

Mobile App Trends Report 2025

Sneak peek at the Danish data

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About the study

Unveiling **key** **insights** from Denmark's app landscape

About

Denmark's app market is evolving, and this sneak peek into the Mobile App Trends Report 2025 data reveals how users engage with and evaluate their favorite apps.

To understand what Danes value in an app, we developed the App Pulse model—a framework for measuring the factors that drive user satisfaction across categories. This includes ease of use, relevant notifications, engaging content, and smart features that simplify everyday life.

For this study, 3,000 Danes aged 18–70 rated over 200 apps, resulting in more than 20,000 app evaluations. The findings reveal which apps perform best, why they stand out, and how frequently they are used. Together, they offer a unique overview of Denmark's app landscape in 2025.

**We are excited to share these insights with you.
Stay tuned for the full report launching soon!**



About the study

A part of a bigger picture

This study explores the Danish app landscape but is just one of several digital markets we track.

At Framna, we continuously gather insights from multiple local markets where we operate and contribute daily. Looking ahead, we aim to expand our market coverage to gain a more comprehensive view of mobile trends on both global and local levels.



Denmark

3000 respondents

200+ apps



Sweden

2800 respondents

240+ apps



Netherlands

3000 respondents

180+ apps



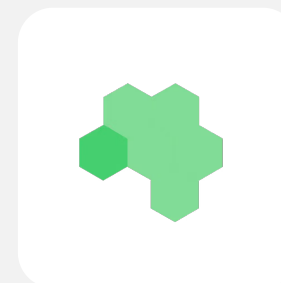
About the study

The voices of Danish app users: A demographic overview

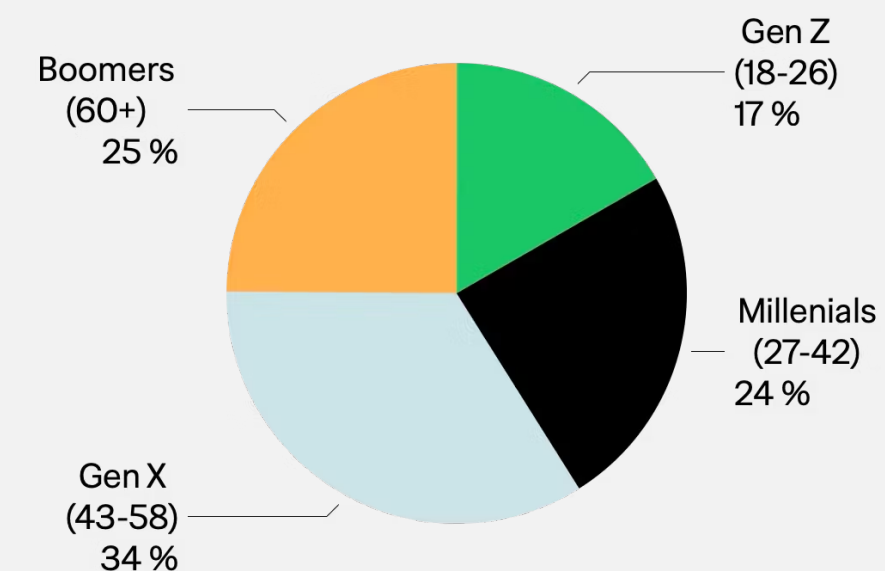
When we began this study, our goal was to capture a broad representation of age, gender and location across Denmark to ensure the study would reflect the voices of Danish app users. What we observe is a fair distribution across the country, with a slightly higher concentration around major cities, and a nearly even split between men and women.

The age distribution primarily spans from 18 to 70 years, with Generation X making up the largest portion of participants. This aligns well with Denmark's demographics, providing insights across multiple generations. However, it's important to recognize that a significant app audience exists outside this age range, particularly among users under 18, who are known as digital natives.

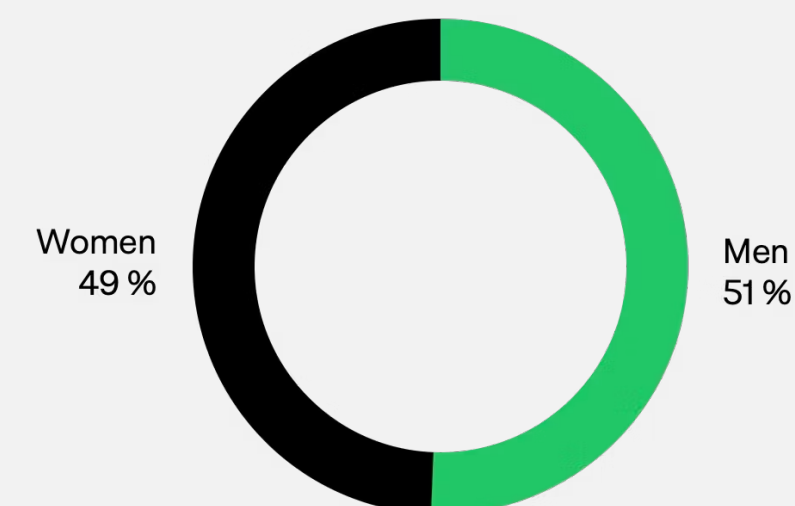
Location



Age



Gender





Our Methods

Through a combination
of **statistical insights**
and user feedback, we
uncovered what **drives**
satisfaction

In order to gain a comprehensive understanding of how Danes interact with and perceive apps, we began with basic statistical analysis, calculating averages, sums, and other foundational measures to create a clear overview of user behavior and preferences. Following this, we applied correlation analysis to examine the internal relationships between the various drivers of app performance. This helped us understand how different factors interacted with one another, providing insights into the underlying dynamics of app features.

To further explore how these drivers impacted overall user satisfaction, we conducted regression analysis. This allowed us to build predictive models to determine which specific app features had the greatest influence on user satisfaction. Alongside these quantitative approaches, we gathered qualitative feedback directly from users to capture deeper insights into their preferences and pain points. By combining both quantitative data and qualitative insights, we were able to develop a well-rounded understanding of app performance and deliver actionable recommendations for improvement.

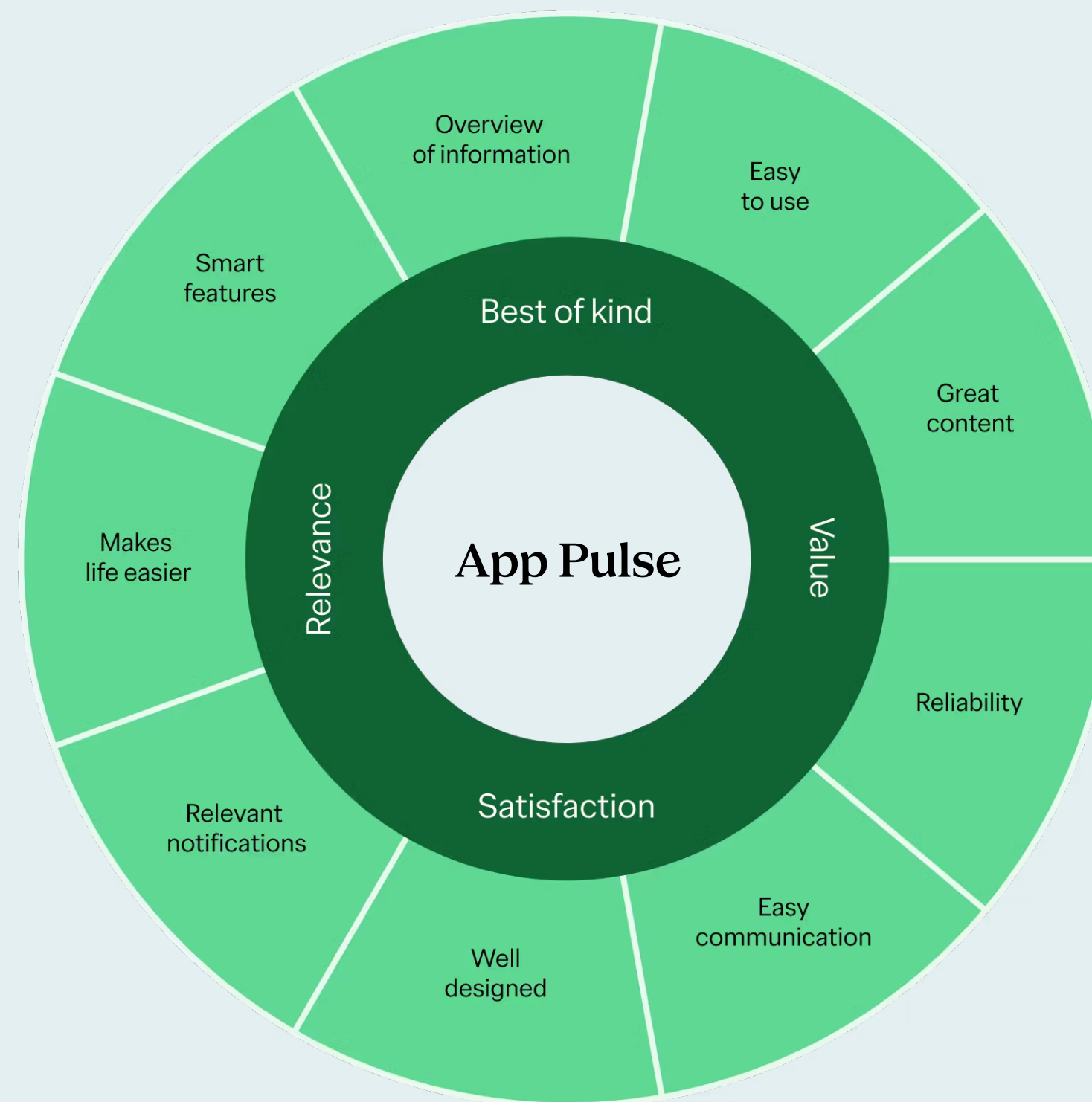
While the base report covers our core findings, the full details of our methodology will be presented in the forthcoming white paper.



Introducing the App Pulse model

The App Pulse model serves as the foundation of this study, giving a clear overview of the parameters we are analyzing.

The App Pulse model is separated into two layers: an outer layer of nine operational drivers, and an inner layer of four core criteria.





Measuring performance: The App Pulse score

The App Pulse model's inner layer's introduces four core criteria – these make up the App Pulse score, used to express the overall performance of an app.

This score is our primary benchmark of app success of the study, reflecting how the app is perceived by Swedish users.

App Pulse score is based on users evaluations of an app across four core criteria:

Best of its kind

Evaluates how the app stacks up against competitors, identifying its strengths in the category — vital for understanding market positioning.

App Value

Assesses whether users perceive the app as valuable and engaging, which is key to driving sustained usage and loyalty.

Over all satisfaction

Directly measures user satisfaction, reflecting the overall quality of the experience — a fundamental indicator of an app's success.

App Relevance

Measures how well the app aligns with user needs and preferences— critical for ensuring the app's appeal and market fit.





About the study

Understanding drivers of performance: The nine operational drivers

The nine operational drivers, shown in the model's outer layer, are evaluated independently of the App Pulse Score. Danes were asked to assess each app's perceived performance across these dimensions.

These drivers provide deeper insights into an app's strengths and weaknesses. Regression analysis was then used to identify which drivers are most critical for app performance across industry sectors.





The operational drivers explained

The 9 operational drivers span across all apps. In the overview below, we introduce each operational driver and why they are relevant to the user experience and perceived performance.

Smart features

When downloading an app, one of the core expectations is the app has to offer smart functions for the user. The possibility to personalize the app interface and offer smart shortcuts for the users are essential user needs.

Overview of information

Making information quickly available in an easy manner is key for any type of app. It is particularly important for content-heavy apps such as news, marketplaces, retail and fashion.

Easy to use

If an app is not intuitive and very easy to use, the users will quickly abandon the app. Best in class apps all have self-explanatory navigation and reflect no need for guidance. Convenience is king, easy is queen.

Great content

Not limited to entertainment, medical, and news apps, engaging content is vital. Delivering inspiration and guidance sets an app apart from its static competitors, escalating its significance.

Reliability

The app's reliability, its capacity to function consistently without breakdowns, and providing accurate information is crucial. This factor signifies trust. Hence, reliability is indispensable.

Easy communication

Does the app facilitate easy communication with the brand or organization, or even peer-to-peer, particularly vital for social and telehealth apps.

Well-designed

Aesthetically pleasing design creates a sense of satisfaction and tranquility. For apps, this involves both user navigation and visual consistency, ensuring a harmonious blend of visual and technological elements.

Relevant notifications

While push notifications are an effective tool for prompting users to revisit the app, they must also be relevant and contextually appropriate to ensure positive engagement.

Makes life easier

The fundamental purpose of apps is to ease or improve users' lives. If your app doesn't deliver on this, reconsider your investment. This driver is paramount across all categories and plays the most crucial role.

