

 REPORT

The shopping app insights report: 2025 edition

Trends and tips for high-
converting customer experiences

 ADJUST



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INTRODUCTION

Inside the next wave of e-commerce and shopping app development

[Global retail e-commerce sales](#) are projected to hit \$6.42 trillion by 2025, accounting for over 20% of all retail activity, with mobile commerce alone set to generate [\\$2.5 trillion in revenue](#). For shopping app marketers and developers, this represents a significant opportunity, but growth won't come without complexity. Regional slowdowns, new U.S. tariffs, and cautious consumer sentiment are reshaping user habits, needs, and expectations.

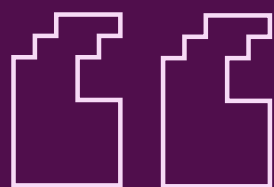
Meeting users where they are is critical to success, as toggling between platforms, tabs, and devices has become standard. To reach them at the right moment, shopping apps must deliver seamless, relevant experiences that adapt across touchpoints. Discovery now begins everywhere: from voice search and influencer content to search engines and social commerce formats. Mobile web, for example, is re-emerging as a high-intent entry point, making it essential for brands to offer frictionless web-to-app flows and deep linking experiences. Effective strategies in the e-commerce and shopping space are truly omnichannel.

AI is also transforming how marketers test, segment, and optimize their campaigns. When implemented strategically, it can surface new signals and insights, enable an enhanced level of hyper-personalization at scale, and facilitate fast and confident decisions. In the leadup to Q4, which remains the most competitive stretch in the shopping app calendar (capturing

Singles' Day, Black Friday, Christmas, and more), testing creatives, expanding into spaces including connected TV (CTV), chatbot-led commerce, and AR try-ons ahead of time can empower better results once the critical moment hits. Preparing for this high-volume period also allows space to consider retention—the more users you can keep, the better the performance will be throughout the rest of the calendar.

Adjust's benchmarks and insights are designed to guide marketers through these evolving challenges and opportunities. Whether you're scaling spend, fine-tuning attribution, or planning for peak season, this report delivers the metrics, trends, and expert insights you need to drive sustainable growth throughout the rest of 2025, during the peak Q4 season, and beyond.





“In today’s m-commerce landscape, trust is key to lasting growth. The most successful apps create experiences that are relevant, respectful, and consistent across every touchpoint. It’s not about speed or better targeting alone, but building real value with every impression, click, and session. At Adjust, we help brands simplify complexity with solutions that support real-time, cross-channel optimization, so they can move faster, decide smarter, and grow with confidence.”

ADJUST



Tiahn Wetzler
**Director,
Content & Insights**

AI in shopping apps: From automation to action

Shopping and e-commerce app teams are already using AI to create faster, connect smarter, and convert better. What began as simple automation now powers real-time decisions throughout the funnel—from creative testing and predictive modeling to segmentation and churn prevention. For shopping app marketers, the priority is clear: operationalize AI to scale performance, improve ROI, and adapt quickly.

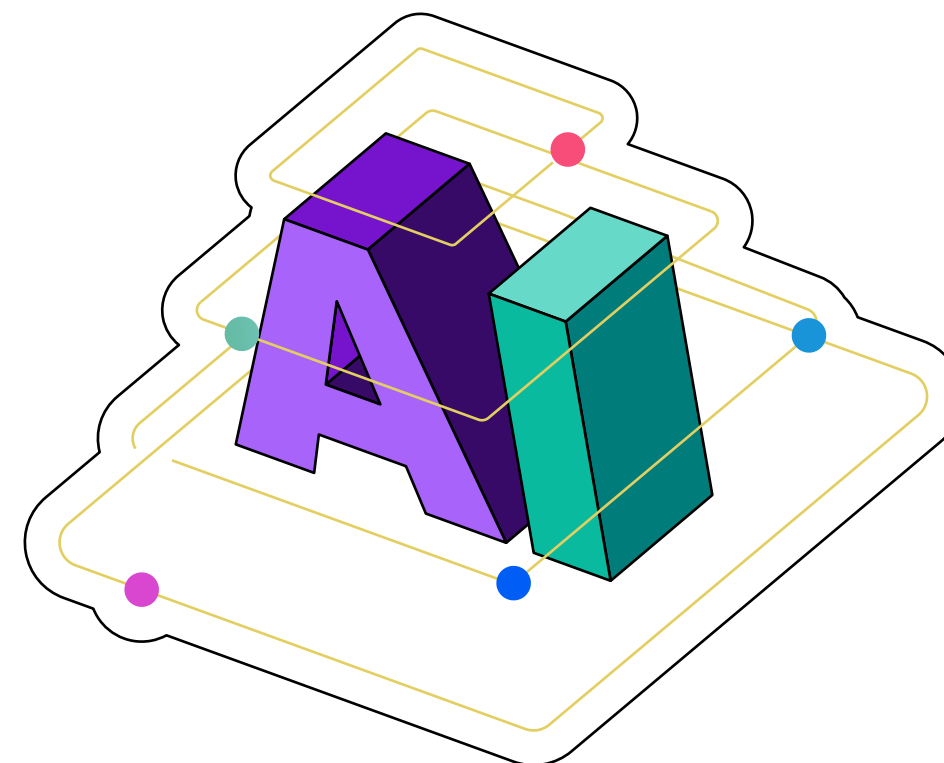
CREATIVES AND PERSONALIZATION POWERED BY AI

AI is streamlining creative production for shopping app marketers by automating time-intensive tasks, such as ad concept generation and variant testing. Mobile advertisers and agencies are [accelerating workflows by integrating generative AI](#) into their creative development processes. This is saving thousands of hours that would have been previously spent on manual creation and iteration.

Beyond efficiency, AI can also be used to sharpen marketing strategies by analyzing real-time user signals (when the data is consented and available), such as device type, browsing history, past interactions, and geographic location. This

granular analysis enables marketers to adapt ad formats precisely according to segments, e.g. banners for mobile web users, and creatives that feature products and promotions related to previous interactions or searches. By accurately targeting based on preferences, AI ensures that content reaches users when (and how) they are most likely to engage, boosting relevance and conversion potential.

In-app personalization is also evolving effectively through the use of AI-powered algorithms. These algorithms continuously analyze live user actions, such as searches, cart additions, or views, and dynamically update personalized product recommendations. They also allow marketers to deliver highly relevant content at critical decision points and churn moments.



SHARPER PLANNING AND PERFORMANCE

AI is opening up new ways for e-commerce app teams to budget, allocate resources, and optimize marketing performance with greater precision. Predictive models now help forecast demand, identify high-value customer segments, and fine-tune spending across channels.

Shopify Magic, for instance, leverages AI to enhance inventory and sales forecasting, [saving over 20 hours monthly](#) and increasing traffic by up to 40%. Across the board, AI is improving campaign efficiency by automating everything from bidding to audience targeting, and budget reallocation (in real-time) based on immediate performance data. By handling these detailed tasks at scale, AI uncovers growth opportunities that manual analysis can miss or simply not uncover quickly enough.

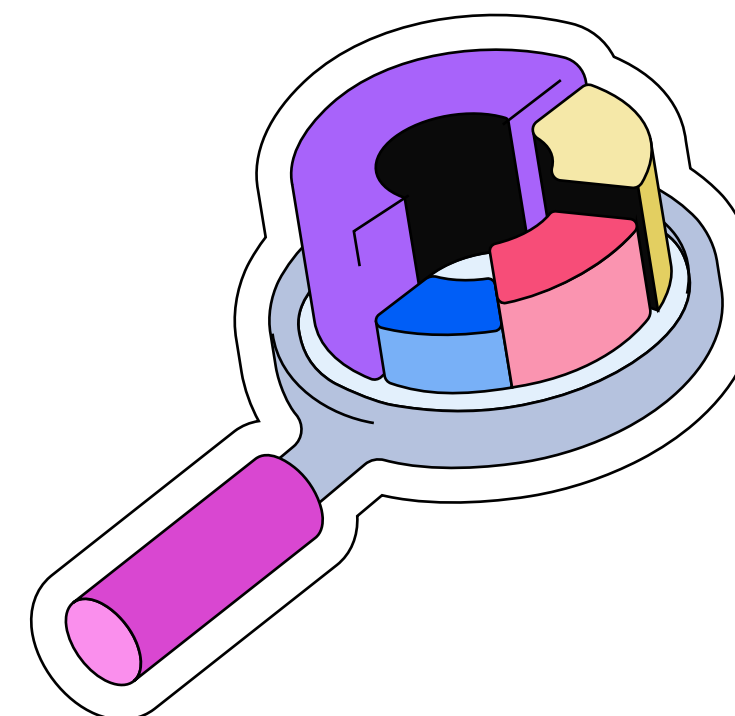
USER ACQUISITION IN A PRIVACY-FIRST WORLD

As UA costs rise and privacy regulations and frameworks alter how we measure, AI plays a crucial role by enabling marketers to implement next-generation attribution and acquisition strategies. Specifically, AI utilizes techniques such as predictive modeling, incremental testing, and anonymized

cohort analysis to assess campaign performance without relying on user-level tracking. AI-based tools and techniques are becoming increasingly essential for maintaining effective UA campaigns, enabling marketers to drive higher-quality installs and significantly improve conversion efficiency across all advertising channels, despite privacy constraints.

AI DURING PEAK SEASON

Major Q4 events, such as Singles' Day and Black Friday, concentrate significant marketing budgets and consumer demand into brief, highly competitive periods, leaving little margin for error. Via the methods outlined above, AI tools support marketers during these critical windows by predicting surges in demand, automatically adjusting bids and budget allocations, and dynamically adapting messaging for multiple formats and platforms simultaneously. This helps manage a large volume of campaigns in general, but becomes essential when coordinating across different regions and user touchpoints.



Adjust Growth Copilot: Your AI partner for app growth



Instant insights for confident decisions

Product drops, campaign slumps, and changes in UA channels—shopping marketers face constant decisions. Adjust Growth Copilot gives you real-time answers to questions that make it easy to take action immediately. This AI-powered assistant transforms complex attribution and performance data into clear, plain-language insights. Just ask a question, and get a direct, actionable response. No SQL, no dashboards, no delays.



Ask real questions. Get real answers.

“Are there any anomalies in the performance of the push notification campaign from yesterday?”

“Which creatives drove the highest ROAS last week?”

“Where are my highest-value installs coming from?”



Speed meets strategy

Adjust Growth Copilot provides teams with shareable charts and visualizations, surfaces anomalies more quickly than traditional methods, and can compare performance across channels and campaigns in seconds, perfect for peak periods like Singles’ Day, Black Friday, and Q4 campaigns.



Built for marketers on the move

Designed for speed, scale, and collaboration, Adjust Growth Copilot simplifies planning, optimization, and reporting. It reduces bottlenecks, frees up time, and makes insights accessible to every team, not just specialists. Growth Copilot also continually learns and adapts with you, improving insights and recommendations as new data flows in, so your decisions also get smarter over time.

Adjust Growth Copilot is now in open beta.



E-commerce app trends to watch

Here are five fast-moving trends redefining the path to purchase:

Quick commerce becomes the baseline

From groceries to impulse buys, ultra-fast delivery apps are conditioning users to expect speed on every channel. This “now or never” mindset is influencing everything from ad timing to in-app UX. [Quick commerce revenue](#) is set to reach \$195 billion by the end of 2025.

Voice commerce finds its voice

With Gen Z and Millennial users increasingly turning to Alexa, Siri, and Google Assistant for product searches, voice-optimized content and discovery flows are on the rise. The [voice commerce market size](#) is projected to be \$151.4 billion in 2025.

Chatbots as conversion engines

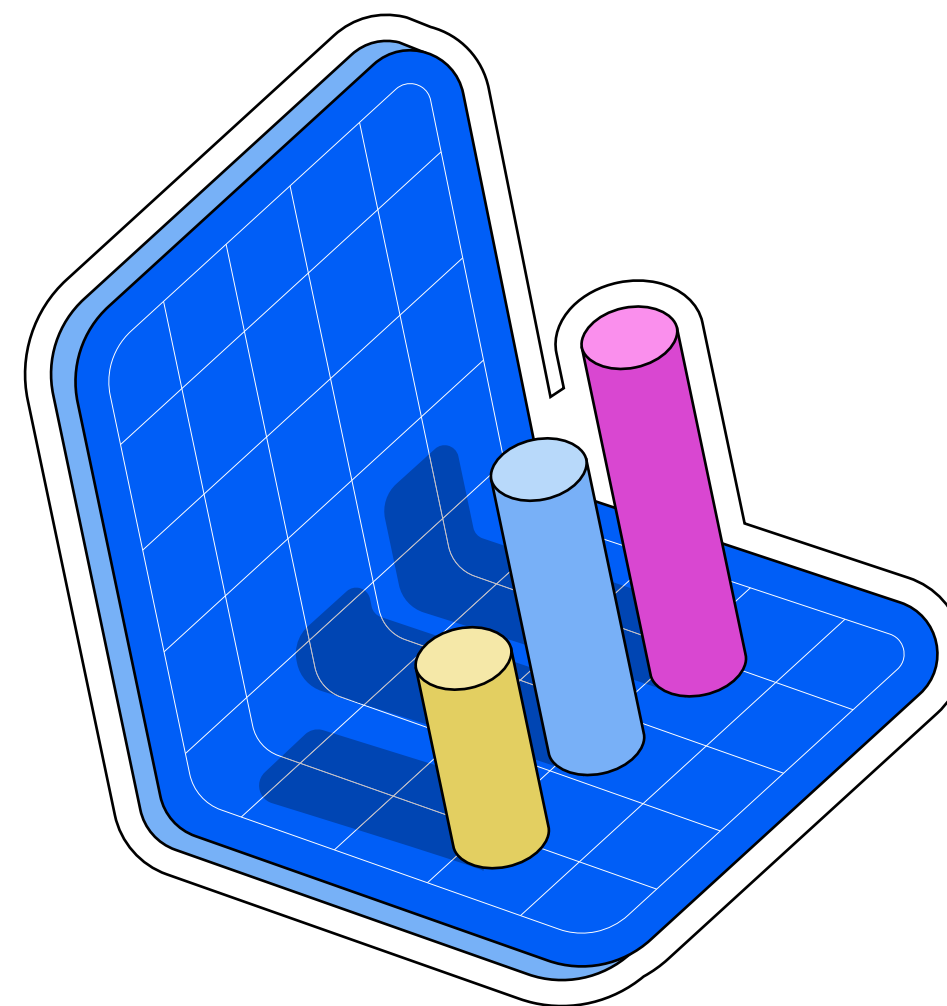
AI-powered mobile chatbots are moving beyond support. They drive upsells, guide users through the checkout process, and reduce churn. According to a [recent study](#), 80% of retail and e-commerce businesses surveyed in the U.S. already use AI chatbots, or plan to.

Privacy-first personalization

As cookie deprecation and frameworks like Apple’s App Tracking Transparency (ATT) reshape attribution and measurement methodologies, brands are leaning into smart segmentation based on aggregated datasets, contextual targeting, and the use of next-generation measurement and analytics solutions like incrementality, marketing mix modeling (MMM), and predictive analytics.

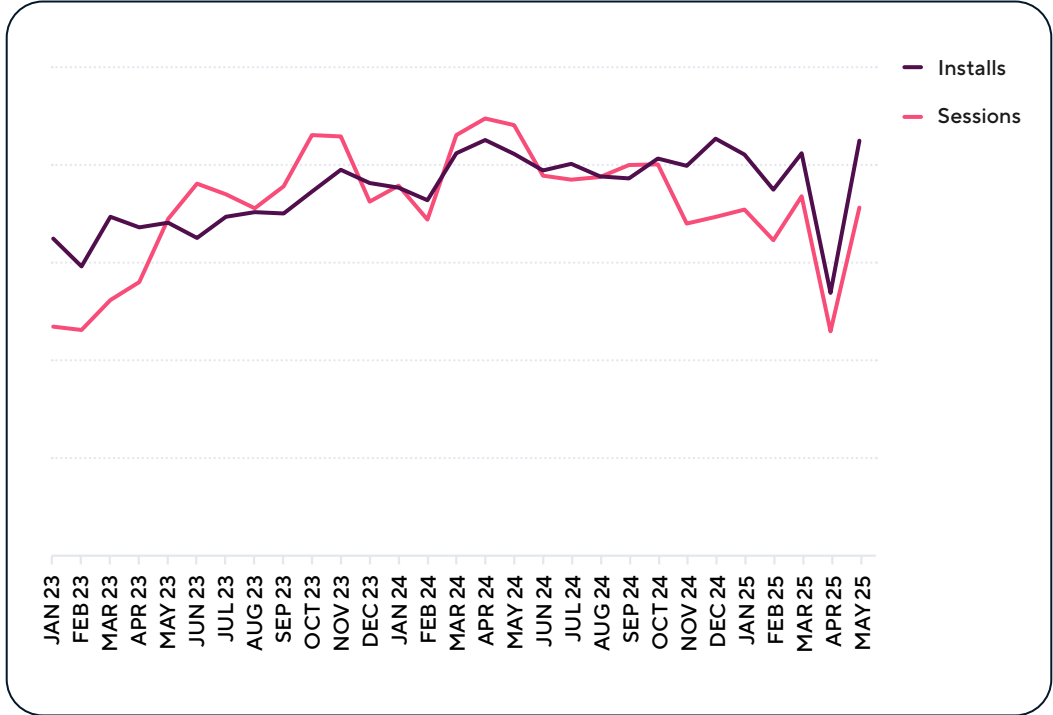
DTC brands lean into mobile

Direct-to-consumer (DTC) brands are accelerating their investment in mobile apps to build customer relationships, harness first-party data, and personalize experiences at scale. In the U.S. alone, established DTC brands are projected to generate [\\$187 billion in e-commerce sales](#) by 2025, while digitally native brands are forecast to bring in \$40 billion. By taking control over their app channels, these brands can strategically optimize customer lifetime value (LTV), increasing loyalty and profitability.



