State of Apps
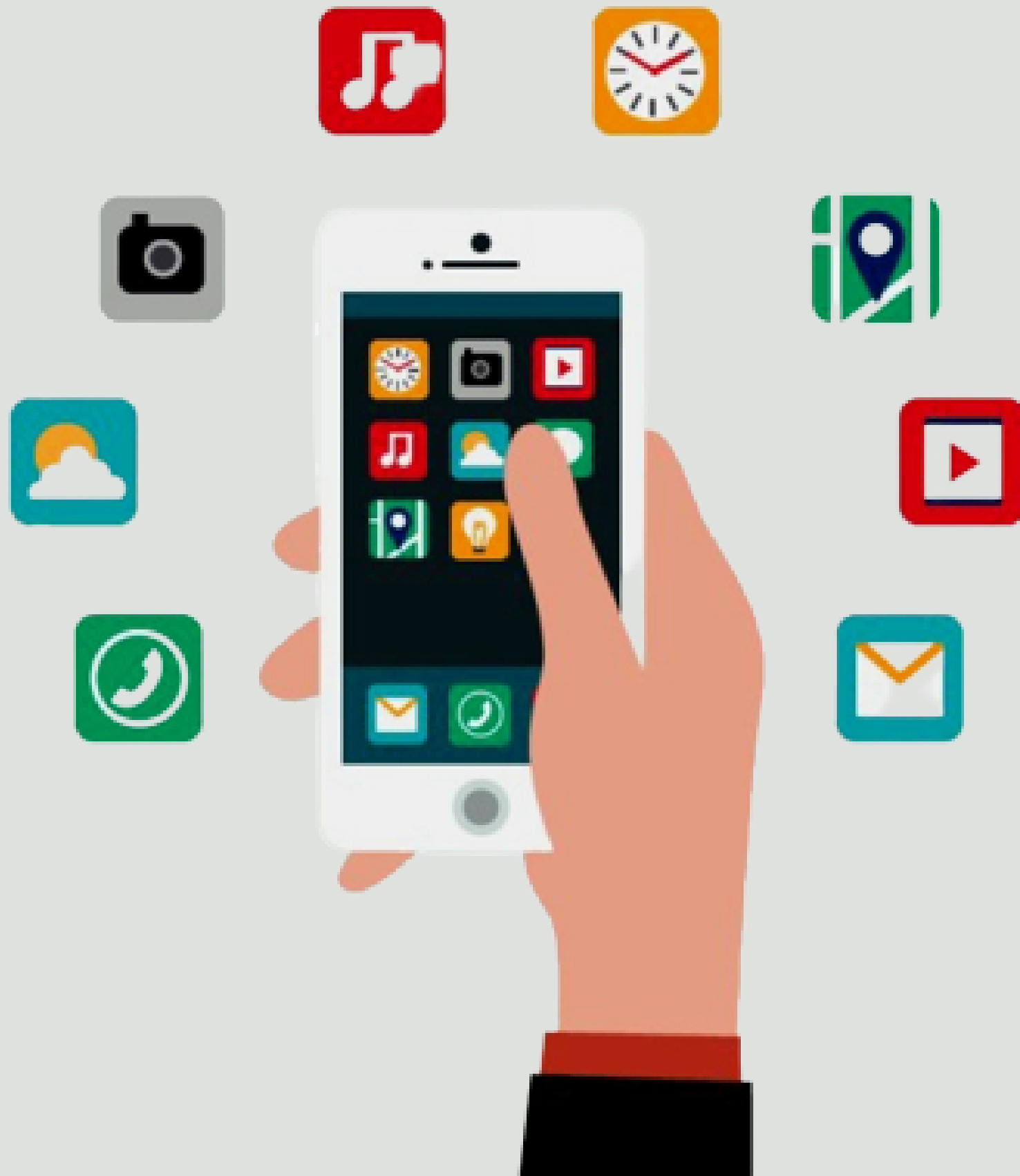## Pakistan | 2022

Powered by Data Darbar

2022 Pakistan Mobile App Landscape at a Glance

New App Downloads
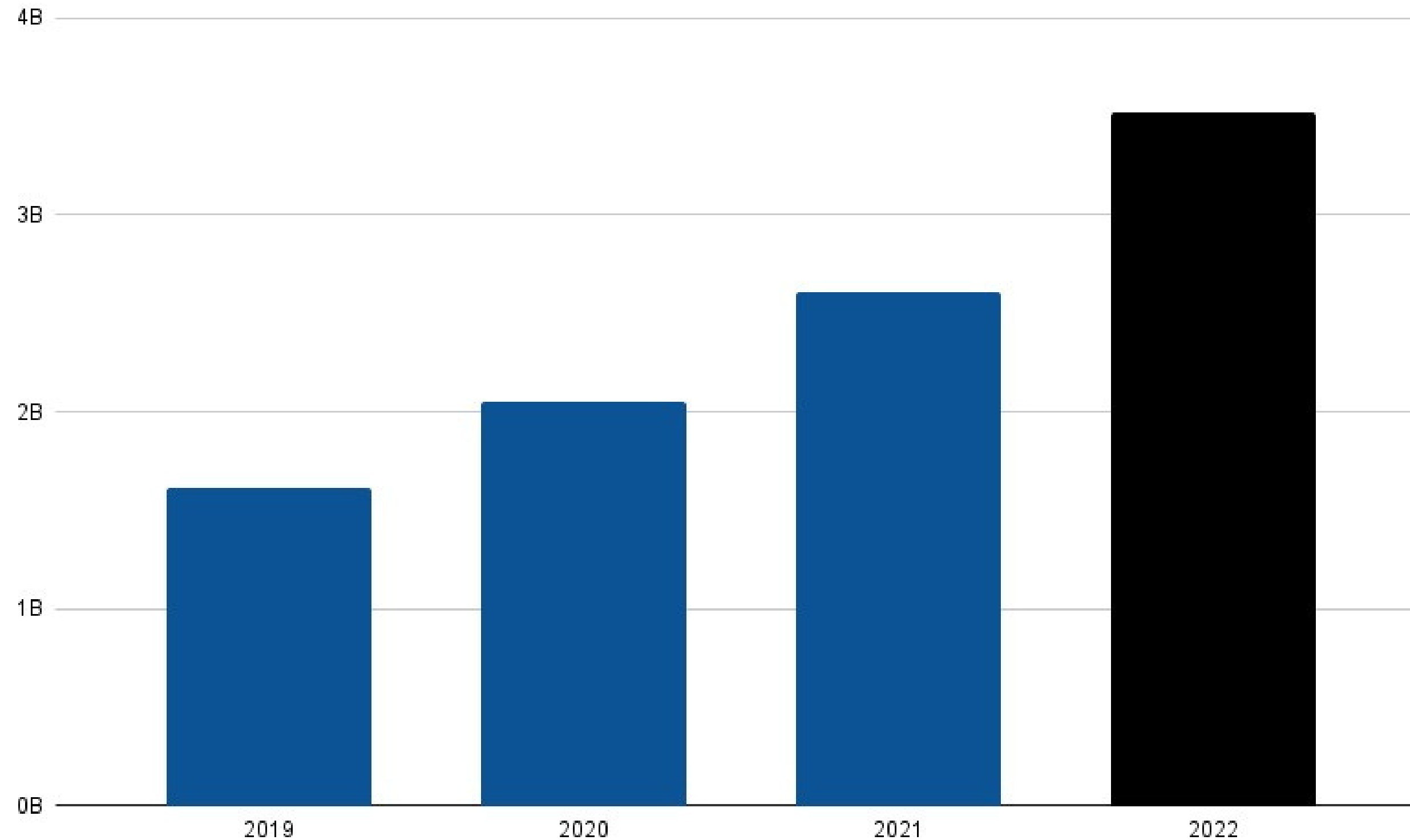
3.52B

Rank

9th

Growth Rate

35%

Hours Spent

161B

Data Darbar

Pakistan's App Downloads cross the 3 billion-mark
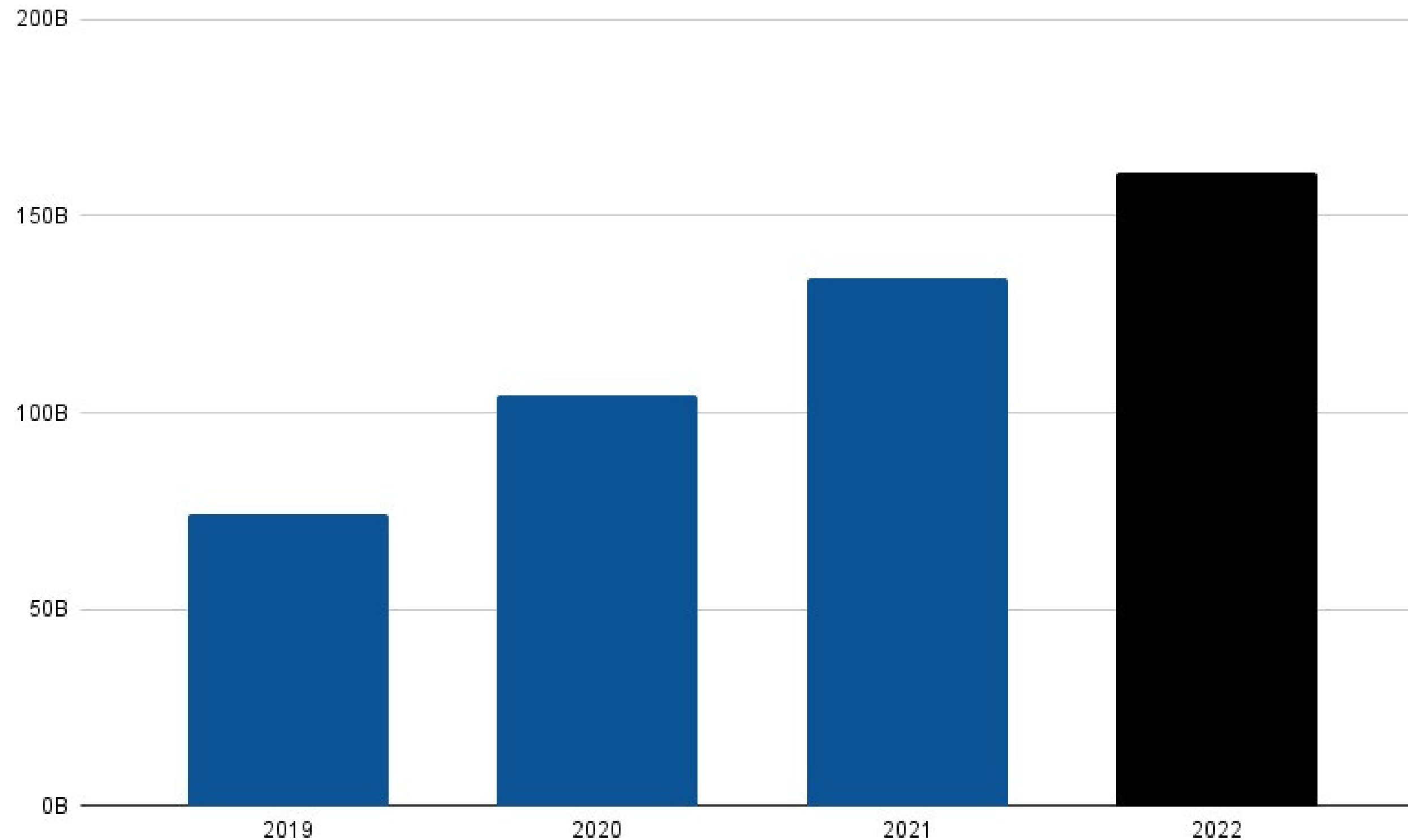

Pakistan's mobile market witnessed strong growth in apps for the fourth year straight, with 3.52B downloads.

