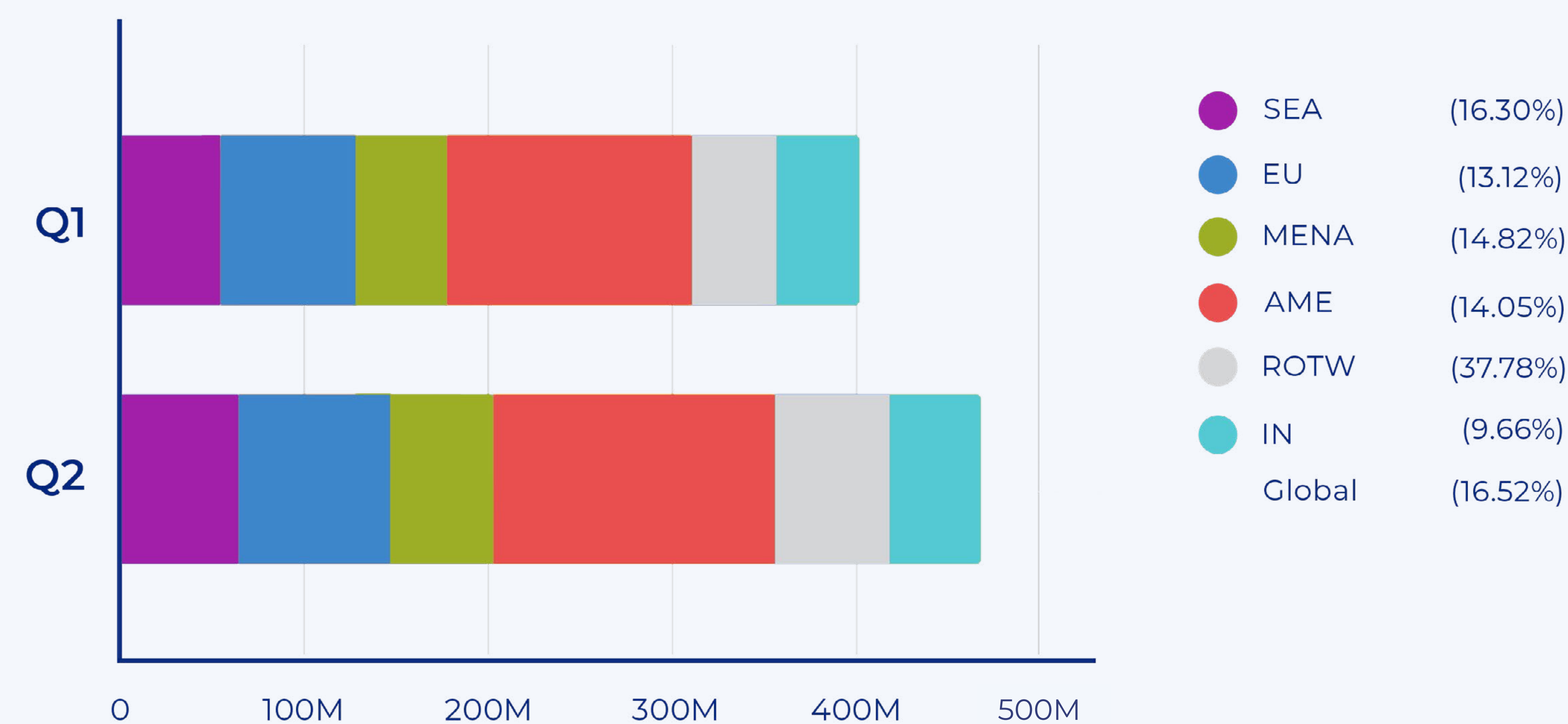
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

• The reason behind the fall in the average session duration in Q2 can be attributed to the fact that there was a significant increase in the number of users and sessions, while the time they spent per session remained the same from Q1.

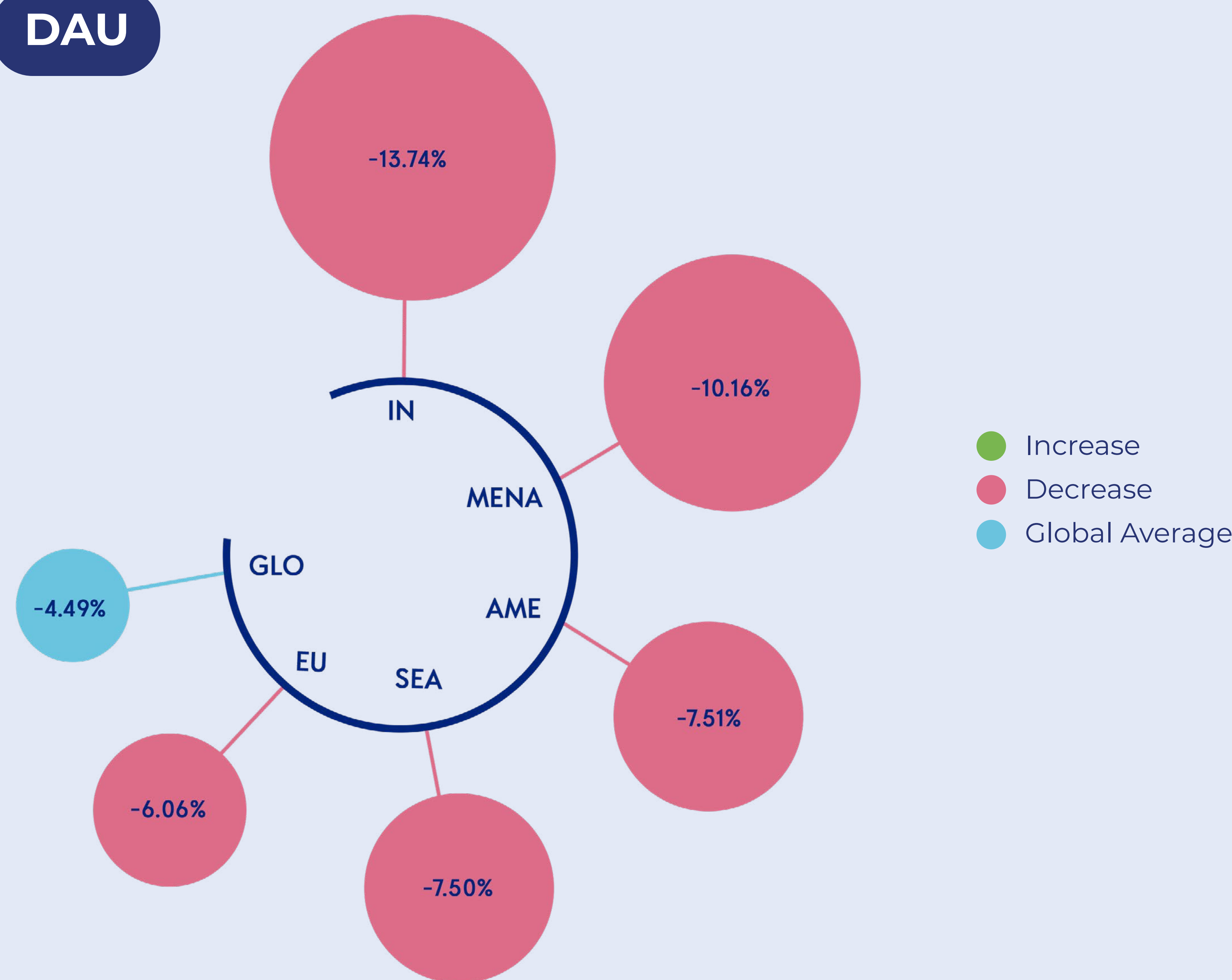
Sports

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

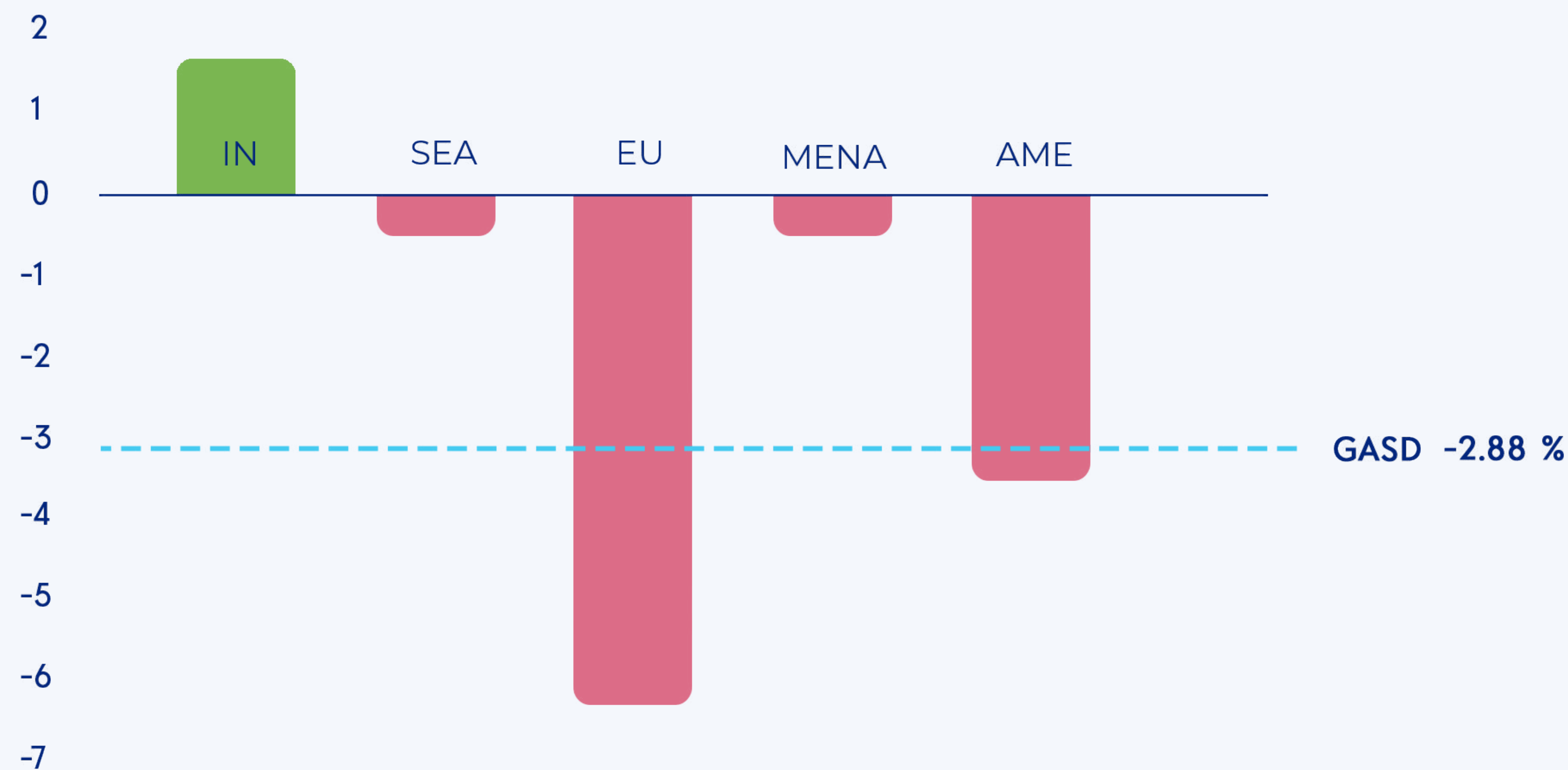
- The Sports category consists of sports-related news and live streaming apps. It also includes official apps of clubs, teams, and tournaments for different sports.
- Countries in Southeast Asia and Oceania were responsible for driving the most number of new users (16.31%), closely followed by Middle East and North Africa (14.82%) and the Americas (14.06%).

- While the number of new users for sports-related apps has consistently increased across all regions, the number of active users has decreased globally.
- India has seen the highest decline in the number of active users (-13.74%), more than 3X the global average.

Sports

Global Movements (Q2 vs Q1)

Session Duration



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Although the frequency of usage has dropped slightly in India, the average session duration has increased. India was the only region that saw an increase in the average session duration (1.67%).
- Countries in Europe have seen the steepest drop in the average session duration (6.22%).



E-COMMERCE

AMERICAS

Downloads **21.53%**
DAU **5.87%**

MIDDLE EAST & NORTH AFRICA

Downloads **19.84%**
DAU **2.95%**

INDIA

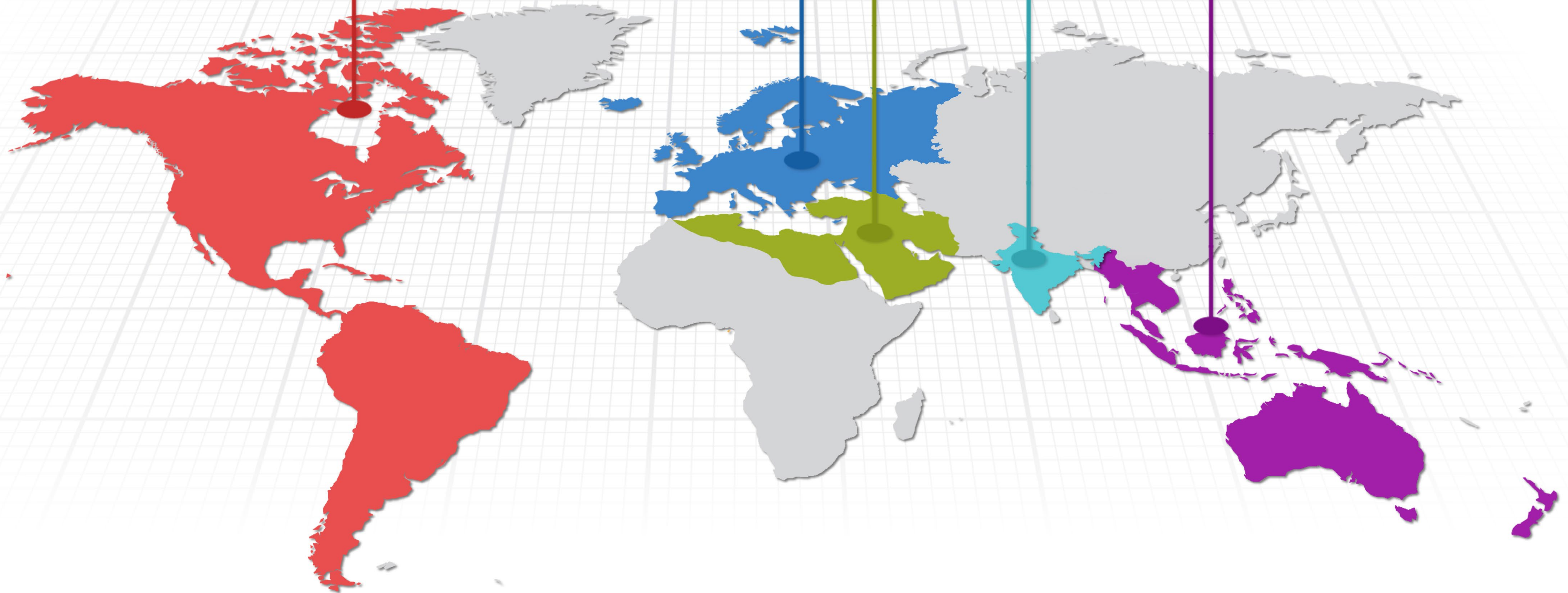
Downloads **-1.42%**
DAU **-13.88%**

EUROPE

Downloads **18.68%**
DAU **2.91%**

SOUTHEAST ASIA + OCEANIA

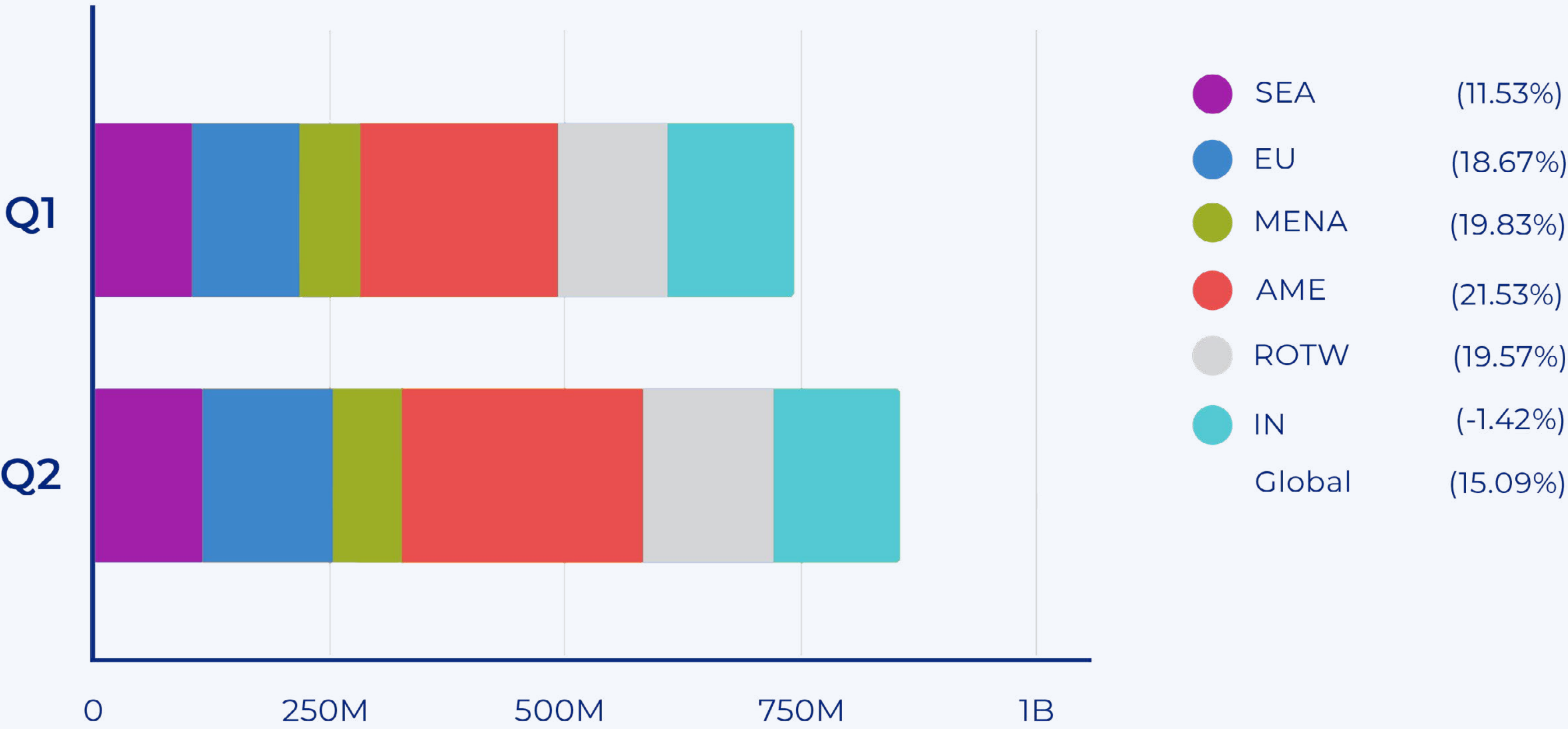
Downloads **11.54%**
DAU **-4.18%**



**All data above is from Q2, 2020 relative to Q1, 2020*

Global Movements (Q2 vs Q1)

