

# List of the most popular games and apps on the App Store from 2010 to 2018

Below is a list of the most popular iOS apps and games on the App Store since 2010, published by App Annie, a professional market research tool.

Below is a list of the most popular iOS apps and games on the App Store since 2010, published by App Annie, a professional market research tool. This list is based on analytics across downloads and total revenue worldwide.

There are currently more than 2 million applications of different genres available on the App Store with over 170 billion downloads. Nearly 10,000 of them contribute to more than \$ 1 million for Apple.

## The most popular game

There is not much change in the list of the most popular games from 2010 to 2018. The total revenue and downloads belong to famous names like Candy Crush, Clash of Clans or Angry Birds .



Top Games by All-Time Worldwide Downloads

App Annie

Rank	Game	Company	Company Headquarters
1	Candy Crush Saga	Activision Blizzard	United States
2	Subway Surfers	Kiloo	Denmark
3	Fruit Ninja	Halfbrick	Australia
4	Clash of Clans	Supercell	Finland
5	Honour of Kings	Tencent	China
6	Minion Rush	Vivendi	France
7	Angry Birds	Rovio	Finland
8	Temple Run 2	Imangi	United States
9	Temple Run	Imangi	United States
10	Asphalt 8: Airborne	Vivendi	France

Note:  
 - All-Time refers to iOS App Store downloads from July 2010 to May 2018  
 - Analysis excludes downloads from pre-installed apps  
 - Company displays the current owner of the listed app. It does not include companies that have previously owned the app

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This list is a little changed if only based on the total revenue achieved from In-App Purchases. The number 1 position belongs to Clash of Clans, the title that made many people "leave home" as Pokémon GO also appeared on this list and is at number 10.



## Top Games by All-Time Worldwide Consumer Spend

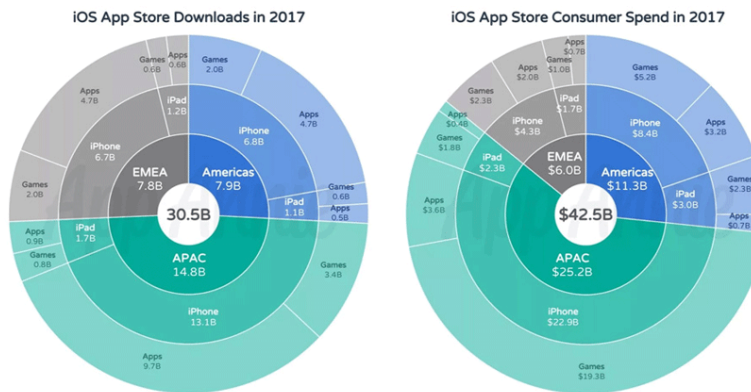
Rank	Game	Company	Company Headquarters
1	Clash of Clans	Supercell	Finland
2	Candy Crush Saga	Activision Blizzard	United States
3	Monster Strike	mixi	Japan
4	Puzzle & Dragons	GungHo Online Entertainment	Japan
5	Honour of Kings	Tencent	China
6	Fantasy Westward Journey	NetEase	China
7	Game of War - Fire Age	MZ	United States
8	Fate/Grand Order	Sony	Japan
9	Clash Royale	Supercell	Finland
10	Pokémon GO	Niantic	United States

Note:  
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In addition, App Annie also has revenue statistics on the App Store, although it only accounts for about 31% of downloads, but games account for 75% of total user spending on the App Store.

## 5. Games Account for 31% of Downloads, But 75% of Spend



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### The most popular application

Familiar names like Facebook, Google and Tencent are among the top 10 apps when comparing data for store downloads.



### Top Apps by All-Time Worldwide Downloads

Rank	App	Company	Company Headquarters
1	Facebook	Facebook	United States
2	Facebook Messenger	Facebook	United States
3	YouTube	Google	United States
4	Instagram	Facebook	United States
5	WhatsApp Messenger	Facebook	United States
6	Google Maps	Google	United States
7	Snapchat	Snap	United States
8	Skype	Microsoft	United States
9	WeChat	Tencent	China
10	QQ	Tencent	China

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When compared to total sales, the # 1 spot in the top 10 most popular apps of all time is Netflix, second place to Spotify, followed by Pandora and Tencent Video.



### Top Apps by All-Time Worldwide Consumer Spend

Rank	App	Company	Company Headquarters
1	Netflix	Netflix	United States
2	Spotify	Spotify	Sweden
3	Pandora Radio	Pandora	United States
4	Tencent Video	Tencent	China
5	Tinder	InterActiveCorp (IAC)	United States
6	LINE	LINE	Japan
7	iQIYI	Baidu	China
8	HBO NOW	Time Warner	United States
9	Kwai(快手)	OneSmile	China
10	QQ	Tencent	China

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The # 1 position in the list of 10 regions that owns the number of applications downloaded and accounts for the largest revenue belongs to the US. But perhaps this position will soon be replaced by China in the future.

#### Top Markets by All-Time iOS App Store Downloads

Rank	Country	Downloads (Billions)
1	United States	40.1
2	China	39.9
3	Japan	9.5
4	United Kingdom	8.0
5	Russia	4.5
6	France	4.5
7	Germany	4.1
8	Canada	3.9
9	Australia	3.4
10	Italy	2.9

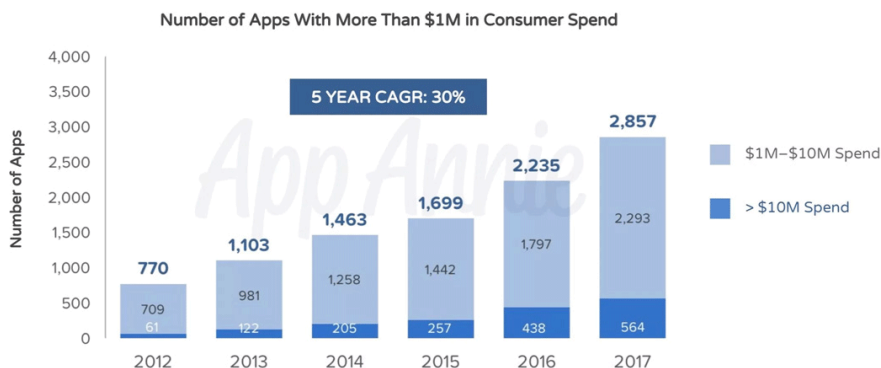
Note: All-Time refers to iOS App Store downloads from July 2010 to December 2017

#### Top Markets by All-Time iOS App Store Consumer Spend

Rank	Country	USD (Billions)
1	United States	\$36.0
2	China	\$27.7
3	Japan	\$25.2
4	United Kingdom	\$5.0
5	Australia	\$3.3
6	Canada	\$3.0
7	Germany	\$2.6
8	France	\$2.3
9	South Korea	\$2.2
10	Taiwan	\$2.1

Note: All-Time refers to iOS App Store consumer spend from July 2010 to December 2017

The number of users who are willing to pay for apps on the App Store is growing. The annual growth rate is 30% from 2012 to 2017. The 2017 App alone achieved a turnover of about 10 million USD through In-App Purchases with only 500 applications and 1 million USD for 3,000 applications.



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