2022 App Store Transparency Report

Since it launched in 2008, the App Store has proven to be a safe and trusted place to discover and download apps. At Apple, we're committed to creating a great experience for customers and developers — and we review every app for compliance with our App Store Review Guidelines to uphold the highest privacy, security, and content standards.

Our App Store Transparency Report provides data about how we operate the App Store in all 175 countries and regions where it's available. Below you'll find information about our efforts to help keep the App Store a safe and trusted place for users to find apps they love. This report covers data from 2022, and we'll update the information annually.

Apps

Total number of apps on the App Store
1,783,232

App submissions reviewed[1]
6,101,913

App submissions rejected
1,679,694

App submission rejections by App Store Review Guidelines section[2]
- Safety: 92,598
- Performance: 1,018,415
- Business: 152,391
- Design[3]: 212,464
- Legal: 441,972
- Other: 79,736

App submissions approved after rejection
253,466

Apps removed from the App Store[4]
186,195

Apps removed from the App Store by app category
Top 10 app categories[5]
1. Games: 38,883
2. Utilities: 20,045
3. Business: 16,997
4. Education: 16,509
5. Lifestyle: 15,171
6. Entertainment: 11,757
7. Food & Drink: 8317
8. Productivity: 7314
9. Travel: 5510
10. Shopping: 5376

Apps removed from the App Store due to guideline or Developer Program License Agreement (DPLA) violation

Top 10 guidelines or DPLA provisions cited for removal[6]
1. Guideline 4.0 — Design: 149,378[7]
2. DPLA 3.2(f) — Fraud: 32,009
3. Guideline 5.6.0 — Developer Code of Conduct: 1272
4. DPLA 6.3 — Intellectual Property Infringement: 920
5. Guideline 4.3.0 — Spam: 685
6. DPLA 14.8 — Export Control: 332
7. Guideline 4.1.0 — Copycats: 211
8. Guideline 5.0.0 — Legal: 196
9. DPLA 11.1 — Apple Developer Program Membership Expired: 185
10. Guideline 2.1.0 — App Completeness: 92

Apps removed from the App Store subject to government takedown demands[8]

1474[9]

By country or region
- China mainland: 1435[10]
- India: 14
- Pakistan: 10
- Russia: 7
- Türkiye: 2
- Bulgaria: 1
- Cyprus: 1
- Hong Kong: 1
- Italy: 1
- Latvia: 1
- Nigeria: 1

Appeals of app removals

18,412

Top 10 countries or regions[11]

1. China mainland: 5484
2. United States: 3157
3. United Kingdom: 817
4. India: 709
5. Hong Kong: 465
6. Vietnam: 416
7. Japan: 411
8. Brazil: 376
9. Türkiye: 368
10. South Korea: 358

Restorations after appeals of app removals

616[12]

Top 10 countries or regions[13]

1. China mainland: 169
2. United States: 129
3. United Kingdom: 36
4. India: 24
5. Türkiye: 14
6. Germany: 13
7. France: 13
8. Canada: 12
9. Hong Kong: 12
10. Brazil: 11
10. Vietnam: 11

🔨 Developers

Total number of registered Apple developers

36,974,015

Terminated developer accounts[14]

428,487

Terminated developer accounts by DPLA provision violated

- DPLA 3.2(f) — Fraud: 428,249
- DPLA 14.8 — Export Control: 238

Terminated developer account appeals

3338

Terminated developer account restorations[15]

159

👤 Customers

Terminated customer accounts

282,036,628

Value of fraudulent transactions prevented

$2,090,195,480

Average weekly visitors to the App Store

656,739,889

Average weekly app downloads

747,873,877

Average weekly app redownloads

1,539,274,266

Average weekly automatic app updates[16]

40,876,798,492

Average weekly manual app updates

512,545,816

🔍 Search

Average weekly number of customer accounts searching the App Store

373,211,396

Average weekly number of apps appearing in the top 10 results of at least 1000 searches

197,430

Total number of apps appearing in the top 10 results of at least 1000 searches

1,399,741