

Little Wheels Publishes State of Toddler Apps 2025 Market Report

Free analysis covers pricing, privacy, and educational quality across 33 leading children's apps

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EINPresswire.com/ -- [Little Wheels](#), creator of kid-safe, offline educational apps for toddlers ages 2-6, today published "[State of Toddler Apps 2025](#)," a free market report analyzing pricing models, data practices, and educational quality across 33 popular toddler educational apps.



State of Toddler Apps 2025 market report cover - analysis of 33 popular children's educational apps

The report is available at: <https://littlewheels.app/learn/industry-analysis/state-of-toddler-apps-2025>



35% of top toddler apps collect heavy user data. The safest apps are often the simplest—offline, no accounts, no tracking."

Sean Record

Report Highlights

- Market size: \$6B+ in 2024 revenue; 68% of children ages 0-8 use tablets regularly
- Pricing: Industry standard of \$59.99/year subscriptions; parents spend \$180-540 over typical 3-year usage
- Privacy: 35% of top apps collect heavy user data; COPPA 2025 amendments require opt-in consent for targeted

advertising by April 2026

- Quality: Peer-reviewed developmental research shows App Store ratings don't correlate with educational effectiveness

What the Report Covers

- Subscription vs. one-time purchase cost comparison
- Capital structure analysis (VC, PE, nonprofit, indie)

- Privacy-first alternatives with no tracking and no data collection
- Four Pillars of Learning framework and evidence-based quality metrics
- COPPA compliant app requirements and 2025 timeline

Availability

- Full report: <https://littlewheels.app/learn/industry-analysis/state-of-toddler-apps-2025>
- PDF version: <https://littlewheels.app/reports/state-of-toddler-apps-2025-pdf>

About Little Wheels

Little Wheels develops [kid-safe educational apps for toddlers and preschoolers ages 2-6](#), built around vehicle-powered learning—using children's natural obsession with trucks, trains, and cars to teach speech and creativity skills.

Little Wheels apps are privacy-first with no ads, no tracking, no accounts required, and no data collection. Both apps— Learn to Talk (speech development) and Create Art & DJ (Montessori-inspired creativity)—are one-time purchase apps that work completely offline, providing safe screen time without subscriptions.

Available on the Apple App Store for \$4.99 each after a 7-day free trial.

Website: <https://littlewheels.app>

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