

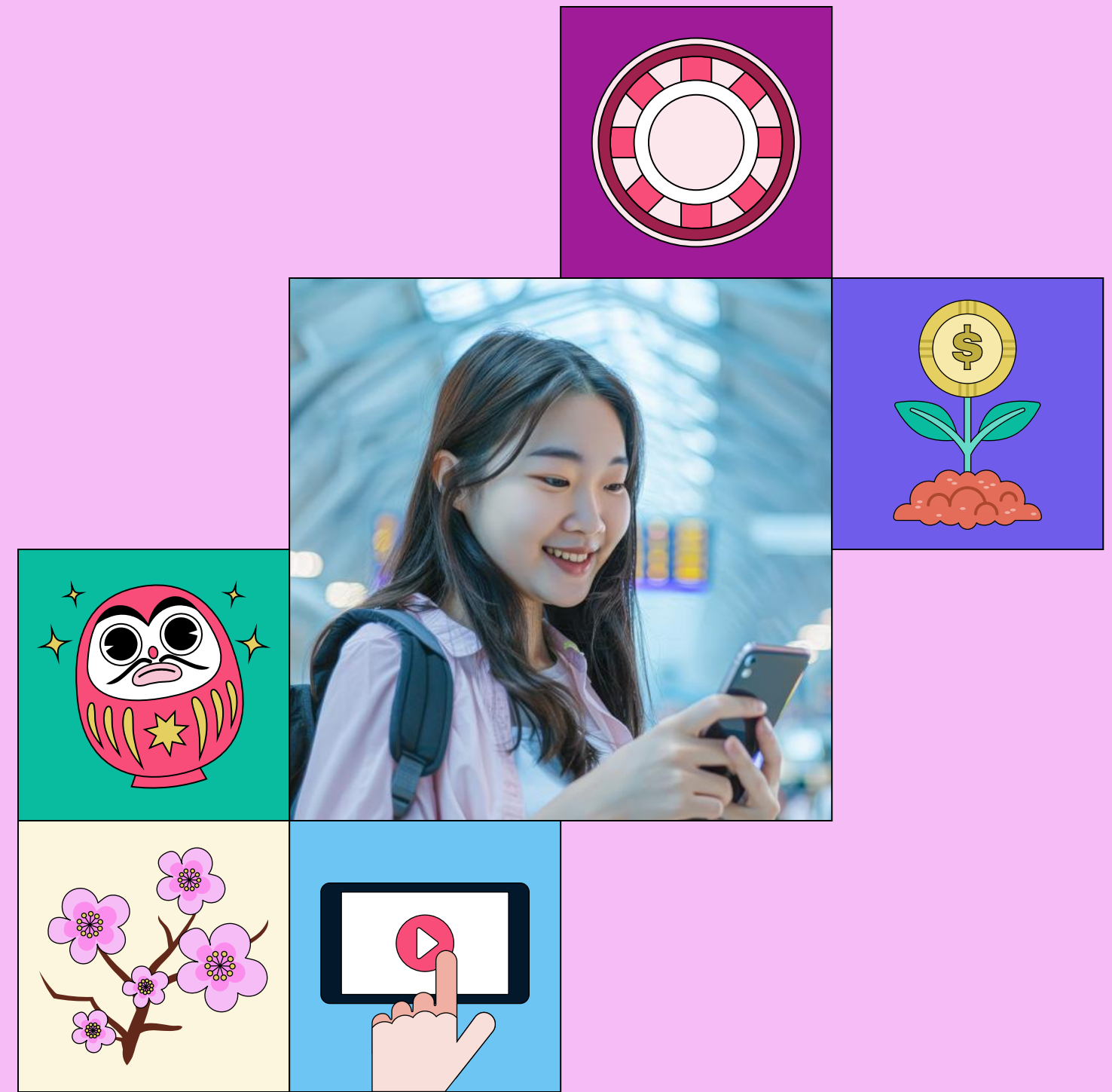


Mobile app trends 2026: Japan edition

App performance benchmarks
and insights

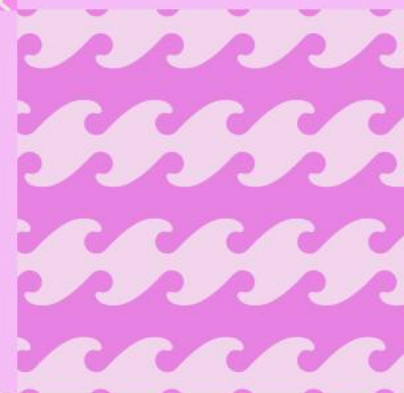
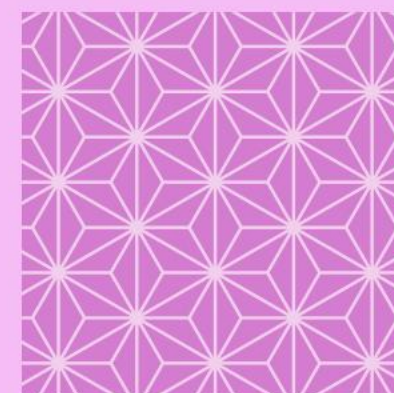
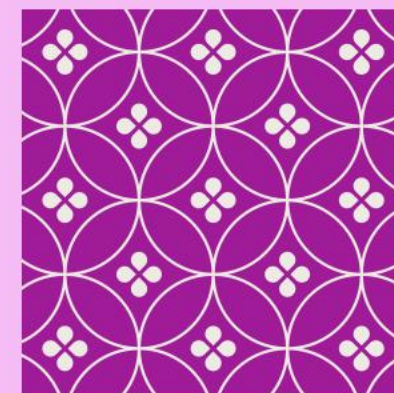
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With insights from:  Sensor Tower



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INTRODUCTION

Japan's app market is still the one to watch

Japan is known for fast, innovative tech, and its app market is no different. In fact, Japan is one of the most lucrative app markets in the world. [Smartphone penetration sits around 85%](#), the iOS market share sits at 67–68% (one of the highest shares of any major market), and consumers downloaded [2.65 billion apps in 2025](#) while spending 114 billion hours in them. Japanese consumers use a mix of local and international apps across verticals; Japanese streaming app Rakuten and messaging app Line remain dominant in their categories, whereas Meta platforms (Facebook, Instagram), X, and Snapchat lead in social media.

Mobile gaming remains a top category, **Sensor Tower** reports in-app purchase (IAP) revenue reaching \$10.6 billion in 2025 and total time spent rising to 16.58 billion hours. Finance was also a standout vertical in 2025, led by super apps such as **LINE** and digital wallets like **PayPay** and **Rakuten Pay**. The category now reaches well beyond payments into securities, consumer lending, and personal finance management. With the national updates to NISA (Nippon Individual Savings Account) in 2024, more users have been incentivised to invest into their personal finances, and we see this reflected, for example, in stock trading app growth. Entertainment formats are also starting to consolidate and expand their offerings, with apps such as **U-Next**, which features everything from movies and dramas to anime, sports, music concerts, and ebooks.

There are new rules in Japan that add complexity, but they also give marketers more opportunities to grow in 2026. [Japan's Mobile Software Competition Act](#) came into full force in December 2025, opening the market to third-party app stores, alternative in-app payments, and web-based checkout—an opportunity that nearly [70% of top-grossing games were already preparing for](#).

Our **2026 Japan app trends report** draws on Adjust's extensive data to benchmark installs, engagement, platform breakdowns, retention, and more across gaming, finance, comics, and entertainment. Find expert insights from **Adjust**, **Sensor Tower**, and Adjust clients including **emole Inc.**, **NHN PlayArt Corp**, **BUMP**, and **ABEMA**, highlighting the strongest opportunities in Japan's app market – enabling marketers to take action and grow sustainably.

↓ Top 10 apps by downloads in Q1 2026 (Japan)

1	 ChatGPT AI assistant	
2	 TikTok Social media	
3	 Google Gemini AI assistant	
4	 デジタル認証アプリ Law & government	
5	 Netflix OTT streaming	
6	 東京都公式アプリ Law & government	
7	 Mynaportal Law & government	
8	 Block Blast! Games	
9	 NHKプラス (NHK ONE対応) OTT streaming	
10	 ジハンピ Food & drink	

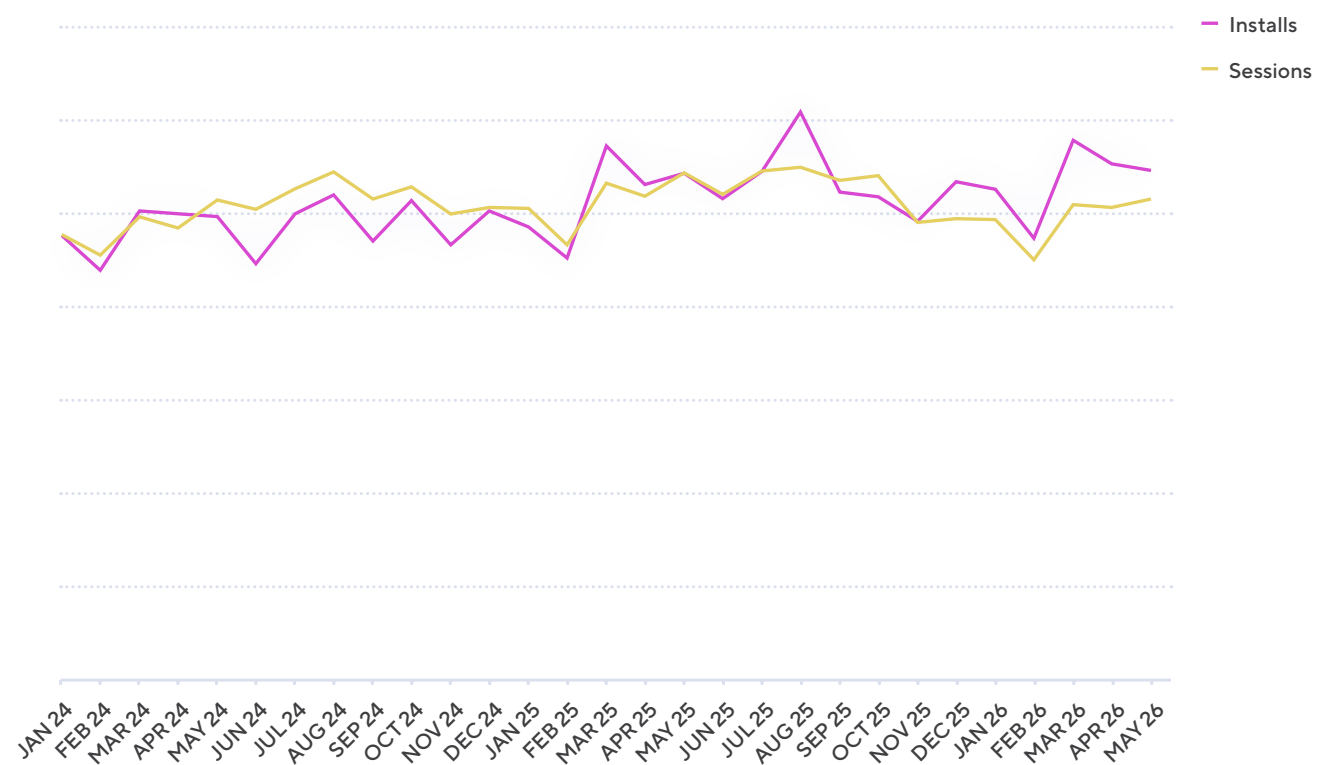
\$ Top 10 apps by consumer spend in Q1 2026 (Japan)

 ピッコマ Books & comics	
 LINEマンガ Books & comics	
 Google One Cloud storage	
 Last War:Survival Games	
 TikTok Social media	
 YouTube Social media	
 モンスターストライク Games	
 Umamusume: Pretty Derby Games	
 ChatGPT AI assistant	
 プロ野球スピリッツA Games	

Source:  SensorTower



App install and session growth January 2024 - May 2026 (Japan)



The state of Japan's app market

2026 is turning out to be another strong year for Japan's app market.

Installs grew 4% YoY in H1 and March was the peak month, with installs 8% higher than the H1 average.

By May, installs and sessions were 2% and 4% above the H1 average, respectively. It follows a similarly positive 2025, where installs were up 8% YoY and sessions up 3%.

Methodology

ADJUST

VERTICALS:

Comics, entertainment, finance, gaming

REGIONS:

Global, Japan, U.S.

DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps measured by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 countries and territories based on the ISO 3166-1 standard. Data is based on aggregated, anonymized data from apps tracked by Adjust and may not reflect the entire global app market. Unless otherwise noted, all figures in this report come from Adjust data. H1 2026 data reflects YTD data from January to May 2026.

DATE RANGE:

January 2024 - May 2026

All dollar amounts are represented in USD.

Sensor Tower

VERTICALS:

Gaming, E-commerce, Fintech, Entertainment, Short Drama, Film & Television Streaming, Books and Comics. Apps were classified using Sensor Tower's App IQ taxonomy as of 3rd June 2026.

REGIONS:

Japan

DATE RANGE:

January 2026 - March 2026

DATASET:

Sensor Tower cultivates rich market insights into the trends shaping businesses in the global digital economy. The analysis is based on data from Sensor Tower Store Intelligence and Game Intelligence. Sensor Tower Store Intelligence provides download and revenue estimates across 95 countries, 12 regions and 25 categories to generate deep insights into the global mobile market with proprietary data models of the Apple Store and Google Play data. Sensor Tower's Game IQ drills down into hit mobile gaming strategies through advanced gaming taxonomy offering in-depth analysis of sub-genre, theme, art style, monetization, meta features and more.

All dollar amounts are represented in USD.

Key findings



Gaming app installs in Japan increased 3% YoY in H1 2026, while sessions rose 5%.



Finance app session lengths reached 5.59 minutes in H1 2026, up from 5.23 minutes in 2025.



In H1 2026, card games led gaming growth, with installs up 18% YoY and sessions by 113%.



Entertainment app installs in Japan increased 4% YoY in H1 2026, while average session lengths reached 32.84 minutes.