Downloads



DAU



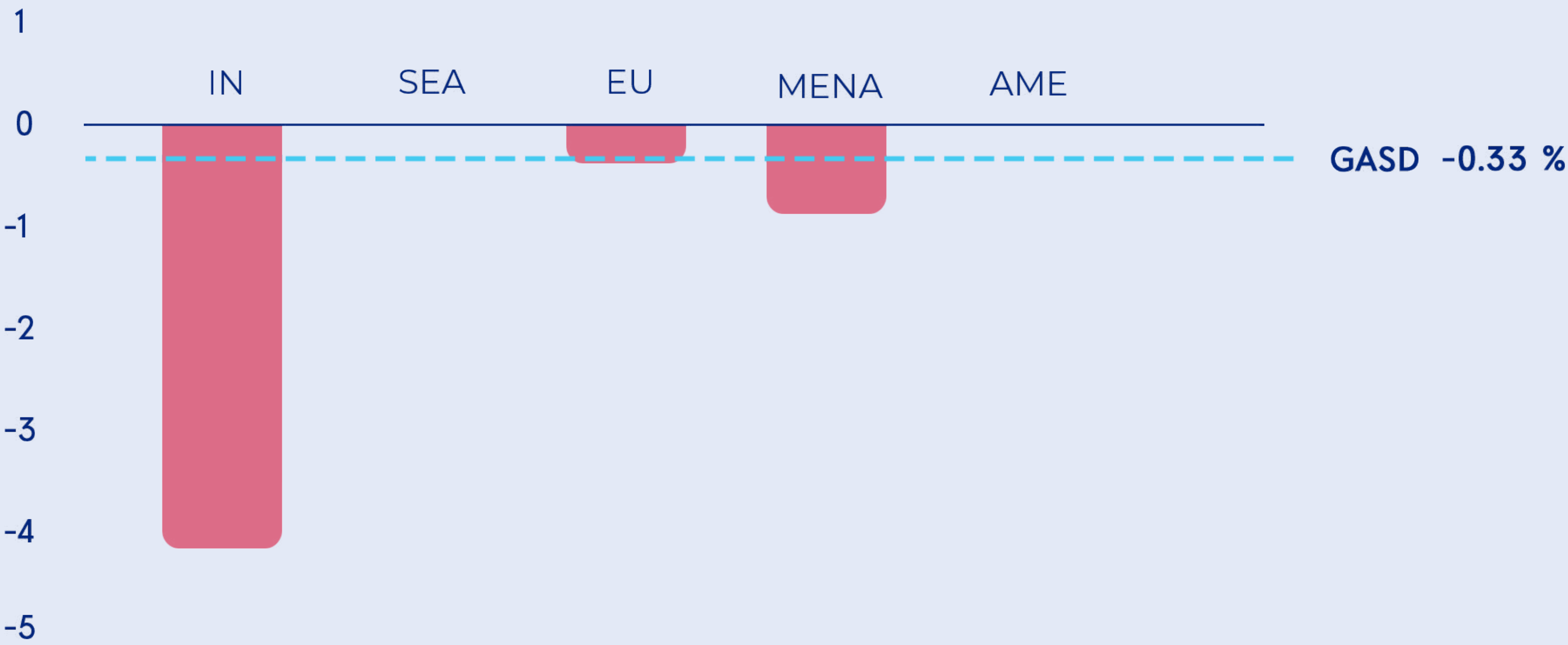
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- This category includes e-commerce apps, retail apps and grocery apps.
- The Americas have seen the highest increase in the number of new users (21.53%) and active users (5.87%), followed by Middle East and North Africa which has seen a 19.84% increase in new users and 2.95% in active users.
- While the number of new users has increased by 15.09% globally, the number of active users has reduced by 0.10%.

- DAU has seen a major decrease in India, followed by countries in Southeast Asia. This trend is reflected in the global average number, which has seen a slight decrease (-0.10%).
- India was the only region to see a decrease in both downloads (-1.42%) and DAU (-13.88%). On the other hand, grocery apps have seen the highest increase in daily active users in India.

Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads

Source: MoEngage
Region: India, Southeast Asia



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Although the number of new users increased for online shopping apps, the average session duration has dropped globally by 0.33%. The Americas and Southeast Asia are exceptions, where the average session duration has remained almost the same.
- India and Southeast Asia were the only two regions to see a decrease in the frequency of usage of online shopping apps.



HEALTHCARE & FITNESS

AMERICAS

Downloads **28.28%**
DAU **9.41%**

MIDDLE EAST & NORTH AFRICA

Downloads **46.31%**
DAU **19.89%**

INDIA

Downloads **111.80%**
DAU **57.07%**

EUROPE

Downloads **25.47%**
DAU **8.32%**

SOUTHEAST ASIA + OCEANIA

Downloads **45.40%**
DAU **24.25%**

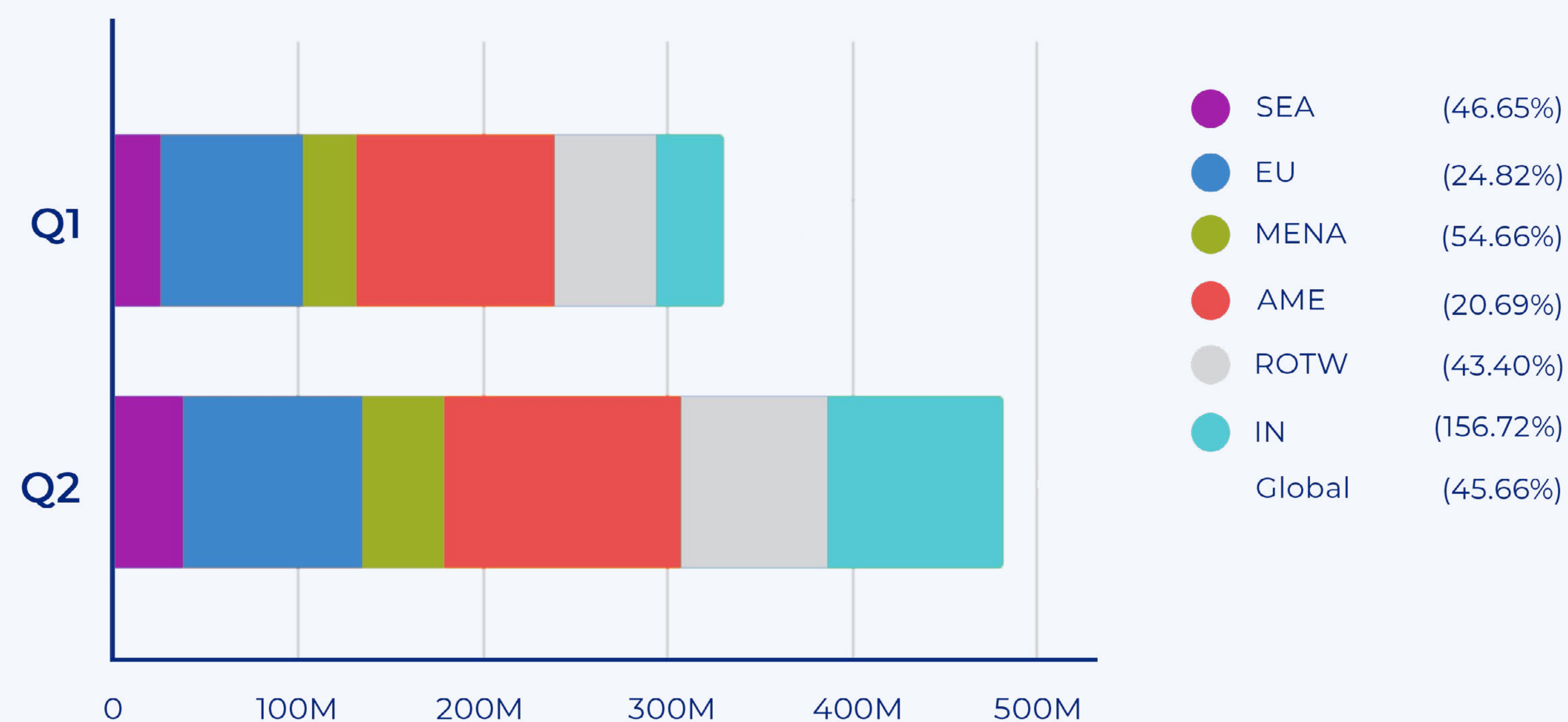


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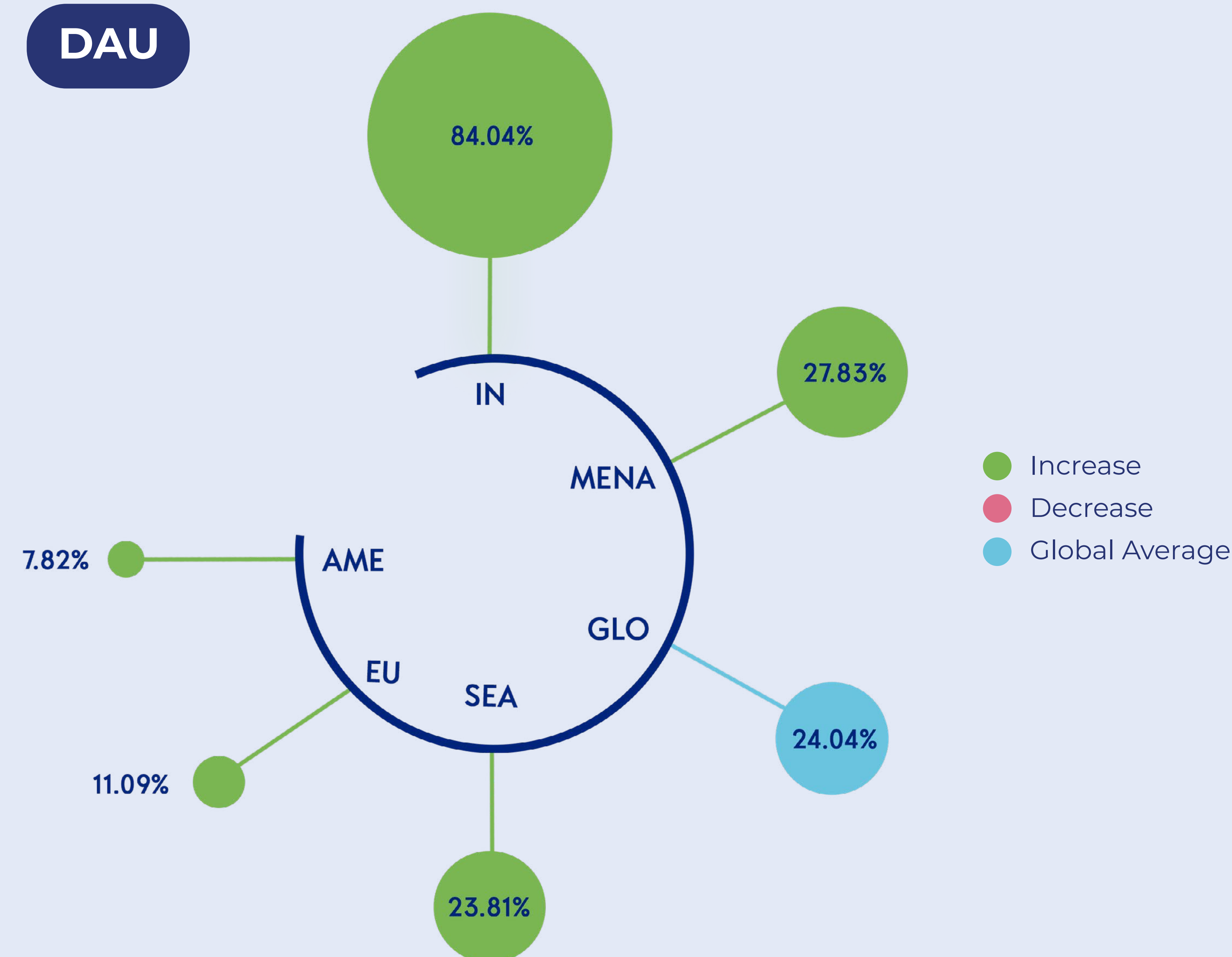
Fitness Apps

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

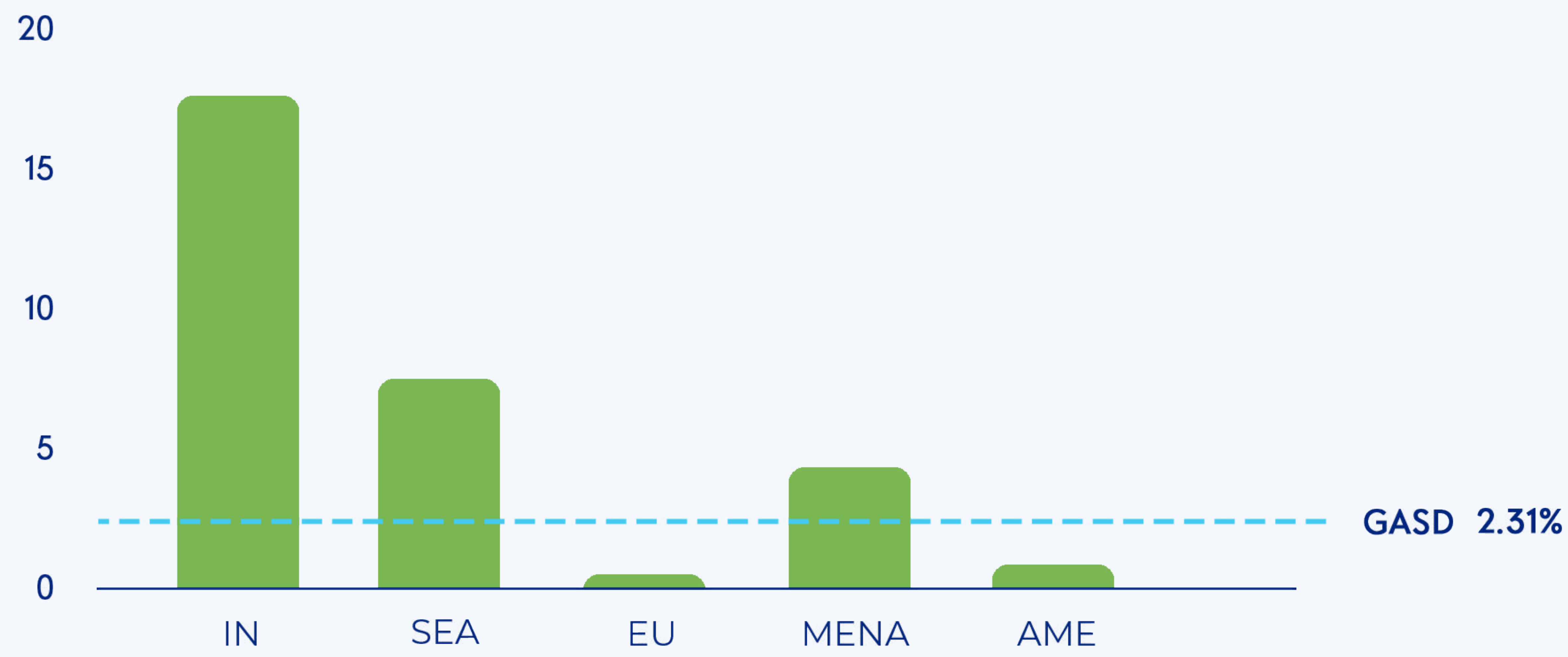
- Global rise in downloads of fitness apps in Q2 vs Q1 was 45.66%.
- The boost to global downloads of fitness apps in Q2 globally was driven majorly by India (156.73%), which translated to 58 million active users.
- Southeast Asia, Oceania and Middle East and North Africa followed the global upward trend in downloads (~ 50%).
- Europe and the Americas lagged the global trend in downloads but saw strong growth at 24.82% and 20.70% respectively.

- Global rise in daily active users of fitness apps in Q2 vs Q1 was 24.04%.
- As with downloads, the major boost to DAU in Q2 was driven by India. With a whopping 84% growth, that translated to 12 million users.
- Southeast Asia and Oceania (23.81%) and Middle East and North Africa (27.83%) closely followed the global upward trend in DAU.
- Europe (11.09%) and the Americas (7.82%) saw steady positive movements in DAU for Q2 as compared to Q1.

