

Germany's Mobile Gateway

The economic impact of Google Play and Android in 2025

April 2026



Introduction

Google Play and Android connect the German public to apps they use everyday as well as cutting-edge AI tools, while helping local developers reach a global audience. By pairing an open platform with secure devices and distribution, the ecosystem builds essential consumer trust, in turn helping developers scale their revenue and drive growth in the German tech sector.

As of 2025, approximately 8,000 app and game businesses based in Germany were active on Google Play, collectively bringing over 29,000 apps to the market.



Driving national economic impact

The Play and Android ecosystem contributes to the German economy through a mix of direct developer revenues and wider spillover effects across industries. By enabling businesses of all sizes to build, distribute and monetise apps, it supports high-productivity jobs and drives growth in burgeoning sectors such as e-commerce, digital media and the gig economy.

€120bn

In 2025, the Play & Android economy generated **€370 million in revenue for developers in Germany**, and helped anchor a wider mobile economy worth **€120 billion** including revenue generated in sectors such as e-commerce, digital media and the gig economy.

€50 billion

Play and Android developers in Germany and the broader m-commerce industry have contributed **€50 billion**, equivalent to **1.2% of GDP** in Germany.

500k

The Google Play app ecosystem has enabled the creation of **500,000 direct, indirect and spillover jobs** in Germany.

€140 billion

Over the next five years, we estimate that the revenue generated by the Play and Android ecosystem through direct and indirect channels could increase by **17%**, to **€140 billion by 2030**.

Enabling innovation in the AI economy

AI is rapidly reshaping the capabilities of mobile devices and the productivity of app developers across Germany. AI-powered tools are lowering development costs, accelerating production cycles and enabling smaller teams to build more sophisticated products. For users, AI is increasingly embedded in everyday mobile experiences, helping them save time, learn new skills and interact more intuitively with technology.

€23,000

On average, we estimate that AI tools could make Play and Android developers **33%** more effective each year, the equivalent of an **additional €23,000 in earnings** per developer.

2 hours a week

On average, Android users estimated that they had **saved 2 hours a week** using AI tools on their device to complete basic tasks more quickly.

60%

60% of people report using AI tools built into their Android phones, of which Gemini and AI-overviews on web browsers ranked as the **most popular tools and features**.

MyTherapy: Digital Health Reaching More Users

“Play and Android’s tools and software development kits play a major role in the distribution of our app and in reaching new audiences. For example, Android simplified the switch from large package downloads to App Bundles to make apps smaller, which supported our growth in countries with low bandwidth. In regions where downloading 100 or 200 megabytes isn’t feasible, but six or eight megabytes is fine, they found a very smart way of supporting our global expansion.”



**Florian
Mueller**

Head of Product
at My Therapy, a local
digital health app



Ensuring **safety and security**

Android and Google Play provide multiple layers of protection, from app vetting to on-device security, giving users the confidence to download and use services safely. This resonates strongly with users in Germany where data privacy and digital security are among the highest consumer priorities and trust in digital platforms is a precondition for widespread adoption.

68%

68% of Android users say they feel less safe downloading an app outside of the Google Play store. **A sense of safety on Play** is driving discovery, with **72%** of users reporting using Play to discover new apps.

65%

65% of Android users feel their device's security features keep their **phone and information safe**.

71%

71% of Android users say they feel more confident to **try a new app** if it is available on the Play Store.

49%

49% of parents in Germany say that Android's parental control features make them **more confident about their child's smartphone use**.



Helping create better **societal outcomes**

Mobile apps have become a core part of everyday life in Germany, from DB Navigator simplifying rail travel to ELSTER handling tax returns. And their benefits reach well beyond tech-savvy early adopters. As more administrative work moves online under the Online Access Act, affordable smartphone access is increasingly a prerequisite for full participation in German society.

11 days

55% of Android users say that their phone is one of the main ways they access digital public services. E-government apps alone **save Play users in Germany 11 working days** of time they would have spent on admin and travel each year.

€5.2 billion

By providing access to a wide range of apps at no extra cost, Google Play delivers **€5.2 billion in annual consumer surplus***, acting as an annual 'digital dividend' of **€130 per household**.

€510

By providing high-quality smartphones at a lower price point than alternatives, Android saves the average German household **€510 in upfront costs**.

60%

60% of people in Germany say they use **mobility and assistance** tools on their Android devices.

*Refer to the methodology note for the definition of consumer surplus