Finance app installs in Japan grew 8% YoY in H1 2026, while sessions jumped 40%.



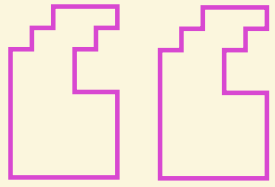
iOS accounted for 68% of entertainment app installs and 68% of sessions in Japan in H1 2026.



Stock trading app installs increased 90% YoY in H1 2026, the strongest growth across finance subverticals.



Comic app users averaged 1.53 sessions on day 0 in Q1 2026, the highest early engagement among the markets analyzed.

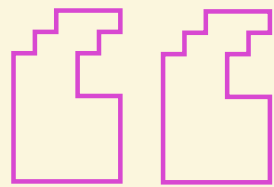


“The Japanese app market is characterized by loyal users and sustained engagement once consumer trust has been established. This is illustrated in the session growth we’ve observed across several major app categories. We recommend our clients to invest in re-engagement campaigns and evergreen marketing to retain a strong user base. Additionally, Japan saw a 36% increase in investments made under the NISA last year, making fintech apps a huge growth opportunity.”

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Naoki Sassa
**General Manager,
Japan**



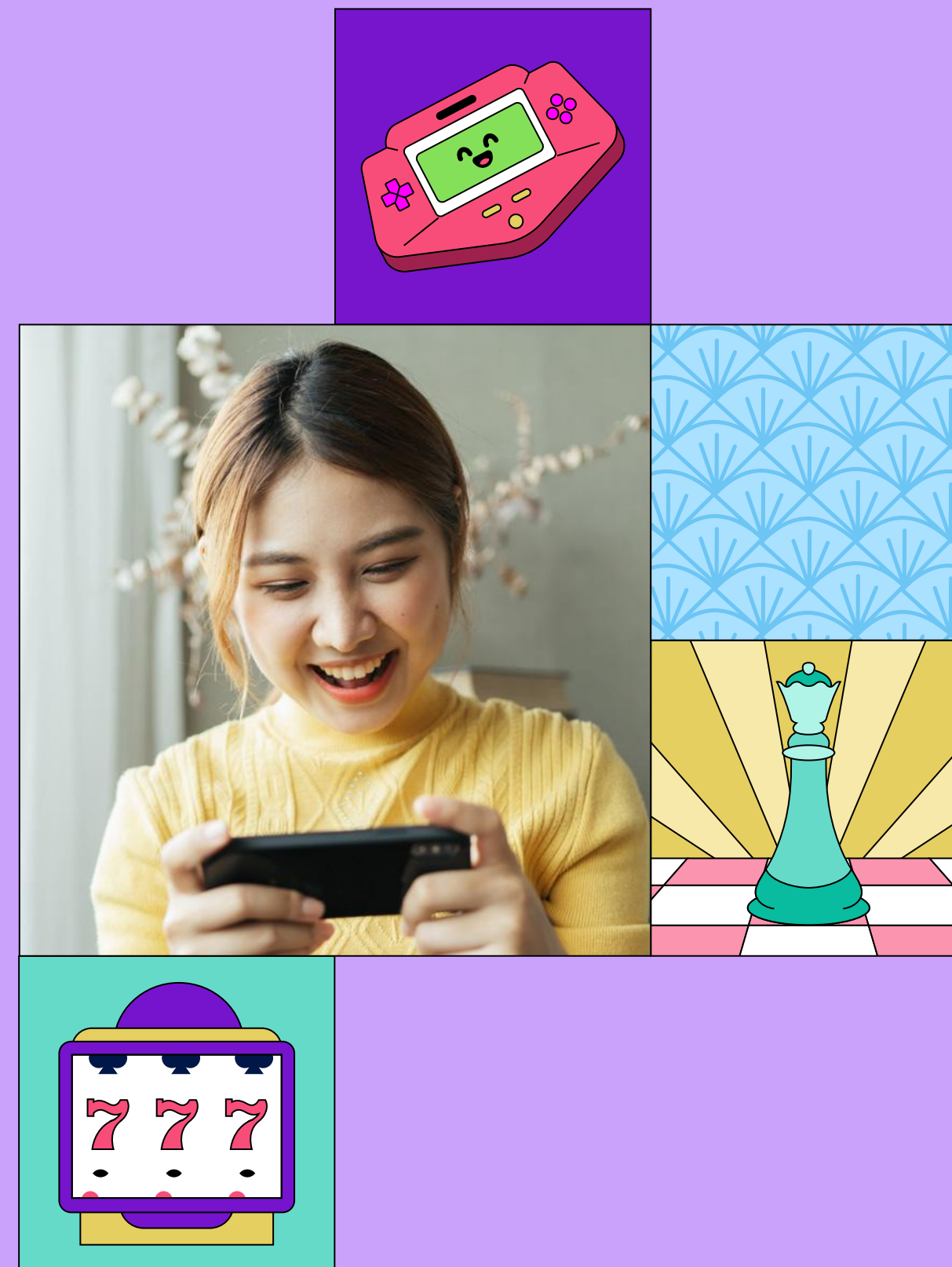
“Japan is one of the best examples of a high-LTV market. While gaming is still the biggest app category in the country, the next wave of growth is coming from non-gaming categories. Finance is pulling in a new generation of investors. Entertainment and comics are testing new formats. AI-powered apps are starting to find their footing too. Doing well in Japan tends to come down to localizing well and keeping the users you already have.”



Nan Lu
**VP of APAC
Marketing**

PART 1

Gaming apps



↓ Top 10 gaming apps by downloads in Q1 2026 (Japan)

1	 Block Blast! Puzzle	
2	 心动小镇 Simulation	
3	 Order Crazy Puzzle	
4	 セルサバイバー - シューティングゲーム Strategy	
5	 Water Match® - ASMR Water Sort Puzzle	
6	 HUNTER×HUNTER NEN×SURVIVOR Action	
7	 Roblox Simulation	
8	 Arknights: Endfield RPG	
9	 Gossip Harbor: Merge & Story Puzzle	
10	 Block Crush! Puzzle	

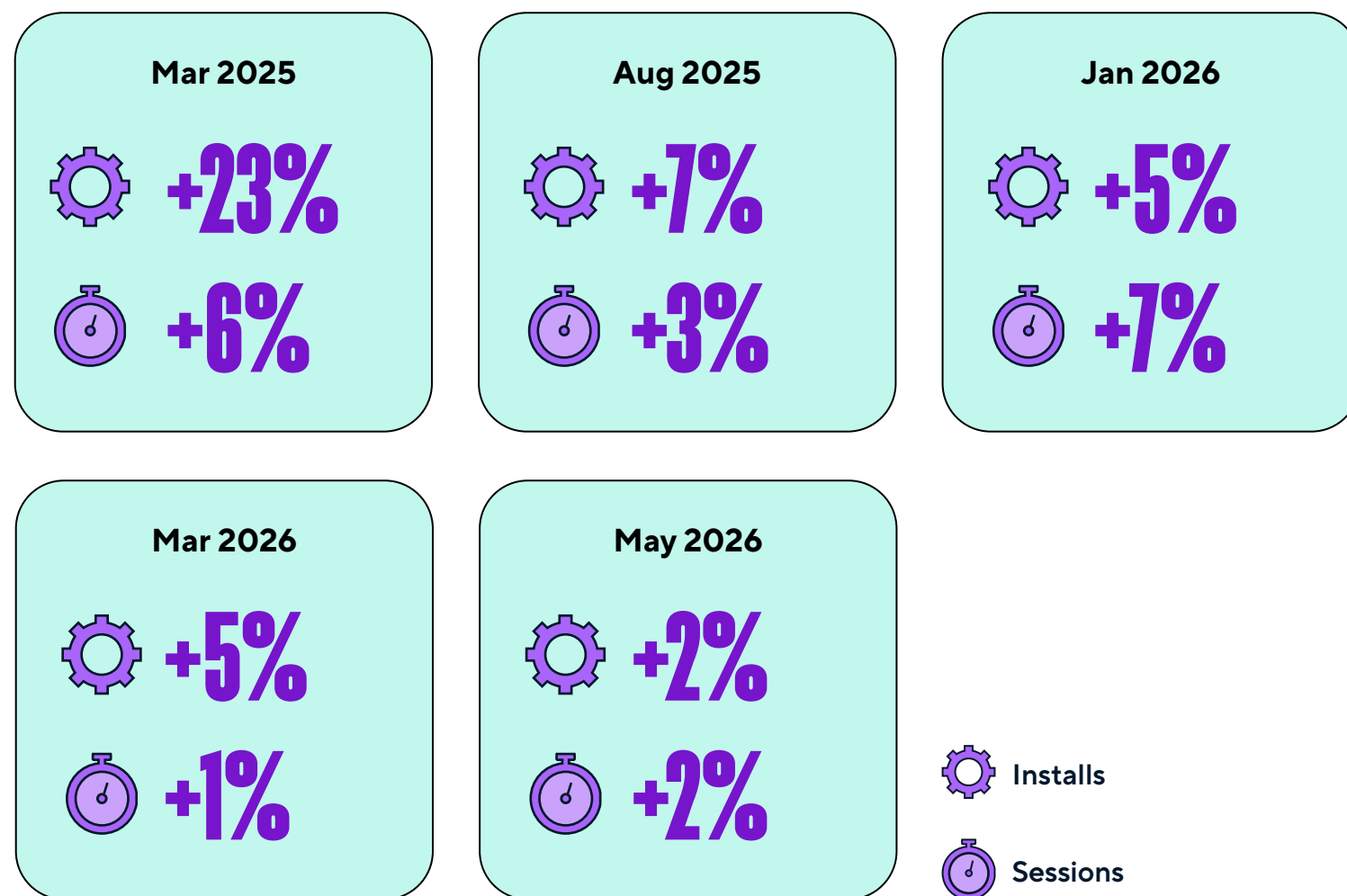
\$ Top 10 gaming apps by consumer spend in Q1 2026 (Japan)

 Last War: Survival Strategy	
 モンスターストライク RPG	
 Umamusume: Pretty Derby Simulation	
 プロ野球スピリッツA Sports	
 Whiteout Survival Strategy	
 パズル&ドラゴンズ RPG	
 Fate/Grand Order RPG	
 Pokémon TCG Pocket Strategy	
 eFootball Sports	
 DRAGON BALL Z DOKKAN BATTLE RPG	

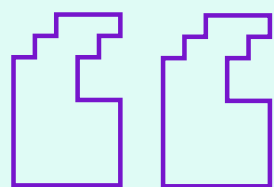
Source:  SensorTower

Installs and sessions

Top months for gaming app activity in Japan



Months compared with yearly average.



“I believe the reason word-of-mouth and reviews are so important for game downloads in Japan stems from a culture where gaming experiences have spread through conversations and sharing with others.

Ever since the Famicom era, games have been a topic of conversation among families and friends, and at times have even become social phenomena. That is precisely why, even with today’s mobile games, it’s not just whether a game “looks fun,” but the ability to imagine “with whom and how you can enjoy it” that drives downloads and continued play.”



Minami Sahashi
**Business Strategy Office,
Promotion Team, Manager**

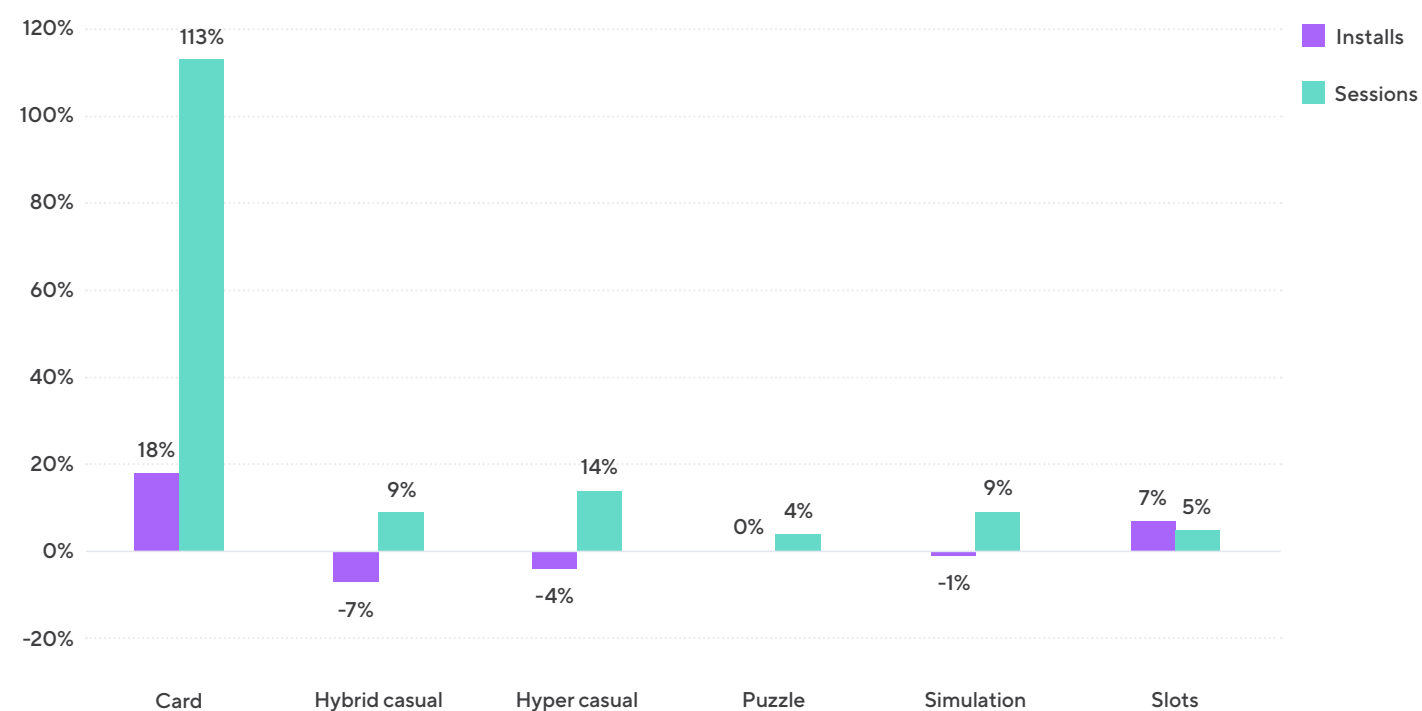
Card games had the strongest H1 2026 performance in Japan, installs up 18% YoY and sessions jumping 113%.

