



# ABANDONED MOBILE APPS REPORT

**Q2.2022**

An analysis of abandoned apps across the  
Google and Apple app stores



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## Abandoned Apps

Pixalate uses the date in which the app was last updated to determine the degree of apparent abandonment. For high-level data points, we consider an app to have a heightened risk of “abandonment” if it has ***not been updated in at least two years*** (as of the end of Q2 2022). However, this report also provides data showing different levels of apparent abandonment in six-month increments, up to apps that have not been updated in over five years.

## Why is this important?

Outdated and abandoned applications are a potential security risk: vulnerabilities lurking in their code bases and dependencies may be discovered and go unpatched, leaving end-users at risk of attack.

# KEY STATS: ABANDONED APPS IN Q2 2022

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE



**1.6M+ abandoned apps in Q2 2022.**  
Apple's number decreased (-29%) but  
Google's increased (+16%)



**More abandoned apps (32%)** than apps  
updated in the last 6 months (30%)



**306k+ "super abandoned" apps last**  
updated 5+ years ago. 840k apps last  
updated 3+ years ago



Apps registered in **Russia and China** are the  
**most likely to be abandoned** (42%) on the  
Google Play Store\*



**14k abandoned apps transmitted geo**  
**location** in ad bid stream



**37% of likely child-directed** apps are  
abandoned (81k in Google, and 75k in  
Apple)



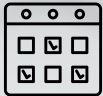
\* Among countries that rank in the top 12 based on total # of apps available for download

# -29%

decrease in abandoned apps in the Apple App Store in Q2 vs. Q1 2022, according to Pivalate's data.

# +16%

increase in abandoned apps in the Google Play Store in Q2 vs. Q1 2022, according to Pivalate's data.

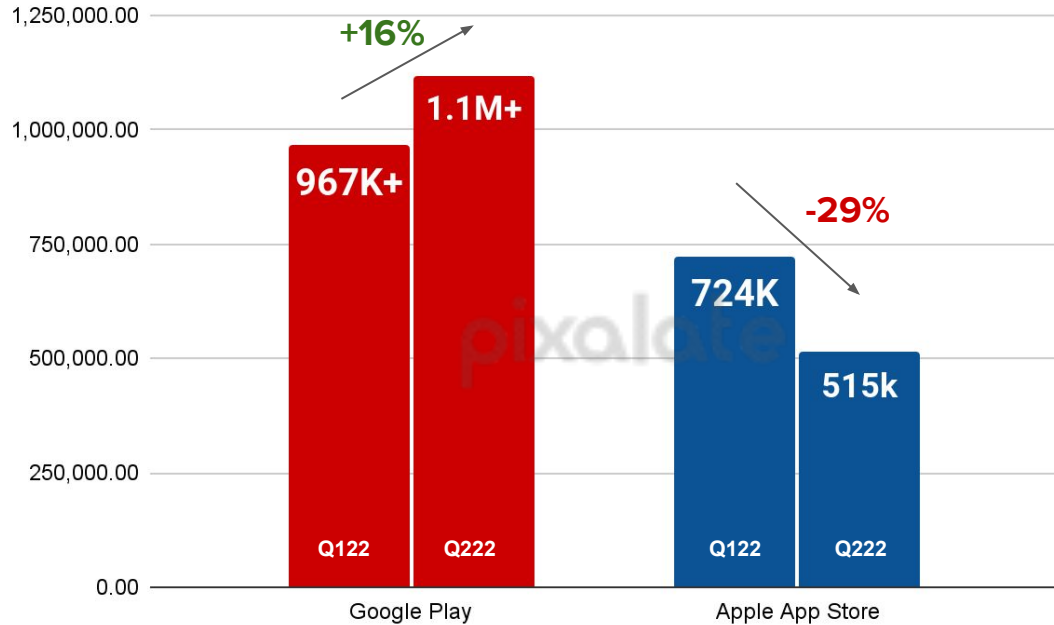


Want more app data?  
Schedule a demo:  
[pivalate.com/demo](https://pivalate.com/demo)

## Q2 2022: 1.6M+ ABANDONED APPS ACROSS GOOGLE, APPLE

AS OF THE END OF Q2 2022; AS MEASURED BY PIVALATE

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An app is considered "abandoned" if it has been 2+ years since its latest update



# 32%

Percentage of abandoned apps in Q2, slight decrease from 33% in Q1 2022, according to Pivalate's data.

70k fewer abandoned apps in Q2 than in Q1 2022, according to Pivalate's data

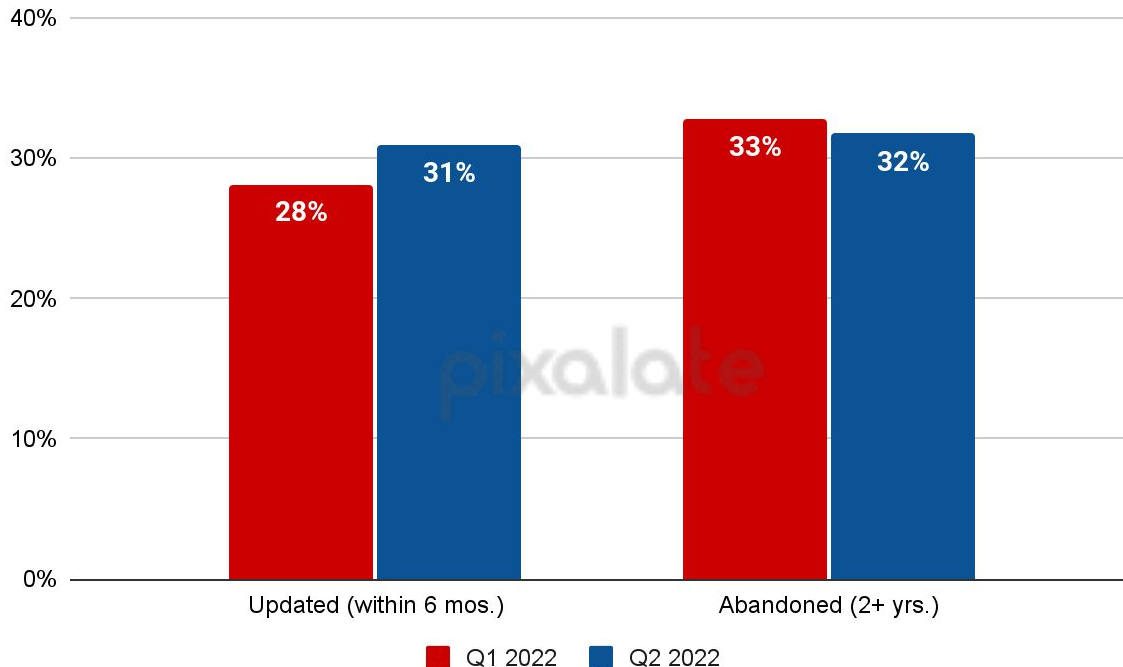


Want more app data?  
Schedule a demo:  
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## Q2 2022: MORE ABANDONED APPS (32%+) THAN RECENTLY UPDATED APPS (31%)

AS OF THE END OF Q2 2022; AS MEASURED BY PIVALATE

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# 9%

of Google Play Store apps with 10MM-100MM downloads are abandoned, while 33% of apps with fewer than 10,000 estimated downloads are abandoned, according to Pivalate's data.

