

Android Overtakes iOS in App Downloads

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Android beats iOS in global Q2 2011 app downloads according to ABI research-- Android download market share totals 44% while iOS share totals 31%.



The increase in Android app downloads is most probably due to the growing Android user base-- ABI says Android smartphone shipments are up by 36% Q-o-Q in Q2 2011 (from 20% Q-o-Q growth in Q1 2011), with the Android install base now outnumbering iOS by a factor of 2.4:1 (a factor ABI predicts will grow to 3:1 by 2016).

In comparison, iPhone growth shows some slowdown, with Q2 2011 showing 9% Q-o-Q growth (from 15% in Q1)-- even if the iPhone 4S launch will probably shift such numbers around.

However ABI says Apple app downloads per user outnumber those of Android apps by 2:1, as the superior Apple monetisation policies attract a better range of apps and customer experiences.

Global app downloads in general are set to grow further-- the analyst forecasts WW 2011 app downloads will reach 29 billion (up from 9BN in 2010) thanks to a growing global smartphone user base set to grow by 46% Y-o-Y in 2011.

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