This put the country in the 9th position globally in 2022, three notches up from last year.

Source: Data.ai

Data Darbar

Higher Smartphone Usage Driving up Activity on Mobile

200B
150B
100B
50B
0B
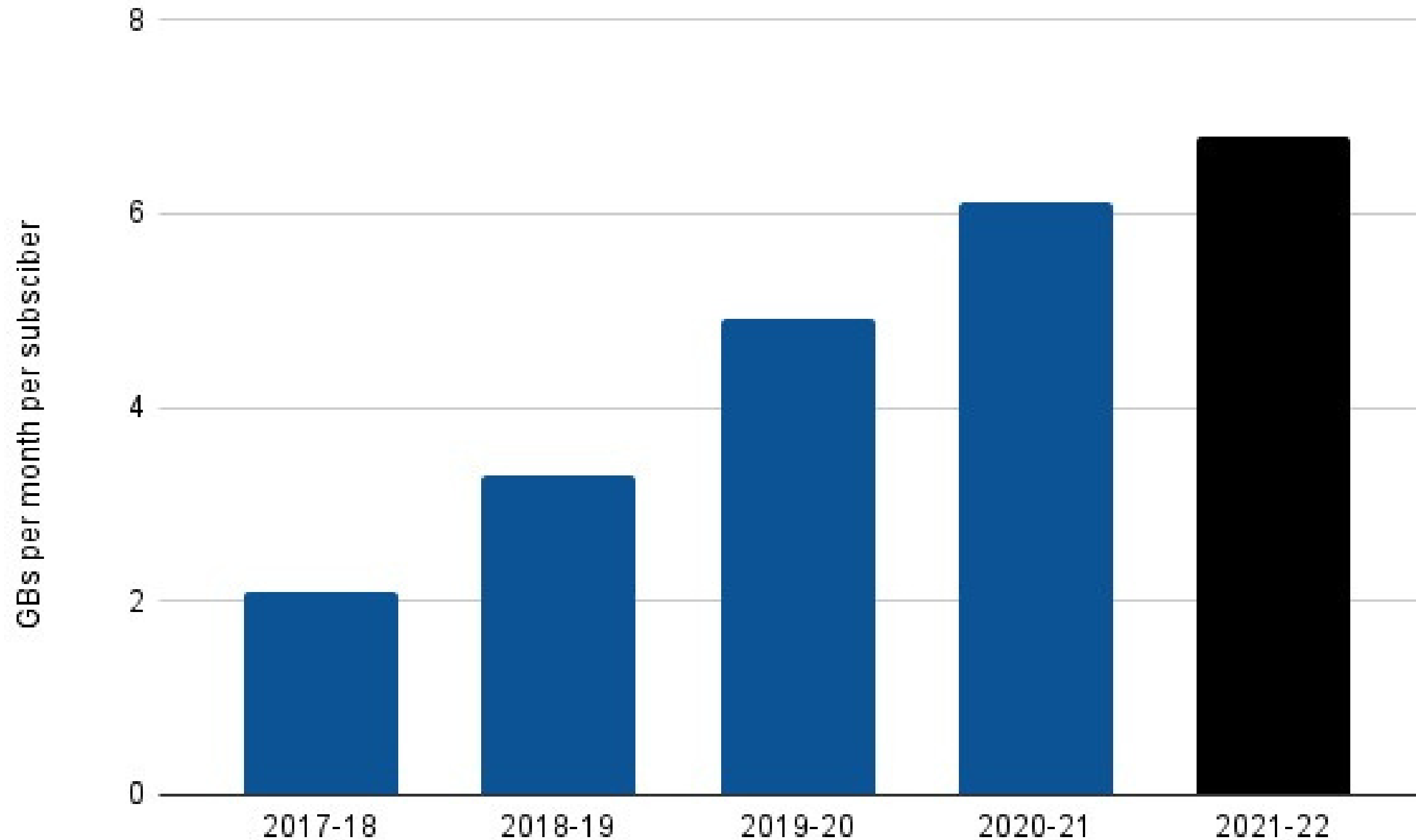
2019   2020   2021   2022

Source: Data.ai

With ever-greater internet and smartphone users coming online, Pakistanis spent 161 billion hours on mobile in 2022.