Across most other genres, engagement outpaced downloads considerably – hyper casual, hybrid casual, and simulation each posted session gains of 14%, 9%, and 9% despite lower installs.

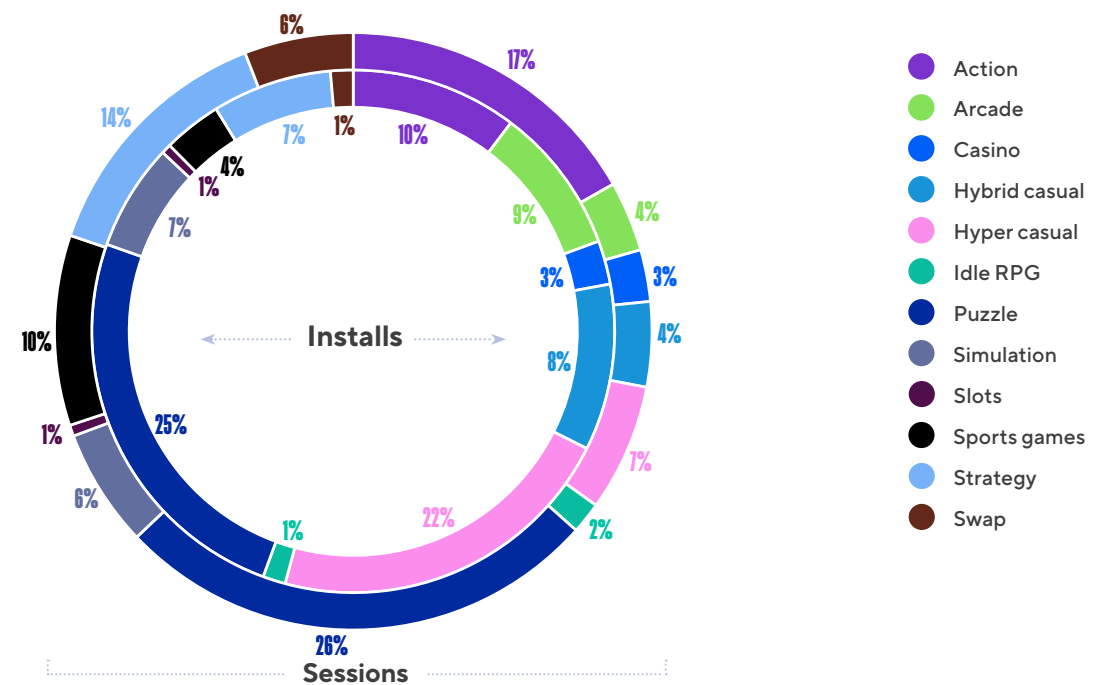
Puzzle saw the same dynamic, with sessions up 4% and installs unchanged.

Slots grew on both fronts, with installs up 7% and sessions up 5%.

Gaming app install and session growth percentages by subvertical YoY H1 2026 vs. H1 2025 (Japan)



Gaming app installs and sessions by subvertical H1 2026 (Japan)



Puzzle and hyper casual (as usual) led gaming installs in H1 2026, at 25% and 22%. Puzzle also led in sessions, at 26%.

Hyper casual dropped to just 7% of sessions, a well-established pattern for a genre built on volume of downloads.

Action and strategy recorded more sessions than their install share, 17% and 14% against 10% and 7%.

Sport games had the widest gap, at 4% of installs but 10% of sessions.

iOS dominated gaming sessions in Japan in H1 2026, accounting for 66% despite an even 50/50 install split with Android.

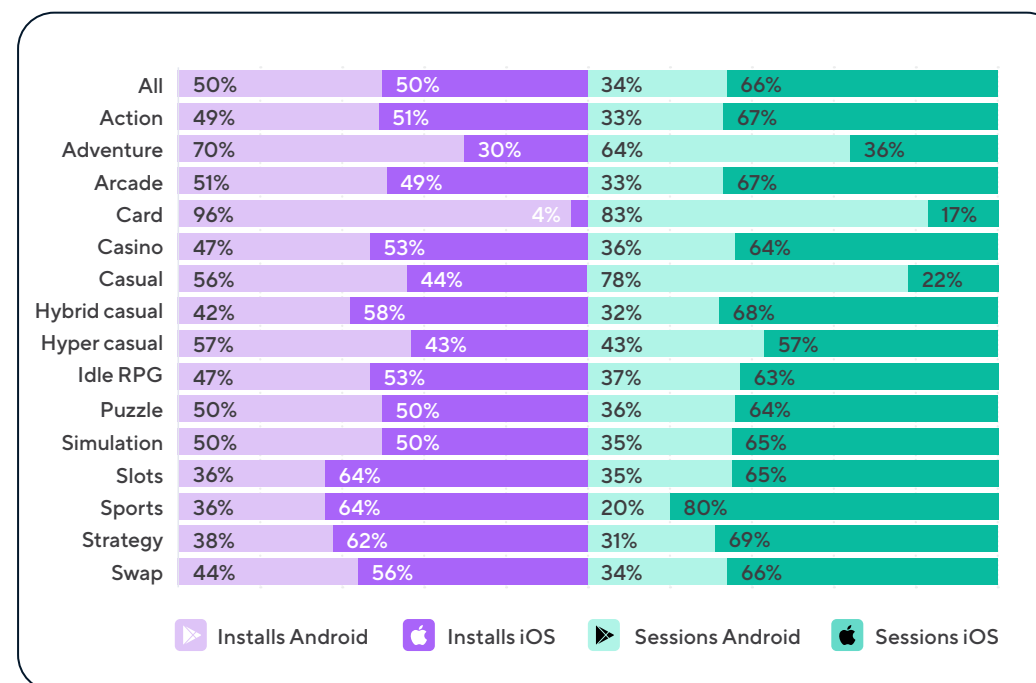
Sports games saw the biggest divergence, with 64% of installs but 80% of sessions on iOS. Strategy and action followed a similar skew, at 69% and 67% of sessions, respectively. Card games countered the trend, with Android at 96% of installs and 83% of sessions.

Overall gaming session lengths in Japan are on the rise in H1 2026, reaching 26.99 minutes, up 1% from the 2025 average.

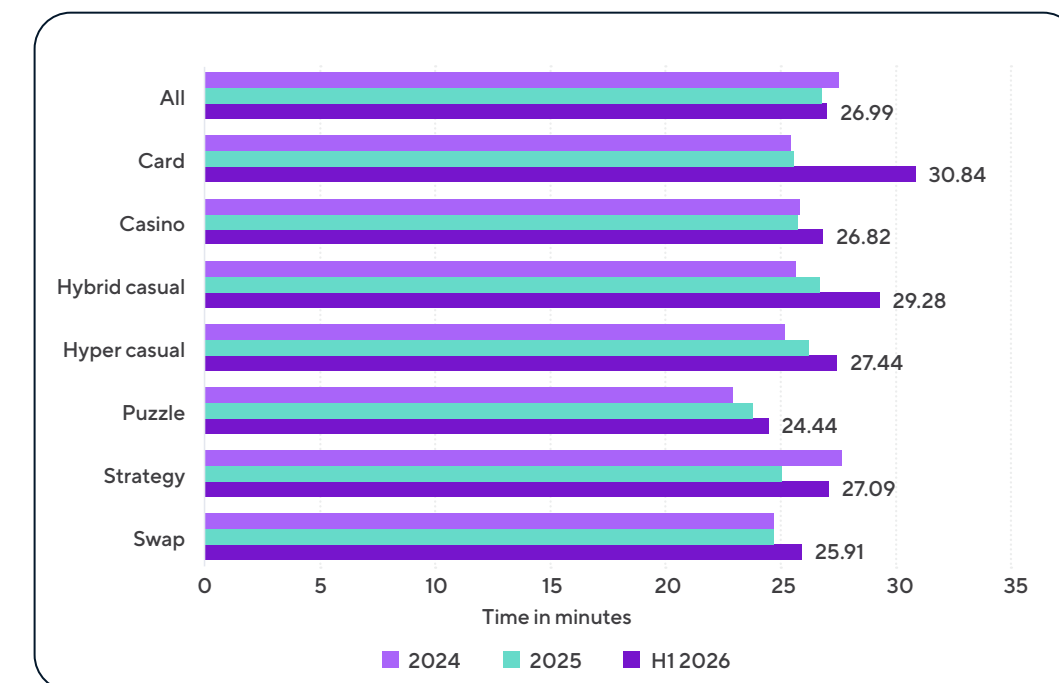
Card games saw the biggest jump, up 21% vs. 2025 at 30.84 minutes, more than five minutes longer.

Hybrid casual rose 10% to 29.28 minutes, continuing its climb from 25.63 minutes in 2024. Strategy and hyper casual were up 8% and 5%, at 27.09 and 27.44 minutes. Puzzle and casino increased 3% and 4% to 24.44 and 26.82 minutes.

Gaming app installs and sessions by platform H1 2026 (Japan)



Gaming app session lengths 2024 - H1 2026 (Japan)

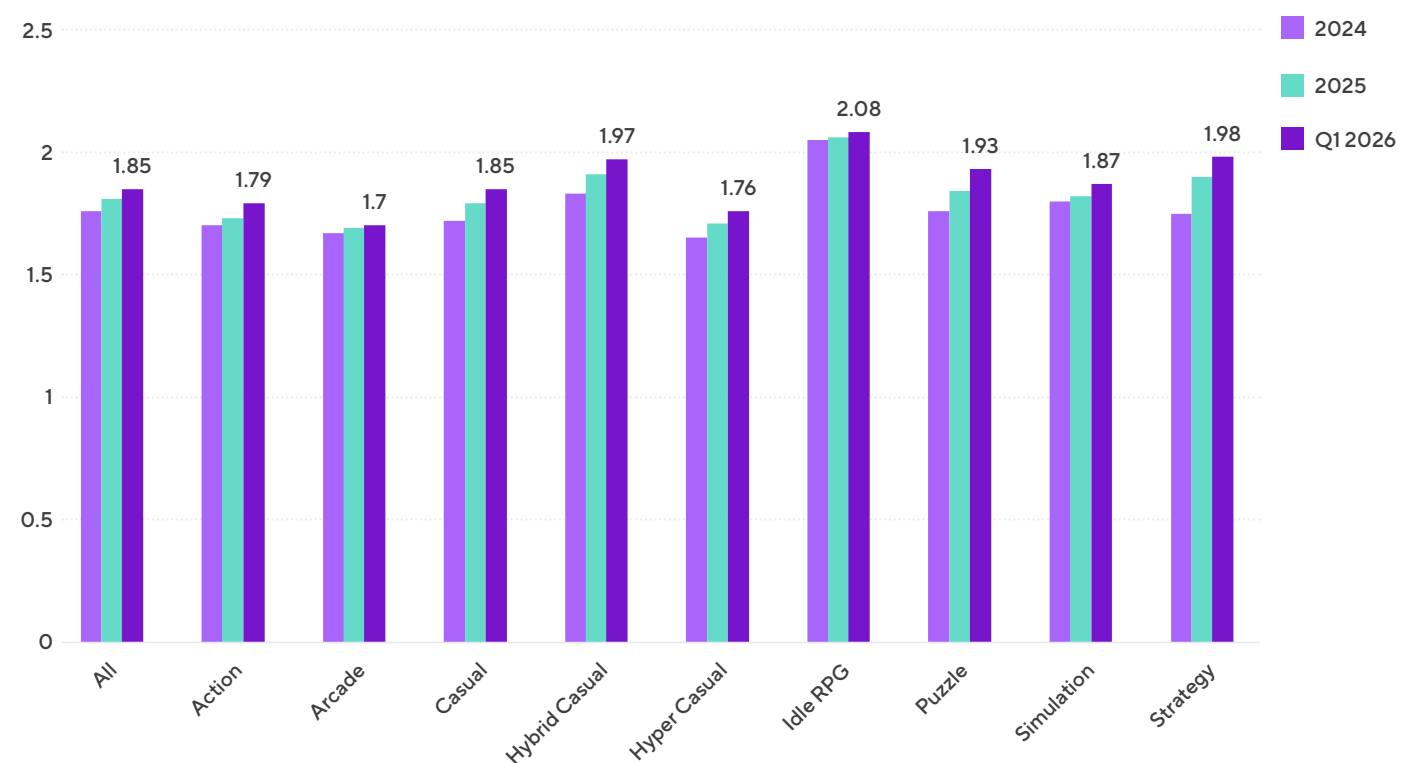


Day 0 sessions per user across gaming apps in Japan came in at 1.85 in Q1 2026, up from 1.81 in 2025 and 1.76 in 2024. Idle RPG held the top spot at 2.08, with strategy and puzzle close behind at 1.98 and 1.93. Hybrid casual reached 1.97, its highest in the three-year period.

Across all genres shown, day 0 sessions moved up from 2025—puzzle climbed from 1.84 to 1.93 (+5%), followed by strategy from 1.90 to 1.98 (+4%).

Action, casual, hybrid casual, hyper casual, and simulation each grew 3%, reaching 1.79, 1.85, 1.97, 1.76, and 1.87 respectively. Arcade grew 1% to 1.7.

