

For the first time ever, global consumers spent more money on non-game mobile apps than on games in 2025, according to [Sensor Tower's annual State of Mobile report](#).



Worldwide spending on mobile apps reached **\$85 billion**, marking a **21% year-over-year increase** and nearly **2.8× growth** compared to five years ago.

The surge was driven largely by the rapid adoption of **AI-powered apps**, with in-app purchase revenue in this category more than tripling to exceed **\$5 billion** in 2025.

The milestone highlights a major shift in mobile behavior, as consumers increasingly invest in **AI tools, productivity apps, creative software, and subscription services**, while gaming's share of total spending continues to decline.