



# Mobile app trends 2024: Japan edition

App performance  
benchmarks and insights

ADJUST ×  SensorTower



# Contents

**Introduction:**.....3

Exploring the growth and adaptability of Japan's app market .....3

ATT opt-in rates: A slow and steady climb in Japan .....6

An overview of the Japanese app market .....7

Methodology .....8

Key findings.....9

**01 Part 1: Gaming** ..... 12

Install and session trends .....15

Finding and keeping users .....18

PC and console: Game on for new growth ..... 23

**02 Part 2: Finance** ..... 25

Install and session trends .....28

Finding and keeping users ..... 32

**03 Part 3: E-commerce** ..... 36

Install and session trends .....39

Finding and keeping users .....43

**04 Part 4: Connected TV** .....47

A booming growth channel ..... 47

What's next for CTV Advertising ..... 50

Adjust’s solution for CTV measurement ..... 50

**Conclusion** ..... 52

Into the next generation of app marketing in Japan..... 52



## INTRODUCTION

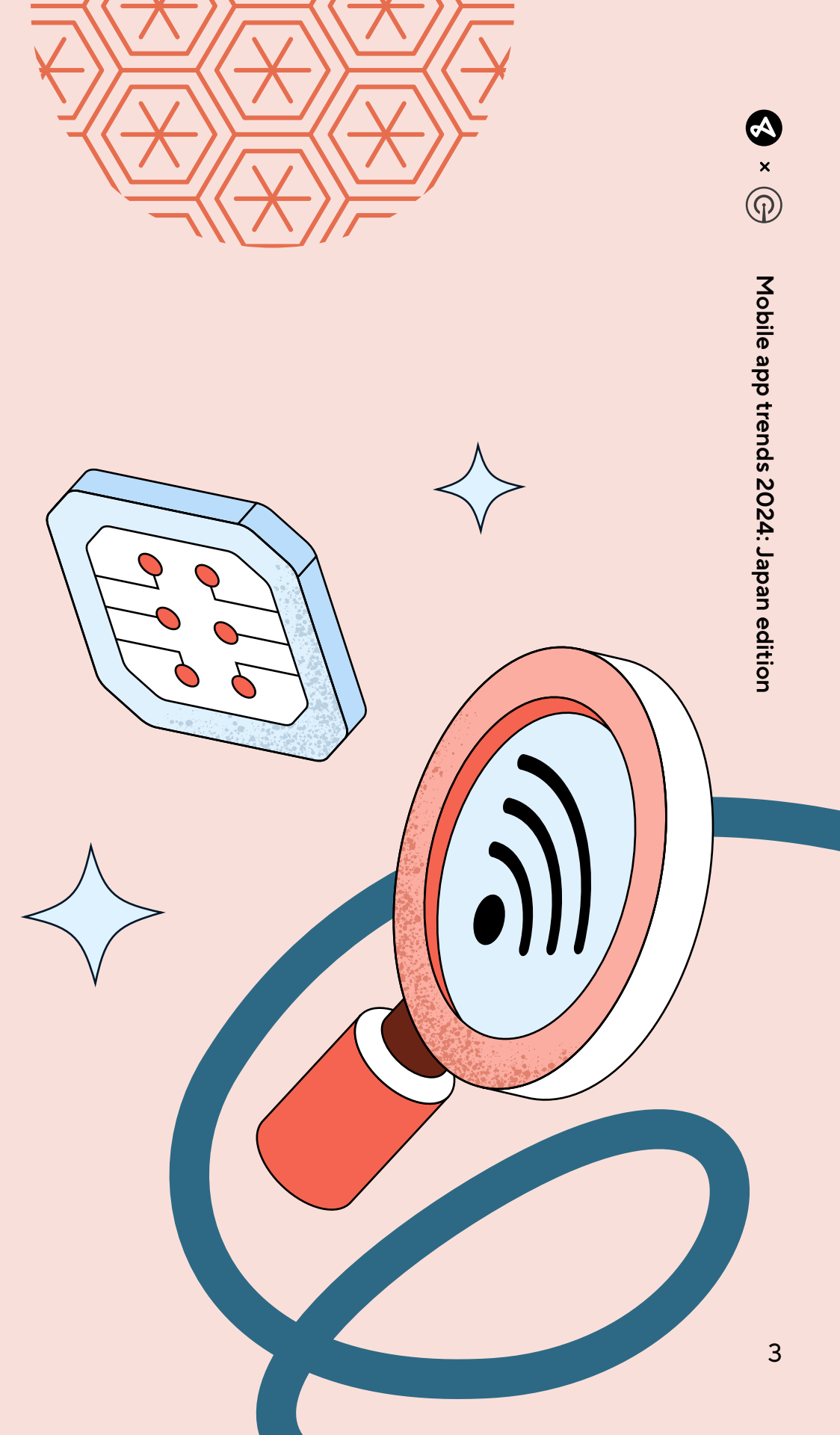
# Exploring the growth and adaptability of Japan's app market

As one of the biggest mobile app markets in the world, Japan continues to innovate and captivate its highly engaged audience. In 2023, smartphones were used by over [73%](#) of the Japanese population, mobile internet penetration reached [93%](#), and more than 2.5 billion app downloads were recorded. This enthusiasm also extended to consumer spending, which hit [\\$17.9 billion](#) in 2023, placing Japan third globally, behind only China and the U.S.

The sustained success of the market can be attributed to its exceptional adaptability. Japan's digital environment is vast and diverse, with emerging channels such as connected TV (CTV) and PC and console firmly finding their way into marketers' playbooks. Plus, the growing prominence of technologies like artificial intelligence (AI) and machine learning are creating more opportunities to enhance app experiences, find high quality users, and drive engagement.

To thrive in this dynamic but ultra-competitive market, it's essential to find the right channel and media mix, remain ahead of changing data privacy frameworks and regulations,

and adapt to shifting user behaviors and expectations. Utilizing next-gen measurement and analytics is becoming increasingly necessary for scalable success. These advanced tools enable marketers to make prompt, data-driven decisions regarding campaign optimization and budget allocation, regardless of the channel, platform, or data source. Essential to this are solutions for incrementality analysis, media mix modeling, and predictive analytics. Combined with "traditional" attribution, these frameworks help to round out a future-proof and highly granular approach to marketing efforts.







**To thrive in this dynamic but ultra-competitive market, it's essential to find the right channel and media mix, remain ahead of changing data privacy frameworks and regulations, and adapt to shifting user behaviors and expectations.**















In collaboration with Sensor Tower, we've conducted a detailed analysis of mobile app installs, sessions, and pre- and post-install engagement metrics across 2022, 2023, and the first quarter of 2024. We've focused on key verticals, including gaming, finance, and e-commerce, along with CTV, PC, and console. This report also outlines expert insight into the data needed to build an effective strategy in Japan, maximize engagement, and scale ROI in 2024 and beyond.



↓ Top 10 apps by downloads in Q1 2024 (Japan)

1	 TikTok ティックトック Entertainment	
2	 MatsuKiyo Cocokara マツキヨココカラ公式アプリ Shopping	
3	 Temu: 億万長者気分でお買い物 Shopping	
4	 Threads, an Instagram app Social	
5	 Fat Goose Gym ぼちゃガチョ! Games	
6	 TVer (ティーバー) 民放公式テレビ配信サービス Entertainment	
7	 Rakuten Pay 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 Finance	
8	 Legend of Mushroom キノコ伝説:勇者と魔法のランプ Games	
9	 PayPay -ペイペイ Finance	
10	 My Number Portal マイナポータル Utility	

\$ Top 10 apps by consumer spend in Q1 2024 (Japan)

 piccoma ピッコマ Publications	
 Monster Strike モンスターストライク Games	
 Uma musume Pretty Derby ウマ娘 プリティーダービー Games	
 LINE マンガ Communication	
 Fate/Grand Order Games	
 Professional Baseball Spirits A プロ野球スピリッツA Games	
 Dragon Ball Z Dokkan Battle ドラゴンボールZ ドッカンバトル Games	
 Puzzle & Dragons パズル&ドラゴンズ Games	
 Dragon Quest Walk ドラゴンクエストウォーク 歩く楽しみが増える位置情報ゲーム Games	
 Houkai: Star Rail 崩壊:スターレイル Games	

Source:  SensorTower



## ATT opt-in rates: A slow and steady climb in Japan

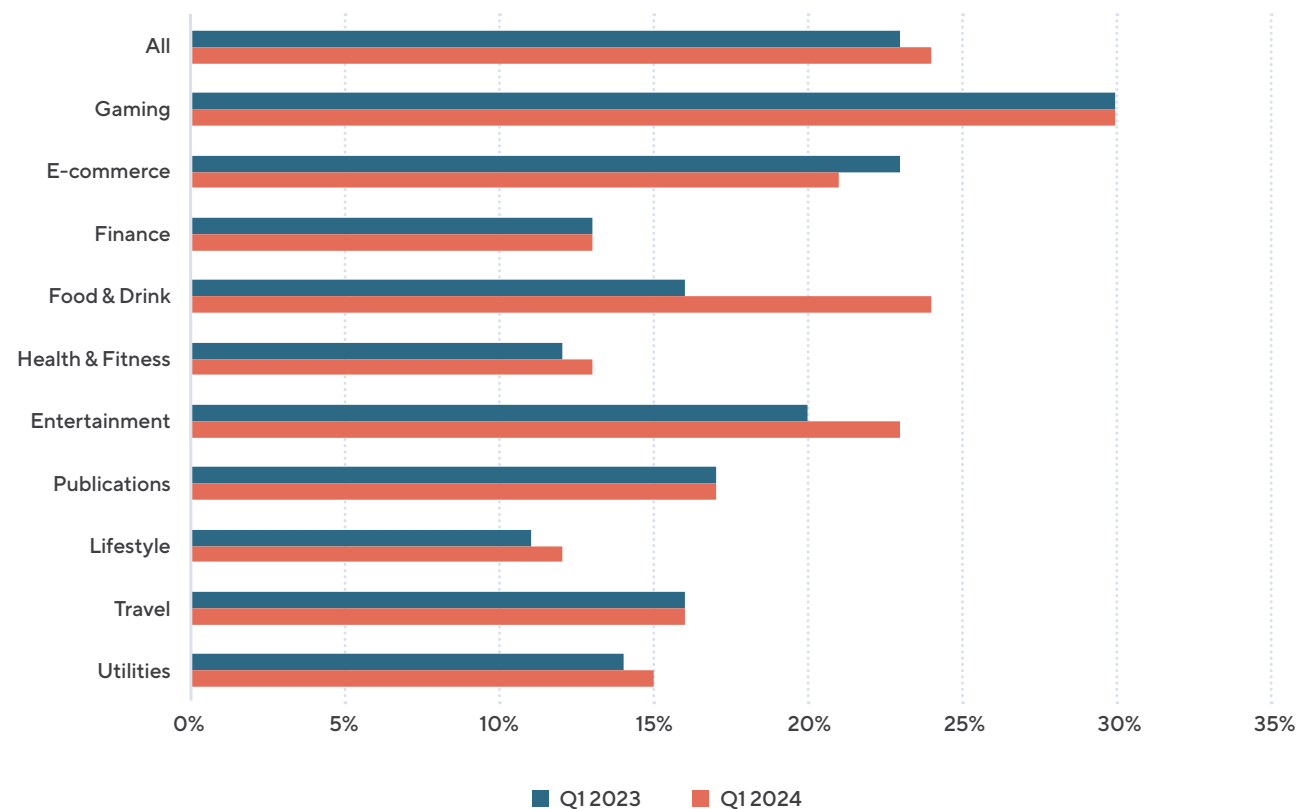
In Japan, where the majority of users are on iOS devices, closely observing App Tracking Transparency (ATT) opt-in rate trends across verticals is essential. Japan's overall opt-in rate increased from 23% to 24 YoY—a gradual but pivotal climb. **Mobile gaming recorded the highest opt-in rate in Q1 2024 at 30%**, an identical figure YoY.

Increases were also seen for food and drink, which saw a huge jump from 16% to 24%, and entertainment, which climbed from 20% to 23%. Health and fitness, lifestyle, and utilities all increased by one percentage point.

On the other side of the coin, e-commerce declined from 23% to 21%, while travel, finance, and publications maintained the same rates.

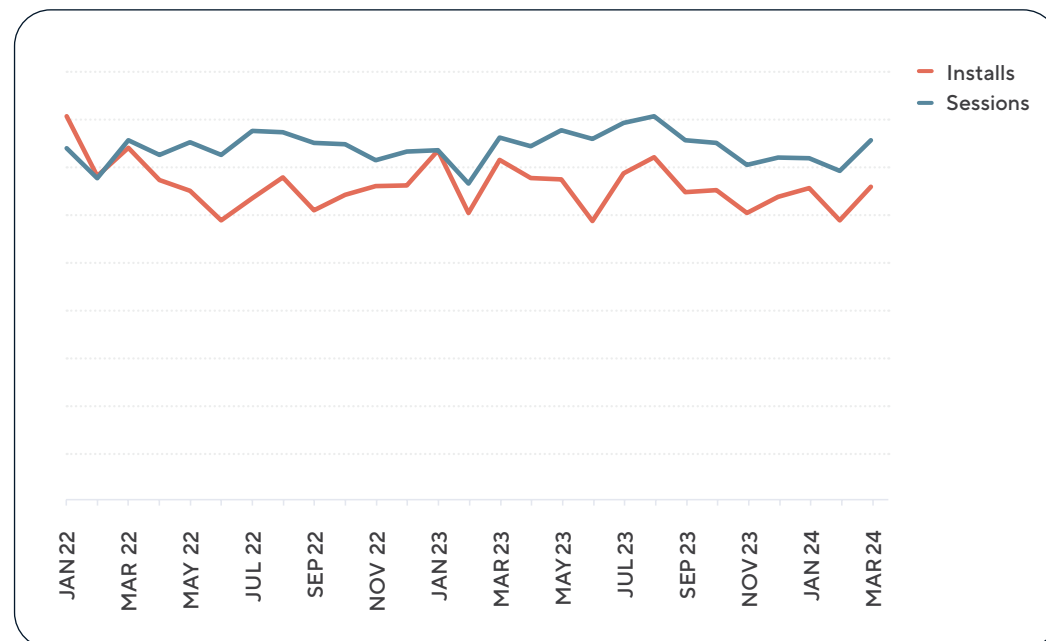
To drive these numbers up, marketers need to craft opt-in strategies that are captivating, detail-oriented and built seamlessly into the user experience and onboarding flow. While next-gen and AI-driven measurement solutions are essential, consented, first-party data is the most robust way to build the foundation of your iOS strategy.

ATT opt-in rates Q1 2024 vs. Q1 2023 (Japan)



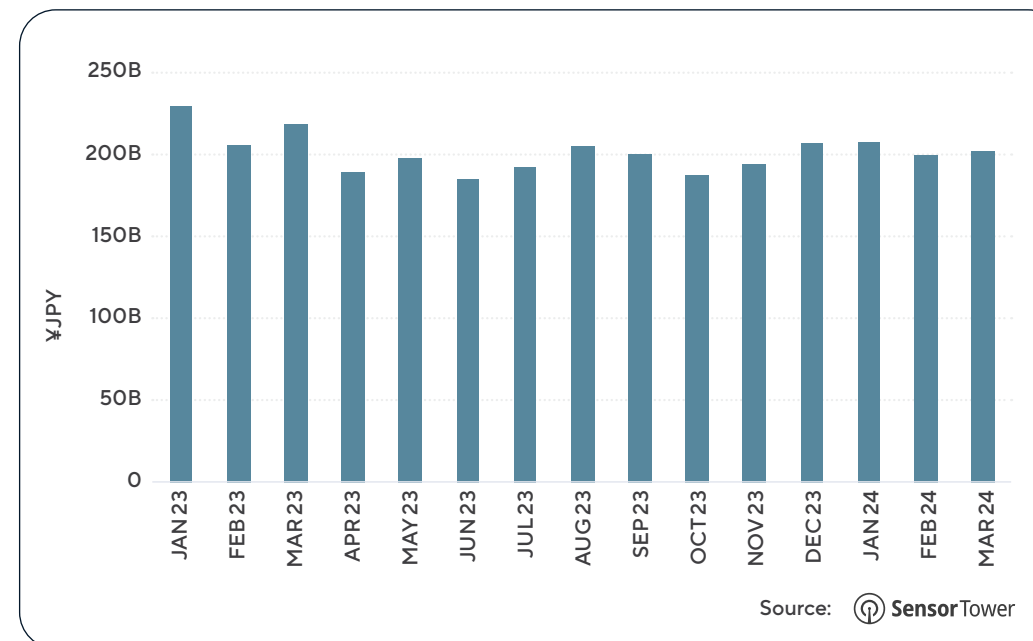
# An overview of the Japanese app market

App installs and sessions  
January 2022 - March 2024 (Japan)



App installs in Japan experienced a decline in 2023, decreasing by 1% YoY. However, by early 2024, installs showed a slight upward trend, with Q1 installs 3% higher than Q4 2023. App sessions follow a relatively stable pattern in 2023, with 1% YoY growth, reflecting consistent user engagement. In Q1 2024, sessions were another 2% higher than in the previous quarter, indicating further improvement in engagement and retention.

App consumer spend  
January 2023 - March 2024 (Japan)



When accounting for the volatile fluctuations in the JPY currency market, Japan's overall consumer spending remained relatively flat over the last year through Q1 2024. Comparing Q1 2024 to Q4 2023, however, there is a 3.5% increase in average consumer spending, hinting at potential signs of further growth. Regardless of the external market conditions, Japan's app economy has demonstrated healthy and stable consumer mannerisms.

# Methodology

## ADJUST

**VERTICALS:**

E-commerce, gaming, and finance + connected TV, PC, and console.

**REGIONS:**

Global, U.S., Japan

**DATASET:**

A mix of Adjust's top 3,000+ 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 2022 - March 2024

**RATIOS AND SHARES:**

Ratios and shares: Paid/organic share is expressed as a ratio, where a value of 3 (3:1) would mean that for every 100 organic installs, there are 300 paid installs.

## Sensor Tower

**VERTICALS:**

Gaming, e-commerce, finance, entertainment, social networking, photo & video, travel, business, health & fitness, food & drink, books.

**REGIONS:**

Japan

**DATE RANGE:**

January 2022 - March 2024

**DATASET:**

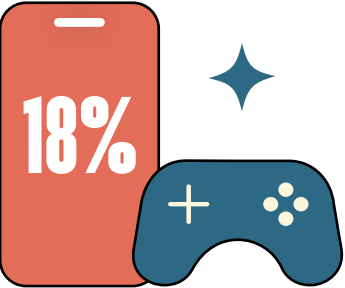
Sensor Tower cultivates rich market insights into the trends shaping businesses in the global digital economy. The analysis is based on data from Sensor Tower Store Intelligence and Game Intelligence. Sensor Tower Store Intelligence provides download and revenue estimates across 95 countries, 12 regions, 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 Game Intelligence drills down into hit mobile gaming strategies through advanced gaming taxonomy, offering in-depth analysis of sub-genres, themes, art style, monetization, meta-features, and more.

**TOP APPS RANKING:**

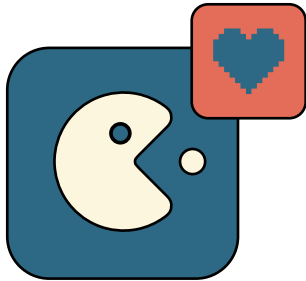
Updated as of May 8, 2024. Rankings are derived from combined data from the Google Play Store and Apple App Store. App categories are based on the classifications provided by the Google Play Store and Apple App Store.



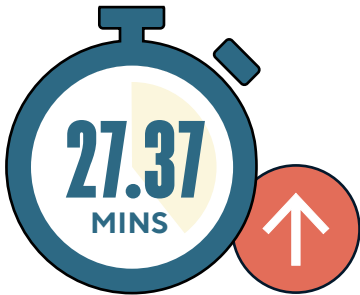
# Key findings



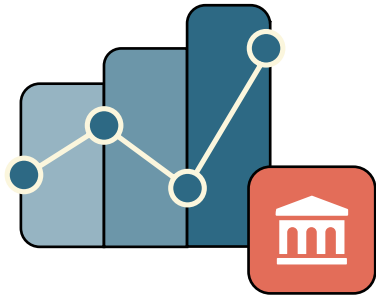
Gaming app installs in Japan increased by 18% in Q1 2024 compared to Q4 2023.



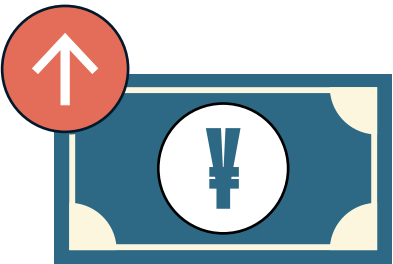
Arcade games grew by 38% across both installs and sessions in Q1 2024, compared to the 2023 average.



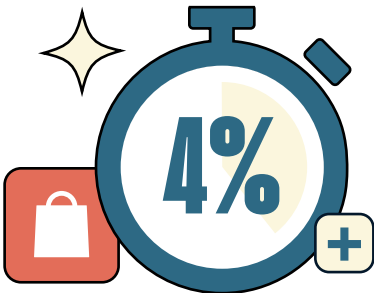
The average session length for mobile gaming rose from 26.37 minutes in 2022 to 27.37 minutes in Q1 2024.



Finance app sessions are up by 22% YoY in 2023 and saw an additional 11% increase in Q1 2024.



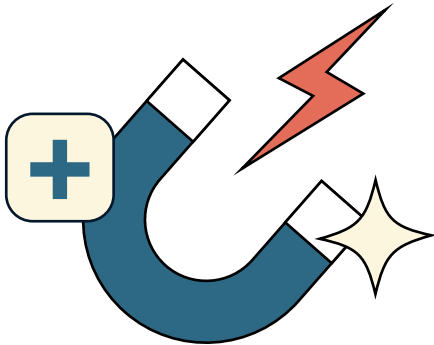
Consumer spending on finance apps grew by 39% YoY in 2023 and jumped 53% in Q1 2024.



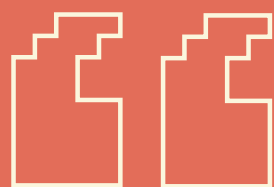
E-commerce app sessions increased by 4% from 2022 to 2023, with an additional 2% growth in Q1 2024.



Japan's e-commerce app LTV reached \$2.96 on day 0 and \$9.67 by month 0, surpassing global and U.S. medians.



In Q1 2024, e-commerce app retention rates rose to 13% on day 7, 12% on day 14, and 9% on day 30.



“The Japanese app market exemplifies the future of mobile engagement, blending traditional strengths with cutting-edge technologies. **The key to success lies in adopting a holistic approach that integrates attribution, AI, and next-gen analytics.** By understanding the nuanced behaviors of users and leveraging measurement tools that offer deep insights, marketers and agencies can craft hyper-personalized experiences that resonate. This is not merely about keeping up with trends, but setting the pace in a highly dynamic ecosystem.”

**ADJUST**



Mobile app trends 2024: Japan edition

Naoki Sassa  
**General Manager, Japan**



“The Japanese app industry consistently leads in innovation and user engagement, offering exceptional growth opportunities. As app usage and consumer spending reach new heights, **marketers who utilize the latest analytics and data insights can strategically seize these opportunities.** By continuously adapting to emerging market trends and implementing data-driven strategies, they can unlock the full potential of this vibrant market, ensure sustained growth, and remain competitive.”