This put us in the sixth rank in terms of hours, the same as in 2021.

DATA Darbar

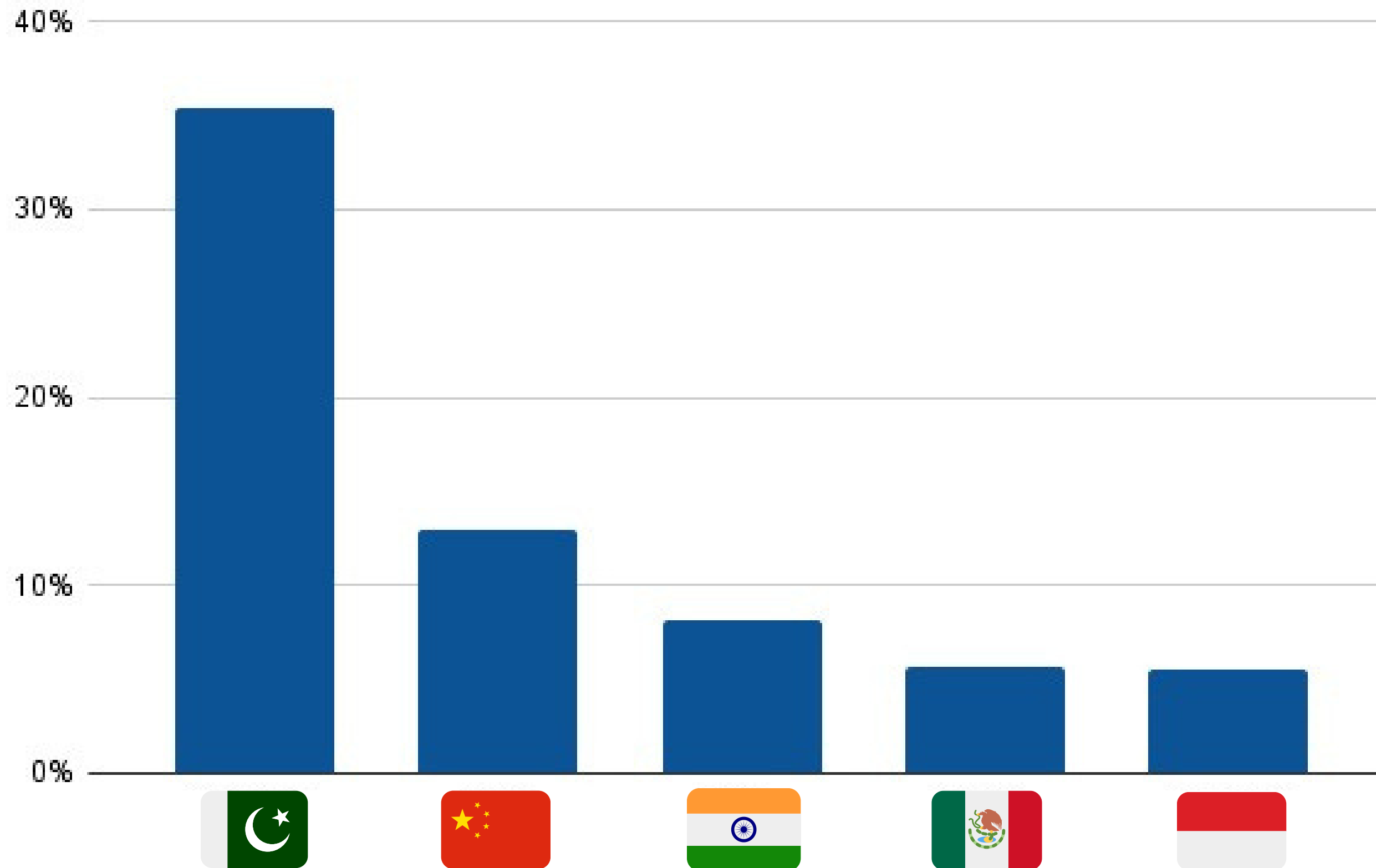# Average Mobile Broadband Consumption in Pakistan

The rate of increase in average data consumption slowed down in 2021-22, growing by only 11.5% over the last year.

However, since 2017-18, the average data usage has more than tripled.

Source: Pakistan Telecom Authority

Peer Group Comparison

Pakistan's downloads growth outpaces all major markets
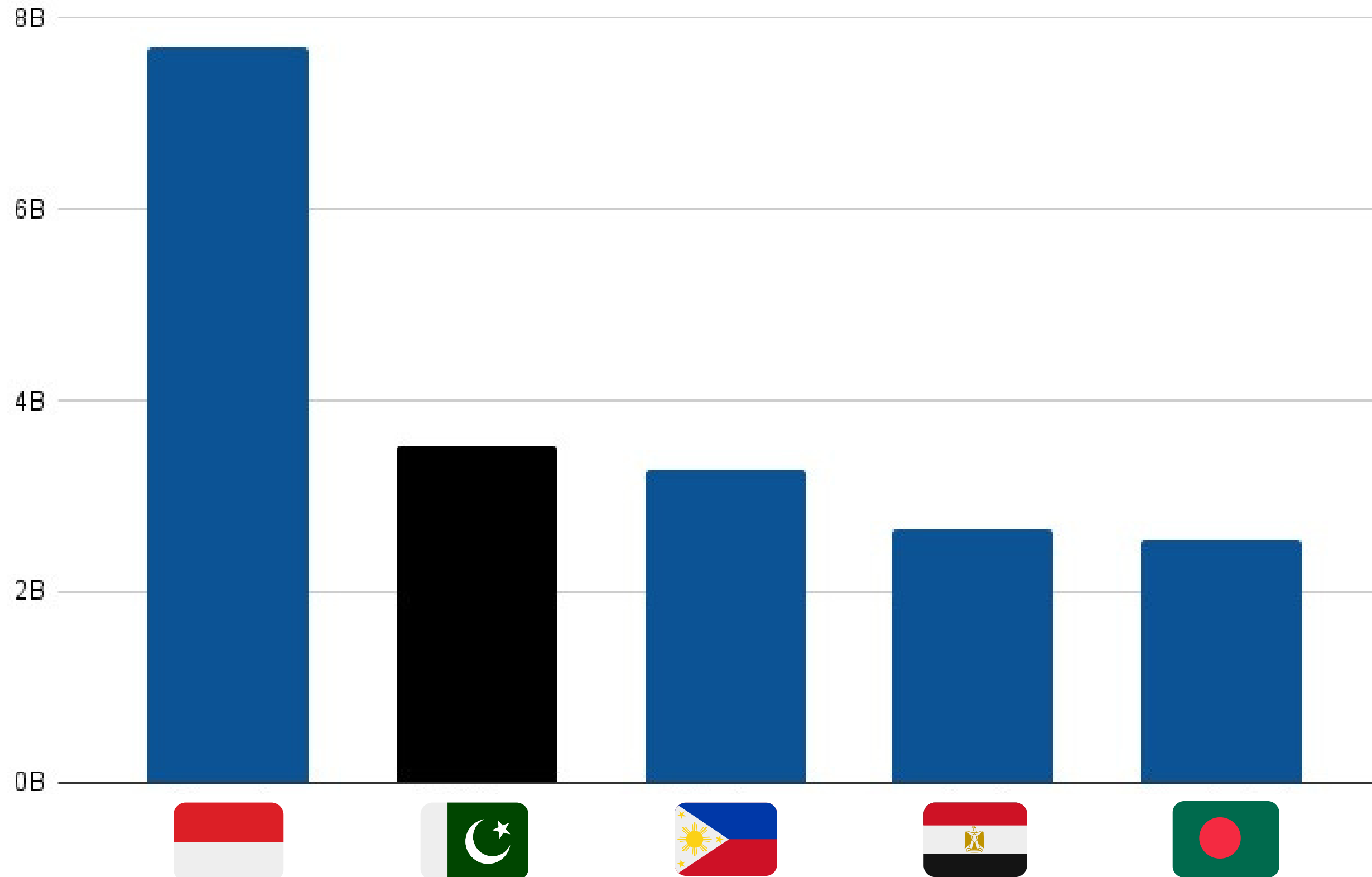

Pakistan was the fastest growing apps market in terms of downloads in 2022. Its growth rate of 35.4% was almost three times the next country.