Fitness Apps

Global Movements (Q2 vs Q1)

Session Duration



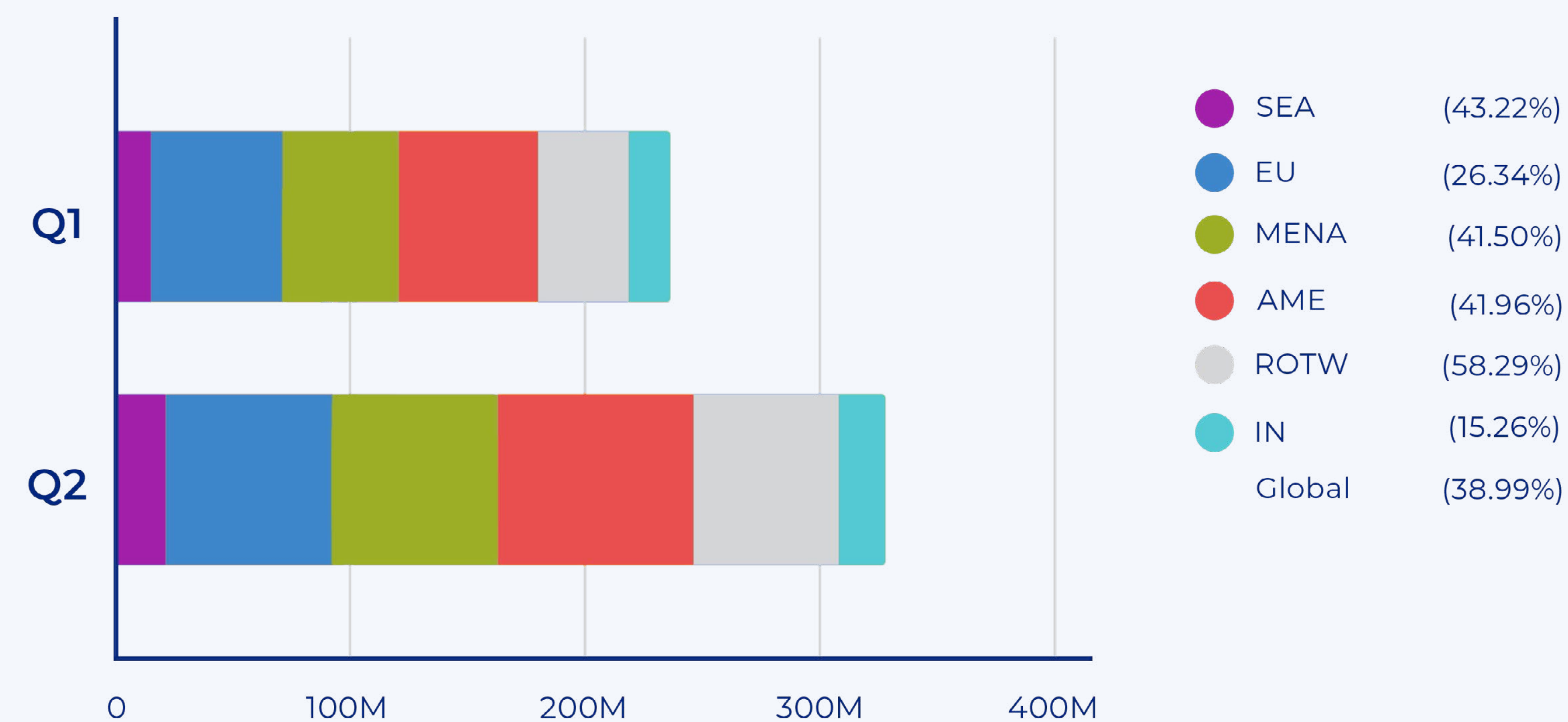
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Global rise in average session duration of fitness apps in Q2 vs Q1 was 2.31%.
- India came out on top with a 17.82% growth in time spent on fitness apps.
- Southeast Asia and Oceania saw a sustained rise in average session duration on fitness apps with 7.52% growth in Q2 as compared to Q1.

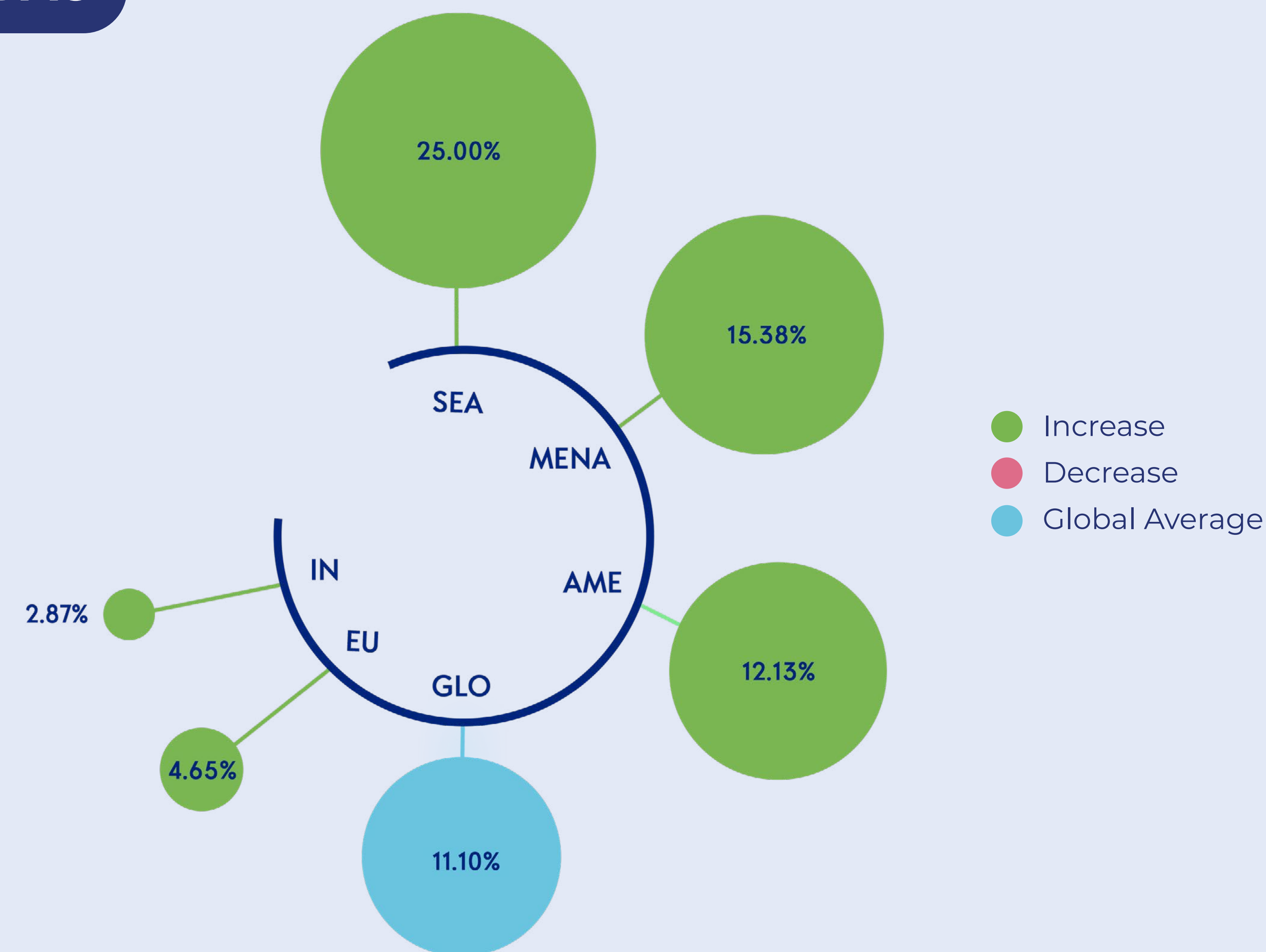
Online Pharmacy

Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

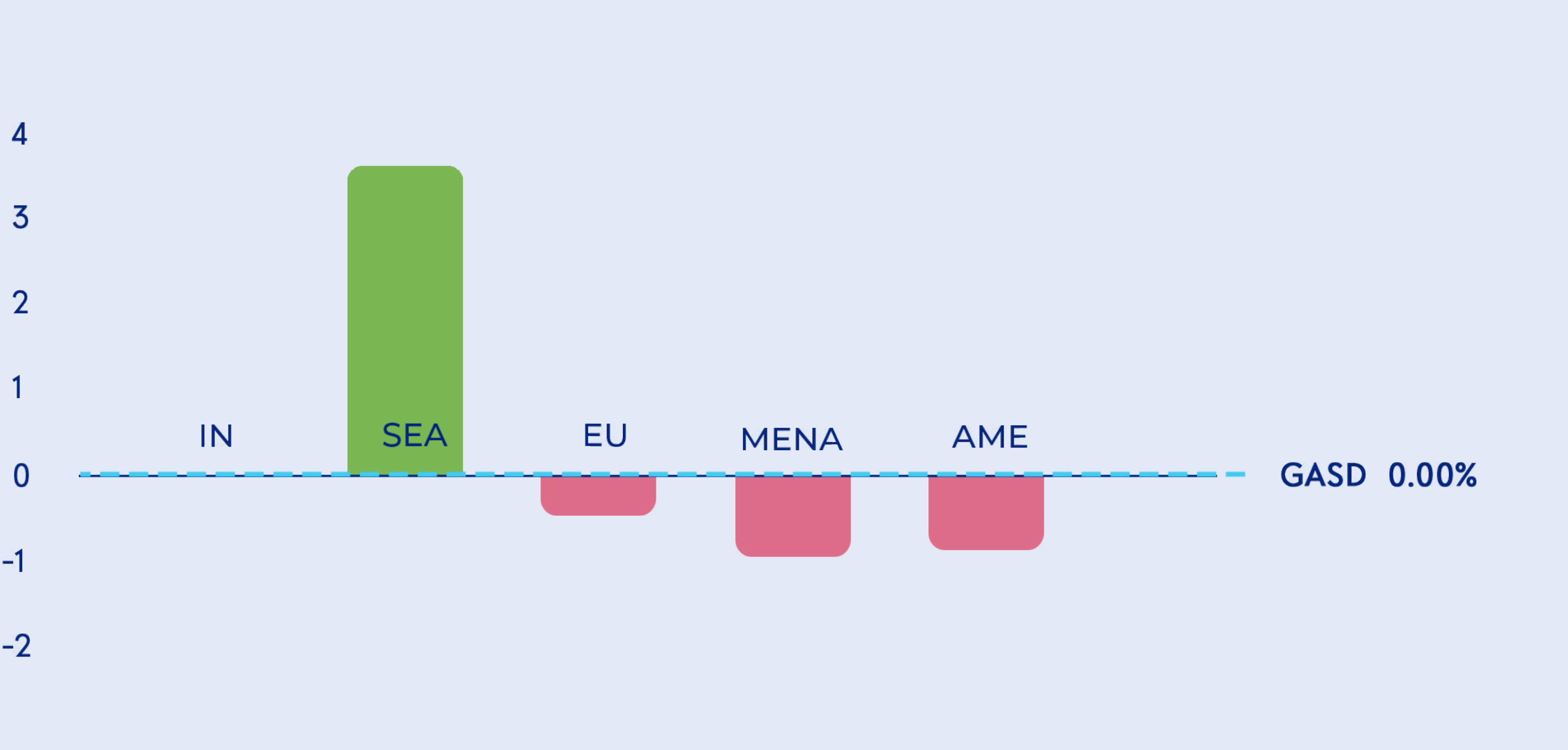
- Global rise in downloads of medical apps in Q2 vs Q1 was 38.99%.
- Southeast Asia and Oceania (43.22%), Middle East and North Africa (41.51%) and Americas (41.97%) followed the global upward trend in downloads.
- India and Europe saw strong sustainable growth in downloads at 15.27% and 26.35% respectively.

- Global rise in daily active users of medical apps in Q2 vs Q1 was 11.10%.
- Southeast Asia and Oceania led overall percentage movements in DAU for medical apps with growth of 25%.

Online Pharmacy

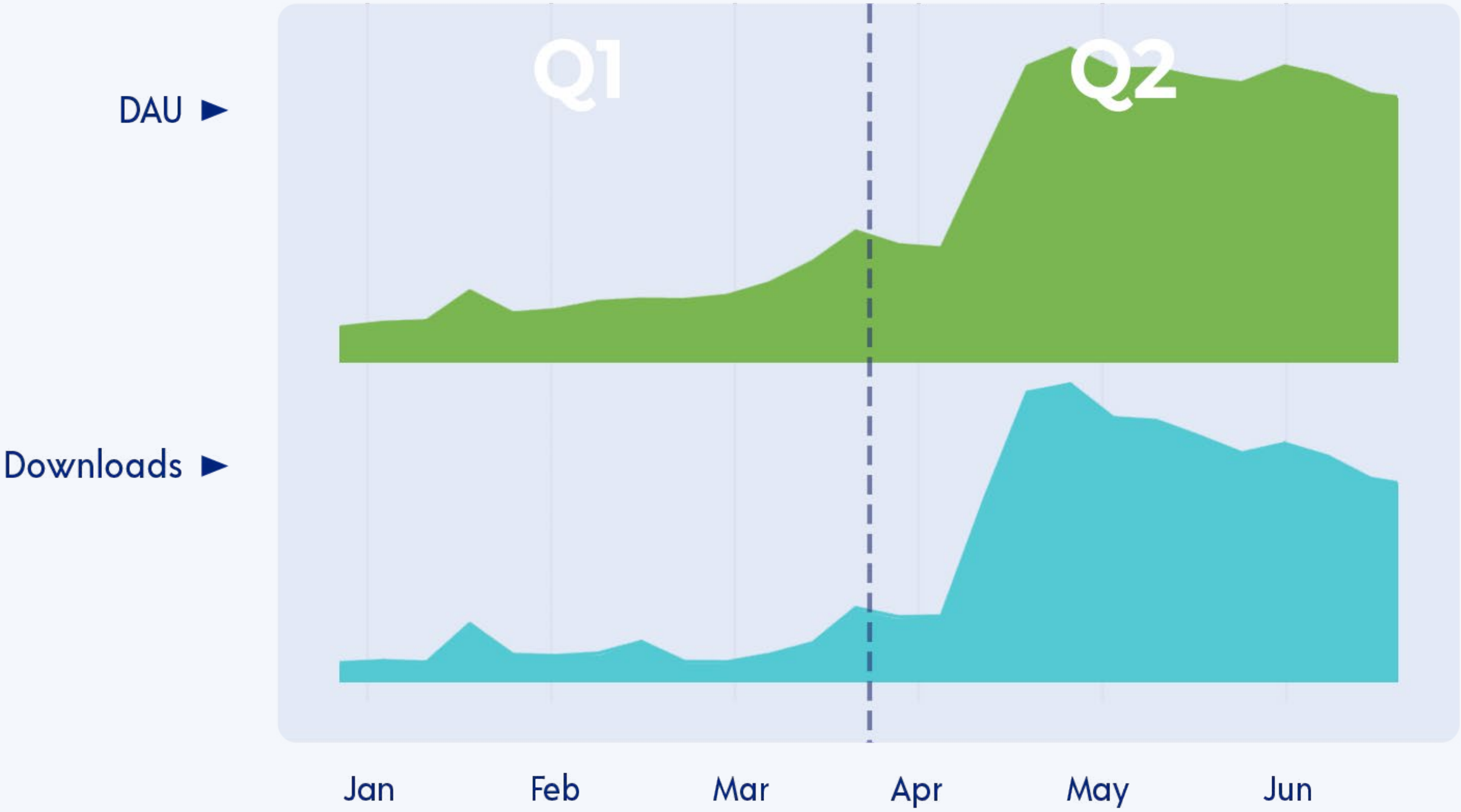
Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads

Source: MoEngage
Region: India, Southeast Asia



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Marginal drops in session duration for most geographies apart from Europe, Middle East North Africa, and Americas, where total number of sessions has outpaced the average duration per session.
- Southeast Asia and Oceania displayed positive growth in average session duration at 3.69% in Q2.