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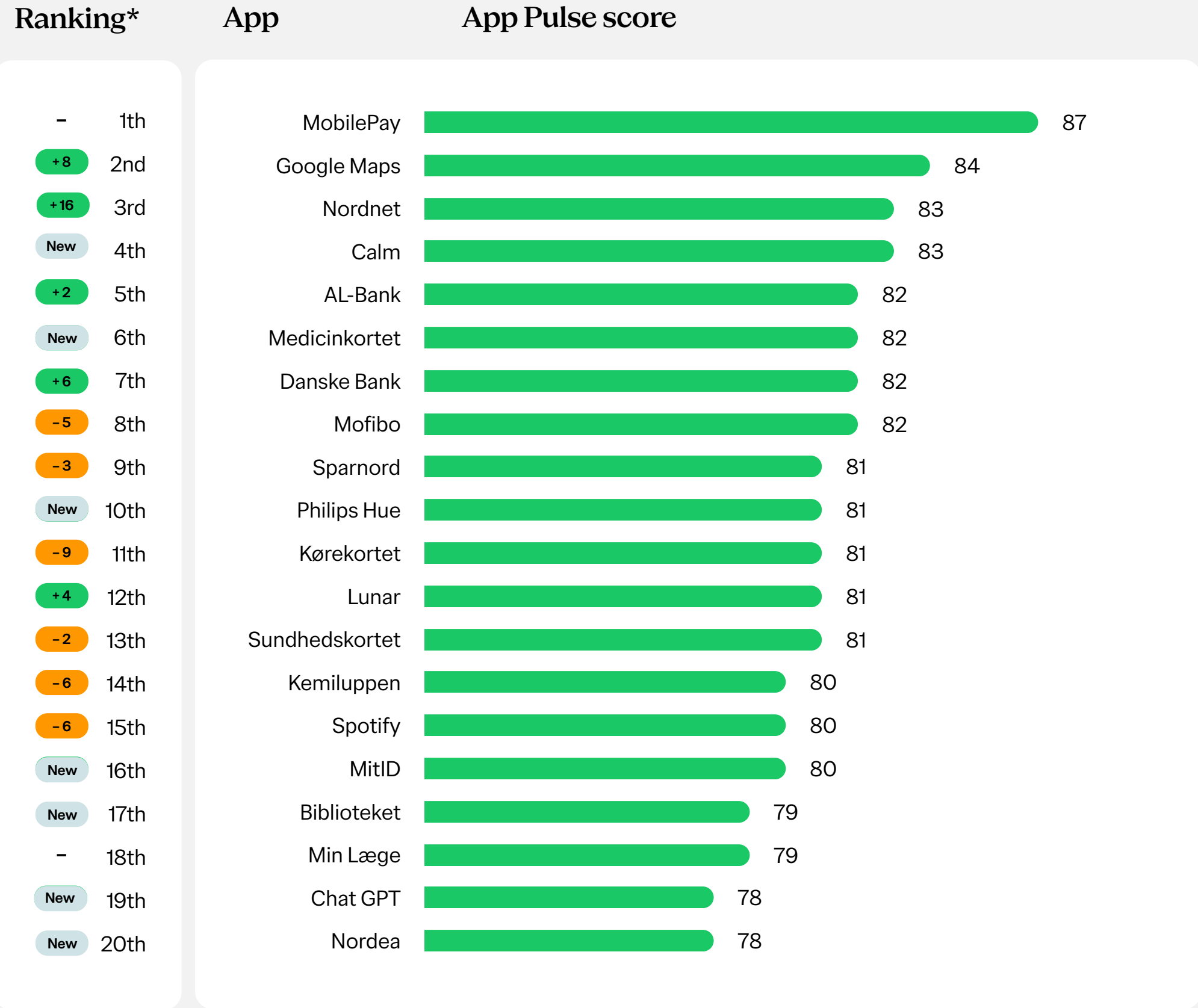


Top performing apps

Most loved apps according to Danish consumers

The graph showcases the top 20 highest-rated apps in Denmark measured by App Pulse score

- MobilePay ranks first for the second year in a row, though its recent overhaul integrating Norway’s Vipps infrastructure has faced some criticism. It is worth noting that the data was collected before this change was implemented.
- Google Maps is the runner-up, proving essential to modern-day life in Denmark.
- Nordnet stands out for its intuitive design, simplifying investing and financial management.
- Banking and payment apps, like AL-Bank, Danske Bank, Sparnord, Lunar, Nordea generally rank highly.



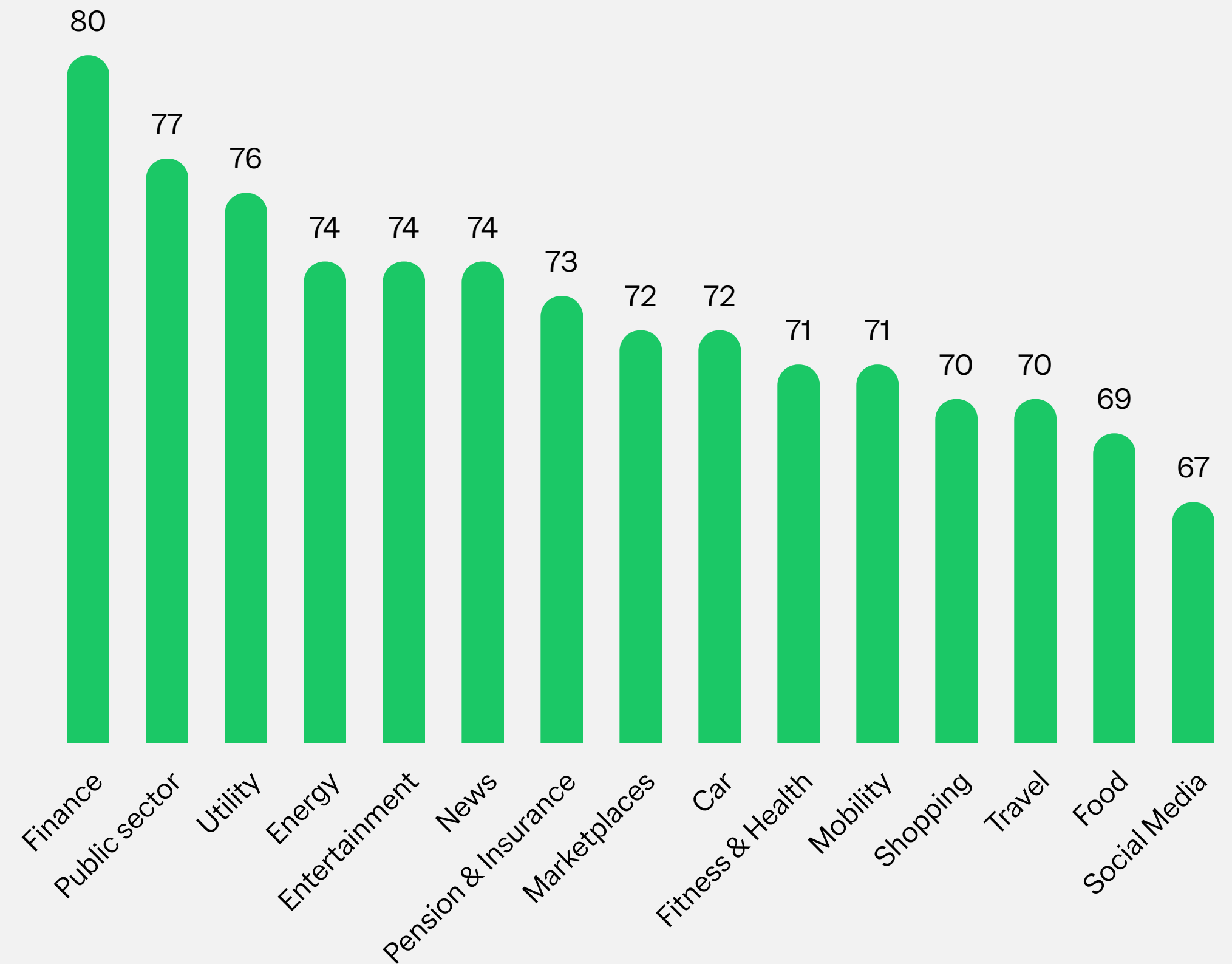
*Comparison to last year's placement



App industries that perform well on average

This graph illustrates the ranking of app industries measured by their average App Pulse score.

- On a high level, finance apps consistently receive the highest user ratings.
- Public sector and utility apps also perform well on average, likely due to their critical role in solving specific and important tasks in the daily life
- Many app categories show similar performance, with most apps falling in the middle—performing adequately but with room for improvement.
- Social media apps, despite frequent use, tend to have lower perceived value among users.
- Differences in app ratings between categories are minimal in the midfield, and deeper analysis of user feedback and functionality is needed to understand what drives satisfaction.

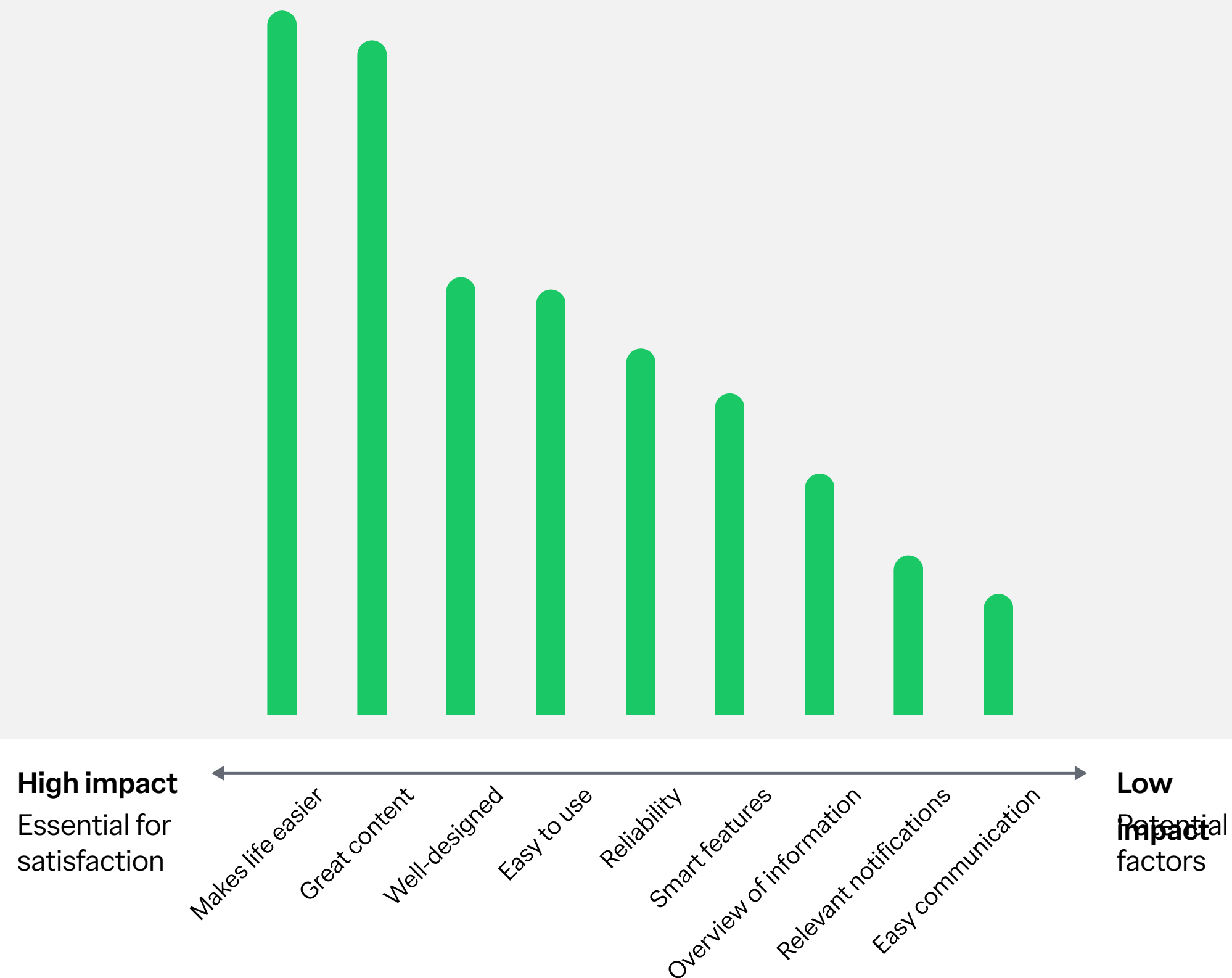




The key drivers behind top-rated apps

The graph shows the impact of key drivers on the overall App Pulse performance score, based on regression analysis.

- Apps that **make users' lives easier** hold a significant advantage – this driver is the biggest influence on perceived performance, as users prefer apps that streamline tasks and offer convenience.
- **Great content** is also a highly influential factor across all apps, highlighting the importance of engaging and meaningful content for users.
- These two **factors are considered absolute essentials**, and falling short may lead to unmet user expectations.
- Other drivers, while having a lower relative impact, remain important and present opportunities for differentiation in specific app categories or contexts.



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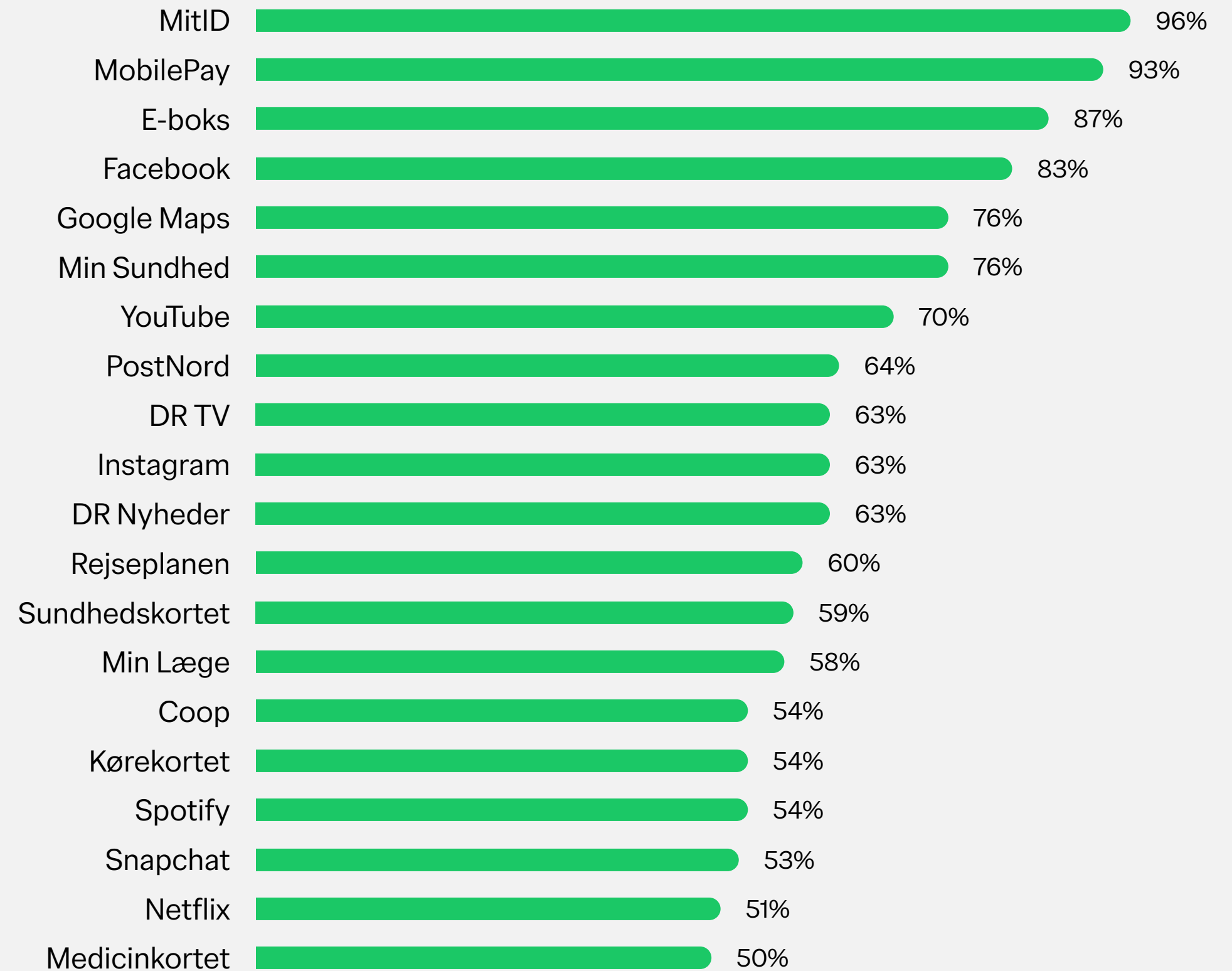
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What apps do the Danes keep on their phones?