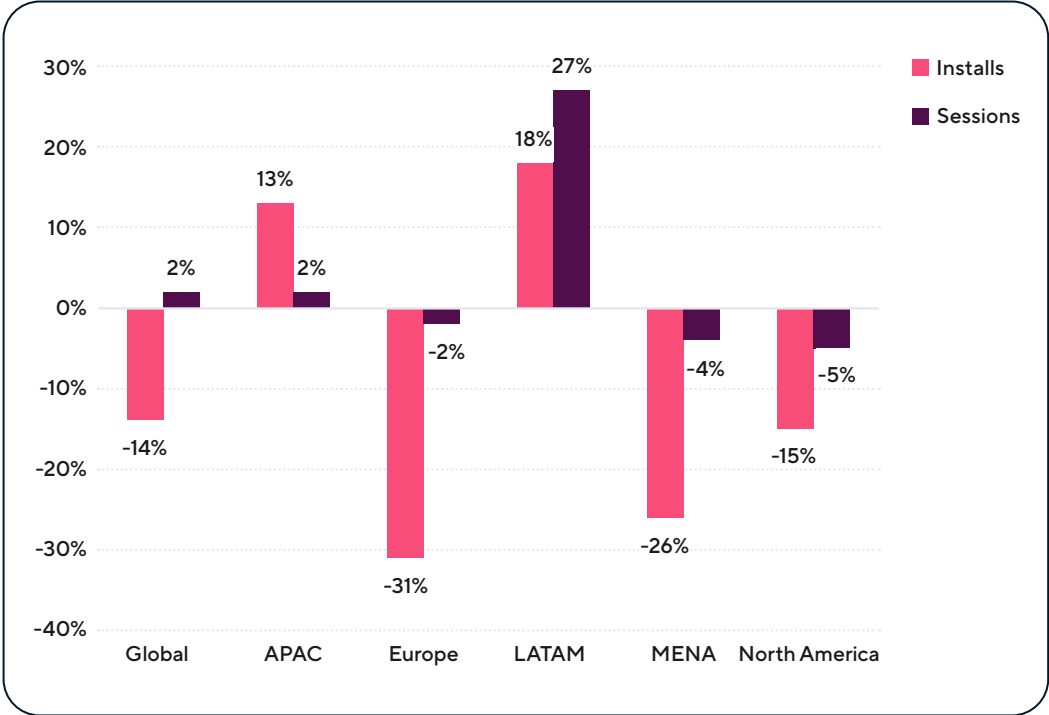
Analysis of global e-commerce app performance

E-commerce app install and session growth
January 2023 - May 2025 (Global)



Global e-commerce app activity grew steadily in 2024, with installs and sessions rising 16% YoY. May was the top month—installs and sessions rose 16% and 11% compared to the yearly average. Sessions held firm in H2, with notable spikes in November (+9%) and December (+3%). In 2025 so far, installs and sessions dipped notably in April before rebounding in May.

E-commerce app install and session growth
percentages by region YoY H1 2024 - H1 2025



Overall installs declined 14% YoY in H1 2025, but sessions climbed 2%. LATAM emerged as a clear outlier, with installs up 18% and sessions climbing 27%. APAC also saw gains (+13% installs, +2% sessions), while Europe, MENA, and North America experienced slowdowns across both metrics.



In May 2025, new U.S. tariffs increased prices on thousands of consumer goods, with [68% of marketers reporting changes in their holiday strategies](#).

Many shoppers responded by frontloading purchases in early summer to avoid anticipated price hikes. This highlights the need for marketers to strategically time their UA campaigns—remaining agile enough to capitalize on both predictable Q4 shopping peaks and unexpected surges in consumer intent driven by external economic events.

Methodology

VERTICALS:

E-commerce, deal discovery, marketplace & classifieds, shopping

REGIONS:

Global, APAC, Europe, LATAM, MENA, North America.

COUNTRIES:

Brazil, DACH (Germany, Austria, Switzerland), France, India, Indonesia, Ireland, Japan, Malaysia, Mexico, Philippines, Saudi Arabia, Singapore, South Korea, Thailand, Turkey, United Arab Emirates (UAE), United Kingdom (U.K.), United States of America (U.S.), Vietnam.

DATASET:

A mix of Adjust's top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries, and one with approximately 250, based on the ISO 3166-1 standard.

DATE RANGE:

January 2023 - June 2025

RATIOS AND SHARES:

Reattribution and paid/organic are both expressed as ratios, where X:1. In the case of the paid/organic ratio, a value of 3 (3:1) means that for every 100 organic installs, there are 300 paid installs. Similarly, for the reattribution share, a value of 0.7 (0.7:1) would mean that for every 100 total actions (installs + reattributions), there are 70 reattributions.

All dollar amounts represented are USD.



Key takeaways

16%

Global e-commerce app installs rose 16% YoY in 2024.

1.01\$

The global CPI for e-commerce apps reached \$0.99 in Q1 2025, with marketplace and shopping apps reaching \$0.89 and \$1.01, respectively.

27%

LATAM led growth in H1 2025, with installs increasing by 18% and sessions by 27%.

24.8%

Marketplace apps retained 24.8% of users on day 1 globally—the highest among all e-commerce subverticals.

60%

Marketplace & classifieds accounted for 60% of global sessions but only 20% of installs, while shopping apps comprised 76% of installs and 36% of sessions.

0.18↑

Reattribution share grew globally to 0.18 in H1 2025, up from 0.14 in 2023, with top-performing regions including the UAE (0.4) and Turkey (0.36).

7↑

The median number of partners per app increased from 6 in 2023 to 7 in H1 2025, with marketplace apps averaging 10 and deal discovery jumping to 9.

1.86↑

Marketplace apps recorded the highest day 0 engagement with 1.86 sessions per user.

BONUS

The average App Tracking Transparency (ATT) opt-in rate for e-commerce apps was 36% in H1 2025.

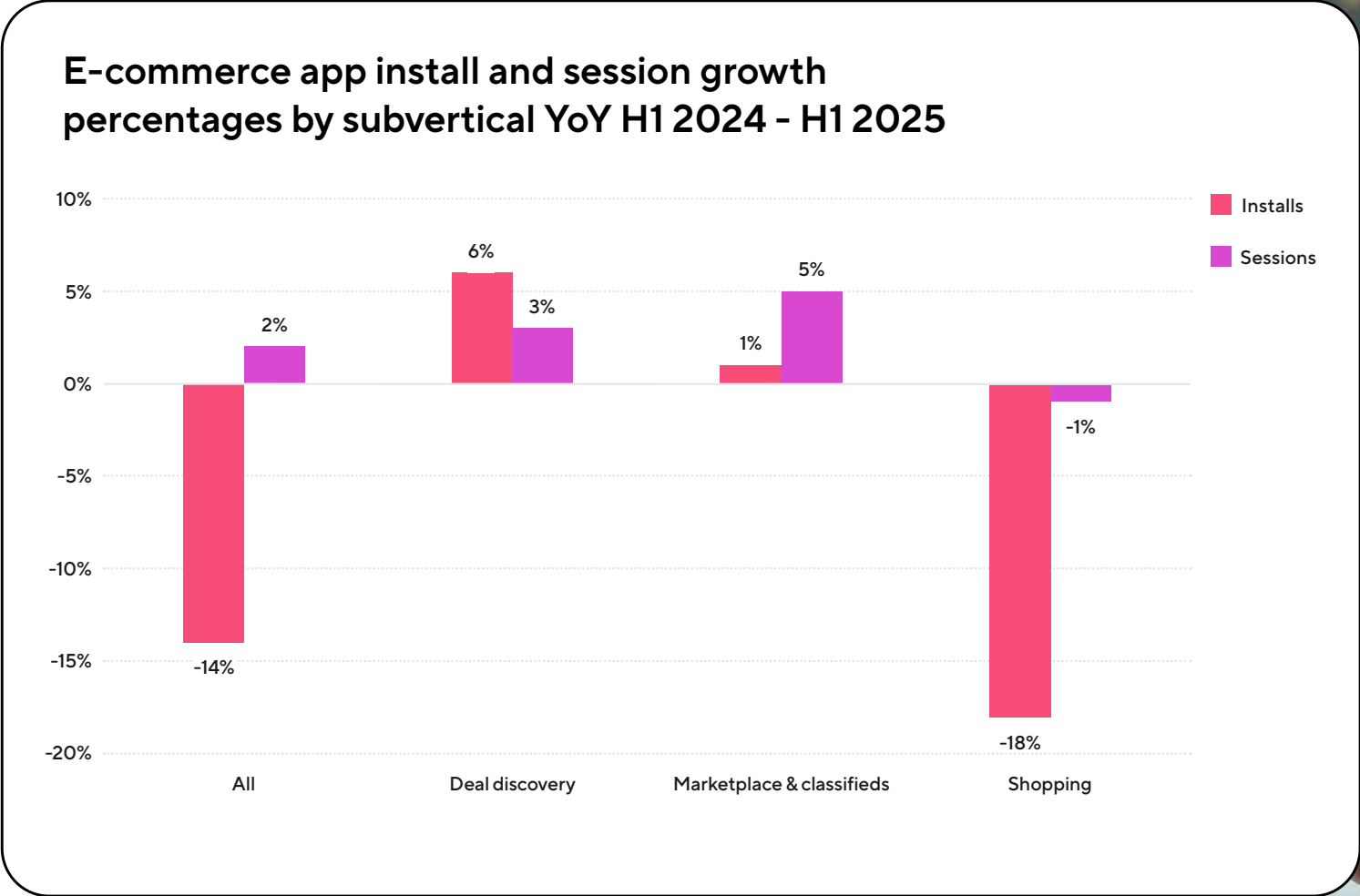
PART 1

How shoppers engage, convert, and return

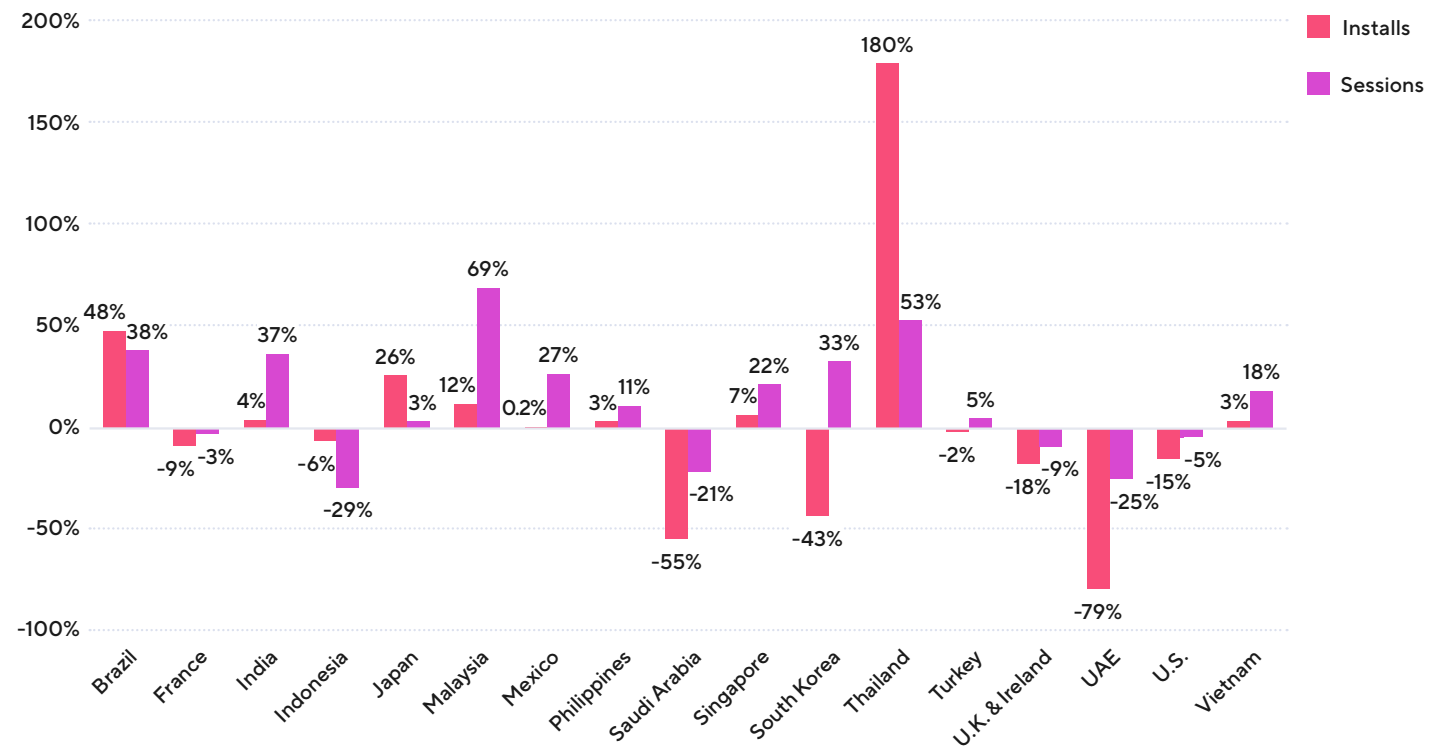


Install and sessions patterns

Deal discovery apps recorded stable growth in H1 2025, with installs up 6% and sessions up 3%. Marketplace & classifieds had the opposite pattern, with a 1% rise in installs and a 5% boost in sessions. Shopping apps saw installs fall 18% and sessions drop 1%, indicating fewer but higher-quality users.



E-commerce app install and session growth percentages by country YoY H1 2024 - H1 2025



E-commerce app performance in H1 2025 differed greatly across regions. Thailand's activity surged (+180% installs, +53% sessions), alongside strong gains in Brazil (+48%, +38%) and Malaysia (+12%, +69%). On the other hand, markets like the UAE (-79%, -25%) and Saudi Arabia (-55%, -21%) declined.



TIPS:

- Prioritize user acquisition and engagement tactics in markets and verticals demonstrating sustained demand.
- Localize your offers, creatives, and pricing strategies for fast-growing markets like Thailand, Brazil, and Malaysia to match user expectations and increase conversion rates.
- In regions impacted by tariffs and inflation, enhance app value by integrating features such as price comparison tools, discounts, and cashback services.

Days of interest for e-commerce and shopping app installs and sessions

This table highlights session and install spikes for e-commerce, marketplace, and deal discovery apps during major 2024 retail events, compared to the yearly average.

BONUS

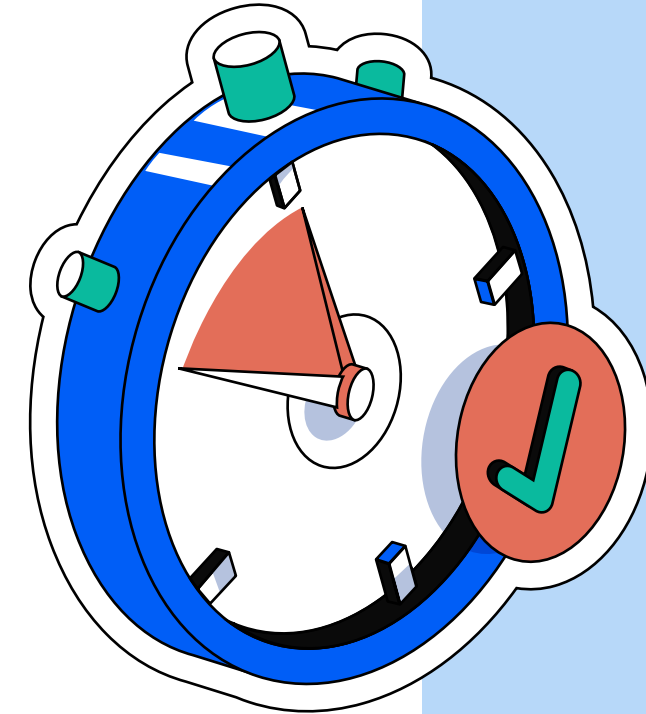
Holiday shopping picked up early in December 2024, with deal discovery installs increasing by 42% on December 1 and marketplace sessions rising 15% on December 2. A second spike hit mid-month, as shoppers drove a 26% jump in deal discovery installs on December 15. Post-Christmas sessions rose again on December 27 and 29, signaling strong interest in end-of-season sales and self-gifting.

Region/app type	Black Friday	Cyber Monday	Singles' Day	Prime Day
Global e-commerce (Sessions)	+20%	+15%	+18%	+2%
Global deal discovery (Sessions)	+34%	+22%	+13%	+5%
Global marketplace (Sessions)	+11%	+14%	+11%	+2%
LATAM e-commerce (Sessions)	+37%	+46%	+11%	+17%
MENA e-commerce (Sessions)	+47%	+13%	+48%	-
North America e-commerce (Sessions)	+17%	+13%	-	+2%
Global deal discovery (Installs)	+47%	+22%	+22%	-
LATAM e-commerce (Installs)	+10%	+17%	+12%	-

Plan now to win Q4: Timing, testing, and targeting

Seasonal events like Black Friday, Singles' Day, and Cyber Monday drive massive surges in engagement and installs, but success depends on early preparation. Start by analyzing last year's top-performing campaigns and channels to guide this year's strategy. Identify high-value user segments and proactively target them early in the season with engagement-focused campaigns to build momentum and increase conversion potential ahead of peak shopping events. Additionally, test creatives, messaging, and ad formats while CPIs are still manageable.

Diversify your channels to reduce saturation risk, and refine your landing pages and deep linking flows for a streamlined path to purchase. Lock in measurement and attribution partners now to ensure campaign performance is accurately tracked. By laying the groundwork early, every dollar spent during Q4 will be backed by insight, not guesswork.