This is on the back of a strong 2021 when the downloads rose by 26.8%, and led the charts.

Source: Data.ai

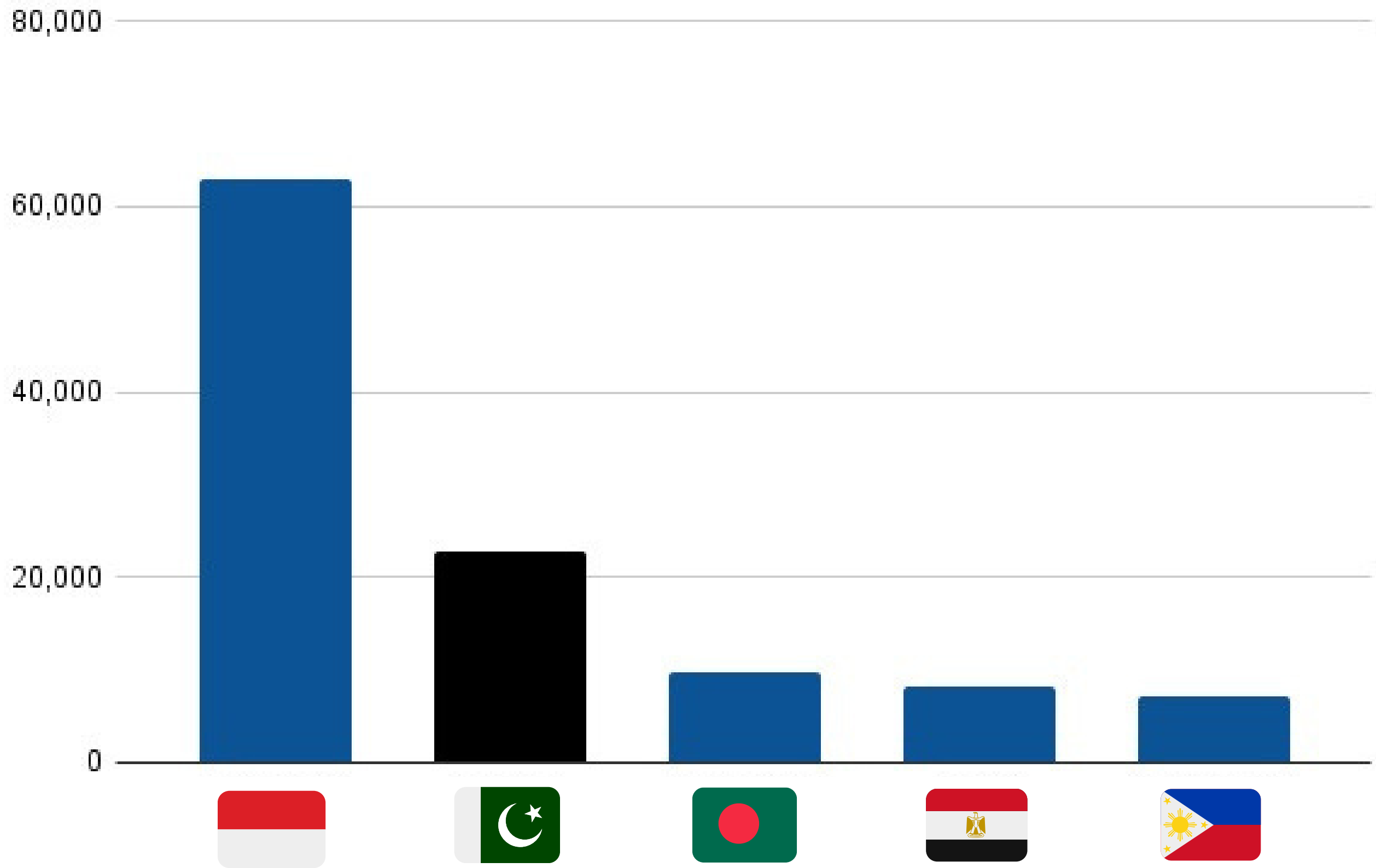# How Pakistan's downloads stack up against Emerging Markets?

Among peer countries, Pakistan overtook Philippines for the first time in terms of downloads during 2022.

Bangladesh also had a good year and made it to Data.ai's rankings for the first time with around 2.5B downloads.

Source: Appfigures
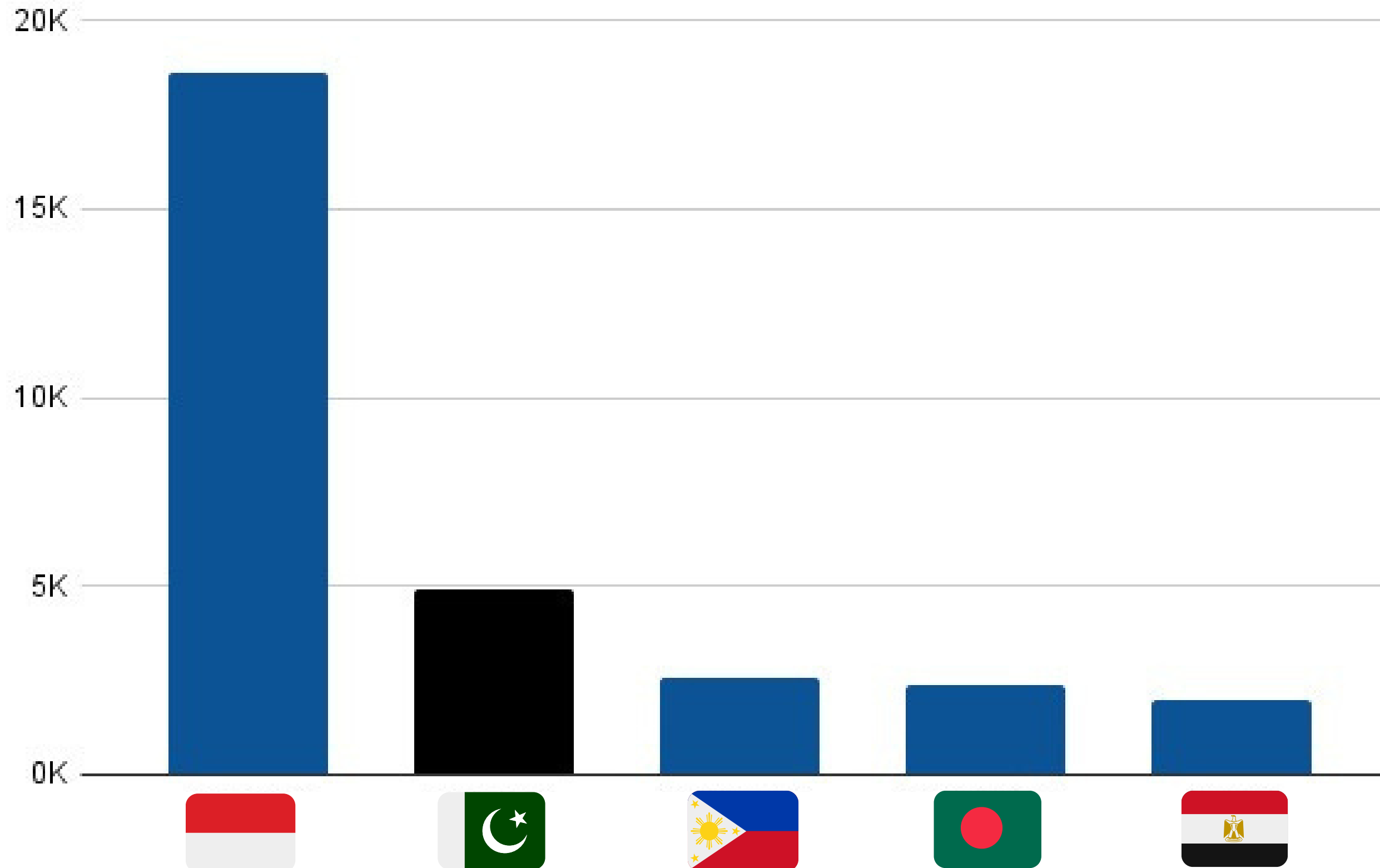
Total Mobile Apps by Local Publishers

Pakistan was only second to Indonesia in terms of the number of outstanding active apps by local publishers.