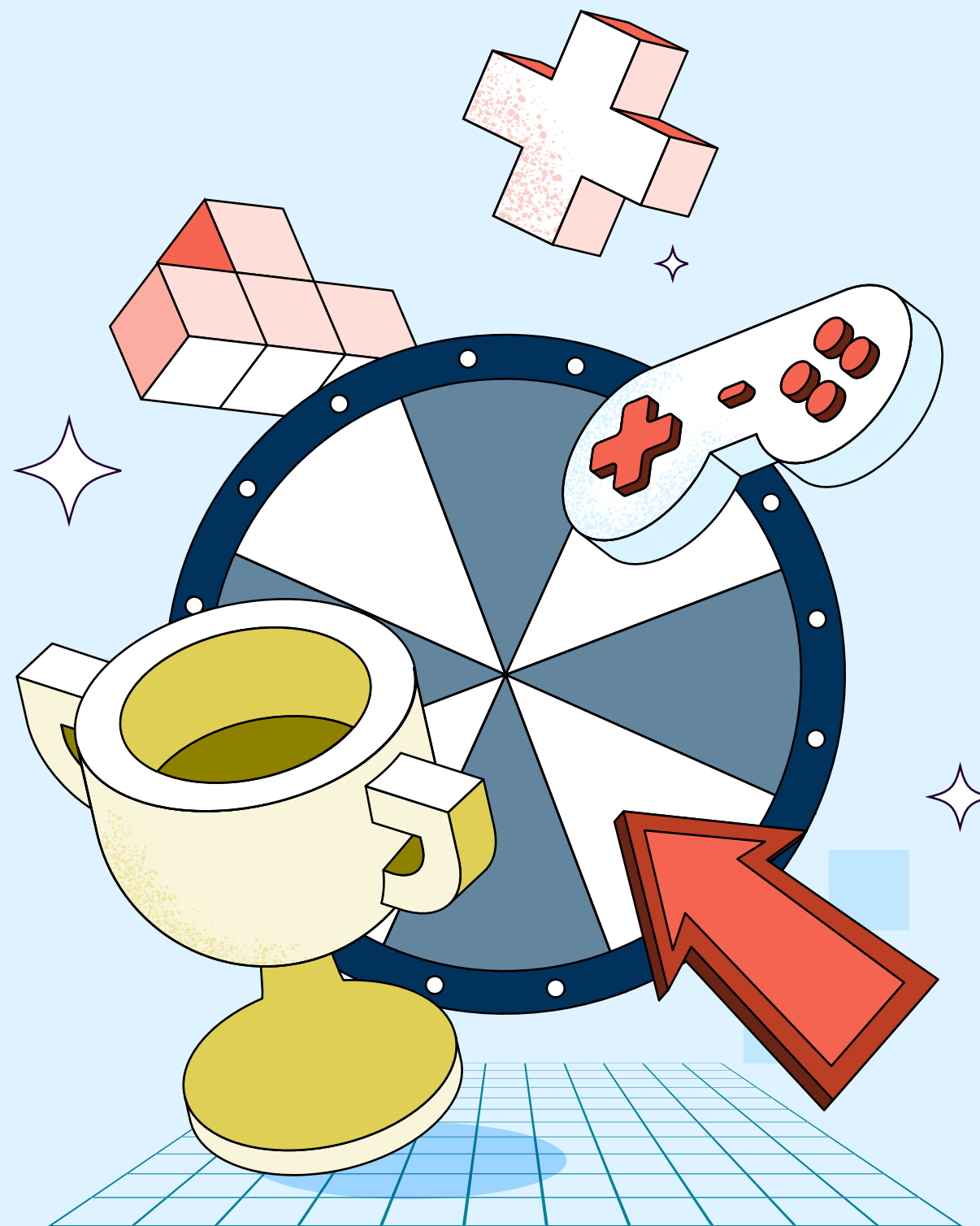
Nan Lu  
**Senior Director of APAC  
Marketing**



## PART 1

# Gaming

Mobile games rebound in 2024. Explore the game-changing trends and the top-performing apps shaping the market.

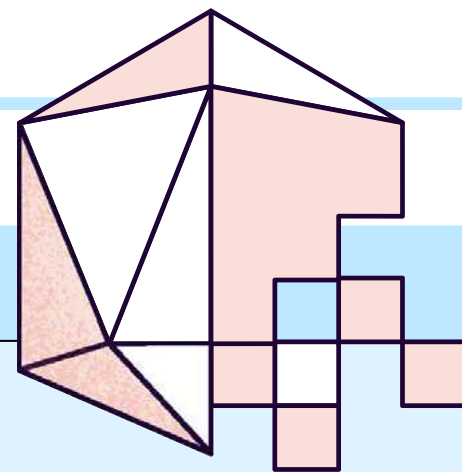


↓ Top 10 gaming apps by downloads in Q1 2024 (Japan)

1	 <b>Fat Goose Gym</b> ぽちゃガチヨ! Casual	
2	 <b>Legend of Mushroom</b> キノコ伝説:勇者と魔法のランプ RPG	
3	 <b>Locked Rings</b> マジックカード Casual	
4	 <b>Last War: Survival Game</b> ラストウォー:サバイバル Strategy	
5	 <b>Royal Match</b> ロイヤルマッチ Puzzle	
6	 <b>Block Blast!</b> Puzzle	
7	 <b>Wood Nuts &amp; Bolts Puzzle</b> 木製ナット&ボルトパズルゲーム Puzzle	
8	 <b>Daily Merge: Match Puzzle Game</b> シンカゲーム - スイカ合成 Strategy, Puzzle	
9	 <b>LINE: Disney Tsum Tsum</b> LINE:ディズニー ツムツム Action, Puzzle	
10	 <b>Blue Rock Blaze Battle</b> ブルーロック Blaze Battle Sports	

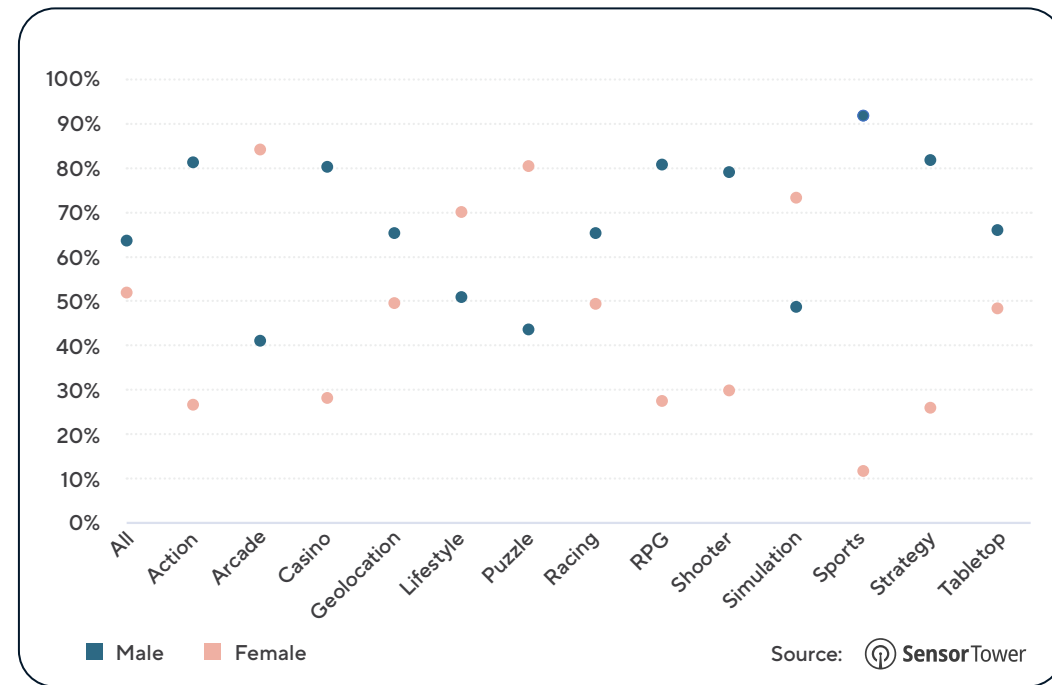
\$ Top 10 gaming apps by consumer spend in Q1 2024 (Japan)

 <b>Monster Strike</b> モンスーストライク RPG	
 <b>Uma Musume Pretty Derby</b> ウマ娘 プリティーダービー Adventure, Simulation	
 <b>Fate/Grand Order</b> RPG	
 <b>Professional Baseball Spirits A</b> プロ野球スピリッツA Sports, Action	
 <b>Dragon Ball Z Dokkan Battle</b> ドラゴンボールZ ドッカンバトル Action	
 <b>Puzzle &amp; Dragons</b> パズル&ドラゴンズ RPG	
 <b>Dragon Quest Walk</b> ドラゴンクエストウォーク 歩く楽しみが増える位置情報ゲーム RPG	
 <b>Houkai: Star Rail</b> 崩壊:スターレイル Adventure	
 <b>Genshin Impact</b> 原神 Adventure	
 <b>eFootball™ 2024</b> Sports	



Source:  SensorTower

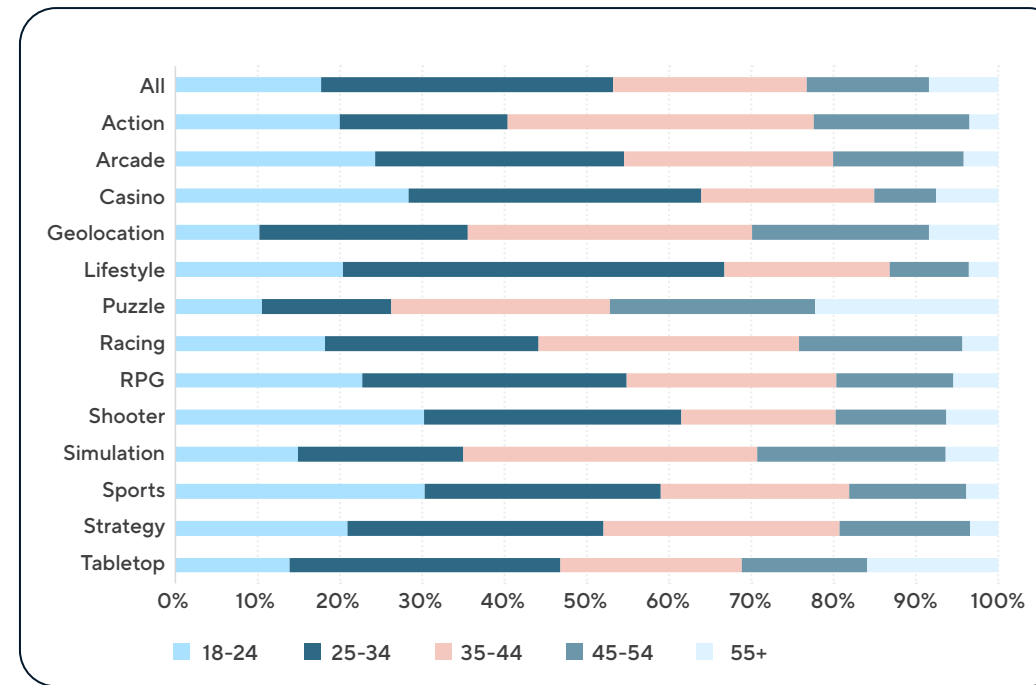
## Gaming gender percentage by vertical Q1 2024 (Japan)



Overall, the gaming app user base is predominantly male, with 63.6% male and 36.4% female players. However, this distribution varies significantly across different game genres.

Sports games are the most male-dominated genre, with an overwhelming 91.8% of the player base being male. Arcade games are the most female-dominated genre, with 58.9% female players.

## Gaming app age group percentage Q1 2024 (Japan)



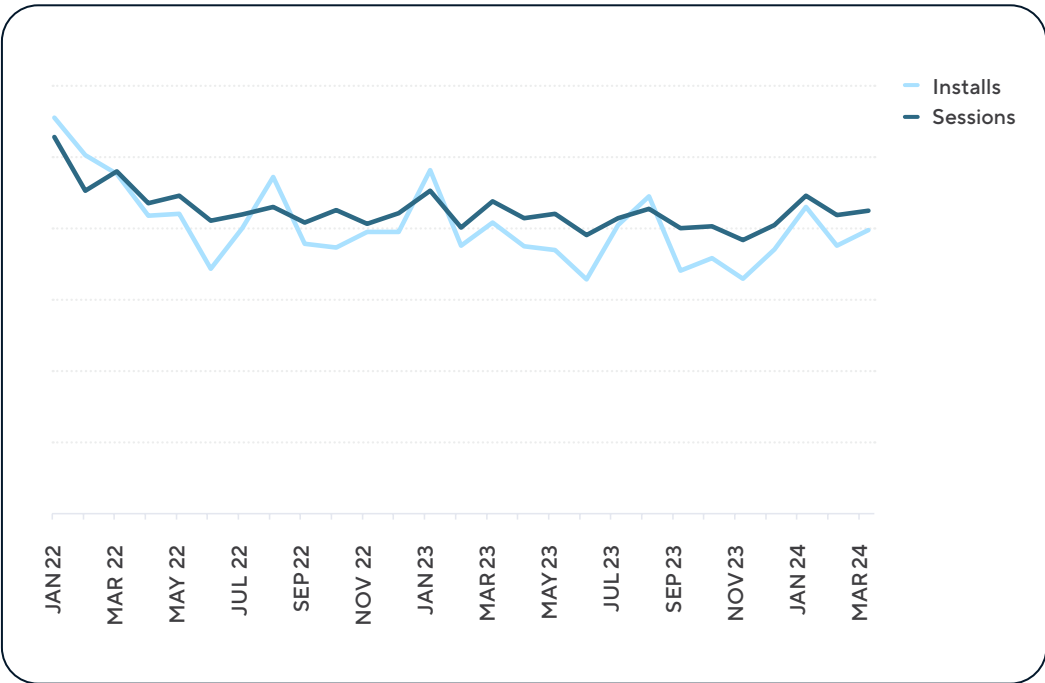
The 25-34 age group is the biggest for gaming apps, accounting for 35.5% of all players. This group shows the highest engagement across most genres.

Sports games are favored by younger audiences (18-24), who make up 30.3% of the player base. Simulation games attract a more mature audience, with 35.7% of players aged 35-44. Puzzle games appeal to older audiences, with 24.9% of players aged 45-54 and 22.3% aged 55 and above.



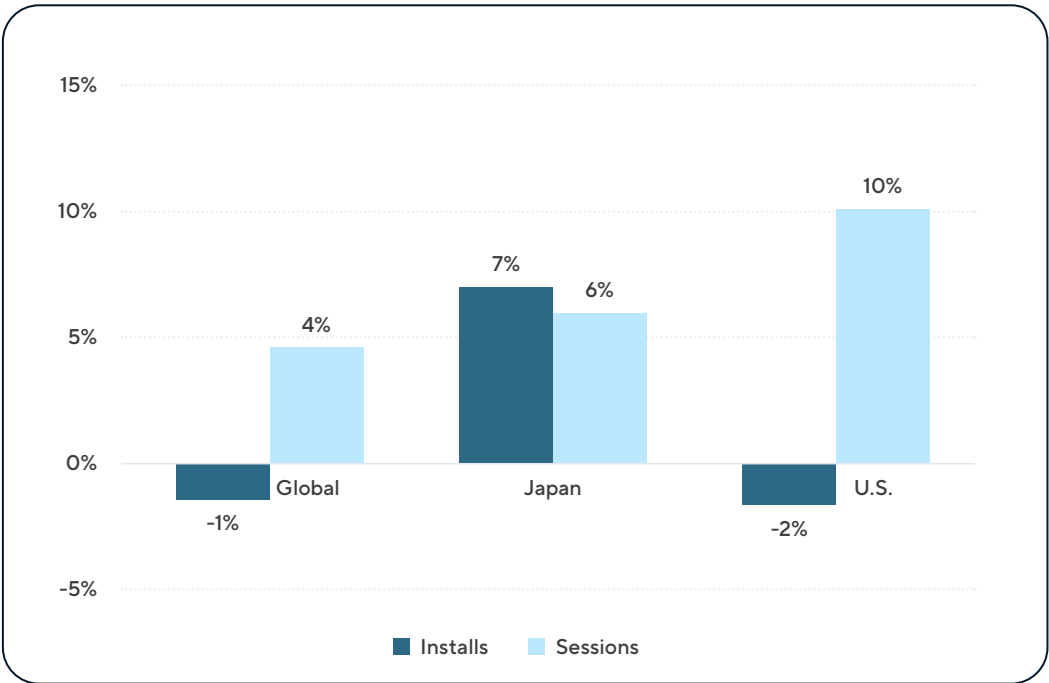
# Install and session trends

Gaming app install and session growth  
January 2022 - March 2024 (Japan)



Gaming app installs in Japan declined throughout early 2022. In 2023, the trend stabilized but remained lower. In Q1 2024, however, Adjust data shows an 18% increase compared to Q4 2023—a strong start to 2024. Throughout 2022 and 2023, gaming app sessions showed less volatility than installs, with smaller peaks and troughs, indicating consistent user engagement despite fluctuating install rates. In Q1 2024, there was a small but encouraging 1% increase in sessions.

Gaming app install and session growth percentages  
Q1 2024 vs. 2023



In Q1 of 2024, Japan exhibited robust install and session growth, with the former up by 7% and the latter by 6% compared to the 2023 average. This dual growth signifies a healthy and expanding gaming app market in Japan, setting it apart from global and U.S. trends in terms of overall stability.



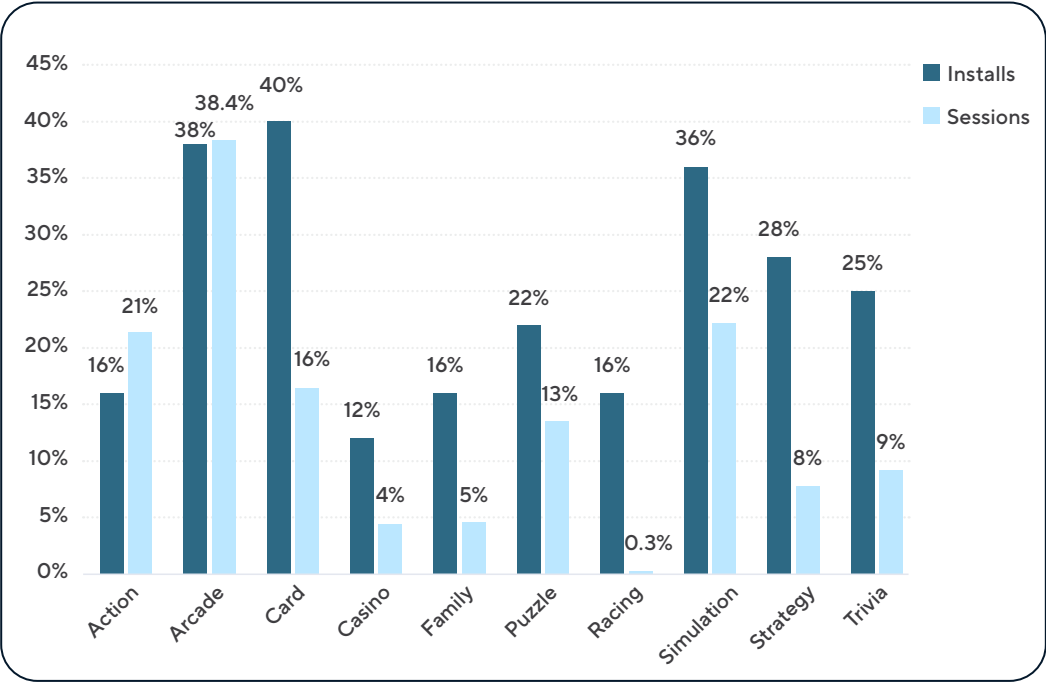
Compared to Japan, the global market is having difficulty with new acquisitions but displays steady engagement from current users. The U.S. market is also experiencing challenges in attracting new users, but is successfully retaining and engaging existing ones.

Arcade games experienced the most substantial growth overall, with both installs and sessions increasing by 38% in Q1 2024. Card games are leading in install growth with an impressive 40%, coupled with a 16% sessions boost. Simulation installs grew by 36%, and sessions by 22%. Racing games are stuck in a slower lane, with a 16% rise in installs, and a 0.3% uptick for sessions.

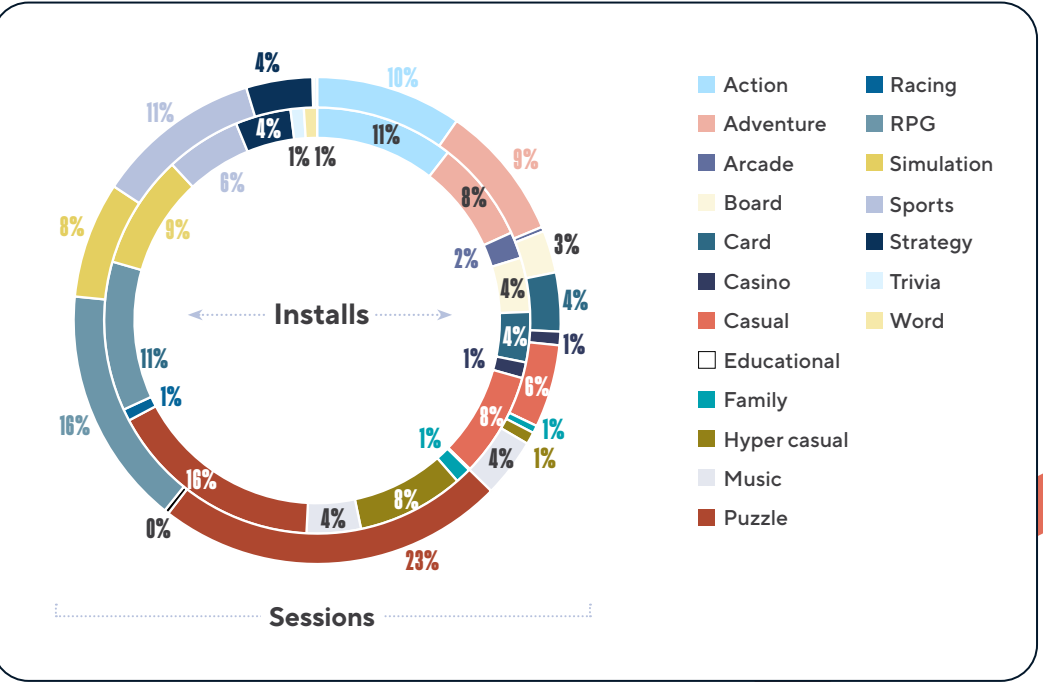
Of all gaming installs, puzzle games accounted for the largest share (16%), followed by RPG (11%), action (11%), simulation (9%), and casual (8%). Hyper casual and adventure games each made up 8% of installs, while sports accounted for 6%.

In terms of sessions, puzzle games came in first again with 23%, followed by RPG (16%), action (10%), sports (11%), and adventure (9%). Despite the high install rate, hyper casual only made up 1% of sessions—the usual trend for the genre.

Gaming app subvertical install and session growth percentages Q1 2024 vs. 2023 (Japan)



Gaming app installs and sessions by subvertical 2023 - Q1 2024 (Japan)



Overall, gaming app installs are fairly balanced across platforms, with 55% on iOS and 45% on Android. Puzzle games lead in installs on Android (61%) while iOS dominates in adventure (77%). Action games are also more popular on Android (54%).

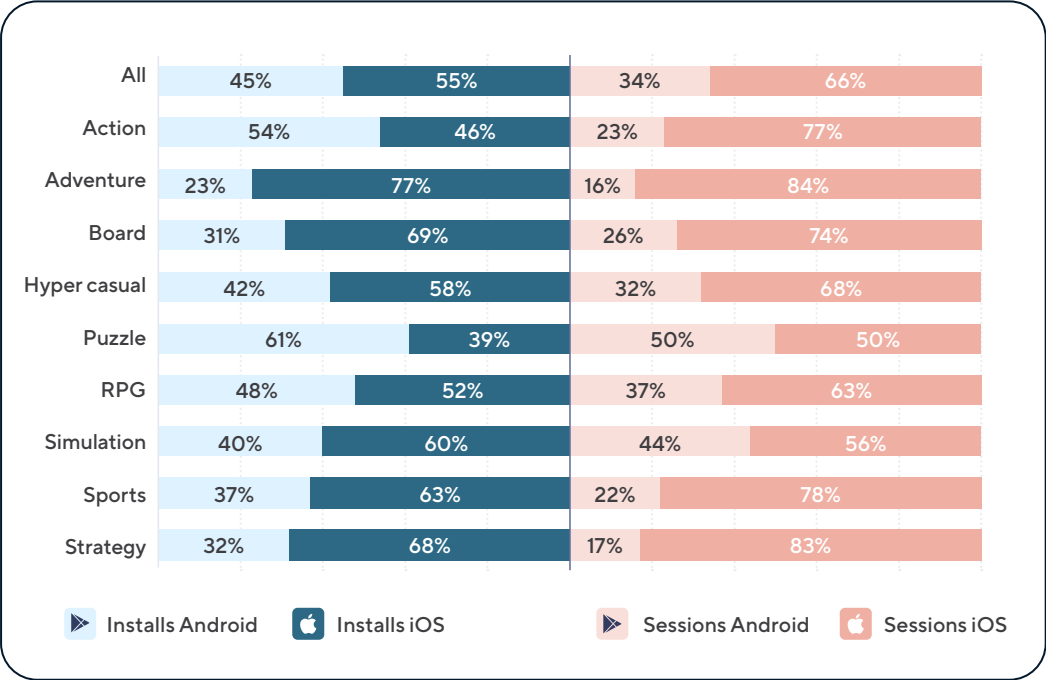
Sessions skew more heavily toward iOS, accounting for 66% of the total. Adventure has the highest session share on iOS (84%), followed by strategy (83%).