**Gaming app sessions per user per day on day 0
2024 - Q1 2026 (Japan)**



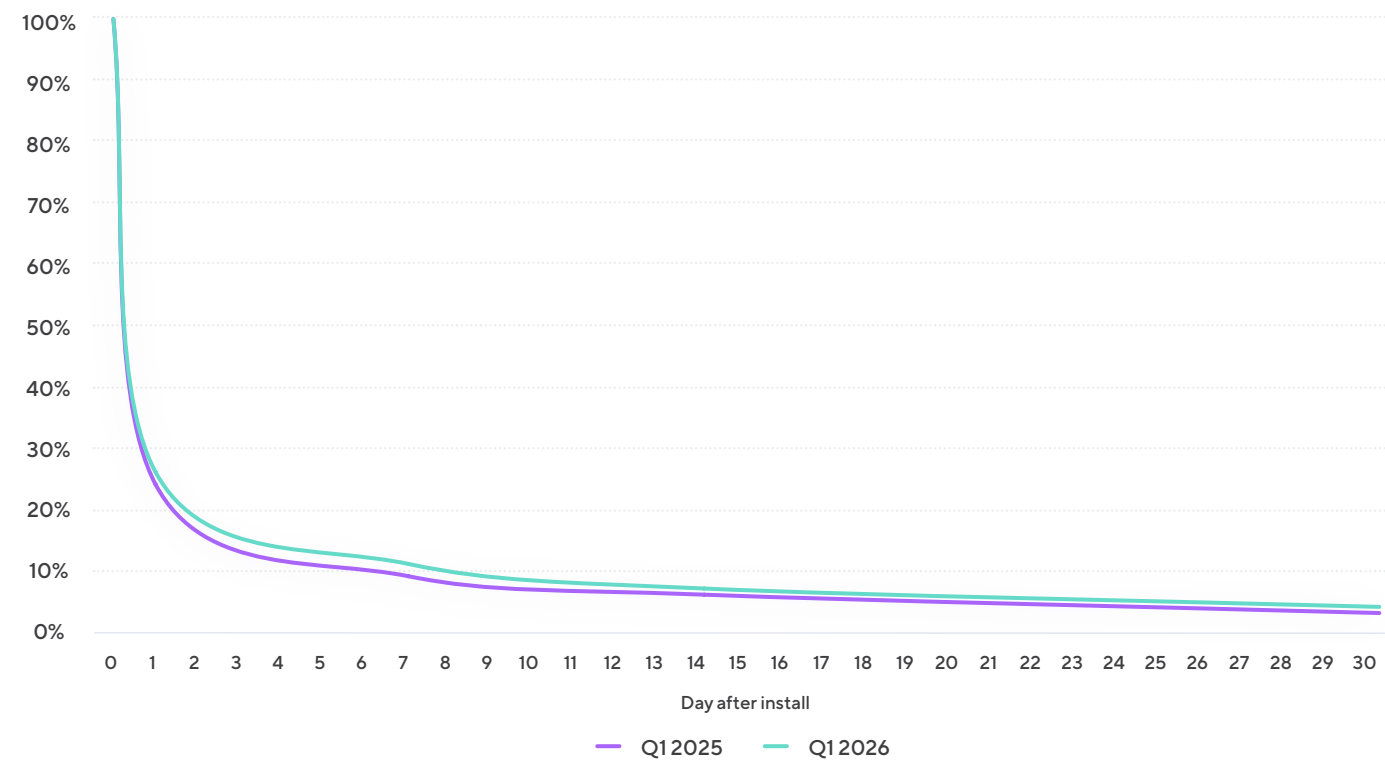
Finding and keeping users

Gaming app retention in Japan improved across all measured points in Q1 2026.

Day 1 retention was up from 24% in Q1 2025 to 26%, day 7 from 9% to 11%, and day 14 from 6% to 7%.

On day 30, 4% of users were still active, up from 3% in Q1 2025.

Gaming app retention rates Q1 2026 vs. Q1 2025 (Japan)



Gaming paid-to-organic ratio highlights			
Subvertical	2024	2025	Q1 2026
 Action	2.7	2.96	2.78
 Card	1.97	2.65	1.93
 Casino	0.96	0.98	0.59
 Swap	1.58	2.32	2.08
 Strategy	2	2.2	2.1

Gaming cost per install (CPI) highlights			
Subvertical	2024	2025	Q1 2026
 Action	\$0.86	 \$0.99	 \$0.84
 Adventure	\$1.37	 \$2.45	 \$1.61
 Arcade	\$0.63	 \$0.75	 \$0.69
 Board	\$1.95	 \$2.26	 \$2.11

PART 2

Finance apps



↓ Top 10 finance apps by downloads in Q1 2026 (Japan)

1	 楽天ペイ-楽天ポイントカードも利用できるスマホ決済アプリ決済アプリ Digital wallets & P2P payments	
2	 PayPay Digital wallets & P2P payments	
3	 ゆうちょ通帳アプリ-銀行 アプリ Banking	
4	 d払い-スマホ決済アプリ、キャッシュレスでお支払い Digital wallets & P2P payments	
5	 iAEON-イオンペイも使える!「アイイオン」 Shopping	
6	 ゆうちょ認証アプリ 2FA & passwords	
7	 Suica Bus & rail services	
8	 エアウォレット Digital wallets & P2P payments	
9	 三井住友カード Vpassアプリ Credit & lending	
10	 三井住友銀行アプリ Banking	

\$ Top 10 finance apps by consumer spend in Q1 2026 (Japan)

 Money Forward ME 家計簿マネーフォワード ME - 人気の家計簿(かけいぼ) Budget & expense tracking	
 freee Tax return filing 確定申告はfreee 会計ソフト - 会計アプリで青色申告 Tax preparation & accounting	
 Everybody's Bank みんなの銀行 Banking	
 TradingView: Track All Markets Financial news	
 確定申告ならタックスナップ 青色申告・白色申告 Tax preparation & accounting	
 家計簿くふうZaim - 貯金ができる人気家計簿 (かけいぼ) Budget & expense tracking	
 確定申告はマネーフォワード 青色申告・白色申告対応 Tax preparation & accounting	
 カビュウ - 株式投資管理・分析アプリ Investing & financial management	
 Moneytree 家計簿より楽チン Budget & expense tracking	
 Investing.com: Stock Market Financial news	

Source:  SensorTower

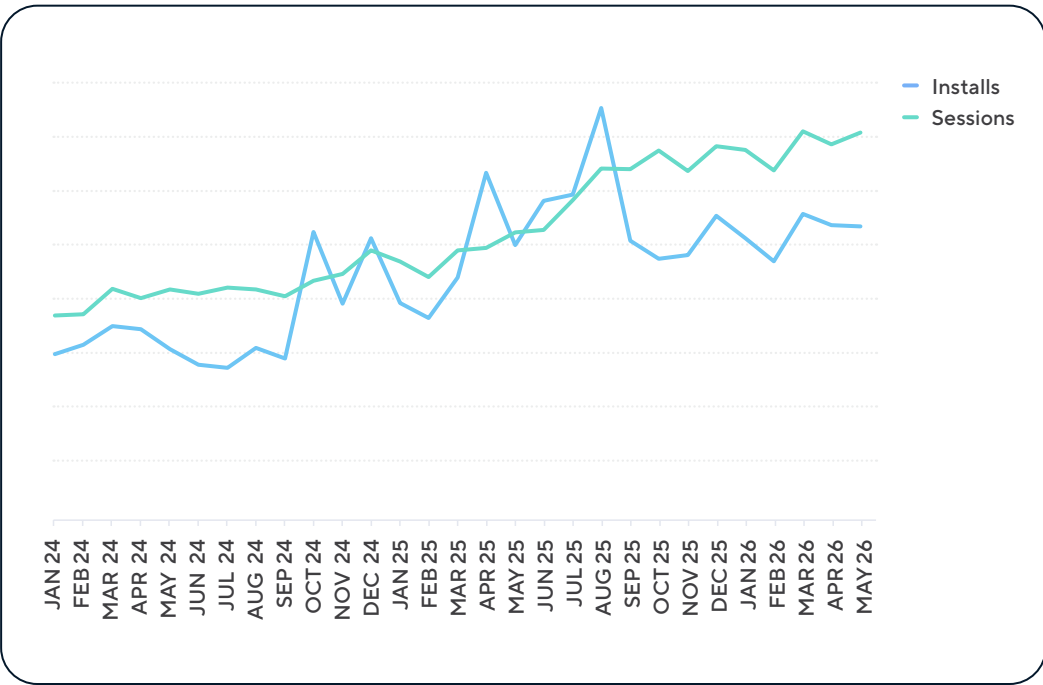
Installs and sessions

Finance app installs in Japan grew 51% YoY in 2025, with sessions up 37%. August was the standout month, with installs 45% above the 2025 average. Sessions increased steadily through the second half, peaking at 21% above average in December. In H1 2026, March (+7%), April (+3%), and May (+2%) all came in above the H1 average on installs, while sessions were 4% higher in both March and May.

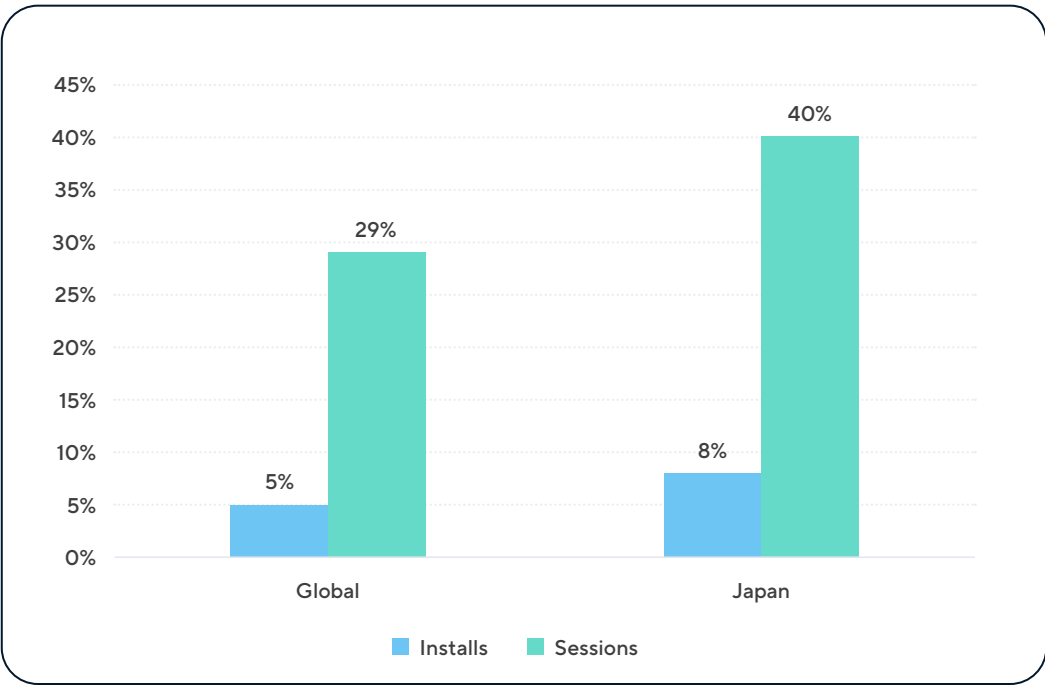
Japan's finance apps reported 40% session growth and 8% install growth in H1 2026, against global figures of 29% and 5%.

Sessions growing nearly 5x installs points to a market where mobile payment adoption is now mainstream and digital financial management is becoming the daily norm.

Finance app install and session growth January 2024 - May 2026 (Japan)



Finance app install and session growth percentages YoY H1 2026 vs. H1 2025

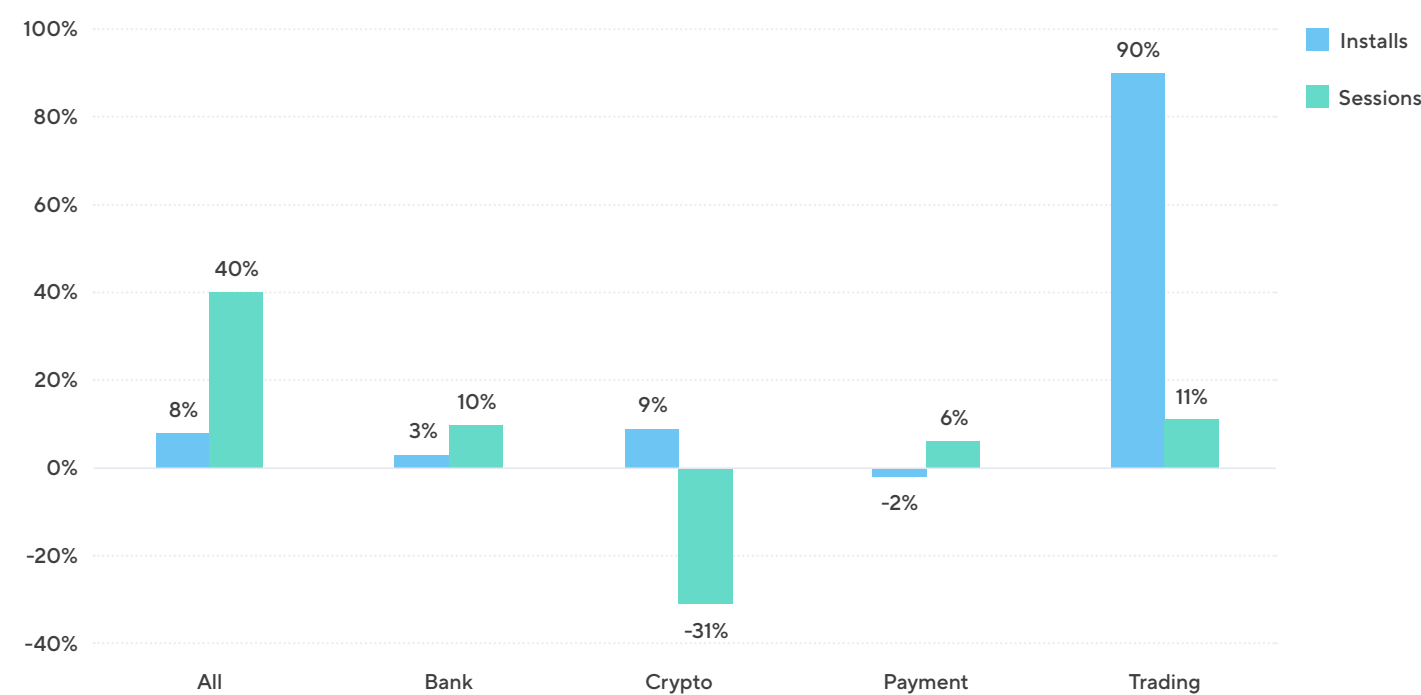


Stock trading apps had the strongest H1 2026 performance across the finance vertical, with installs growing 90% YoY and sessions 11%. This aligns with changes in Japan's investment landscape—[retail investors accounted for a quarter of all stock trading by value in fiscal 2025](#), their largest share in 12 years. This is driven partly by Japan's revamped, tax-free NISA program, which has attracted a younger generation of investors.