BANKING & FINTECH

AMERICAS

Downloads **43.67%**
DAU **20.00%**

MIDDLE EAST & NORTH AFRICA

Downloads **13.71%**
DAU **3.32%**

INDIA

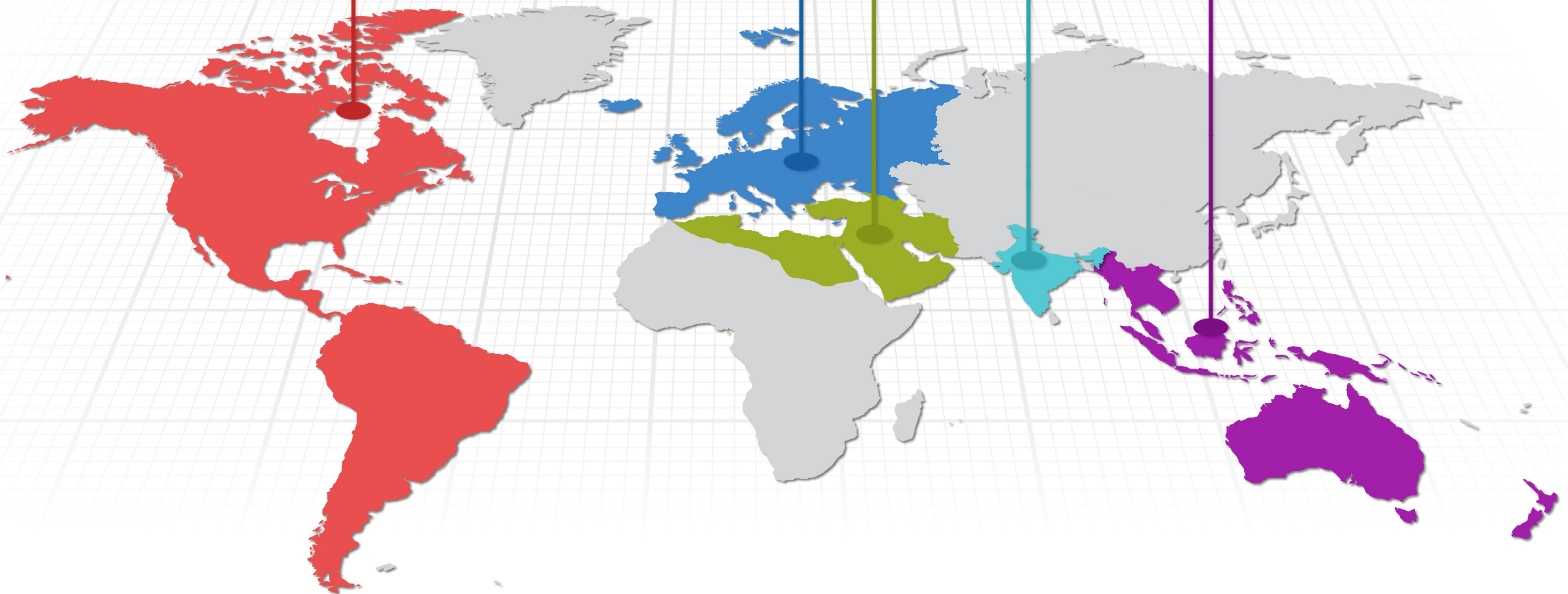
Downloads **-4.52%**
DAU **-8.33%**

EUROPE

Downloads **11.73%**
DAU **1.33%**

SOUTHEAST ASIA + OCEANIA

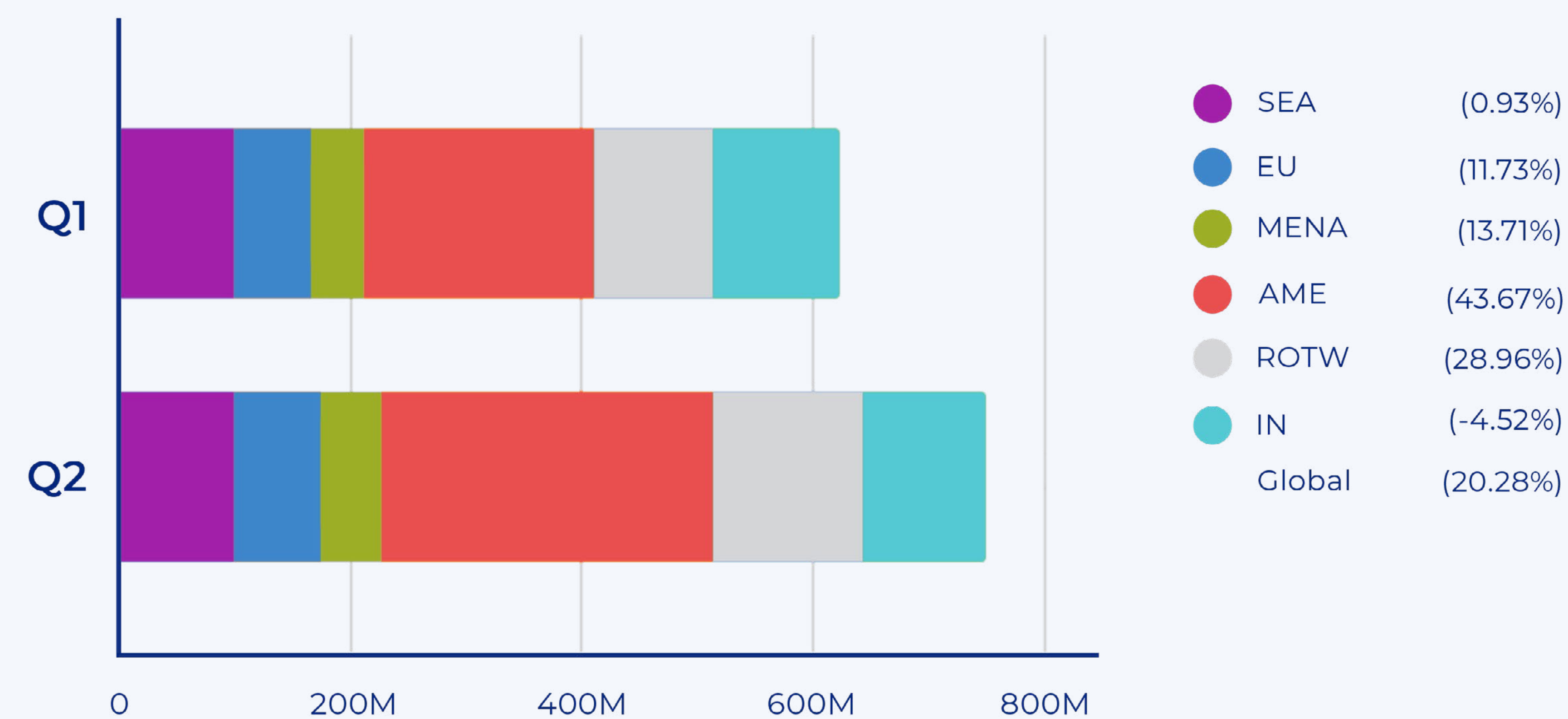
Downloads **0.93%**
DAU **-4.09%**



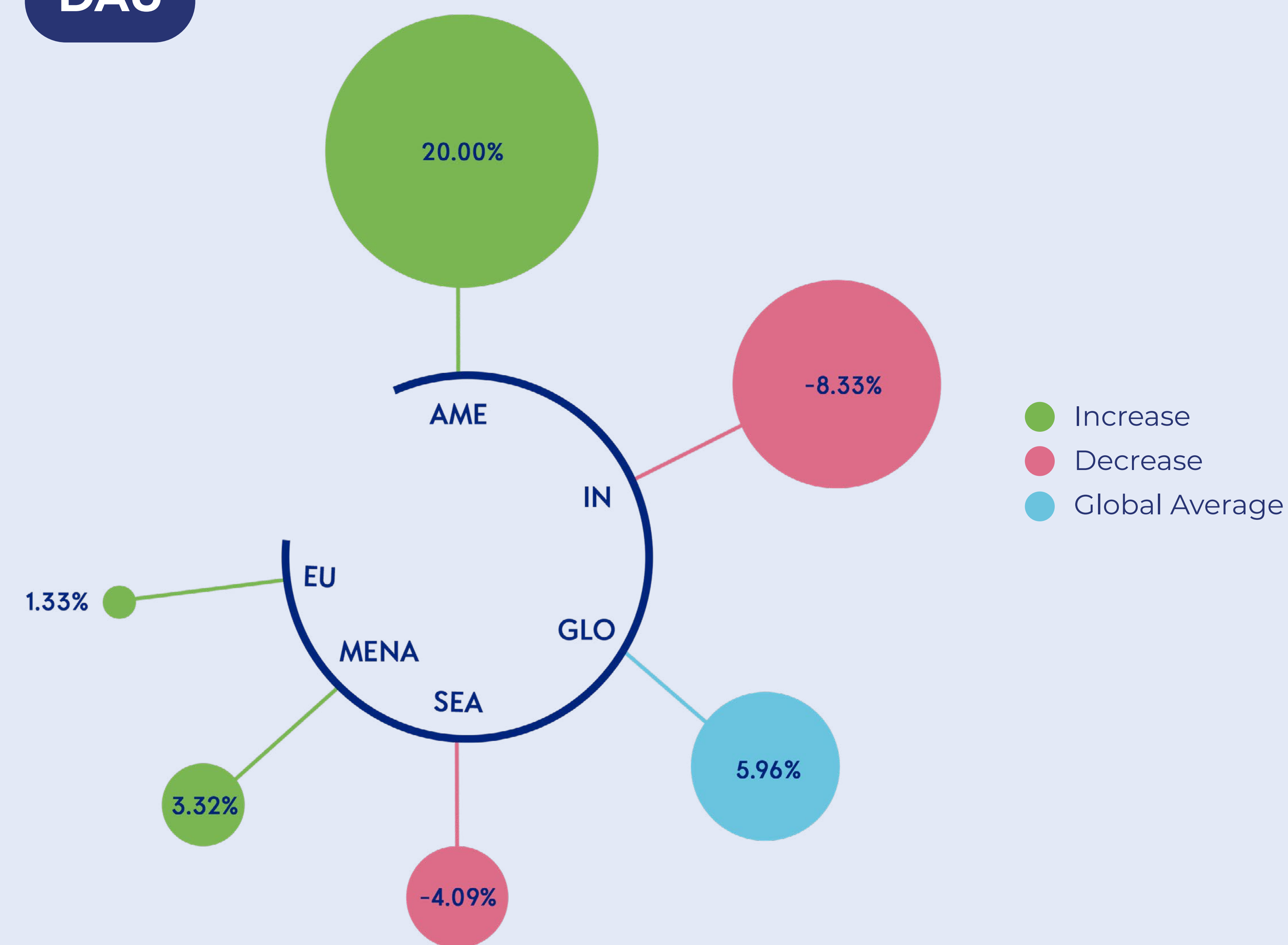
**All data above is from Q2, 2020 relative to Q1, 2020*

Global Movements (Q2 vs Q1)

Downloads



DAU



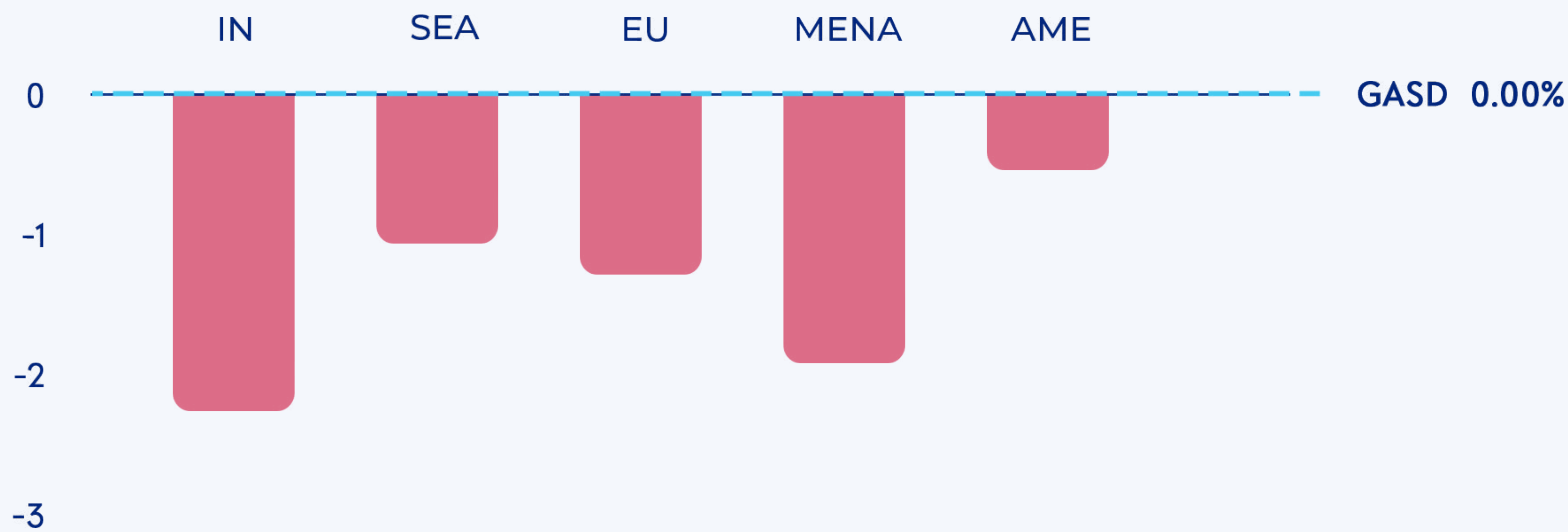
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- The banking, financial services and insurance industry saw 20.28% global growth in downloads in Q2 as compared to Q1.
- The Americas led the growth in downloads for this industry, posting a solid 43.67% growth in Q2 for app downloads.
- India is the only geography that saw a fall in downloads (-4.52%).

- Global growth in DAU in the banking, financial services and insurance industry in Q2 was 5.96% as compared to Q1.
- The Americas led DAU growth in this industry in Q2 with growth of 20% over Q1.
- India, Southeast Asia and Oceania saw a fall in DAU at -8.33% and -4.09% respectively.

Global Movements (Q2 vs Q1)

Session Duration



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Average session duration sees single digit drop in percentages through-out all geographies.
- The fall indicates that the total number of sessions has outpaced the average duration per session.



AMERICAS

Downloads 42.25%
DAU 28.75%

MIDDLE EAST & NORTH AFRICA

Downloads 15.64%
DAU 1.82%

INDIA

Downloads 31.35%
DAU 13.32%

EUROPE

Downloads 26.36%
DAU 17.22%

SOUTHEAST ASIA + OCEANIA

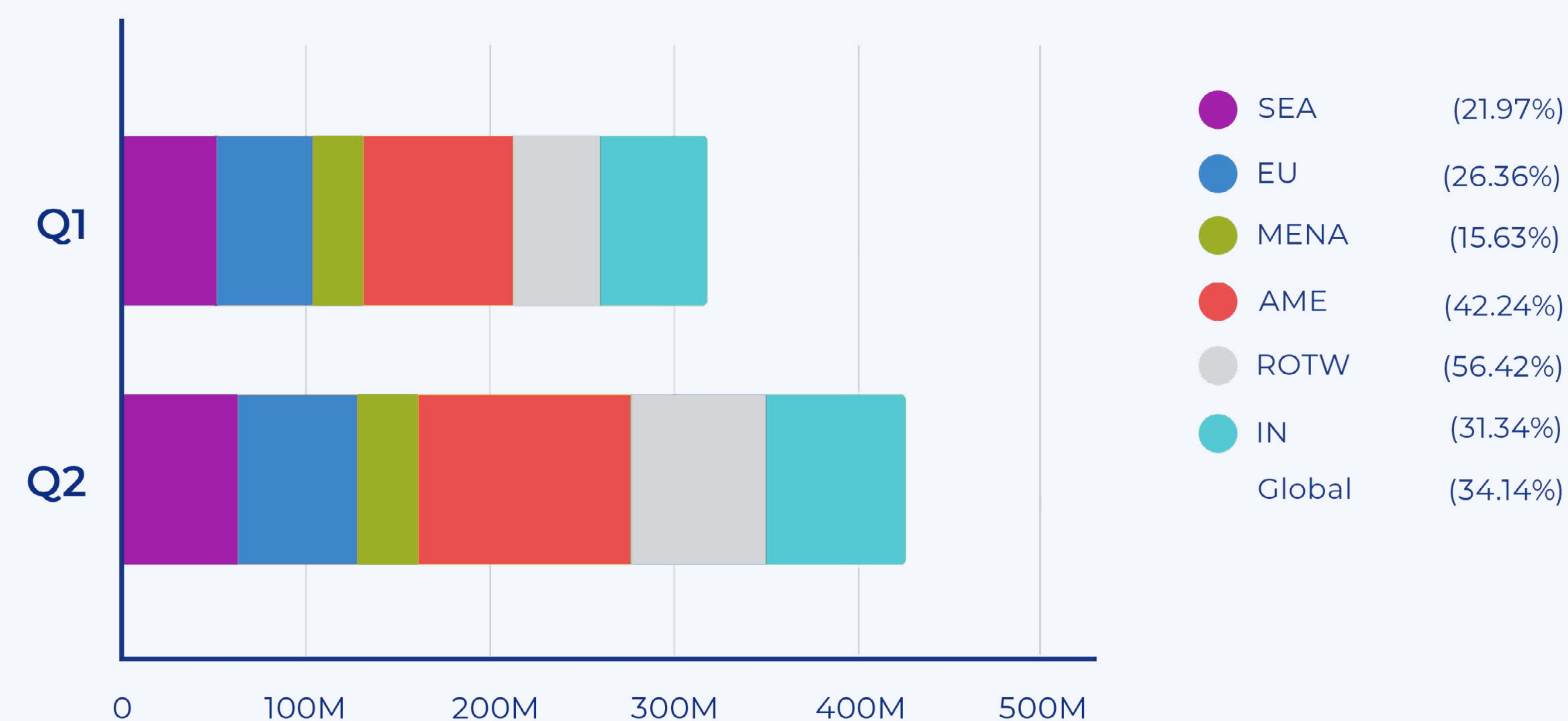
Downloads 21.98%
DAU 22.78%



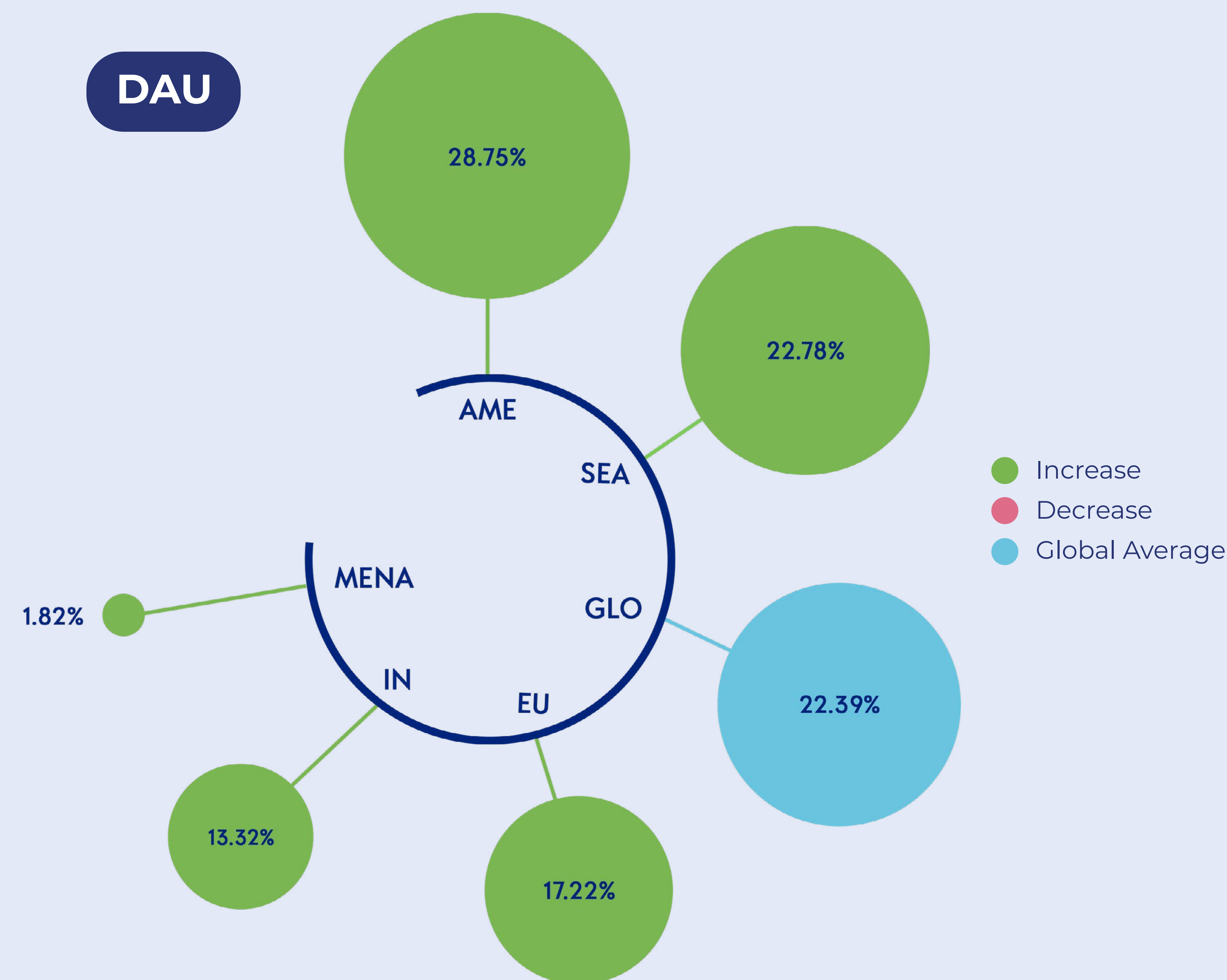
*All data above is from Q2, 2020 relative to Q1, 2020

Global Movements (Q2 vs Q1)