E-commerce app installs growth percentages (Global)



E-commerce apps

Q4 2023 vs. Q4 2022: **↑66%**

Q4 2024 vs. Q4 2023: **↓-9%**



Deal discovery apps

Q4 2023 vs. Q4 2022: **↓-33%**

Q4 2024 vs. Q4 2023: **↑2%**



Marketplace & classifieds apps

Q4 2023 vs. Q4 2022: **↑8%**

Q4 2024 vs. Q4 2023: **↑8%**



Shopping apps

Q4 2023 vs. Q4 2022: **↓-14%**

Q4 2024 vs. Q4 2023: **↑104%**

E-commerce app sessions growth percentages Q4 YoY (Global)



E-commerce apps

Q4 2023 vs. Q4 2022: **↑21%**

Q4 2024 vs. Q4 2023: **↑9%**



Deal discovery apps

Q4 2023 vs. Q4 2022: **↑5%**

Q4 2024 vs. Q4 2023: **↓-3%**



Marketplace & classifieds apps

Q4 2023 vs. Q4 2022: **↑10%**

Q4 2024 vs. Q4 2023: **↑12%**



Shopping apps

Q4 2023 vs. Q4 2022: **↑8%**

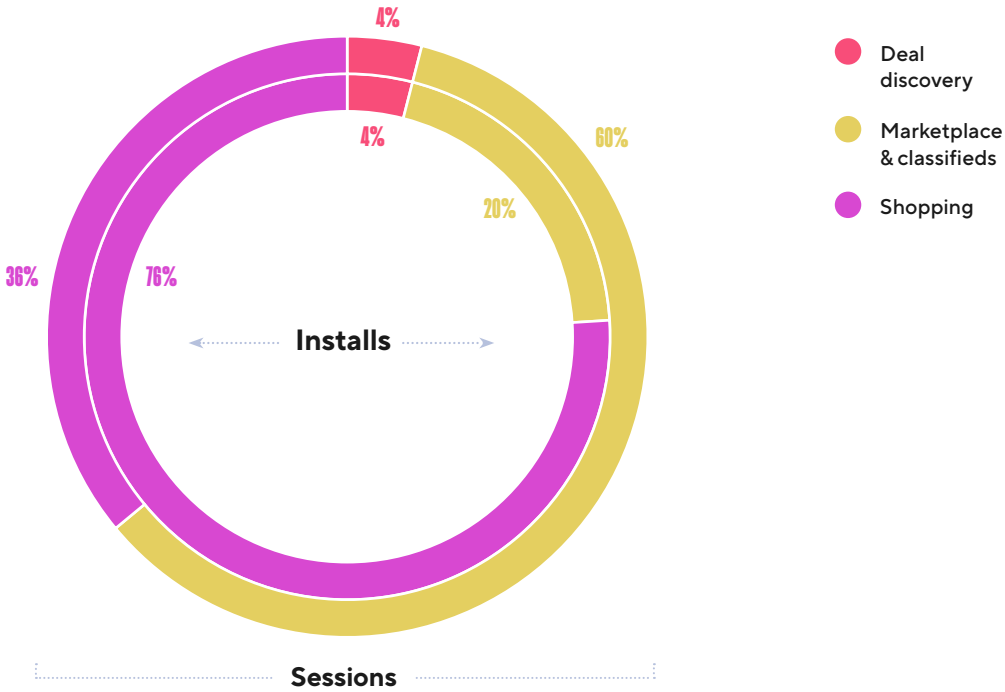
Q4 2024 vs. Q4 2023: **↑42%**



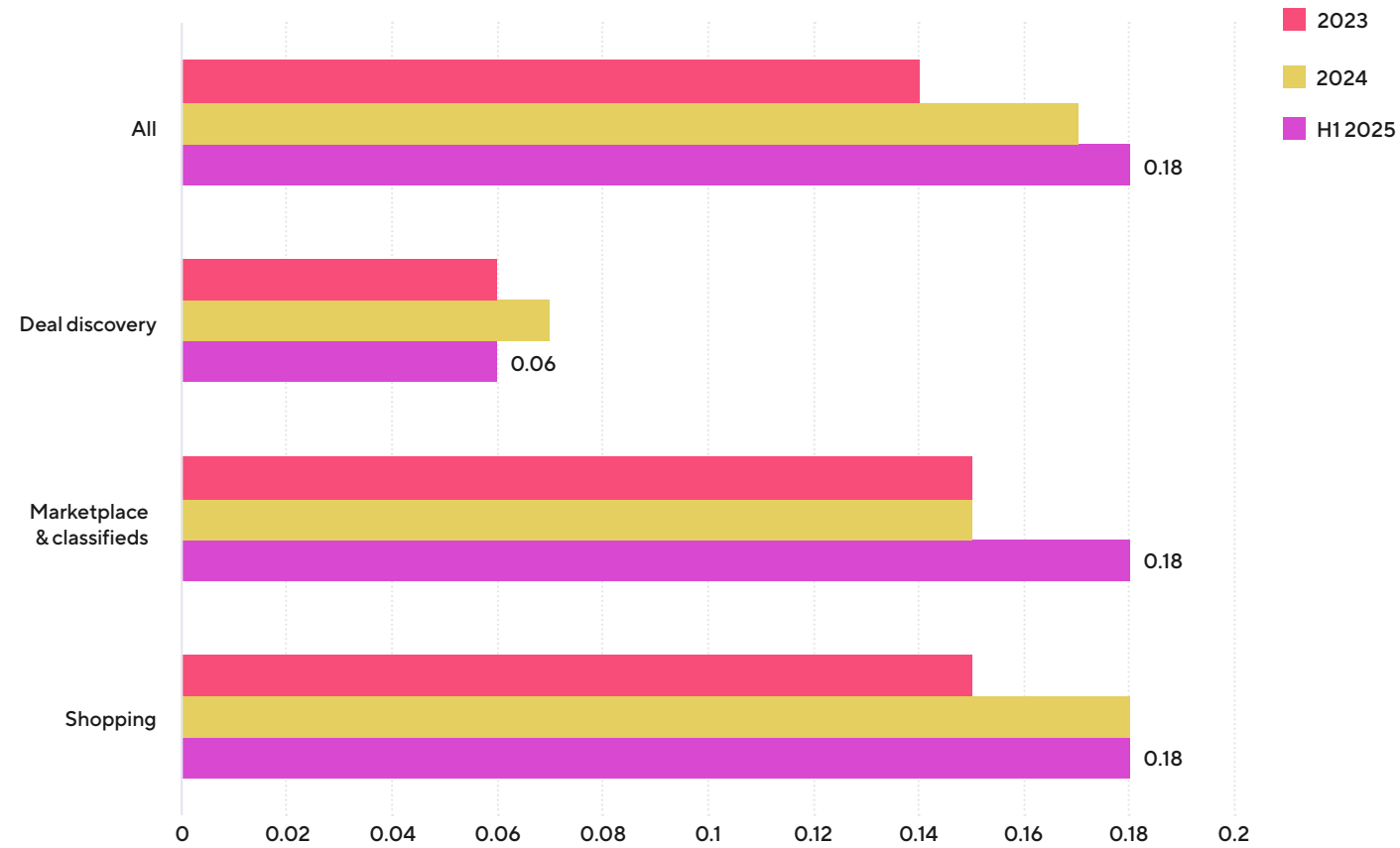
User behavior and retention patterns

From 2024 to H1 2025, shopping apps consistently captured the lion's share of global e-commerce activity, accounting for 76% of installs and 36% of sessions. On the flip side, marketplace & classifieds drove 60% of sessions with just 20% of installs. Deal discovery apps held a steady 4% share across both installs and sessions.

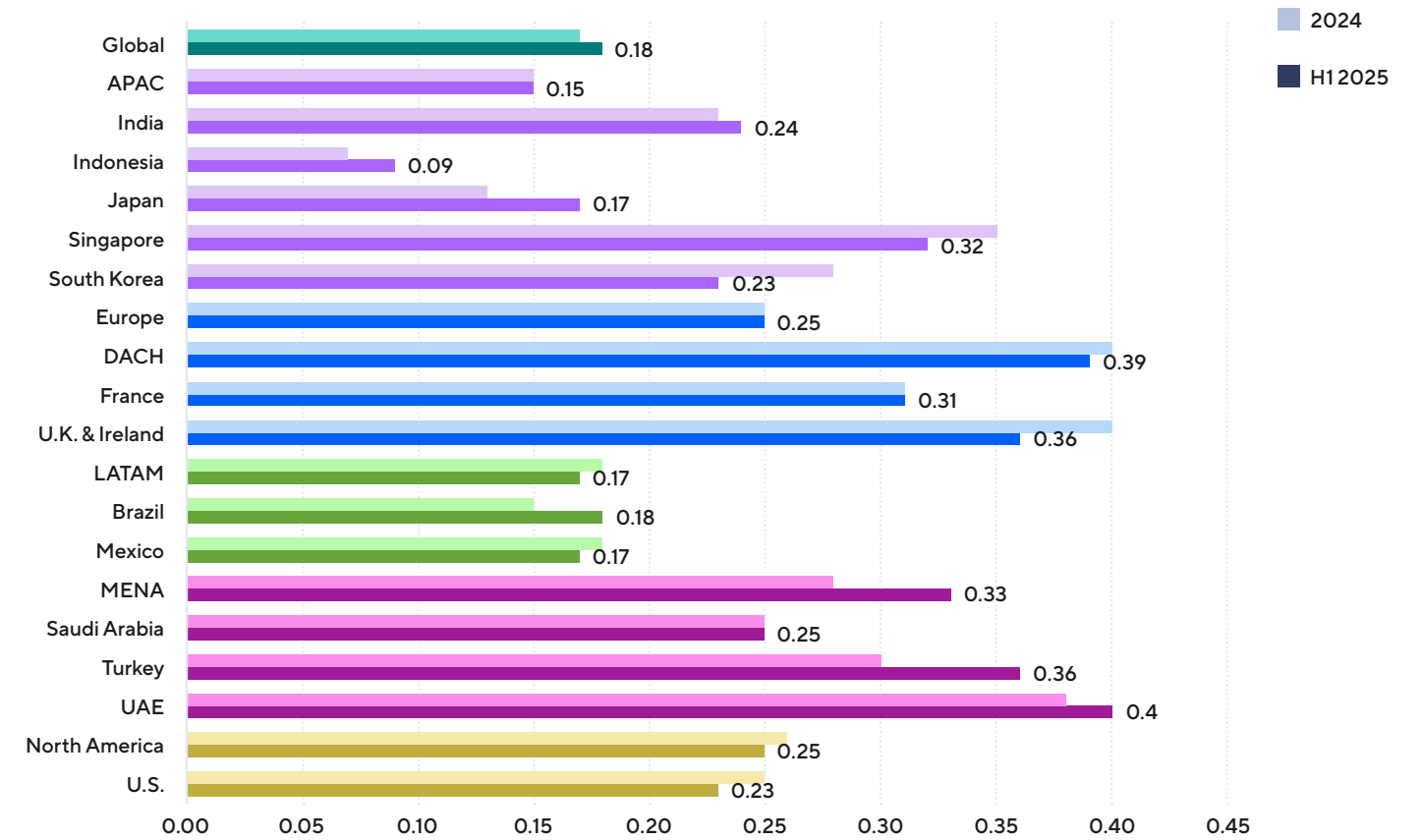
E-commerce app installs and sessions by subvertical 2024 - H1 2025 (Global)



E-commerce app reattribution share by subvertical 2023 - H1 2025 (Global)



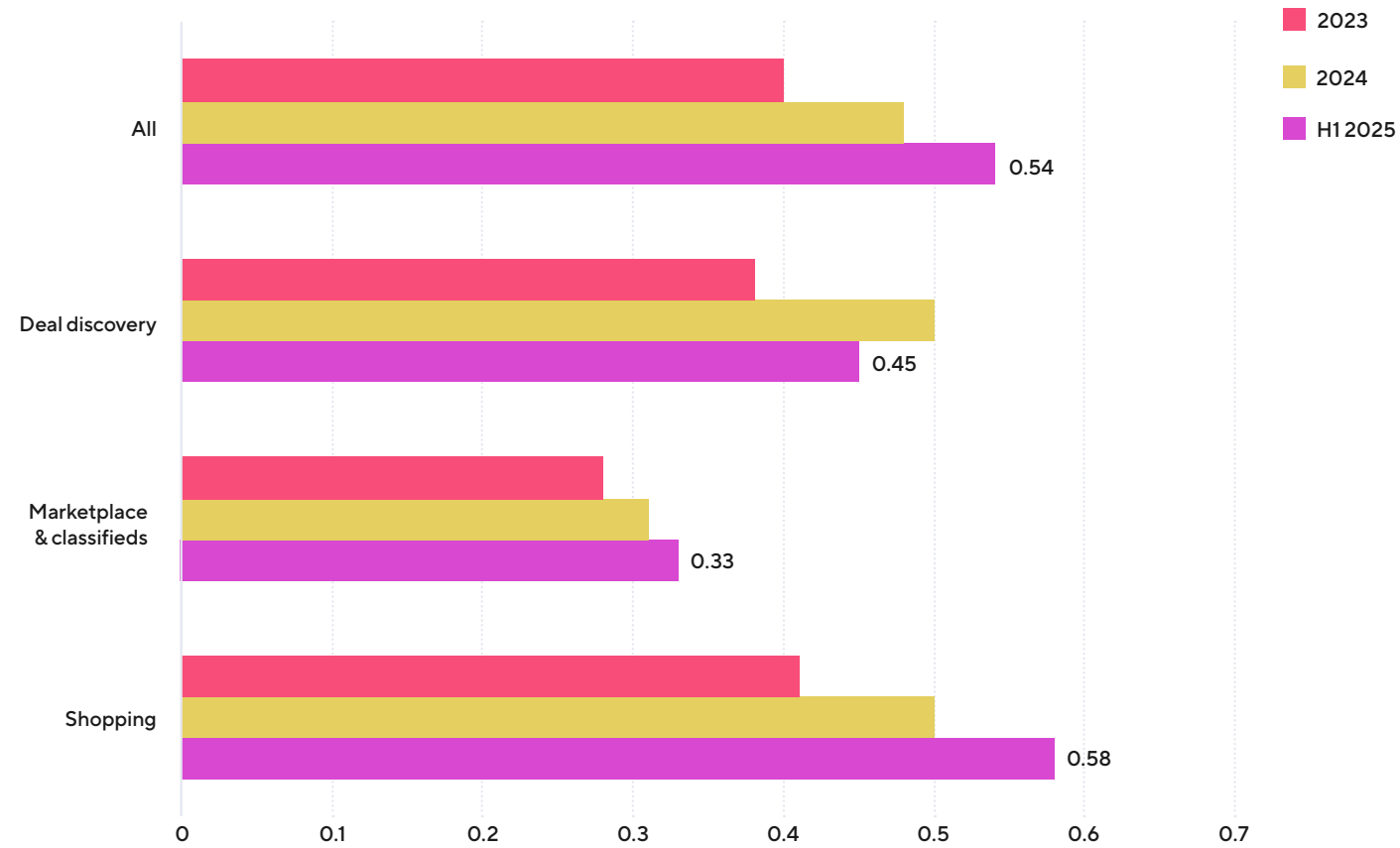
E-commerce app reattribution share by region and country 2024 - H1 2025



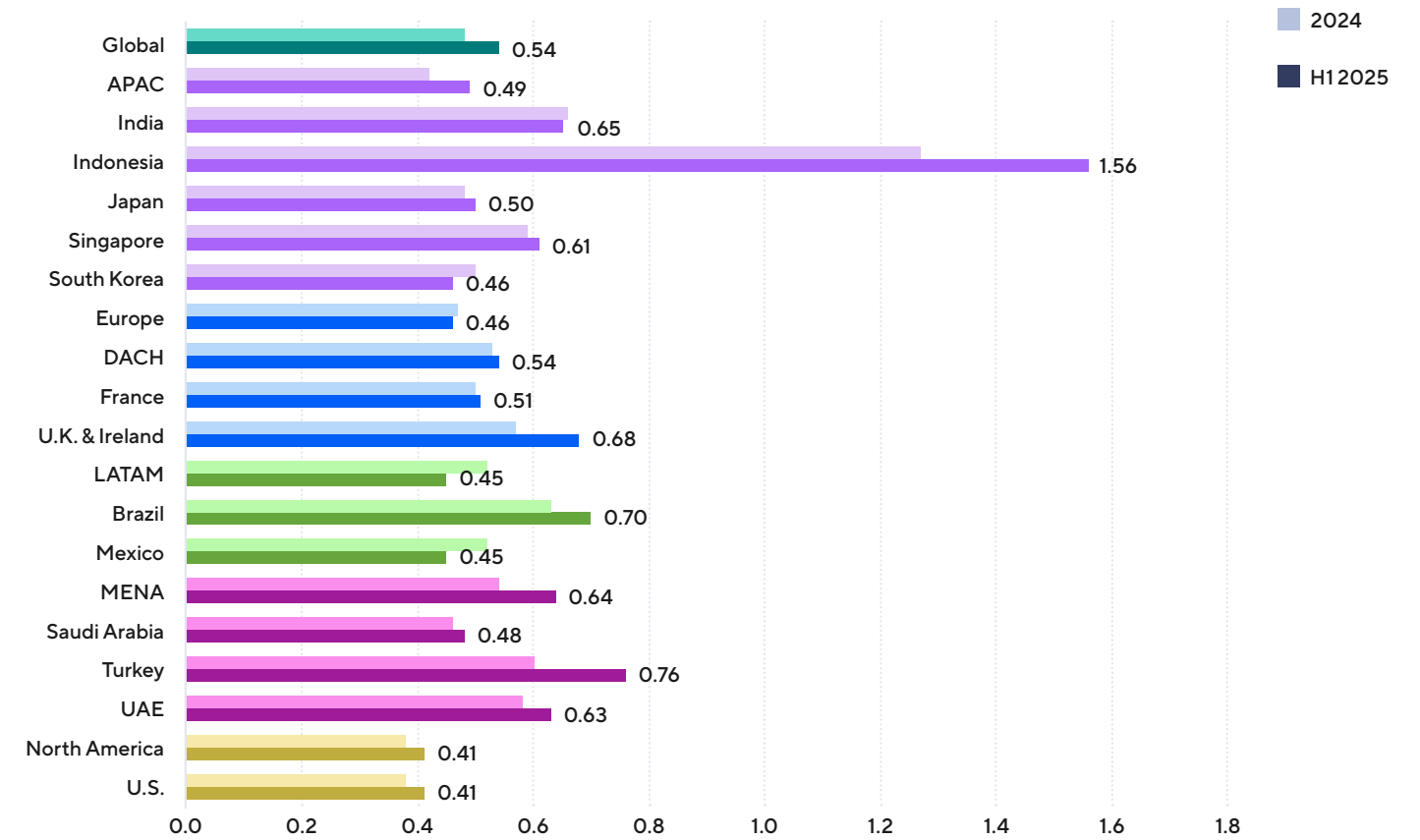
The overall global e-commerce reattribution share has increased consistently, rising to 0.18 in H1 2025, up from 0.14 in 2023. Shopping and marketplace apps now share the lead at 0.18, signaling deeper investment in win-back flows. While deal discovery held steady at 0.06, the overall uplift highlights a growing push to re-engage existing users and underscores the importance of reattribution in the e-commerce playbook.

Regionally, the uplift was led by the UAE (0.4), Turkey (0.36), and MENA (0.33), which all showed strong increases in reattribution share. While the U.K. & Ireland remained high at 0.36, it declined from 0.4 in 2024. India rose to 0.24, and the U.S. dipped slightly to 0.23. Japan also saw meaningful growth, rising from 0.13 to 0.17.