However, in terms of traction and usage, very few of the locally developed apps make it to the top charts in Pakistani.

Total Number of Local Publishers

At 4.9K, Pakistan had the second most publishers among peer countries. This number is more than Bangladesh and Egypt combined.
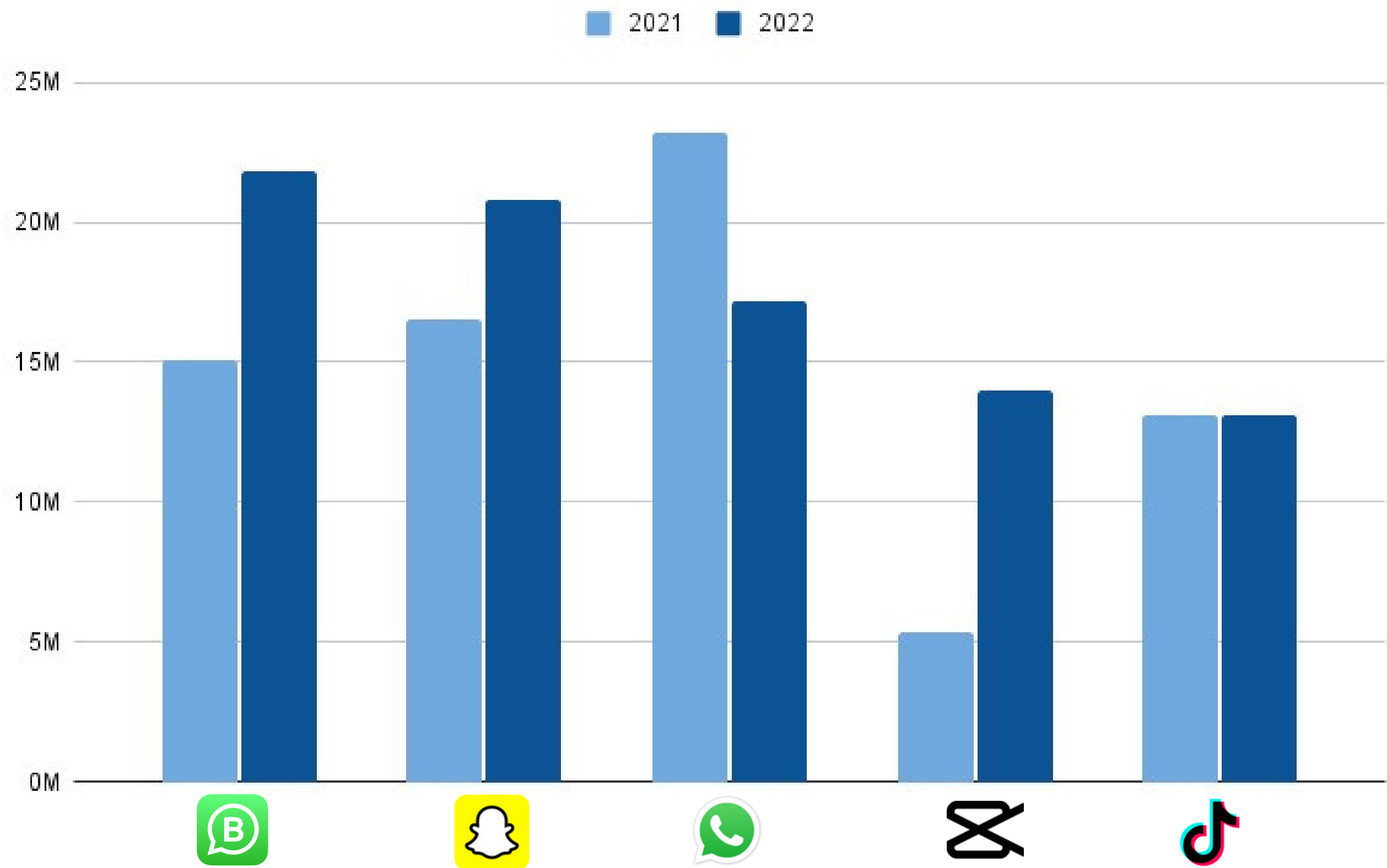
However, some publishers for legal or other reasons are headquartered elsewhere, which might understate numbers for not only Pakistan, but other emerging markets.

Source: Appfigures

Category-Wise Leaders

Most Downloaded Apps in Pakistan

Legend: 2021 / 2022

Meta and ByteDancce featured prominently in the top ten charts for most downloaded apps in Pakistan. While the popularity of Whatsapp Messenger waned from 2021, WhatsApp for Business witnessed great interest. However, the biggest gainer was CapCut, Bytedance's video editor.

Meanwhile, Snapchat's growth has continued unabated despite never attracting much hype from media and marketing.

Source: Appfigures

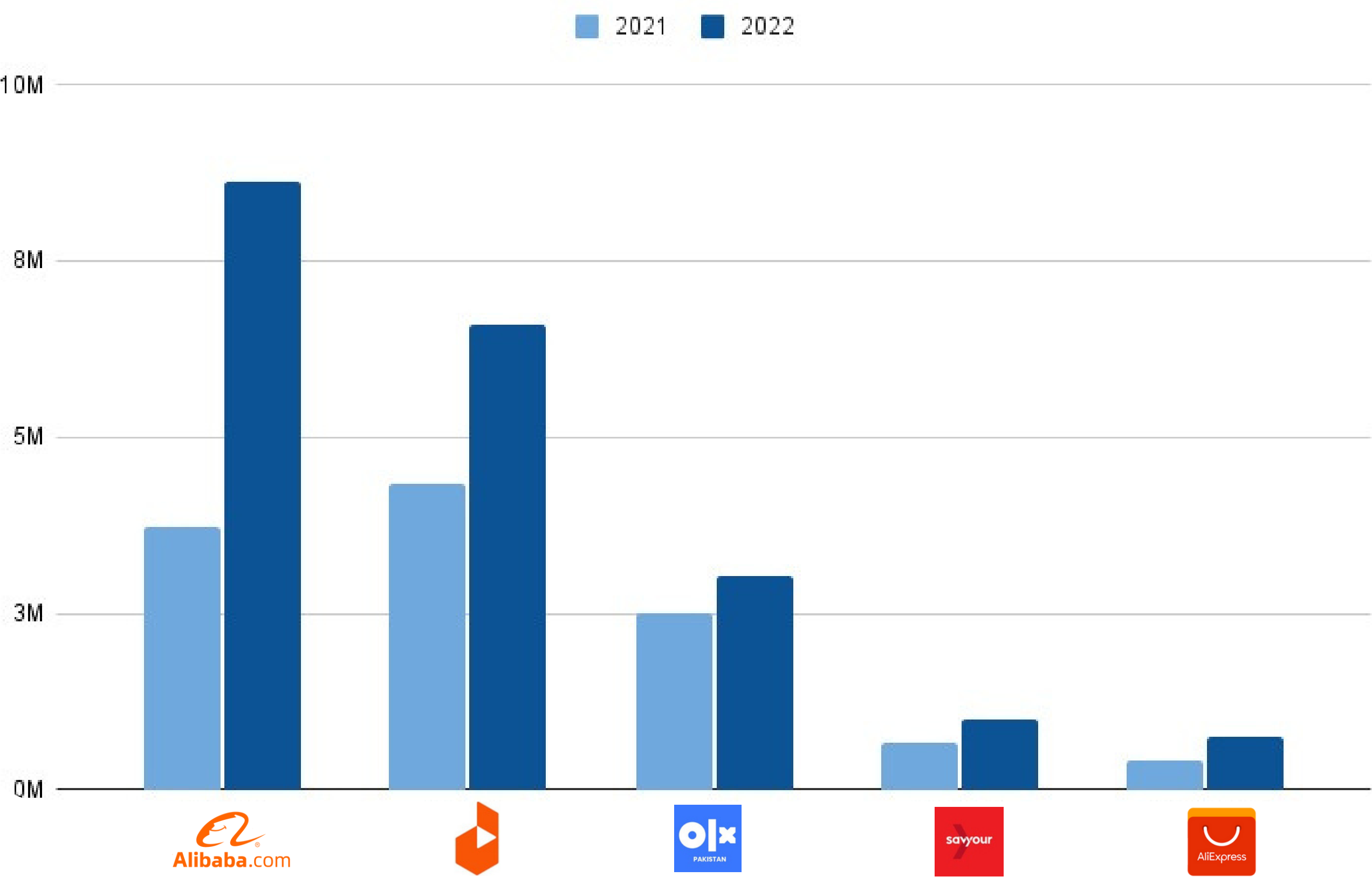# Most Downloaded Apps from Pakistani Developers

