

# 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<sup>1</sup>

6,892,500

### App submissions rejected

1,763,812

### App submission rejections by App Review Guidelines section<sup>2</sup>

- Safety: 103,629
- Performance: 1,132,613
- Business: 192,884
- Design<sup>3</sup>: 295,497
- Legal: 420,914
- Other: 40,119

### App submissions approved after rejection

277,923

### Apps removed from the App Store<sup>4</sup>

116,117

### Apps removed from the App Store by app category

Top 10 app categories<sup>5</sup>

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<sup>6</sup>

1. Guideline 4.0 — Design: 76,887<sup>7</sup>
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<sup>8</sup>

1462<sup>9</sup>

By country or region

- China mainland: 1285<sup>10</sup>
- South Korea: 103<sup>11</sup>
- 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

<sup>1</sup>Apps may be submitted to App Review multiple times before they are approved for release on the App Store. <sup>2</sup>App submissions may be rejected for noncompliance with one or more guidelines. <sup>3</sup>The Design category includes guidelines that prohibit copycat apps, apps with minimum functionality, and spam. <sup>4</sup>Apps 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. <sup>5</sup>Complete 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](#). <sup>6</sup>Complete 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](#). <sup>7</sup>This removal is the result of ongoing cleanup for outdated apps. <sup>8</sup>Complete data showing takedown demands by government entity and law cited is included in the supplemental CSV file, available at [apple.com/legal/more-resources](#). <sup>9</sup>Apps are removed only from storefronts in which the entity demanding removal has jurisdiction, and they remain available in all other storefronts. <sup>10</sup>There were 1067 game apps removed for lack of a legally required GRN license. <sup>11</sup>There were 102 game apps removed for their inappropriate age rating.

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## Appeals of app removals

18,628

Top 10 countries or regions<sup>12</sup>

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
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## Restorations after appeals of app removals

322<sup>13</sup>

Top 10 countries or regions<sup>14</sup>

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
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## Developers

Total number of registered Apple developers

42,219,169

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Terminated developer accounts<sup>15</sup>

117,843

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Terminated developer accounts by  
DPLA provision violated

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

4737

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Terminated developer account restorations<sup>16</sup>

126

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## Customers

Terminated customer accounts

373,739,771

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Value of fraudulent transactions prevented

\$1,838,127,451

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Average weekly visitors to the App Store

734,673,588

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Average weekly app downloads

787,999,950

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Average weekly app redownloads

1,656,894,821

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Average weekly automatic app updates<sup>17</sup>

52,623,848,130

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Average weekly manual app updates

562,782,228

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## Search

Average weekly number of customer accounts  
searching the App Store

398,499,012

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

166,360

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

1,268,176

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<sup>12</sup>Complete data showing appeals of app removals by country or region is included in the supplemental CSV file, available at [apple.com/legal/more-resources](https://apple.com/legal/more-resources). <sup>13</sup>Most 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. <sup>14</sup>Complete 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](https://apple.com/legal/more-resources). <sup>15</sup>Developers 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. <sup>16</sup>Most developer account terminations that are appealed are removed from the App Store due to fraud. Consequently, most appeals from such terminations are rejected. <sup>17</sup>On iPhone and iPad, apps that customers download from the App Store are automatically updated by default.