E-commerce app paid/organic ratio by subvertical
2023 - H1 2025 (Global)



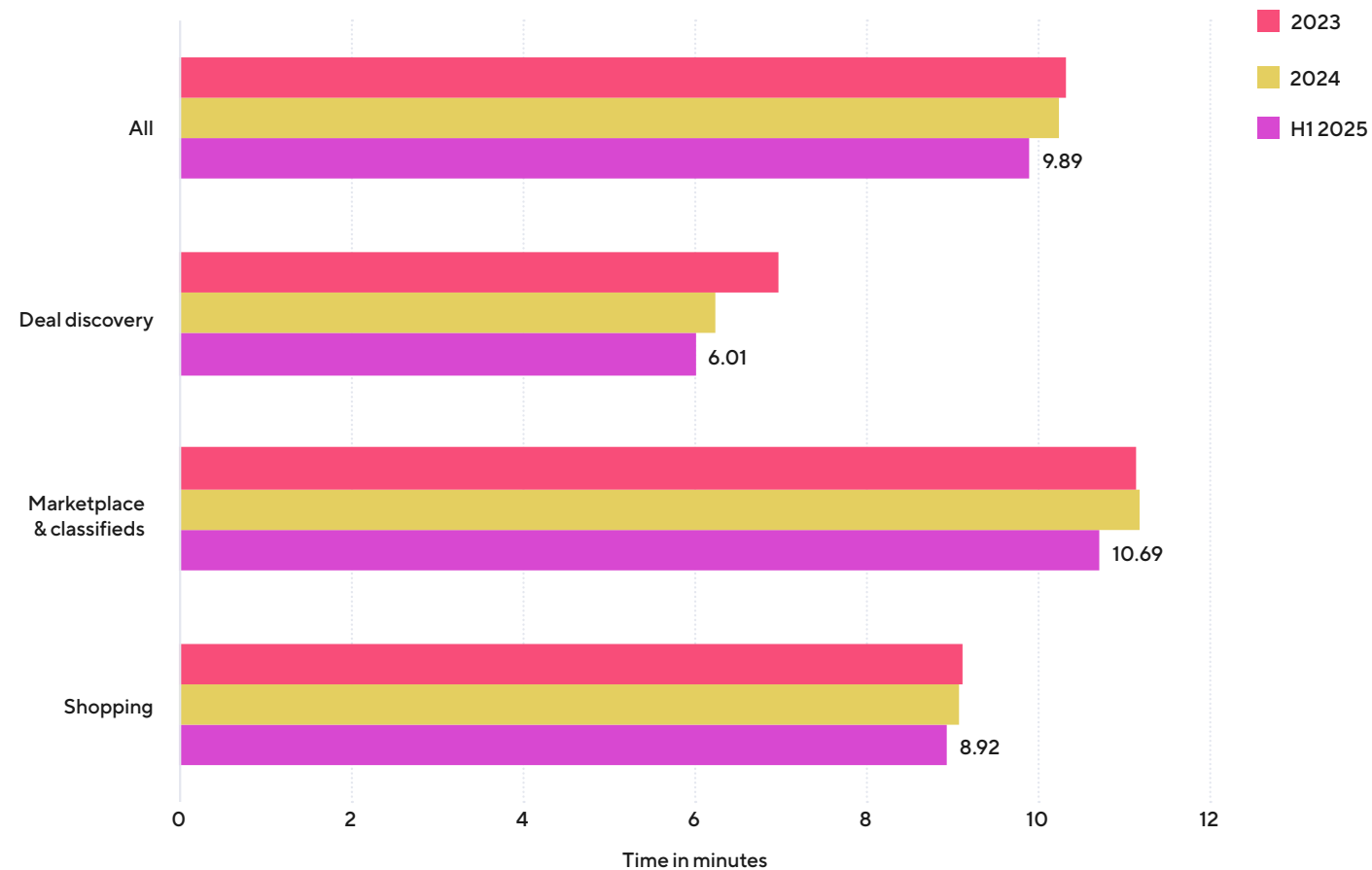
E-commerce app paid/organic ratio by region and country
2024 - H1 2025



The global paid/organic ratio for e-commerce apps rose from 0.4 in 2023 to 0.54 in H1 2025, highlighting a growing reliance on paid UA, likely coinciding with the boost in reattributions. Shopping apps stood out at 0.58, up from 0.41, while marketplace apps grew from 0.28 to 0.33. Deal discovery, on the other hand, dipped slightly to 0.45, down from 0.5 in 2024.

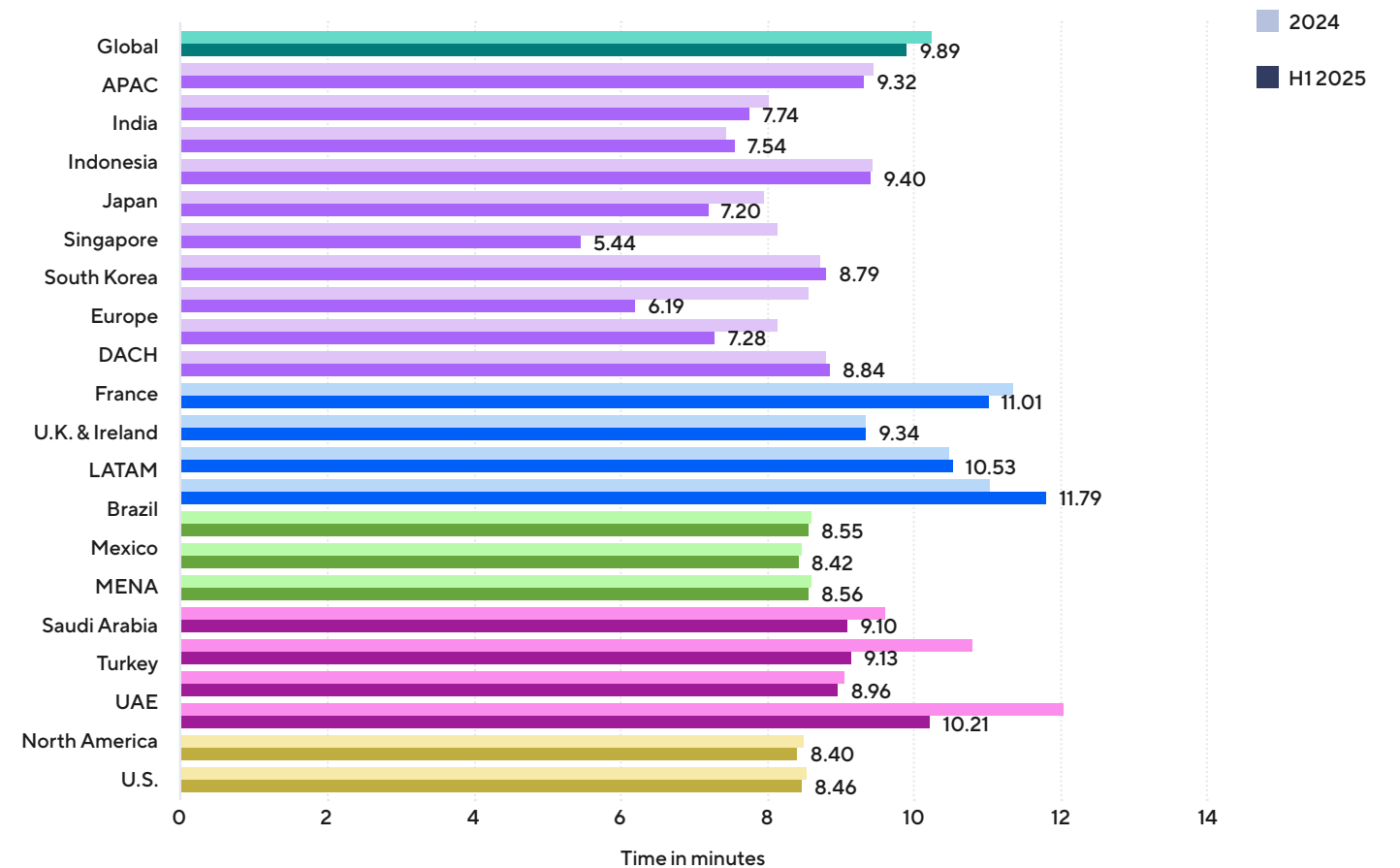
Indonesia hit a huge 1.56 paid/organic ratio in H1 2025—the only market where paid outweighs organic. Notable increases were also seen in Turkey (0.76), Brazil (0.7), and the U.K. & Ireland (0.68). MENA rose to 0.64, while APAC showed mixed results—Japan (0.5) and Singapore (0.61) increased, while India dipped slightly. Europe declined to 0.46, and LATAM fell to 0.45. The data shows a broader trend toward increased investment in paid UA, though the pace and intensity vary by region.

E-commerce app session lengths by subvertical
2023 - H1 2025 (Global)



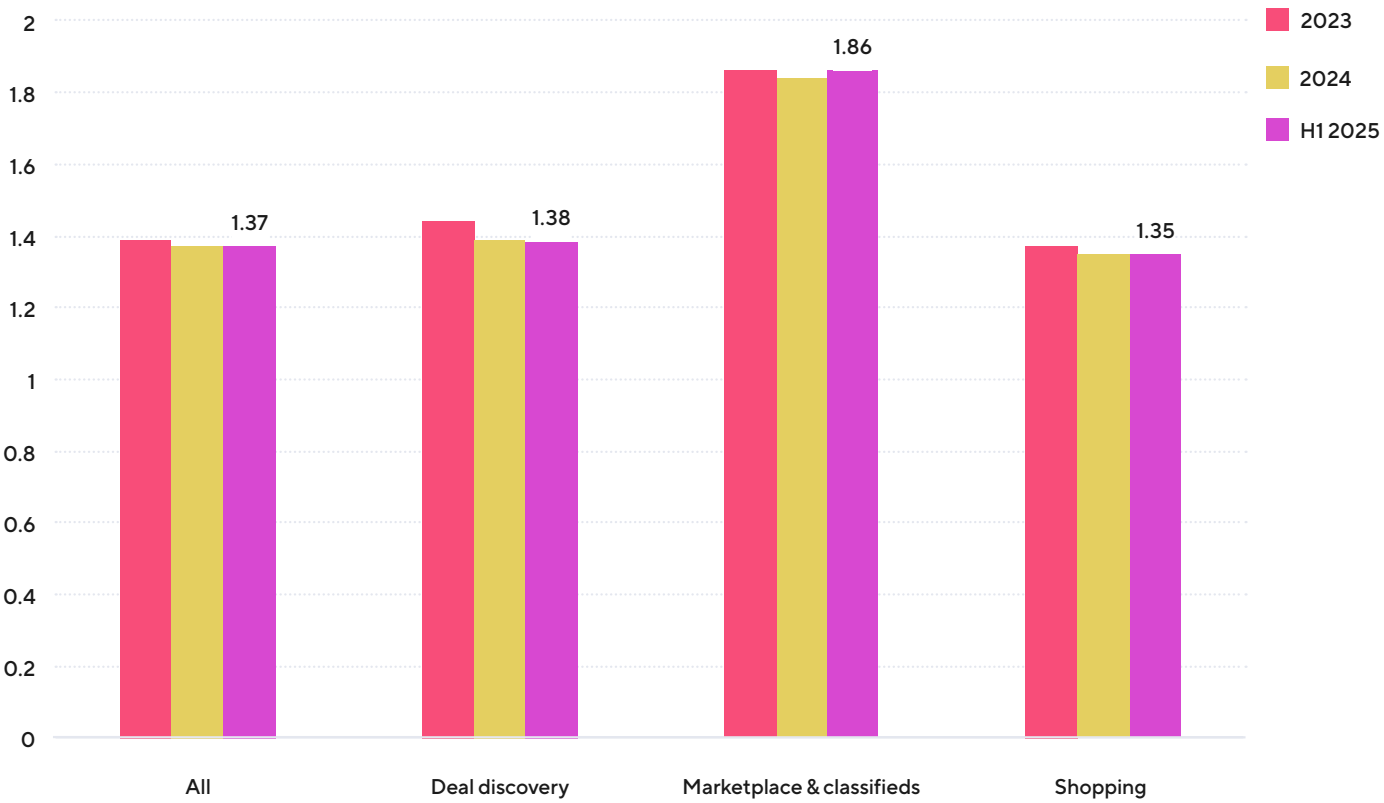
Global session lengths for e-commerce apps shortened slightly to 9.89 minutes in H1 2025, down from 10.23 in 2024. Shopping dropped to 8.92 minutes from 9.07, while deal discovery declined for the third year in a row to 6.01. Marketplace & classifieds remained the most engaging, at 10.69 minutes, though down from 11.17. With a higher share of paid installs seen, a decrease in session lengths can also be expected, as organic users tend to spend more time in-app than their paid counterparts.

E-commerce app session lengths by region and country
2024 - H1 2025

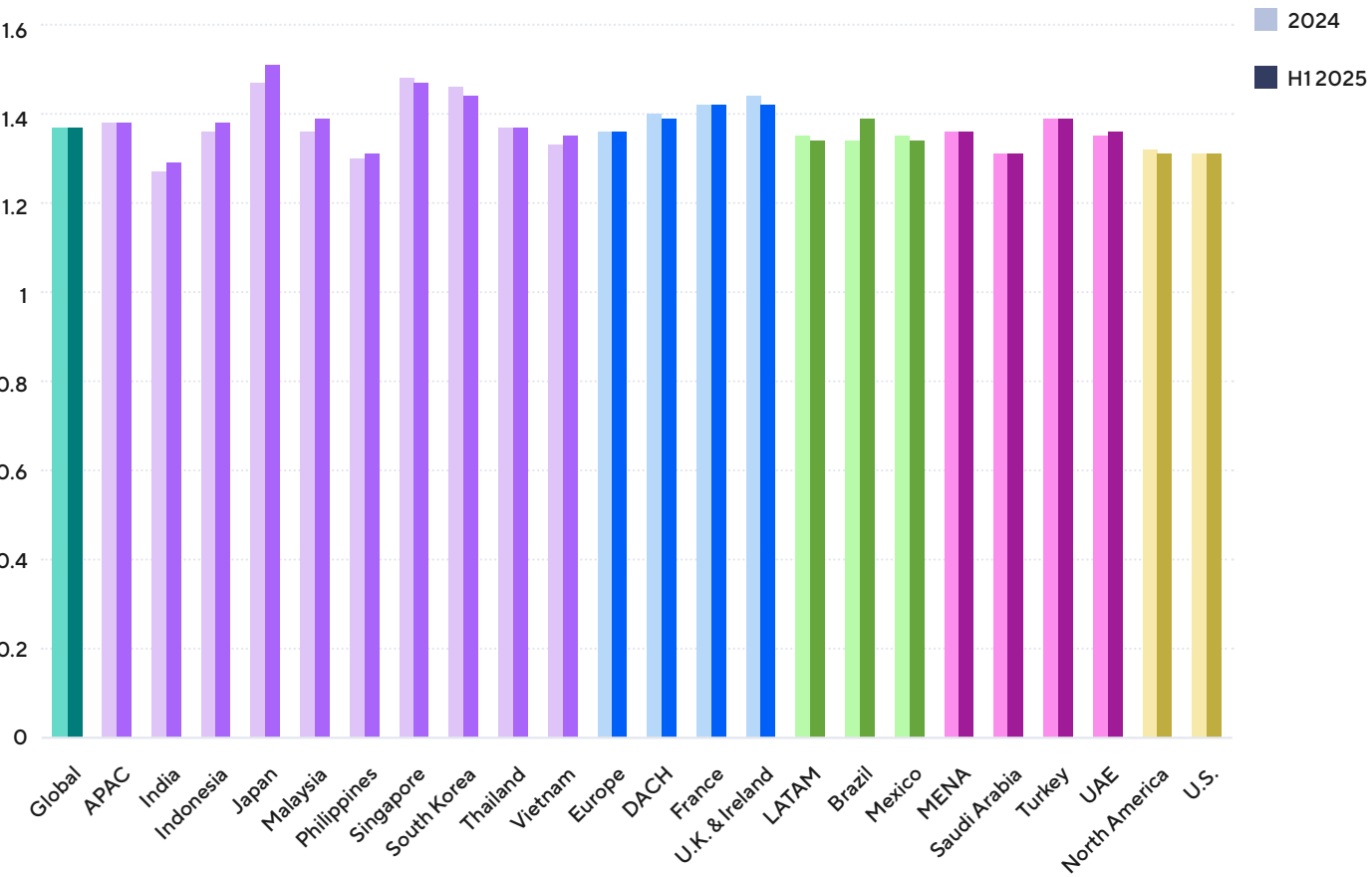


In H1 2025, user engagement remained steady across most markets. The U.K. & Ireland reached 11.79 minutes, up from 11.04, France increased to 10.53, and DACH remained flat at 9.34. Increases were also recorded in Vietnam (8.84), Singapore (8.79), and Indonesia (7.54). In contrast, the UAE and South Korea saw declines to 10.21 (-15%) and 6.19 minutes (-28%), respectively. The Philippines experienced the steepest drop (-33%), falling from 8.12 to 5.44 minutes, and Saudi Arabia declined to 9.13.