*\*Google Play Only*

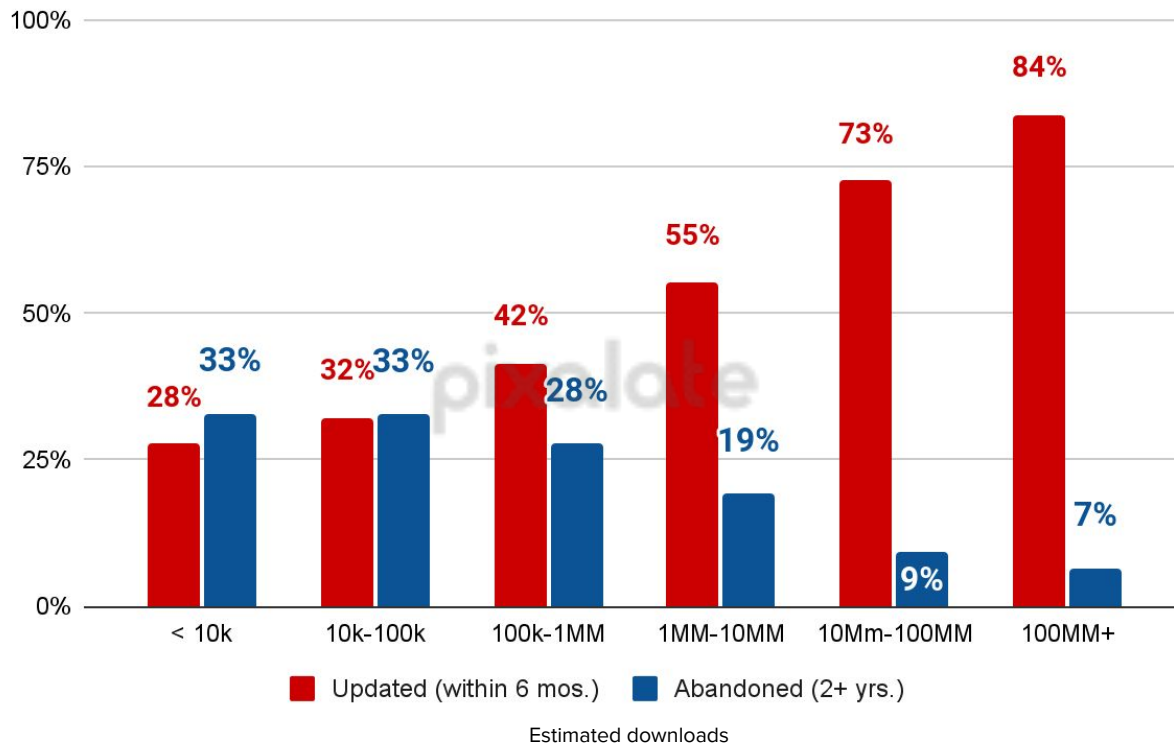


Want more app data?  
Schedule a demo:  
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## LESS POPULAR APPS 2-4X MORE LIKELY TO BE 'ABANDONED'

AS OF THE END OF Q2 2022; GOOGLE PLAY STORE APPS; AS MEASURED BY PIXALATE

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A black and white photograph of a person wearing a white lab coat, holding a smartphone in their hands. The person is looking down at the phone. The background is blurred, suggesting an indoor setting like a laboratory or office.

# **ABANDONED APPS GOOGLE PLAY & APPLE APP STORE Q2 2022**

# 8%

of Apple apps are “Super-Abandoned” (last update 5+ years), while that is 5% in Google Store, according to Pixalate’s data.

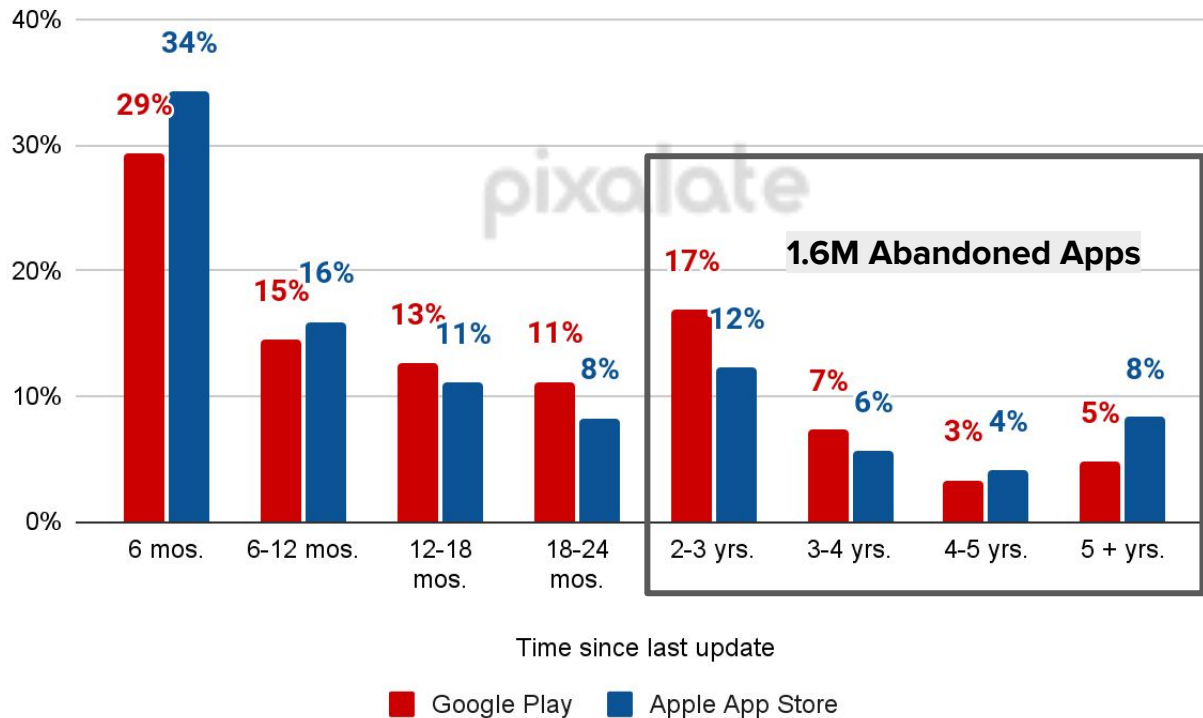


Want more app data?  
Schedule a demo:  
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## 306K+ “SUPER-ABANDONED” APPS (LAST UPDATE 5+ YEARS)

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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# 32%

There are 1.1MM (32%) abandoned apps (2+ years since last update) available for download in the Google Play Store as of Q2 2022, according to Pivalate's data