The graph shows the 20 most installed apps in Denmark, reflecting essential tools for daily life.

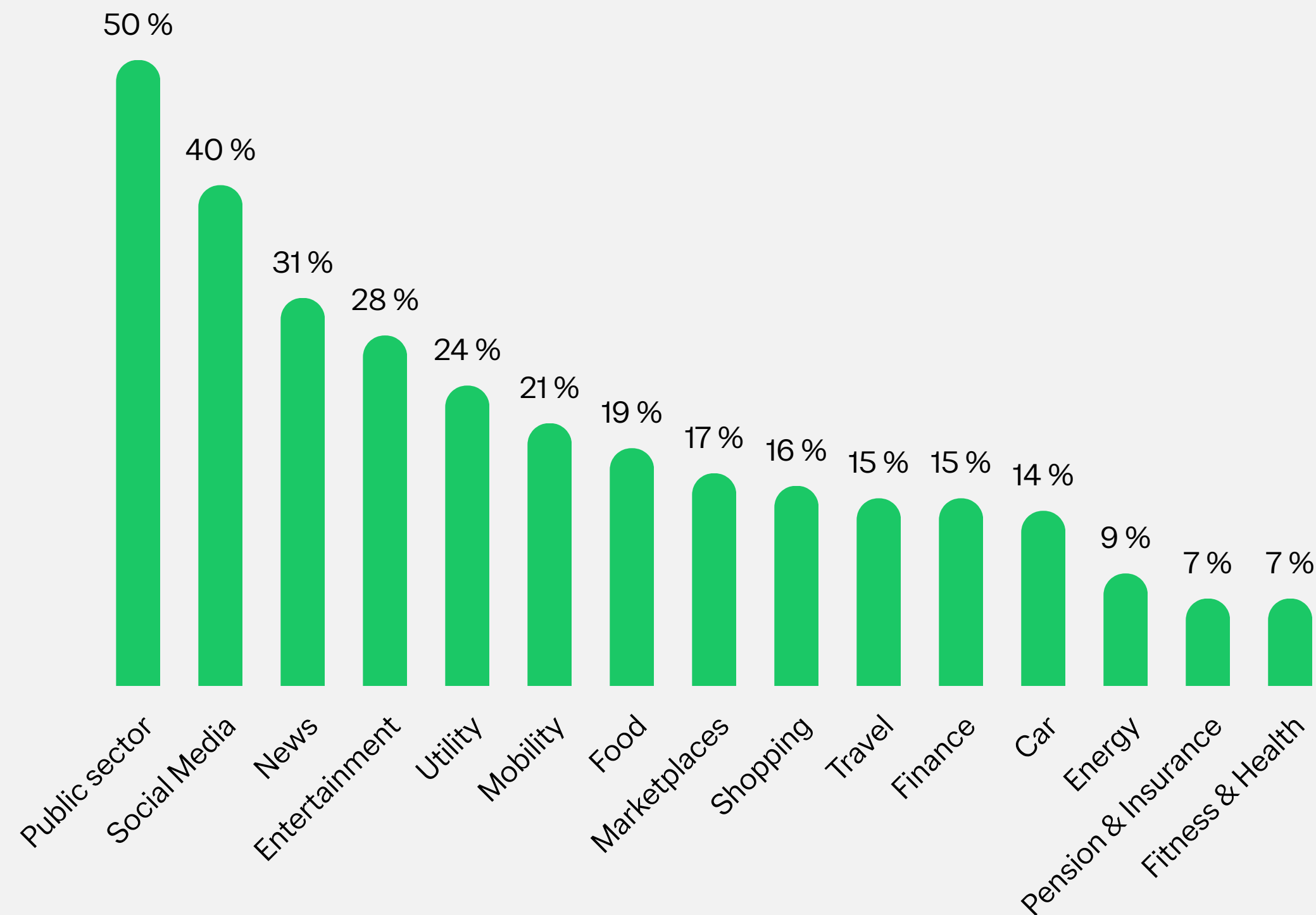
- MitID is the most widely installed app in Denmark, highlighting its crucial role as an access point to vital digital systems in Denmark's society.
- Public sector apps like Kørekortet, Min Læge, and Medicinkortet are also widely used, reflecting the high adoption of public digitalization.
- The list highlights the trust Danes place in digital solutions for healthcare, payments, and everyday tasks.





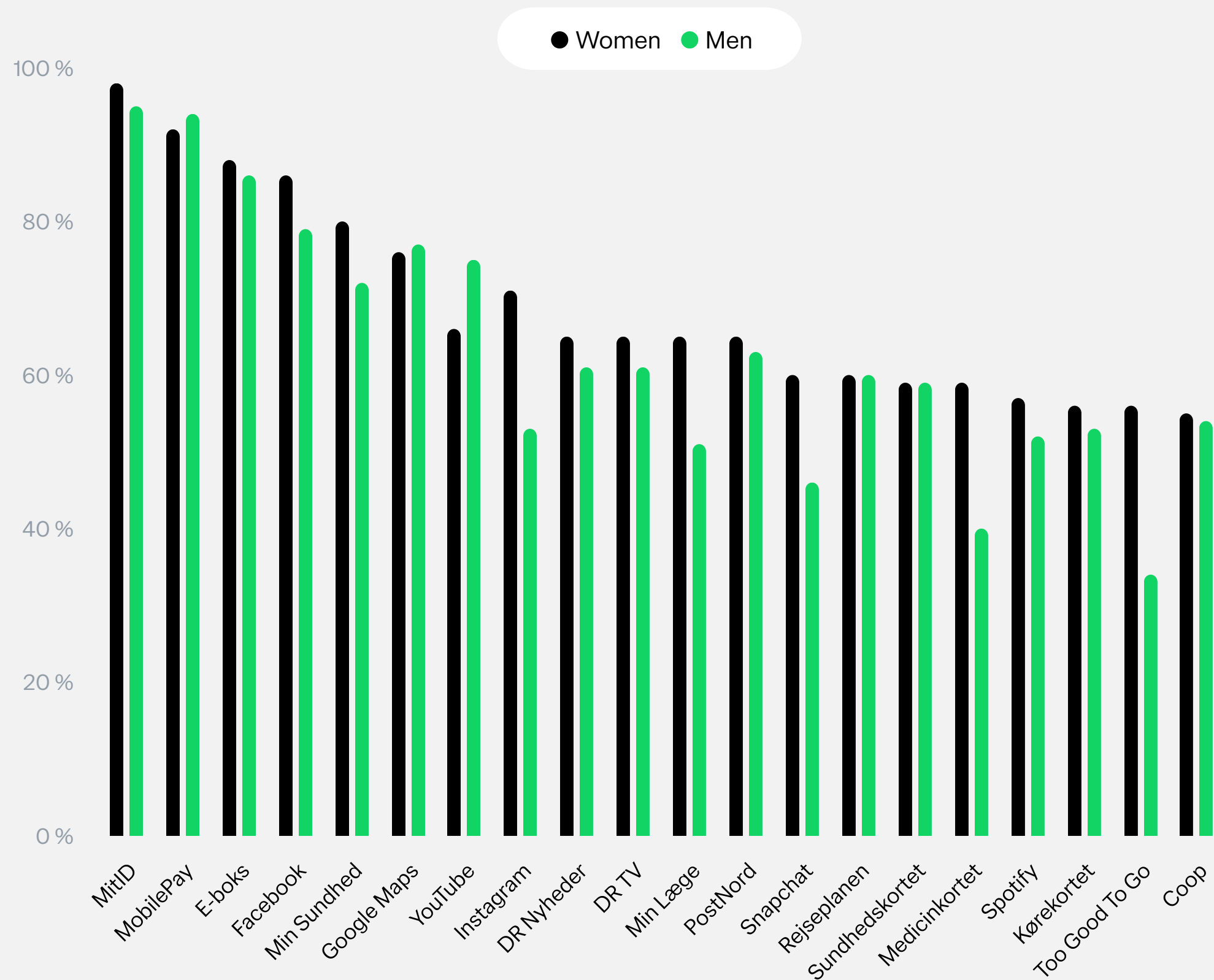
Most installed categories across Denmark

This graph illustrates the most commonly installed app categories by Danes on average.





What apps are trending for men and women?



The graph compares the top 20 apps installed by men and women, highlighting differences in preferences.

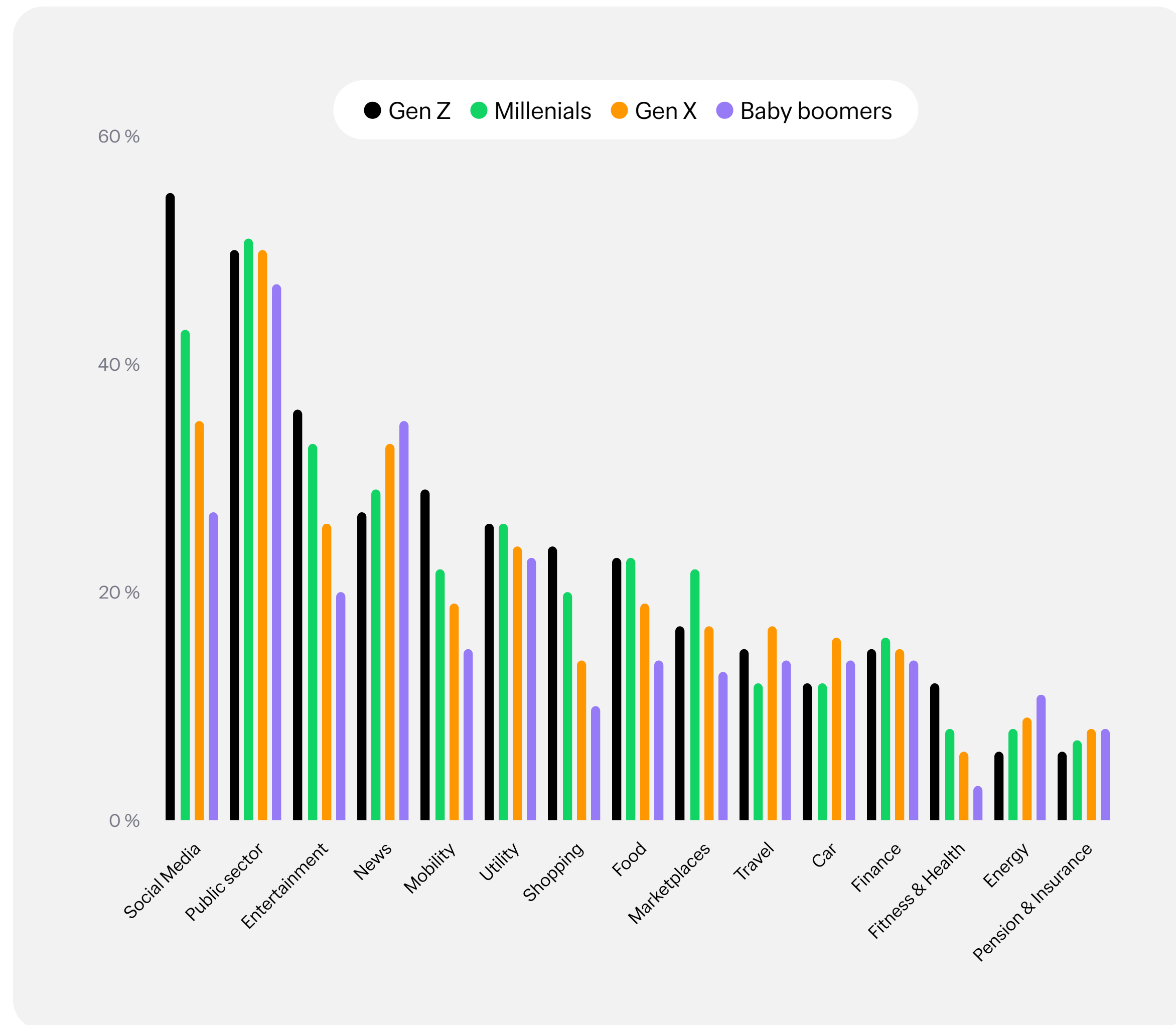
- Women are more present across the top 20 most installed apps
- Women favor health and social media apps, with popular choices like Min Sundhed, Min Læge, Medicinkortet, Instagram, and Snapchat.
- Men are more likely to install YouTube and Google Home, indicating a stronger interest in technology and device management.



Generational divides in app adoption

This graph illustrates the installation rates across various app industries by generation

- Younger and older generations show distinct app usage patterns.
- Younger users focus on social media, music, and public transport apps, reflecting a connected, entertainment-driven lifestyle.
- Older users prefer utility apps like grocery shopping and news, and are more active in car and energy app categories, linked to economic stability.
- Public sector apps are widely adopted across all ages, meeting universal needs like secure access, payments, and navigation.