Overall, session lengths rose from 26.37 minutes in 2022 to 27.37 minutes in Q1 2024.

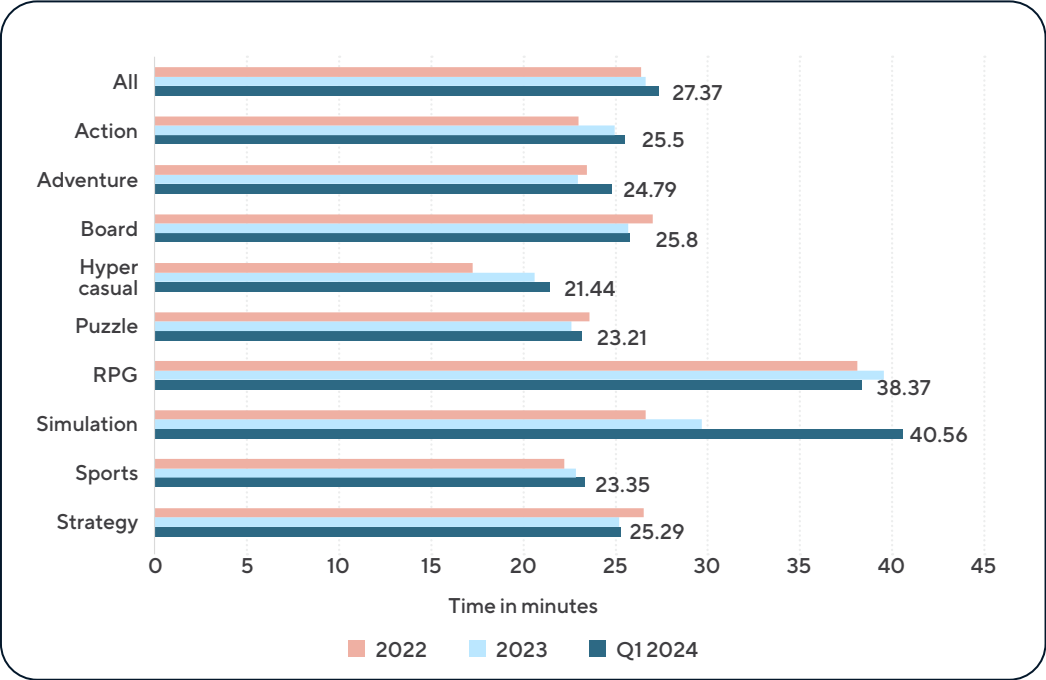
Simulation increased most, jumping from 26.63 minutes to 40.56, highlighting its immersive appeal and huge monetization potential.

Action also experienced notable growth, with session lengths rising from 22.97 to 25.5 minutes.

Gaming app installs and sessions by platform  
2023 - Q1 2024 (Japan)



Gaming app session lengths  
2022 - Q1 2024 (Japan)





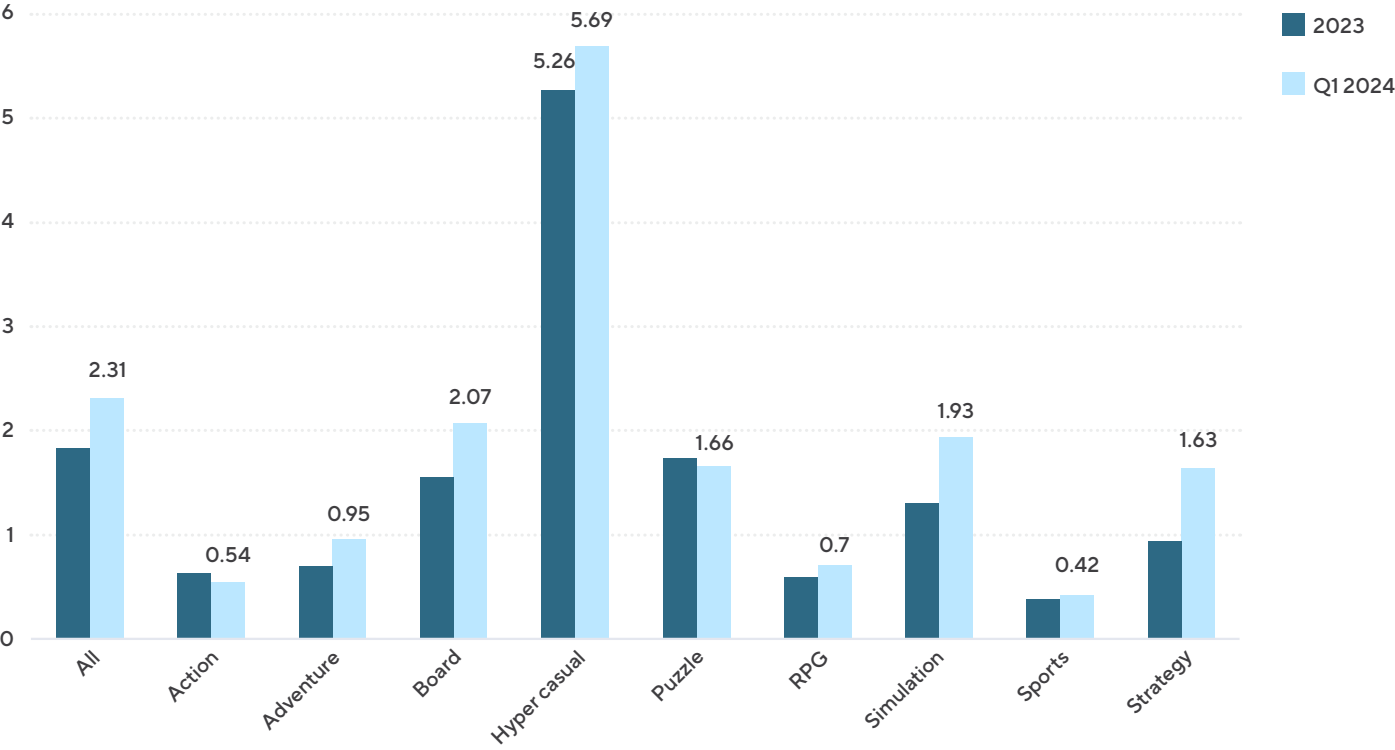
# Finding and keeping users

Paid user acquisition share is increasing across most gaming subverticals in Japan.

Overall, the ratio rose from 1.82 in 2023 to 2.31 in Q1 2024, with hyper casual (unsurprisingly) leading and increasing from 5.26 to 5.69. Board games also rose from 1.55 to 2.07, and simulation grew from 1.29 to 1.93. Strategy games more than doubled their rate, indicating substantial investment in paid campaigns.

Action games saw a slight decrease (0.62 to 0.54), suggesting impressive organic growth, considering the boost in installs.

Gaming app paid/organic ratio 2023 - Q1 2024 (Japan)

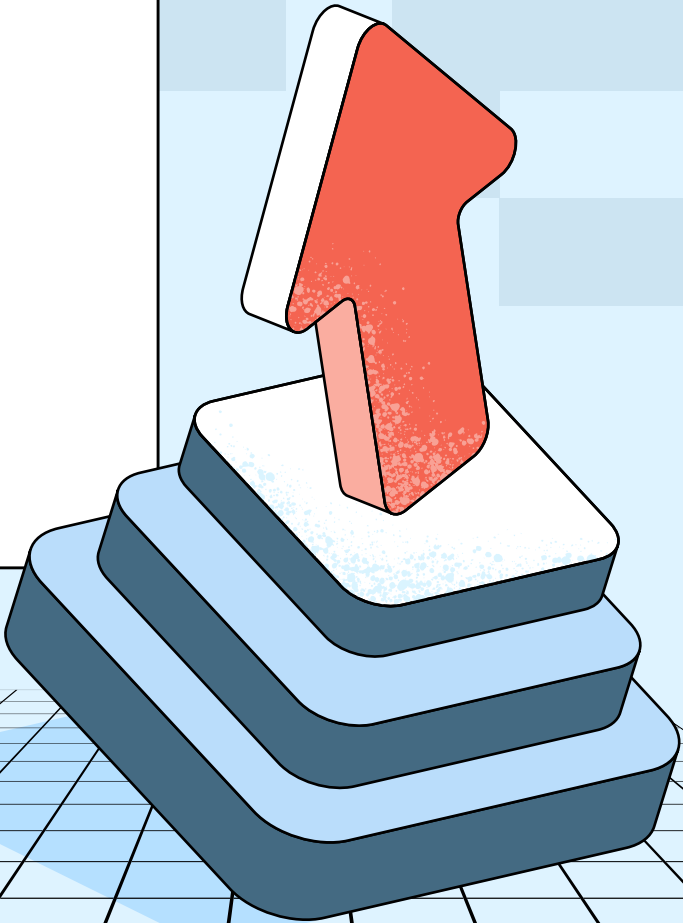
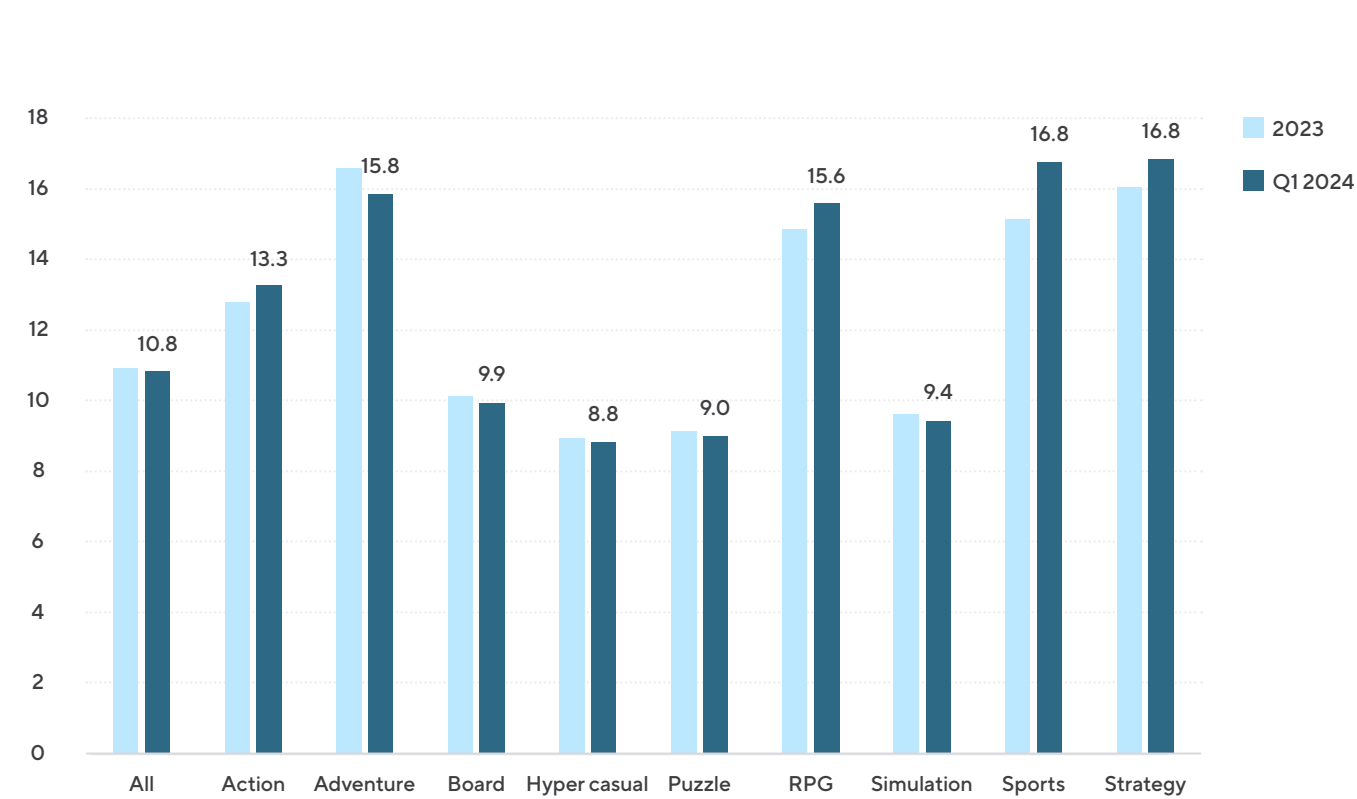


The number of partners per app decreased from 10.9 in 2023 to 10.8 in Q1 2024. In light of increased paid installs overall, this indicates bigger budgets distributed across less channels, meaning advertisers are likely investing in analytics that provide solid intel on where to pause and where to scale.

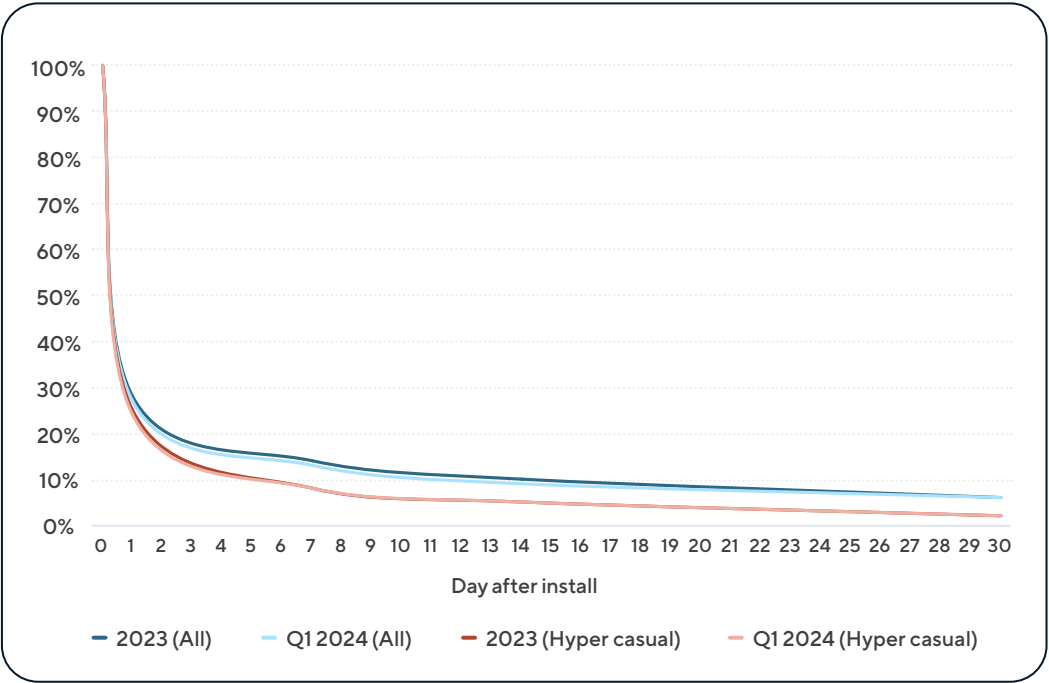
Adventure consistently had the most partners, but decreased from 16.6 to 15.8. Both board and hyper casual experienced minor decreases, dropping from 10.1 to 9.9 and from 8.9 to 8.8, respectively.

Sports and strategy both increased to 16.8 partners.

Gaming partners per app 2023 - Q1 2024 (Japan)



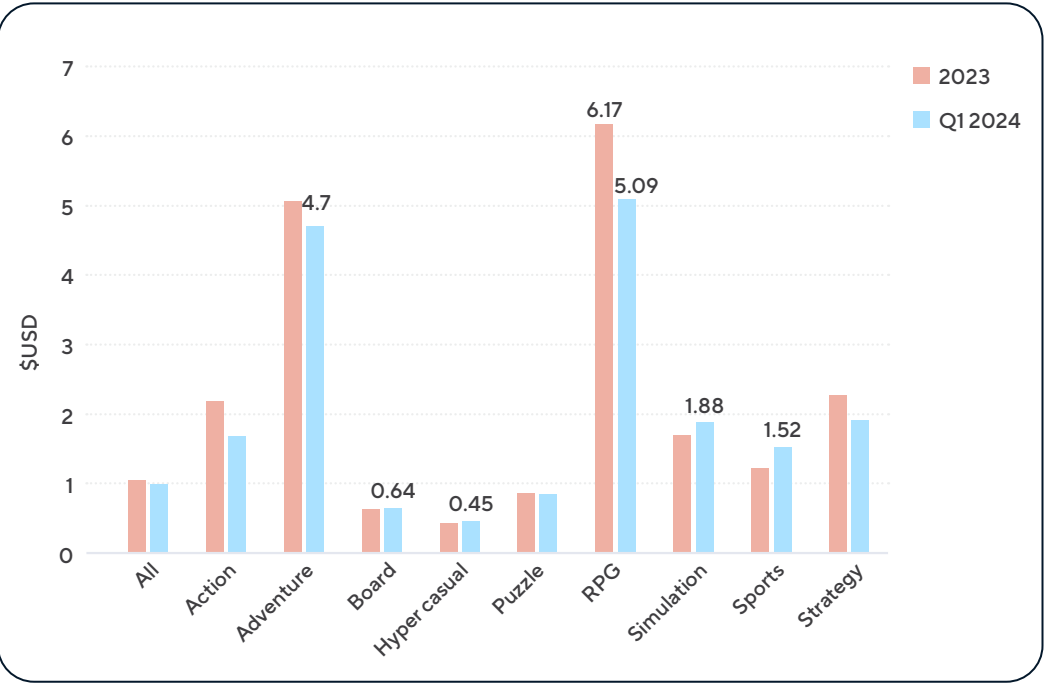
Gaming app retention rates 2023 - Q1 2024 (Japan)



In 2023, the retention rate on day 1 was 28%, dropping to around 14% by day 7. The rates in Q1 2024 decreased slightly, with day 1 hitting 27% and day 7 reaching 13%.

Hyper casual games, as always, have significantly lower retention rates compared to the overall average. In both 2023 and Q1 2024, the retention rate for hyper casual games on day 1 was around 25%, declining to 5% by day 30.

Gaming app ARPMAU 2023 - Q1 2024 (Japan)



The average revenue per monthly active user (ARPMAU) decreased from \$1.04 in 2023 to \$0.99 in Q1 2024. RPGs had the highest ARPMAU, despite decreasing from \$6.17 to \$5.09 in. Similarly, adventure’s high ARPMAU dropped from \$5.06 to \$4.7.

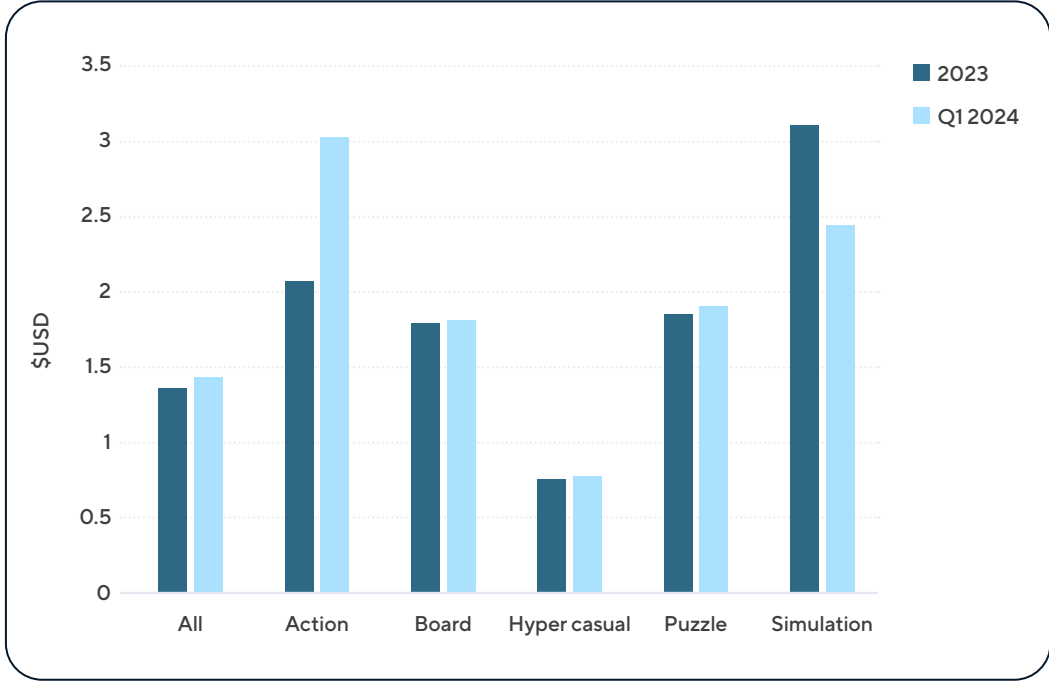
Interestingly, hyper casual games saw a slight increase in ARPMAU, up from \$0.43 to \$0.45. Meanwhile, puzzle games decreased from \$0.86 to \$0.84.

BONUS

In Q1 2024, RPG and simulation games had the highest day 1 retention rates, at 32% and 31% respectively.

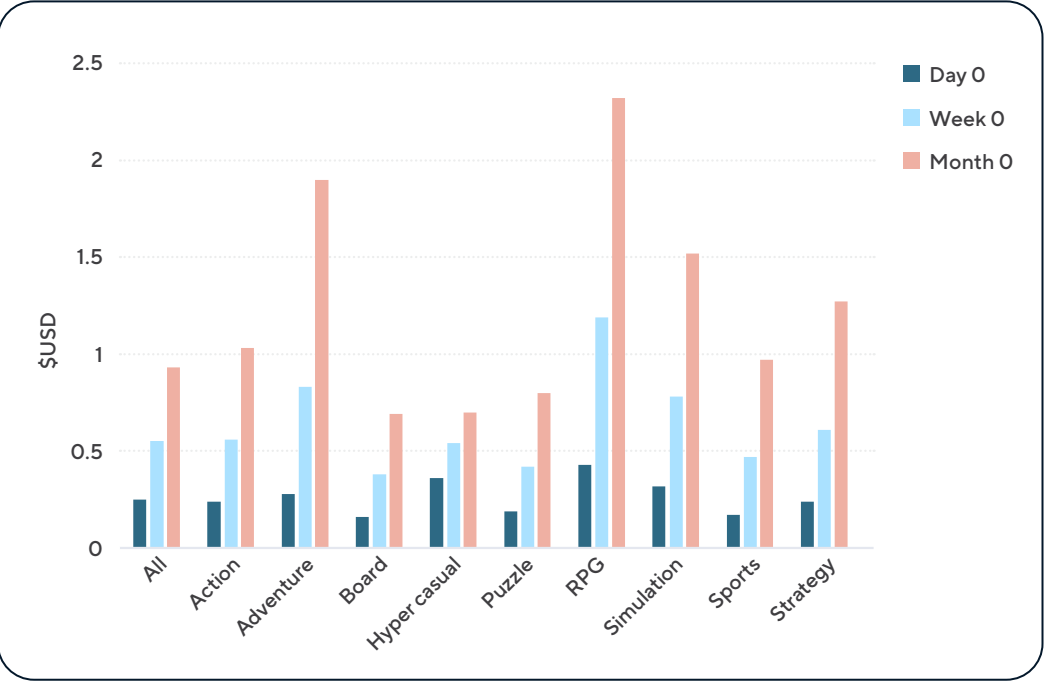


Gaming app eCPI 2023 - Q1 2024 (Japan)



The median effective cost per install (eCPI) for gaming apps in Japan increased from \$1.36 in 2023 to \$1.43 in Q1 2024. Action experienced the most significant rise, jumping from \$2.07 to \$3.03. In contrast, simulation decreased from \$3.11 to \$2.44, indicating improved acquisition efficiency. Hyper casual continued to chart the lowest cost at acquisition level, with a minor increase from \$0.75 to \$0.77.