Legend: ■ 2021 ■ 2022
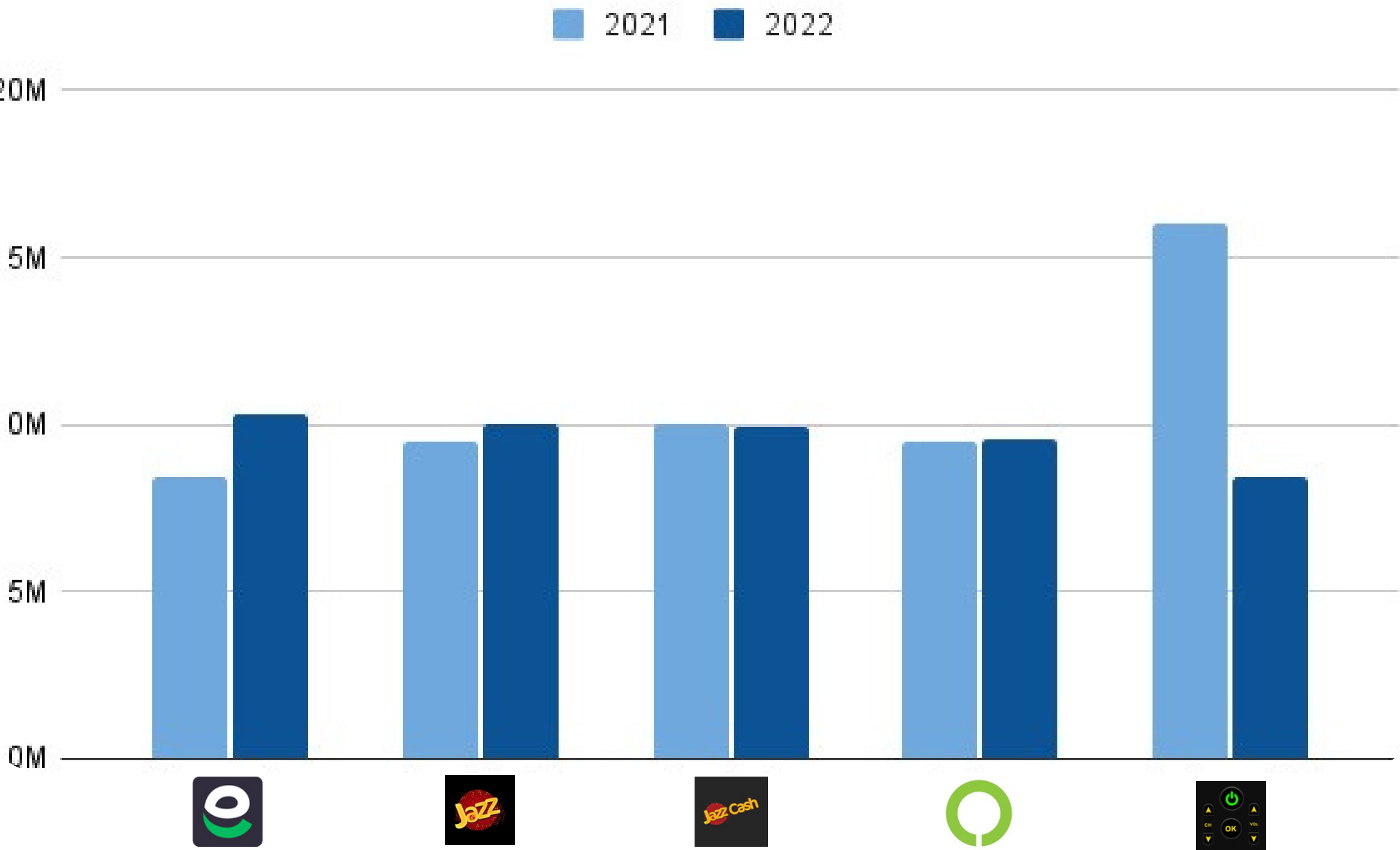
Among Pakistan-based developers, telco products continued their dominance - a common trend not just here but other emergings markets like Indonesia and Bangladesh.

Universal TV Remote Control was the odd one out in the list, underlying how the opportunity in tools is truly global. Its publisher Codematics is a tech company based out of Abbottabad and claims over 100M users for this app.

Source: Appfigures

Most Downloaded Shopping Apps in Pakistan

Legend: 2021, 2022

Y-axis: 10M, 8M, 5M, 3M, 0M

Apps: Alibaba.com, (orange/red icon), OLX PAKISTAN, savyour, AliExpress

Source: Appfigures

In the shopping category, Alibaba made massive gains on back of its continued engagement with Pakistani businesses.

This helped it even edge out Daraz in terms of downloads, despite their aggressive customer acquisition through cricket streaming. Of course, only a very tiny share of these installs would actually be users.

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Most Downloaded Short-Video Apps (excluding TikTok) in Pakistan
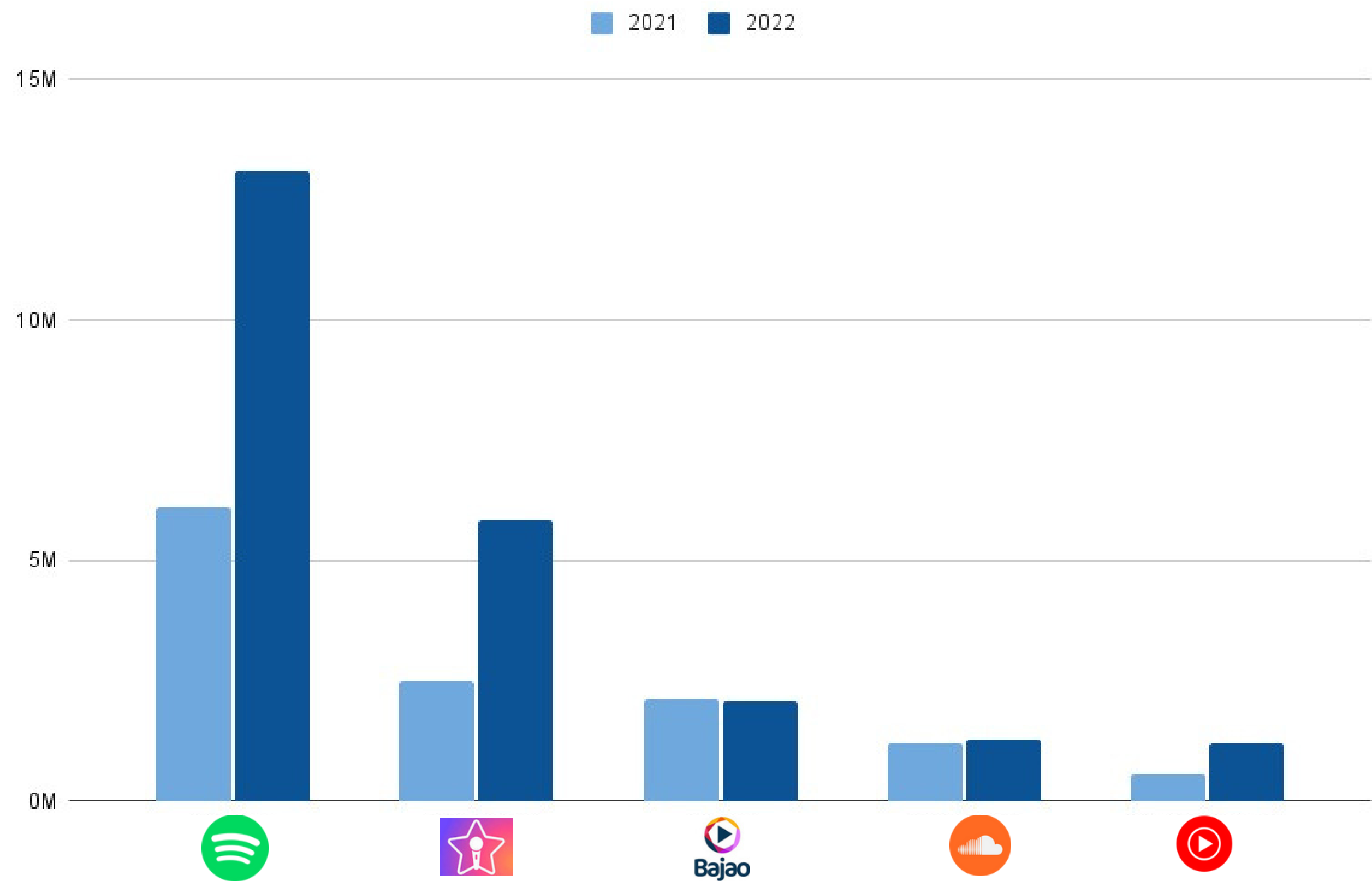

