**Consumer App Usage Continues to Surge**

App Annie reports that app downloads increased 45% from 2016 through 2019, WhatsApp had the most active users in 2019, followed by Facebook, Messenger from Facebook, WeChat and Instagram, and time spent on TikTok surged 210% year-over-year. App Annie analysts call Generation Z the first real "mobile generation" and predict the rise in mobile ad spend will continue.

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[***https://www.mobilemarketer.com/news/key-mobile-app-marketing-trends-in-2020-will-include-gen-z-iot-app-annie/570436/***](https://www.mobilemarketer.com/news/key-mobile-app-marketing-trends-in-2020-will-include-gen-z-iot-app-annie/570436/)