App adoption across age and genders

The graph shows the likelihood of a certain app category to be favoured by a certain age or gender in Denmark

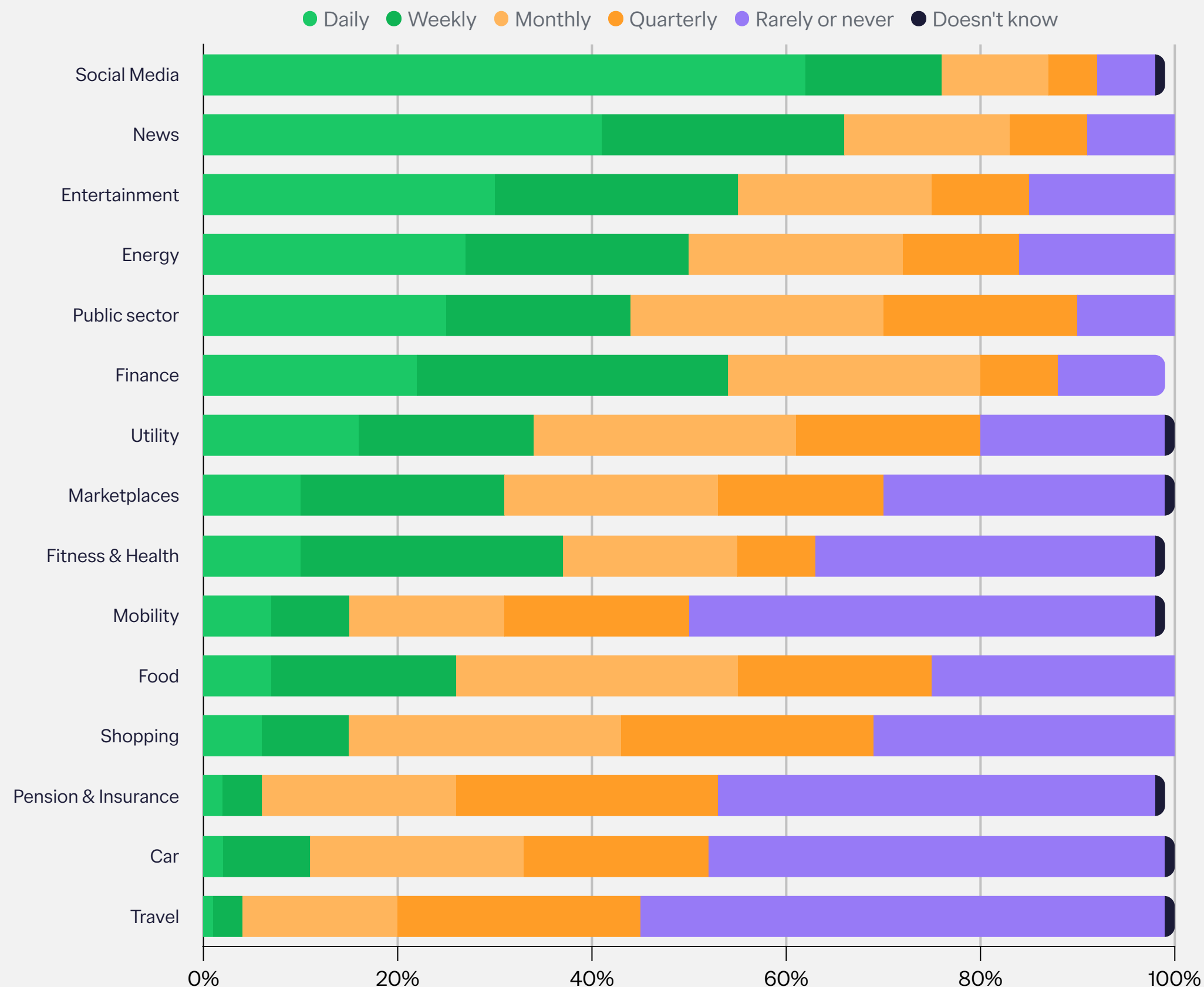




The apps we open again and again

The graph shows the impact of key drivers on the overall App Pulse performance score, based on regression analysis.

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Top finance apps: The rise of digital-first banks

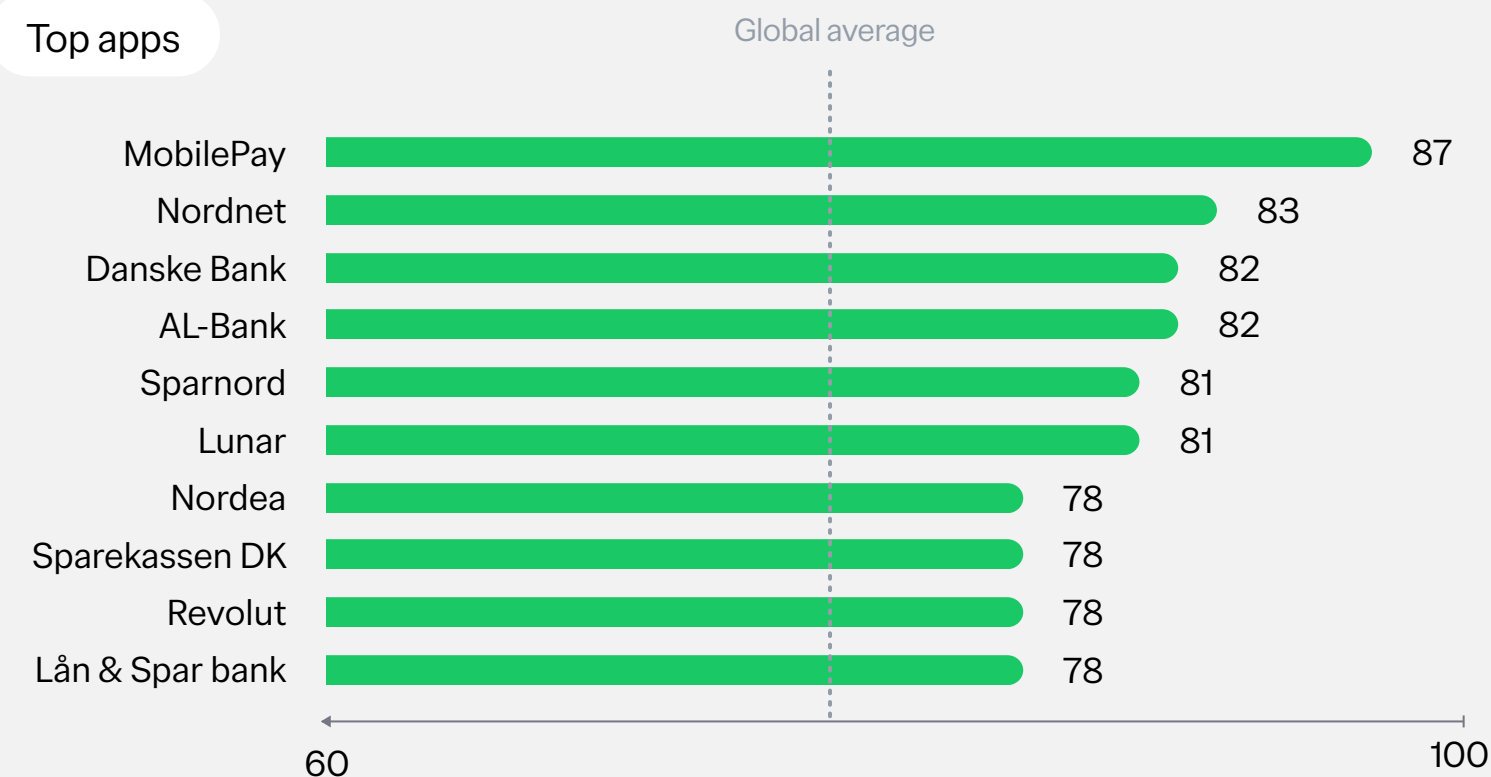
- In Denmark, digital banking apps are transforming the financial landscape, with MobilePay at the forefront. **MobilePay stands out** for its seamless peer-to-peer transactions and simplified checkout processes, earning top recognition across multiple app categories.
- **Other finance apps**, such as those from Nordnet and traditional banks like AL-Bank, Danske Bank, and Sparnord, are also highly rated. Since many banking apps offer similar core services, the digital experience is where banks set themselves apart.
- **Fully digital banks**, such as Lunar and Revolut, have gained strong traction due to their feature-rich, tech-forward platforms. These apps cater to segment of early adopters and are often frontrunners in offering tech-forward features and services.
- **To succeed in the competitive world of banking and payments apps**, three key factors are crucial: simplifying tasks, ensuring reliability, and delivering a well-executed design. The most successful apps streamline essential tasks, from quick payments to managing investments with intuitive tools. In the Finance category, simplicity is particularly important, as users value efficiency and clarity.

Top 3 Drivers of Success

- 1 Makes life easier
- 2 Reliability
- 3 Well-designed

*Top 3 drivers for this specific industry

Top apps





Top public sector apps: Danes celebrate the digitalisation of society

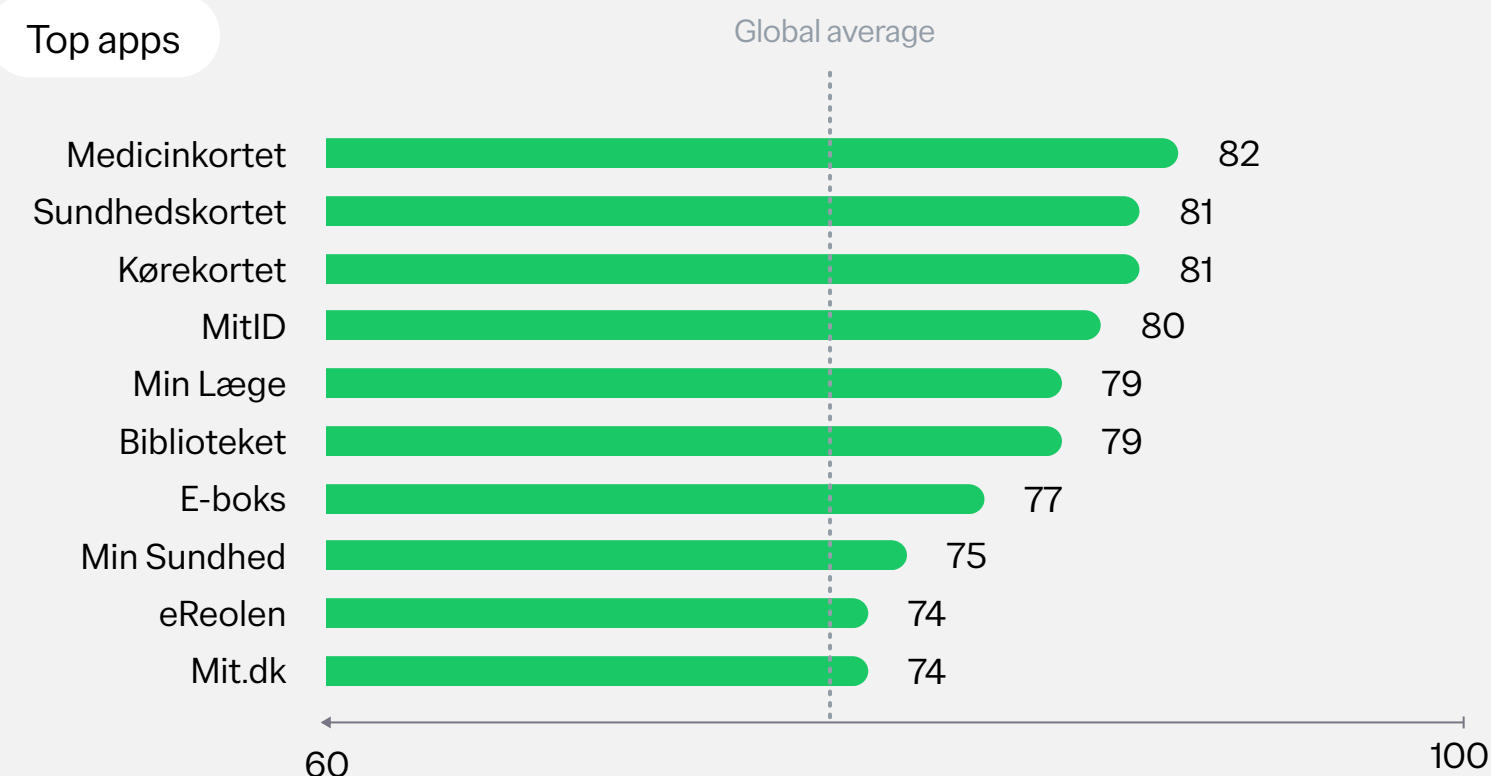
- With its large portfolio of public sector apps, Denmark stands out as one of the most digitalized countries in Europe, and **the Danes generally appreciate the efficiency and convenience** offered by digitalized public services.
- Despite their relatively narrow feature sets, apps like Medicinkortet, Kørekortet and Sundhedskortet are some this study's highest performing apps with their primary function—replacing physical identification and health cards—widely appreciated. **The popularity of these apps reflects Denmark's high level of digital proficiency**, where reliance on smartphones for everyday tasks is deeply ingrained in society.
- Health apps such as Min Læge and Min Sundhed are similarly well-received, as they significantly simplify interactions with the healthcare system.
- **Making life easier is the clear leading driver in this industry**, highlighting the core purpose of public sector apps: simplifying complex societal processes. Reliability is also crucial, underscoring the need for these apps to function smoothly and transparently.