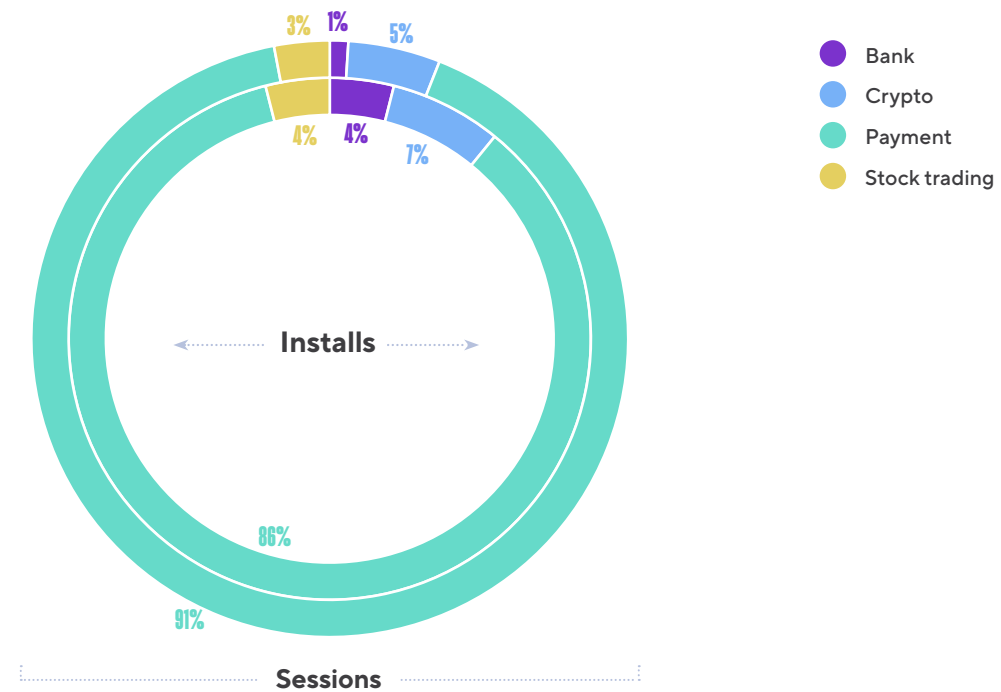
Banking grew across both metrics, with installs at 3% and sessions at 10%. Payment apps saw sessions climb 6% despite a 2% dip in installs.

Crypto had 9% install growth but sessions dropped 31%, possibly influenced by factors like NISA reform and regulatory changes in the market.

Finance app install and session growth percentages by subvertical YoY H1 2026 vs. H1 2025 (Japan)



Finance app installs and sessions by subvertical H1 2026 (Japan)



Payment apps accounted for the vast majority of finance app activity in Japan during H1 2026, representing 86% of installs and 91% of sessions.

Crypto ranked second on installs at 7% and sessions at 5%.

Banking and stock trading each accounted for 4% of installs, with sessions at 1% and 3% .

iOS accounted for 56% of finance app installs and 65% of sessions in H1 2026.

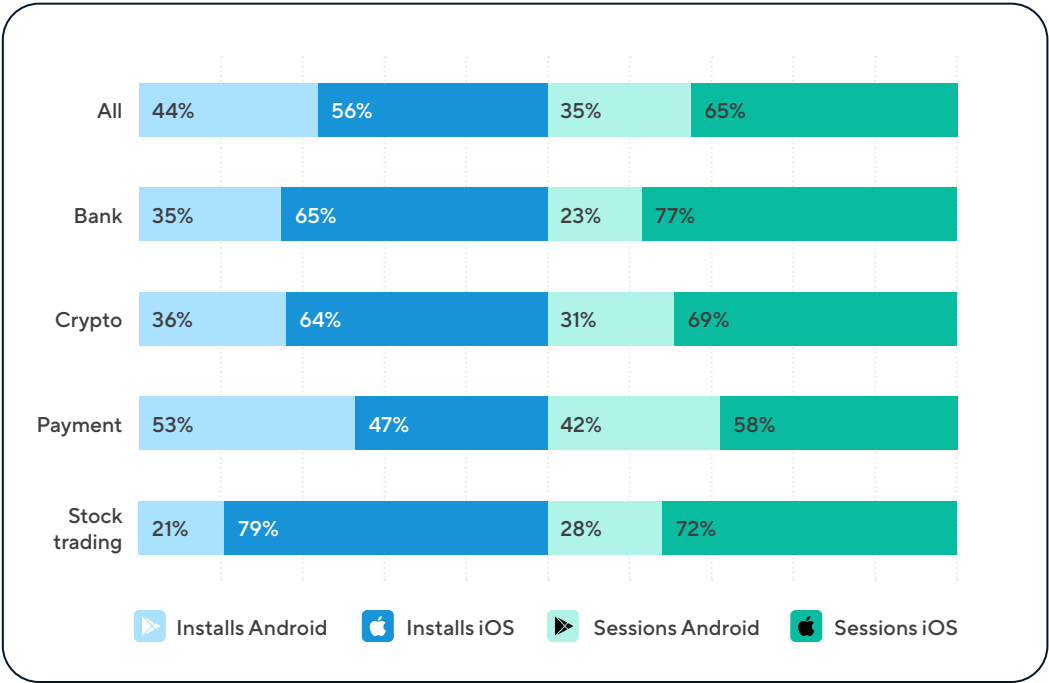
Stock trading had the heaviest iOS concentration, at 79% of installs and 72% of sessions. Banking and crypto followed, with iOS at 65% and 64% of installs, and 77% and 69% of sessions.

Payment apps were the exception: Android generated 53% of installs, although iOS still accounted for the majority of sessions at 58%.

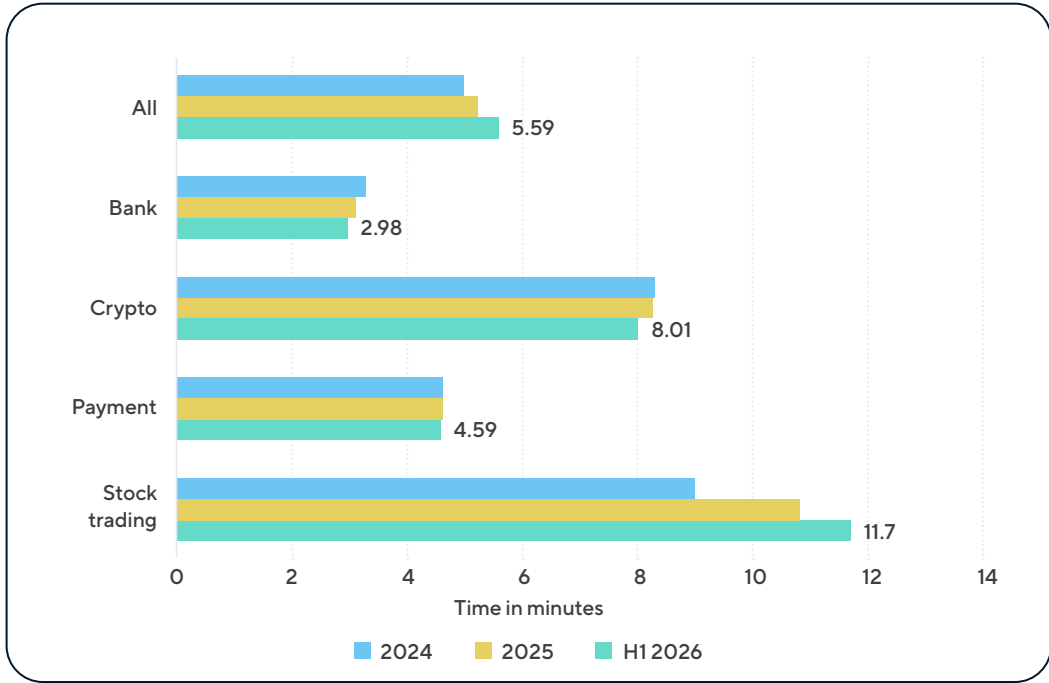
Overall finance app session lengths in Japan grew from 4.98 minutes in 2024 to 5.23 in 2025 and 5.59 in H1 2026. Stock trading averaged 11.7 minutes per session, up from 10.81 and 8.99, a 30% climb over three years.

Crypto decreased from 8.29 to 8.26 to 8.01. Payment apps hovered around 4.6 minutes across all three periods. Banking reduced from 3.29 minutes to 3.11 to 2.98.

Finance app installs and sessions by platform H1 2026 (Japan)

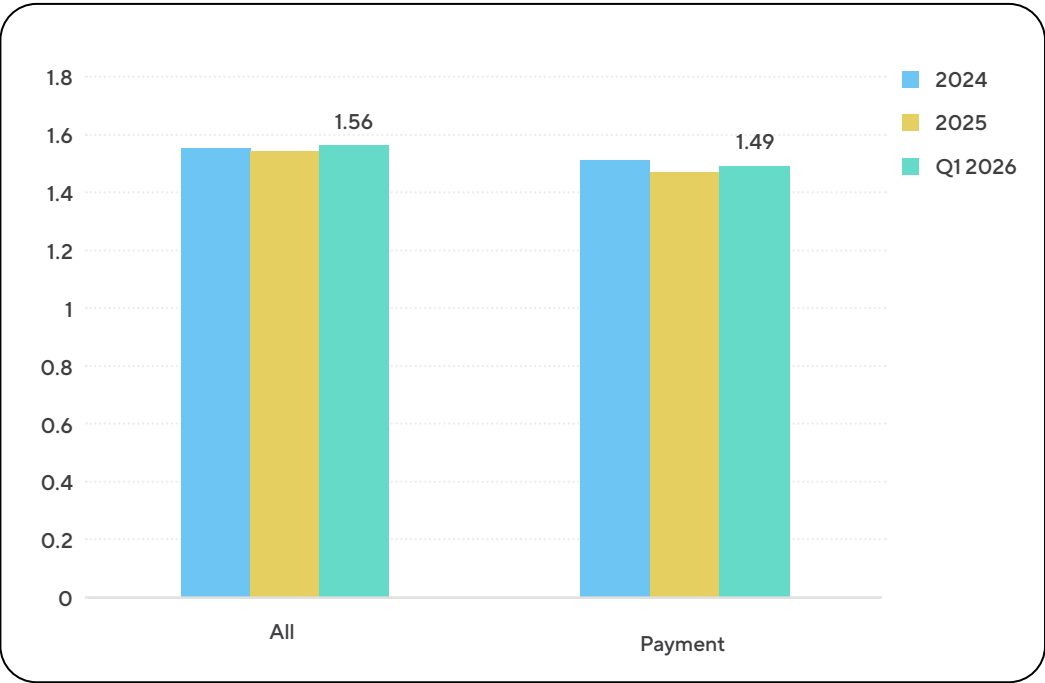


Finance app session lengths 2024 - H1 2026 (Japan)



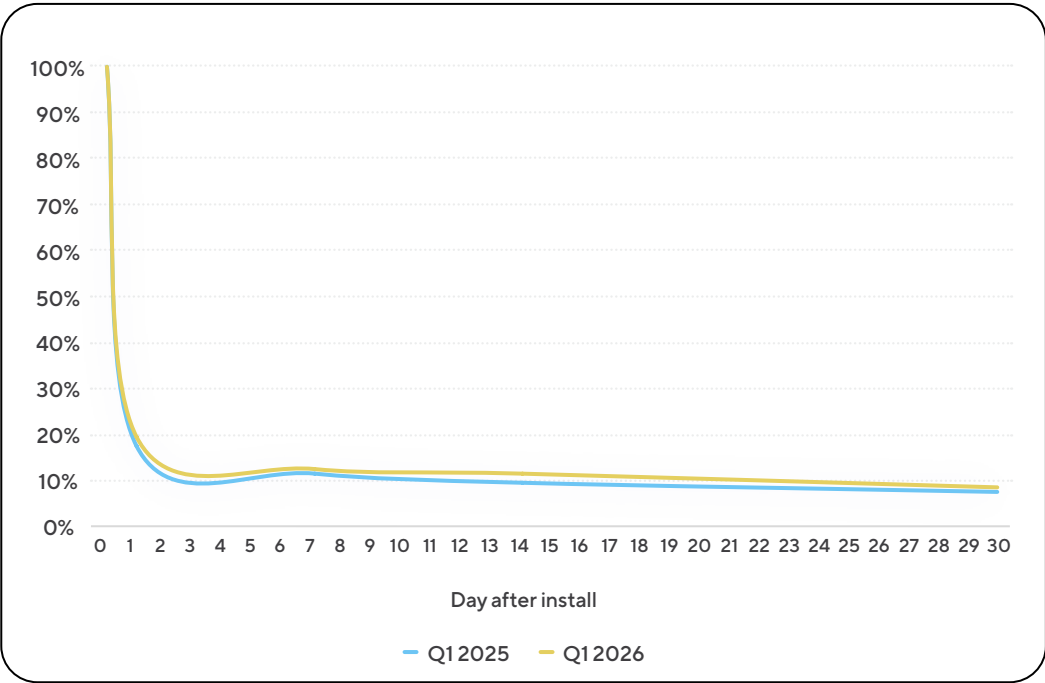
Finding and keeping users

Finance app sessions per user per day on day 0 2024 - Q1 2026 (Japan)



Sessions per user across finance apps in Japan came in at 1.56 on day 0 in Q1 2026, recovering from a slight dip to 1.54 in 2025 and back above the 1.55 recorded in 2024. Payment apps followed the same trajectory, at 1.49 in Q1 2026, up from 1.47 in 2025 and near the 1.51 of 2024.