E-commerce app sessions per user per day on day 0 by subvertical 2023 - H1 2025 (Global)

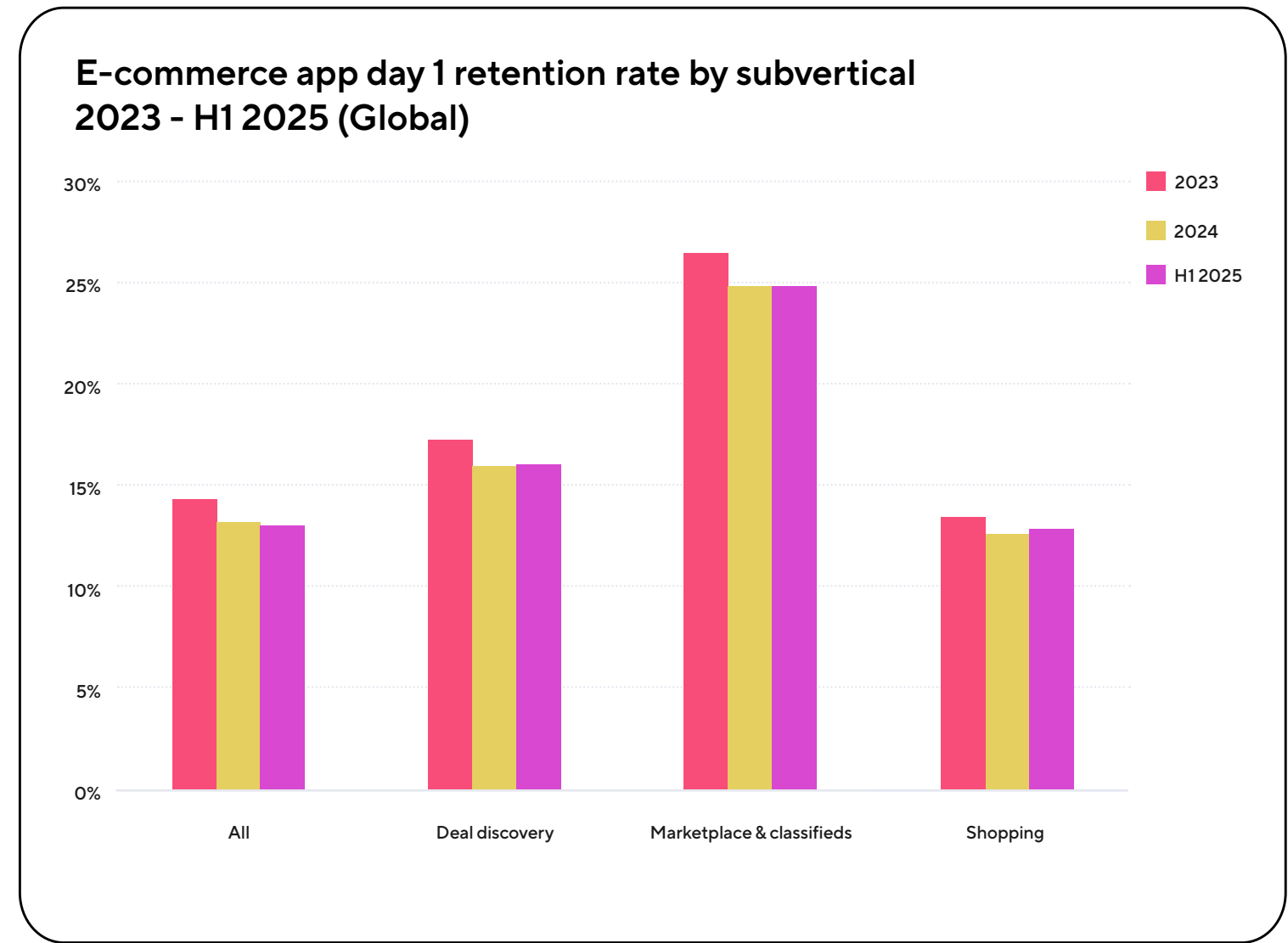
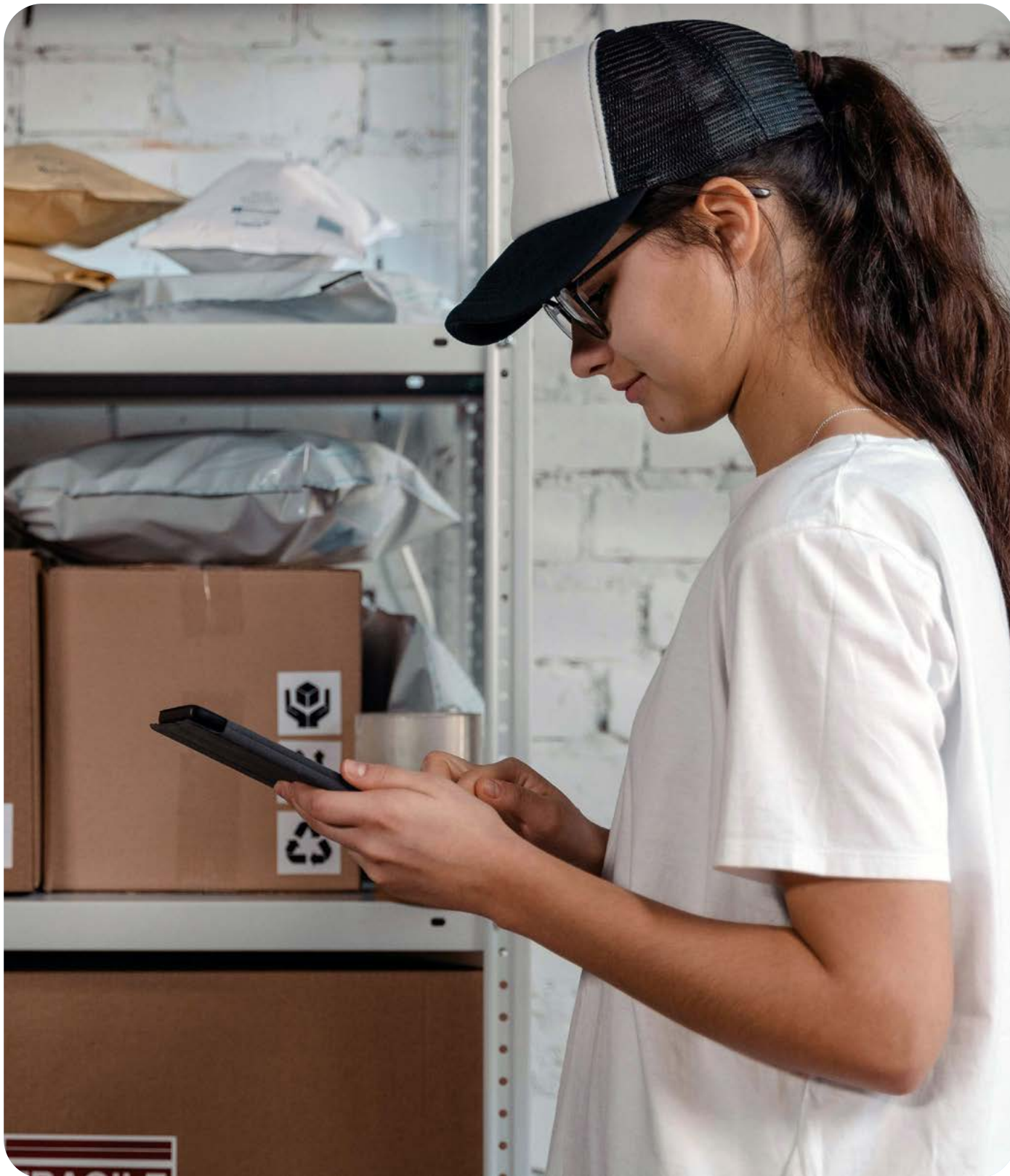


E-commerce app sessions per user per day on day 0 by region and country 2024 - H1 2025



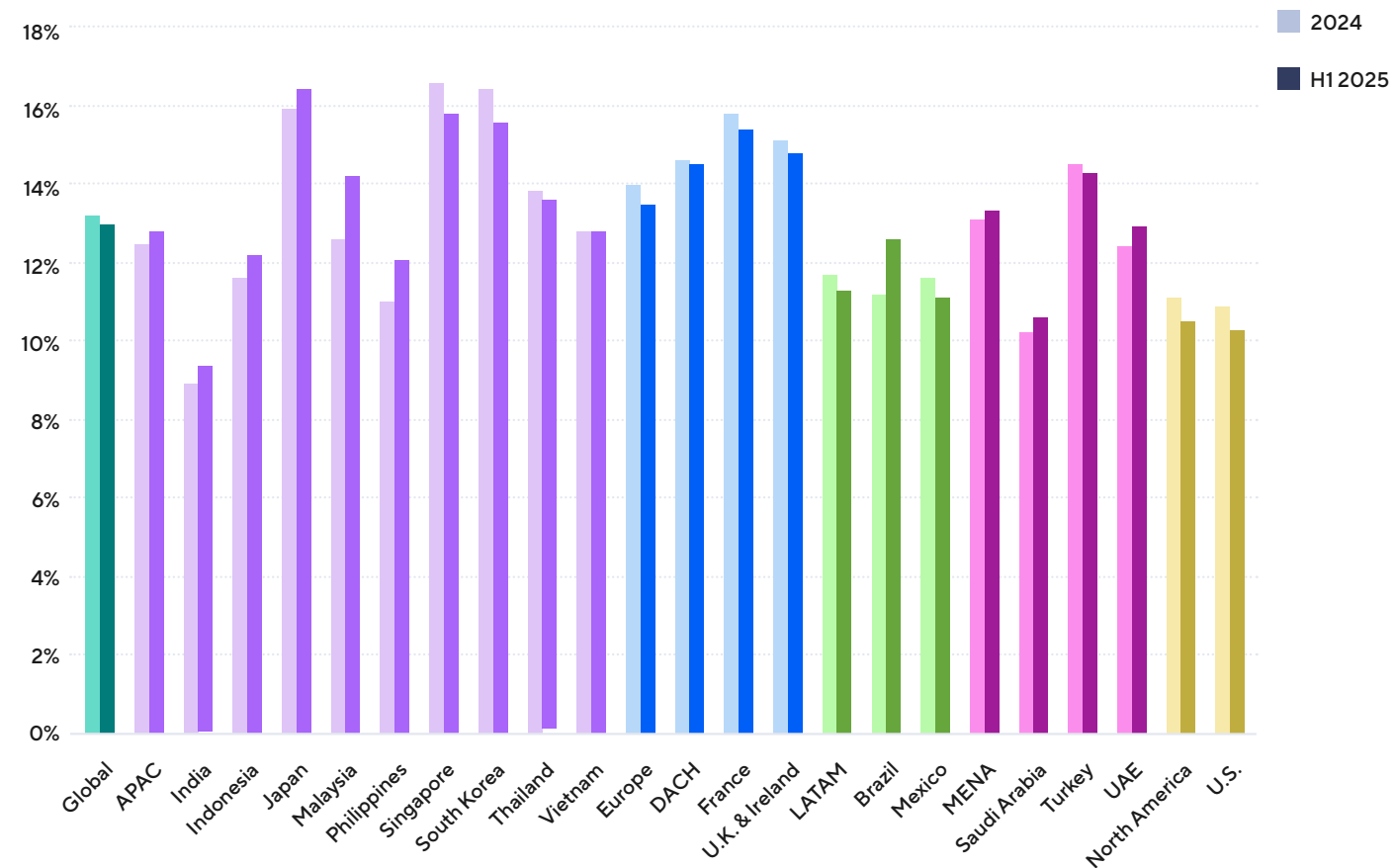
Marketplace & classifieds apps continue to lead on early engagement, recording 1.86 sessions per user on day 0 in H1 2025. Deal discovery followed at 1.38, showing a slight decrease from 1.39 in 2024, while shopping apps remained unchanged at 1.35. Overall, global usage held at 1.37, suggesting that onboarding performance has remained consistent YoY, despite changes in acquisition sources.

In H1 2025, Japan maintained the highest performance and grew to 1.51 sessions per user on day 0. Brazil and Malaysia also showed notable growth, both up to 1.39. India inched up to 1.29, and APAC stayed stable at 1.38.



The global day 1 retention rate for e-commerce apps landed at 13% in H1 2025, continuing a gradual dip from 14.3% in 2023. Marketplace apps retained their edge at 24.8%, while deal discovery ticked up to 16%. Shopping apps remained stable at 12.8%.

E-commerce app day 1 retention rate by region and country 2024 - H1 2025



TIP


As session lengths shrink and day 1 retention dips, early engagement is critical. Leading apps are testing sticky features and UX hooks like onboarding rewards, saved carts, smart notifications, and limited-time offers to make the first moments count and keep users coming back.


In H1 2025, Japan recorded the highest day 1 retention rate at 16.4%, maintaining its global lead. Malaysia saw the largest gain, increasing from 12.6% to 14.2%, followed by Brazil, which reached 12.6%, and Indonesia (12.2%). Singapore declined from 16.6% to 15.8%—South Korea, the U.K. & Ireland, France, DACH, North America, and the U.S. also saw decreases.


MULTI-PLATFORM DEEP LINKING WITH ADJUST ENGAGE AND TRUELINK

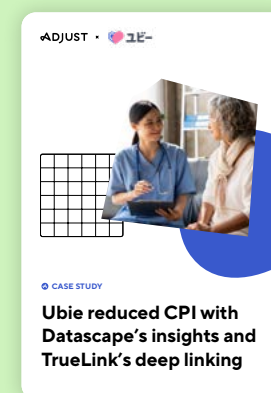
High-converting user experiences start with smart deep linking

For shopping and e-commerce apps, the path to purchase is now multi-touch, multi-device, and increasingly shaped by omnichannel discovery and journeys, with users jumping between desktop web, mobile web, apps, tablets, CTV, SMS, PC, console, and more. The challenge (and the opportunity) is to remove friction at every step. To do this, marketers need a deep linking solution that ensures context-aware routing across channels, reinforces brand consistency, and takes users straight to the right content. **The deep linking experience has to be so good that users barely notice it.**

 **From web to app:** Mobile web remains a top entry point, especially during retail surges like Singles' Day and Black Friday. To capture even more—ideally long-term—value, the goal for app marketers is to convert these web visitors into installs. Solutions like Adjust's Smart Banners and web-to-app scripts power this frictionless path. Users are guided smoothly to the right in-app content, with banners that not only look native to your brand but also make the transition feel intuitive.

 **From CTV and QR to cart:** Shopping has gone interactive. CTV is now a major discovery channel in markets including the U.S. and Japan, and QR codes play a major role in streamlining the journey from CTV-to-app. They're also essential in linking the physical world and other digital environments, like desktop web and SMS, to mobile apps.

 **Personalized journeys:** Whether a shopper taps a social ad, a link in an email, or a smart banner, the direct-to-app experience should feel intuitive. TrueLink deep links enable marketers to create short, branded, all-purpose links that work across all platforms and environments, ensuring smooth and conversion-driven experiences that can send users to any location in your app, from anywhere.



Learn how Japanese health-tech company Ubie worked with [TrueLink](#) to create a high-converting web-to-app flow.

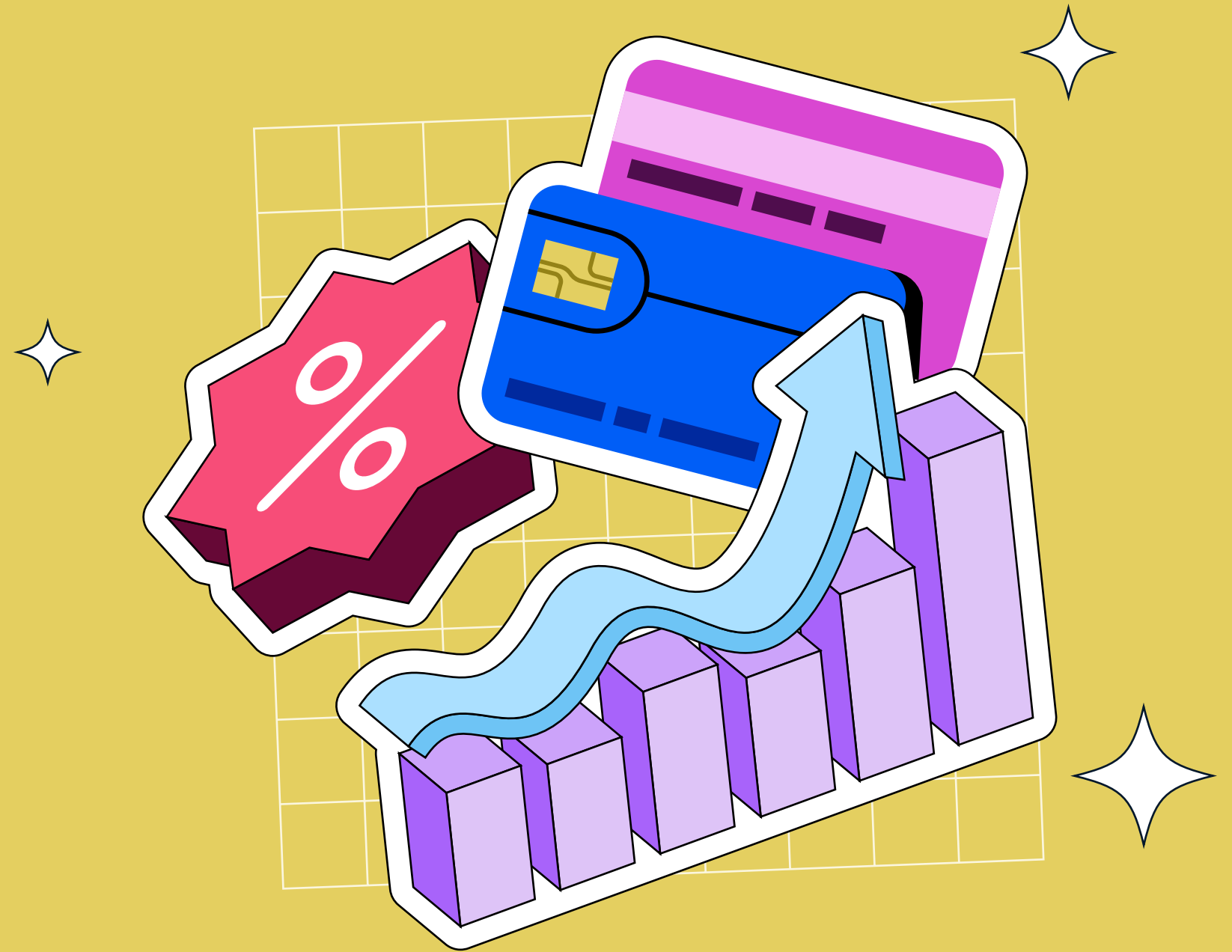
Read the full case study [here](#).