Top 3 Drivers of Success

- 1 Makes life easier
- 2 Well-designed
- 3 Reliability

*Top 3 drivers for this specific industry

Top apps





Top utility apps: Mastering purposeful, well-defined tasks

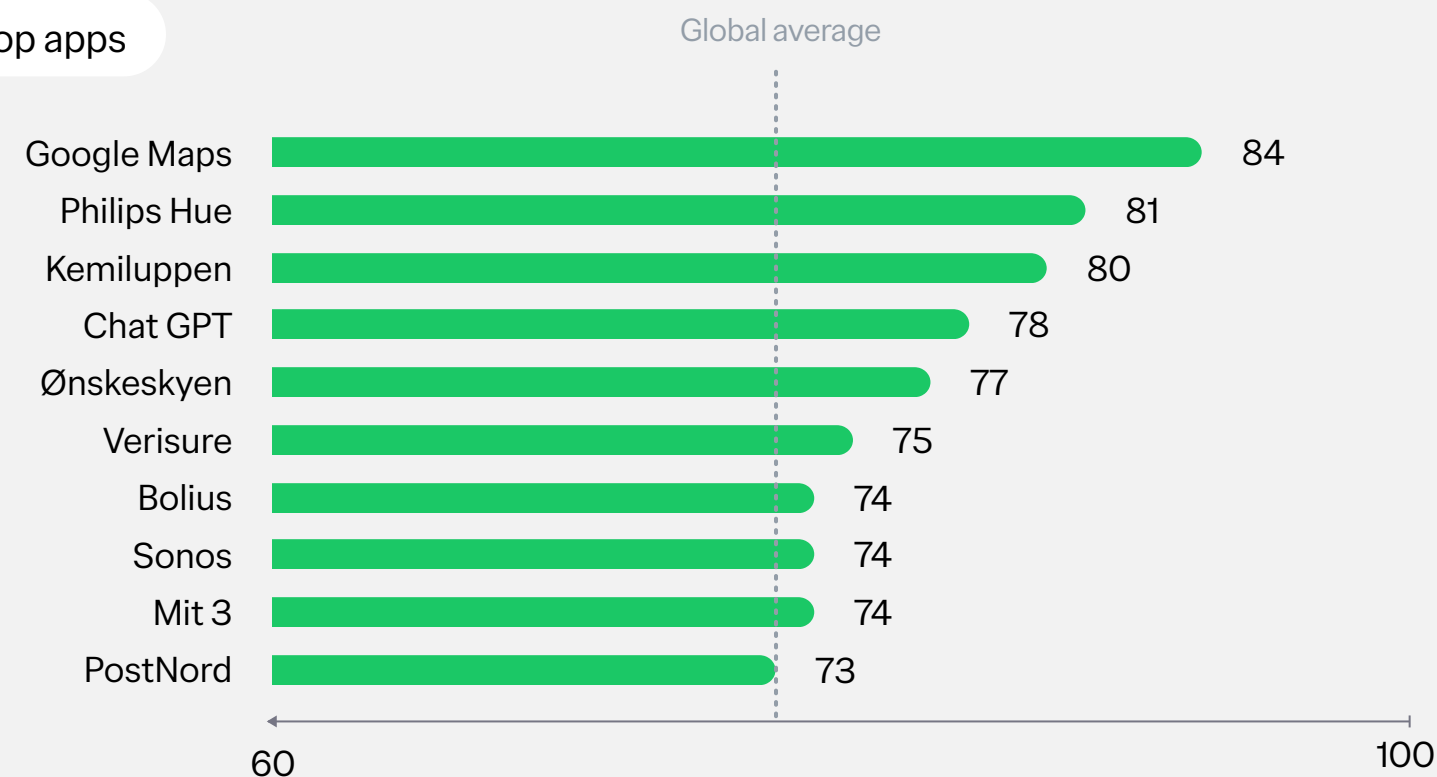
- The utility app category is arguably the most diverse in this study, encompassing a wide range of tools that provide valuable services in everyday life. **These apps are designed to perform specific, practical tasks** that enhance the functionality and usability of a device or service.
- Unlike entertainment-focused apps, they prioritize convenience, efficiency, and productivity, making them indispensable in managing daily tasks. As such, **it is not surprising that making life easier is of significant importance** – after all, the cornerstone of these apps are to help you do certain tasks with less friction.
- On average, apps in this category tend to score well in terms of user satisfaction, likely because their purpose is clear and directly aligned with user needs. Google Maps stands out as an essential tool for many Danes.
- One may also point at a possible appreciation for apps within the IoT space, exemplified by Philips Hue and Verisure ranking high.

Top 3 Drivers of Success

- 1 Makes life easier
- 2 Great content
- 3 Well-designed

*Top 3 drivers for this specific industry

Top apps





Top energy apps: Opportunities for differentiation in a new app vertical

- With the onset of the energy crisis, demand for monitoring and planning energy consumption surged. **Energy providers responded quickly, creating a unique market for energy apps.** These apps not only track price data but also help users monitor their consumption while offering tips to reduce energy use, encouraging more climate-friendly decisions.
- For energy providers, these platforms offer a way to differentiate their services, even though **electricity itself remains a largely homogeneous product.**
- However, the features of energy apps are often similar, leading to minimal differences in performance, **suggesting room for further innovation.** This presents opportunities for providers to enhance their services, potentially through personalization and smart home integration.
- **For these apps, the most important driver is a clear, intuitive overview of information,** given their typically data-heavy nature. If the data is not presented well, it can be difficult to interpret. Additionally, the content must be relevant and offer practical utility to simplify users' lives.

Top 3 Drivers of Success

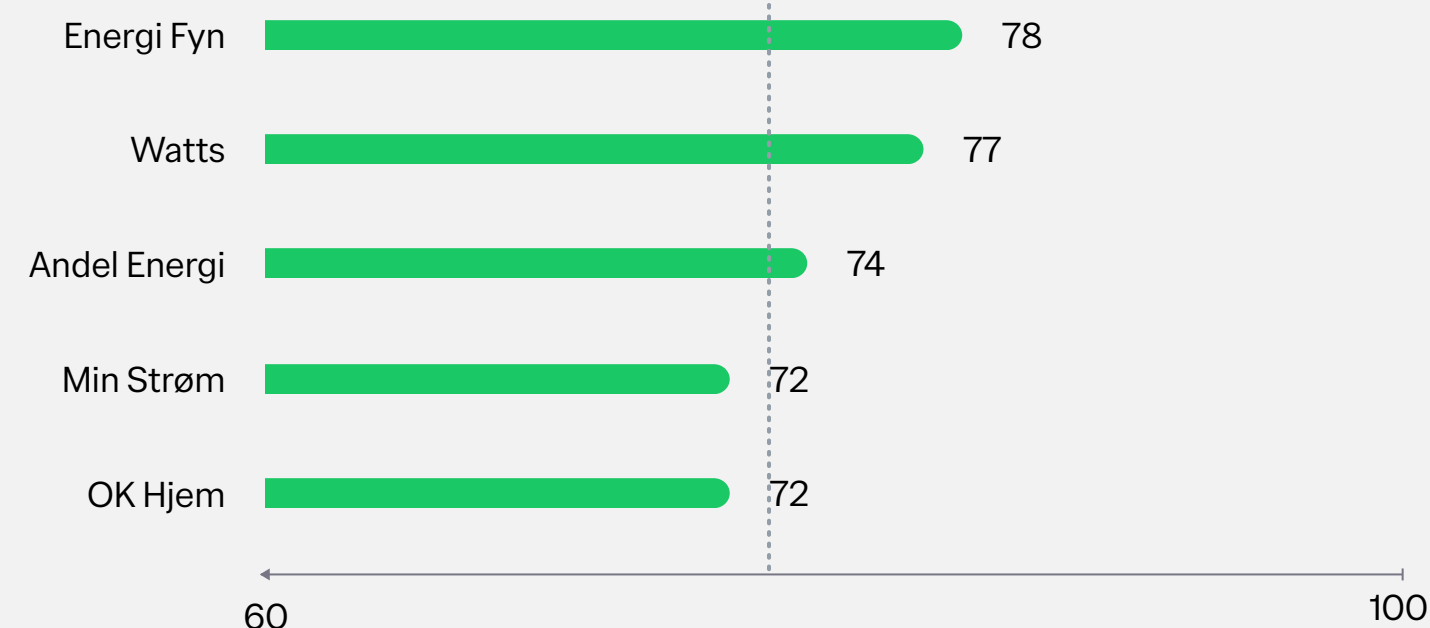
- 1 Makes life easier
- 2 Overview of information
- 3 Great content

*Top 3 drivers for this specific industry

Top apps

Global average

*Only top 5 due to smaller industry





Top entertainment apps: Audio-led entertainment dominates the mobile space

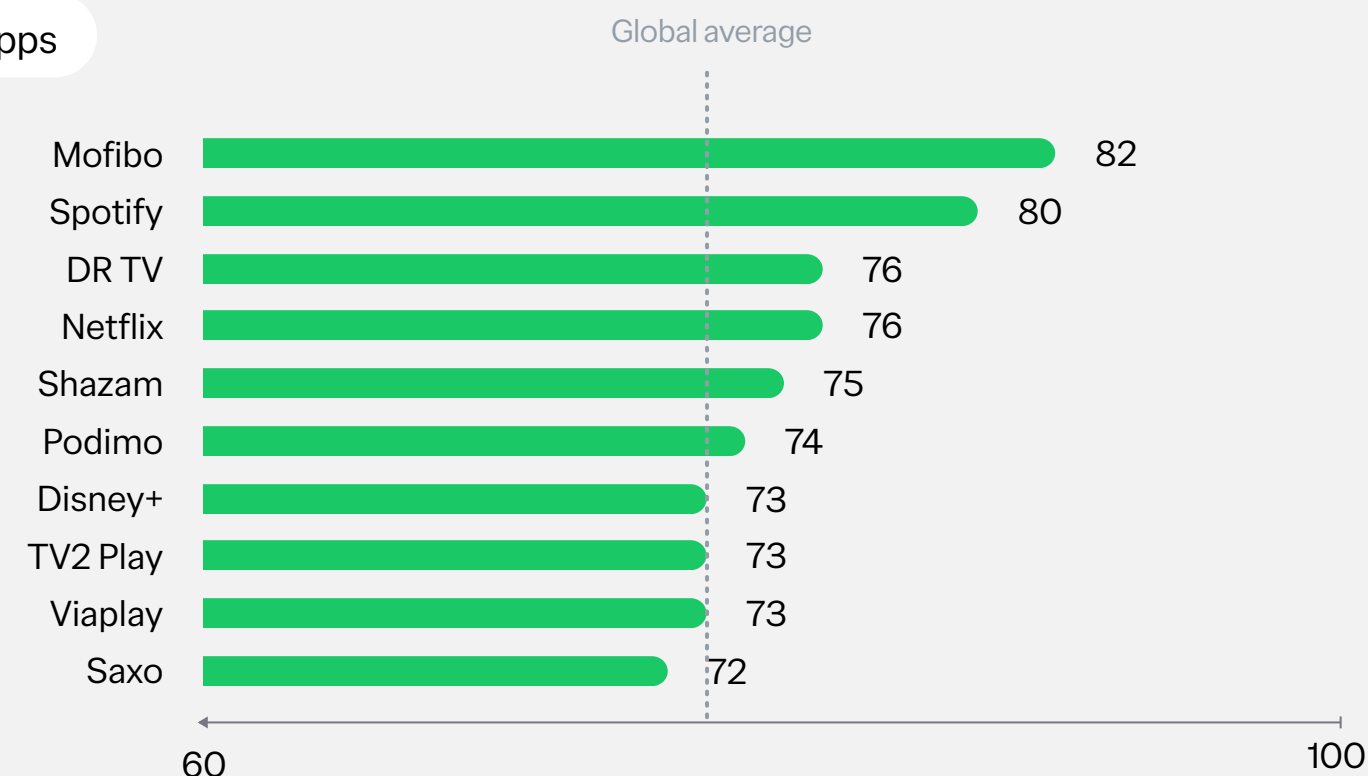
- The mobile entertainment market is highly competitive, with both global giants like Disney, YouTube, and Netflix, and local platforms like Mofibo, Podimo, Saxo, and Norlys Play thriving. This diversity reflects the broad preferences of Danish users and their strong demand for entertainment. **A clear trend shows that audio-led apps, such as Mofibo and Spotify, are generally more favorably perceived than video-based platforms.**
- Audio content is well-suited to mobile devices, as users can easily engage with it while multitasking or commuting. In contrast, video entertainment is often preferred on larger screens for a better viewing experience, making mobile less optimal for video-based services.
- **Content remains the primary driver of user satisfaction across entertainment apps**, but seamless functionality and life-enhancing features are also crucial. The top-rated apps not only provide diverse and engaging content but also excel in user-friendly interfaces, personalized recommendations, and offline access. These features allow users to enjoy uninterrupted content, making reliability a key factor for success. Notifications and ease of communication seem less relevant for this category, though this finding may need further validation.

Top 3 Drivers of Success

- 1 Great content
- 2 Makes life easier
- 3 Reliability

*Top 3 drivers for this specific industry

Top apps





Top news apps: From printed papers to sharp pixels

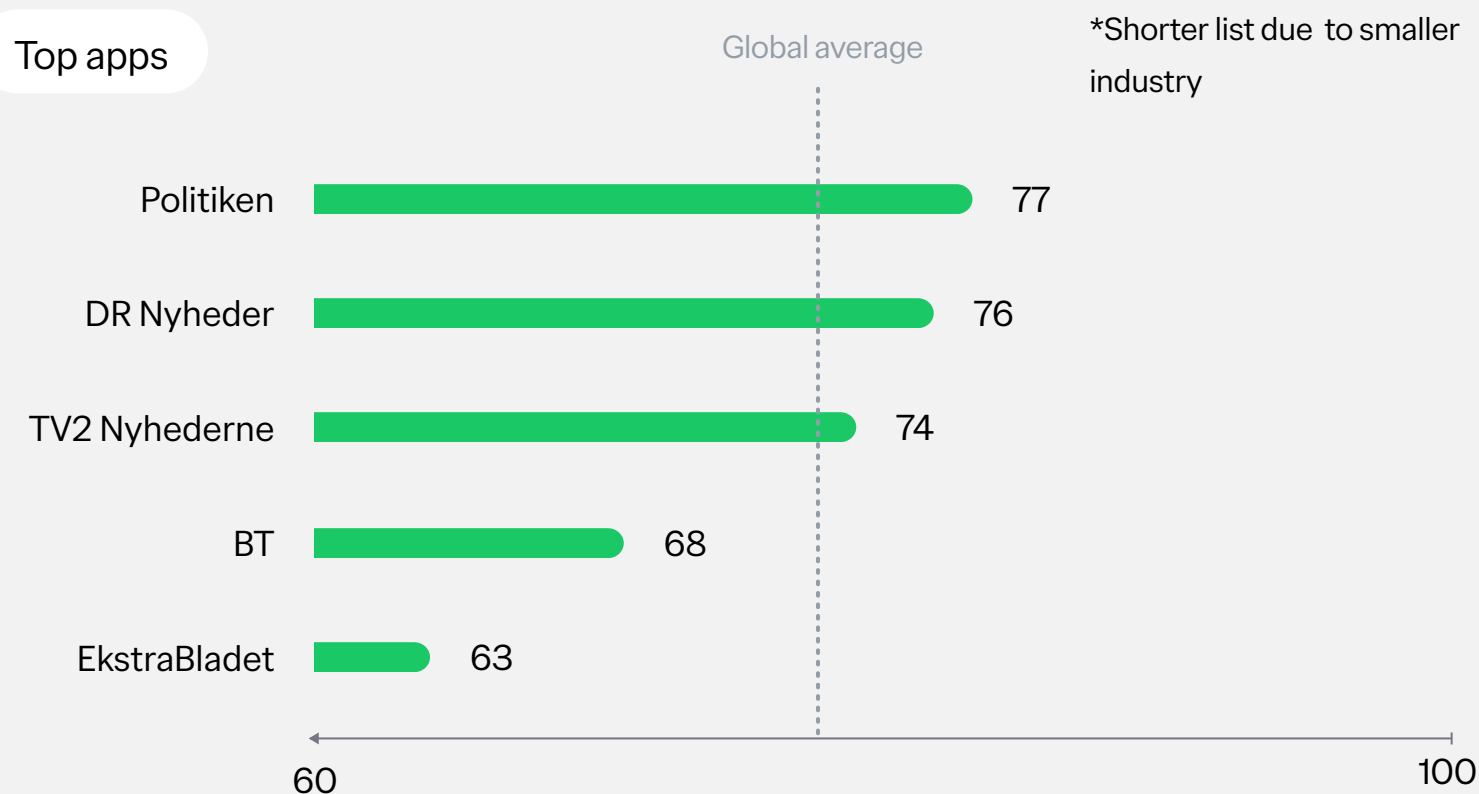
- With the decline in printed newspaper readership, the need for a strong online presence has become critical for news media to remain relevant. As such, news apps are poised to grow in influence and importance to the media agencies over time.
- With the digital platform also comes an opportunity to include more formats, like audio and video, and the evolution of these apps will likely include a richer diversity of content, blending traditional articles with audio-based news consumption.
- However, **news consumption is often shaped by personal preferences, including political biases**, which can significantly impact the App Pulse score within this vertical. Users tend to favor apps that align with their beliefs and values, which may create polarized performance results across different platforms.
- Despite these nuances, the general drivers of success in news apps remain consistent: **users seek platforms that deliver high-quality, relevant content and are perceived as trustworthy**. The future growth of this sector will likely depend on how well **these apps can balance content diversity with reliability**, while meeting the evolving expectations of a digital-first audience.