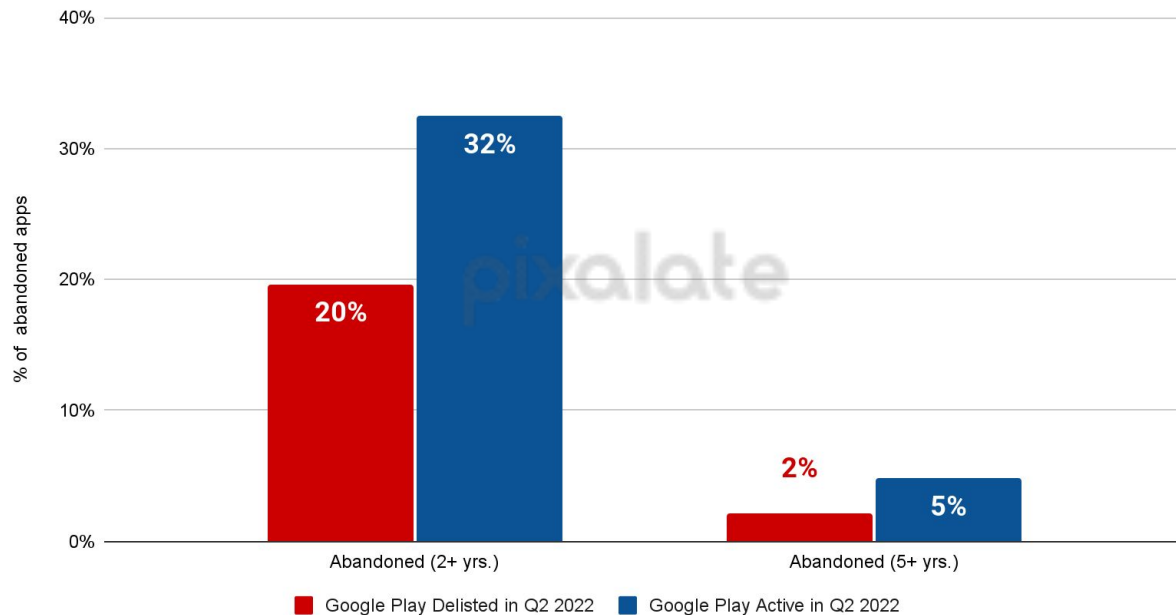


Want more app data?  
Schedule a demo:  
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## GOOGLE PLAY STORE: ONLY 20% (30K+) APPS HAD BEEN ABANDONED (2y+) PRIOR TO DELISTING IN Q2

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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# 30%

There are 515K (30%) abandoned apps (2+ years since last update) available for download in the Apple App Store as of Q2 2022, according to Pivalate's data

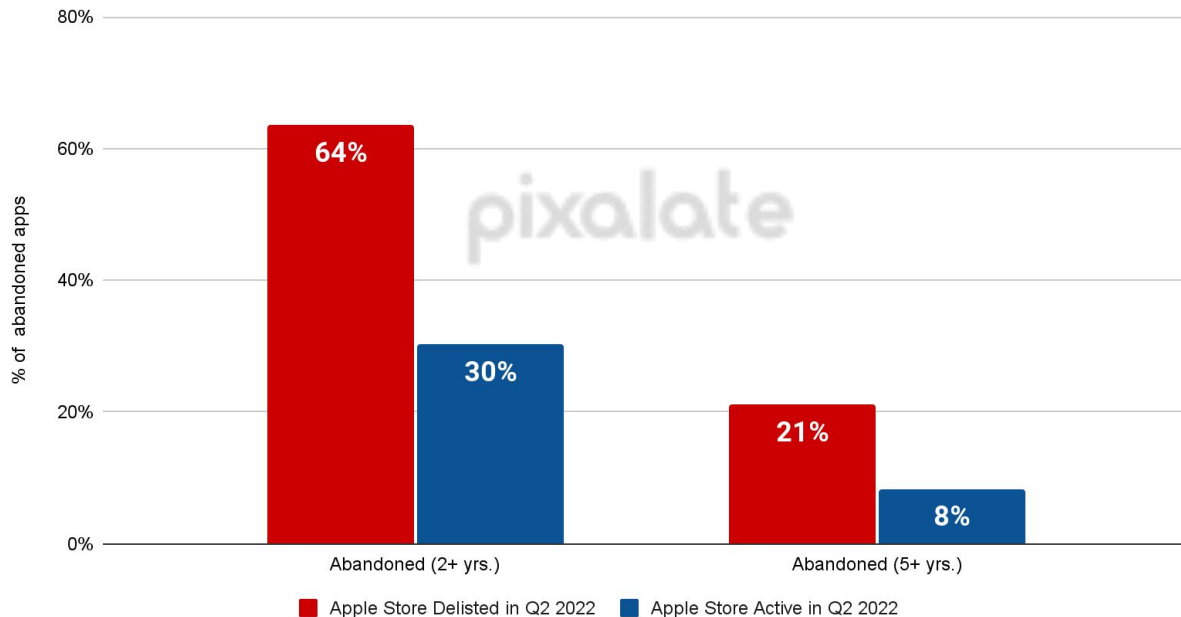


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## APPLE STORE: 64% (280K+) APPS HAD BEEN ABANDONED (2y+) PRIOR TO DELISTING IN Q2

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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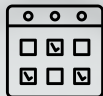
A black and white photograph of a person wearing a white lab coat, holding a smartphone in their hands. The person is looking down at the phone. The background is dark and out of focus.

# **ABANDONED APPS TRANSPARENCY ANALYSIS Q2 2022**



# 380k+

There are 380k+ abandoned apps with undetected privacy policies as of Q2 2022 - but that number has decreased since Q1

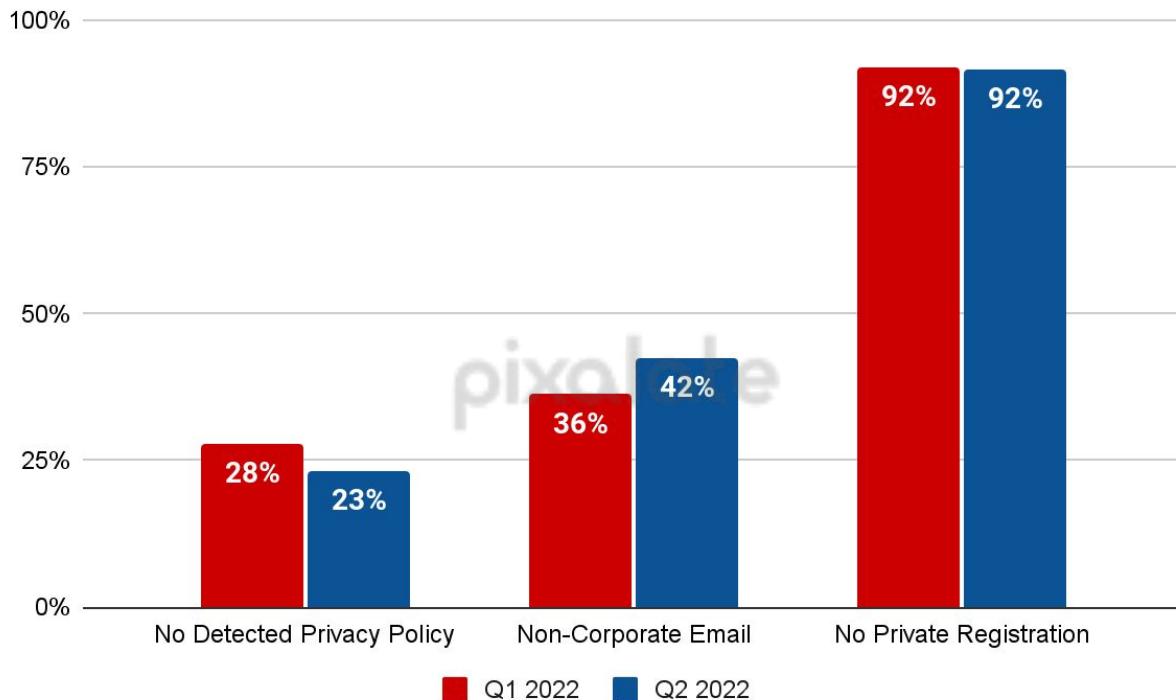


Want more app data?  
Schedule a demo:  
[pixal.at/demo](https://pixal.at/demo)

