AI applications were not just a fad; they maintained steady popularity throughout the year. Consumers spent 7.7 billion hours using AI applications, which were downloaded 17 billion times in 2024. Among them, ChatGPT stands out, reaching 50 million monthly active users faster than apps like Disney+ or YouTube Music.

The full report is available on the Sensor Tower website and includes analysis of the iOS App Store and Google Play, but not third-party app stores in other regions, such as China.