

# In-App Purchase Market Size Reach USD 571.2 Billion by 2032

WILMINGTON, DE, UNITED STATES, December 4, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[In-App Purchase Market Size](#) Reach USD 571.2 Billion by 2032." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global in-app purchase market is growing due to several factors such as the widespread adoption of smartphones and high-speed internet access, the popularity of games with free-to-play models, and the increasing adoption of digital solutions. However, the regulatory and legal issues act as restraints for the in-app purchase market growth. On the other hand, advancements in payment technology and the integration of in-app purchases into a variety of industries will provide ample opportunities for the in-app purchase market forecast development during the forecast period.

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The global In-App purchase market size was valued at \$195.5 billion in 2023, and is projected to reach \$571.2 billion by 2032, growing at a CAGR of 12.5% from 2024 to 2032.

The In-App purchase market is segmented into operating system, type, application, and region. On the basis of operating system, the market is divided into android, iOS and others. As per type, the market is segregated into consumable, non-consumable, auto renewable and non-renewing subscription. On the basis of application, the market is divided into gaming, entertainment and music, health and fitness, travel and action, finance and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America and Middle East and Africa.

The global In-App purchase market is experiencing substantial growth, with the U.S. playing a pivotal role in this expansion. In the U.S., high smartphone penetration, widespread internet access, and a tech-savvy population have created a fertile ground for in-app purchases. Moreover, Japan's high smartphone penetration rate, coupled with a robust digital infrastructure and a culture of mobile gaming, fuels the expansion of in-app purchases. Japanese consumers,

known for their willingness to spend on digital entertainment, particularly in mobile games, drive substantial revenue through in-app purchase market forecast period.

In December 2023, Japanese Finance Ministry, officially announced its intention to extend Value Added Tax (VAT) collections to app stores starting January 2025. Notably, major platforms such as Google and Apple will be tasked with collecting a 10% Consumption Tax from third-party providers selling to Japanese consumers through their platforms.

In September 2023, China's technology giants have reportedly begun enforcing new rules governing app publishers. Mobile app stores operated by companies like Tencent and Xiaomi have begun blocking app publishers from debuting new apps if they have not made proper disclosures to the authorities.

The major players operating in the in-app purchase market include Apple Inc., Disney, Google LLC, King.com Ltd., Netflix, Inc., Creative Clicks, AdMaven, POCKETGUARD, PubMatic, Roblox, InMobi, Brainly, Recurly, Propeller Ads and Tango.

If you have any questions, Please feel free to contact our analyst at:  
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#### Recent Industry Development: In-App Purchase Market

- On February 2024, Walmart-owned payments company PhonePe launched its mobile app marketplace, Indus Appstore, to rival the Google Play store and Apple's App Store. Indus Appstore challenges the status quo, ushering in an era of more healthy competition in the mobile app marketplace, which in turn should help create a more democratic and vibrant Indian digital ecosystem.
- On September 2023, WhatsApp partnered with Razorpay to host new features to improve the user chat experience with businesses. The platform has roped in online payment solutions companies Razorpay and PayU to enable users to pay businesses via cards, UPI and more.

#### Recent Key Strategies and Developments In-App Purchase Market

- In January 2024, Spotify announced to launch in-app purchases. The company is hoping to implement full in-app payment functionality that will allow users to upgrade their subscription or buy an audiobook with a tap.
- In August 2023, TikTok launched its initial 'Trendy Beat' showcase in the UK, which is an in-app showcase of products made by TikTok itself. The concept here is that TikTok's looking to inject itself into the consumer supply chain, by offering popular products, made by Chinese suppliers, based on TikTok trends.
- In September 2021, StoreKit launched a powerful new Swift-based APIs that make supporting in-app purchases and subscriptions easier than ever. Customer can now easily determine product entitlements and eligibility for offers, quickly get a user's history of in-app purchases,

find out the latest status of a subscription with one simple check, provide a way to request refunds and manage subscriptions from within the app, and more.

## Industry Trends: In-App Purchase Market

- In January 2024, Apple sparked outrage in the U.S. by introducing a 27% fee on all in-app purchases made through external platform. The company updated its App Store policy to allow the use of external payment methods.
- In April 2024, the U.S. government approved at a Cabinet meeting a new bill requiring companies such as Apple and Google to open up the app stores to competition. The government aims to pass the bill during the current Diet session. If approved, the bill is expected to be fully implemented by the end of 2025.
- In June 2023, the Japanese government unveiled its intention to enforce new regulations on Google and Apple. These rules will mandate the tech giants to allow developers to utilize alternative payment systems, distinct from their own.

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Based on operating system, the iOS segment held the highest market share in 2023. With iOS operating system, in-app purchases provide better user experience, as they do not obstruct the user's application use with advertisements.

Based on type, the auto-renewable segment held the highest market share in 2023. Auto-renewable subscriptions enable continued access to services, content, and premium features in the users' applications. They automatically renew at the end of their term unless the user cancels.

Based on application, the gaming segment held the highest market share in 2023. Mobile gaming has become a global phenomenon, with billions of people playing games on their smartphones and tablets. Since the popularity of mobile gaming has expanded, game creators have discovered new ways to commercialize their products.

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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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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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