The Undead Apps: More Than 85 Percent of South Korean Mobile Apps are Failing in App Stores

Seoul - 21 July 2016 - Today adjust, one of the world's leading mobile-attribution and analytics companies, releases its latest report on the App Store and its Zombies - revealing that more than 85 percent of South Korean mobile apps are downloaded by so few users that they do not appear on any top list anywhere in the world.

adjust looked at the number of apps that do not rank in top lists in the iTunes App Store. In addition to analyzing the performance of apps released worldwide, the company also specifically looked at apps released in the Korean language. These apps are either released by South Korean mobile app developers or localized for the Korean market by companies worldwide. adjust calls apps that do not rank in the top lists "Zombies", reflecting that they are not very popular among users.

The number of new apps released is steadily accelerating, in South Korea and worldwide. In 2009, during the first complete year of the App Store, about ~3,000 new apps were released in any language per month. Today, in 2016, more than 50,000 new apps have been released worldwide per month so far. With the rising number of apps, less is done to surface the released apps. Many of these apps can not be found organically - meaning that they aren't visible in the top lists - and so are classified as Zombies. As the number of apps released in Korean grows, it becomes more difficult for the individual app to succeed. With over 85 percent of apps released in Korean invisible in the App Store, competition is stark.

"The high rate of Zombie apps in South Korea shows how Korean users are primarily using the same few apps across the country. Given the size of the App Store these days, the high rate of Zombies also means that it's extremely difficult for an app developer to break into the Store," says Christian Henschel, CEO and Co-Founder of adjust. "In countries where most apps are not directly visible in the App Store, the only way to launch new apps is through expensive and complicated marketing campaigns," continues Christian.

To find a Zombie App, a user must make a navigational query - searching for the name. There is no other way that it will show up, unless the tags are incredibly similar to another app. According to the data, which were sourced from adjust's free online tool

apptrace.com on July 10, 2016, almost 9 out of 10 apps are not shown in any App Store ranking worldwide.

Compared to the other markets in adjust's report, South Korean Native Apps are the second smallest marketplace with 158,929 apps in total and at 85.44 percent has the third lowest rate of Zombies. These numbers however do not reveal the size of the South Korean app market, since most of the apps developed in South Korea are also for the English speaking, international app market.

With a cutting-edge wireless infrastructure, the highest smartphone penetration in the world and passionate gamer communities, the 50.5 million people of South Korea represent a strong app economy. As app and gaming markets vary, it is crucial for app developers seeking to expand to have insights on how users behave inside the app. In conjunction with the report, adjust also announces the inauguration of their office in Seoul, South Korea in order to meet the needs of local app developers.

About adjust

adjust is a bus   iness intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With adjust's open-source SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 14,000 apps have implemented adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like Microsoft and Warner Bros. Founded in Berlin in 2012, today adjust has 14 offices across 5 continents: Beijing, Berlin, Istanbul, Jakarta, London, New York, Paris, San Francisco, São Paulo, Seoul, Shanghai, Singapore, Sydney and Tokyo.