Legend: 2021, 2022
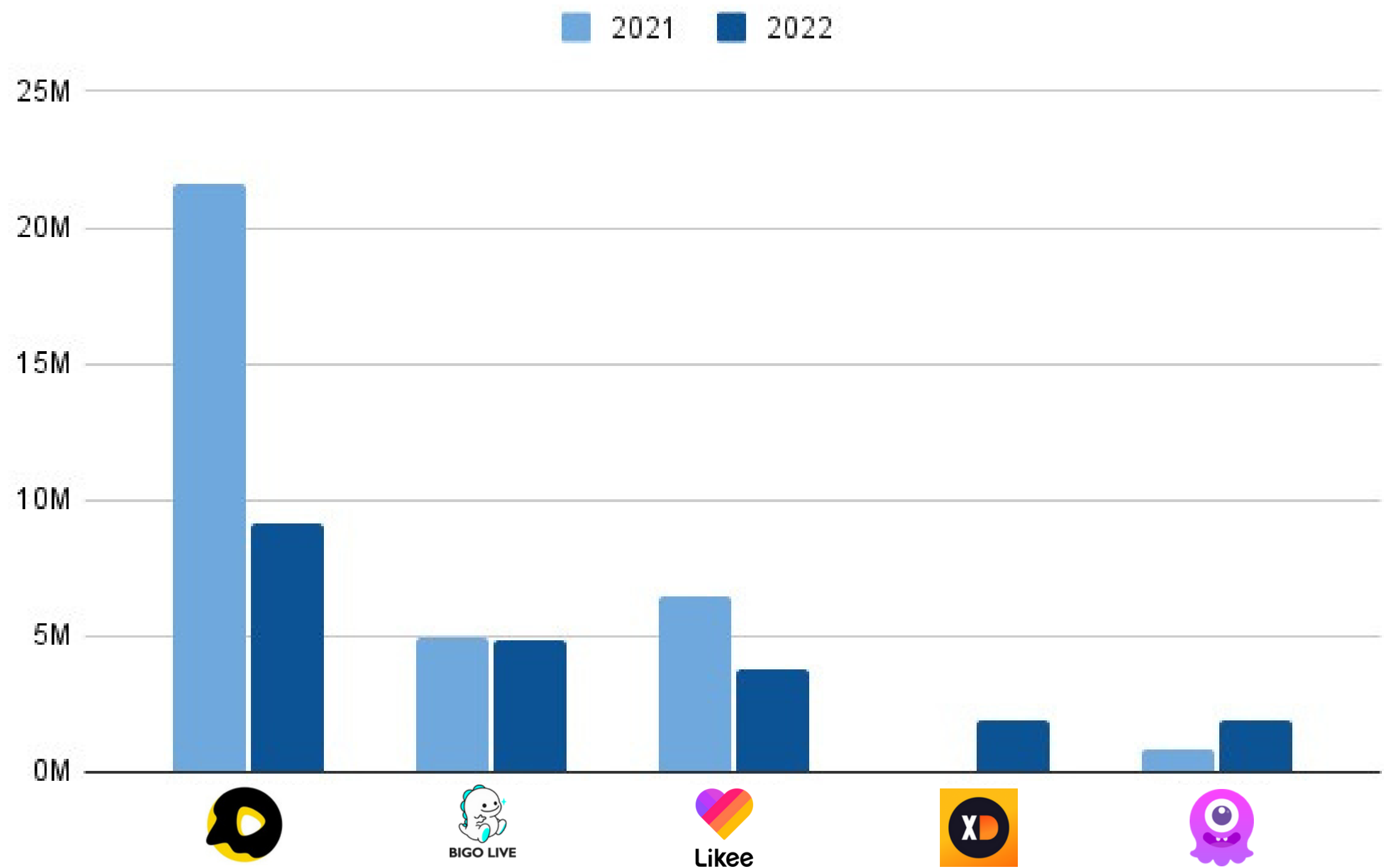
Short format video skyrocketed around the world post Covid, including Pakistan as the top five apps (excluding Tiktok) in the category recorded 36M downloads in 2021.

Installs eased to 21.6M but the category continues to lead the "top grossing" chart on Google Play.

DaTa Darbar

# Most Downloaded Audio Streaming Apps in Pakistan

■ 2021   ■ 2022

Audio streaming continued its gains in 2022 as downloads of the top five apps reached 23.5M.

More than half of them came from Spotify alone, as the streaming giant further makes inroads into the Pakistani market. Starmaker also doubled its installs appearing on the top charts and made it