Downloads



DAU



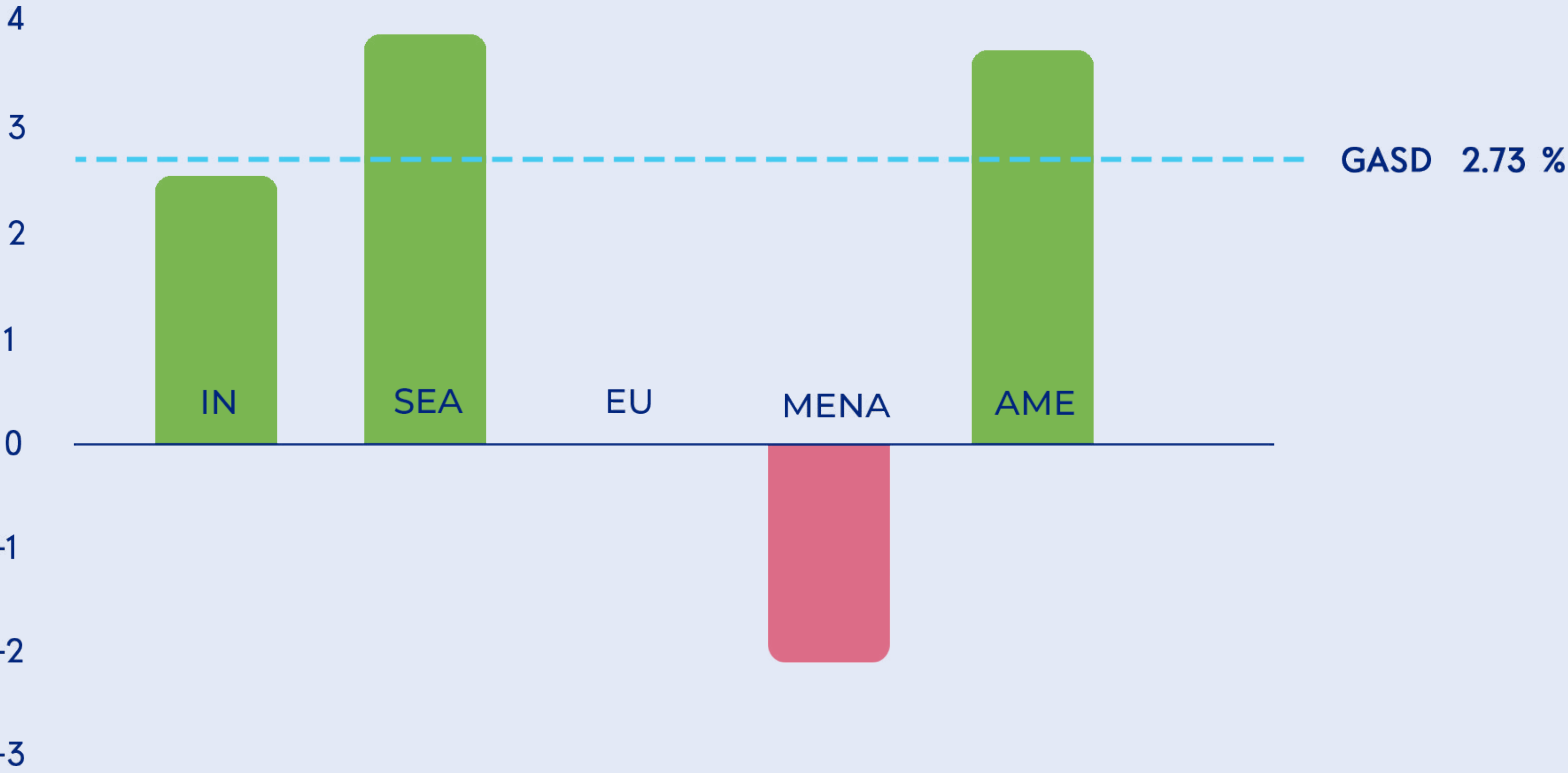
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- The Americas saw the largest increase in new users (42.25%), significantly higher than the global average of 34.14%.
- India came a respectable second with 31.35% increase in new users in Q2 over Q1.

- Globally, edtech apps have seen an increase in DAU (22.39%), downloads (34.14%), frequency of usage (31.18%) and the average session duration (2.73%).
- The Americas have seen the highest jump in DAU (28.75%), followed by Southeast Asia (22.78%), both higher than the global average.

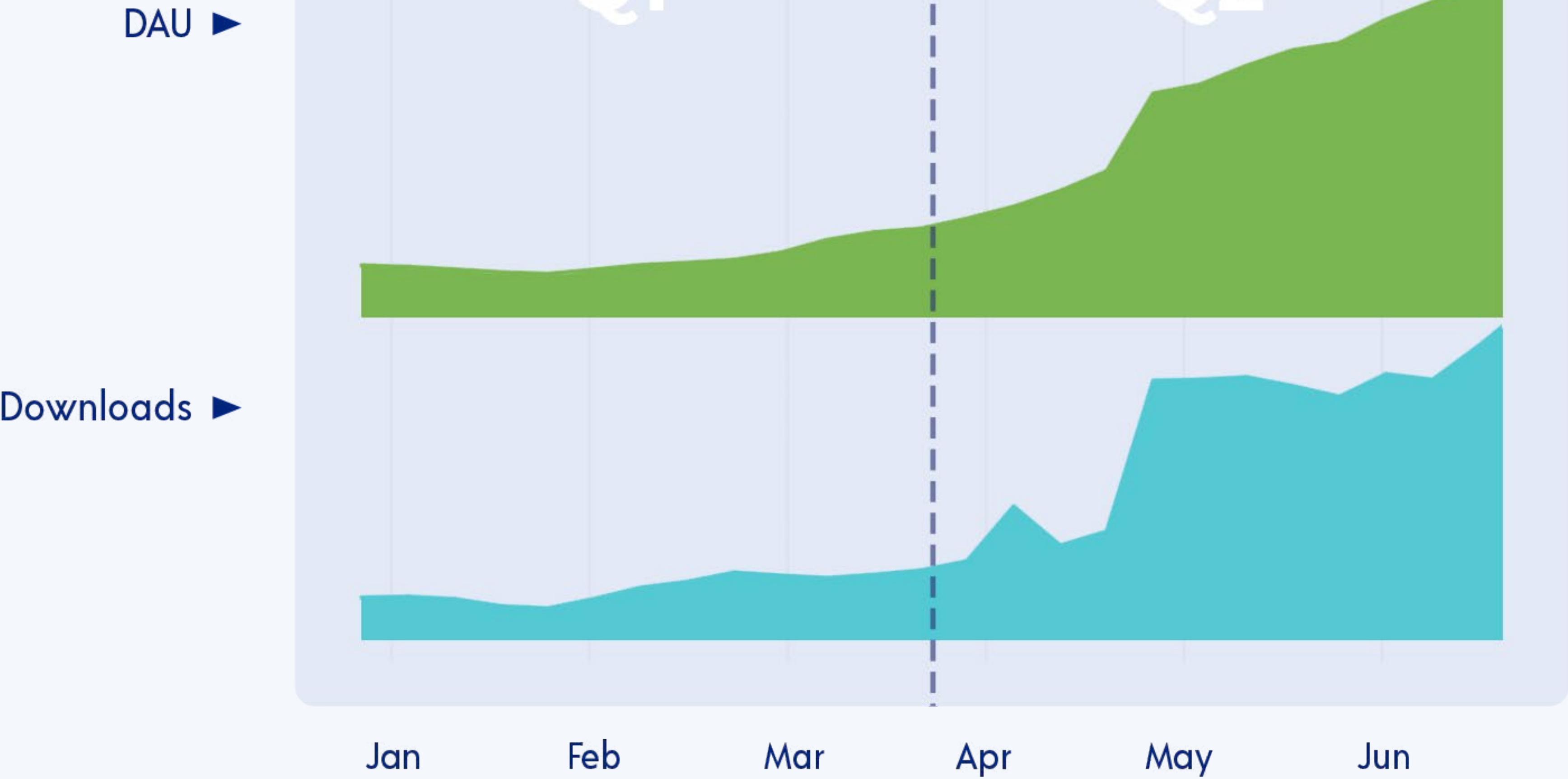
Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads

Source: MoEngage
Region: India



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Southeast Asia saw the biggest jump in the average session duration (3.80%), whereas the Middle East and North Africa region is the only one to have seen a decrease in the average session duration (-2.03%).
- Europe is the only region that saw no change in the average session duration.



TRAVEL & HOSPITALITY

AMERICAS

Downloads 15.64%
DAU -6.40%

MIDDLE EAST & NORTH AFRICA

Downloads 9.18%
DAU -12.63%

INDIA

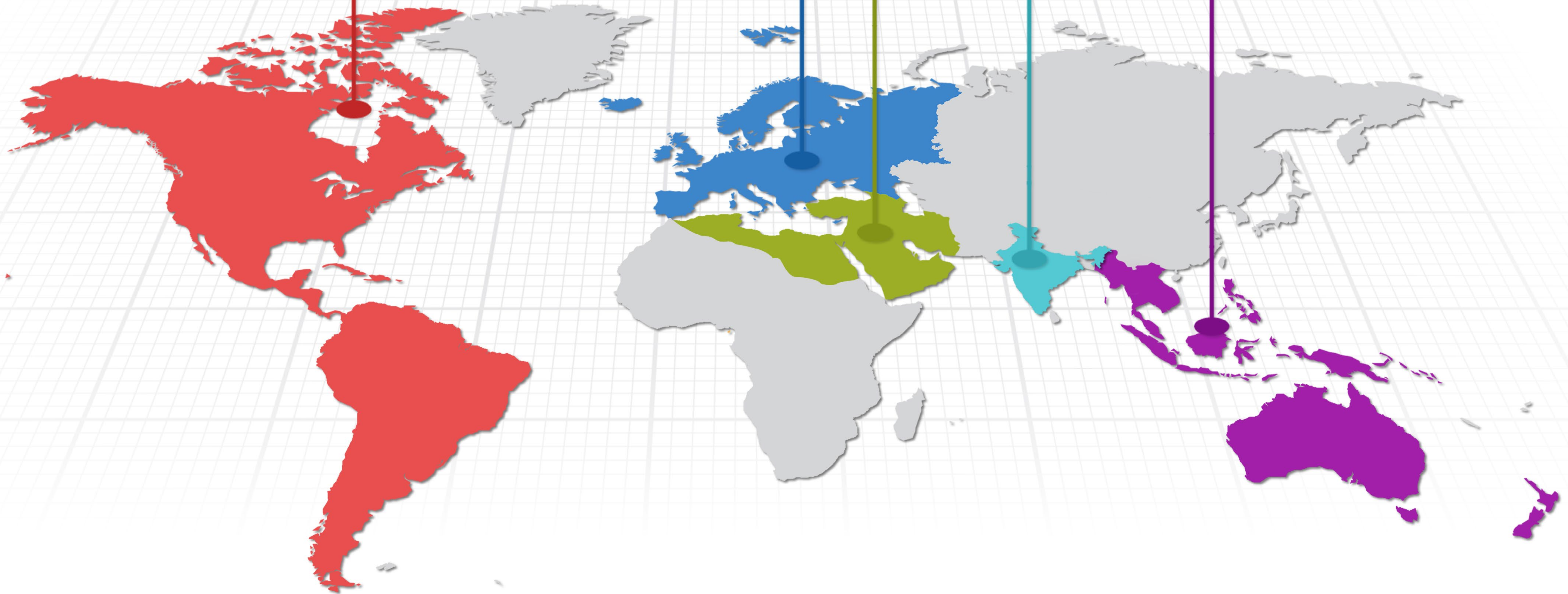
Downloads 15.52%
DAU -8.57%

EUROPE

Downloads 6.90%
DAU 1.53%

SOUTHEAST ASIA + OCEANIA

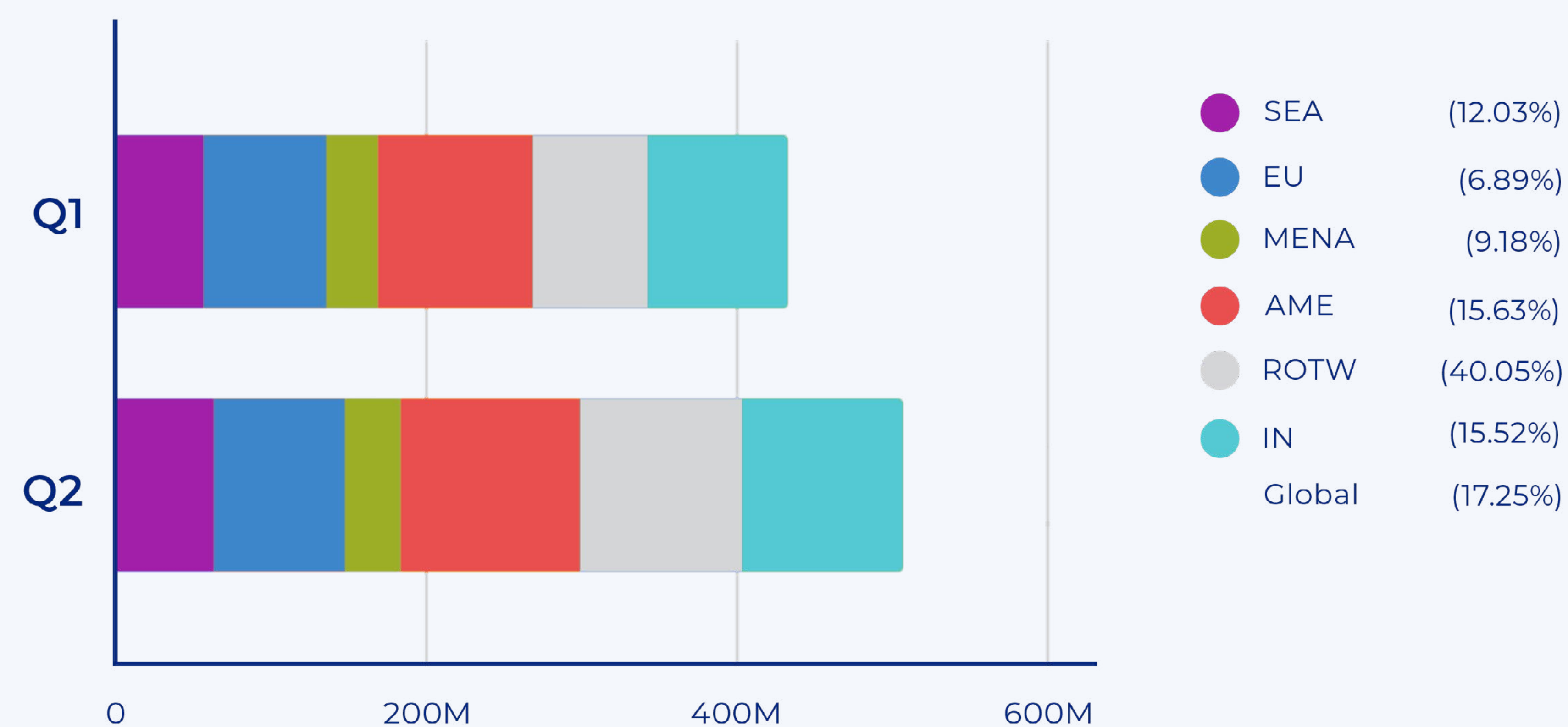
Downloads 12.03%
DAU -13.18%



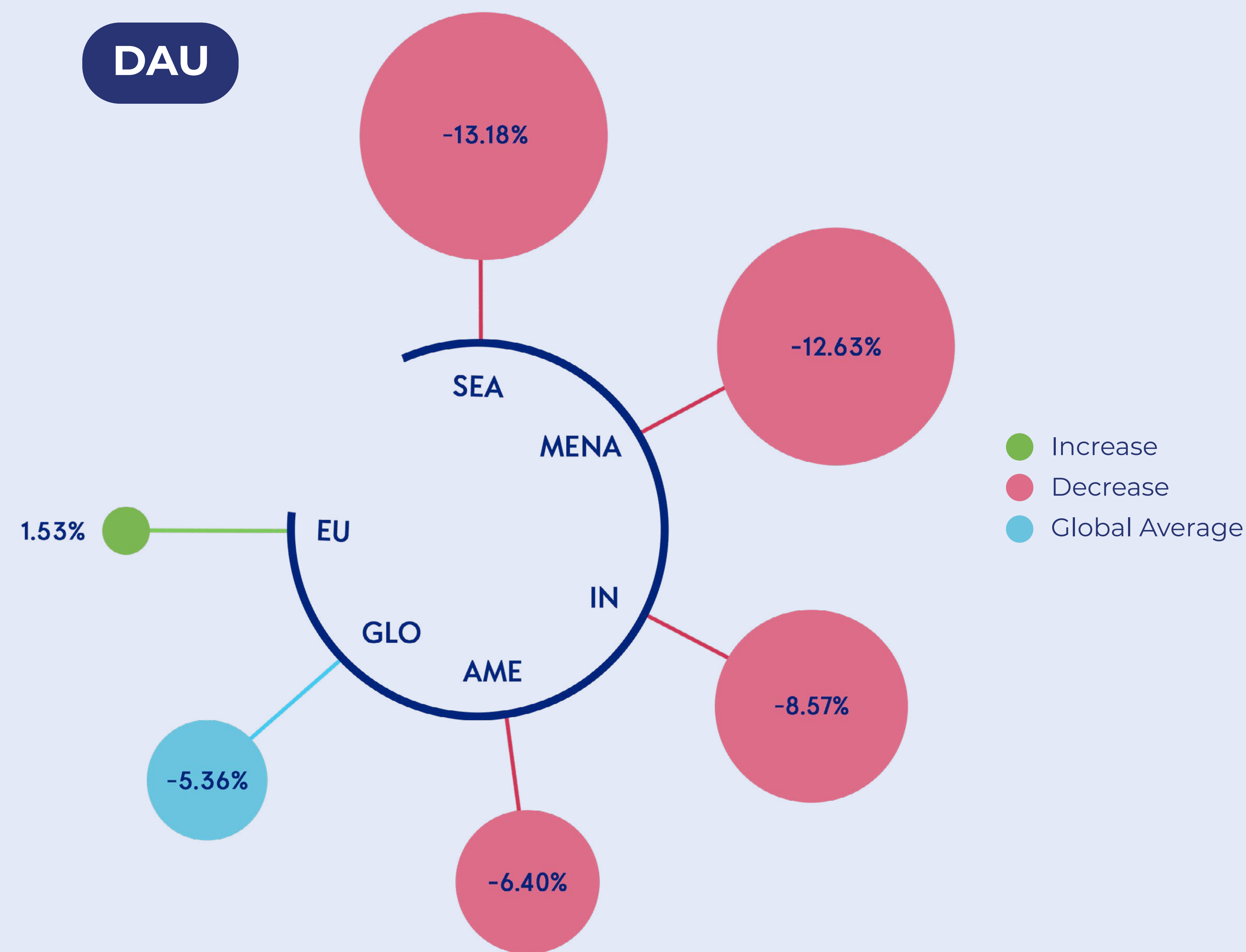
**All data above is from Q2, 2020 relative to Q1, 2020*

Global Movements (Q2 vs Q1)

Downloads



DAU



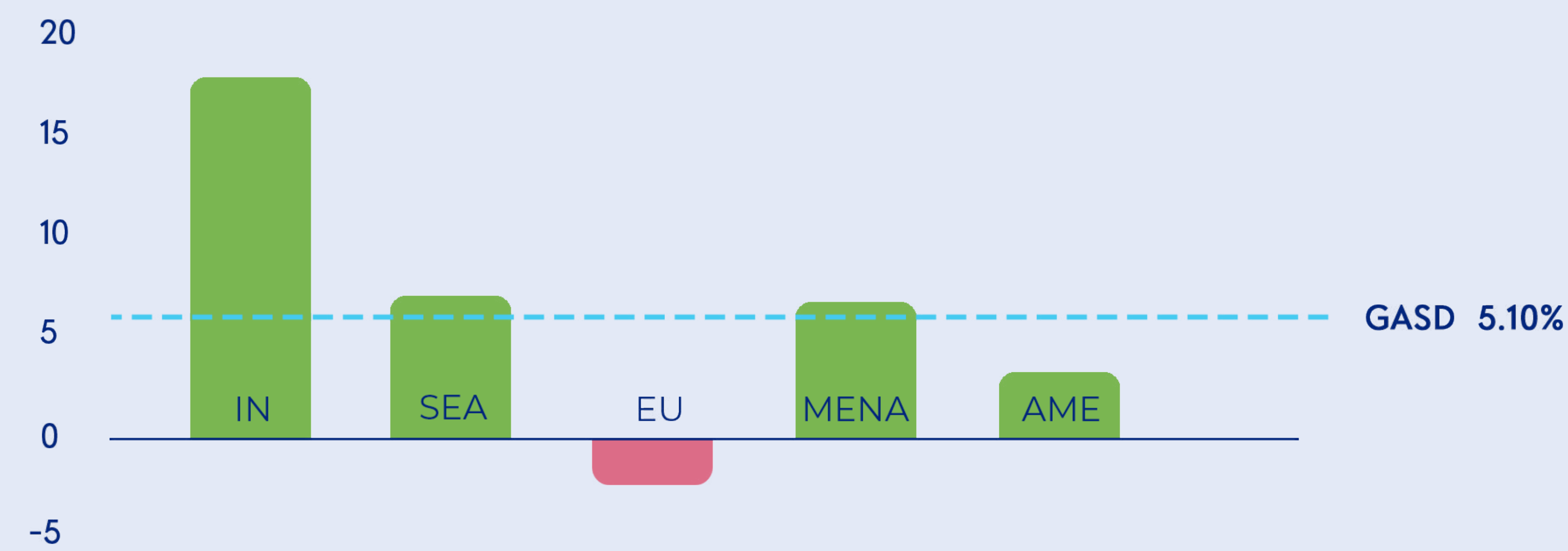
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- Download of apps in the Travel and Hospitality industry saw some recovery after the drastic fall in March 2020. The net increase in new users in Q2 globally is 17.25%.
- The Americas and India led the growth in downloads for this industry, posting strong increases of 15.64% and 15.52% respectively.