Gaming app cumulative LTV Q1 2024 (Japan)



In Q1 2024, the lifetime value (LTV) for gaming apps differed significantly across subverticals, reflecting the variances in profitability over time from genre to genre. RPGs lead with a median of \$2.32 by month 0. Adventure games reached a cumulative LTV of \$1.9 by month 0.

Higher install costs usually correlate to larger returns, while lower cost verticals (like hyper casual) rely more heavily on ad revenue and a high turnover of users. Understanding these dynamics is vital for optimal user acquisition and retention.

BONUS

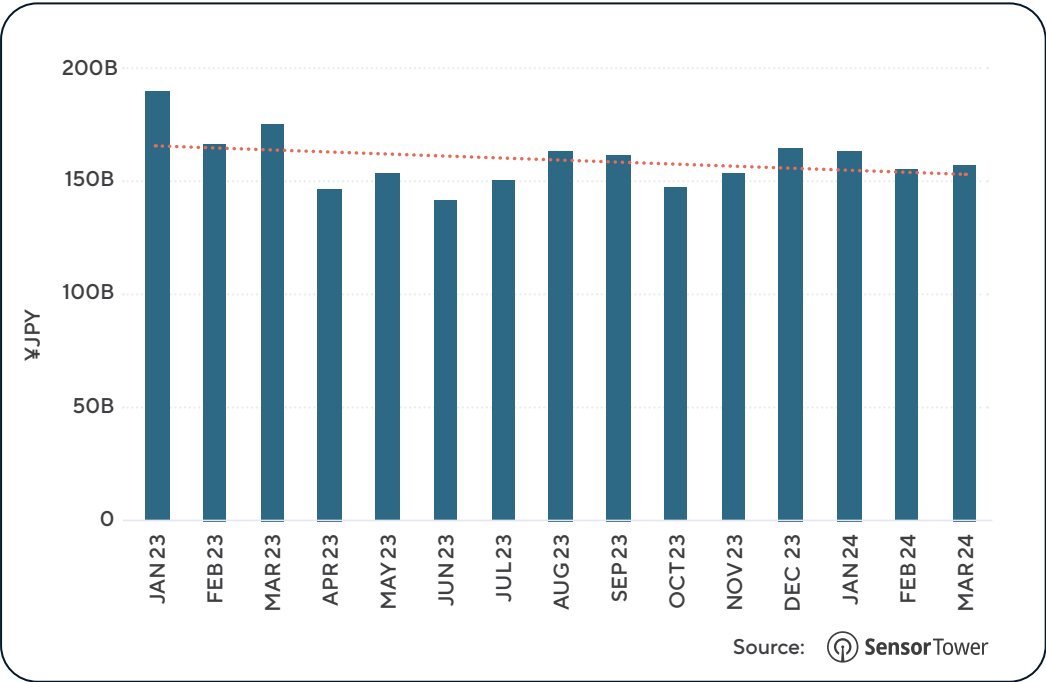
Working to improve retention, or adding retention elements into a title for the first time, can increase monetization potential and revenue streams, as the hybrid casual genre demonstrates.

From 2023 to Q1 2024, consumer spending on gaming apps held relatively steady (factoring for fluctuating currency markets) with a stronger, more pronounced 2.23% growth QoQ from Q4 2023 to Q1 2024.

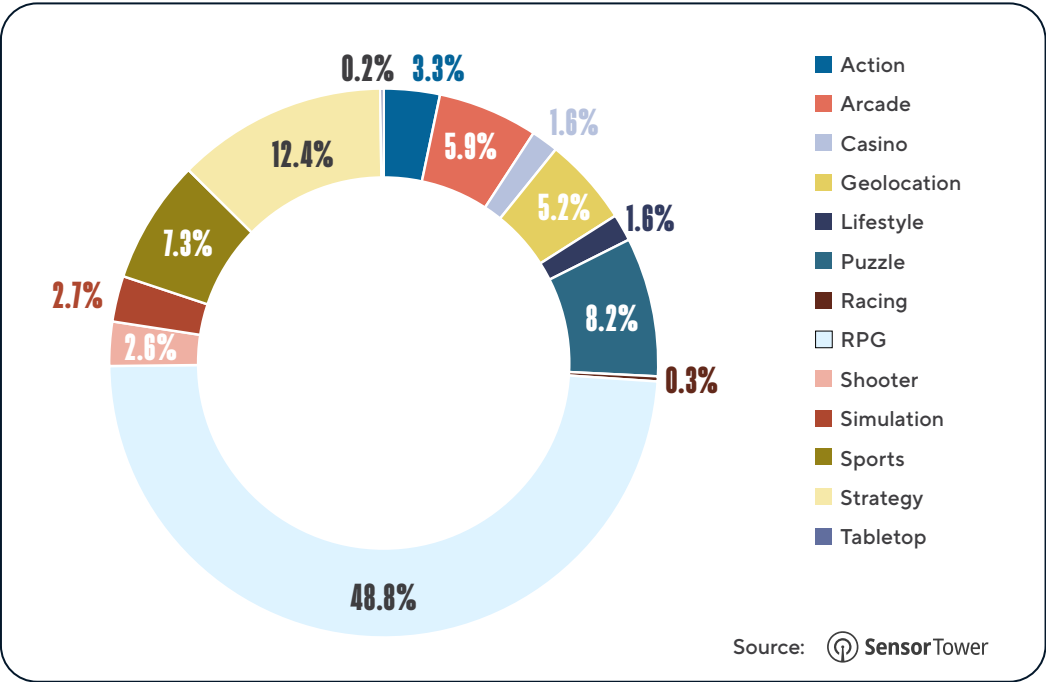
RPGs made up a huge 48.8% of total consumer spending on gaming apps from 2023 to Q1 2024. Strategy followed, capturing 12.4% of spending. Puzzle games also held a significant 8.2% share, while sports and arcade games made up 7.3% and 5.9%, respectively.

The genres that generate less consumer spend are those that monetize via ad revenue.

Gaming app consumer spend  
January 2023 - March 2024 (Japan)



Gaming app consumer spend by subvertical  
2023 - Q1 2024 (Japan)



BONUS

In Q1 2024, action games experienced the most significant QoQ growth in consumer spending, rising by 21.6%. Puzzle games followed, with an increase of 13.8%.

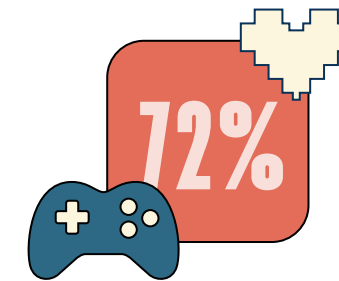
# PC and console: Game on for new growth

For gaming app marketers and developers, the PC and console space is emerging as an exciting growth channel. Mobile gaming is incredibly competitive, and in a mature market like Japan, finding and retaining new, paying users or driving higher LTV from existing users is increasingly challenging.

Almost half of gamers play games on [more than one platform](#), and at least 15% play on mobile, console, and PC. Of these gamers, 57% spend money on video games, with in-game item purchases, content packs, currencies, and expansions as the most common sales. Taking an app cross-device enables developers to maximize access to these revenue streams, meeting gamers where they play and pay. Expanding to [PC and console](#) not only casts a wider net for new user acquisition and monetization potential but also takes advantage of differing user spending habits cross-platform—a user who may be less likely to convert on mobile could be more likely to convert on PC or console.

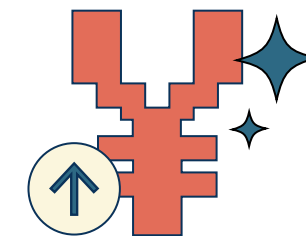
01

A [recent survey](#) revealed that most youth gamers in Japan prefer console gaming (72%), followed by mobile (64%) and PC (15%).



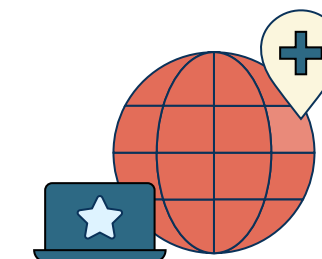
02

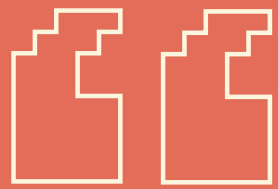
Japan's console video game industry sales reached [377.4 billion yen in 2022](#), marking an increase of 5.5 billion yen from the previous year.



03

Global PC and console game revenue grew by 2.6% last year, reaching [US\\$94.0 billion](#), driven primarily by downloaded/boxed PC games.





“The rise of multi-platform gaming offers an excellent opportunity for mobile game developers, both in terms of player demand and its powerful potential for user acquisition. By leveraging Adjust’s integration with the Play Install Referrer API for Google Play Games on PC, for example, developers can expand their reach and ensure their games remain competitive. **PC and console not only broadens the scope of user engagement but empowers developers to optimize performance in an increasingly interconnected gaming ecosystem.**”

**ADJUST**

Özgün Şen  
**Senior Product Manager  
(PC and console gaming)**

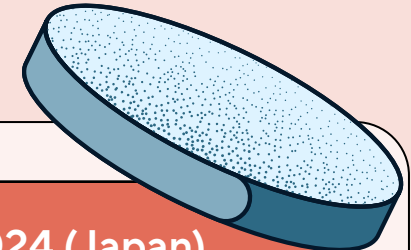


## PART 2

# Finance

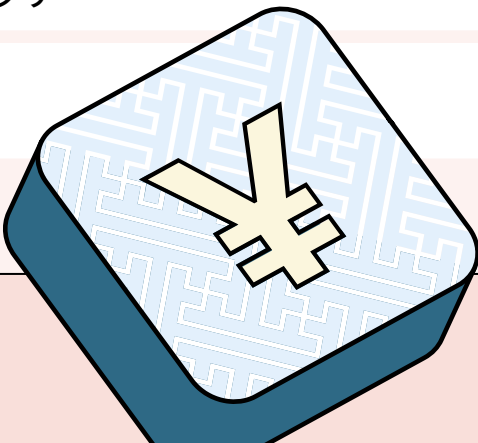
The finance app landscape in Japan is being transformed by the rise of banking and payment apps. Let's uncover the leading trends and user behavior.





↓ Top 10 finance apps by downloads in Q1 2024 (Japan)

1	 <b>Rakuten Pay</b> 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	
2	 <b>PayPay</b> -ペイペイ	
3	 <b>Japan Post Bank</b> ゆうちょ通帳アプリ	
4	 <b>Suica</b>	
5	 <b>Sumitomo Mitsui Card Vpass App</b> 三井住友カード Vpassアプリ	
6	 <b>majica ~electronic money official app ~</b> majica~電子マネー公式アプリ~	
7	 <b>Sumitomo Mitsui Banking Corporation App</b> 三井住友銀行アプリ	
8	 <b>d Payment - Smartphone payment app, cashless payment</b> 払い-スマホ決済アプリ、キャッシュレスでお支払い	
9	 <b>Paidy (Postpaid Paydy) - Postpaid app</b> Paidy (あと払いペイディ)-後払いアプリ	
10	 <b>iAEON</b> アイイオン	



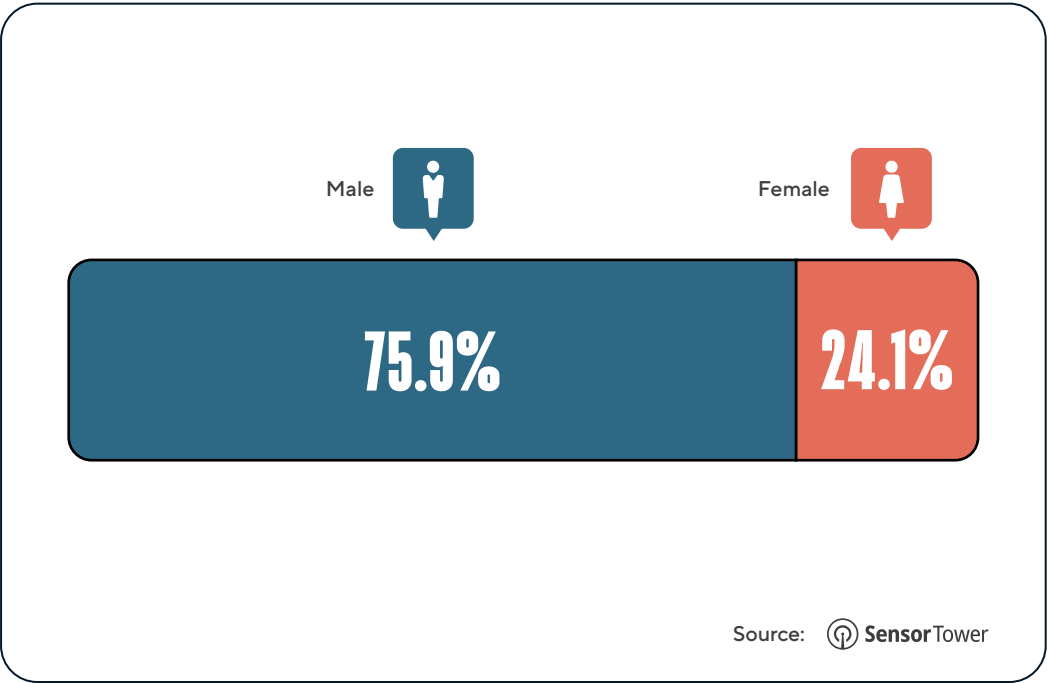
\$ Top 10 finance apps by consumer spend in Q1 2024 (Japan)

 <b>Minna no Ginko</b> みんなの銀行	
 <b>GoMining</b>	
 <b>Money Forward ME</b> 家計簿マネーフォワード ME - 人気の家計簿(かけいぼ)	
 <b>Sweatcoin</b>	
 <b>Money Forward for Shizuoka Bank</b> マネーフォワード for 静岡銀行	
 <b>F-Protect</b>	
 <b>Rainmaker Finance</b>	
 <b>Bitcoin Mining (Crypto Miner)</b> ビットコインマイニング (クリプトマイナー)	
 <b>Money Forward for JA Bank</b> マネーフォワード for JAバンク	
 <b>Money Forward for Toho Bank</b> マネーフォワード for 東邦銀行	

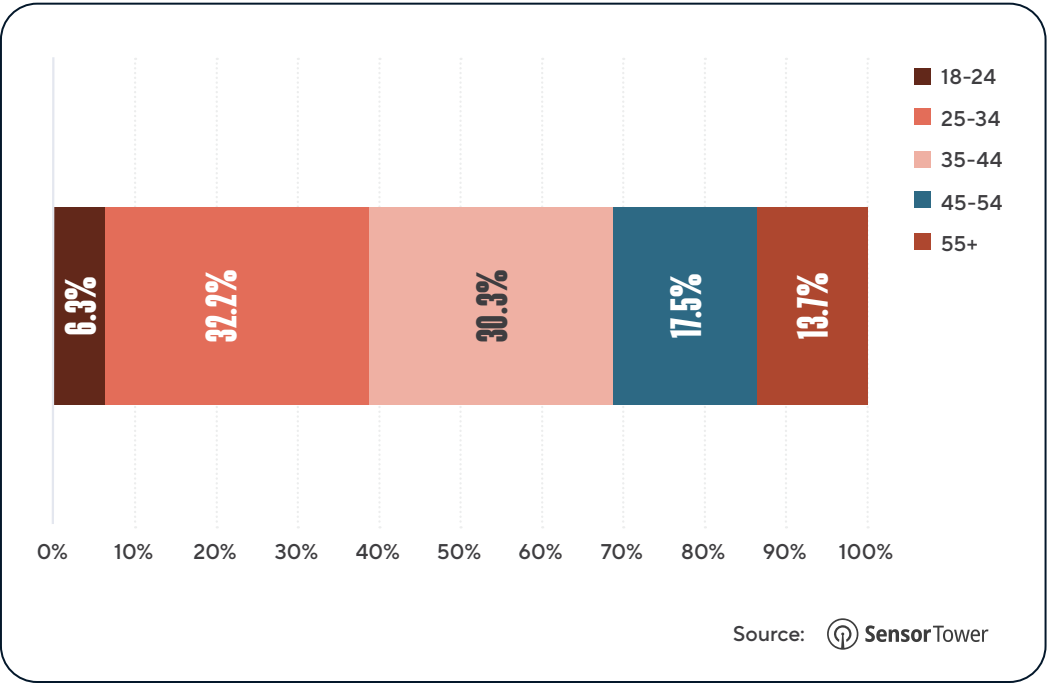
Source:  SensorTower

The 25-34 age group dominates finance apps, accounting for 32.2% of total users. This is closely followed by the 35-44 age group (30.3%), with the 45-54 representing 17.5%, and 55+ accounting for 13.7%. The youngest age group, 18-24, has the smallest share (6.3%).

Finance app users percentage by gender  
Q1 2024 (Japan)

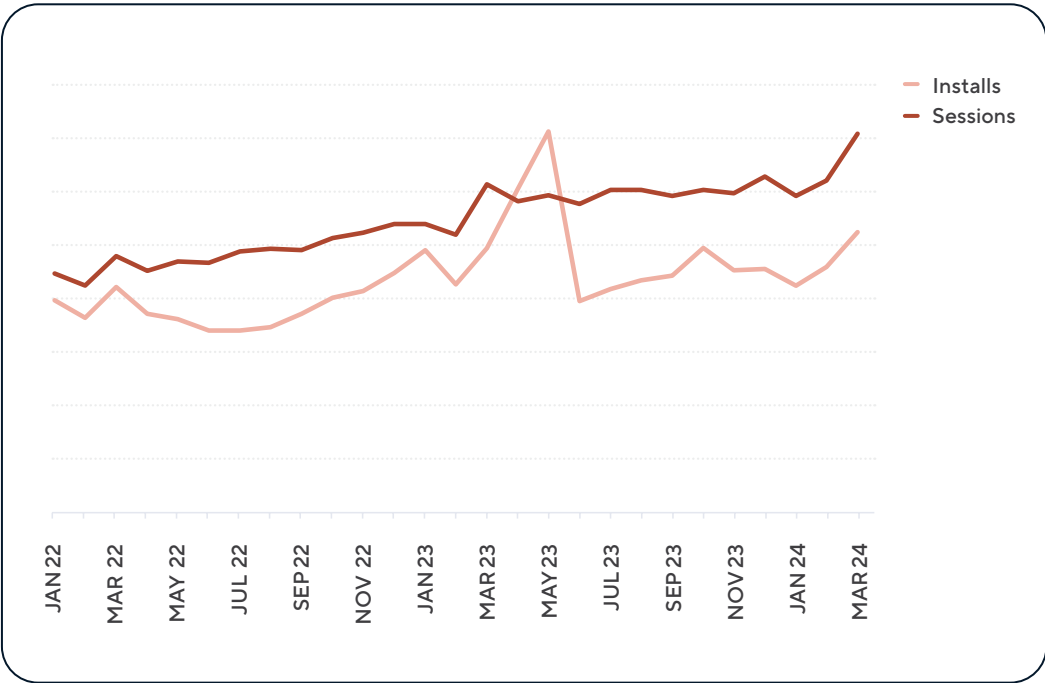


Finance app age group percentage  
Q1 2024 (Japan)



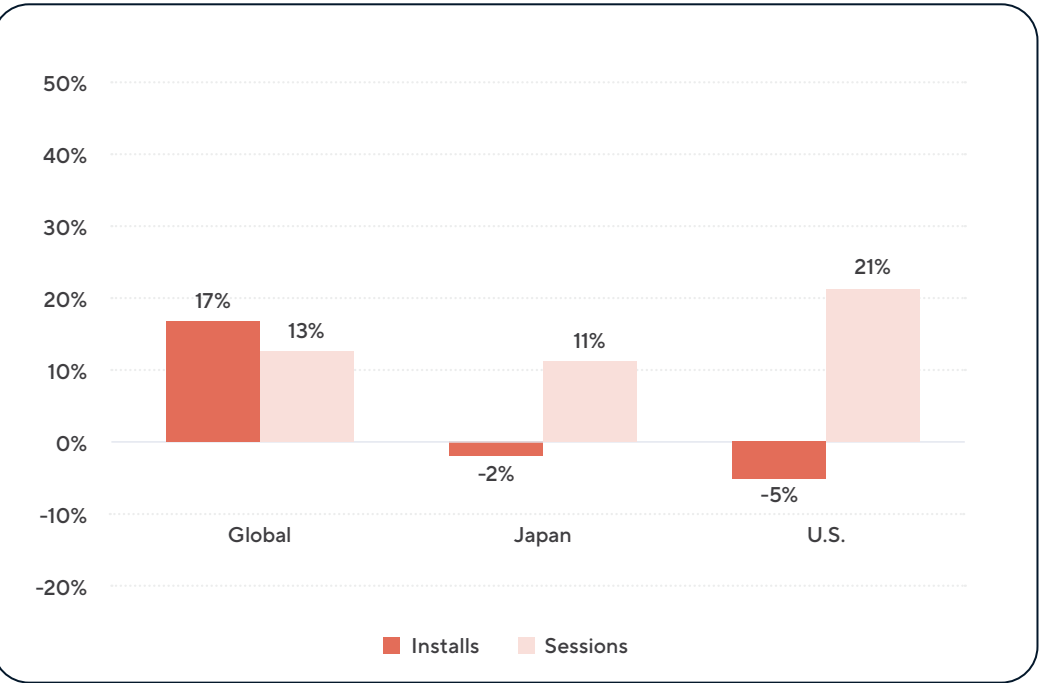
# Install and session trends

Finance app install and session growth  
January 2022 - March 2024 (Japan)



Interest in and engagement with finance apps in Japan is growing at a stable rate. App installs grew 27% from 2022 to 2023, alongside a 22% boost in sessions. The trendline has consistently moved upward since January 2022, with sessions climbing 16% in Q1 2024 YoY.

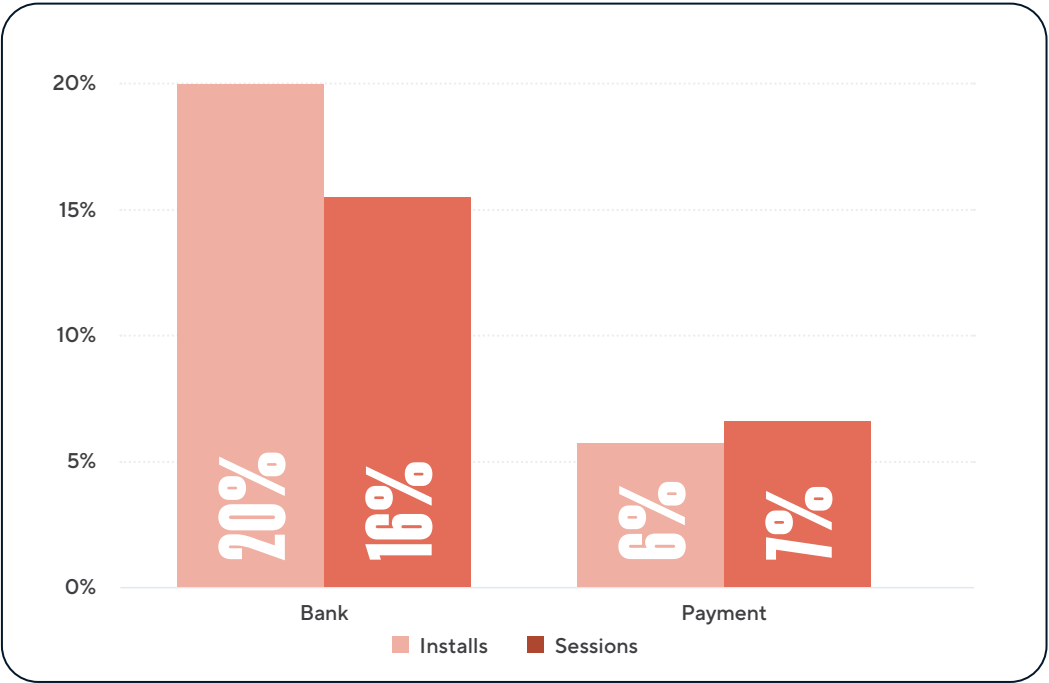
Finance app install and session growth percentages  
Q1 2024 vs. 2023



Despite the consistent upward trend, Q1 installs did drop by 2% compared to the 2023 average, which stands in contrast to the global increase of 17% but is less stark than the 5% decline in the U.S. The healthy 11% growth in sessions is lower than the global (13%) and U.S. (21%) numbers, however.

