

Demand for smartphone applications is declining

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The study, conducted in the UK, shows that nearly one-third of smartphone users don't download any applications for their smartphones for a month. The average number of downloaded applications has decreased from 2.32 to 1.82. At the same time, research shows that only 1 in 9 users are willing to download a paid application.

Bloatware

The number of smartphone applications installed with different operating systems and customizable interfaces is constantly increasing. Most Android smartphones from the beginning were complete with a full package of multimedia content collection / playback applications, not to mention social networking applications like Facebook and Twitter. Users do not even use all of the built-in applications of Samsung, LG or other brands, so they will not download new applications.

Smartphone users are getting old

The number of smartphone users over the age of 50 is increasing, this group of users often has little need for applications, they are satisfied with what the device has or only downloaded the application once when setting up the device. However, in the process of using them later they rarely download any application.



"New users of smartphones mostly use devices to text. Young people often use messaging services like WhatsApp and WeChat, the older the user, the less they use these apps," Paul said. Lee , the chief of Deloitte 's technology, communications and telecommunications research division, said.

Even young users use only some of the familiar applications they install when they first set up the device, which rarely download additional applications.

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