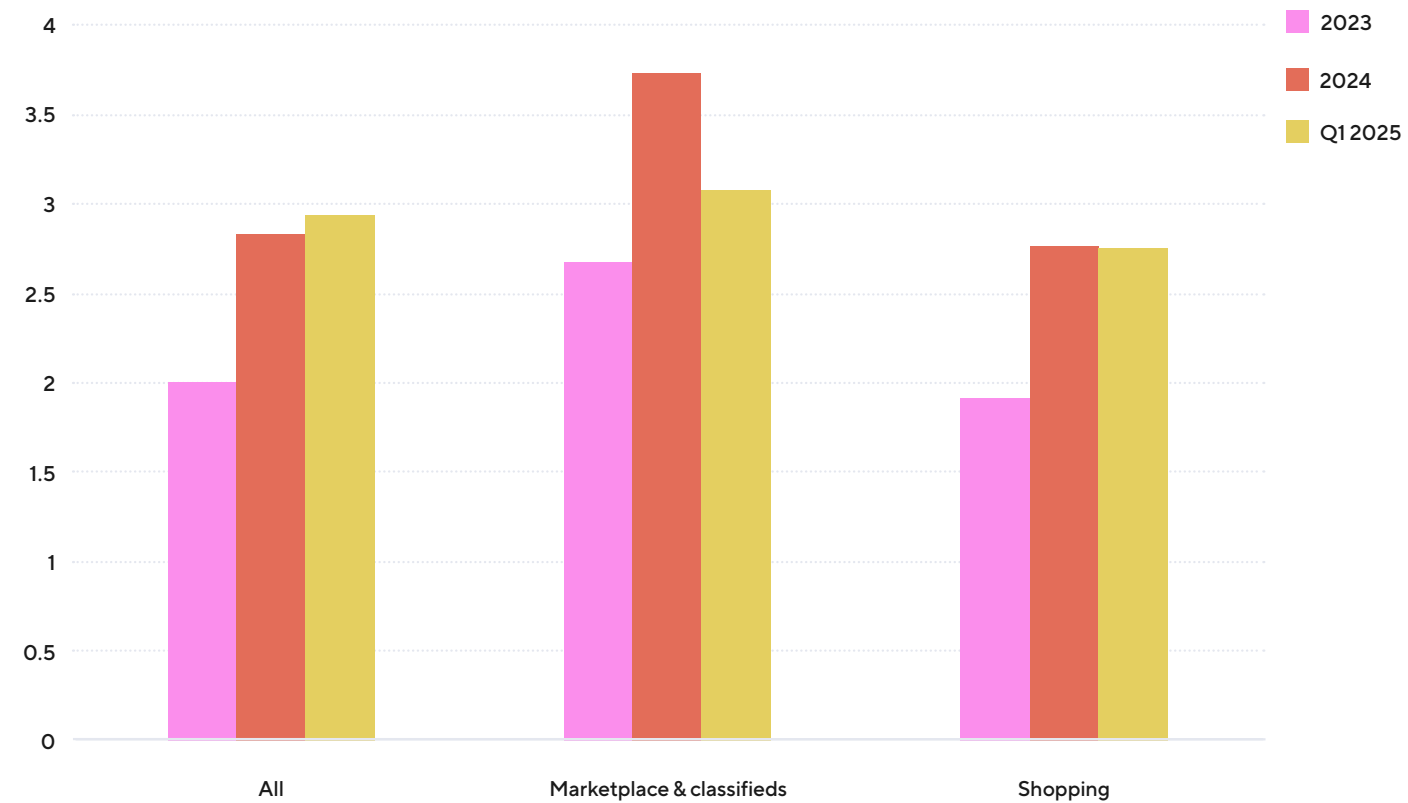
PART 2

The price tag on shopping app growth

Cost per install, impression, and click, partners per app + revenue

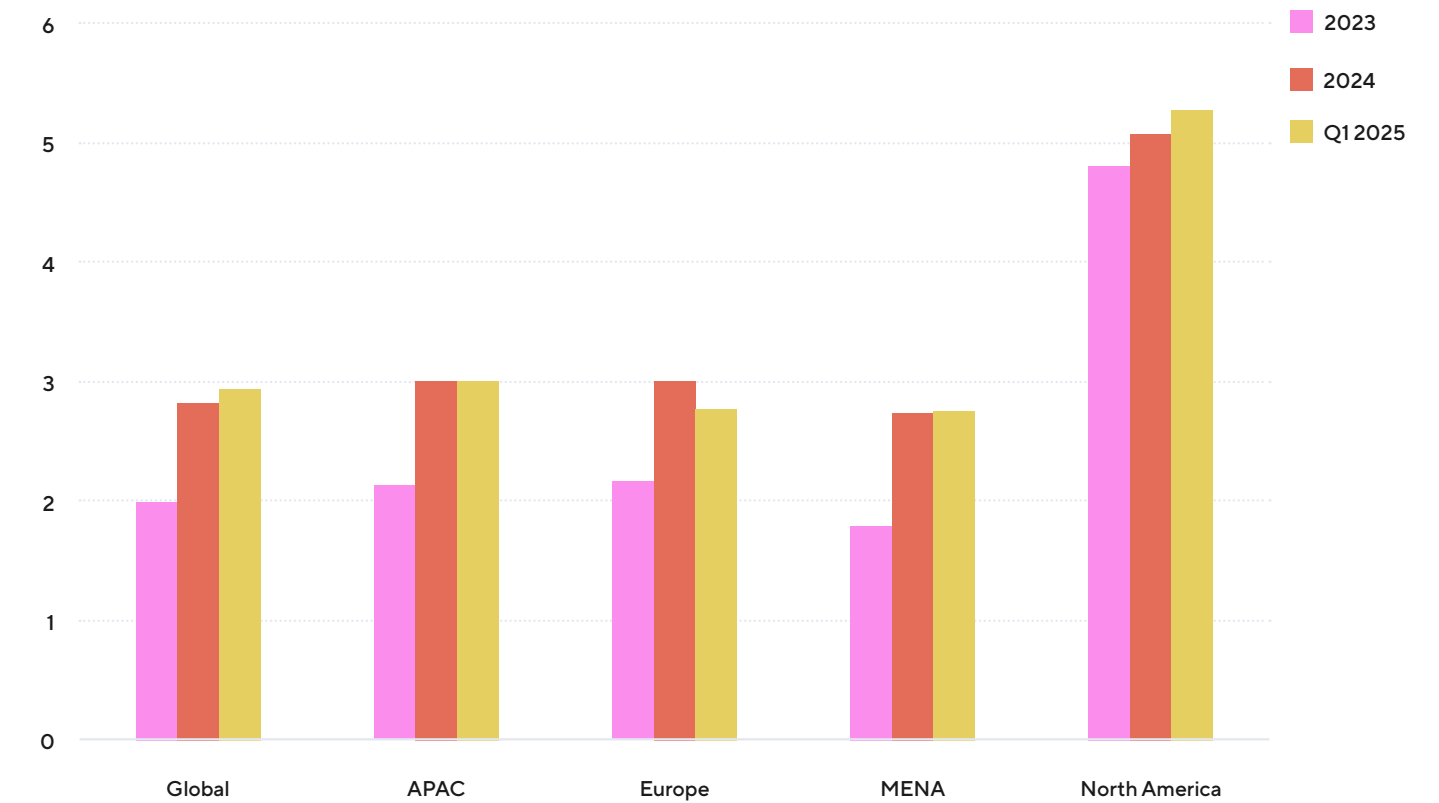


E-commerce app IPM by subvertical 2023 - Q1 2025 (Global)



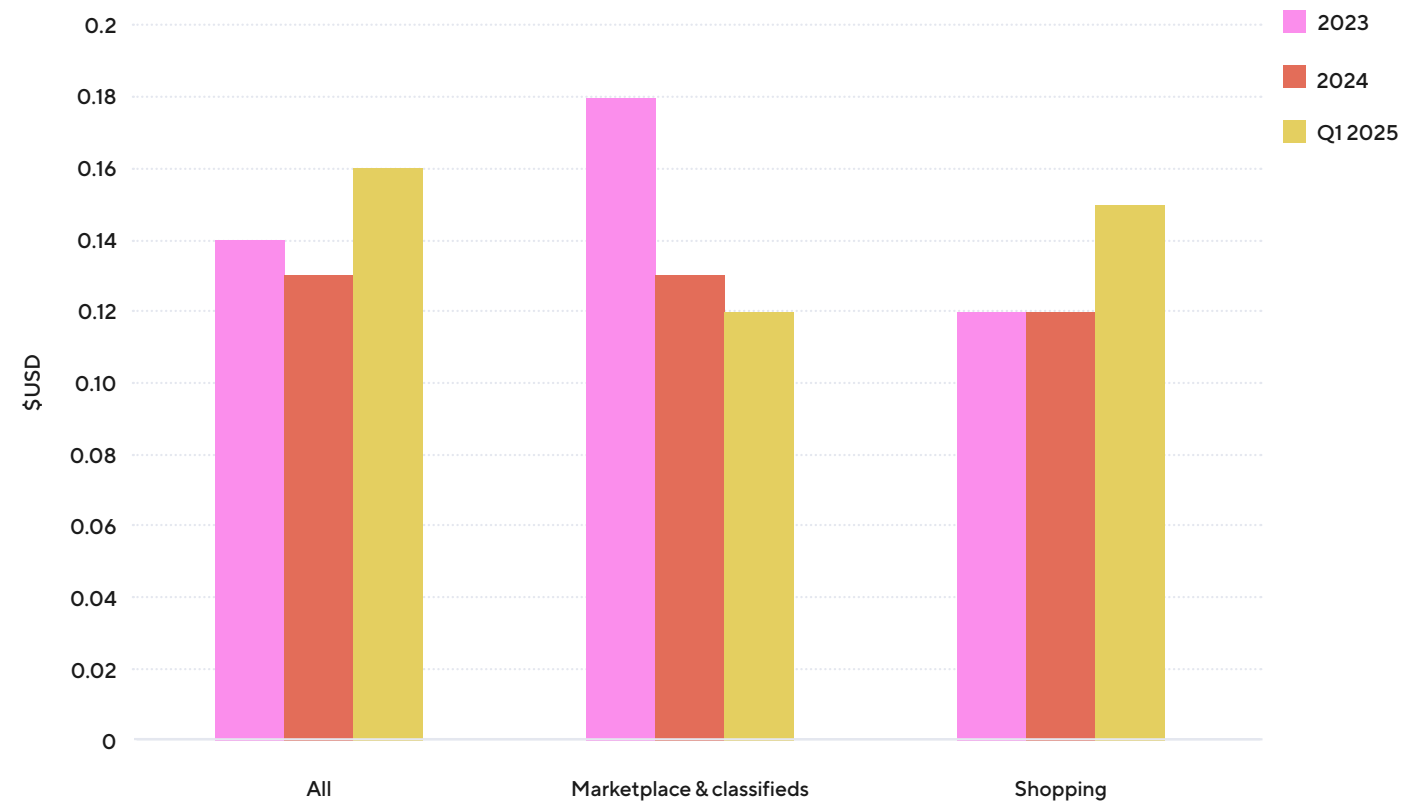
Globally, e-commerce app install per mille (IPM) almost reached 3 in Q1 2025, up from 2.83 in 2024 and 2 in 2023. Shopping apps maintained stable performance at 2.75, while marketplace & classifieds apps, which peaked at 3.73 in 2024, declined to 3.08.

E-commerce app IPM by region 2023 - Q1 2025



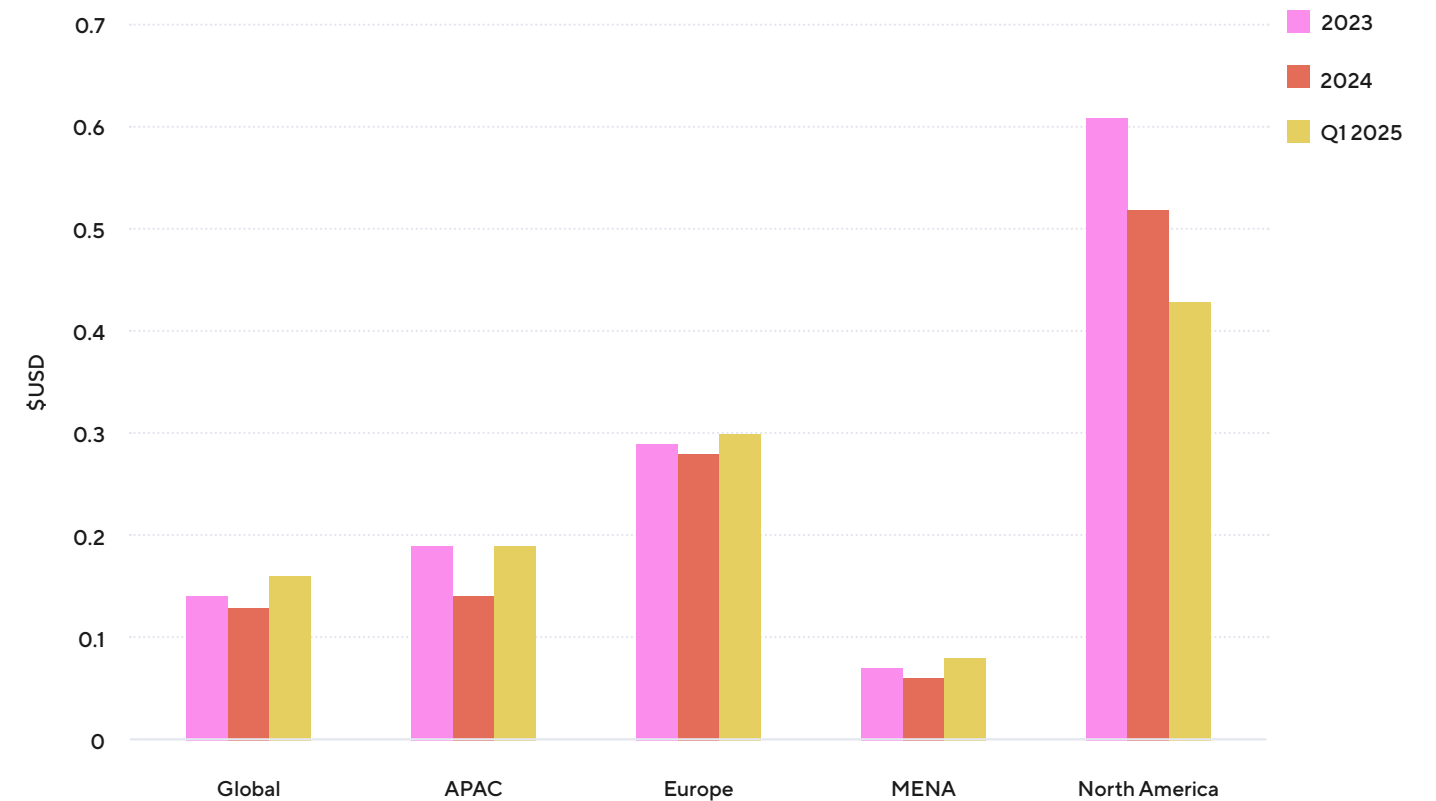
North America maintained its IPM lead through Q1 2025, rising to 5.21, alongside MENA, which increased to 2.76. APAC remained consistent with 2024 at 3.01, while Europe's IPM receded to 2.77.

E-commerce app CPC by subvertical 2023 - Q1 2025 (Global)



Global cost per click (CPC) for e-commerce apps hit \$0.16 in Q1 2025, up from \$0.13 in 2024—a 23% increase. Marketplace apps continued their downward trajectory, dipping to \$0.12 from \$0.13, while shopping apps saw a 25% rise, climbing from \$0.12 to \$0.15. These shifts reflect changing competition dynamics and ad pricing as the share of paid increases across the board.

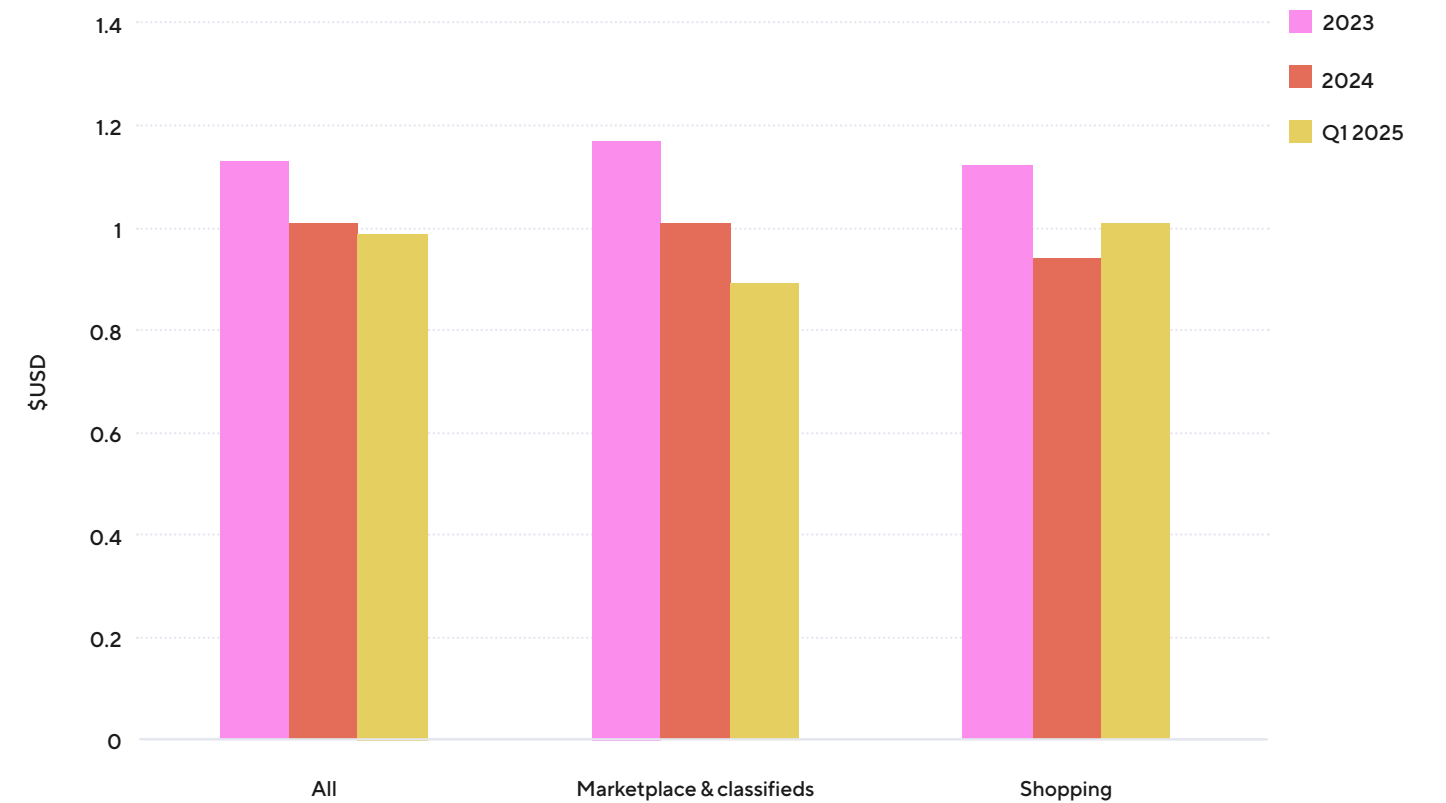
E-commerce app CPC by region 2023 - Q1 2025



North America recorded the highest e-commerce app CPC (\$0.43) in Q1 2025, despite a continued downward trend from \$0.61 in 2023. Europe recovered slightly to \$0.3 after dipping to \$0.28 in 2024. In APAC, CPC returned to \$0.19 after a drop the previous year. MENA also saw a rebound to \$0.08, following a dip to \$0.06 in 2024.

