**2020 Mobile App, Game Spending Surges**

Consumers broke mobile app and game spending records during 2020 surpassing $100 billion for the first time in November with an additional $407.6 million spent via Apple's App Store and Google Play through Christmas, according to Sensor Tower Store Intelligence. TikTok was the non-gaming leader generating $4.7 million worldwide on Christmas.

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[***https://www.mediapost.com/publications/article/359093/global-app-spending-rose-35-on-christmas-reachin.html?edition=120932***](https://www.mediapost.com/publications/article/359093/global-app-spending-rose-35-on-christmas-reachin.html?edition=120932)