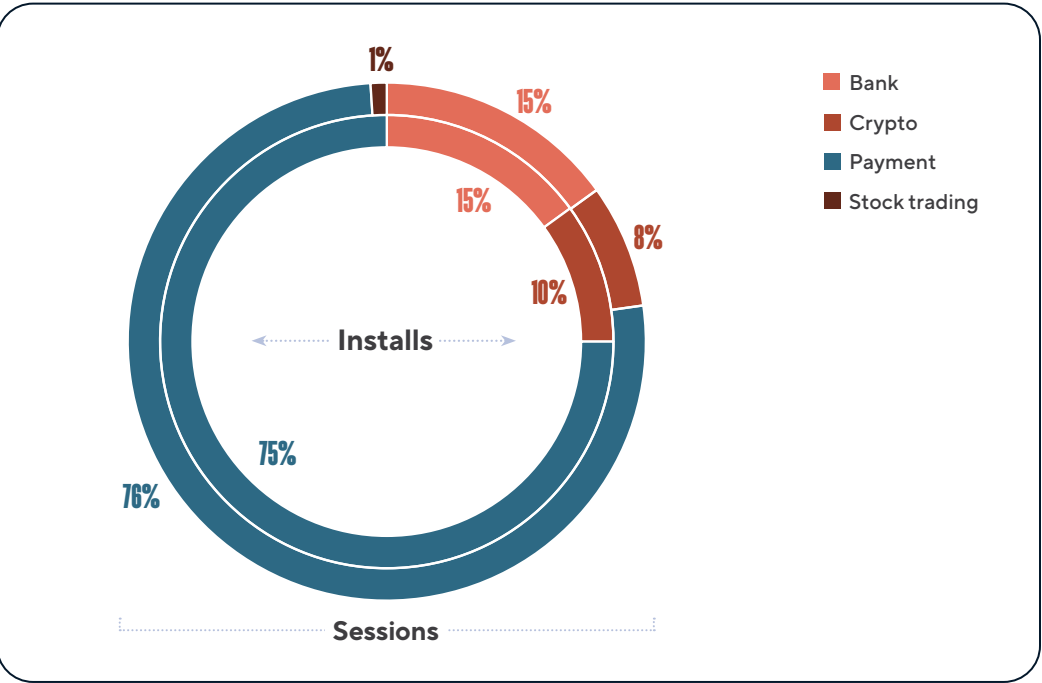


Finance app subvertical install and session growth percentages Q1 2024 vs. 2023 (Japan)

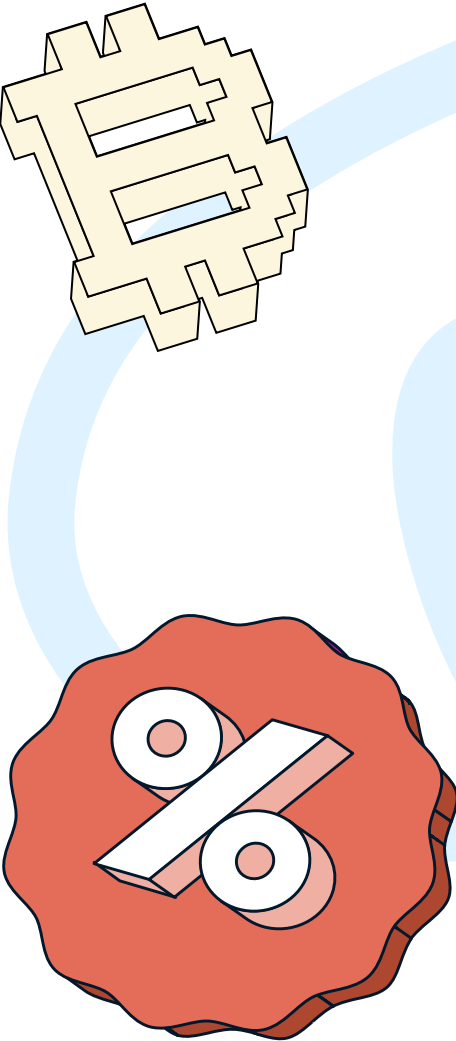


Banking apps in Japan are experiencing a surge in use, with a 20% increase in installs and a 16% boost in sessions—showcasing a wave of new users as well as heightened ongoing engagement. Payment apps also saw 6% growth in installs and a 7% rise in sessions.

Finance app installs and sessions by subvertical 2023 - Q1 2024 (Japan)



Payment apps dominate the Japanese mobile finance market, accounting for 75% of installs and 76% of sessions. Banking apps follow, contributing 15% of both installs and sessions. Cryptocurrency apps hold a smaller share, with 10% of installs and 8% of sessions. Stock trading apps, although having a minimal presence, make up 1% of sessions.

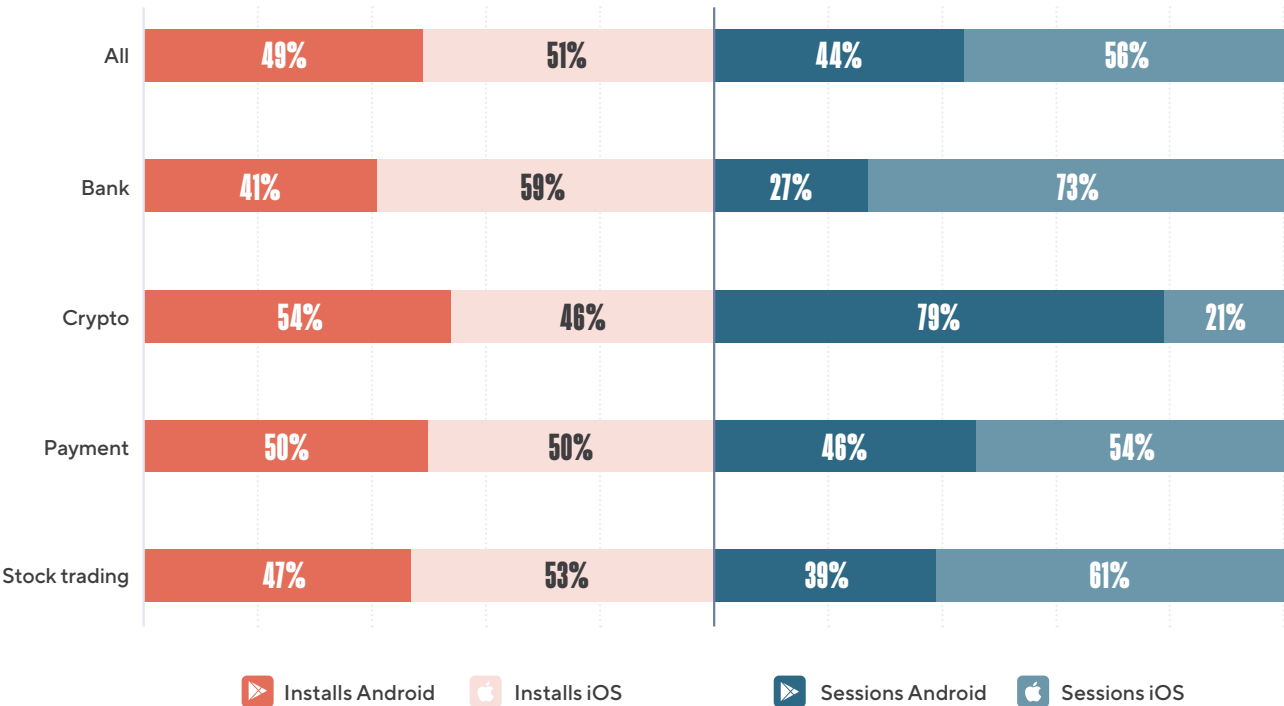


Finance app installs are evenly distributed across platforms, with Android accounting for 49% and iOS for 51%. Session distribution is similar, with iOS taking a higher share (56%).

Payment apps have an equal distribution of installs between Android and iOS, each at 50%. However, iOS sees a higher engagement with 54% of sessions. Banking apps have a higher install rate on iOS (59%), along with substantially more sessions (73%).

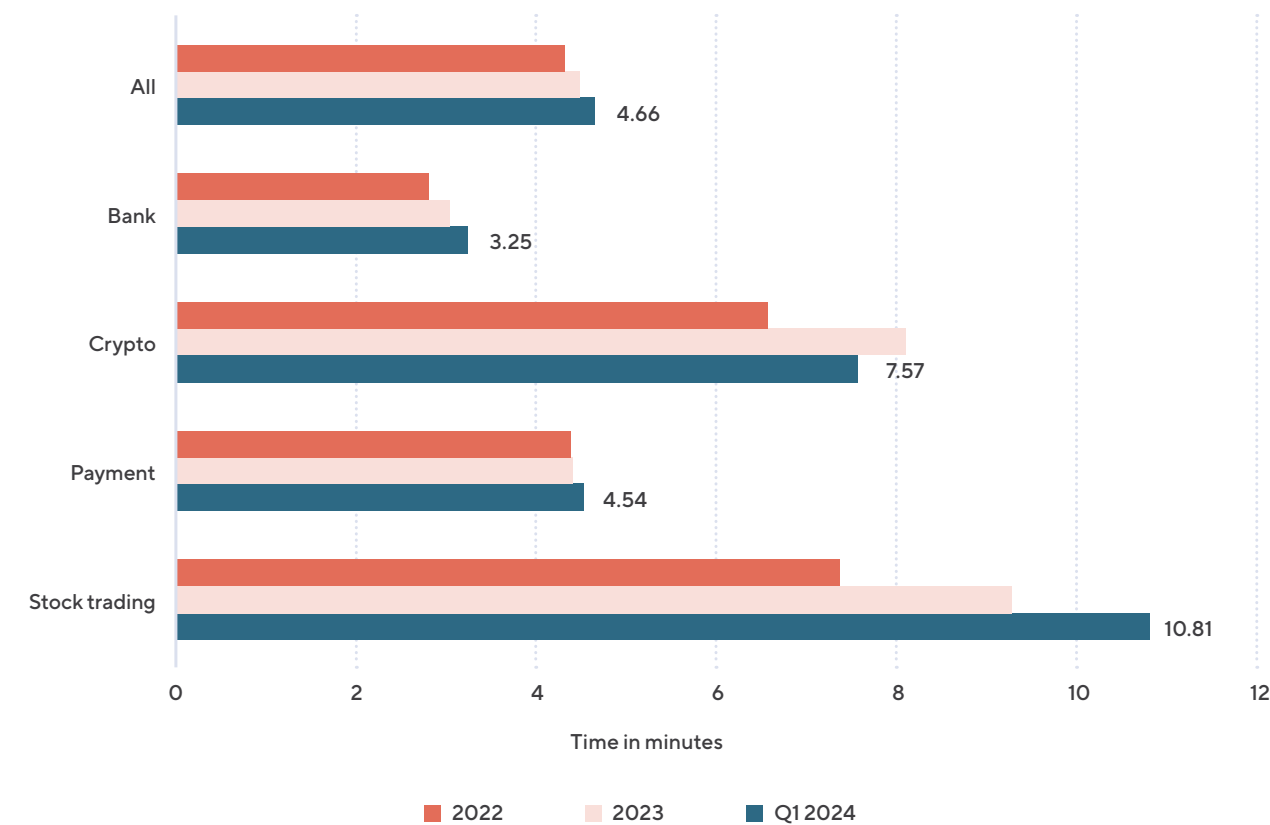
Installs of stock trading and crypto apps are almost equally divided between Android and iOS. However, stock trading sessions lean more towards iOS, and crypto sessions are highly skewed towards Android.

Finance app installs and sessions by platform  
2023 - Q1 2024 (Japan)





**Finance app session lengths 2022 - Q1 2024 (Japan)**



Users in Japan are spending more time on finance apps than ever—the average session length has climbed from 4.32 minutes in 2022 to 4.66 minutes in Q1 2024. Stock trading apps increased from 7.37 minutes to 10.81 and crypto apps have also climbed from 6.58 minutes to 7.57.

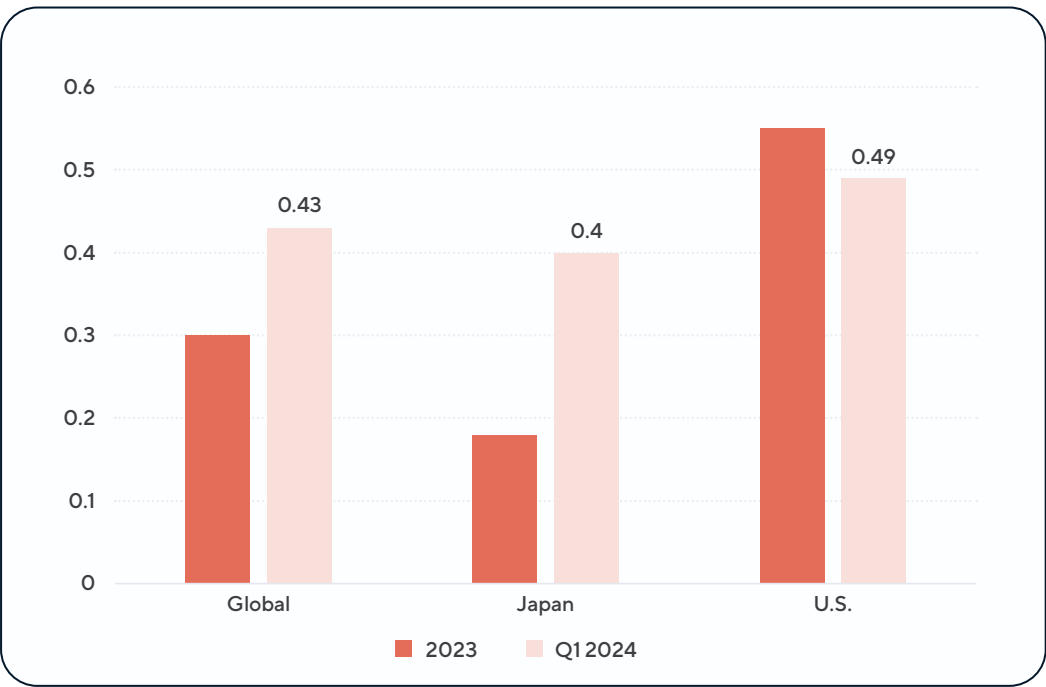
Payment and bank apps may not have seen quite such substantial growth, but their moderate increases round out the overall uptick for the vertical.

# Finding and keeping users

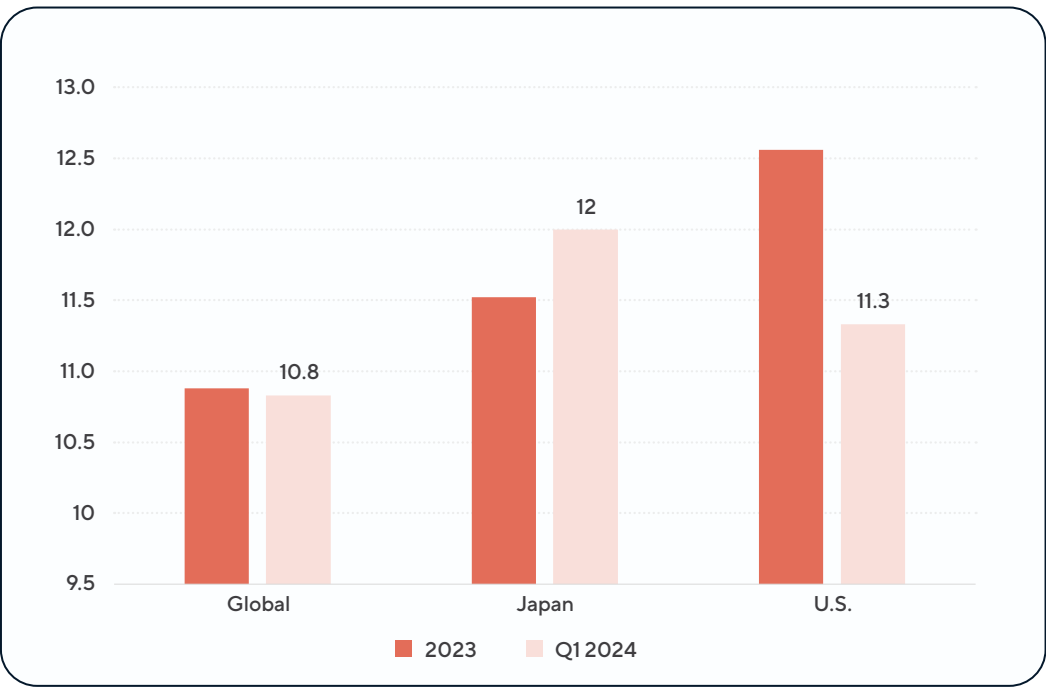
In 2023, finance apps in Japan had a relatively low paid/organic share (0.18) compared to the global and U.S. averages of 0.3 and 0.55. In Q1 2024, however, Japan's share increased to 0.4. This indicates a substantial shift toward a higher reliance on paid user acquisition in the mobile finance market

In Q1 2024, finance apps in Japan saw an increase in partnerships, averaging 12 partners per app, up from 11.5 in 2023. This increase is notable compared to the global average, which decreased from 10.9 to 10.8, and the U.S., which decreased from 12.6 to 11.3. This trend underscores the burgeoning finance app ecosystem in Japan and the expanding network of collaborations working to find and convert more users, and maps to the increase seen in the paid share of installs.

Finance app paid/organic ratio 2023 - Q1 2024

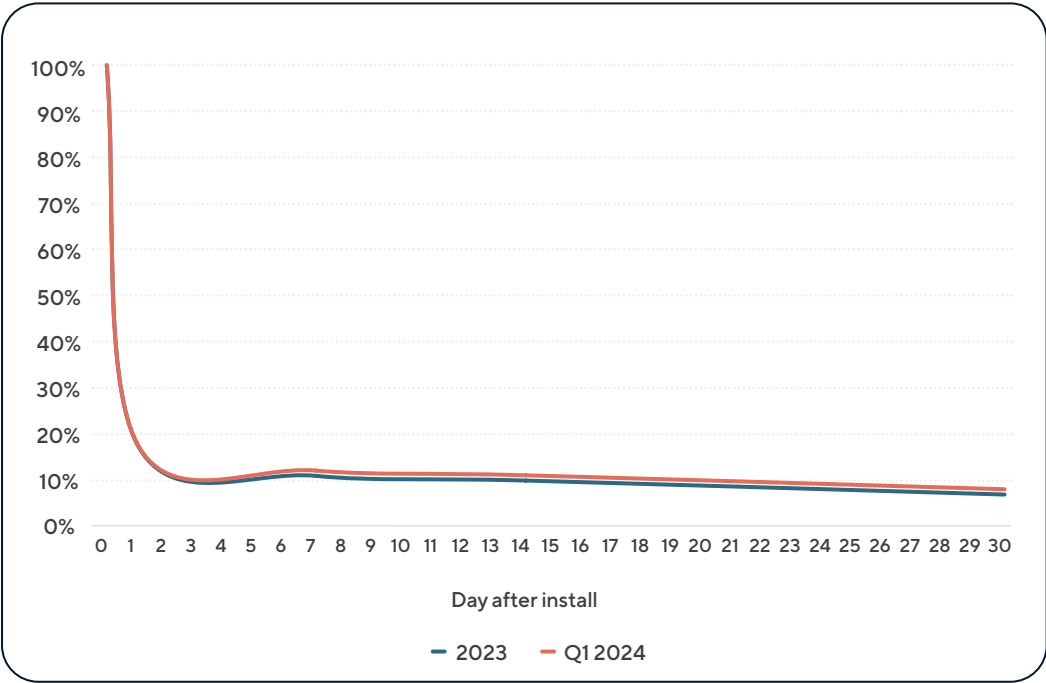


Finance partners per app 2023 - Q1 2024 (Japan)

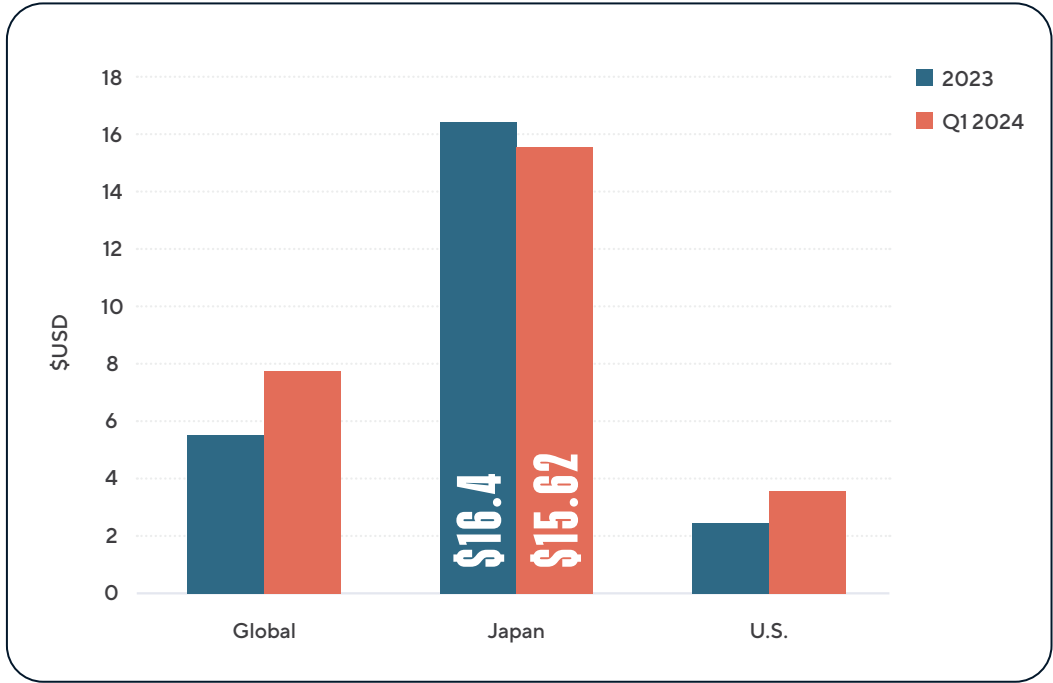




Finance app retention rates  
2023 - Q1 2024 (Japan)