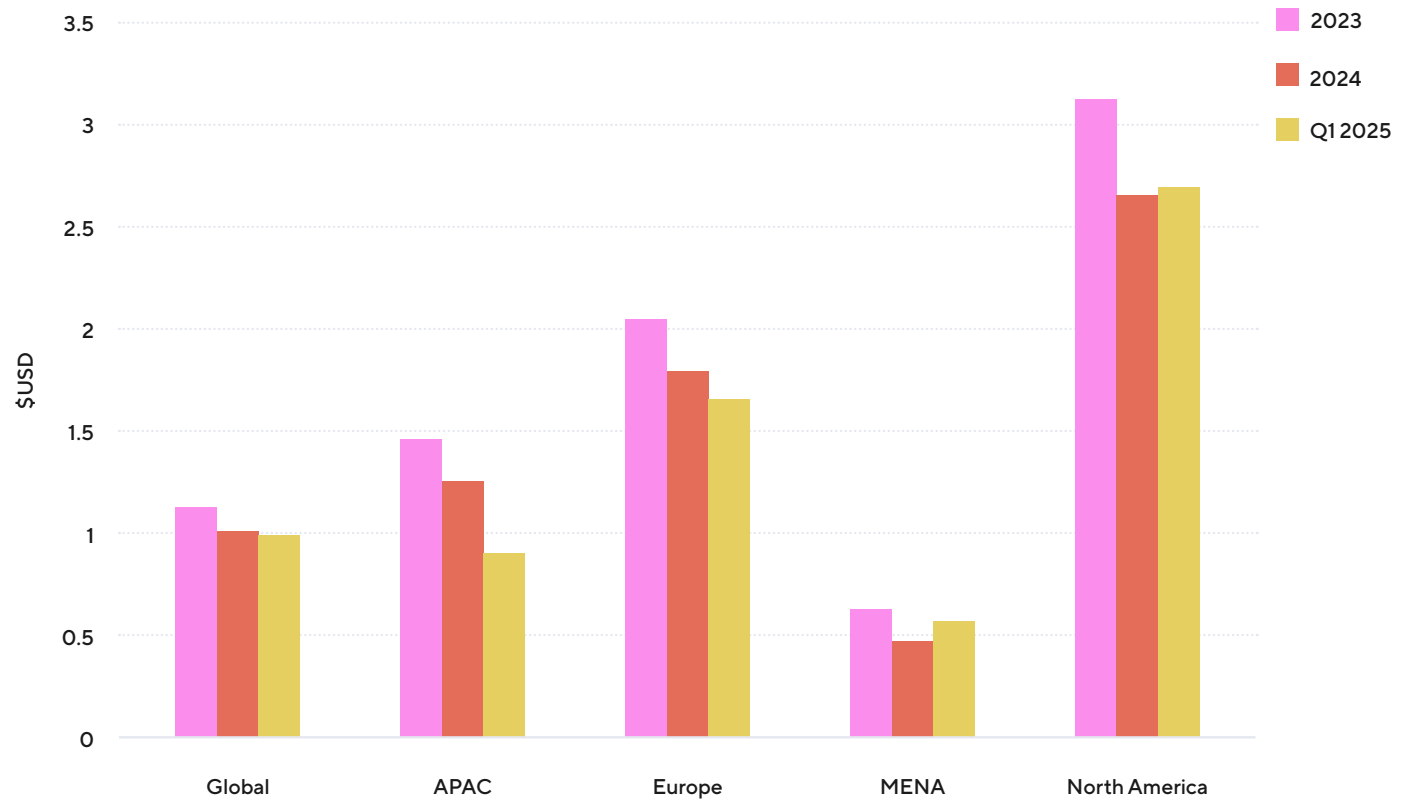


E-commerce app CPI by subvertical 2023 - Q1 2025 (Global)



After two years of decline, the median cost per install (CPI) for e-commerce apps ticked just under the dollar mark (\$0.99) in Q1 2025. Marketplace apps drove this trend with the steepest drop (to \$0.89), while shopping apps edged up to \$1.01. The CPI split points to changes in how budgets are being allocated across subverticals, with some app types scaling back while others ramp up.

E-commerce app CPI by region 2023 - Q1 2025

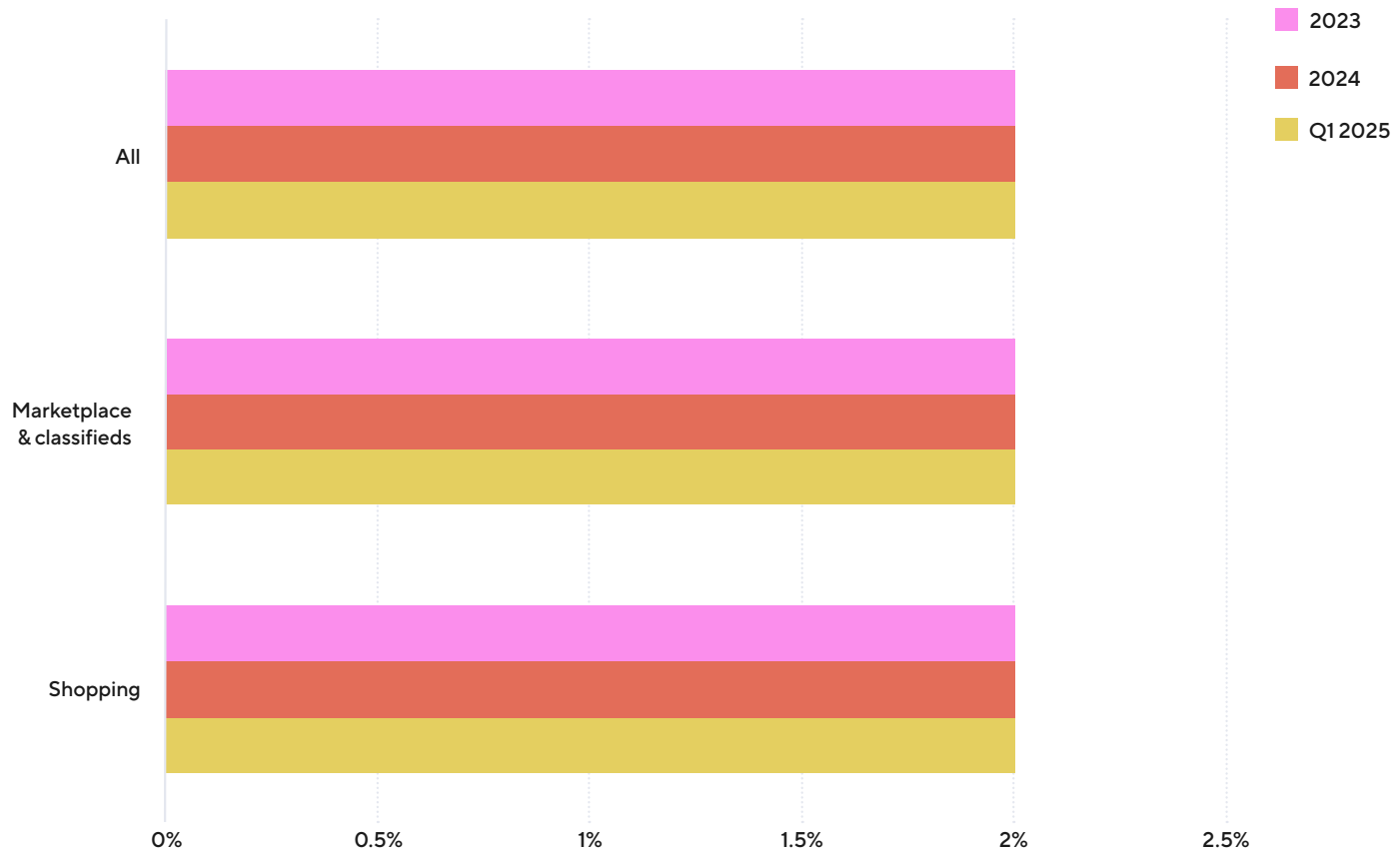


TIP

Re-evaluate UA quality over quantity. While CPIs have declined overall, increases in some markets and subverticals indicate a shift toward more selective, high-intent acquisition strategies. Rather than chasing the lowest cost, prioritize channels that consistently deliver engaged, high-LTV users.

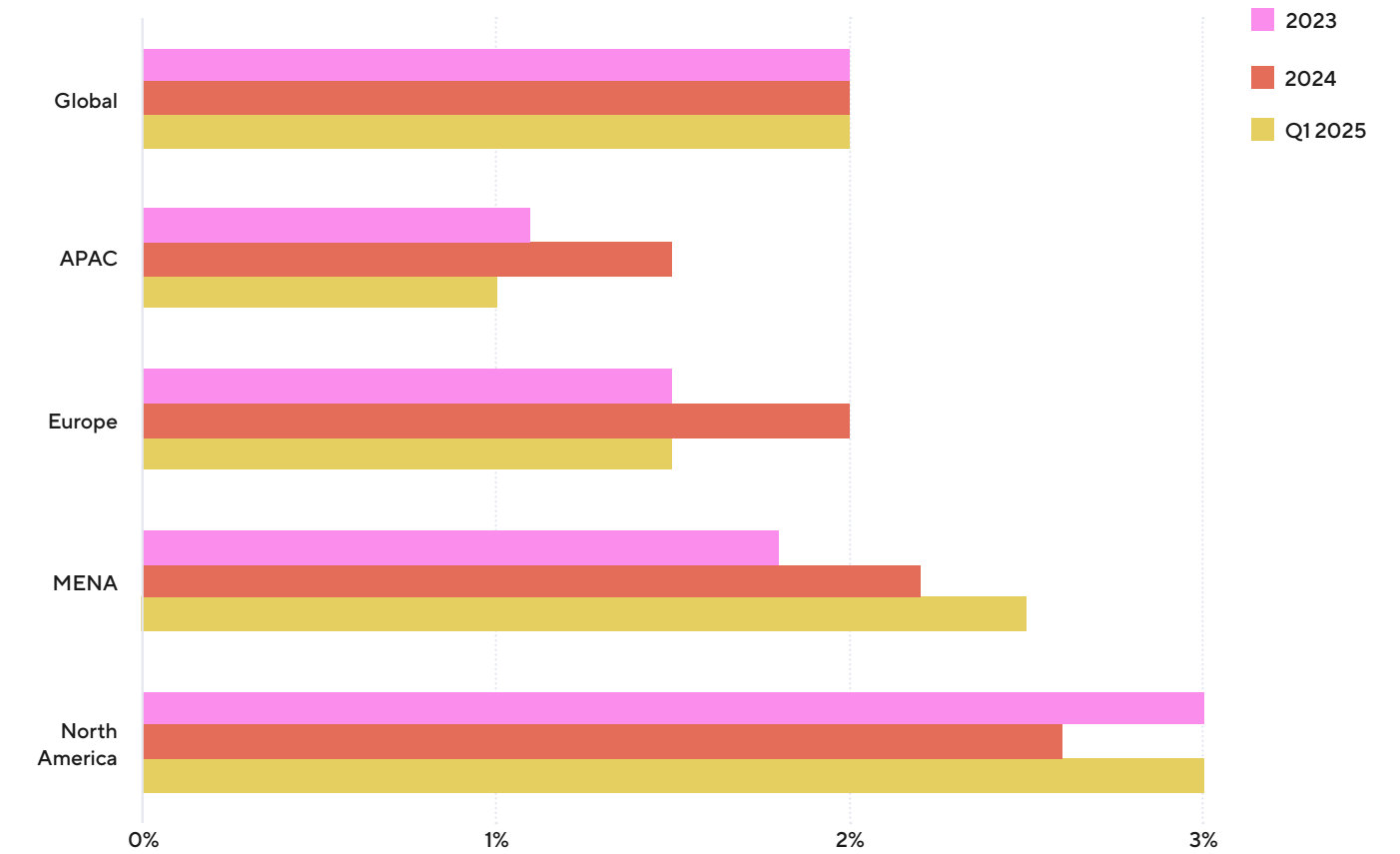
CPI in APAC saw the steepest slide, dropping over a third in two years to \$0.9. Europe cooled to \$1.66, while North America remained the priciest and edged back up to \$2.7.

E-commerce app CTR by subvertical 2023 - Q1 2025 (Global)



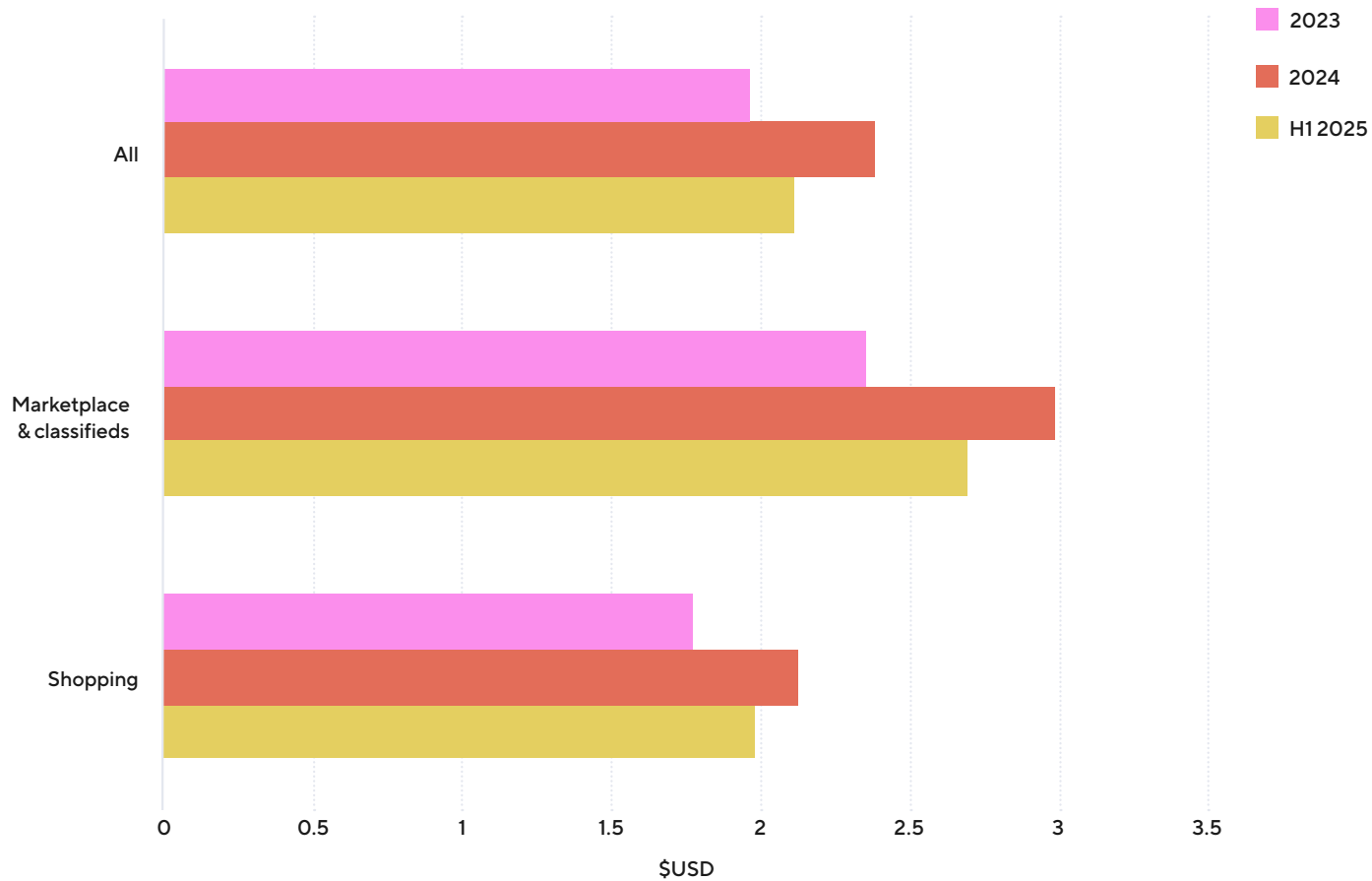
All global click-through rate (CTR) benchmarks for e-commerce apps held steady at 2% across subverticals from 2023 through Q1 2025. This flat trend suggests that while user acquisition costs and behaviors continue to shift, clicks are stable, pointing to a consistent equilibrium between creative performance, targeting precision, and user behavior.