- Daily activity on Travel and Hospitality apps by users has still not recovered. The overall movement in Q2 dropped further by 5.36%.
- Southeast Asia, along with Oceania, saw a fall in DAU by 13.18% while countries in the Middle East and North Africa region saw a fall of 12.63%.

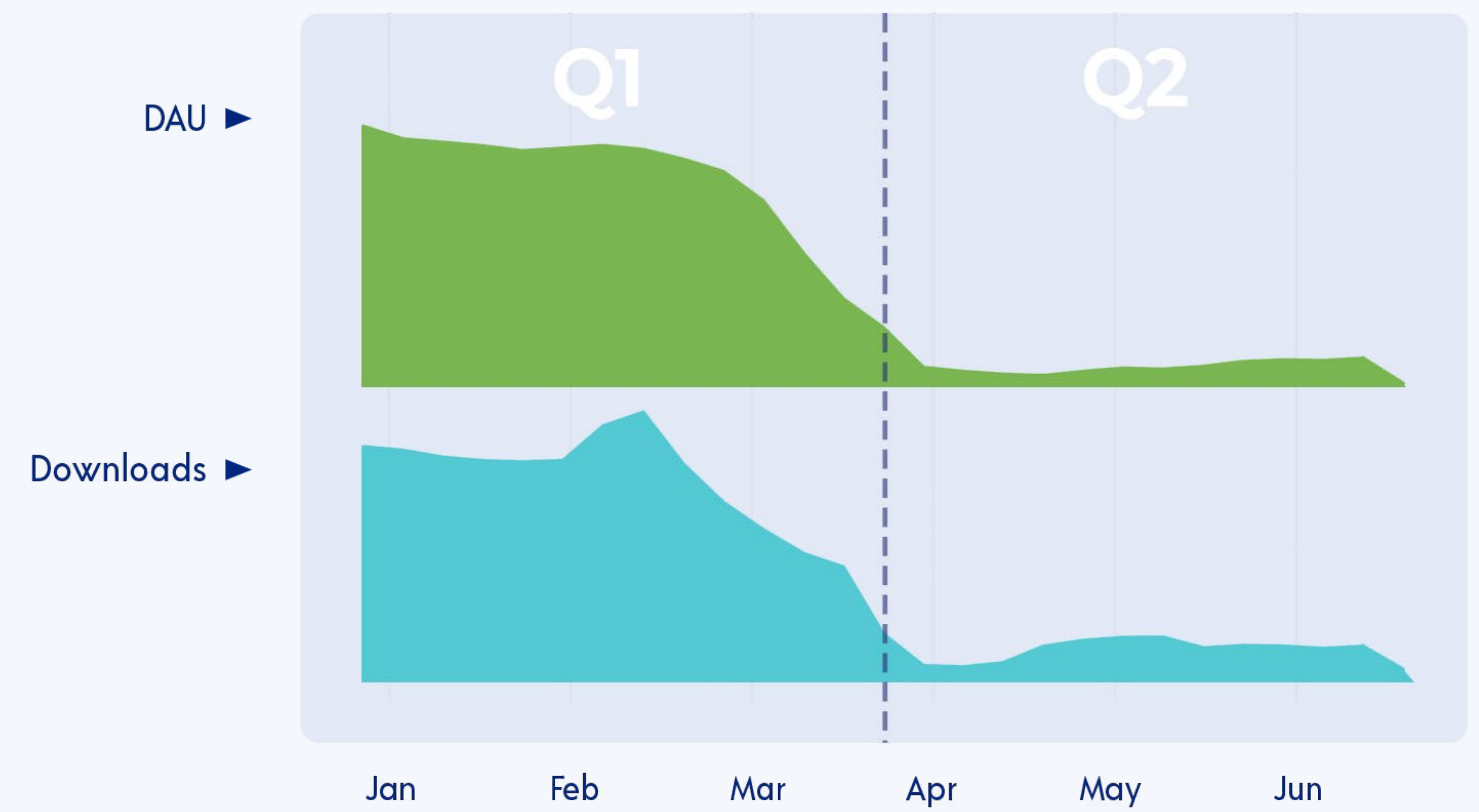
Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads

Source: MoEngage
Region: India, Southeast Asia



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Average session duration globally moved up by 5.1%, which is an indicator that the new downloads are driving good average session duration per user.
- India led this trend with a net upward movement in Q2 of 15.50%.



MOBILITY

AMERICAS

Downloads -6.66%
DAU -7.75%

MIDDLE EAST & NORTH AFRICA

Downloads 0.20%
DAU -4.04%

INDIA

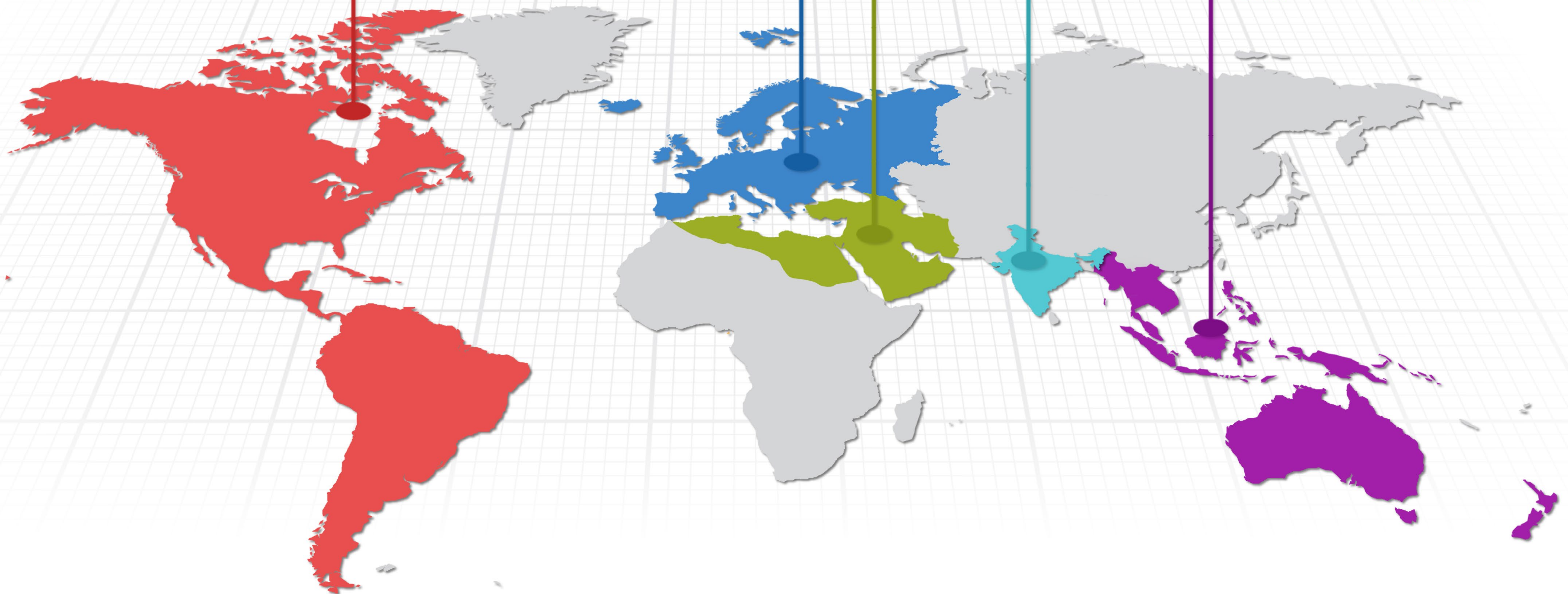
Downloads 4.76%
DAU -0.28%

EUROPE

Downloads 1.67%
DAU -8.30%

SOUTHEAST ASIA + OCEANIA

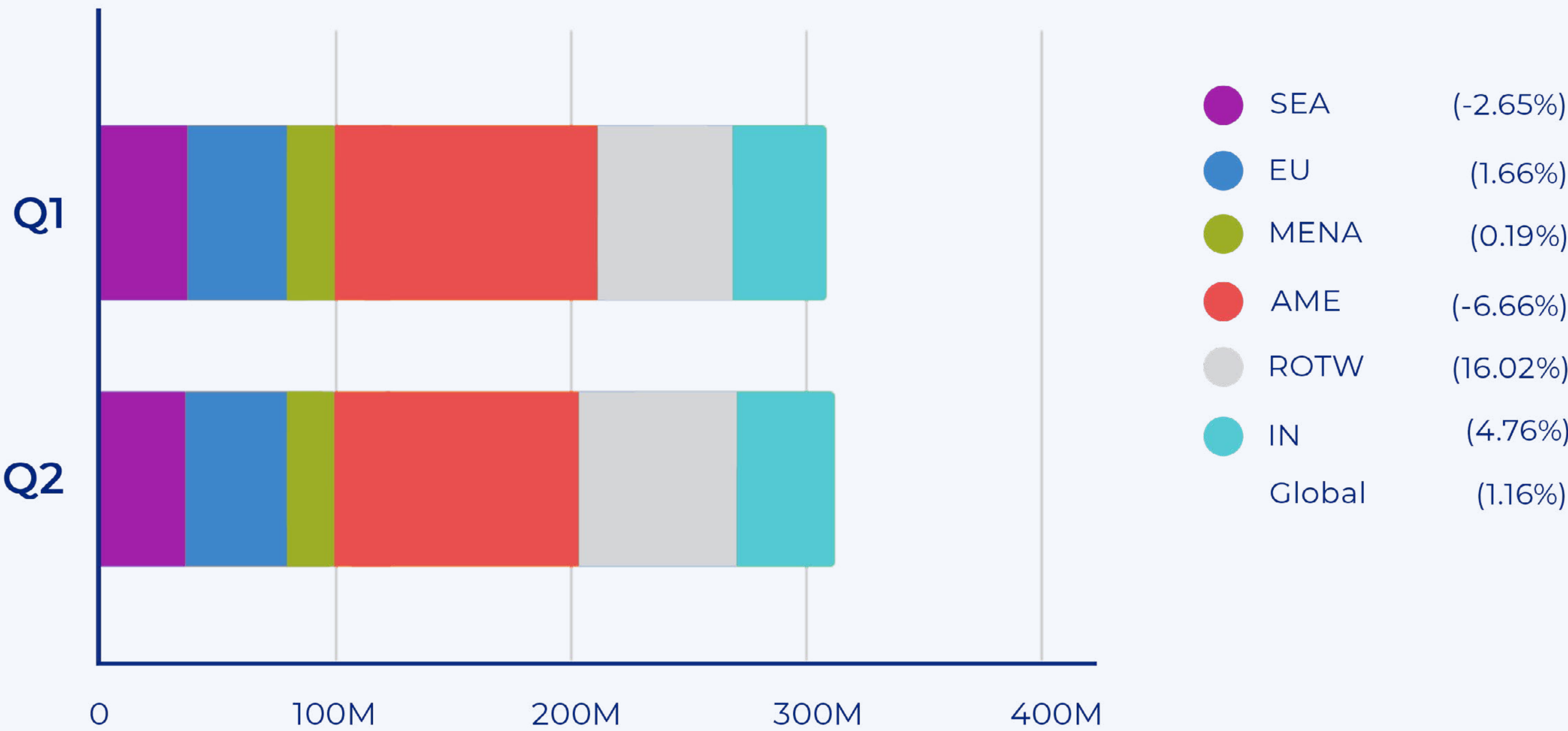
Downloads -2.65%
DAU -11.69%



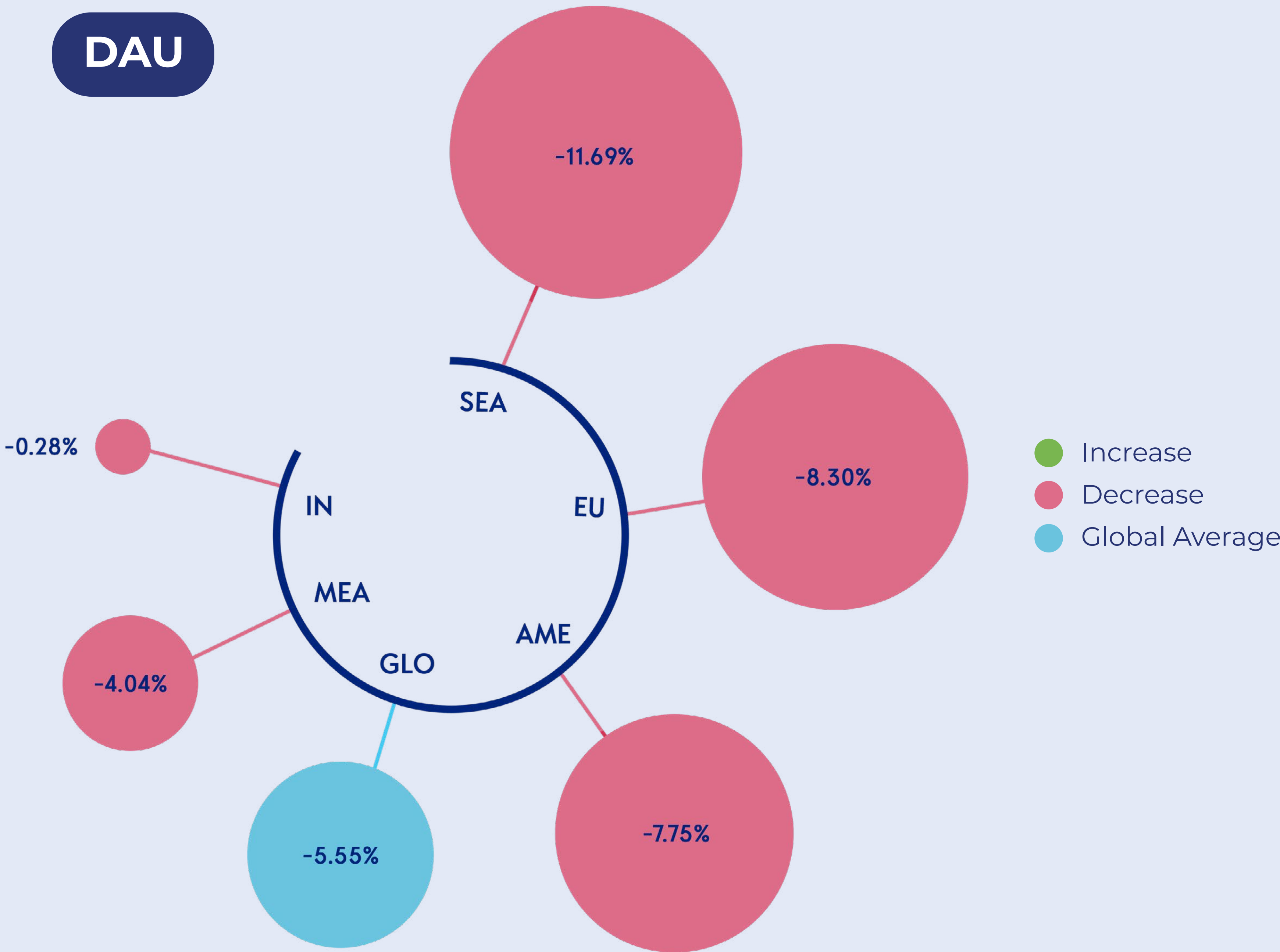
**All data above is from Q2, 2020 relative to Q1, 2020*

Global Movements (Q2 vs Q1)

Downloads



DAU



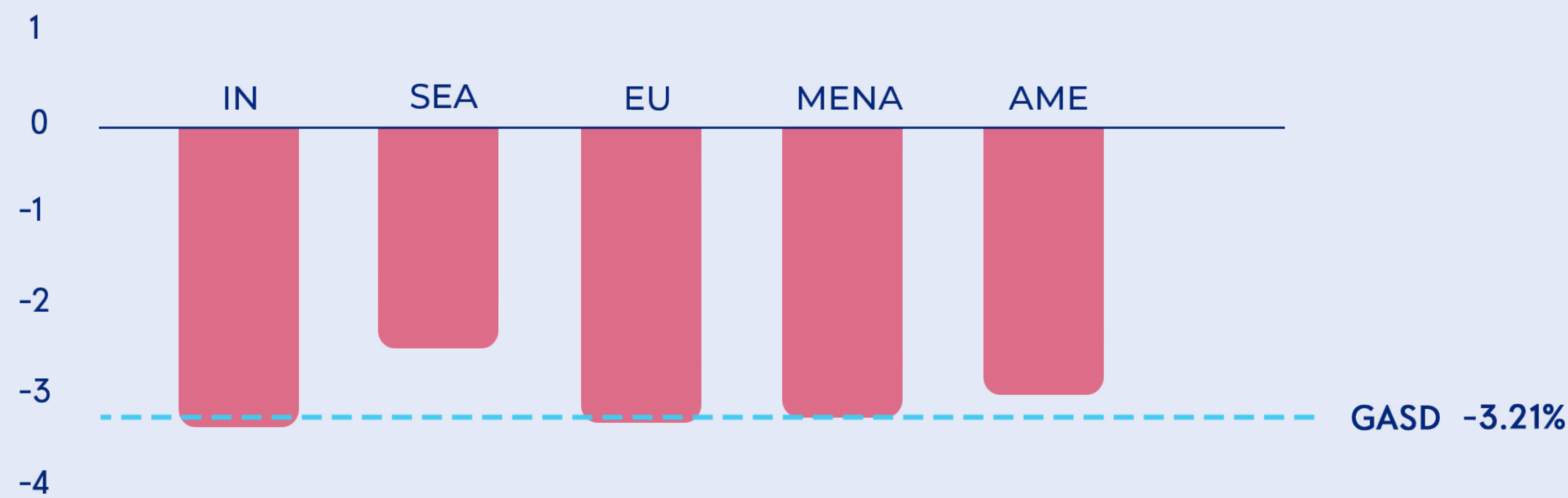
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- Global downloads in the mobility industry have increased slightly in Q2 as compared to Q1 (1.16%).
- Southeast Asia and Oceania and the Americas saw a fall in downloads by (-2.65% and -6.66% respectively).
- India was the only region to witness an upward trend in downloads (4.76%).