## 23% OF ABANDONED APPS HAVE NO DETECTED PRIVACY POLICY

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

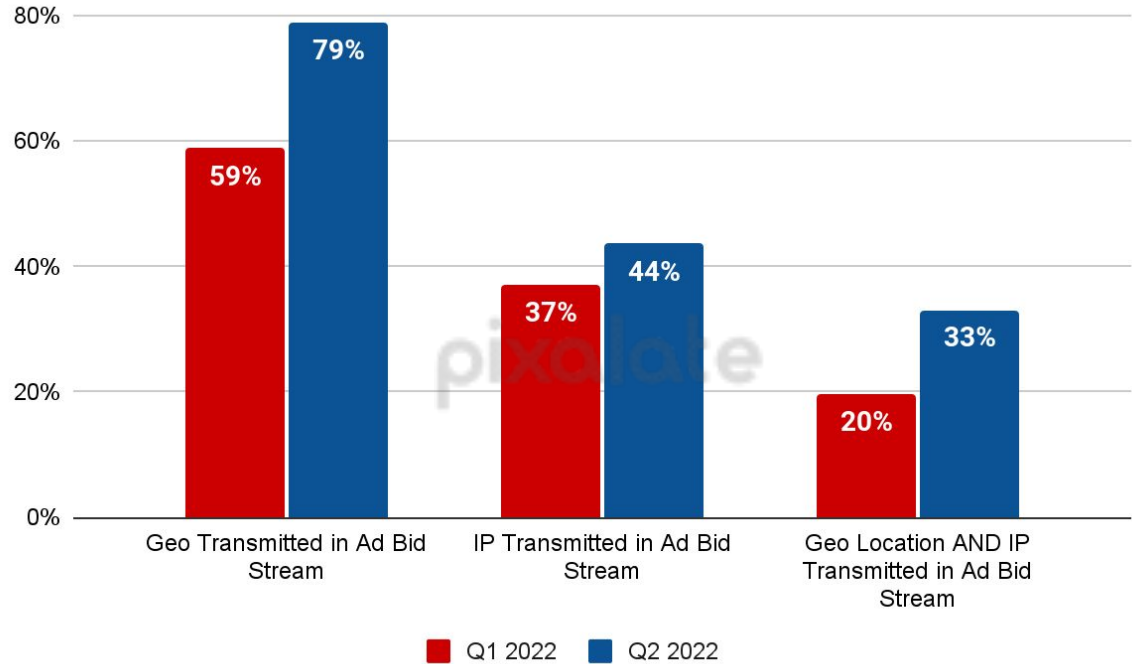
pixalate



# 14k+ (79%+) ABANDONED APPS WITH ADS TRANSMIT END-USER LOCATION IN AD BID STREAM, 20% INCREASE OVER Q1 2022

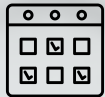
AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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# 6k

(33%) abandoned apps with ads transmitted IP address and end-user location in Ad Bid Stream, which represents an increase from 20% in Q1 to 33% (13% points) Q2 2022, according to Pixalate's data.



Want more app data?  
Schedule a demo:  
[pixal.at/demo](https://pixal.at/demo)



A black and white photograph of a person wearing a white lab coat, holding a smartphone in their hands. The person is looking down at the phone. The background is dark and out of focus.

# **ABANDONED APPS COUNTRY OF REGISTRY Q2 2022**



# 42%

Of Google Play Store apps registered in China and Russia were abandoned as of the end of Q2 2022

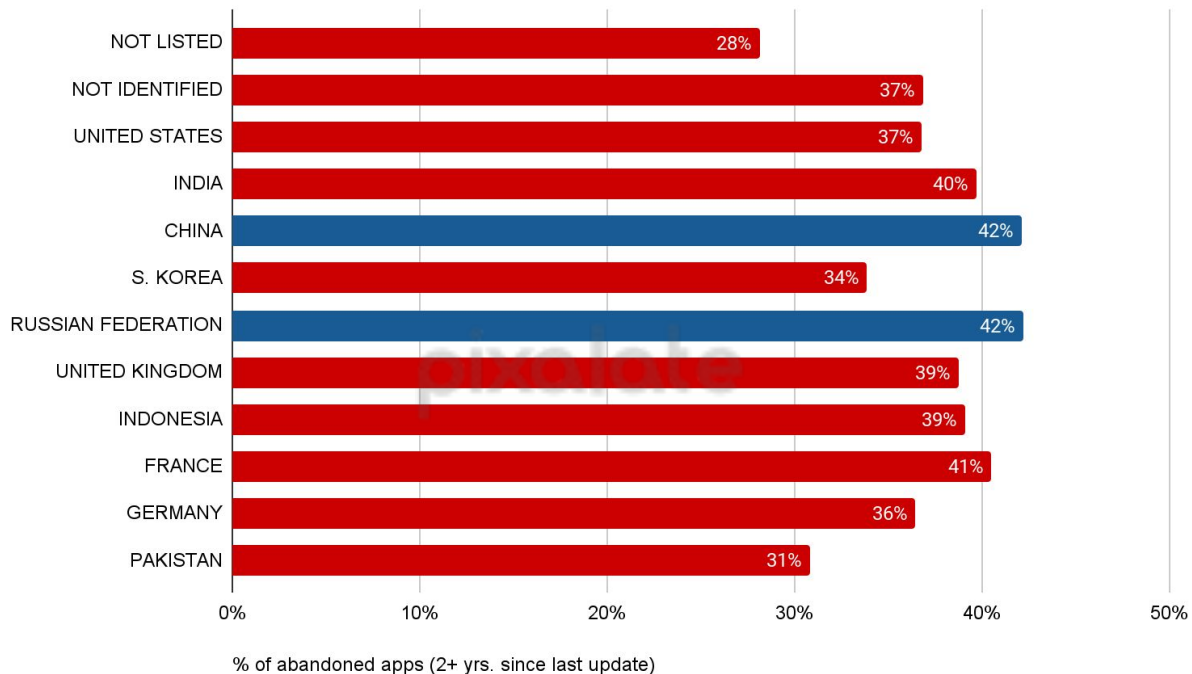


Want more app data?  
Schedule a demo:  
[pixal.at/demo](https://pixal.at/demo)