Finance app retention rates Q1 2026 vs. Q1 2025 (Japan)



Finance app retention in Japan strengthened across the full 30-day period in Q1 2026 YoY. Day 1 came in at 19%, up from 17% in Q1 2025, day 7 at 12% from 11%, and day 14 at 11% from 9%. By day 30, 8% of users were still active, up from 7%.

BONUS

Finance paid-to-organic ratio

2024

0.59

2025

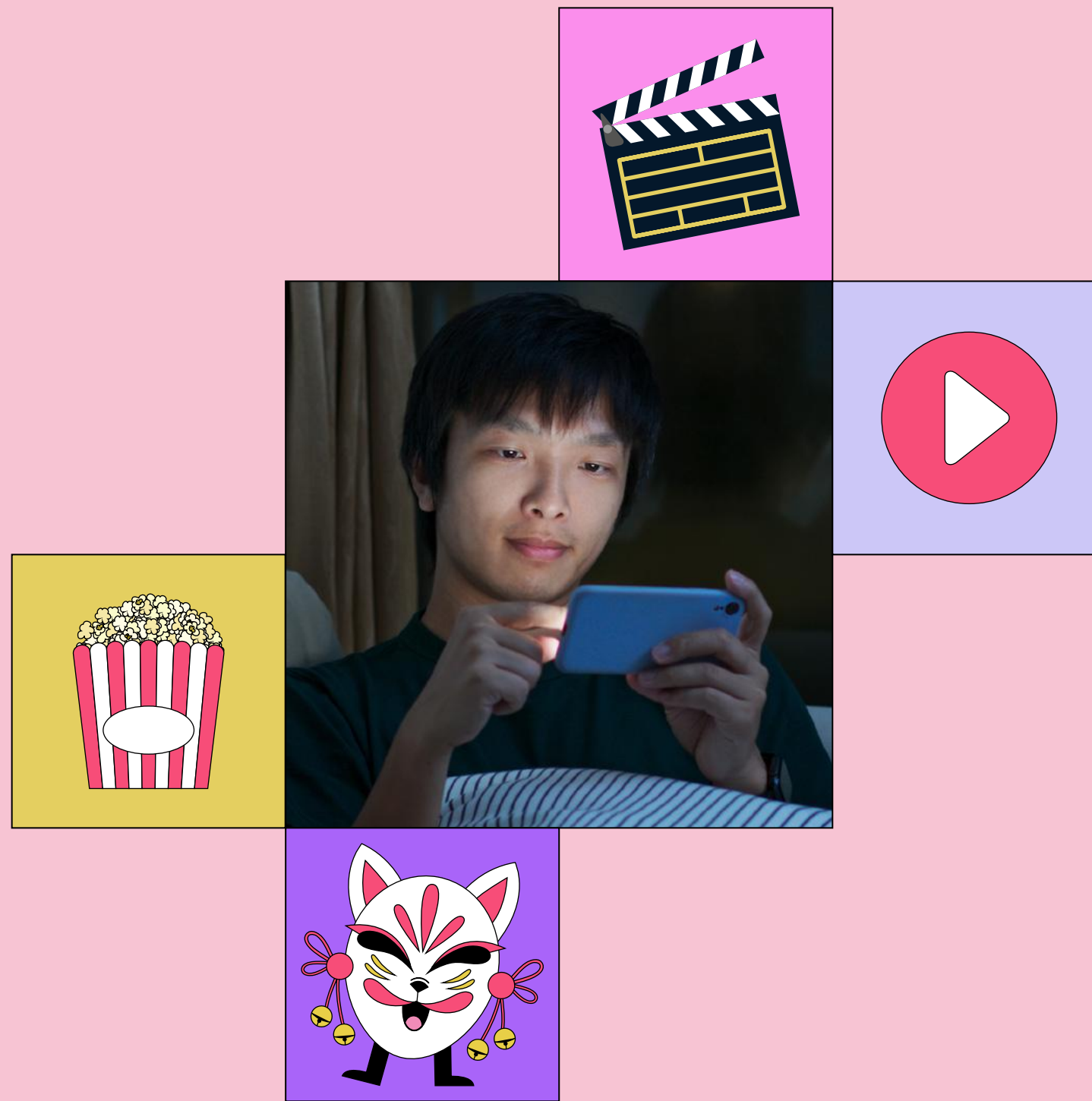
📈 0.58

Q1 2026

📈 0.57

PART 3

Entertainment



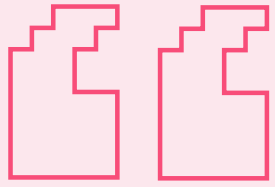
The short drama boom

Japan's short drama market is growing year by year.

Leading titles such as DramaBox, ShortMax, and ReelShort hold [90% market share](#), having entered early with translated content before shifting to locally adapted scripts. Major Chinese streaming and OTT players are now also raising their stakes as [iQIYI launched a dedicated short drama app](#),

DramaSugar, in February 2026 on a subscription model. Fuji TV was the first major Japanese broadcaster to make a move in short drama, [launching FOD SHORT](#) in July 2025, reaching number one among domestic publishers by revenue and downloads by December, and expanding to North America in April 2026.





“The Japanese short drama market is seeing rapid growth in user support, with both the number of operators and the volume of content continuing to surge. Overseas publishers are rolling out content quickly and in large volumes, while domestic publishers are distributing original works and locally produced content; as a result, the scale of promotional activities by each company is also expanding. Judging by current trends, the mobile entertainment short drama market is expected to continue experiencing significant growth in the future.”

emole



Hiroataka Ishizawa
**Marketing Div.
Manager**

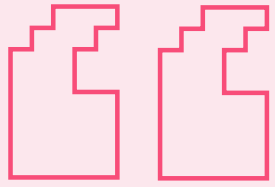
OTT streaming in Japan

Japan's entertainment streaming market is one of the fastest-growing app categories in the country. [Video on demand \(VOD\) revenue hit \\$7.2 billion in 2025](#), up 15% YoY. Video streaming app downloads, specifically, rose [33.6% to 89.1 million in 2025](#), IAP revenue grew 23.8% to \$780 million, and active streaming users went from 12.4 million in Q4 2024 to 17.7 million in Q4 2025.

Local programming dominates in Japan, with domestic titles accounting for 80% of all streaming hours, Japanese dramas reaching [73% of viewers](#), and anime reaching 50%. That appetite is steering investment from international and domestic businesses alike.

[Netflix is co-producing up to 15 live-action titles](#) per year with Toho Studios in 2026, alongside 8 new anime series, and has secured exclusive rights to all 47 games of the 2026 World Baseball Classic. U-Next has acquired EPL and women's golf majors rights through 2028.





“The OTT viewing experience has expanded beyond smartphones to include CTV, increasing opportunities for users to encounter popular or highly anticipated shows. A key aspect of this is designing an integrated approach—from production and distribution to ad measurement. Advancements in tracking and the use of generative AI allow us to deepen our understanding of users, improve creative content, and streamline operations.”



Naoya Nakazawa
**Senior Manager,
Ad Strategy**

↓ Top 10 OTT apps by downloads in Q1 2026 (Japan)

1	 Netflix	
2	 NHKプラス (NHK ONE対応)	
3	 TVer(ティーバー) 民放公式テレビ配信サービス	
4	 U-NEXT - 映画やドラマ、アニメなどの動画が見放題	
5	 Amazon Prime Video	
6	 ABEMA(アベマ) 新しい未来のTV	
7	 Disney+	
8	 Lemino (レミノ) 映画やドラマ、アニメなどの動画が見放題	
9	 FOD ドラマやアニメなどテレビの動画が見放題! 見逃し配信も	
10	 Hulu: Stream TV shows & movies	

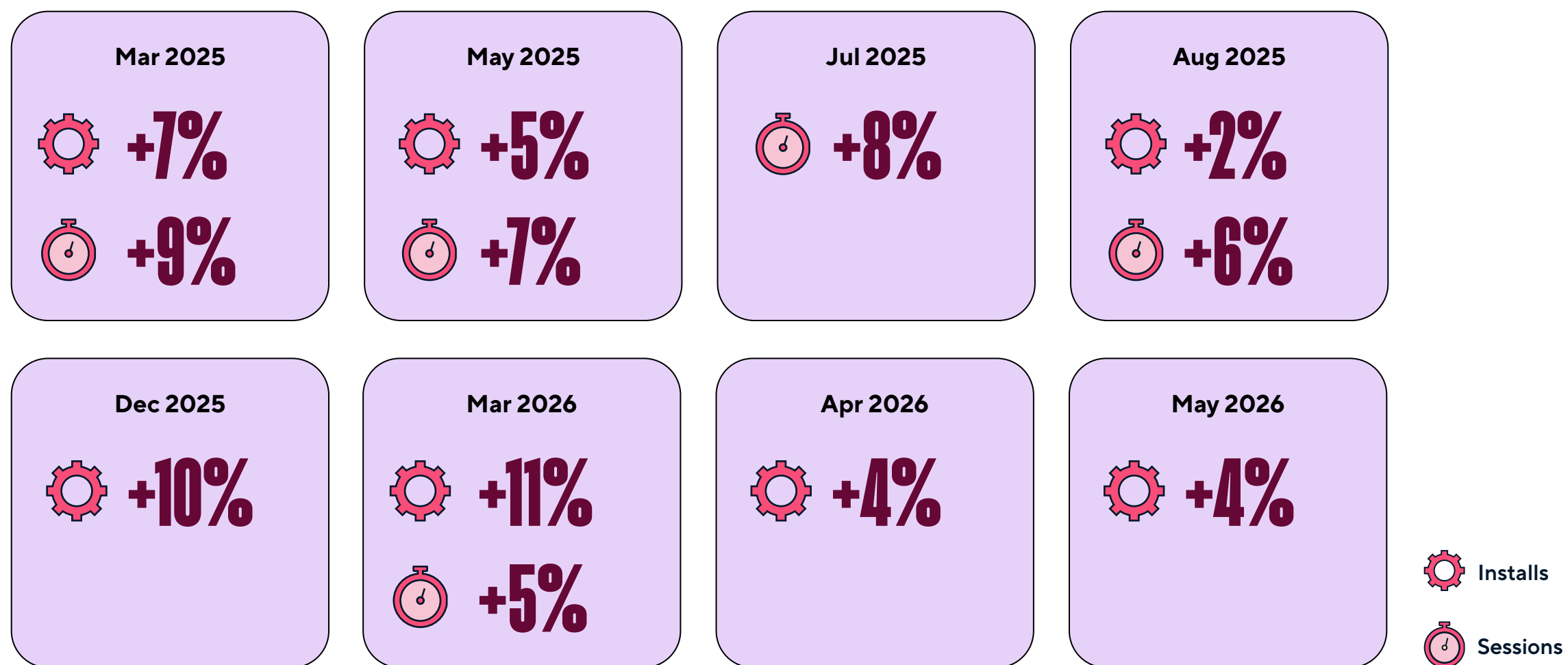
\$ Top 10 OTT apps by consumer spend in Q1 2026 (Japan)

 U-NEXT - 映画やドラマ、アニメなどの動画が見放題	
 ABEMA(アベマ) 新しい未来のTV	
 Hulu: Stream TV shows & movies	
 FOD ドラマやアニメなどテレビの動画が見放題! 見逃し配信も	
 Disney+	
 Amazon Prime Video	
 dアニメストア	
 東映特撮ファンクラブ	
 Lemino (レミノ) 映画やドラマ、アニメなどの動画が見放題	
 Netflix	

Source:  SensorTower

Installs and sessions

Top months for entertainment app activity in Japan



BONUS

Entertainment app installs in Japan increased 4% YoY in H1 2026.

Months compared with yearly average.

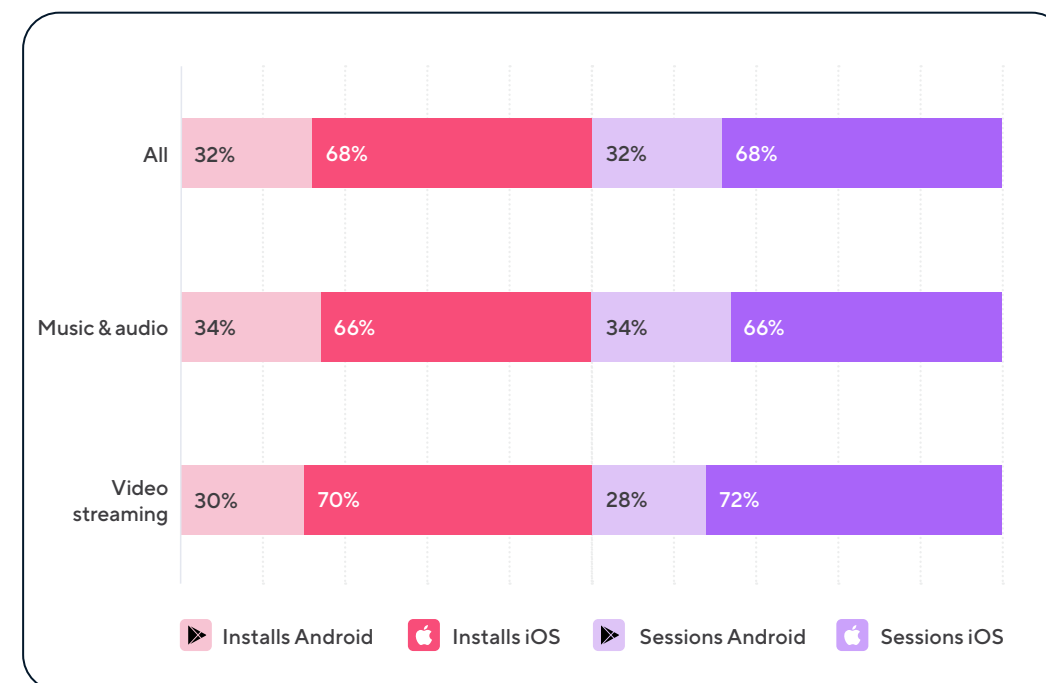
In H1 2026, 68% of entertainment app installs and 68% of sessions in Japan were on iOS.

