

# In-App Purchase Market Achieves Record Highs, Projected Value Exceeds \$340.76 Billion in 2027

*Consumer demand, app expansion, subscription models, and digital content drive growth in the lucrative in-app purchase market.*

PORTLAND, ORIGON, UNITED STATES, December 9, 2023 /EINPresswire.com/ -- Increase in in-app purchase payments in developing countries, rise in data usage & internet penetration, and low data tariffs along with increase in smartphone penetration are the major factors that propel the growth of the global [In-app purchase market](#).

Nevertheless, digital illiteracy and limited digital infrastructure impede the market growth. However, surge in expenditure on digital advertisement and rise in demand for fast and hassle-free transaction service are anticipated to usher new opportunities in the near future.

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Based on operating system, the iOS segment contributed to the largest market share in 2019, accounting for around half of the global In-app purchase market, and is projected to maintain its lead status during the forecast period. This is attributed to growing adoption of iOS based smartphones, tablets and other devices among the developed nation of North America and Europe. However, the android segment is estimated to manifest the highest CAGR of 20.9% from 2020 to 2027.

Impact of Covid-19 on In-App Purchase Market: (Pre and Post Pandemic Analysis):

□ During covid-19, subscriptions of video streaming, gaming and other health & fitness application among end-users have significantly increased.

□ The gaming and non-gaming mobile applications are offering new features and functionality at



**Global In-App Purchase Market**  
OPPORTUNITIES AND FORECAST, 2020-2027

Global In-App Purchase Market is expected to reach **\$340.76 Billion** by 2027.

Growing at a **CAGR of 19.8%** (2020-2027)

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reasonable price which, in turn, is increasing their demand.

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Based on type, the subscription segment accounted for the highest market share, contributing to nearly three-fifths of the global In-app purchase market in 2019, and is expected to maintain its dominant share by 2027. This is owing to various advantages such as flexibility in terms of billing & payment, conversion of fixed cost into variable cost, ease of distribution, and reliability & consistency revenue stream. However, the non-consumable segment is anticipated to grow at the highest CAGR of 22.7% during the forecast period. The non-consumable application provides an ability to the user to remove the advertising which is popping while the user is using the app. This factor drives the growth of the segment.

Based on region, the Asia-Pacific followed by North America region held the largest share of the global In-app purchase market, contributing to more than two-fourths of the total share in 2019, and will continue its leadership position during the forecast period. In addition, the same region is anticipated to manifest the fastest CAGR of 21.3% from 2020 to 2027. This is attributed to growing in-app purchase among the major Asian countries which include China and Japan and decrease in purchasing cost of mobile apps such as Liftoff, AppsFlyer, Clickky, AppLift. and Aarki.

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Leading players of the market:

□ Netflix Inc

□ Rakuten Inc.

□ Sony Corporation

□ Spotify Technology S.A.

□ Tencent Holding Limited

□ Tinder

□ Apple Inc

□ Disney

□ Google LLC.

□ King Limited

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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