## GOOGLE: CHINA, RUSSIA HAVE HIGHEST % OF ABANDONED APPS

TOP 12 COUNTRIES BASED ON TOTAL APPS SHOWN IN ORDER; AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

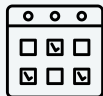
pixalate





# 36%

Of Apple App Store apps registered in Russia were abandoned as of the end of Q2 2022

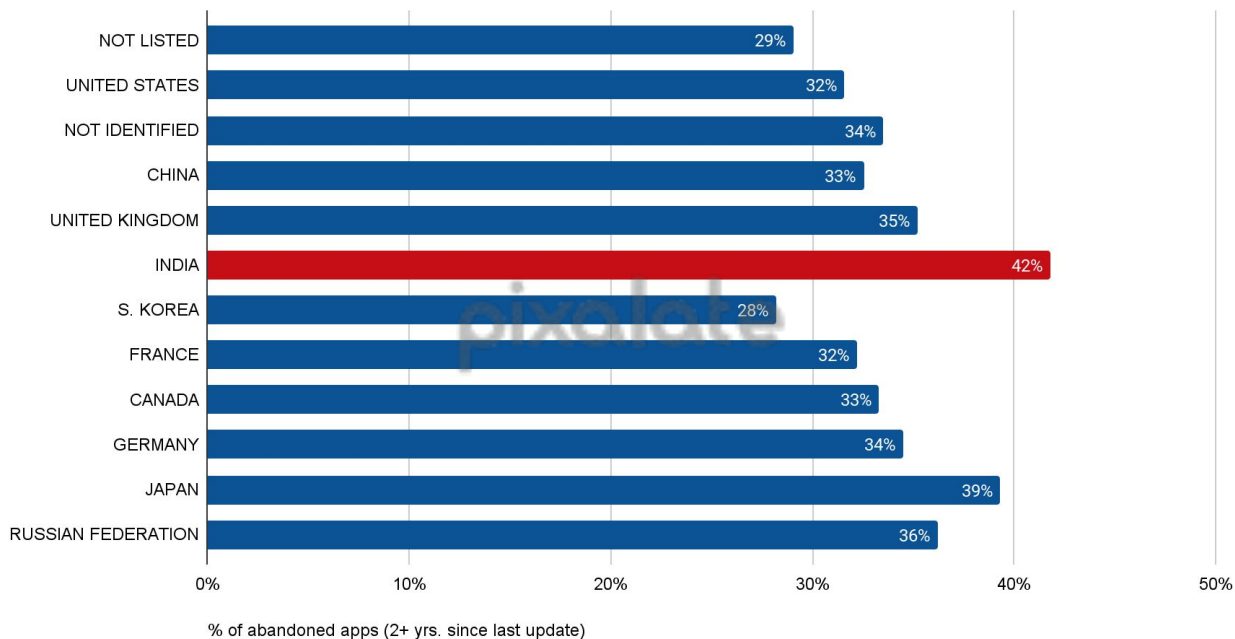


Want more app data?  
Schedule a demo:  
[pixal.at/demo](https://pixal.at/demo)

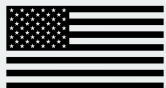
## APPLE: 42% OF APPS REGISTERED IN INDIA ARE ABANDONED

TOP 12 COUNTRIES BASED ON TOTAL APPS SHOWN IN ORDER; AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

pixalate







# -1%

decrease in rate of abandoned U.S.-registered apps from Q1 to Q2 2022 across Google and Apple app stores combined, according to Pivalate's data

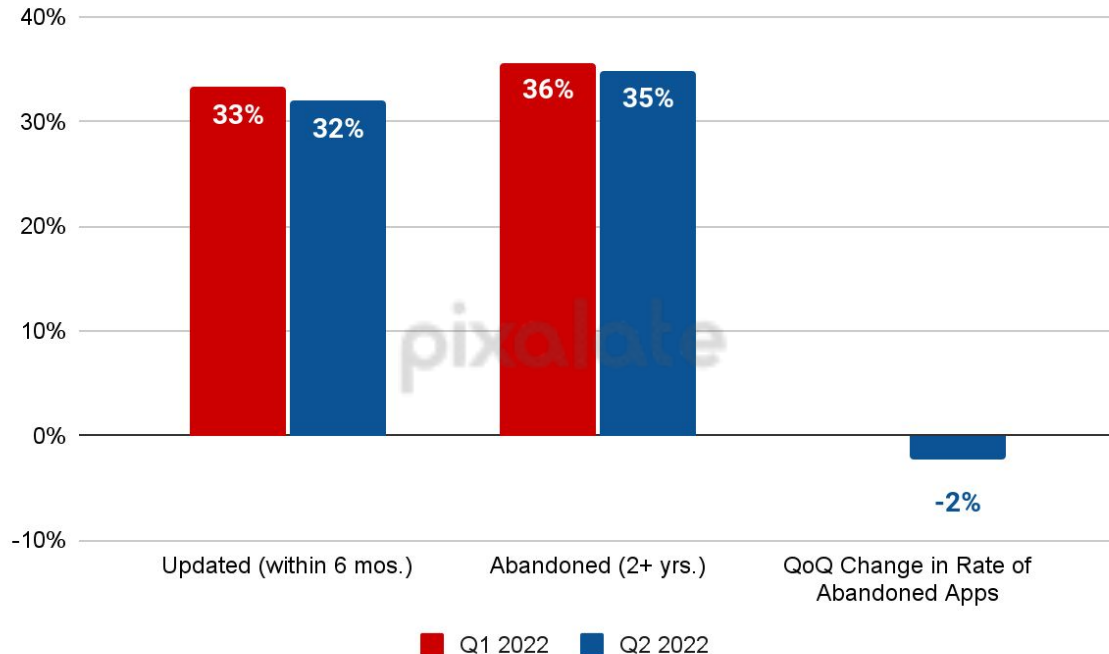


Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## 35% OF APPS REGISTERED IN THE U.S. ARE ABANDONED

GOOGLE + APPLE APP STORES COMBINED; AS OF THE END OF Q2 2022; AS MEASURED BY PIVALATE

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# -1%

decrease in rate of abandoned UK-registered apps from Q1 to Q2 2022 across Google and Apple app stores combined, according to Pivalate's data