Video streaming sat at 70% of installs and 72% of sessions. Music and audio recorded 66% across both metrics.

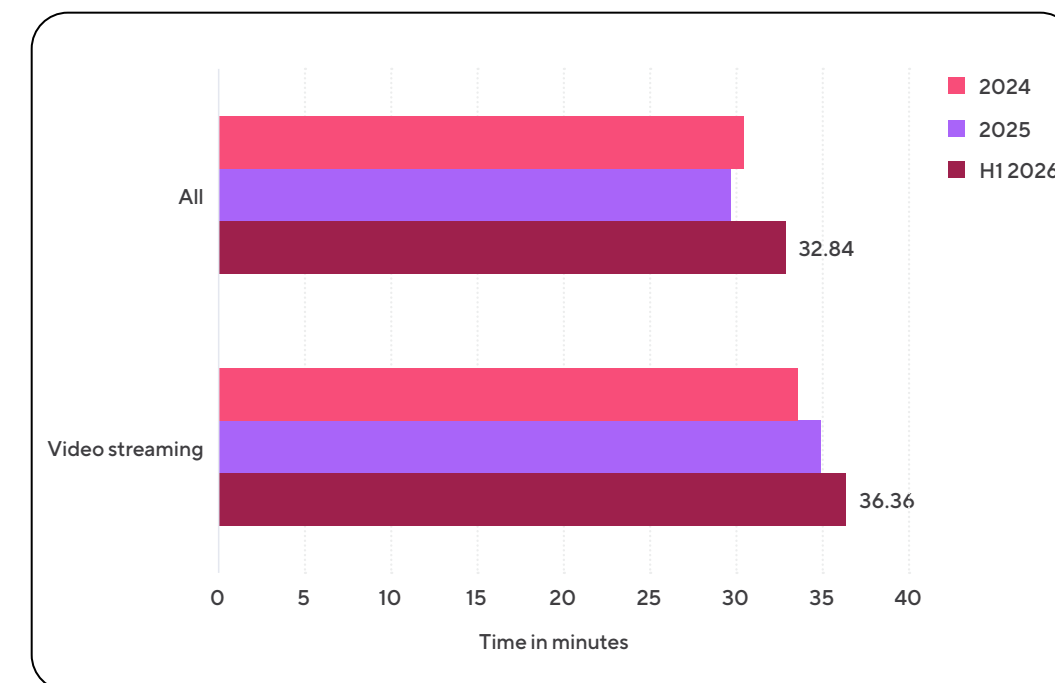
Entertainment app users in Japan spent an average of 32.84 minutes per session in H1 2026 vs. 29.67 in 2025 and 30.4 in 2024.

Video streaming reached 36.36 minutes, compared to 34.89 in 2025 and 33.59 in 2024.

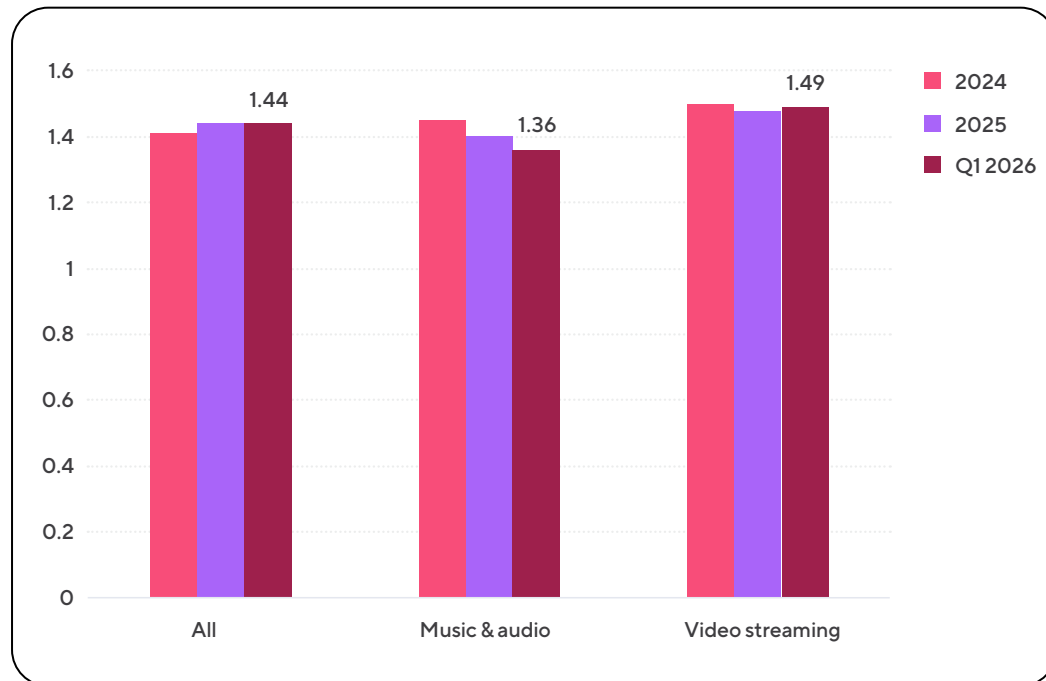
Entertainment app installs and sessions by platform H1 2026 (Japan)



Entertainment app session lengths 2024 - H1 2026 (Japan)

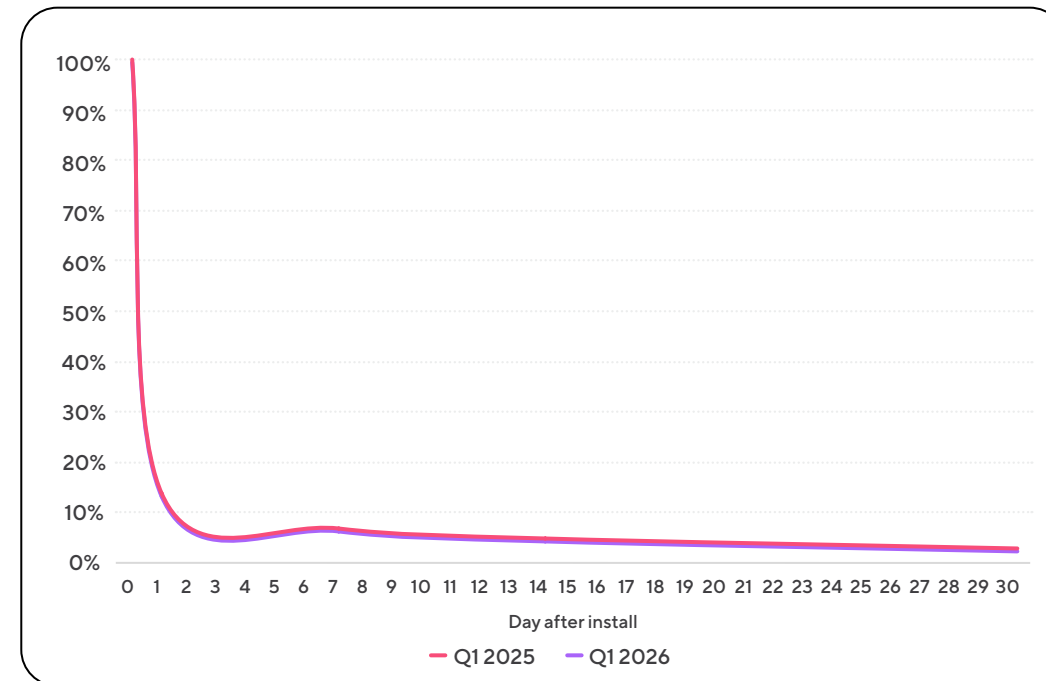


Entertainment app sessions per user per day on day 0 2024 - Q1 2026 (Japan)



On install day, entertainment app users in Japan averaged 1.44 sessions in Q1 2026, consistent with 2025 and slightly above 1.41 in 2024. Video streaming sat at 1.49, between 1.5 in 2024 and 1.48 in 2025. Music and audio declined from 1.45 in 2024 to 1.4 in 2025 and 1.36 in Q1 2026.

Entertainment app retention rates Q1 2026 vs. Q1 2025 (Japan)



Retention was unchanged across entertainment apps in Japan in Q1 2026, matching Q1 2025 figures—13% on day 1, 6% on day 7, 4% on day 14, and 2% on day 30.

BONUS

Music & audio paid-to-organic ratio

2024

0.41

2025

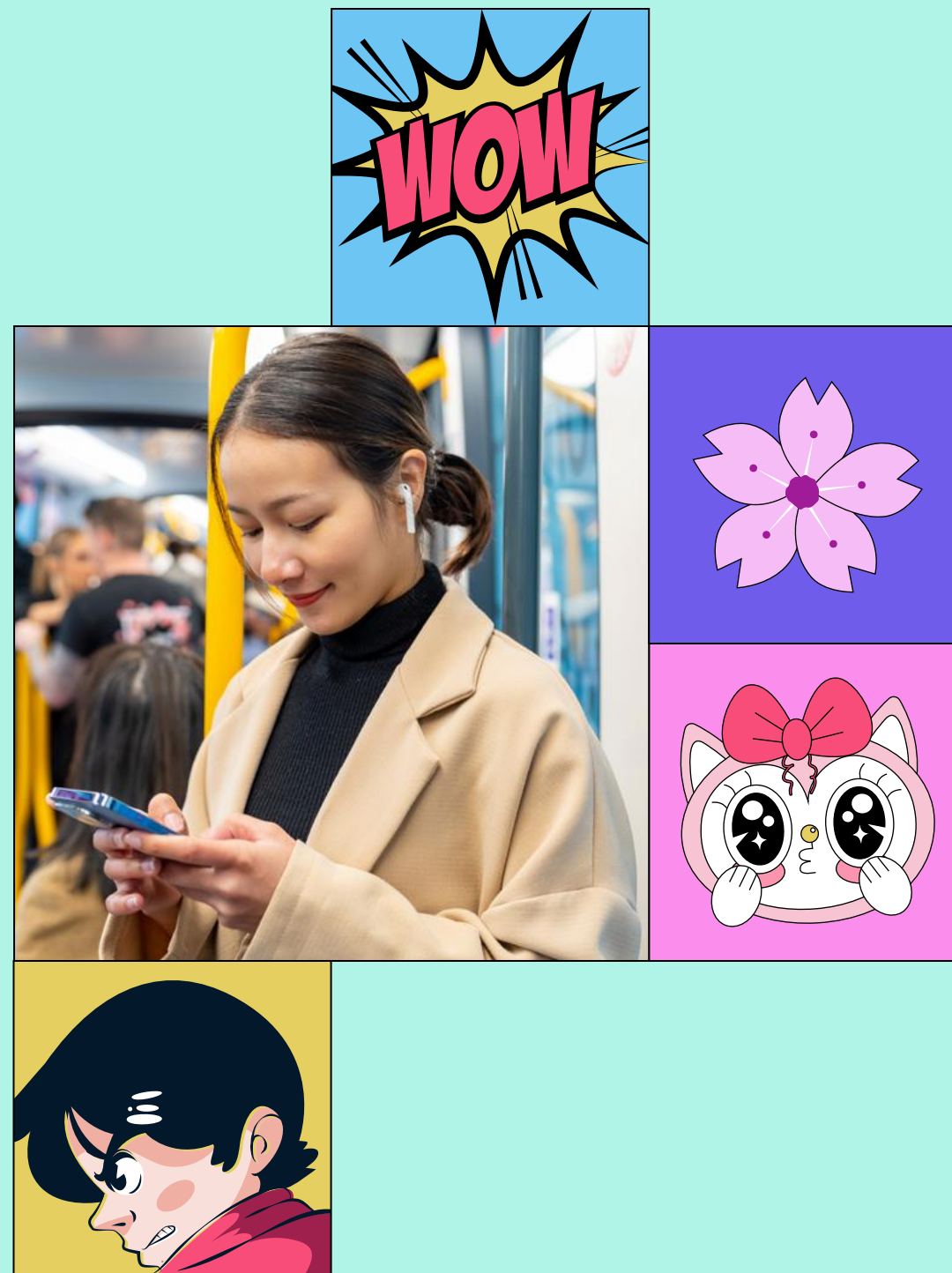
0.56

Q1 2026

📈 0.49

PART 4

Comics

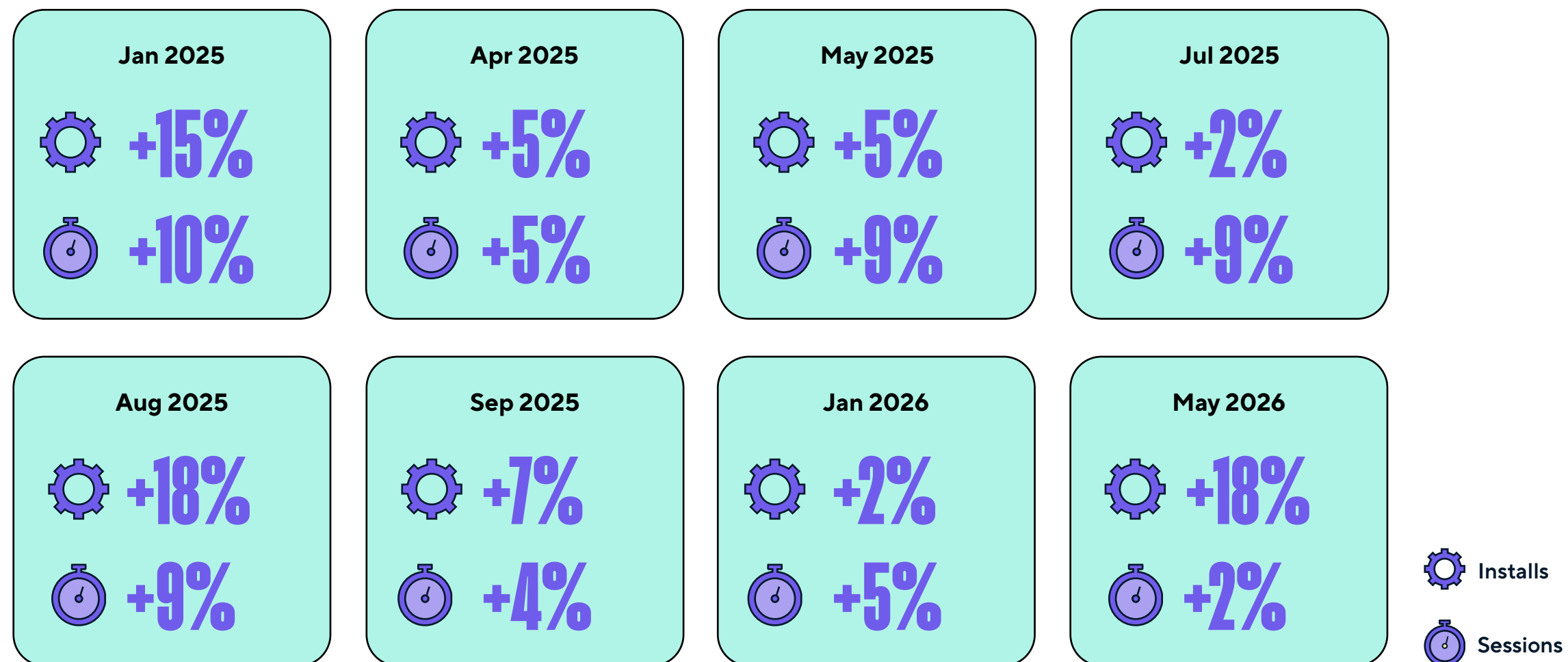


Manga is one of Japan's most valuable cultural exports and one of the major pillars of its domestic app market. [LINE Manga topped Japan's comics app revenue rankings in the first half of 2025](#), overtaking Piccoma, which had long dominated the market, and Naver Webtoon is pushing further in with anime adaptations and local studio acquisitions.

