

India is becoming the largest e-market



India is approaching towards exceeding the global count of mobile devices and internet facility consumers in the world, and with the mobile app download count exceeding even the US - we are set to become world's largest e-market.

E-commerce companies, mobile phone manufacturers, telecom companies and ISPs are flooded with profits, hence, rocketing up the download count of the mobile apps applications in India. Within a year, there was a massive 165% hike in the collective download count of Android and iOS apps from Indian terrain, as reported in an annual report of an independent agency. With such a massive rise in app downloads during 2016-2018, India has now exceeded the count of the US to become most "app downloading" market globally.

Among all sorts of apps, the most popular ones are finance, food-delivery and the latest video streaming apps - which are omnipresent on almost each smartphone in the country. Among all these, food deliver apps have garnered most attention with 900% hike in downloads, which is almost nine fold compared to the average global increase rate of 115%, and India outnumbered every other nation, leaving the US far behind, with 120% hike from 2016. Apps like Zomato and UberEats are topmost in the list, and have witnessed a valuation of \$1 billion in India, along with Swiggy struggling to reach the top list.

Besides food apps, the finance apps have gained popularity enough to prompt the scroll up by over 200% raise, while the US and Germany showed only 50% increase. The banking sector apps too showed an uplift in number of digital transactions and account-checks, ranging about 3 times a week to 4 times a week in 2018 for India, but still behind Australia with almost 10 checks per week. Not to forget the e-commerce apps, Indian sessions of online shopping are way beyond that of South Korea And the US - giving a huge slice of pie to giants like Amazon and Walmart-through Flipkart; and among all items, mobile phones are expected to be 75% of total e-commerce by 2021.

Also, about Indians spent about 45 billion hours on video streaming apps, giving out a 185% increase for apps like YouTube, Hotstar, Netflix, etc. While gaming apps like Ludo King, Candy Crush Saga, Temple Run 2, and Subway Surfers had their fair share of usage too. However, the reports on excessively used apps showed almost a negligible or no use of in-app purchases and subscriptions, and as usual, most of us fish for no-cost or economical options - which could be a drawback for some paid app companies, as of now.