- Global daily active users in Q2 fell by 5.55%, showing that consumer confidence is yet to pick up.
- Southeast Asia and Oceania saw the steepest fall in DAU in Q2 (11.69%).

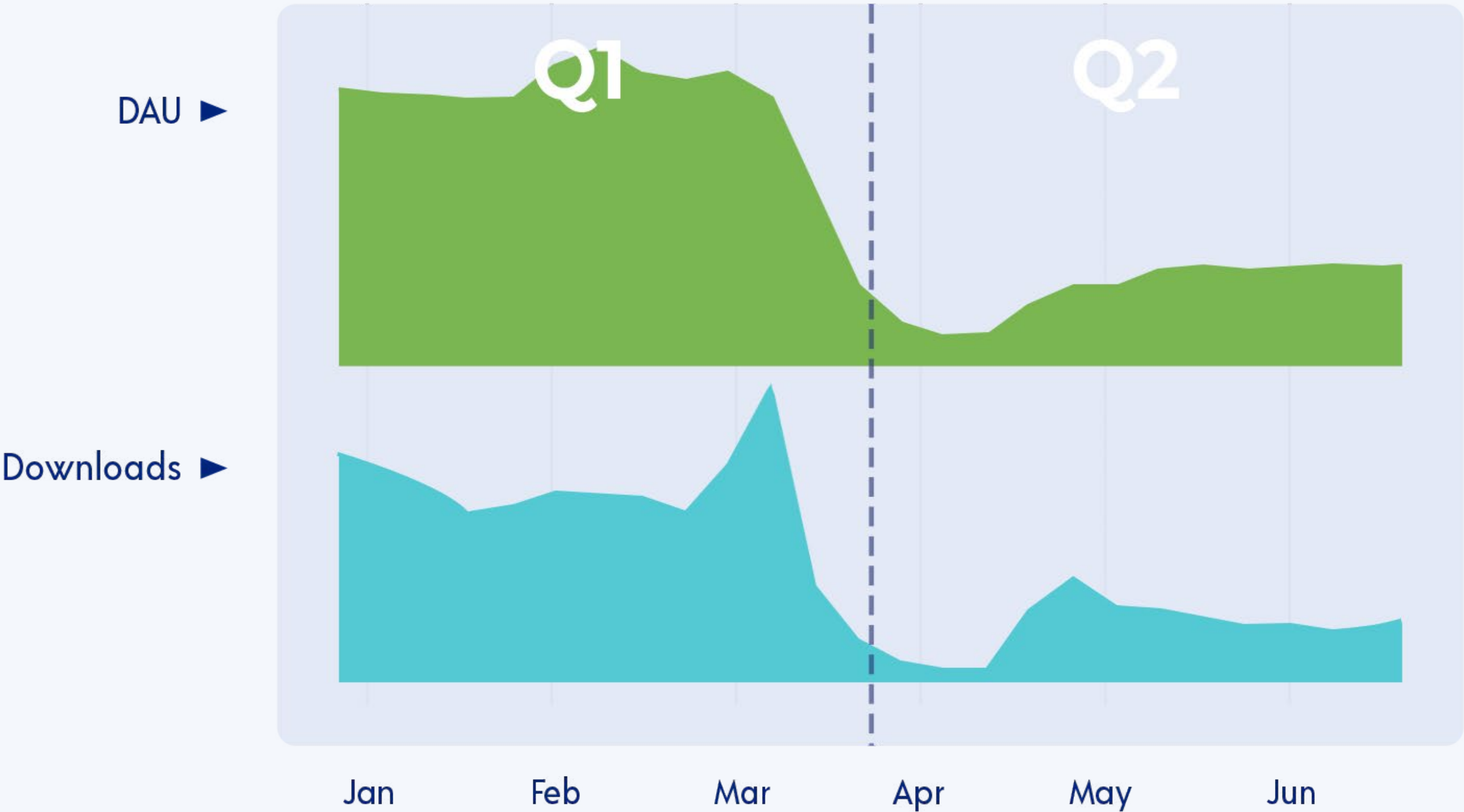
Global Movements (Q2 vs Q1)

Session Duration



DAU vs Downloads

Source: MoEngage
Region: India



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

• Average session duration globally followed a similar downward trend as DAU (-3.21%). Fall indicates that the average session duration per user continues to drop across all geographies.



SOCIAL MEDIA & DATING

AMERICAS

Downloads **9.60%**
DAU **3.20%**

MIDDLE EAST & NORTH AFRICA

Downloads **11.29%**
DAU **2.73%**

INDIA

Downloads **-1.77%**
DAU **2.11%**

EUROPE

Downloads **15.63%**
DAU **2.83%**

SOUTHEAST ASIA + OCEANIA

Downloads **10.01%**
DAU **1.79%**



**All data above is from Q2, 2020 relative to Q1, 2020*

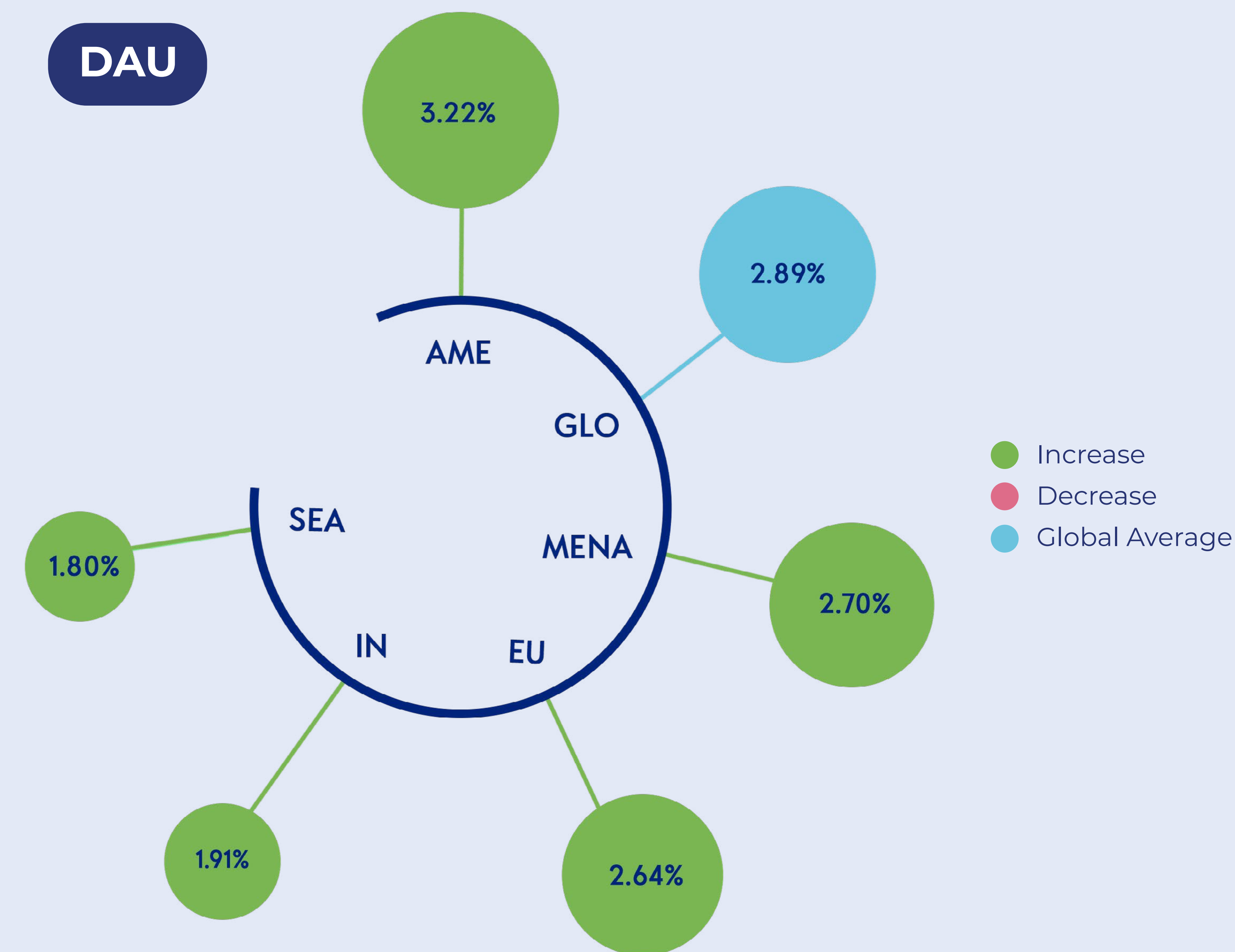
Social Media Apps

Global Movements (Q2 vs Q1)

Downloads



DAU



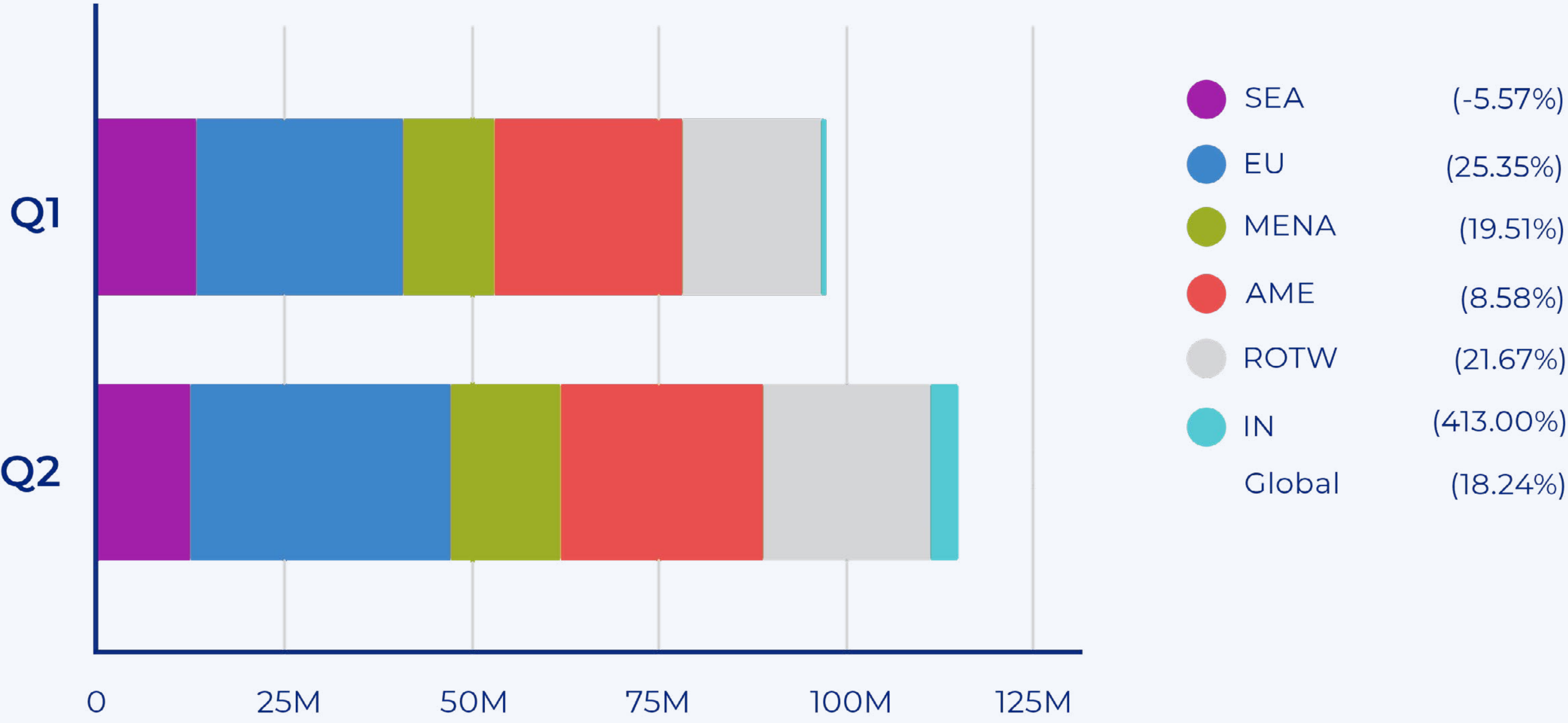
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- Global rise in download of social media apps in Q2 vs Q1 was 9.72%.
- Growth in download of social media apps in Europe was approximately 13%, closely followed by Southeast Asia and Oceania at 11.58%.
- The Middle East and North Africa region and the Americas reflected the global growth trends in downloads in Q2 at 10.23% and 9.69% respectively.
- India was the only region where downloads in Q2 reduced as compared to Q1.

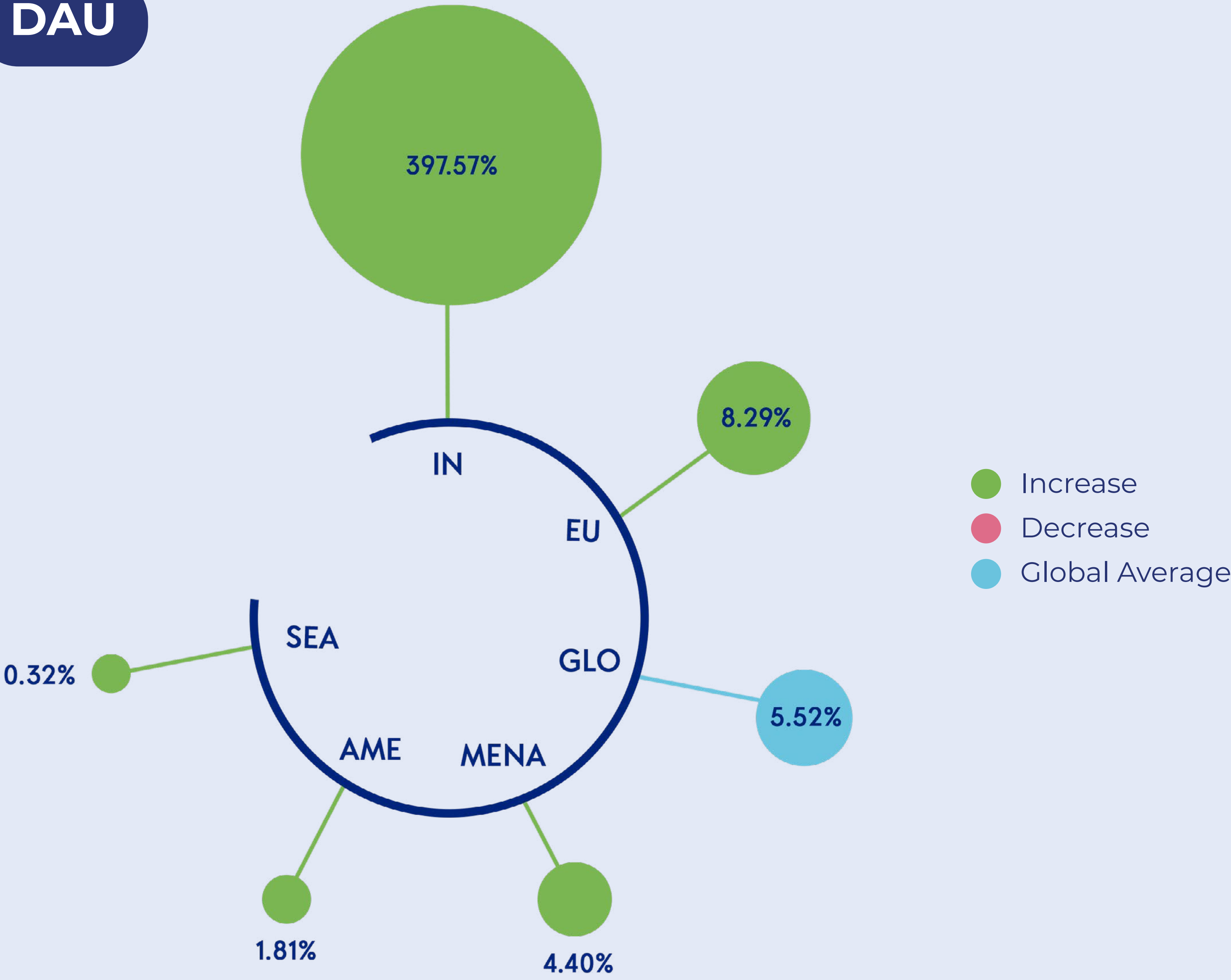
- Global rise in daily active users of social media apps in Q2 vs Q1 was 2.89%.
- Growth in DAU for Europe (2.64%), Middle East and North Africa (2.70%) and the Americas (3.22%) in Q2 vs Q1 was in line with the global trend (2.89%).
- Though India witnessed a drop in downloads, the DAU was positive at +2%.