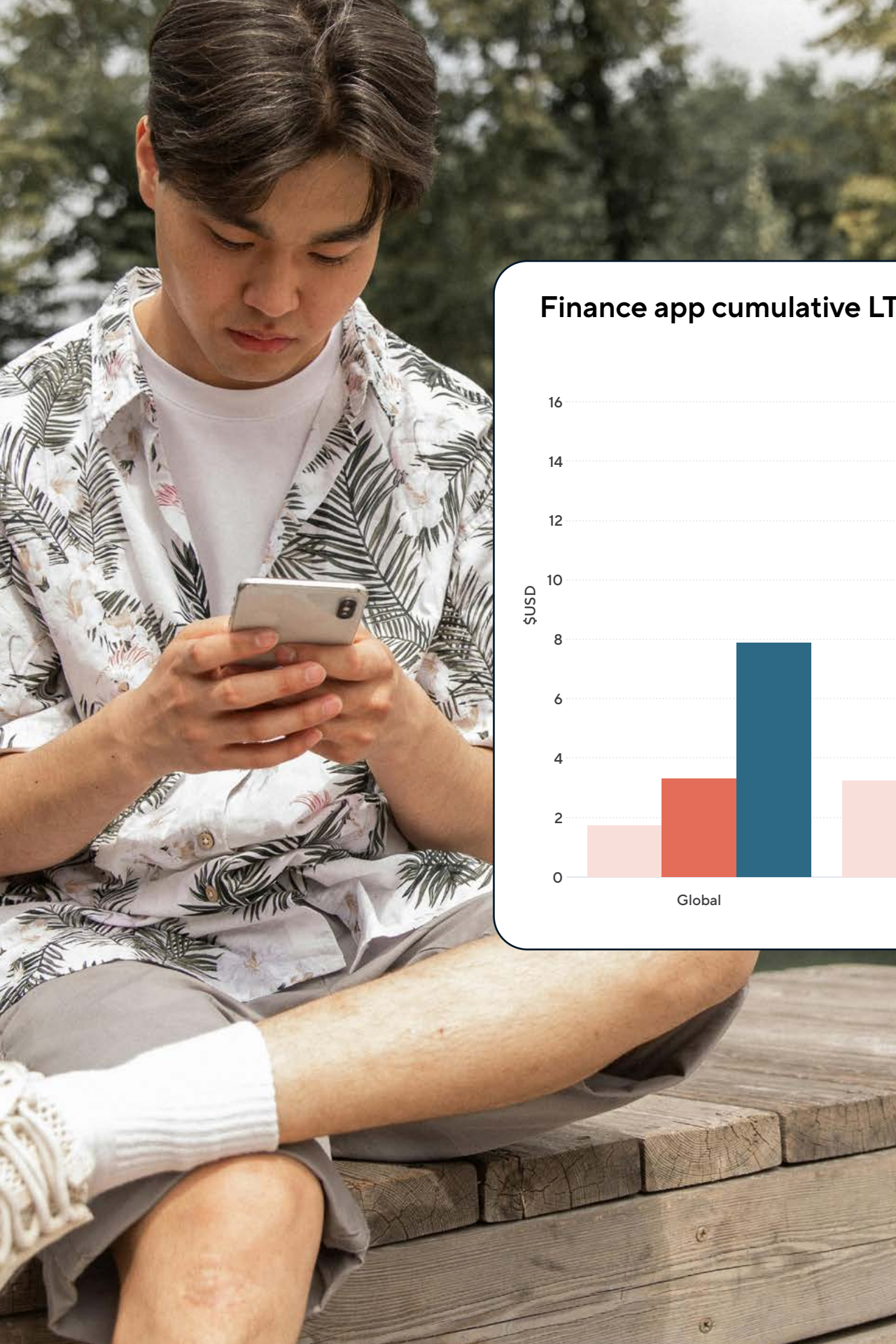


Finance app ARPMAU  
2023 - Q1 2024 (Japan)

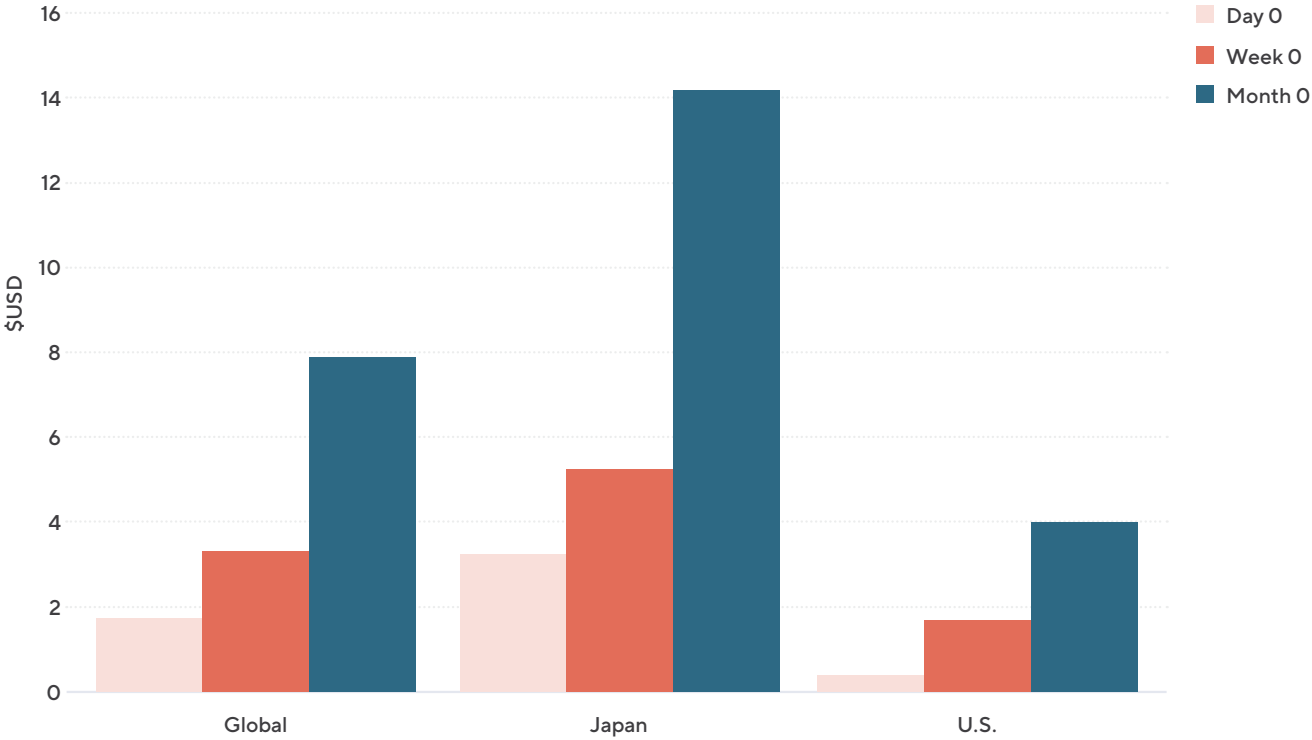


On day 1, retention stands at 19% for both 2023 and Q1 2024. Q1 2024 sees a consistent single percentage point improvement for the rest of the 30-day period, with day 7 at 13% (up from 12%), day 14 at 12% (up from 11%), and day 30 at 9% (up from 8%). While this increase may appear small, even fractional gains in retention indicate more effective campaign spend, higher quality users, and improved strategy overall.

Despite a slight decline, Japan maintained a high ARPMAU for finance apps, with \$16.4 in 2023 and \$15.62 in Q1 2024. While the global and U.S. numbers increased, Japan’s figures remained comfortably higher. The figures in Japan and abroad demonstrate the consistent and growing potential for revenue streams and monetization within the vertical.

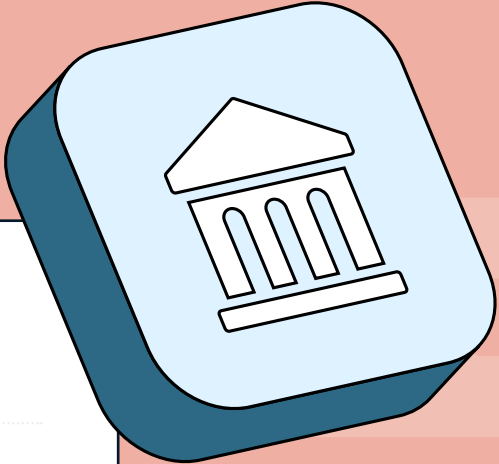
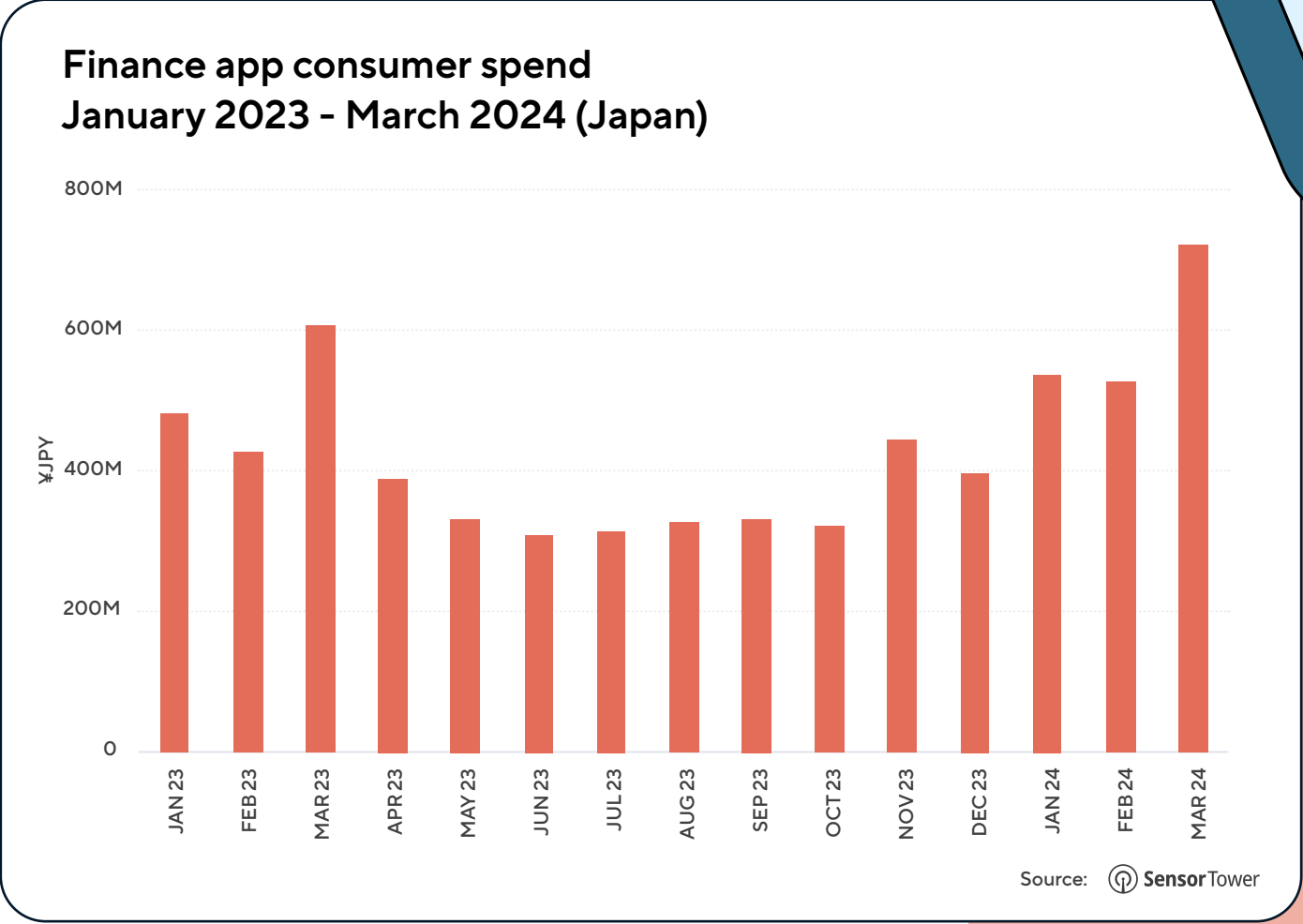


Finance app cumulative LTV Q1 2024



The cumulative LTV of finance apps in Japan significantly outperformed both global and U.S. benchmarks. On day 0, Japan's finance apps achieved an LTV of \$3.23, almost double the global median of \$1.73 and significantly higher than the U.S. median of \$0.38. This trend persisted into the first week, with Japan's LTV rising to \$5.25, compared to \$3.3 globally and \$1.7 in the U.S. By the end of the first month, Japan's cumulative LTV skyrocketed to \$14.16, surpassing the global median of \$7.88 and the U.S. figure of \$3.98.

Finance app consumer spending in Japan has shown significant growth over the last 15 months. In 2023, total consumer spending amounted to ¥4.7 billion resulting in 17.4% growth YoY and striking 53.5% growth between Q4 2023 and Q1 2024.



## PART 3

# E-commerce

E-commerce in Japan is booming. Discover key trends, top apps, and tech that are changing the way Japan shops online.





↓ Top 10 e-commerce apps by **downloads** in Q1 2024 (Japan)

1	 Matsukiyokocokara official app マツキヨココカラ公式アプリ	
2	 Temu: Shop Like a Billionaire	
3	 SHEIN-Compras Online オンラインショッピング	
4	 Rakuten Market 楽天市場 - お買い物で楽天ポイントが貯まる便利な通販アプリ	
5	 McDonald's マクドナルド	
6	 Yahoo! Shopping Yahoo!ショッピング	
7	 Amazon Shopping Amazon ショッピングアプリ	
8	 d Point Club: Docomo official point club full of great deals dポイントクラブ: お得情報満載のドコモ公式ポイントクラブ	
9	 Mercari: Buy and sell your way フリマアプリはメルカリ	
10	 Yamada Digital Membership ヤマダデジタル会員	

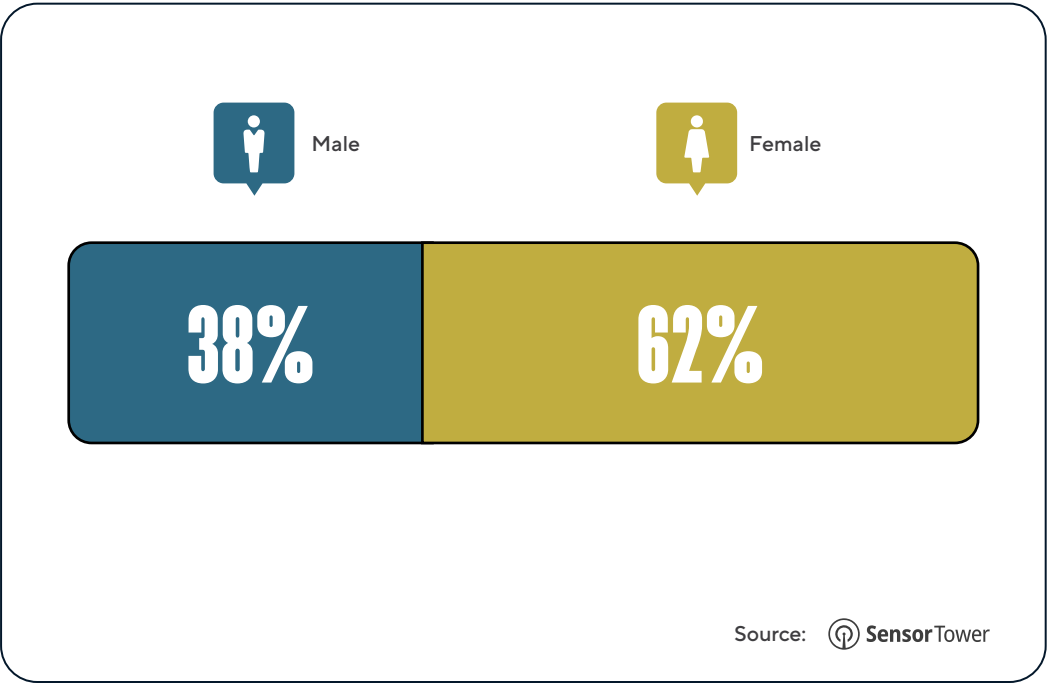
\$ Top 10 e-commerce apps by **consumer spend** in Q1 2024 (Japan)

 Yahoo! Auctions Yahoo!オークション	
 Local bulletin board Jimoty 地元のフリマアプリ・ジモティー	
 Vivino: Buy the Right Wine Vivino: 美味しいワインを手に入れましょう	
 Mobaoku- flea market/auction app モバオク - オークション & フリマアプリ	
 Seller Book - flea market sales management app フリマアプリの売上管理-セラーブック	
 Killer Pass - Sneaker list notification app キラーパス - スニーカーリストックお知らせアプリ	
 Xiaohongshu 小红书 - 你的生活指南	
 Sample Department Store サンプル百貨店 - 商品をお得に試せるちょっプル	
 SNKRS スニーカーのリリース&抽選(SNKRS)・靴 アプリ	
 Carousell: Snap-Sell, Chat-Buy	

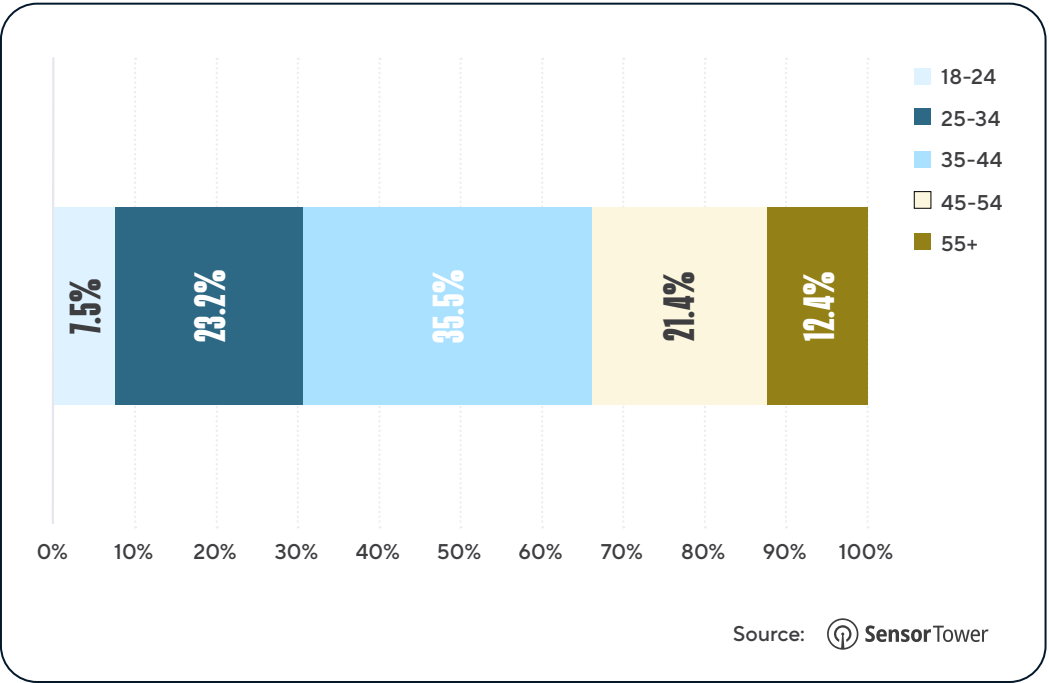
Source:  SensorTower

In Japan, the largest user group for e-commerce apps is the 35-44 age bracket, constituting 35.5% of all users. Following this, the 25-34 age group makes up 23.2%, while the 45-54 age group accounts for 21.4%. Users aged 55+ constitute 12.4% of the total, and the youngest group, 18-24, comprises 7.5% of the user base.

E-commerce app users percentage by gender  
Q1 2024 (Japan)



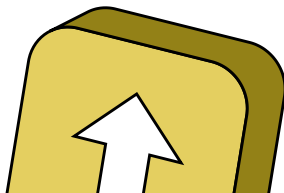
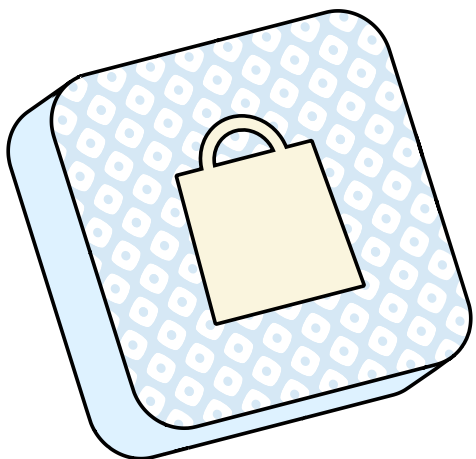
E-commerce app age group percentage  
Q1 2024 (Japan)



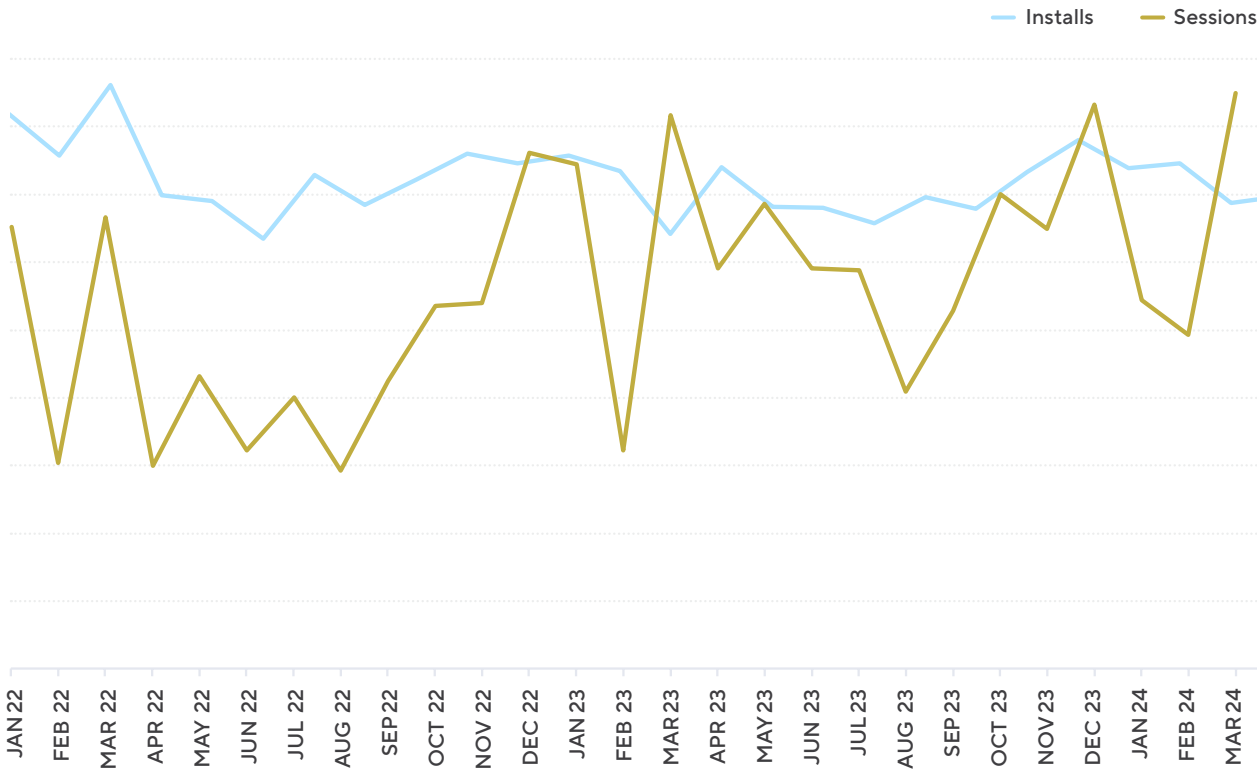
# Install and session trends

Despite a 4% decrease in e-commerce app installs from 2022 to 2023, Q1 2024 is up 5% compared to the 2023 average. This upward trend can also be seen in Q1 2024, which is up another 4% compared to the previous quarter.

A similar—albeit better—pattern is seen for sessions, which increased by a considerable 4% between 2022 to 2023 and a further 2% in Q1 2024 compared to the 2023 average.