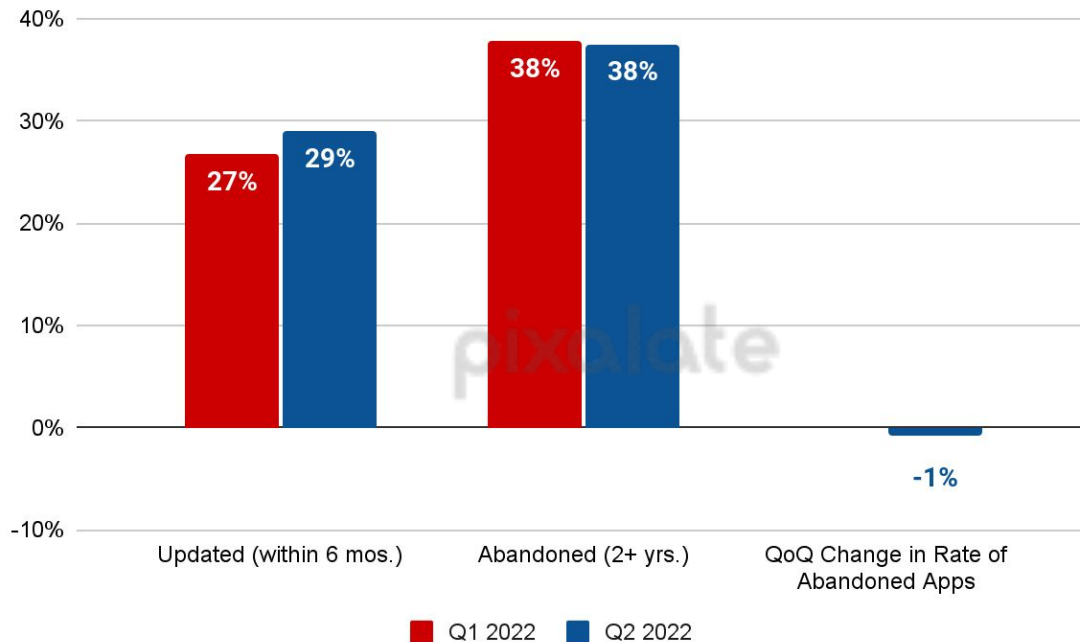


Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## 38% OF APPS REGISTERED IN THE U.K. ARE ABANDONED

GOOGLE + APPLE APP STORES COMBINED; AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

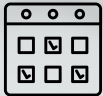
pixalate





# -4%

decrease in rate of abandoned China-registered apps from Q1 to Q2 2022 across Google and Apple app stores combined, according to Pivalate's data

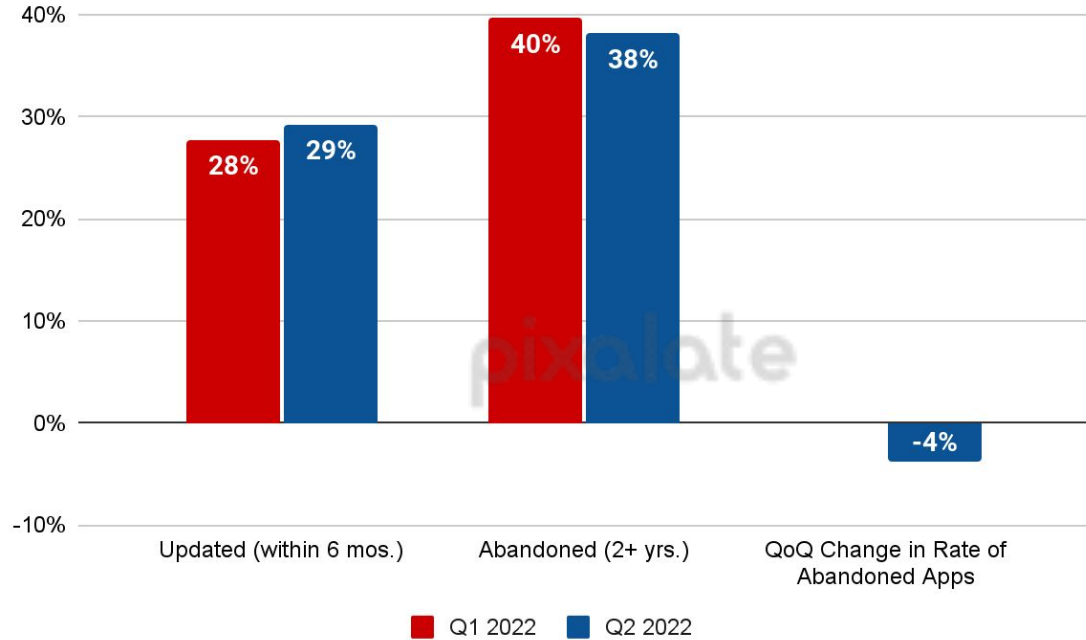


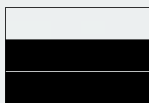
Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## 38% OF APPS REGISTERED IN CHINA ARE ABANDONED

GOOGLE + APPLE APP STORES COMBINED; AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

pixalate





# 4%

increase in rate of abandoned Russian-registered apps from Q1 to Q2 2022 across Google and Apple app stores combined, according to Pivalate's data

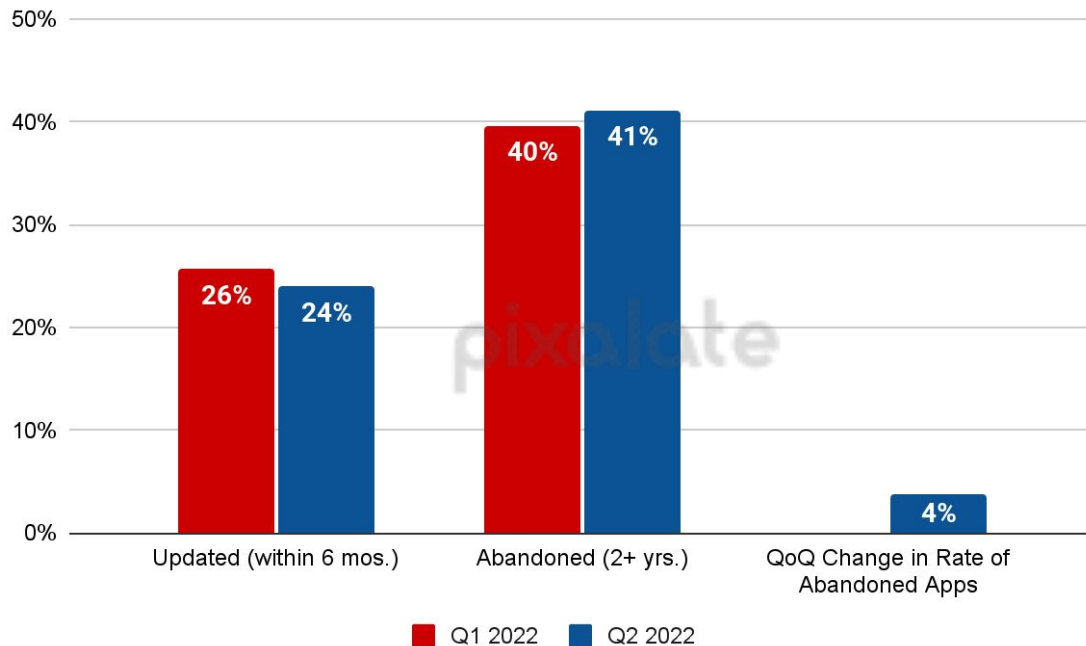


Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## 41% OF APPS REGISTERED IN RUSSIA ARE ABANDONED

GOOGLE + APPLE APP STORES COMBINED; AS OF THE END OF Q2 2022; AS MEASURED BY PIVALATE

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A black and white photograph of a person wearing a light-colored jacket, holding a smartphone in their hands. The person is looking down at the device. The background is dark and out of focus.

