

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 reviewed¹

6,101,913

App submissions rejected

1,679,694

App submission rejections by App Store Review Guidelines section²

- Safety: 92,598
- Performance: 1,018,415
- Business: 152,391
- Design³: 212,464
- Legal: 441,972
- Other: 79,736

App submissions approved after rejection

253,466

Apps removed from the App Store⁴

186,195

Apps removed from the App Store by app category

Top 10 app categories⁵

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 removal⁶

1. Guideline 4.0 — Design: 149,378⁷
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 demands⁸

1474⁹

By country or region

- China mainland: 1435¹⁰
- India: 14
- Pakistan: 10
- Russia: 7
- Türkiye: 2
- Bulgaria: 1
- Cyprus: 1
- Hong Kong: 1
- Italy: 1
- Latvia: 1
- Nigeria: 1

¹Apps may be submitted to App Review multiple times before they are approved for release on the App Store. ²App submissions may be rejected for noncompliance with one or more guidelines. ³The Design category includes guidelines that prohibit copycat apps, apps with minimum functionality, and spam. ⁴Apps may be removed from the App Store for a number of reasons, including violations of local law, repeated violations of App Store policy, fraud, and demands by regulators. ⁵Complete data showing apps removed from the App Store by all app categories and by country or region is included in the supplemental CSV file, available at apple.com/legal/more-resources/. ⁶Complete data showing apps removed from the App Store by guideline or DPLA provision violated and by country or region is included in the supplemental CSV file, available at apple.com/legal/more-resources/. ⁷This removal is the result of ongoing cleanup for outdated apps. ⁸Complete data showing takedown demands by government entity and law cited is included in the supplemental CSV file, available at apple.com/legal/more-resources/. ⁹Apps are removed only from storefronts in which the entity demanding removal has jurisdiction, and they remain available in all other storefronts. ¹⁰There were 1276 game apps removed for lack of a legally required GRN license.

Appeals of app removals

18,412

Top 10 countries or regions¹¹

- China mainland: 5484
- United States: 3157
- United Kingdom: 817
- India: 709
- Hong Kong: 465
- Vietnam: 416
- Japan: 411
- Brazil: 376
- Türkiye: 368
- South Korea: 358

Restorations after appeals of app removals

616¹²

Top 10 countries or regions¹³

- China mainland: 169
- United States: 129
- United Kingdom: 36
- India: 24
- Türkiye: 14
- Germany: 13
- France: 13
- Canada: 12
- Hong Kong: 12
- Brazil: 11
- Vietnam: 11



Developers

Total number of registered Apple developers

36,974,015

Terminated developer accounts¹⁴

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 restorations¹⁵

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 updates¹⁶

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

¹¹Complete data showing appeals of app removals by country or region is included in the supplemental CSV file, available at apple.com/legal/more-resources/. ¹²Most app removals that are appealed are removed from the App Store due to illegality or fraud. Consequently, most appeals from developers of such apps are rejected. ¹³Complete data showing restorations after appeals of app removals by country or region is included in the supplemental CSV file, available at apple.com/legal/more-resources/. ¹⁴Developers may be terminated from the Apple Developer Program for a number of reasons, the most common of which is when accounts are found to be connected with other terminated developer accounts. ¹⁵Most developer account terminations that are appealed are removed from the App Store due to fraud. Consequently, most appeals from such terminations are rejected. ¹⁶On iPhone and iPad, apps that customers download from the App Store are automatically updated by default.