

Why have a Destination App – the facts & figures

The numbers and the growth in mobile and Apps are staggering. Here are a few numbers to illustrate why you really should have a destination App.



Across Android and iOS devices a total of 56 billion (56,000,000,000) Apps were downloaded in 2013. That's 10 Apps for every person on the planet.

80% of time spent using a mobile device is spent on Apps.



7 out of 10 people in the UK now own a smartphone. Of those people aged around 25 to 30, 89% own one.



There are now **more smart phones** sold each year than PCs.



1.5 million new Android devices are activated *daily*.

More than *2 billion* (2,000,000,000) mobile devices were shipped globally in 2013.