# **ABANDONED APPS - Q2 2022 APP STORE CATEGORIES**



# Shopping, Food and Entertainment

The least-abandoned categories in Google Store, according to Pivalate's data.

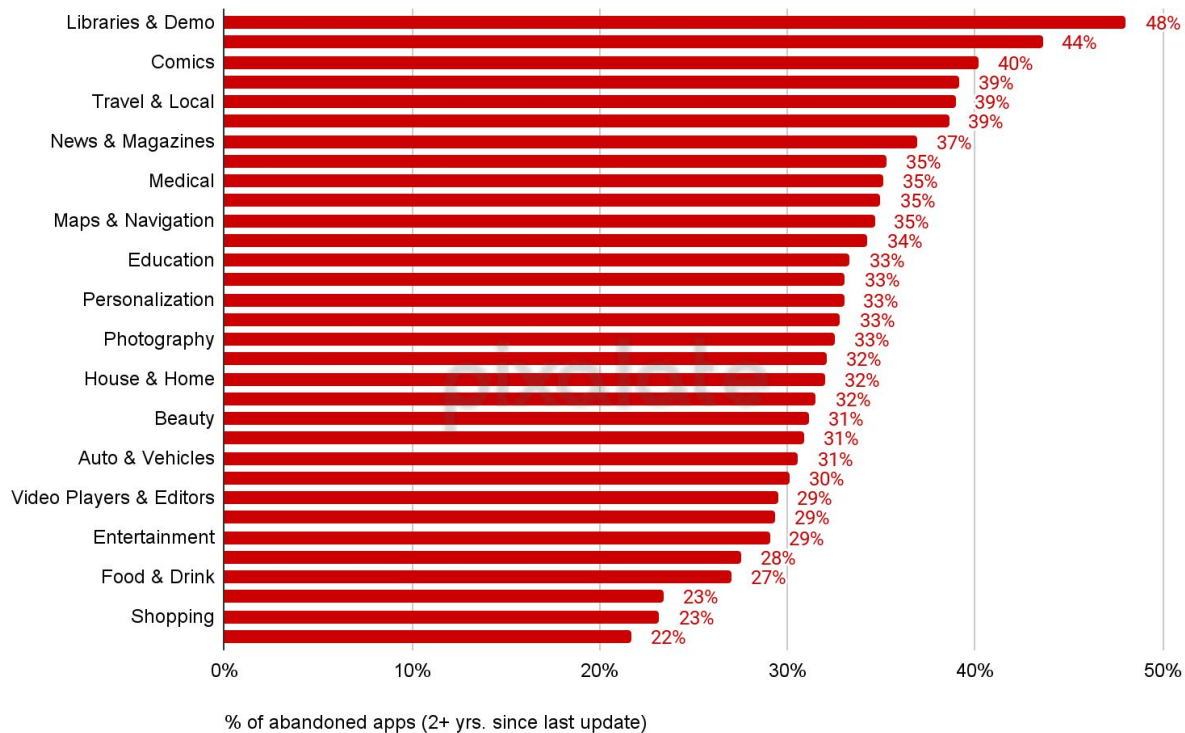


Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## GOOGLE STORE: LIBRARIES, COMICS & TRAVEL MOST-ABANDONED CATEGORIES

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

pixalate





# Graphics, Developer Tools, and Finance

The least-abandoned categories in Apple Store, according to Pivalate's data.

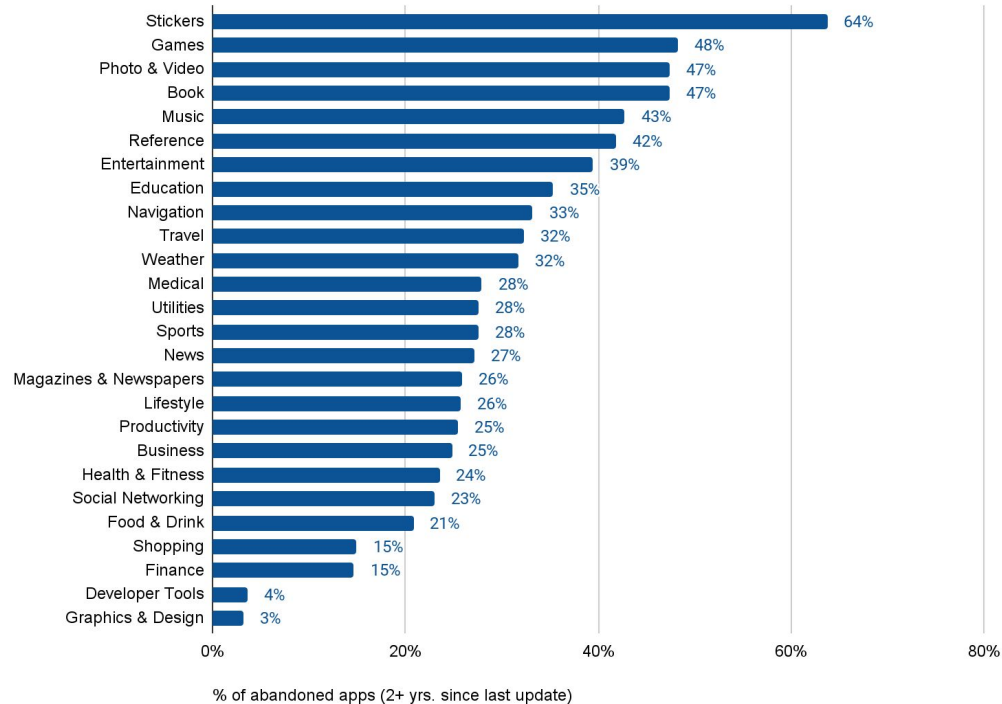


Want more app data?  
Schedule a demo:  
[pival.at/demo](https://pival.at/demo)

## APPLE STORE: STICKERS, GAMES & PHOTO/VIDEO MOST-ABANDONED CATEGORIES

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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A black and white photograph of a person wearing a light-colored jacket, holding a smartphone in their hands. The person is looking down at the device. The background is dark and out of focus.

# **ABANDONED APPS - Q2 2022**

## **LIKELY CHILD-DIRECTED APPS**



# 45k+

Likely-child directed apps are “super-abandoned”, meaning no update in 5+ years, as of the end of Q22. That number was 37k in Q122, according to Pixalate’s data.