Dating Apps
Global Movements (Q2 vs Q1)

Downloads



DAU



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

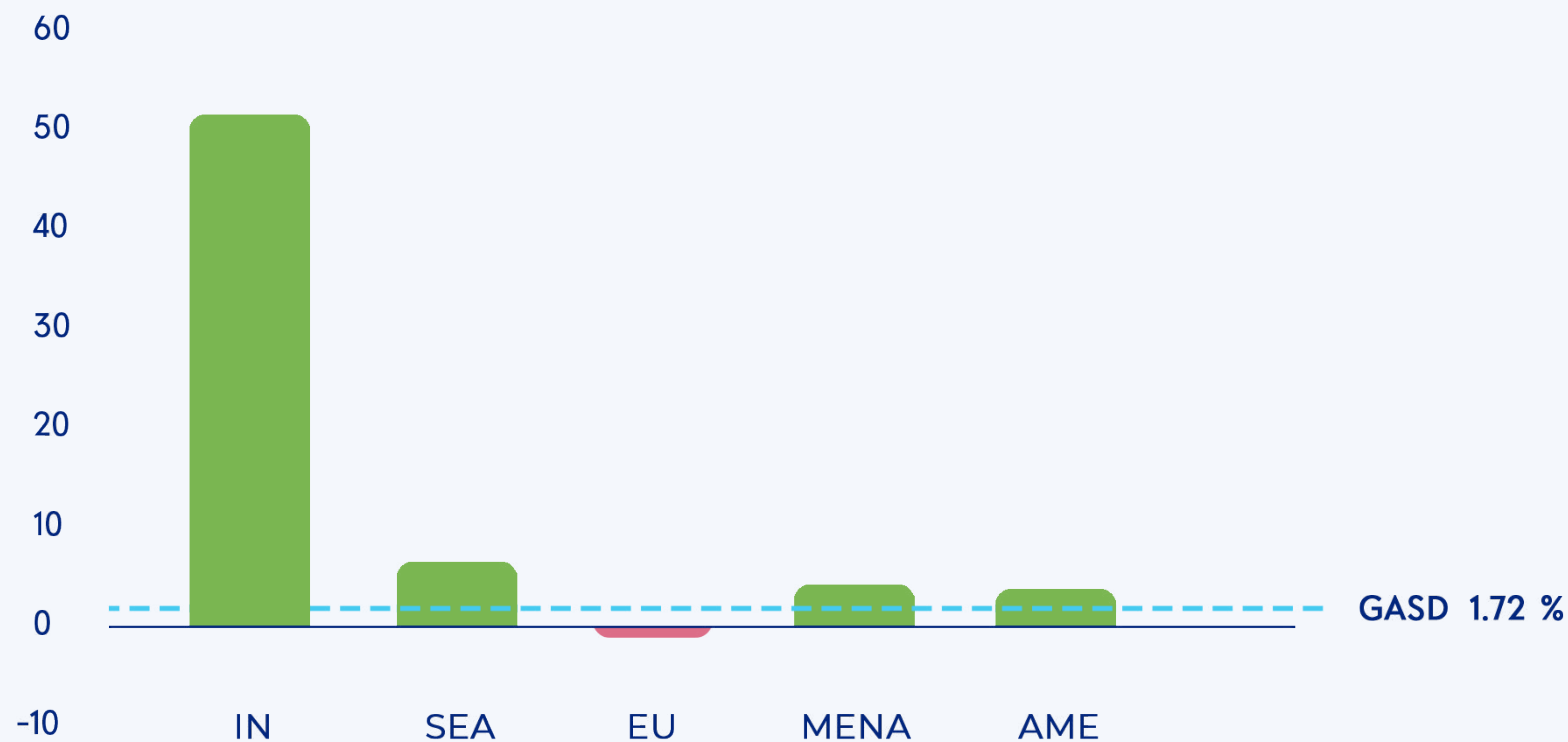
- Global rise in downloads of dating apps in Q2 vs Q1 was 18.24%.
- The significant increase in downloads in this category was due to the exponential growth in India, 413% (3 million users) in Q2 as compared to Q1.
- Growth in download of dating apps in Europe and Middle East and North Africa was similar to the global average.
- Southeast Asia and Oceania saw a fall of 5.57% in downloads.

- Global rise in daily active users of dating apps in Q2 vs Q1 was 5.52%.
- India saw a massive growth of 397.53% in DAU. This translated to an additional 1 million active users.
- Growth in DAU for other geographies such as Europe (8.29%), Middle East and North Africa (4.40%) and the Americas (1.81%) in Q2 as compared to Q1 followed the global trend (5.52%).
- Though Southeast Asia and Oceania showed a dip in downloads, the DAU was almost intact, with a small growth of <0.5%.

Dating Apps

Global Movements (Q2 vs Q1)

Session Duration



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Global rise in average session duration of dating apps in Q2 vs Q1 was 1.72%.
- India led the trend in this with a whopping growth of 51.46% in average session duration.
- Southeast Asia and Oceania saw steady growth in average session duration at 6.7% in Q2 as compared to Q1, considerably exceeding global average.
- Middle East and North Africa and the Americas also exceeded the global average session duration in Q2 at 3.64% and 3.53% respectively.



FOOD DELIVERY

AMERICAS

Downloads 11.34%
DAU 3.42%

MIDDLE EAST & NORTH AFRICA

Downloads 14.66%
DAU 6.80%

INDIA

Downloads 8.06%
DAU 2.02%

EUROPE

Downloads 5.94%
DAU -5.66%

SOUTHEAST ASIA + OCEANIA

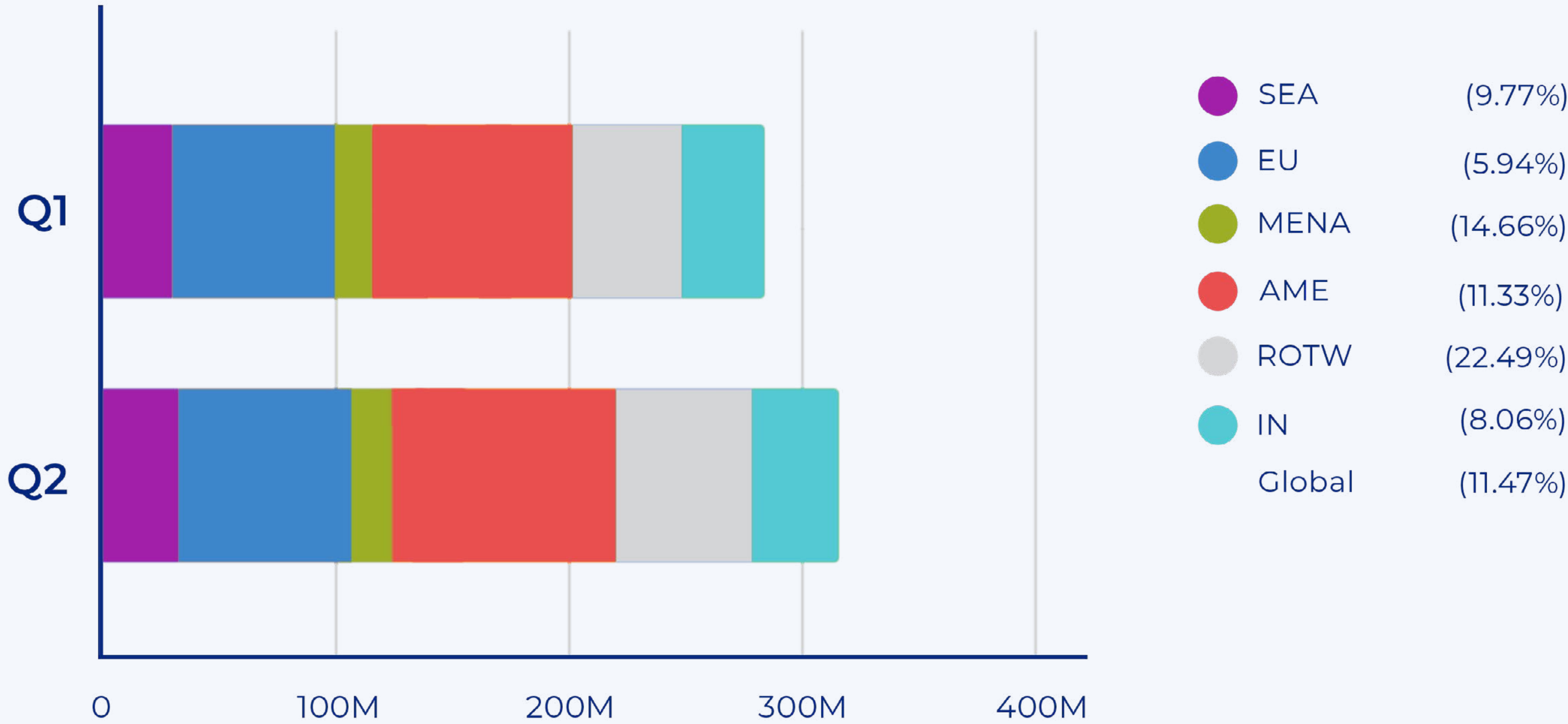
Downloads 9.77%
DAU 7.44%



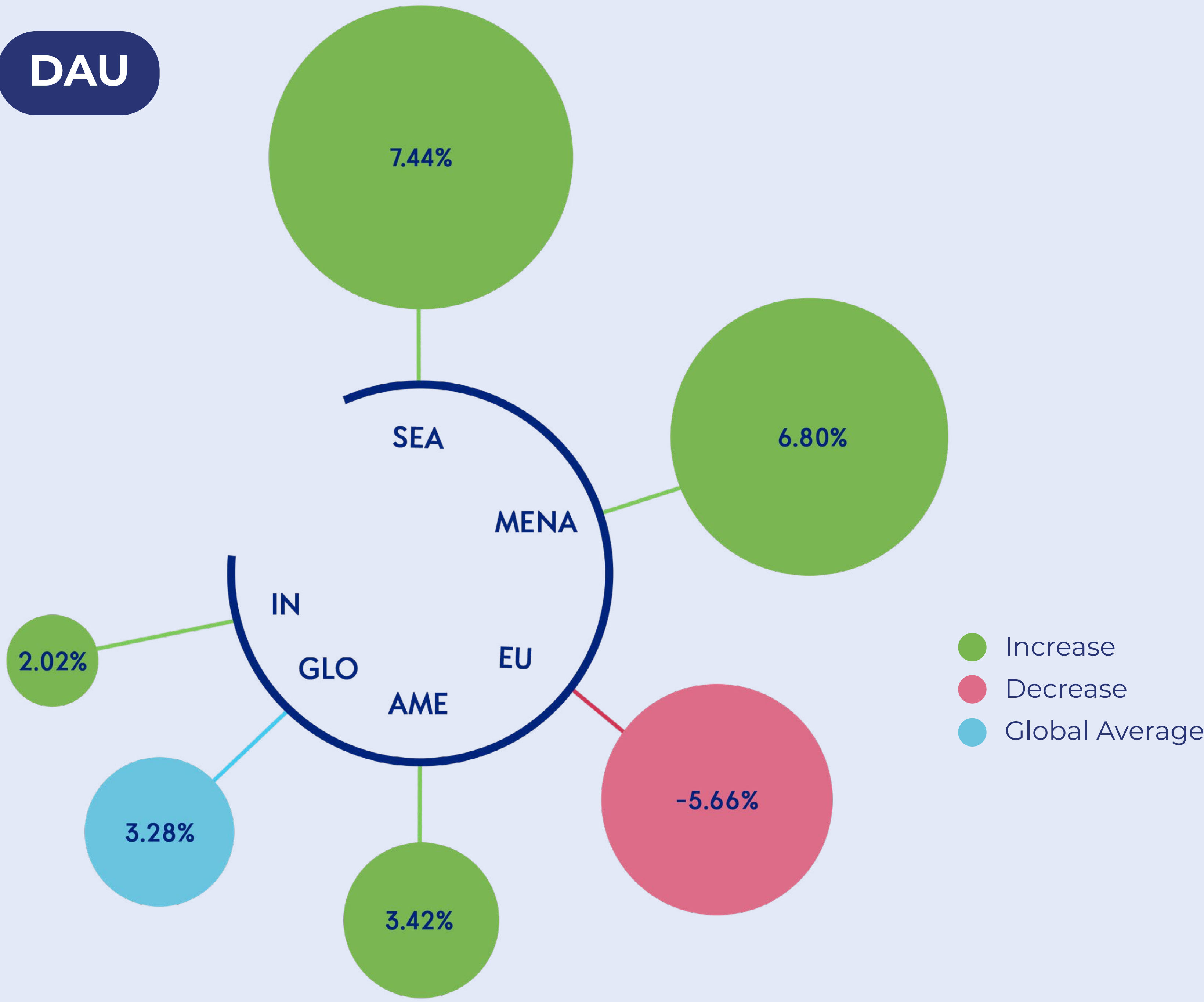
*All data above is from Q2, 2020 relative to Q1, 2020

Global Movements (Q2 vs Q1)

Downloads



DAU



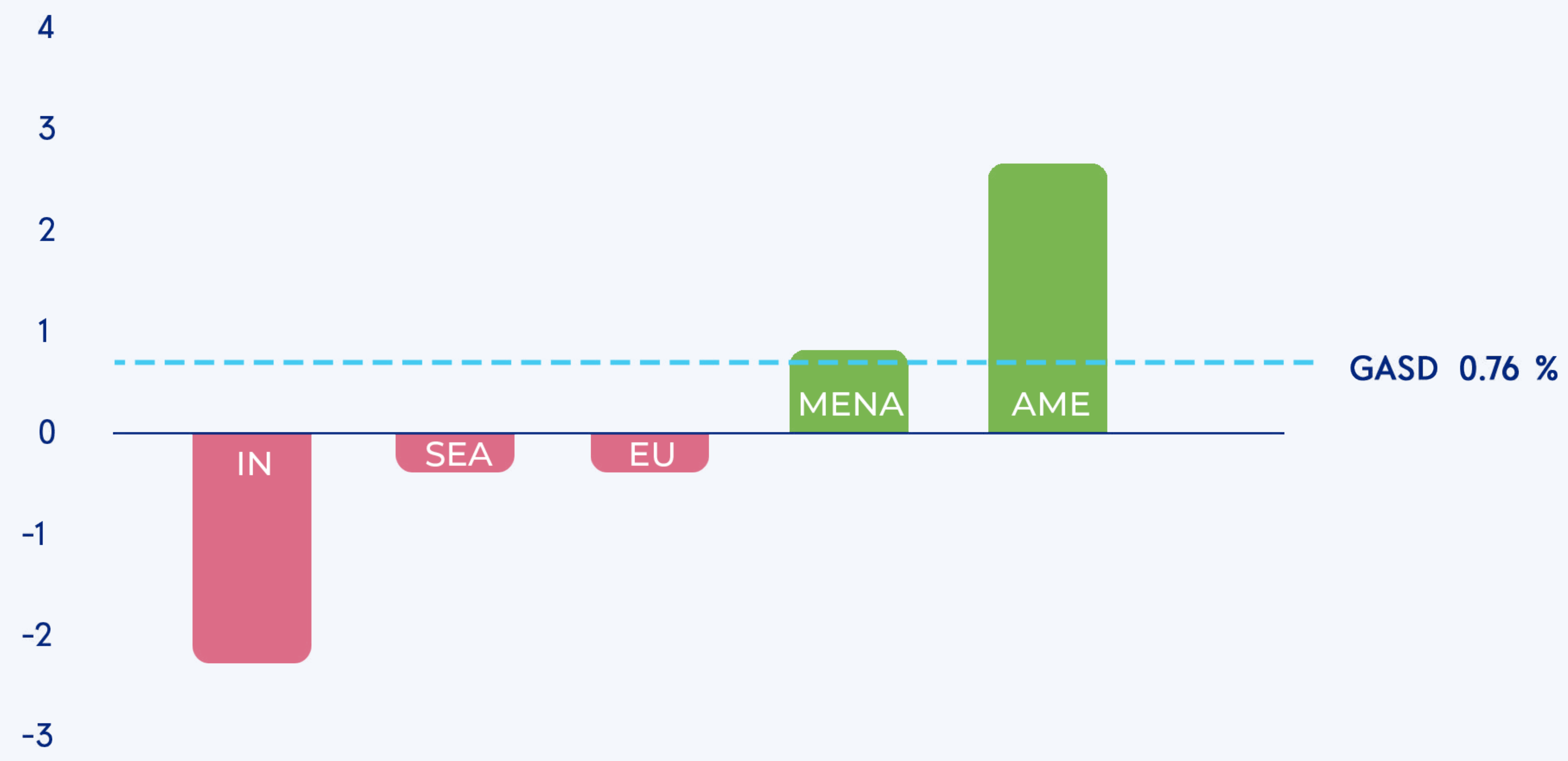
SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GLO : Global ROTW : Rest Of The World

- Globally, apps in the food delivery industry have seen an increase in both new users (11.47%) and active users (3.28%). In fact, these apps have also seen a high average session duration (0.76%).
- The Middle East and North African region and the Americas saw the highest increase in downloads, whereas countries in Southeast Asia have the highest increase in DAU.

- Southeast Asia saw the highest increase in DAU and the frequency of usage. This is closely followed by the Middle East and North Africa.

Global Movements (Q2 vs Q1)

Session Duration



SEA : Southeast Asia + Oceania EU : Europe MENA : Middle East and North Africa AME : Americas IN : India GASD : Global Average Session Duration

- Europe was the only region to see a decrease in DAU, frequency of usage and the average session duration even though the number of downloads increased.
- India saw the steepest fall in the frequency of usage and the average session duration as compared to the other regions and the global average.

ABOUT MOENGAGE

MoEngage is an intelligent customer engagement platform, built for the user-obsessed marketer.

With AI-powered customer journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables hyper- personalization at scale across mobile, email, web, SMS and messaging channels.

To learn more about omnichannel customer engagement with MoEngage, visit our website:
www.moengage.com



ABOUT APPTOPIA

Apptopia provides competitive intelligence for the mobile app economy.

Apptopia was founded on the belief that the mobile app community requires transparency to level the playing field and make way for innovation and industry advancements.

To learn more about mobile intelligence with Apptopia, visit our website:
www.apptopia.com

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ANDREESSEN
HOROWITZ

KOCHAVA★





Discover new growth paths and engagement strategies during crises for 2020

Additional resources

[20 Engagement Strategies During Crisis From Global Marketers](#)

[Coronavirus Business Impact: Data driven strategies for brands \(Q1, 2020\)](#)

[The complete Growth Strategy Handbook](#)
[A guide to building up people, processes, and technology for your business](#)

[Marketing in a recession:](#)
[How can mobile brands navigate during a crisis \(2020\)](#)