The coin unlock and episode paywall model that built the market captures high-spending adults well but hasn't brought in younger readers, who are drifting toward short drama and social video. [Industry research](#) suggests that subscription and purchase-driven digital manga platforms can create barriers for children and teenagers. Korea's webtoon market addressed similar challenges [through low-friction access models](#) such as "free if you wait." Japan has the IP, the production infrastructure, and an existing base of highly engaged paying users. Manga's crossover into anime, gaming, and short drama also means the format sits at the center of Japan's broader content economy, giving whoever cracks the younger audience problem a significant long-term position.



Top months for comic app activity in Japan



Months compared with yearly average.

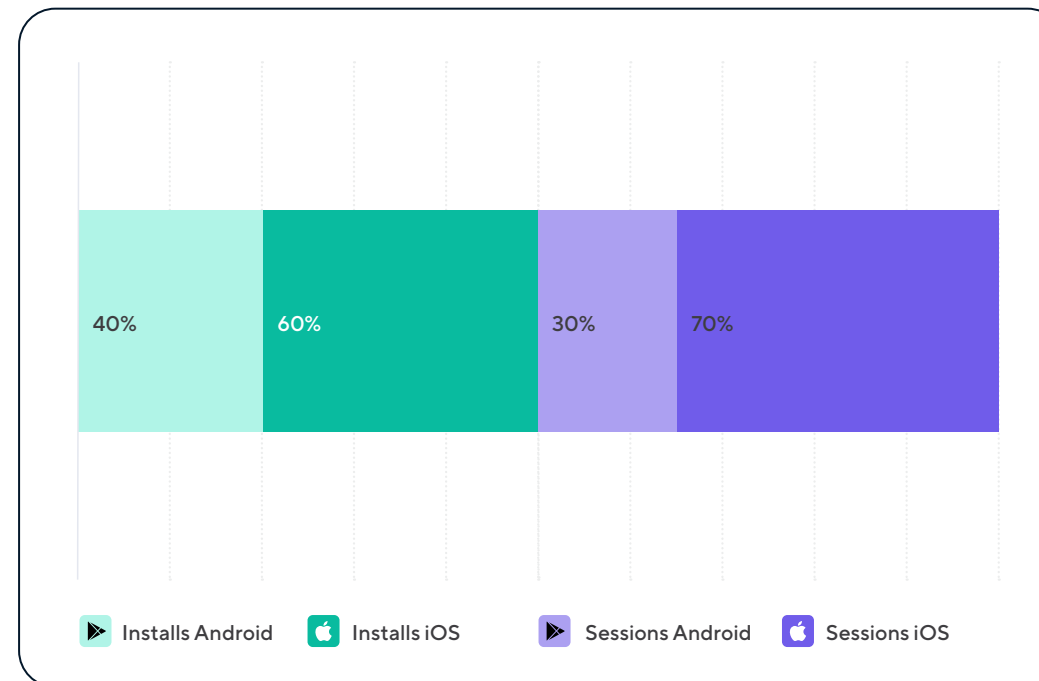
Comic app installs in Japan were split 60% iOS to 40% Android in H1 2026, with the session gap wider still at 70% iOS and 30% Android.

Japan's comic app session lengths peaked at 17.46 minutes in 2025, dipping to 16.72 in H1 2026, though still above the 16.99 recorded in 2024.

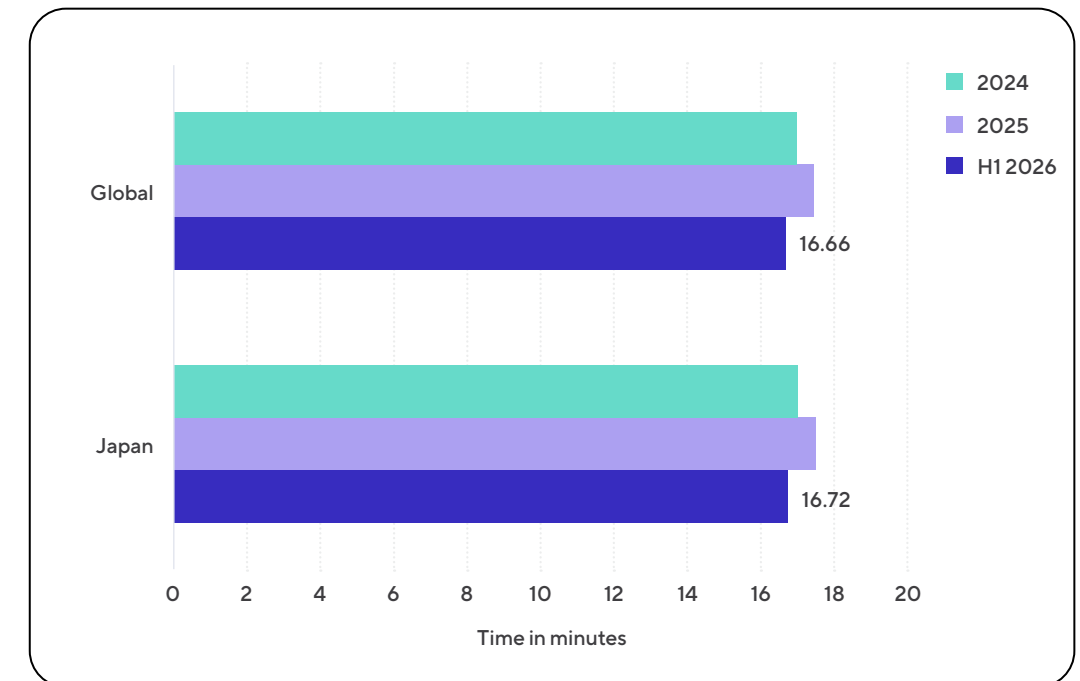
Global figures followed the same pattern, from 16.97 in 2024 to 17.43 in 2025 and 16.66 in H1 2026. The second half of 2026 could present a different picture for comic apps.

Upcoming anime releases tied to popular manga franchises may influence readership patterns later in the year, particularly as anime adaptations have historically coincided with increases in manga sales and discovery.

**Comic app installs and sessions by platform
H1 2026 (Japan)**



**Comic app session lengths 2024 -
H1 2026 (Japan)**



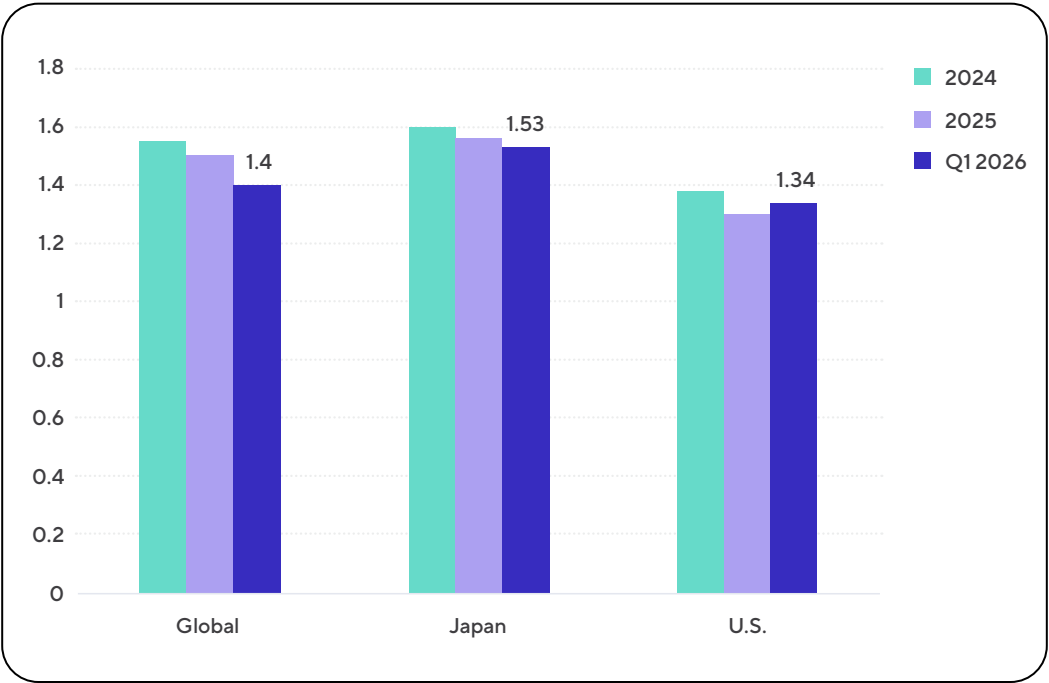
Comic app users in Japan used the given app 1.53 times on install day in Q1 2026, down from 1.6 in 2024 and 1.56 in 2025.

Japan's figure remained the highest of the three markets as global came in at 1.4 and the U.S. at 1.34.

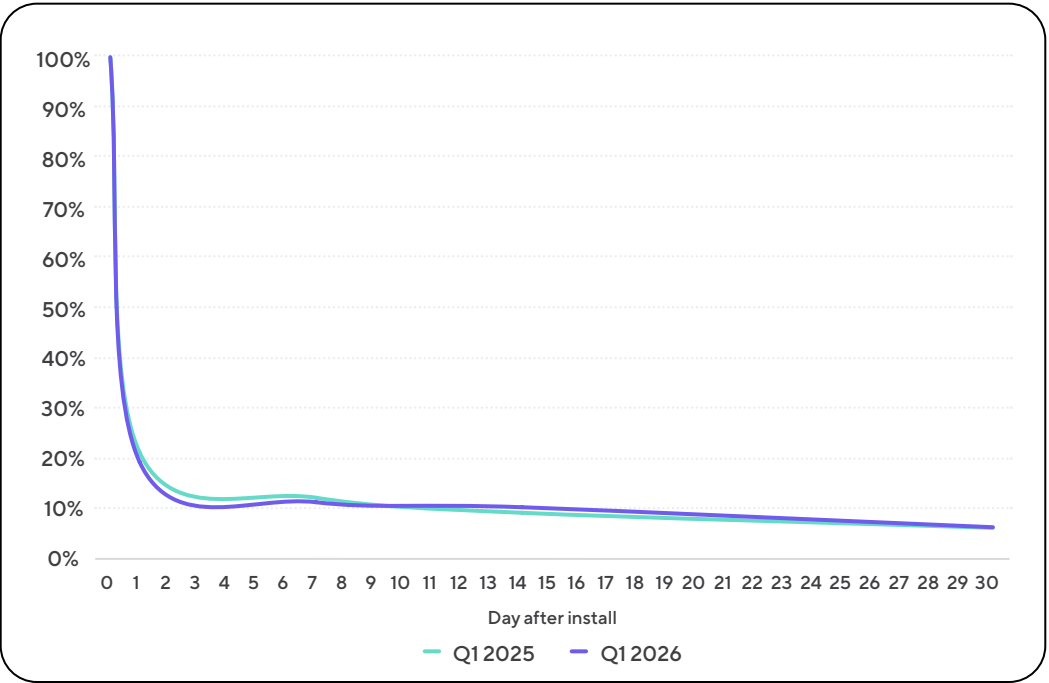
Q1 2026 comic app retention in Japan stayed close to Q1 2025 levels. Day 1 and day 7 edged down to 19% and 11% from 21% and 12%.

Day 14 was the exception, ticking up from 9% to 10%, with day 30 flat at 6%.

Comic app sessions per user per day on day 0
2024 - Q1 2026 (Japan)



Comic app retention rates
Q1 2026 vs. Q1 2025 (Japan)





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This report is based on aggregated and anonymized data from apps tracked by Adjust between January 2024 and May 2026. Results may vary by vertical, region, and business model. Forecasts are based on third-party industry estimates and are subject to change. This report does not constitute financial, legal, or investment advice. All trademarks are the property of their respective owners.



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Sensor Tower cultivates rich market insights into the trends shaping businesses in the global digital economy. Our data scientists and algorithms process trillions of aggregated data points that people contribute to us from millions of devices, making up our one-of-a-kind data estate.

We augment our customers' market understanding with industry benchmarks, leaderboards and by identifying disruptive shifts, invisible in their enterprise data. Data analysts discover opportunities for optimization through on-demand primary research in our cloud platform or their favorite data science tools. Business leaders rely on our signature reports to inform their growth strategies.

We are obsessed with the pursuit of superior data quality and ensuring universal customer success.

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