



APPS 100
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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
BUSINESS APPS ON iOS & ANDROID



BUSINESS: A pre-defined list of financial services for small businesses, delivery systems, and workforce management apps

INSIGHT

The fastest-growing Business apps show US consumers searched for a side hustle in 2023. Many apps in the top 10 allow flexible ways to earn additional money. For the creative folk, Etsy Seller and Shopify give users seamless shop management. And for those with a little spare time, Spark Driver helps them earn by delivering Walmart orders at any time or place that suits them. Most other apps are on-the-go HR management, allowing employees to check their schedules and remain productive wherever they are.



METHODOLOGY

The Digital 100 for Apps reveals the fastest-growing mobile apps in the US. To identify the winners, we analyzed Monthly Active Users (MAU) on both iOS and Android for 10 categories, ranking 100 apps with the fastest growth for 2023 vs. 2022. As part of the qualification process, each app had to have both iOS and Android versions, and a combined iOS and Android Average MAU exceeding 30K in 2022 and 300K in 2023. We analyzed usage estimates of thousands of apps using Similarweb's proprietary app data. This unique data and additional mobile app insights are available as part of our App Intelligence Premium Plus add-on, and combined with Similarweb's web insights, provide a 360 view of the digital world.

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