



6 Mobile App Trends and Predictions for 2021

The world of mobile app marketing experienced major disruptions in 2020. Although, many apps did remarkably well because they addressed the changing needs of users. In fact, app downloads for 2020 were up 33%!¹

What's on the horizon for 2021? Here are six mobile app trends and predictions to keep on your radar this year.

01

The Implementation of IDFA

Apple's IDFA (identifier for advertisers) is slated to become effective sometime this year.² It's one of the biggest changes to mobile app marketing ever. IDFA has been critical for attribution of users to certain ad campaigns. Now users will have to opt-in to disclose this data, and it's highly unlikely many will. There's no date for implementation, but when it comes to fruition, UA (user acquisition) strategies will require adjustments.

02

5G Becomes More Widely Available

5G has been in the "coming soon" status for some time, but 2021 will see it more accessible than ever. 5G is on pace to grow to 1.1 billion connections by 2025.³ That creates some distinct advantages for app developers. 5G brings more speed, efficiency, and reliability to mobile devices. This improvement may allow for new functionality in apps, better visuals, quicker load times, and more integration options.

03

Greater Integration of AI and ML

AI (artificial intelligence) and ML (machine learning) are becoming more prevalent in mobile apps. They are powering many aspects in the smartphone ecosystem from virtual assistants to automation. Developers will find new and creative ways to leverage AI and ML, including "smarter" chatbots, biometrics, monotonous task completion (i.e., cleaning out your inbox), and more.

04

Apple's App Clips Continue in Popularity

Last year, Apple unveiled App Clips, which provide a preview of the app experience. These fast-loading clips allow users to immediately use them to place an order for takeout or make a purchase, without downloading. Once the user finishes the transaction, she can then download the app from the App Store. It also works with Apple Pay. Their popularity and success align with new buyer behaviors that favor app usage for transactions.

05

IoT Demand Rises

IoT (Internet of Things) enables users to remotely control lots of devices from their phone. They can adjust a thermostat, turn on their oven, or change channels on their TV. It's a convenience factor for many, and something many consumers are demanding. As IoT devices grow, apps will need to consider this as part of their functionality.

06

mCommerce Market Share Will Grow

mCommerce (mobile commerce) experts predict it will represent 44% of eCommerce by 2024, hitting \$488 billion.⁴ mCommerce is much more sophisticated now with better checkout experiences. More people than ever have smartphones, and many only use a mobile device for online activity. The interesting twist on this is how will retail apps respond? Expect a focus on UX and exclusive deals for mobile app users.

How will these trends and predictions impact your app? Work with our experts to understand how to leverage them for UA in 2021.

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Resources

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