Top 3 Drivers of Success

- 1 Great content
- 2 Makes life easier
- 3 Reliability

*Top 3 drivers for this specific industry

Top apps





Top pension & insurance apps: Ensuring trust and transparency

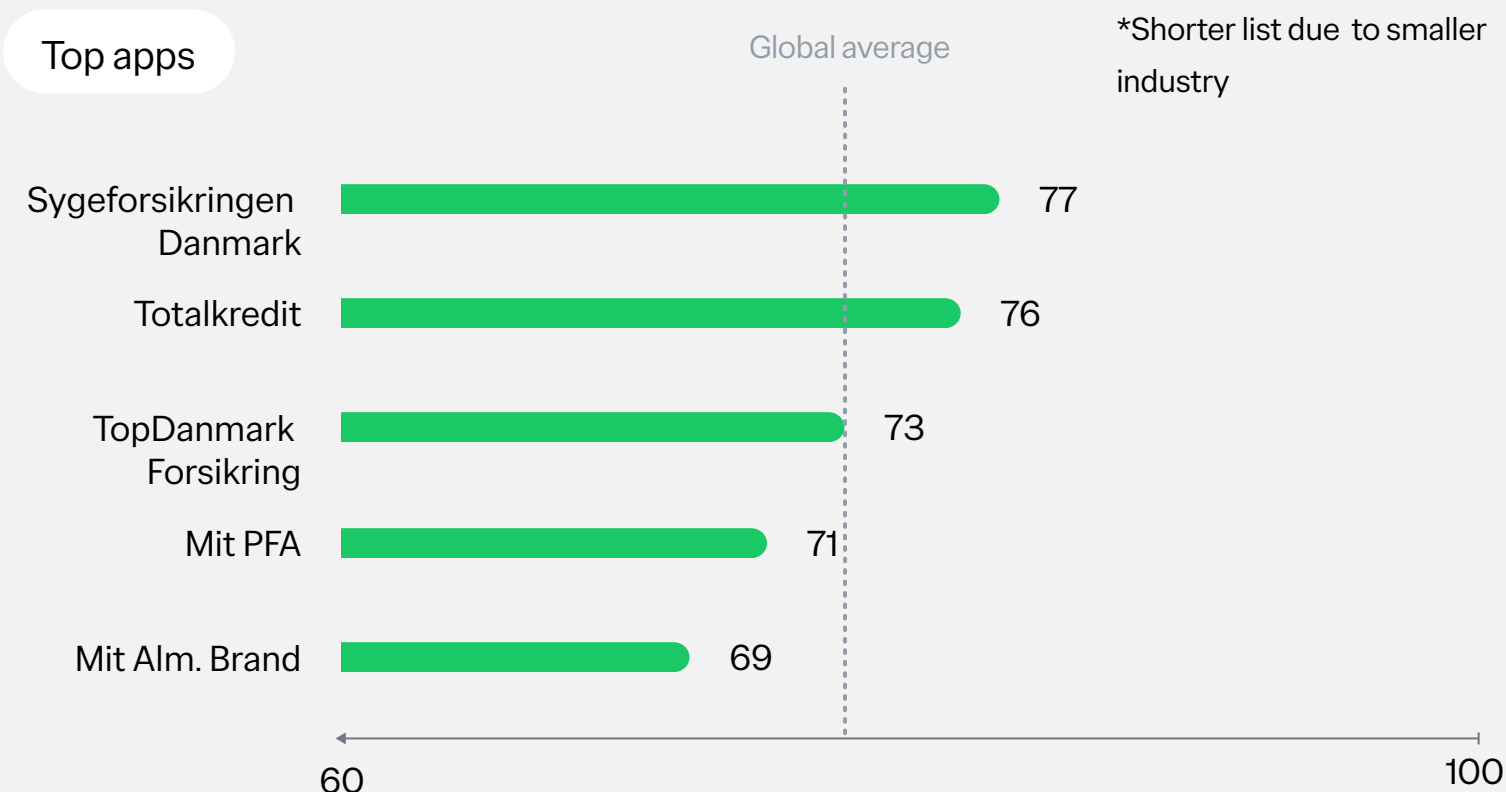
- Much like Finance apps, Pension and Insurance apps provide users with essential tools to manage their financial futures and access critical information about their insurance policies. **A key strength of these apps lies in their ability to offer financial transparency and convenience**, making it easier for users to understand and engage with complex financial data.
- Given the nature of the services they support, **it is crucial that these apps are perceived as trustworthy and reliable**, as users depend on them to safeguard their financial well-being and provide assistance during challenging times. Trust in these platforms is paramount, as they handle significant aspects of users' long-term security and risk management.
- However, ease of use and well-crafted design also play a huge role for these apps, perhaps emphasizing the need to make these financial services more understandable and accessible to users.

Top 3 Drivers of Success

- 1 Easy to use
- 2 Well-designed
- 3 Reliability

*Top 3 drivers for this specific industry

Top apps





Top marketplaces apps: Bringing buyers and sellers together

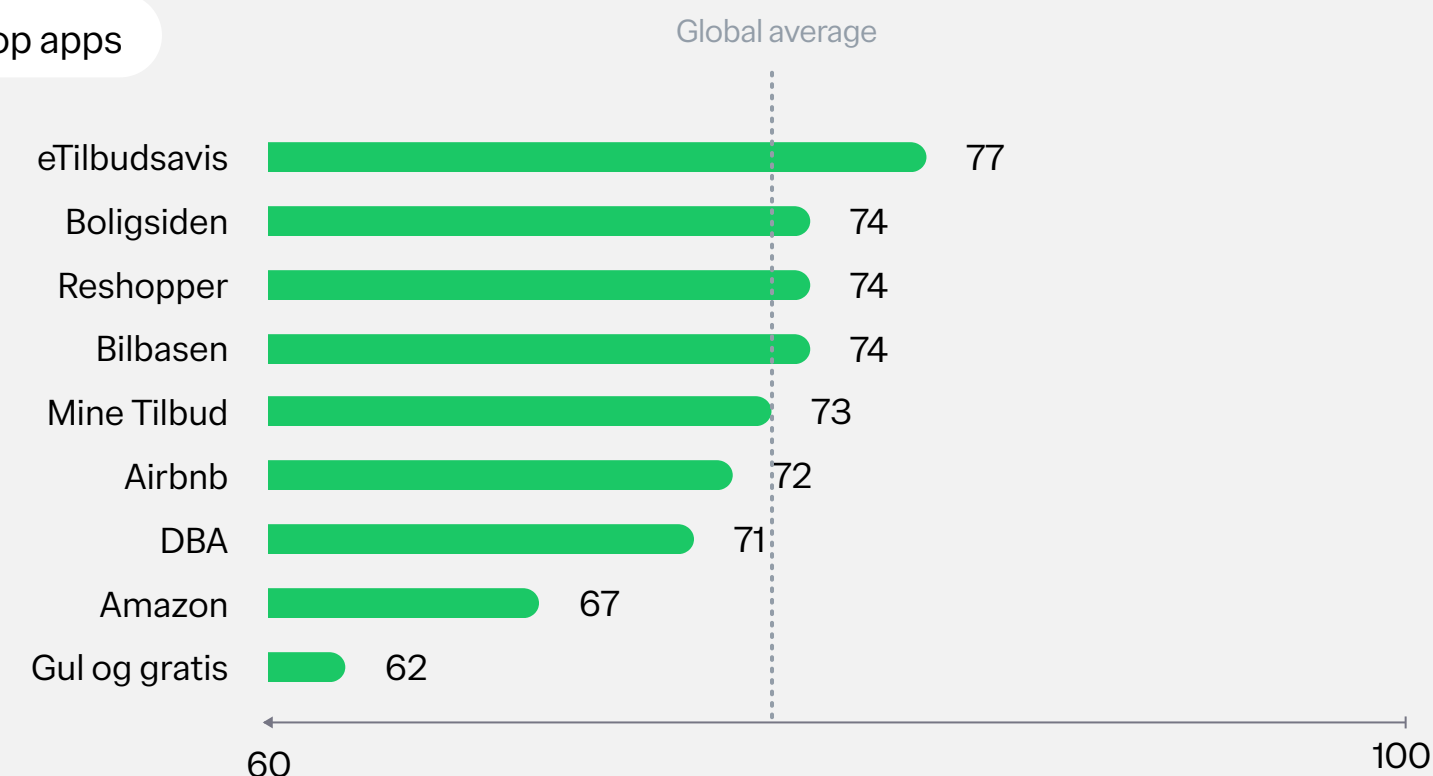
- Marketplaces share a fundamental characteristic: they serve as intermediaries, efficiently connecting multiple sellers and their offerings to a broad consumer base through a single platform. Although these platforms may focus on varying products and services, user perceptions of their performance tend to be relatively consistent. **Danish consumers, in particular, exhibit a general appreciation for such applications.**
- Among these platforms, eTilbudsavis emerges as the top performer, reflecting the Danish preference for discount-driven shopping. The app's ability to facilitate the efficient discovery of deals allows users to save considerable amounts of money, contributing to its widespread popularity in Denmark.
- The most significant driver for marketplace apps is the quality of their content. **To be valuable, these apps must offer products and services that are relevant and of interest to users**, as the products they provide are the core foundation of their value. However, content alone is not sufficient. Convenience and **ease of use** are also critical factors.

Top 3 Drivers of Success

- 1 Great content
- 2 Makes life easier
- 3 Easy to use

*Top 3 drivers for this specific industry

Top apps





Top car apps: An app for every on-the-go adventure

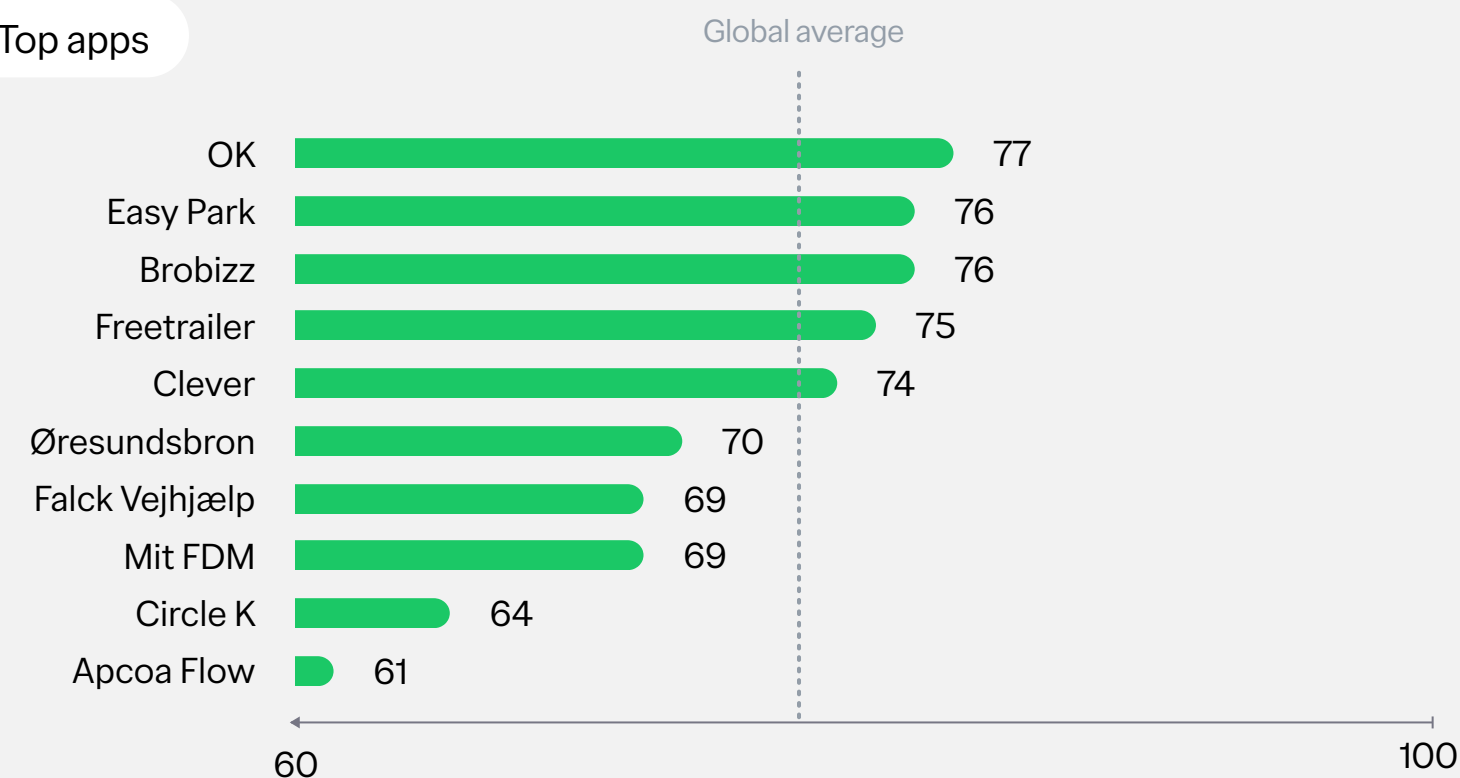
- The landscape of car-related app services is diverse, catering to various on-the-go needs. While most apps focus on essential functions like fueling, EV charging, and parking, some offer additional features such as trailer rentals or bridge toll payments. **EV charging apps are a newer addition but are expected to become more influential.**
- According to this study, the most critical factor for a successful car app is **ensuring that it genuinely enhances users' lives by simplifying relevant tasks.** This includes streamlining services related to the car, such as enabling easier refueling (e.g., paying without leaving the vehicle) or providing quick access to assistance while on the road.
- Another important factor is making information more accessible and easier to understand – such as finding your way to the next EV or gas station, or where to park – which aligns with the second most significant driver: **offering a clear overview of information, and ensuring the app includes relevant content.**

