2023 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 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 2023. The 2022 report is available here. We will update this information annually.

Apps

Total number of apps on the App Store
1,870,119

App submissions reviewed[1]
6,892,500

App submissions rejected
1,763,812

App submission rejections by App Review Guidelines section[2]
- Safety: 103,629
- Performance: 1,132,613
- Business: 192,884
- Design[3]: 295,497
- Legal: 420,914
- Other: 40,119

App submissions approved after rejection
277,923

Apps removed from the App Store[4]
116,117

Apps removed from the App Store by app category
Top 10 app categories[5]
1. Games: 17,853
2. Utilities: 17,779
3. Business: 10,560
4. Lifestyle: 9544
5. Education: 9399
6. Entertainment: 7776
7. Productivity: 6098
8. Food & Drink: 5154
9. Shopping: 4150
10. Health & Fitness: 3264

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: 76,887[7]
2. DPLA 3.2(f) — Fraud: 35,245
3. DPLA 6.3 — Intellectual Property Infringement: 1156
4. Guideline 4.3.0 — Spam: 639
5. Guideline 5.6.0 — Developer Code of Conduct: 346
6. Guideline 4.1.0 — Copycats: 268
7. DPLA 4.8 — Export Control: 225
8. Guideline 2.3.7 — App Name and Keywords: 131
9. Guideline 3.1.2 — Subscriptions: 103
10. Guideline 3.1.1 — In-App Purchase: 97

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

1462[9]

By country or region
- China mainland: 1285[10]
- South Korea: 103[11]
- India: 30
- Russia 12
- Indonesia: 8
- Lithuania: 5
- Ukraine: 5
- Malaysia: 2
- Mexico: 2
- Philippines: 2
- Thailand: 2
- Türkiye: 2
- Hungary: 1
- Libya: 1
- Pakistan: 1
- Vietnam: 1

Appeals of app removals

18,628

Top 10 countries or regions[12]

1. China mainland: 6262
2. United States: 2449
3. India: 854
4. Vietnam: 812
5. Türkiye: 809
6. United Kingdom: 770
7. Hong Kong: 467
8. Ukraine: 375
9. Canada: 291
10. Pakistan: 290

Restorations after appeals of app removals

322[13]

Top 10 countries or regions[14]

1. United States: 73
2. China mainland: 66
3. United Kingdom: 26
4. India: 11
5. Canada: 9
6. Japan: 8
7. South Korea: 8
8. Malaysia: 8
9. Hong Kong: 8
10. Singapore: 8

Developers

Total number of registered Apple developers

42,219,169

Terminated developer accounts[15]

117,843

Terminated developer accounts by DPLA provision violated

- DPLA 3.2(f) — Fraud: 117,771
- DPLA 14.8 — Export Control: 72

Terminated developer account appeals

4737

Terminated developer account restorations[16]

126

Customers

Terminated customer accounts

373,739,771

Value of fraudulent transactions prevented

$1,838,127,451

Average weekly visitors to the App Store

734,673,588

Average weekly app downloads

787,999,950

Average weekly app redownloads

1,656,894,821

Average weekly automatic app updates[17]

52,623,848,130

Average weekly manual app updates

562,782,228

Search

Average weekly number of customer accounts searching the App Store

398,499,012

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

166,360

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

1,268,176