E-commerce app CTR by region 2023 - Q1 2025

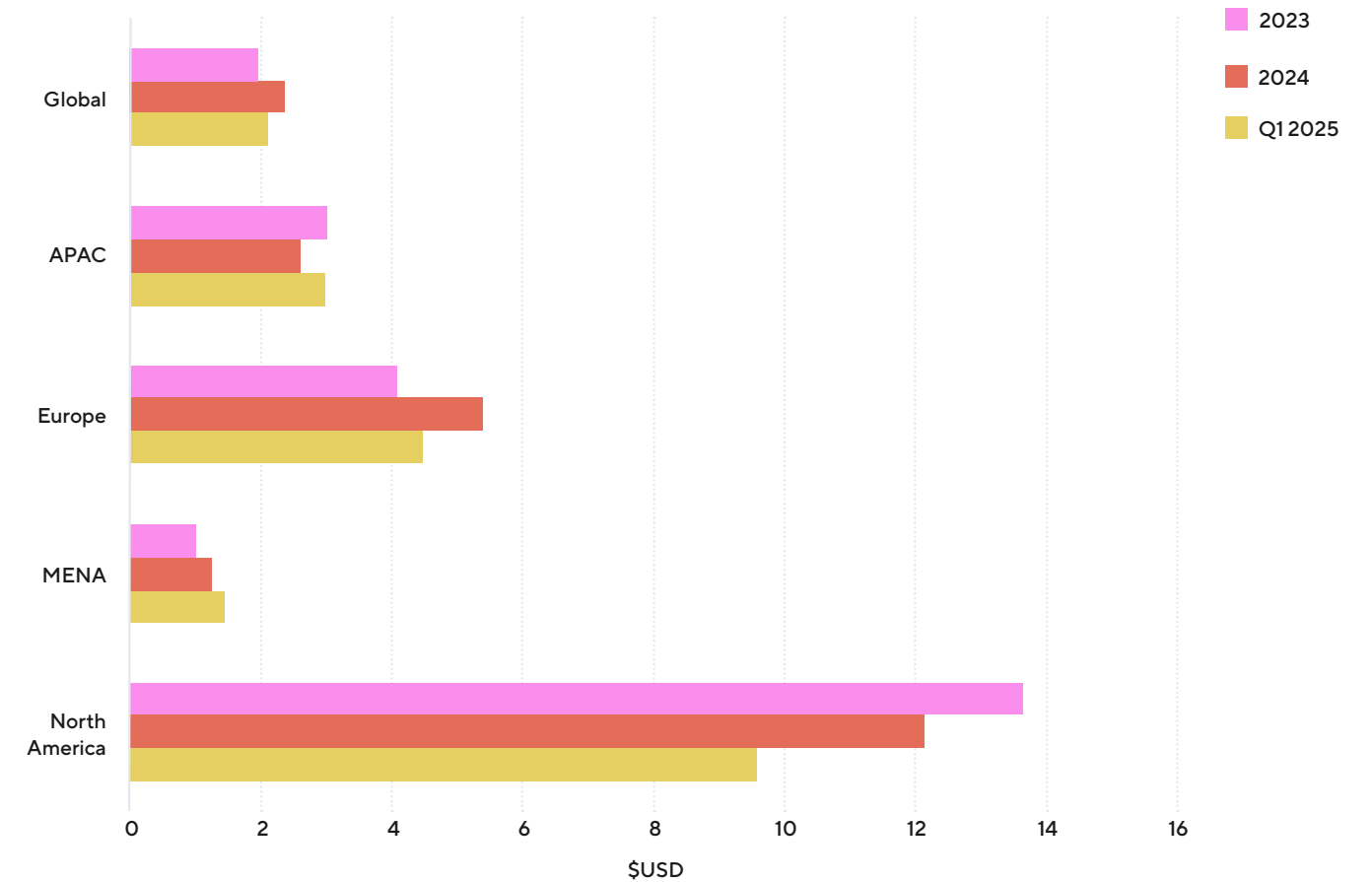


North America bounced back to 3% CTR in Q1 2025, matching 2023 after a drop in 2024. MENA hit a new high of 2.5%. APAC and Europe, however, saw dips compared to 2024, landing at 1% and 1.5%, respectively. These shifts reinforce the importance of fine-tuning creatives, placements, and strategy when localizing.

E-commerce app CPM by subvertical 2023 - Q1 2025 (Global)



E-commerce app CPM by region 2023 - Q1 2025

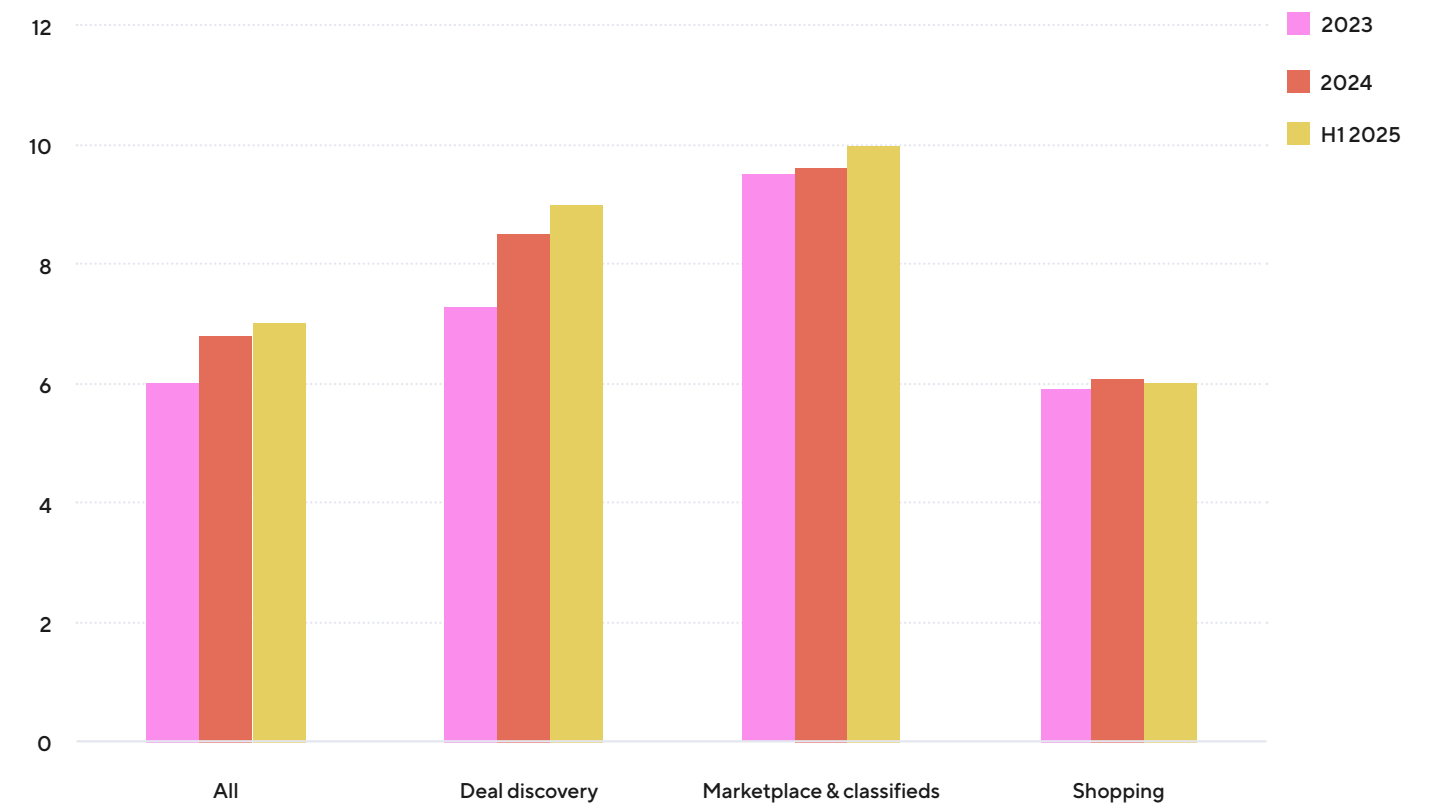


E-commerce app cost per mille (CPM) peaked in 2024 at \$2.38 before dipping to \$2.11 in Q1 2025, down but still above 2023’s \$1.96. Marketplace & classifieds had the highest rates throughout, while shopping followed a similar pattern with lower overall values. The drop in early 2025 may reflect a recalibration of ad strategies, shifting from premium bidding environments in 2024 (particularly the last quarter) to more cost-efficient channels and partners.

As usual, CPM trends take distinct paths when analyzed by region. North America saw a drop from \$13.63 in 2023 to \$9.58 in Q1 2025, while Europe dipped from \$5.39 to \$4.48. APAC rebounded slightly to \$2.99 after a low of \$2.6 in 2024. MENA rose steadily YoY, reaching \$1.46.

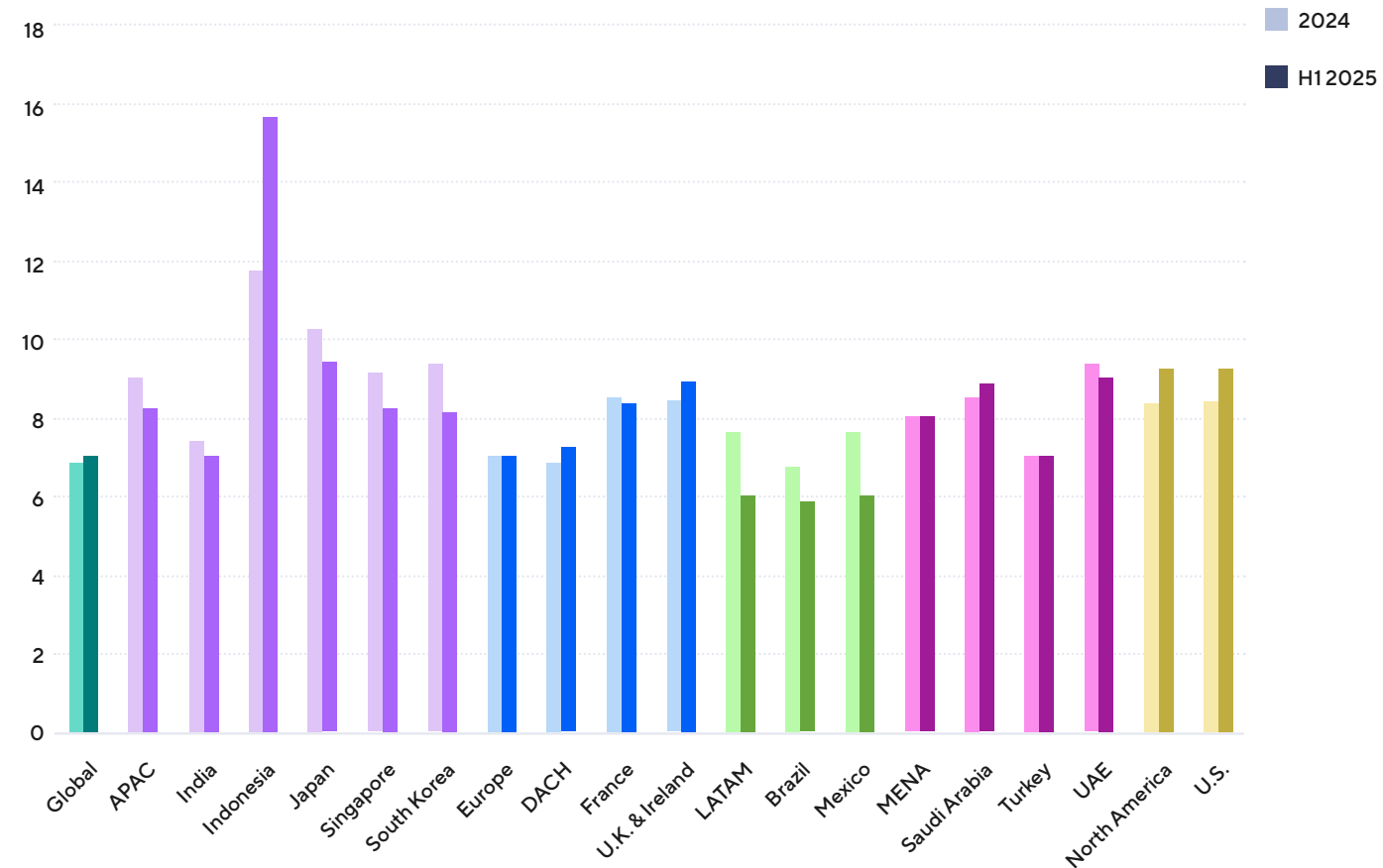


E-commerce partners per app by subvertical 2023 - H1 2025 (Global)



E-commerce apps expanded their partner mix in H1 2025, averaging 7 partners per app, up from 6 in 2023. Deal discovery apps made the largest leap, jumping from 7.3 to 9, while marketplace & classifieds edged up to 10. Shopping apps maintained their position, hovering around 6. The data represents the different approaches taken to channel diversification across e-commerce subverticals, as each category adapts its partner mix to support distinct user acquisition goals.

E-commerce partners per app by region and country 2024 - H1 2025



TIP

Identify and double down on your highest-ROI partners. Even short-term A/B tests can help uncover emerging or niche networks that reach untapped, high-value audiences. Focus on partners that drive strong performance and also have the capacity to support sustained growth, delivering both quality users and sufficient volume.

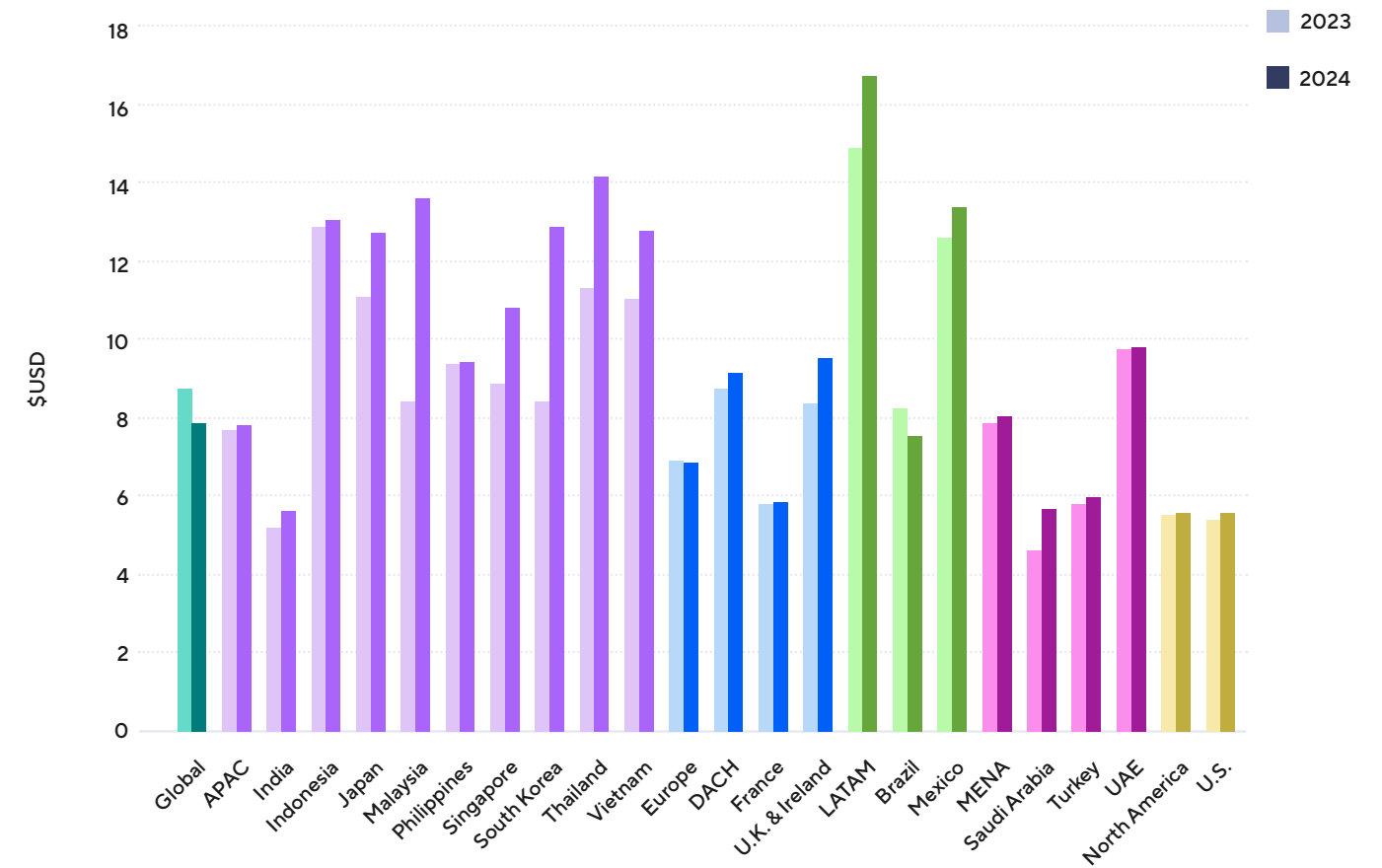
Partner counts varied across markets in H1 2025. Indonesia added the most, growing from 11.7 to 15.6 partners per app, with increases in the U.S. (9.2), the U.K. & Ireland (8.9), and Saudi Arabia (8.8) all reflecting a trend toward diversification. At the same time, however, partner counts declined in several APAC markets, including Japan, Singapore, and South Korea, contributing to a regional drop from 9 to 8.2. Mexico and Brazil also recorded decreases.



TIP

With ARPMAU climbing in APAC and several parts of LATAM, it's a strong moment to test monetization across segments, from localized offers to loyalty perks, tiered pricing models, and even in-app advertising. Diverse monetization models make it possible to transform multiple user types into high-value customers.

E-commerce app ARPMAU by region and country 2023 - 2024



Globally, the average revenue per monthly active user (ARPMAU) decreased from \$8.7 in 2023 to \$7.8 in 2024. Most markets, however, saw gains—including LATAM, which rose to \$16.59, as well as countries like Thailand (\$14.05), Vietnam (\$12.7), and Mexico (\$13.3). Strong growth in APAC also came from Malaysia (\$13.54), South Korea (\$12.77), Japan (\$12.94), and Singapore (\$10.74). In contrast, Brazil declined to \$7.47, while revenue in North America remained flat.

CONCLUSION

Build the future of e-commerce and shopping apps today

Shopping apps in 2025 are navigating a landscape defined by shifting consumer behaviors, economic challenges, and accelerating innovation. The apps that will thrive are those that anticipate user needs, adapt quickly across omnichannel journeys, and leverage AI-driven insights to enhance every interaction.

Success depends on building frictionless paths to conversion, from intuitive web-to-app experiences and QR code integrations to meaningful personalization. Prioritizing high-intent, engaged users through targeted user acquisition, dynamic creative optimization, and smart re-engagement strategies is critical for sustainable growth. Whether you're tackling a high-growth market like LATAM, MENA, or INSEA, or expanding your presence in a mature sector like APAC, Europe, or North America, one factor remains—localization is essential to maximizing revenue potential and user satisfaction.

To sustain year-round growth, marketers must focus not only on peak seasonal moments but also on strategic re-engagement between high-traffic periods. Implementing loyalty programs, subscriptions, and tailored retention tactics ensures a steady revenue stream and keeps users returning long after initial conversion. Maximize efforts during key dates like Q4 while also growing lasting momentum.

Adjust equips you with next-gen attribution and measurement solutions designed to build trust and deliver user-centric experiences, keeping you ahead in this competitive environment. From deep linking and Smart Banners with TrueLink to real-time answers and insights provided by Adjust Growth Copilot, we empower you to make informed, agile decisions and drive meaningful, measurable app growth.

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