Top 3 Drivers of Success

- 1 Makes life easier
- 2 Overview of information
- 3 Great content

*Top 3 drivers for this specific industry

Top apps





Top fitness & health apps: Fitness for body and mind

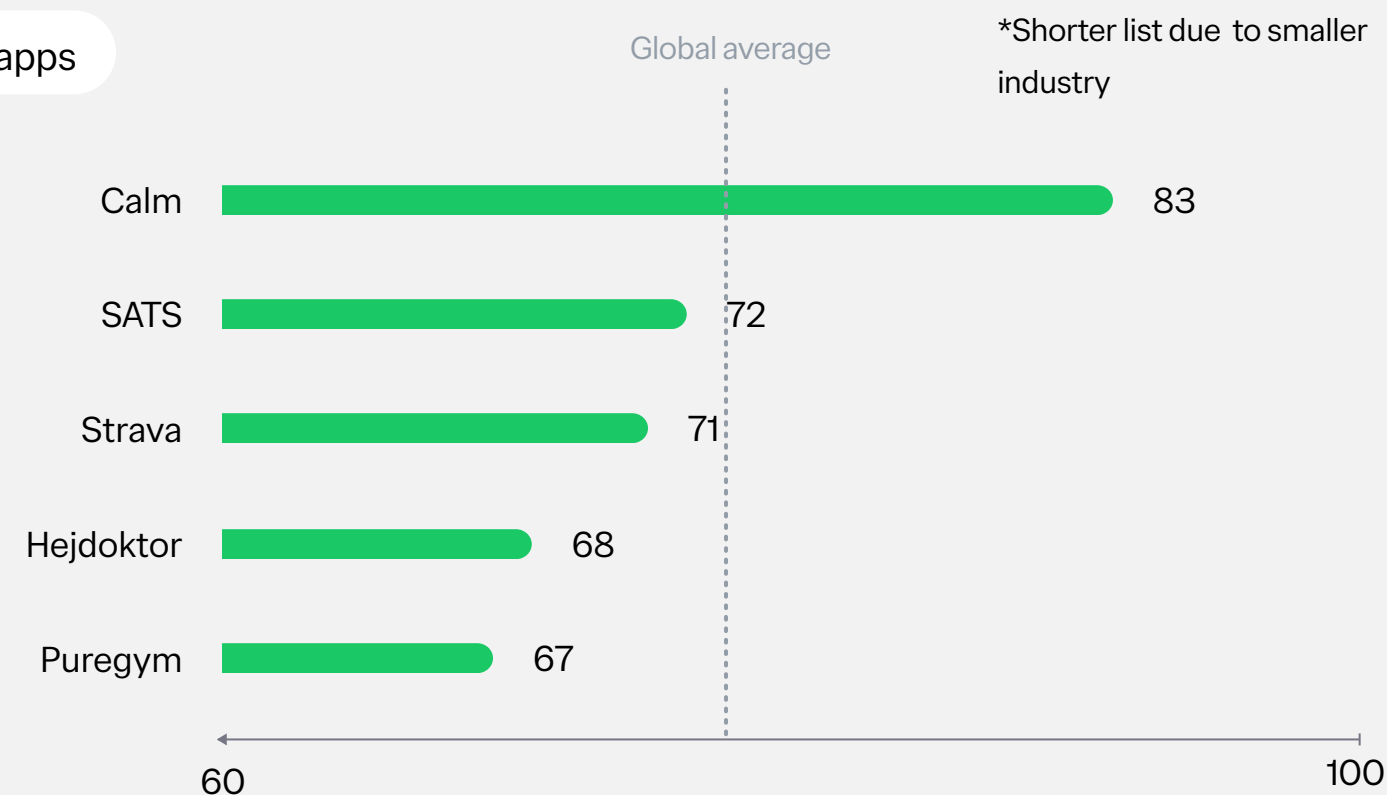
- In recent years, it has become clear that health encompasses both physical and mental well-being. Just as digital solutions can support physical health journeys, they can also play a pivotal role in mental health. **Calm exemplify the potential of digital platforms** to enhance mental health, emerging as one of the highest regarded app in this study.
- **This may be attributed to the fact that the app is the primary platform** through which Calm delivers their services, unlike brands like PureGym, whose core offering revolve around physical fitness facilities. As a result, Calm has likely invested more in developing intuitive, user-friendly platforms, as this is central to their service.
- Users appreciate apps that help track progress, offer actionable or interesting insights and well-organized content. **By prioritizing great content** – whether it be mental or physically stimulating – **and an attractive and user-friendly layout**, fitness apps can build trust and ensure long-term engagement.

Top 3 Drivers of Success

- 1 Great content
- 2 Well-designed
- 3 Easy to use

*Top 3 drivers for this specific industry

Top apps





Top mobility apps: Convenience is king

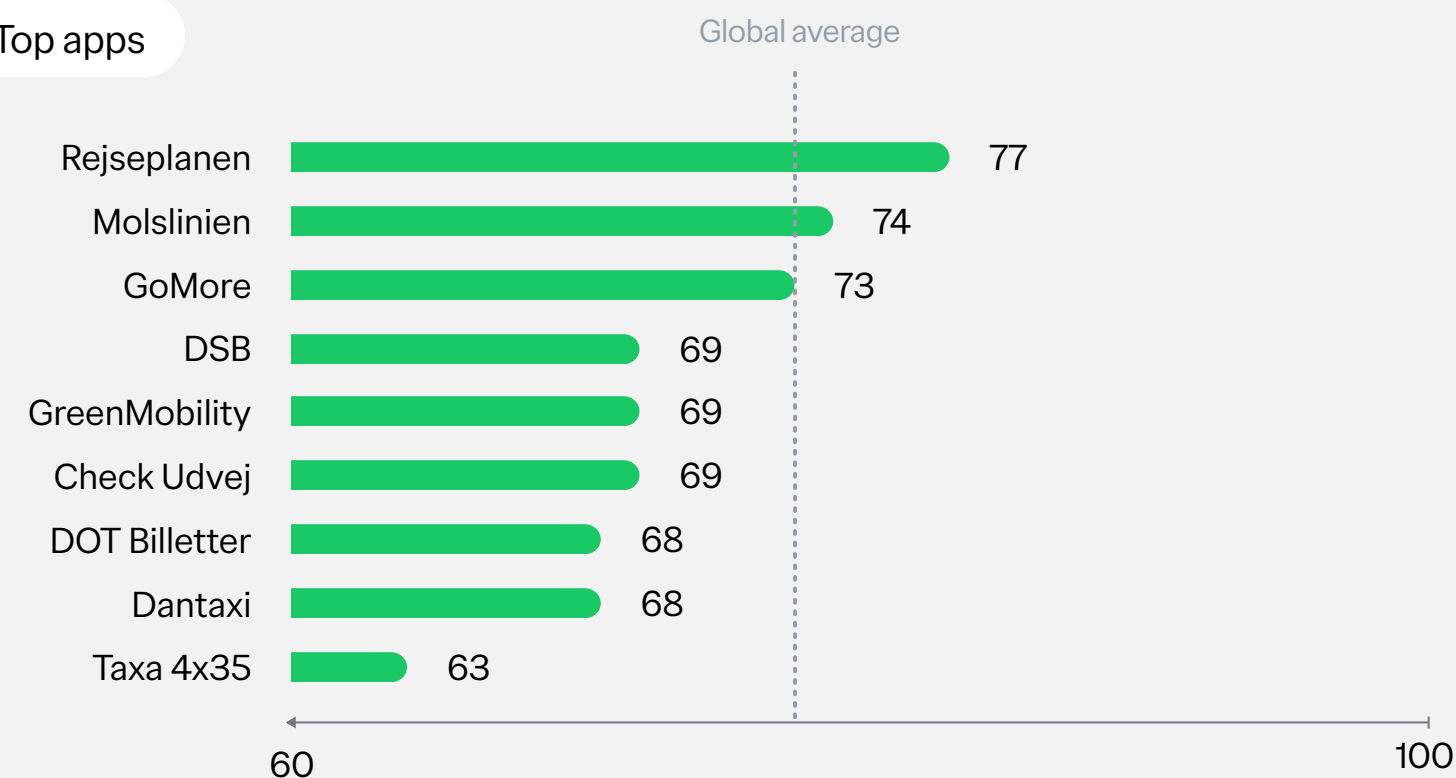
- **Rejseplanen is the leading app among Danes for public transit**, valued for being free and highly functional. Other transit apps (DSB, Arriva Tog, etc.) perform adequately but lack unique appeal, while car-sharing apps like **GoMore** and **GreenMobility** outshine traditional taxi services.
- **Convenience is by far the most critical factor** for the success of mobility apps. This is particularly intuitive in the context of transportation, where the primary goal is to minimize the time and effort required to travel from point A to point B, especially for those who commute multiple times a day. Mobility apps serve as extensions of this convenience, streamlining interactions with transportation services and reducing friction in the travel process.
- Reliability is another key determinant of success, as users depend on **transportation services that are consistently dependable**. An app that facilitates seamless travel but fails to ensure reliability is unlikely to meet user expectations. Furthermore, **the importance of intuitive design and user-friendly navigation cannot be overlooked**, as these factors significantly enhance the overall user experience.

Top 3 Drivers of Success

- 1 **Makes life easier**
- 2 **Well-designed**
- 3 **Reliability**

*Top 3 drivers for this specific industry

Top apps





Top shopping apps: To sell more, add more value to the user experience

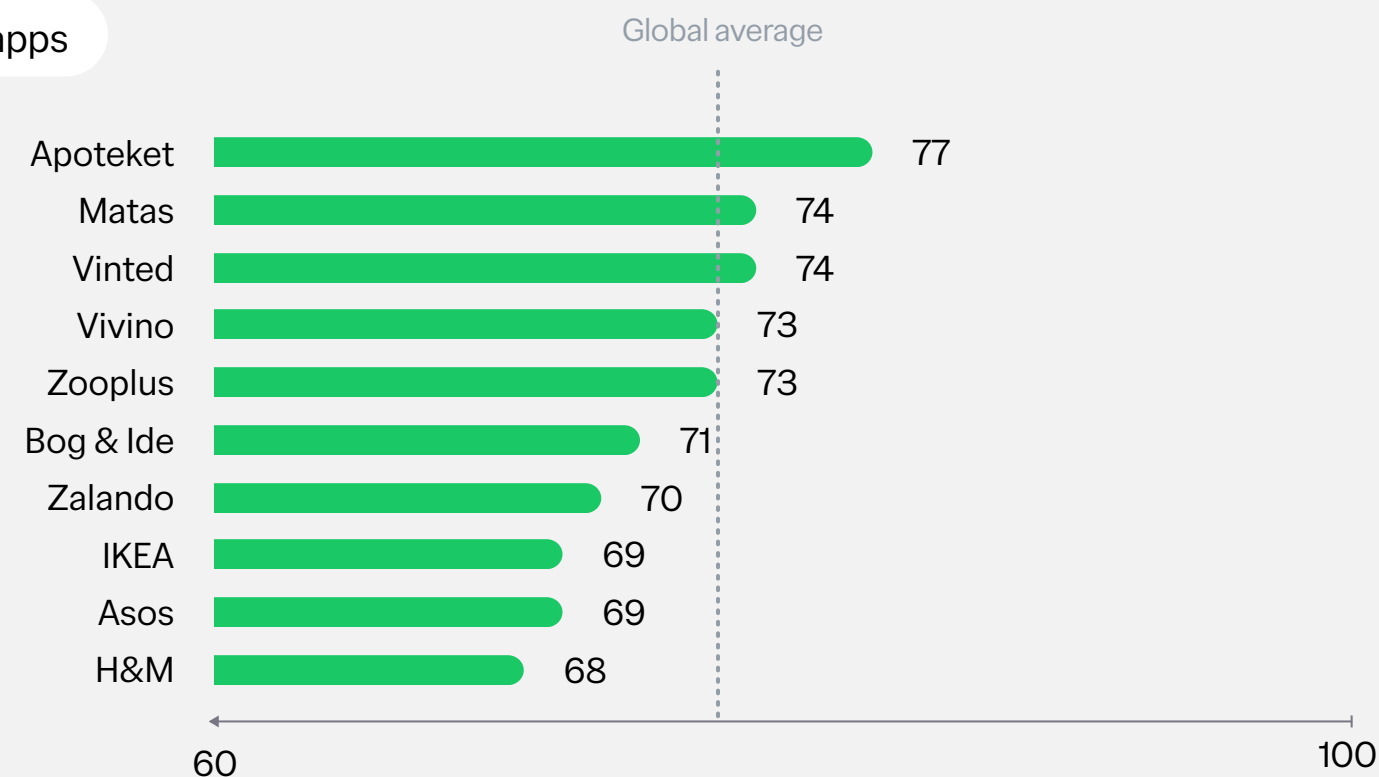
- The landscape of shopping apps is vast, with numerous businesses launching apps as an additional sales channel to drive revenue. These platforms typically offer purchase flows, promotional deals, and various loyalty programs designed to incentivize more purchases.
- However, according to Danish users, many of these apps deliver mixed results. As a result, **several shopping apps rank among the lowest-performing in the study**; providing an extra sales channel is simply not enough to satisfy users, and while a lot of apps offer loyalty schemes, these still tend to fall short.
- Apoteket stands out with its sleek design and focus on convenience. Beyond simplifying medication purchases, it offers useful features like reminders and subsidy tracking, making it the top performer in the shopping app category. This is likely due to the fact that **it excels in providing features that make life easier** – in top of selling relevant products.