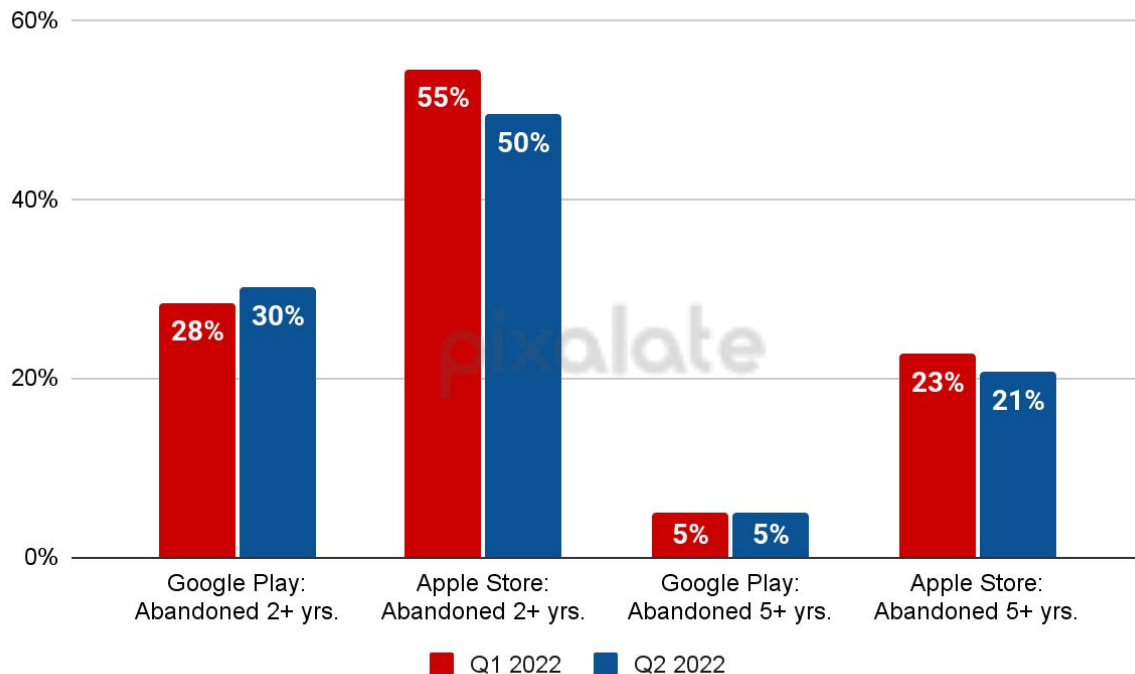


Want more app data?  
Schedule a demo:  
[pixal.at/demo](https://pixal.at/demo)

## APPLE: 50% OF LIKELY-CHILD DIRECTED APPS ARE ABANDONED

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE

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A black and white photograph of a person wearing a light-colored jacket, holding a smartphone in their hands. The person is looking down at the device. The background is dark and out of focus.

# ABANDONED APPS - Q2 2022 TOP 10 LIST BY STORE

# GOOGLE STORE: TOP 10 ABANDONED APPS (by downloads)

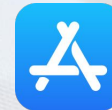
AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE











App Id	Title		Downloads	Developer	Release Current Version
com.dsi.ant.service.socket	ANT Radio Service		1000,000,000	ANT+	2020-06-15
com.dsi.ant.plugins.antplus	ANT+ Plugins Service		1000,000,000	ANT+	2020-06-25
com.samsung.knox.securefolder	Secure Folder		1000,000,000	Samsung Electronics Co., Ltd.	2018-01-30
com.sec.android.app.launcher	Samsung One UI Home		1000,000,000	Samsung Electronics Co., Ltd.	2019-09-15
com.huawei.hwid	Huawei Mobile Services		500,000,000	Huawei Internet Services	2020-05-14
com.huawei.phoneservice	HiCare		500,000,000	Huawei Internet Services	2020-03-10
com.huawei.android.thememanager	Themes		500,000,000	Huawei Technologies Co., Ltd.	2020-03-31
com.huawei.himovie.overseas	HUAWEI Video		500,000,000	Huawei Internet Services	2020-03-24
air.com.hypah.io.slither	<a href="https://slither.io">slither.io</a>		500,000,000	Lowtech Studios	2019-12-20
com.sec.pcw	Samsung Link (Terminated)		500,000,000	Samsung Electronics Co., Ltd.	2016-11-06

# APPLE STORE: TOP 10 ABANDONED APPS (by user ratings)

AS OF THE END OF Q2 2022; AS MEASURED BY PIXALATE



App Id	Title	User Ratings	Developer	Release	Current Version
915061235	iTunes Store	 715244	Apple Inc.		2019-01-11
510461758	Bike Race: Free Style Games	 540767	Top Free Games		2019-12-09
883338188	Evernote Scannable	 364476	Evernote		2020-06-22
1093402481	Color·多彩手帐·多彩日记本	 322107	Hainan Daily headlines Technology Co., Ltd		2018-01-09
561416817	Clumsy Ninja	 319933	NaturalMotion Games Limited		2018-05-24
1455330046	Archery Go - Bow&Arrow King	 280744	Solo X Technology Limited		2019-12-06
546821797	Photo Editor-	 249133	Axiem Systems		2019-01-07
1402499966	<a href="#">Bumper.io</a>	 197280	Voodoo		2020-02-26
1440430680	Gacha Life	 182293	Lunime Inc.		2019-06-24
1048786895	SportsSignUp Play	 147521	Sports Illustrated Play LLC		2019-12-05

Release of the current version as for 01 of July, 2022



# METHODOLOGY & DISCLAIMER

# METHODOLOGY

## General

Pixalate's data science and analyst team analyzed apps and app developers from the Google Play Store and Apple App Store available to download during Q2 2022 (April 1 through June 30, 2022).

Pixalate uses the date of release of the current app version to determine the degree of apparent abandonment. For high-level data points, we consider an app to have a heightened risk of "abandonment" if it has not been updated in at least two years (as of the end of Q2 2022). However, this report also provides data showing different levels of apparent abandonment in six-month increments, up to apps that have not been updated in over five years. Updated apps are defined as those apps that have been updated within the last six months, and were active during Q2 2022.

## Country of Registration

The country of registration for a given app is determined only if a) the app has a physical address published in its app store page, or otherwise b) from the registrant physical address of the publisher domain listed in the app store page excluding privately registered ones. If none is available, the physical address associated with an app cannot be determined. Sometimes, the same developer may list different countries of registration for different apps.

## Downloads and user ratings

Top 10 lists referred to within this report are determined based on the published number of downloads (Google Play Store) or user ratings (Apple App Store); Apple Store does not provide download values; data derived from crawls of the respective app stores performed by Pixalate or one of Pixalate's third party licensors.

# METHODOLOGY (CONT.)

## Likely Child-Directed Apps

Pixalate uses automated processing derived from a combination of signals (which at times is coupled with human intervention) to determine if an app is likely to be child-directed, including the app's category, sub-category, content rating, and contextual signals (specifically, child-related keywords in app's title or the app's description). Pixalate also leverages manual app review by the Pixalate Trust & Safety Advisory Board. [See our full methodology](#) for more.

# DISCLAIMER

The content of this report reflects Pivalate's opinions with respect to the factors Pivalate believes may be useful to the digital media industry. Any data shared is grounded in Pivalate's proprietary technology and analytics, which Pivalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pivalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

The mere fact an app does not appear to have been updated in a certain period of time does not necessarily mean that such app's publisher has abandoned the app, or is otherwise violating any policy, best practice, or regulation. Instead, we are merely noting the apparent inactivity and rendering an opinion that this apparent absence of updates may be suggestive of heightened risks to end users and other data subjects.

Pivalate is sharing this data not to impugn the standing or reputation of any entity, person or app, but, instead, to render opinions and report trends pertaining to apps available for download via the official Apple App Store and Google Play Store.

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