15M

10M

5M

0M

Bajao

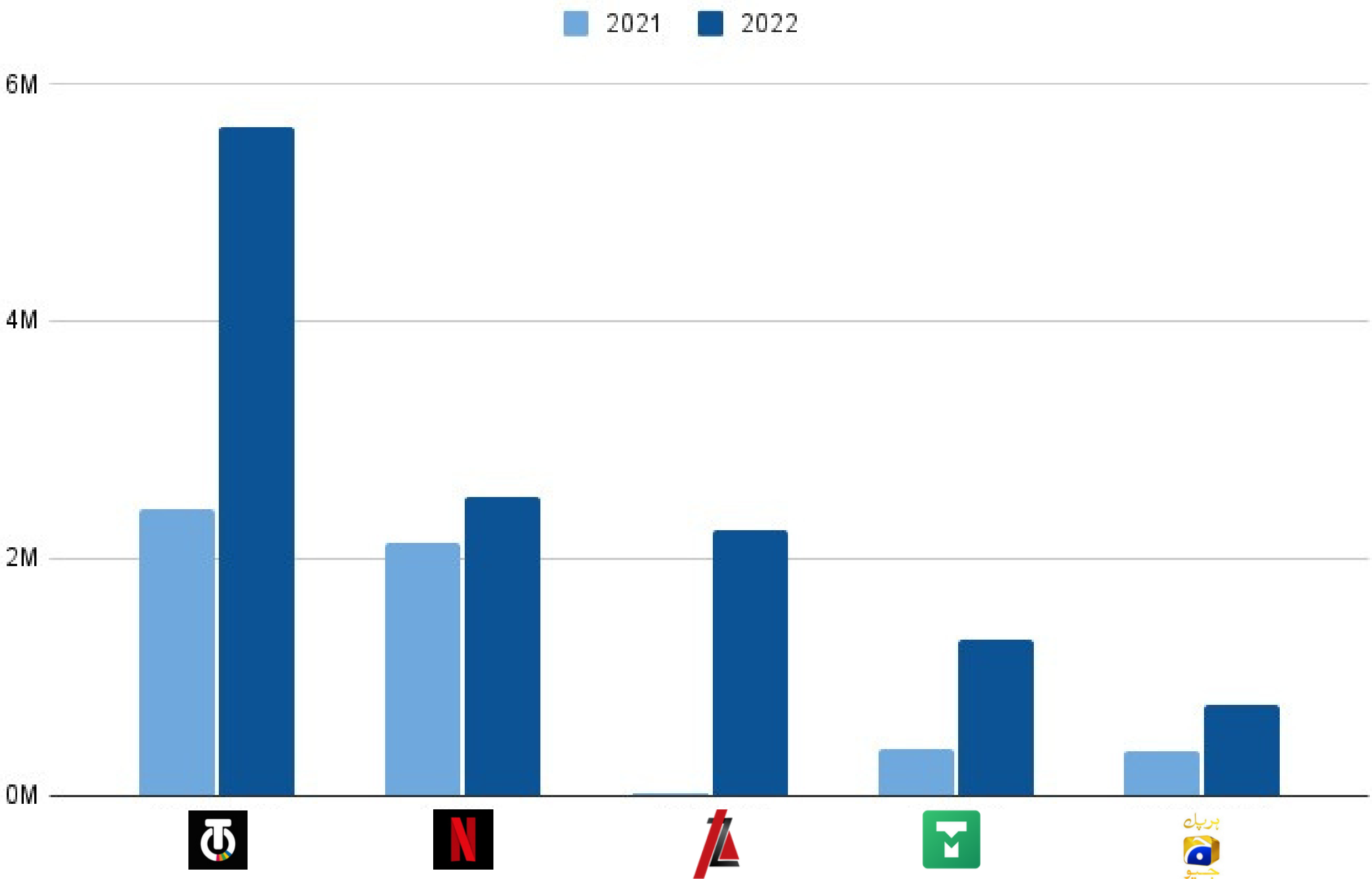Source: Appfigures

Most Downloaded Finance Apps in Pakistan

Legend: 2021 | 2022
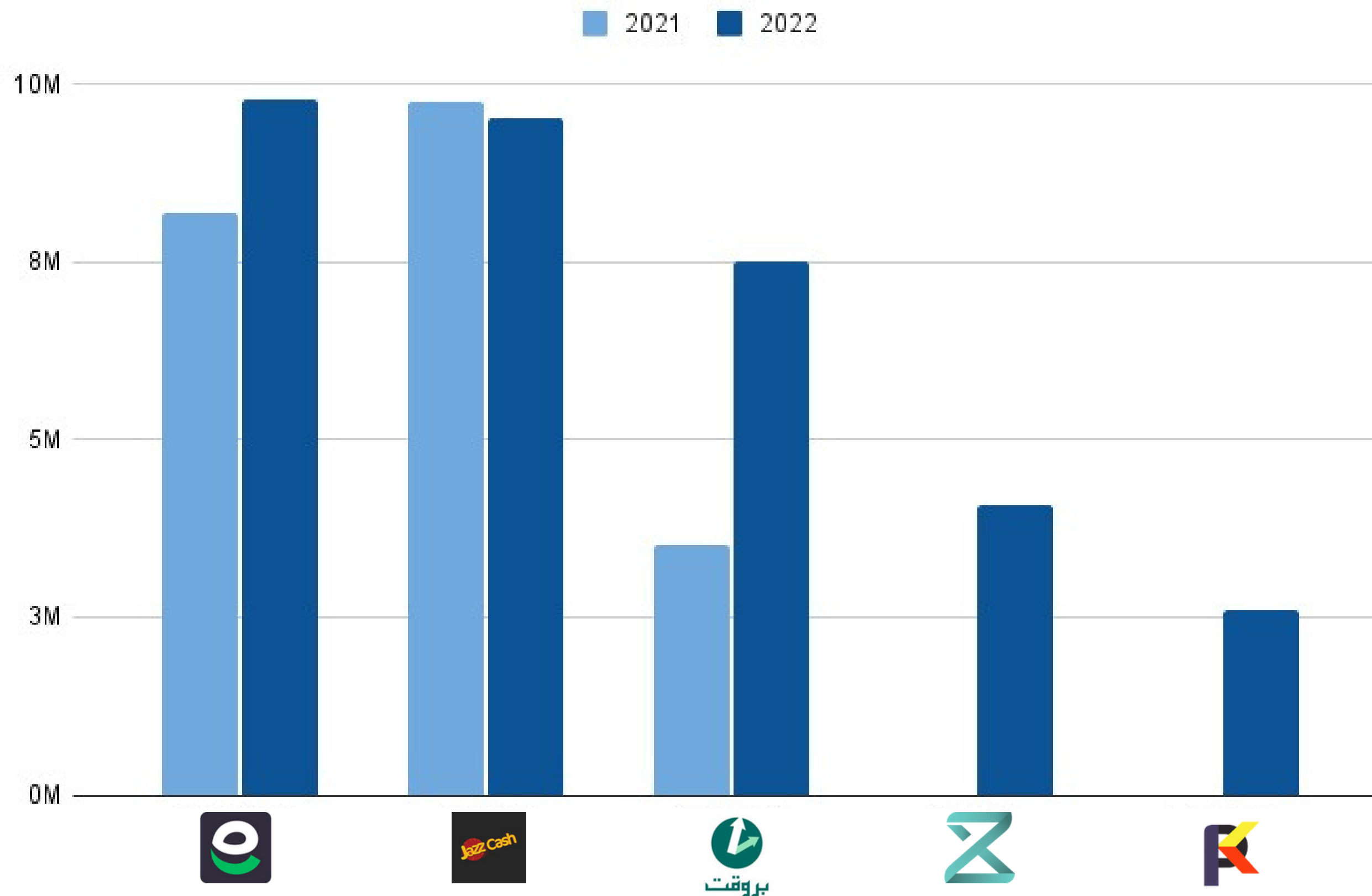
It was the usual suspects at the top of finance catgeory. With around ~15M Monthly Active Users each, EasyPaisa and JazzCash were unsurprisingly the most downloaded apps. Zindigi from JS Bank also aggressively marketed its digital wallet.

Meanwhile, digital lending apps had a somewhat mixed 2022 as amid spike in downloads, they witnessed a regulatory crackdown.

Source: Appfigures

Most Downloaded Video Streaming Apps in Pakistan

Legend: 2021, 2022

In video streaming, Tamasha finally had its moment and doubled its downloads, beating Netflix by a margin. ARY ZAP also emerged on the scene as a major player.

However, the category continues to rely heavily on cricket streaming to attract users and is characaterized by low retention rates.

Source: Appfigures

DᴀᴛᴀDarbar

How Pakistanis play and make games?

Most Downloaded Games from Pakistan

	Dude Theft Wars	52M+
	Oil Tanker Truck Driving Game	38M+
	Grand Jail Prison Escape	23M+
	GT Mega Ramp Stunt Bike Games	22M+
	Tuk Tuk Auto Rickshaw	21M+
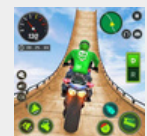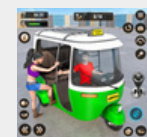
Most Downloaded Games in Pakistan

	Yalla Ludo	8.6M+
	Subway Surfers	8.1M+
	Ludo Star	5.4M+
	8 Ball Pool	6.6M+
	Candy Crush	4.5M+

Source: Appfigures

DATA Darbar

About Us

Data Darbar is building a private markets intelligence platform for emerging markets while our media arm brings you the latest insights from Pakistan's tech-driven economy.

As of now, we have two newsletter products, Due Diligence and Appistan, which focus on VC landscape and business models, and Pakistan's apps ecosystem, respectively.

For any queries or to discuss any potential opportunities, please reach out at media@datadarbar.io.