Top 3 Drivers of Success

- 1 Great content
- 2 Makes life easier
- 3 Well-designed

*Top 3 drivers for this specific industry

Top apps





Top travel apps: Apps that make you dream of far away

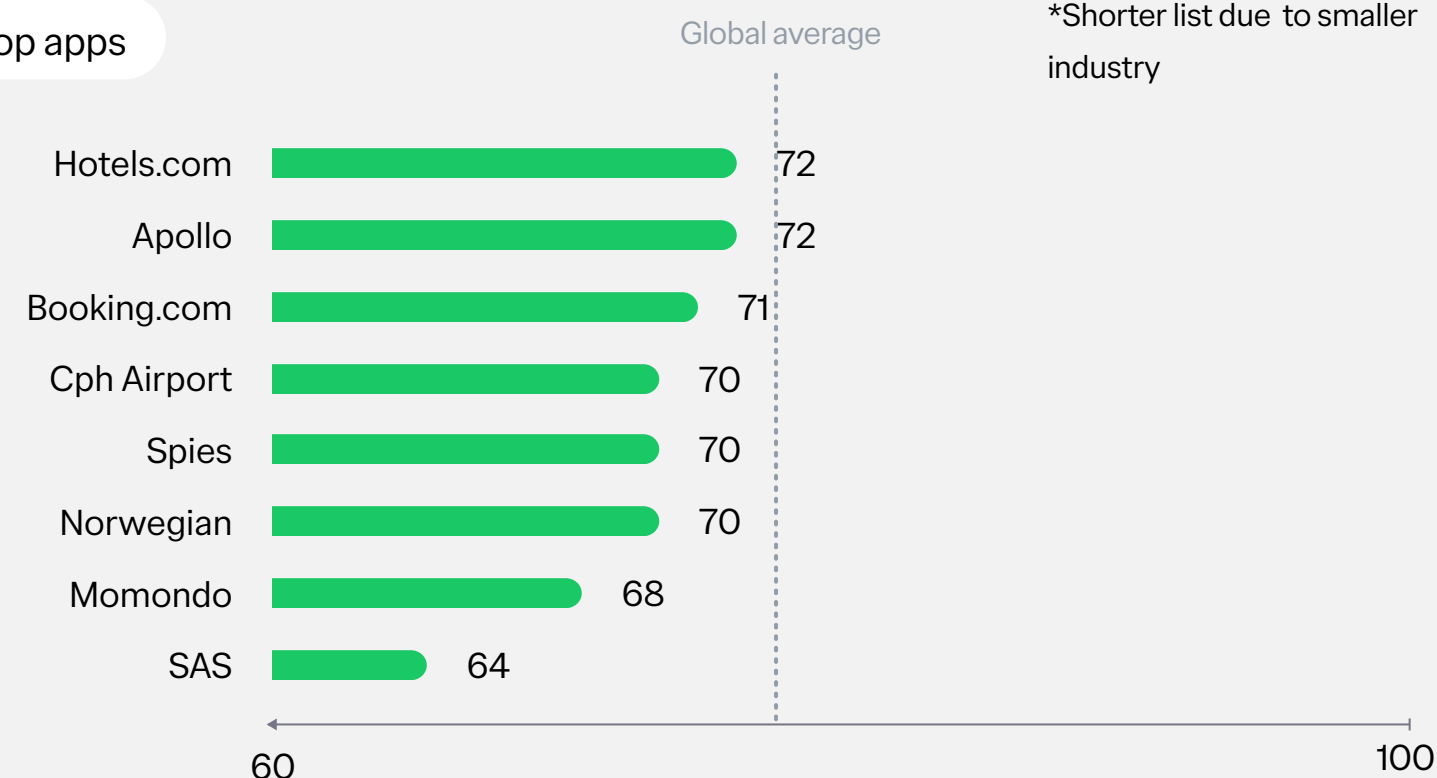
- Although travel apps may not be used as frequently as others, they remain essential tools for many Danes, simplifying and enhancing the travel experience.
- Apps like Apollo, Hotels.com, and Booking.com serve as valuable intermediaries between consumers and vendors, offering not only inspiration for future trips but also ensuring a seamless, hassle-free booking process. **Content that makes you dream is important**, and these apps are also appreciated for their **reward programs**.
- For these apps to succeed, users prioritize features that deliver comprehensive, accurate travel information, combined with smooth, efficient booking experiences. **The ability to minimize friction in the planning and purchasing stages is key to maintaining user satisfaction and** encouraging repeat engagement.

Top 3 Drivers of Success

- 1 Makes life easier
- 2 Great content
- 3 Smart features

*Top 3 drivers for this specific industry

Top apps





Top food apps: Convenience and content drive success for food apps

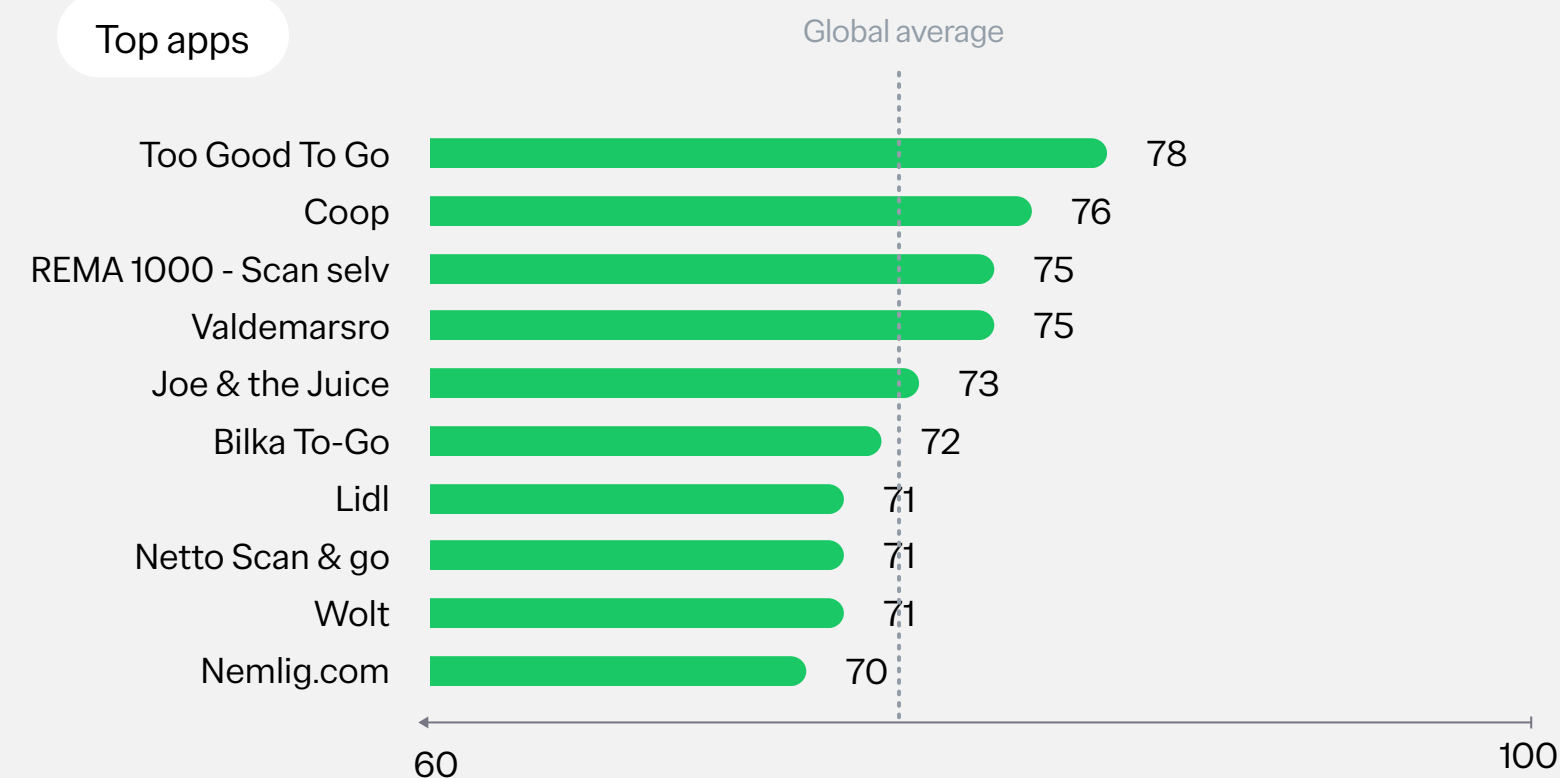
- **The food industry has undergone a significant transformation in recent years**, with the rise of takeaway services, and self-checkout and loyalty schemes for supermarkets. Supermarkets now rely heavily on mobile applications to engage customers, offering exclusive promotions and facilitating easier shopping experiences.
- Success in food-related apps hinges on great content and convenient features that makes life easier. **Apps that offer a wide product range, loyalty programs, and features like self-checkout and delivery, typically perform well.**
- **Too Good to Go** stands out across the broader food sector, successfully addressing food waste while allowing consumers to purchase discounted products, benefiting both customers and businesses – thus, providing meaning to consumers and making lives easier.
- Recipes are also an important element to food, and apps like Aarstiderne and Valdemarsro are recognized for delivering great content in this aspect.

Top 3 Drivers of Success

- 1 Great content
- 2 Makes life easier
- 3 Easy to use

*Top 3 drivers for this specific industry

Top apps





Top social media apps: The app we love to hate

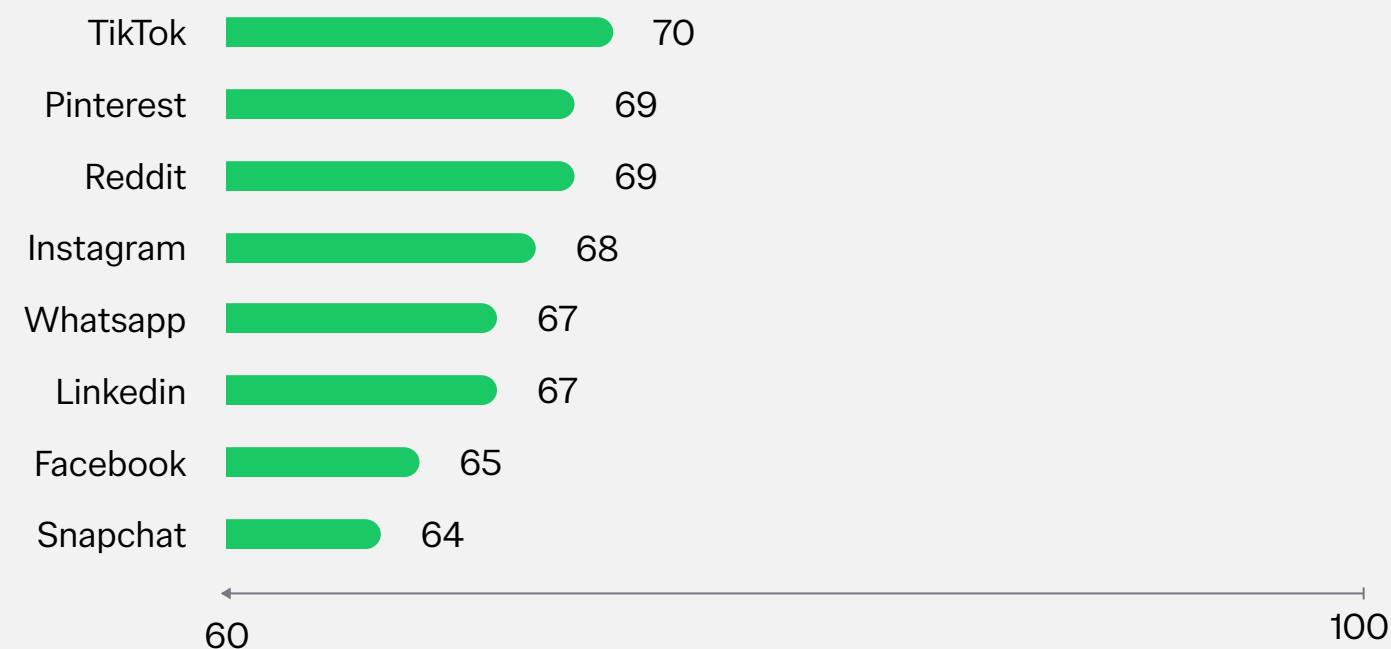
- Despite being among the most widely used apps in the study, **social media platforms are generally not well-regarded by Danes**. Comparing the the global App Pulse score average of this study, all social media apps fall below.
- While they offer hours of engaging content—often so compelling that users lose track of time—they also come with significant drawbacks. These include **intrusive advertising and concerns over data privacy**, which contribute to a negative perception of these apps.
- This ambivalence may explain why, despite their frequent use and the substantial financial investments poured into these platforms, Danes are hesitant to praise them. Although social media is ingrained in daily life, its perceived downsides temper the overall appreciation of these apps.

Top 3 Drivers of Success

- 1 Great content
- 2 Well-designed
- 3 Makes life easier

*Top 3 drivers for this specific industry

Top apps





Thank you

Did you not spot your app in the data?

What you see is just the beginning

Our "Base Report" provides a comprehensive overview, but there's much more to explore. Not every single app which has been under study is on display. We offer tailored analysis to help you dive deeper into the data and uncover valuable insights specific to your needs.

Reach out to explore how a customized edition of this report can provide you with the insights needed to drive your business forward.

Let's start a conversation

Reach out to explore how a customized edition of this report can provide you with the insights needed to drive your business forward.

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Appendix



Where to play: Driver matrix