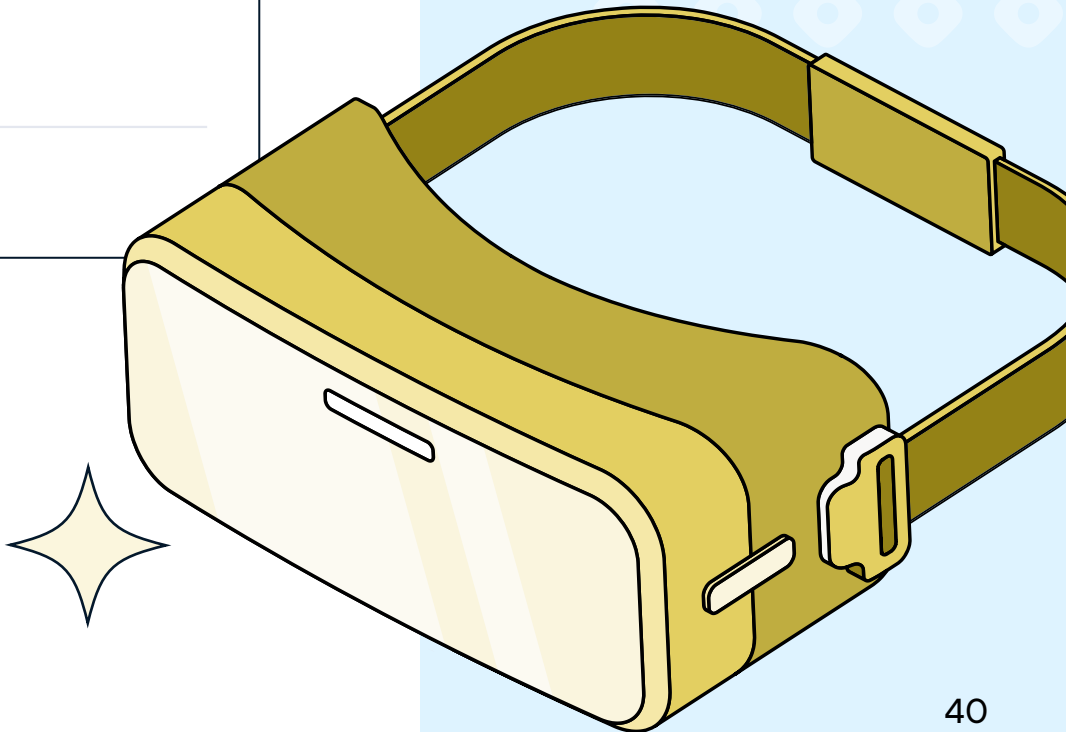
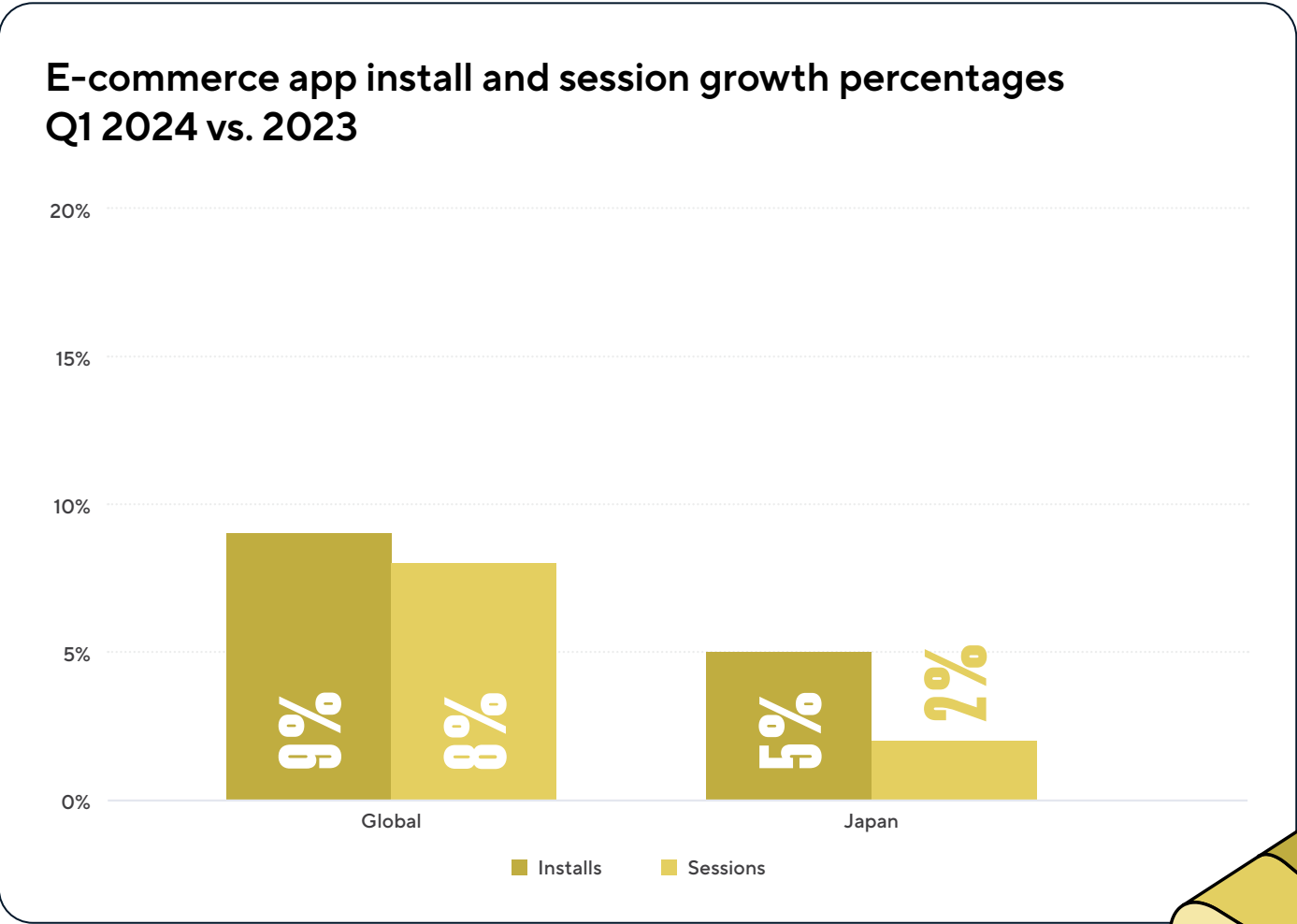


**E-commerce app install and session growth  
January 2022 - March 2024 (Japan)**

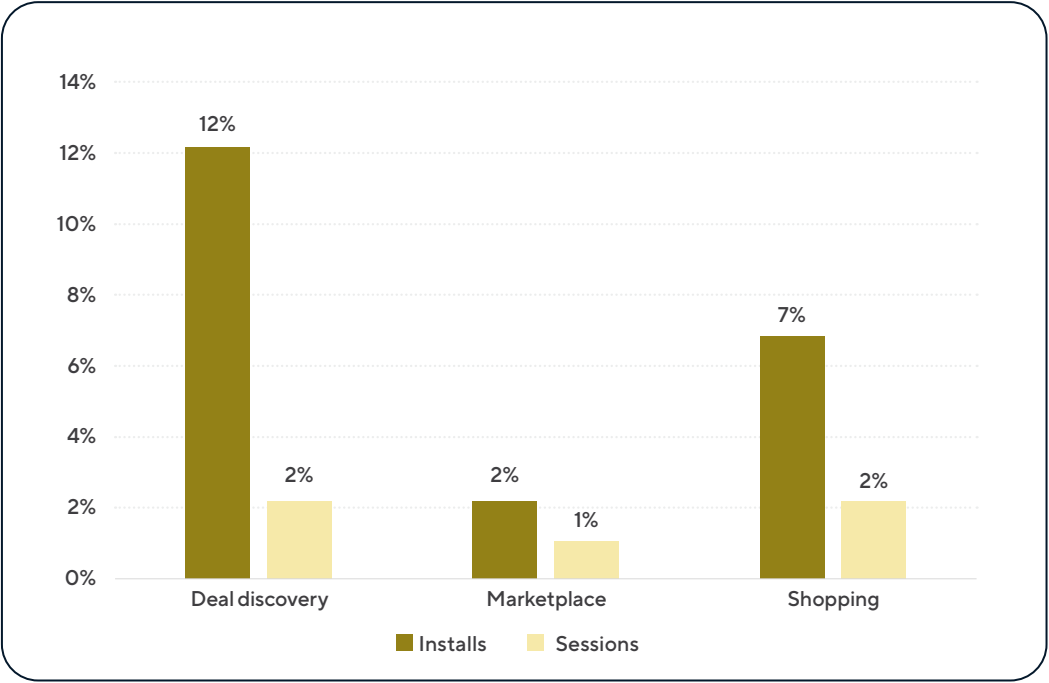


The global growth figures were higher than Japan's, with installs and sessions increasing by 9% and 8%, respectively.

While Japan is experiencing steady growth in the e-commerce app market, there's ample room for accelerated performance. Leveraging AI-driven personalization and next-gen analytics in mobile e-commerce enables tailored user experiences from ad creation to onboarding and into the user journey. Additionally, with secure payment options and innovative features like augmented reality (AR) for product visualization, user retention and session frequencies can be drastically increased.



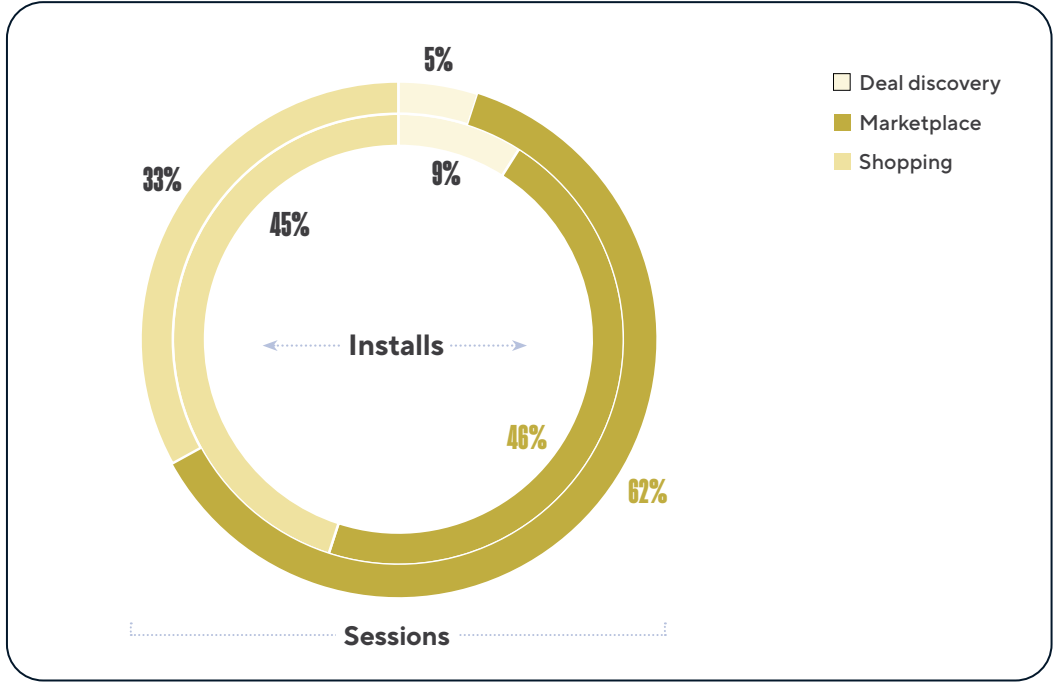
E-commerce app subvertical install and session growth percentages Q1 2024 vs. 2023 (Japan)



In Q1 2024, deal discovery saw the highest install growth among the e-commerce subverticals, increasing by 12% compared to the 2023 average. The number of sessions also grew by 2% during this period.

Shopping apps saw a 7% increase in installs and a 2% increase in sessions, while marketplace app installs grew by 2% and sessions by 1%.

E-commerce app installs and sessions by subvertical 2023 - Q1 2024 (Japan)



Within Japan, marketplace apps make up the majority of e-commerce installs and sessions, at 46% and 62%, respectively. Shopping apps come in close on the installs side, at 45%, but make up a smaller share of sessions (33%), while deal discovery apps contribute 9% of installs and 5% of sessions.



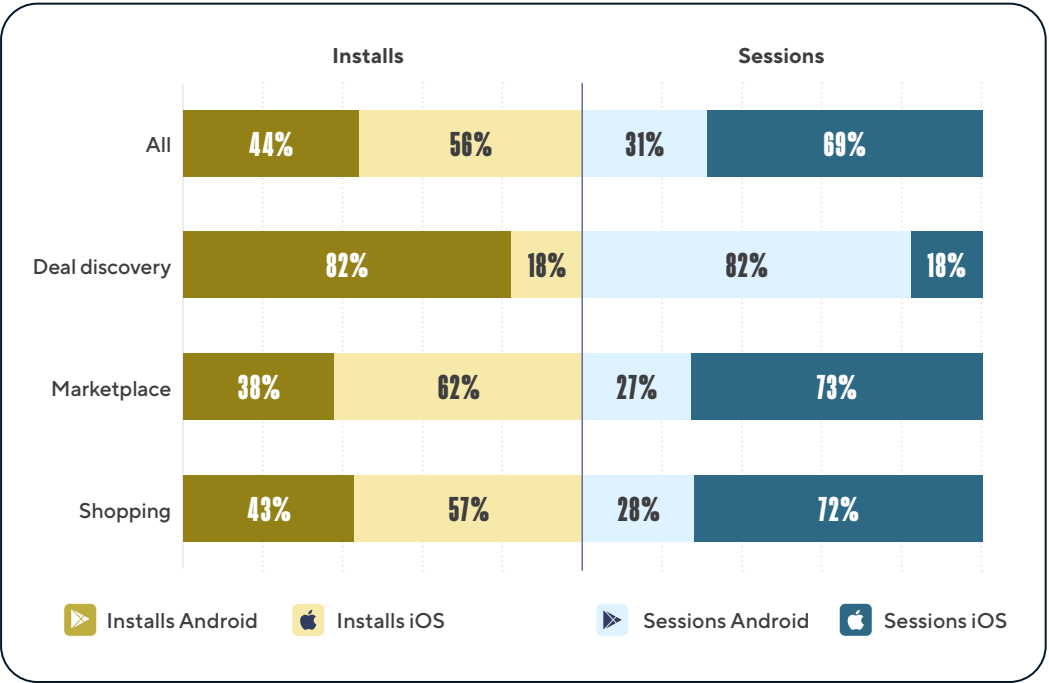
iOS devices account for 56% of e-commerce installs and 69% of sessions. In the deal discovery subvertical, however, Android makes up a huge 82% of both installs and sessions—implying a vastly different user base.

Marketplace swings back to iOS, where 62% of installs and 73% of sessions are attributed to the platform—meanwhile, 57% of shopping app installs and 72% of sessions are from iOS.

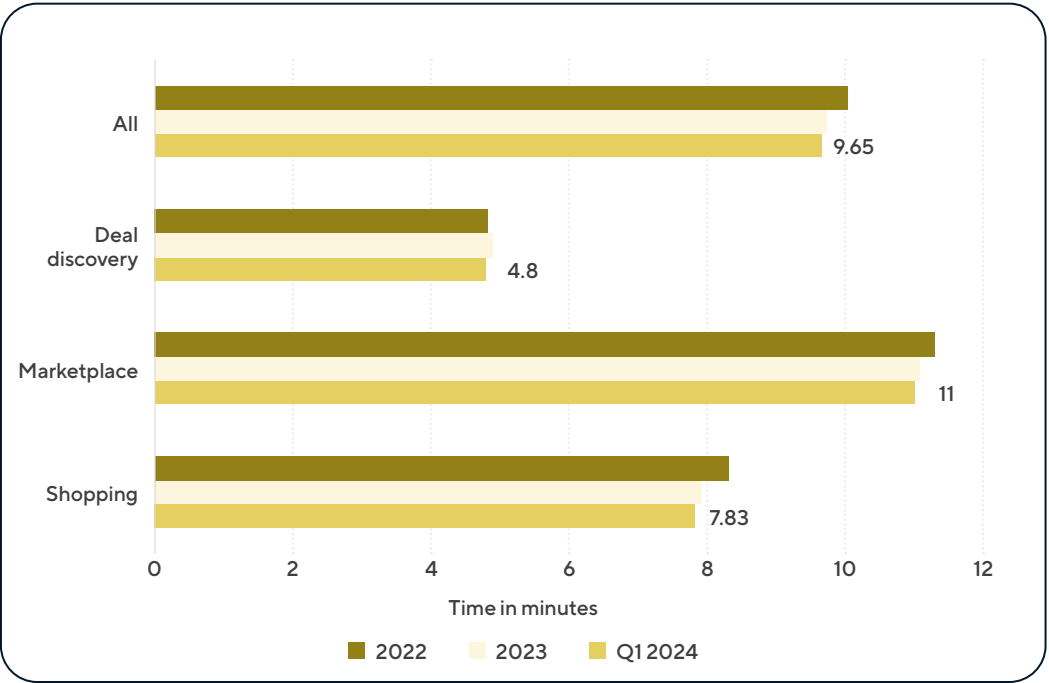
In Q1 2024, the average e-commerce session length was 9.65 minutes, a slight decrease from 9.74 minutes in 2023 and 10.04 minutes in 2022.

The decrease in e-commerce app session lengths over the years can largely be attributed to improved app design and targeted user experiences. Shorter session lengths can actually mean higher conversion rates and more completed baskets. That being said, marketers should focus on these metrics with laser precision to determine, cohort-by-cohort, how long the ideal session length is.

E-commerce app installs and sessions by platform 2023 - Q1 2024 (Japan)



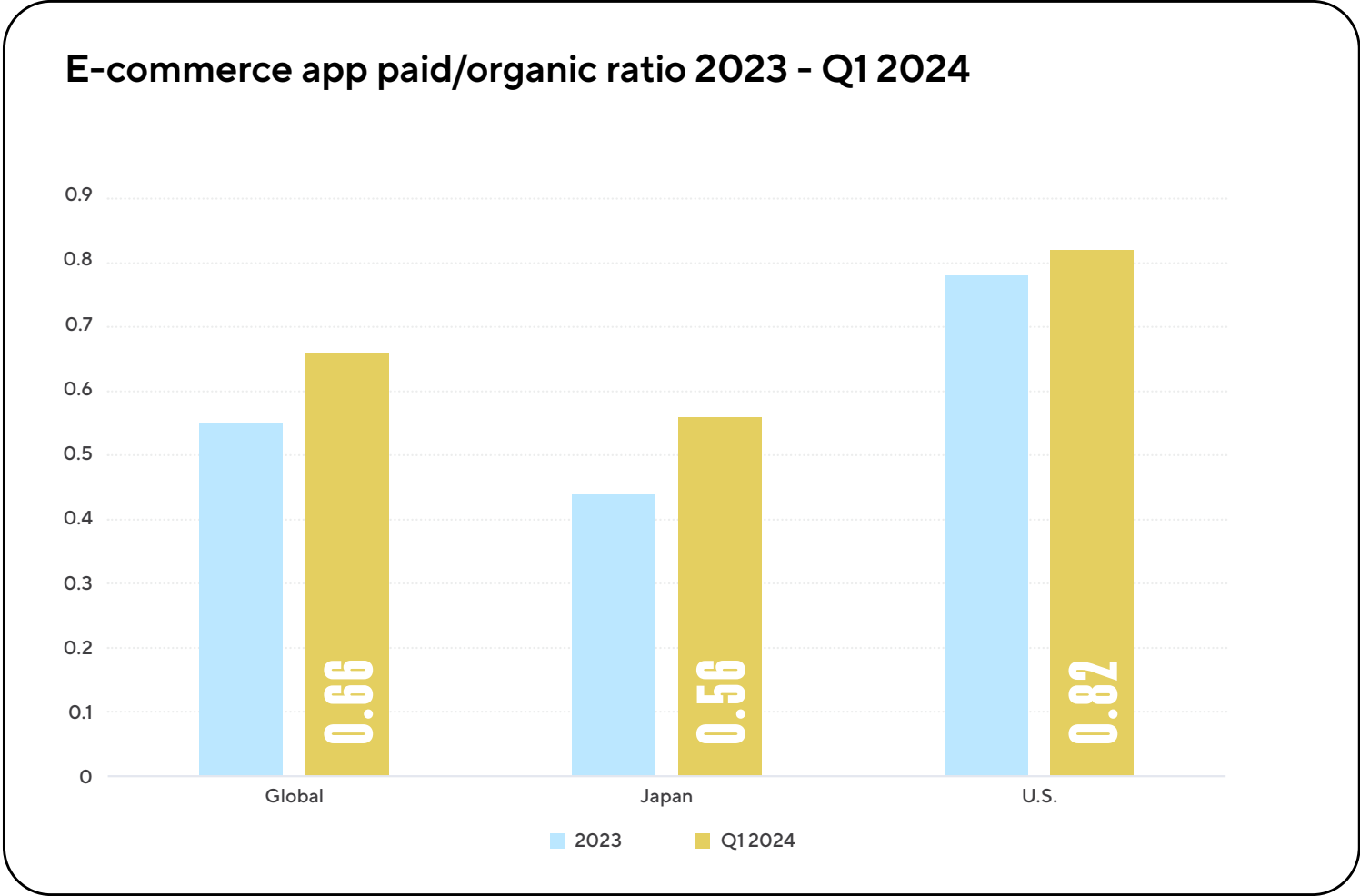
E-commerce app session lengths 2022 - Q1 2024 (Japan)



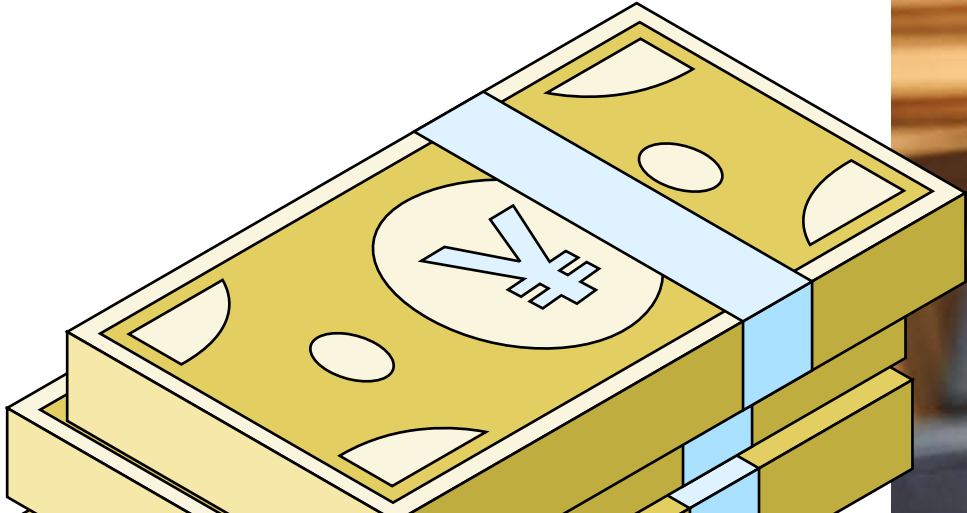
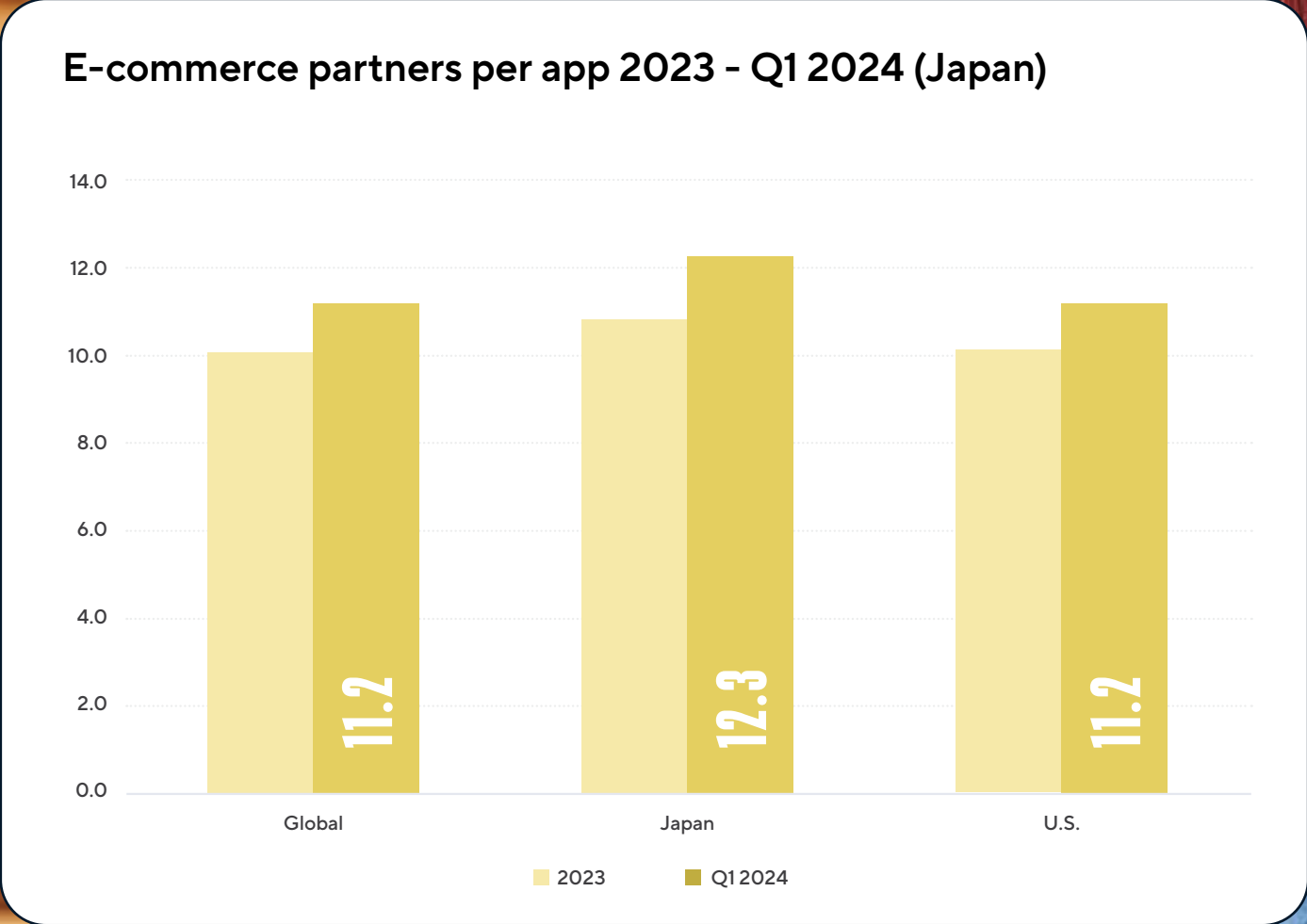
# Finding and keeping users

The paid/organic ratio in Japan increased from 0.44 in 2023 to 0.56 in Q1 2024. Globally, the numbers followed a similar trend, climbing from 0.5 to 0.66. In the U.S. we saw an increase from an already high 0.78 up to 0.82.

While Japan still relies comparatively less on its paid marketing, the overall trend indicates increased campaign spending and more confidence with bigger budgets. For example, as iOS opt-in rates improve, alongside confidence in working with SKAdNetwork (SKAN), marketers are empowered to scale.



E-commerce app marketers in Japan are expanding their number of paid channels, surpassing the global and U.S. averages. In 2023, there were 11.2 partners per app in Japan, which increased to 12.3 in Q1 2024. The global numbers increased from 10.9 to 11.2 in the same time period, while the U.S. decreased from 11.2 to 11.1 partners per app.





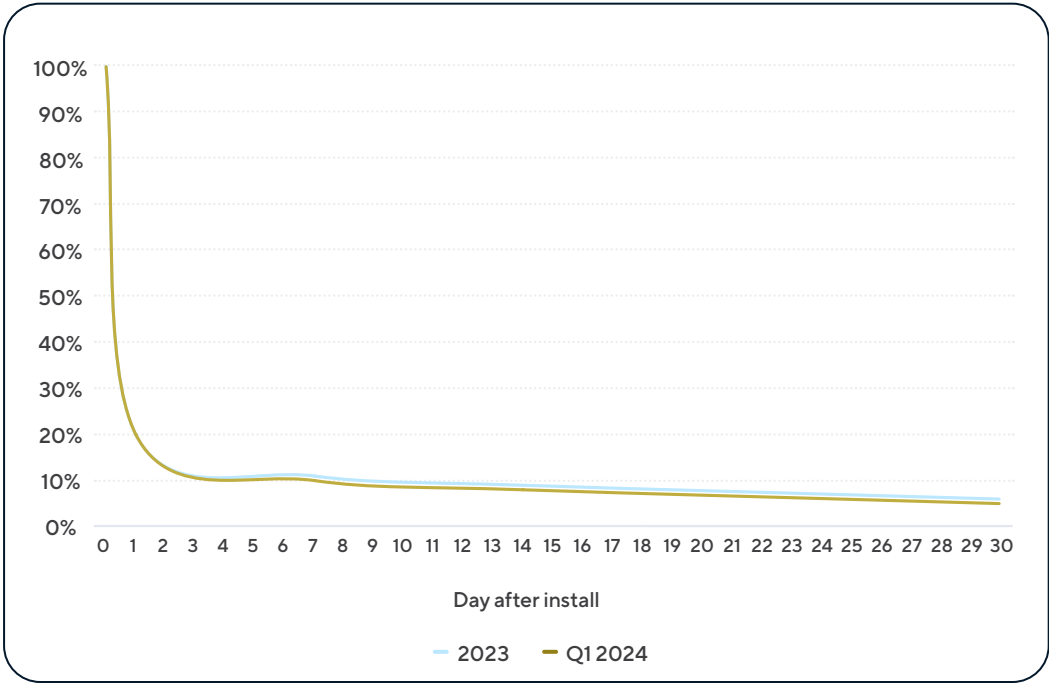
Retention rates for e-commerce apps in Japan dropped slightly from 2023 to Q1 2024. While the day 1 rate remained at 20% for both periods, by day 7, it dipped from 11% in 2023 to 10% in Q1 2024. By day 30, the rates remained one percentage point down, at 6% vs. 5%.

E-commerce app performance generally benefits greatly from high LTV users, and the longer a user is retained, the better the LTV should be. By improving retention via engaging retargeting and hyper-personalization, which can be unlocked with next-gen analytics, the ROI of every ad dollar will improve.

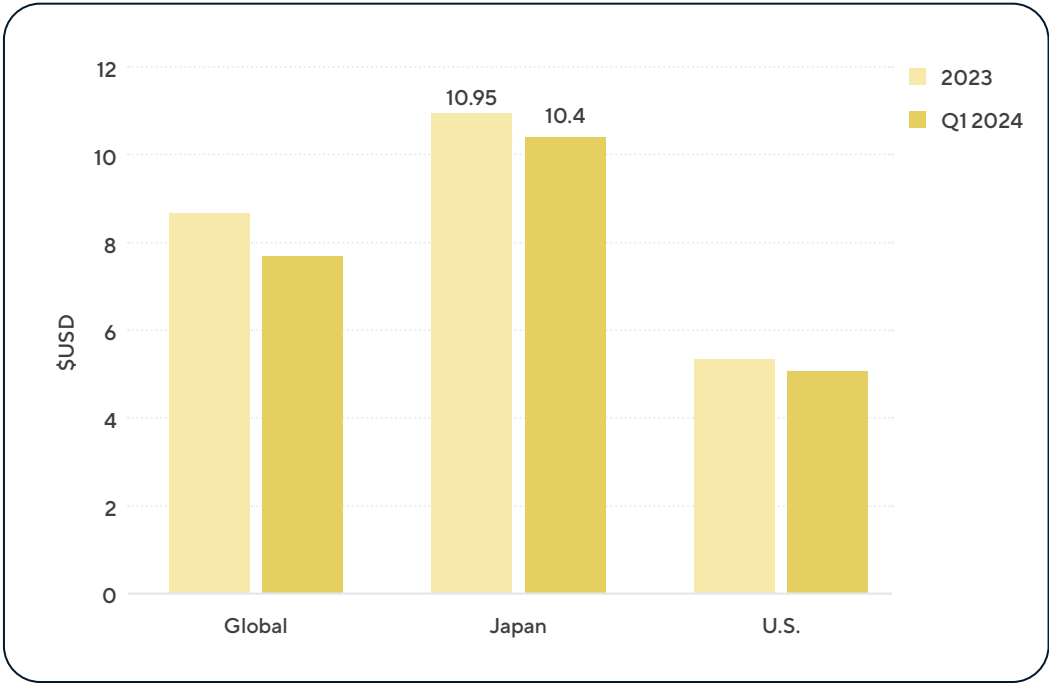
Among the three regions, Japan has the highest ARPMAU in the e-commerce vertical, but it did see a small decline in Q1 2024, falling from \$10.95 in 2023 to \$10.4 in Q1 2024.

Similarly, global ARPMAU declined from \$8.67 to \$7.68. The U.S. followed the same trend, down from \$5.35 to \$5.07. E-commerce revenue is typically at its height in Q4, so these figures are to be expected—**compared to Q3 2023, Japan's ARPMAU in Q4 2023 was 24% higher.**

E-commerce app retention rates  
2023 - Q1 2024 (Japan)



E-commerce app ARPMAU  
2023 - Q1 2024 (Japan)

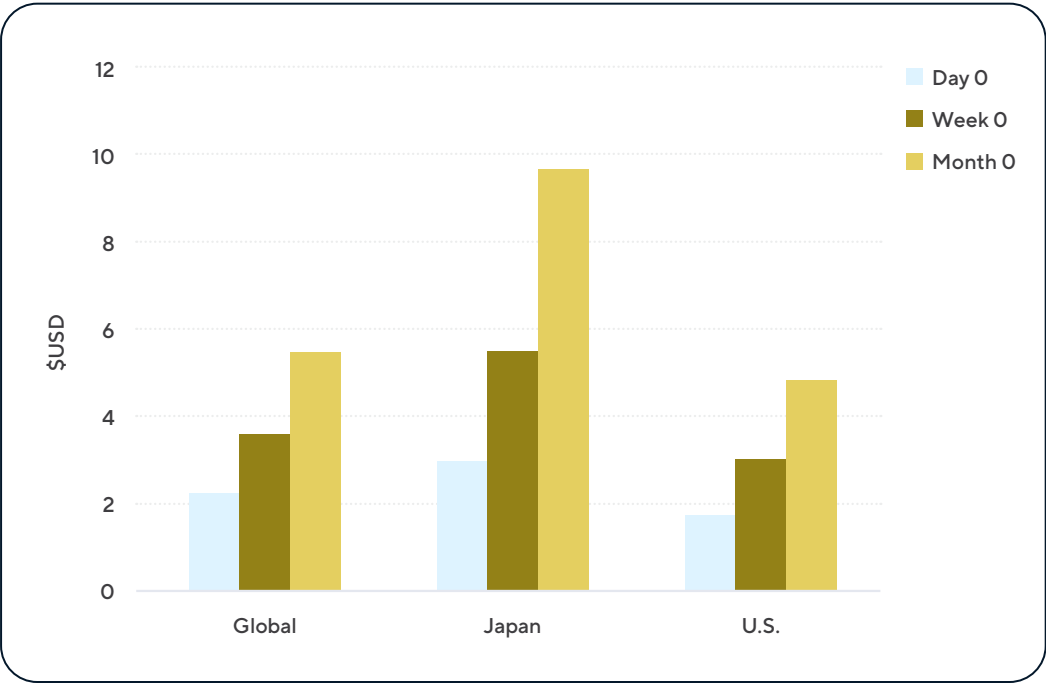


On day 0, Japan's LTV hit \$2.96, exceeding the global median of \$2.24 and surpassing the U.S. median of \$1.73. This early lead increases over time, with Japan reaching \$5.48 by the end of week 0, compared to \$3.6 globally and \$3.01 in the U.S. By month 0, Japan sits at \$9.67, nearly double the global median of \$5.47, and more than double the U.S. benchmark of \$4.81.

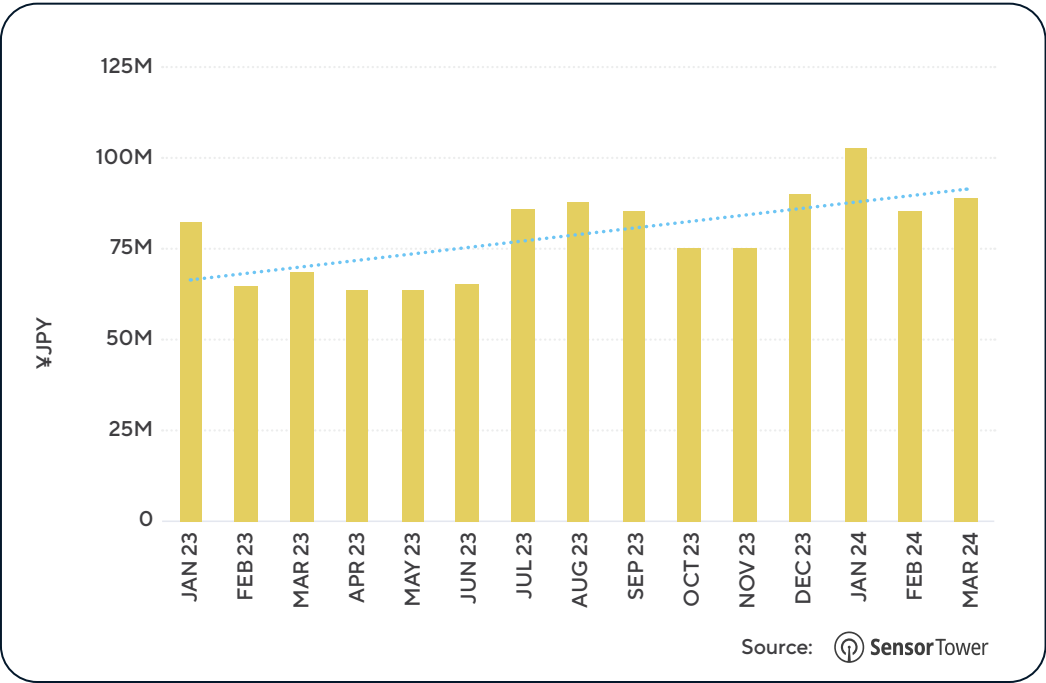
Japanese users' engagement and spending on e-commerce apps make it an exciting market. The high numbers reveal the extent of the opportunity and highlight how lucrative tapping into this high-value user base can be.

Consumer spending in e-commerce apps in Japan has shown a consistent upward trend over the last few years. YoY from Q1 2023 to Q1 2024 saw a 28.4% increase and beat Q4 2023 by 15%, a massive achievement considering Q4's characteristic boom period.

E-commerce app cumulative LTV Q1 2024



E-commerce app consumer spend January 2023 - March 2024 (Japan)



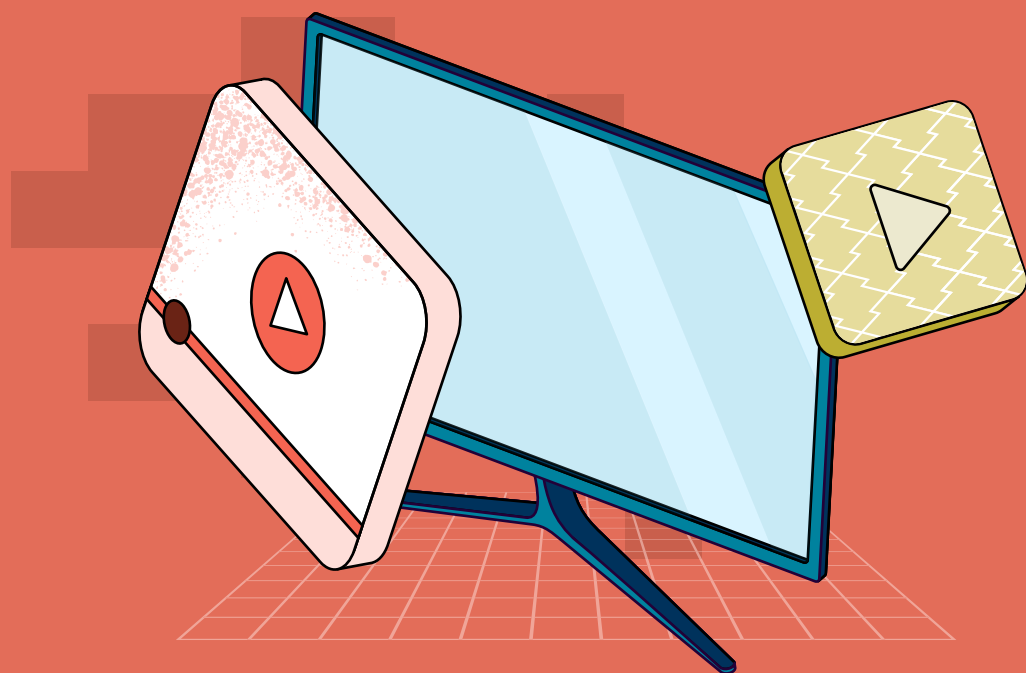


## PART 4

# Connected TV

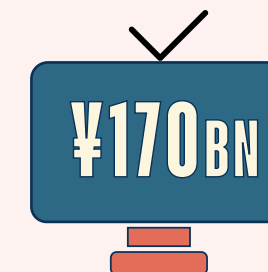
## A booming growth channel

Japan is a leading connected TV market. With 66% of advertisers having already moved budgets from social media to CTV, market knowledge of the platform's assisting impact on mobile installs—or ability to uplift overall campaign performance—is expanding. Much like TVs often function as the hub of the home, CTV places itself as the center of a robust channel mix. Next-generation app marketers are focused on embracing an omnichannel marketing future, with CTV playing a crucial role.



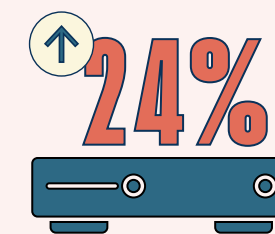
01

The Japanese CTV ad market is projected to reach [170 billion yen](#) by 2025.



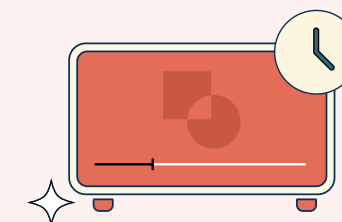
02

By 2024, 24% of brands anticipate that CTV will account for [60-80% of their revenue](#), up from 7% the previous year.



03

71% of [surveyed TV viewers in Japan](#) watch ad-supported streaming services for over two hours daily.














CTV audiences are highly engaged and are proven to be more receptive to ads than on other platforms. The bigger screen also allows advertisers to make more visually appealing, creative, and high-quality visuals. Unlike traditional, linear TV, CTV is a performance channel, meaning that just like with mobile, you can reach and target segments based on interest, demographics, viewing habits, and more.

With a precise and granular measurement solution, it's also possible to attribute interactions from CTV to CTV and between CTV and mobile apps, from direct actions to multi-touch insights into the user journey. In the context of mobile app marketing, incorporating CTV into a UA or engagement strategy has been shown to drastically increase conversions on other channels. We call this the 'assisting power' of CTV advertising.





↓ Top 10 apps **overall** on Apple TV by average daily download rankings in Q1 2024 (Japan)

1	 <b>Disney+</b> Entertainment
2	 <b>U-NEXT</b> Entertainment
3	 <b>Amazon Prime Video</b> Entertainment
4	 <b>Netflix</b> Entertainment
5	 <b>YouTube</b> Entertainment
6	 <b>ABEMA</b> Entertainment
7	 <b>Hulu</b> Entertainment
8	 <b>FOD</b> Entertainment
9	 <b>TELASA</b> Entertainment
10	 <b>WOWOW</b> Entertainment

Source:  SensorTower

↓ Top apps in **each vertical** on Apple TV by average daily download rankings in Q1 2024 (Japan)

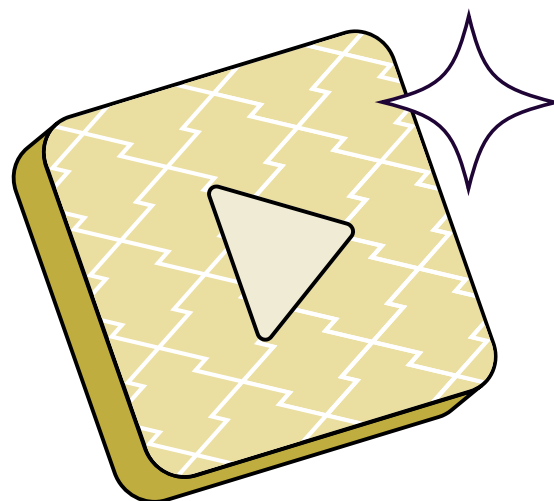
 <b>Kodomo Challenge TV</b> こどもちゃれんじTV (テレビ版) Education
 <b>Disney+</b> Entertainment
 <b>Steam Link</b> Game
 <b>zwift: Ride and Run</b> Health and fitness
 <b>YouTube Kids</b> Kids
 <b>Houzz</b> Lifestyle
 <b>NHK WORLD-JAPAN</b> News
 <b>DAZN: Stream Live Sports</b> Sports

Source:  SensorTower



# What's next for CTV Advertising

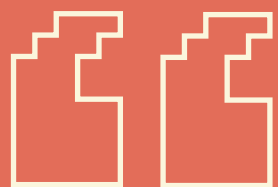
Moving forward, AI is poised to revolutionize CTV advertising. Generative AI, in particular, is reshaping ad workflows and content creation. Companies like [Disney](#) and [YouTube](#) are using AI to enhance the ad creation process by automating creative reviews and enabling scalable ad production. Similarly, [SparkLabs](#), AppLovin's in-house creative team, scaled their usage of AI in creative conception and production by [nearly threefold](#) compared to the previous year. In the near future, advertisers will be able to create CTV-ready ads using simple text inputs, adjusting creative elements for optimal performance across segments.



## Adjust's solution for CTV measurement

Adjust's CTV solutions equip app marketers with the tools needed to transform CTV into a performance channel, drive omnichannel success, and measure campaign performance across CTV and OTT.

- ✓ **Omnichannel success:** Boost ROI with campaign measurement, integrating performance across multiple channels.
- ✓ **Impact measurement:** Measure the influence of CTV ads on mobile app installs, user engagement, and in-app events.
- ✓ **QR Code integration:** Generate QR codes to gain insights into the direct effects of CTV campaigns, linking CTV app conversions and events with CTV ads.
- ✓ **Granular attribution data:** Access detailed CTV attribution data for a comprehensive view of your user acquisition marketing across channels and devices.
- ✓ **Assists dashboard:** Determine how CTV channels influence customer journeys and other marketing channels.



“Rapid integration of CTV into Japanese households is transforming conventional viewing habits and opening new avenues for dynamic advertising strategies. By harnessing advanced analytics and measurement, marketers can measure the true impact of their campaigns. **The continuous evolution of Japan’s CTV landscape promises boundless potential for growth and creativity, making it a vital focus for any growth marketer.**”

ADJUST



Mobile app trends 2024: Japan edition

Gijsbert Pols, PhD  
**Director of Connected TV  
and New Channels**



## CONCLUSION

# Into the next generation of app marketing in Japan

Mobile app growth was relatively steady in Japan in 2023, with a slight dip in downloads and consumer spending, alongside elevated user engagement. In the first quarter of 2024, installs and revenue saw a resurgence, while the upward trend for sessions continued.

The vertical hit hardest by the downturn in 2023—in line with global trends—was mobile gaming, but it's also seen a promising uptick in session lengths and retention in 2024 so far. To leverage these positive signals most impactfully, mobile marketers should balance traditional, mobile-first user acquisition methods with new channels like connected TV or even port their game to PC and console to reach a wider audience. Across the entire games advertising ecosystem, measurement and analytics are essential for confident and smart scaling of budgets. In Japan, where a high share of users are on iOS, an excellent handle on SKAN (and AdAttributionKit) and the move toward next-

generation tools for aggregated data is also crucial for effective campaign optimization and long term success.

Finance app installs and sessions grew at a stable pace, with banking and stock trading apps witnessing a particularly strong spike in sessions and consumer spending. Similarly, e-commerce installs slowed somewhat but sessions maintained a steady upward march. Deal discovery enjoyed substantial gains in early 2024. This upward trend can be amplified by employing AI and machine learning to craft hyper-personalized user experiences that drive increased LTV—an area in which Japanese apps are already

excelling. Across both verticals, different cohorts will be looking for different experiences, and will convert at different moments in the user journey.

Finding the perfect media mix and striking the ideal balance of channels amidst evolving data privacy requirements in an increasingly challenging measurement space is not easy. To succeed in Japan's dynamic and vibrant app ecosystem, marketers need tools that simplify their day-to-day, keep them one step ahead of industry changes and developments, and provide them with attribution they can truly rely on.



## ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms, from mobile to CTV and beyond. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and analytics suite provides visibility, insights, and essential tools that drive better results.

[adjust.com](https://adjust.com)



[adjust.com](https://adjust.com)



[@adjustcom](https://twitter.com/adjustcom)



## ABOUT SENSOR TOWER

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.

[sensortower.com](https://sensortower.com)



[sensor-tower](https://sensortower.com)



[@SensorTower](https://sensortower.com)