

# State of iOS in-app subscriptions 2021

Free Trials, Renewals, Market benchmarks,  
LTV segmented by country and duration.



# Introduction

In-app subscriptions dominate mobile purchases. It's the second-largest revenue generation source for app developers after the advertisement.

In this report, we introduce market benchmarks for subscription metrics from free trials to retention. Use this data to leverage your marketing and unit economy and win the competition.



We tried our best with this report.

Please let us know if we missed something via email [support@adapty.io](mailto:support@adapty.io)

**This report is brought to you by [adapty.io](https://adapty.io) — all-in-one tool for in-app subscriptions:**

- Easy subscriptions integration
- Powerful analytics
- A/B testing for paywalls

On average our clients see +30% revenue increase in 2 months after starting using Adapty.

# Data

Tracked users

150M

Subscription events

20M

## Privacy

The data were analyzed with respect to apps and developers' privacy. We processed data in batches and added a bit of randomness to our results.

## Analyzed countries

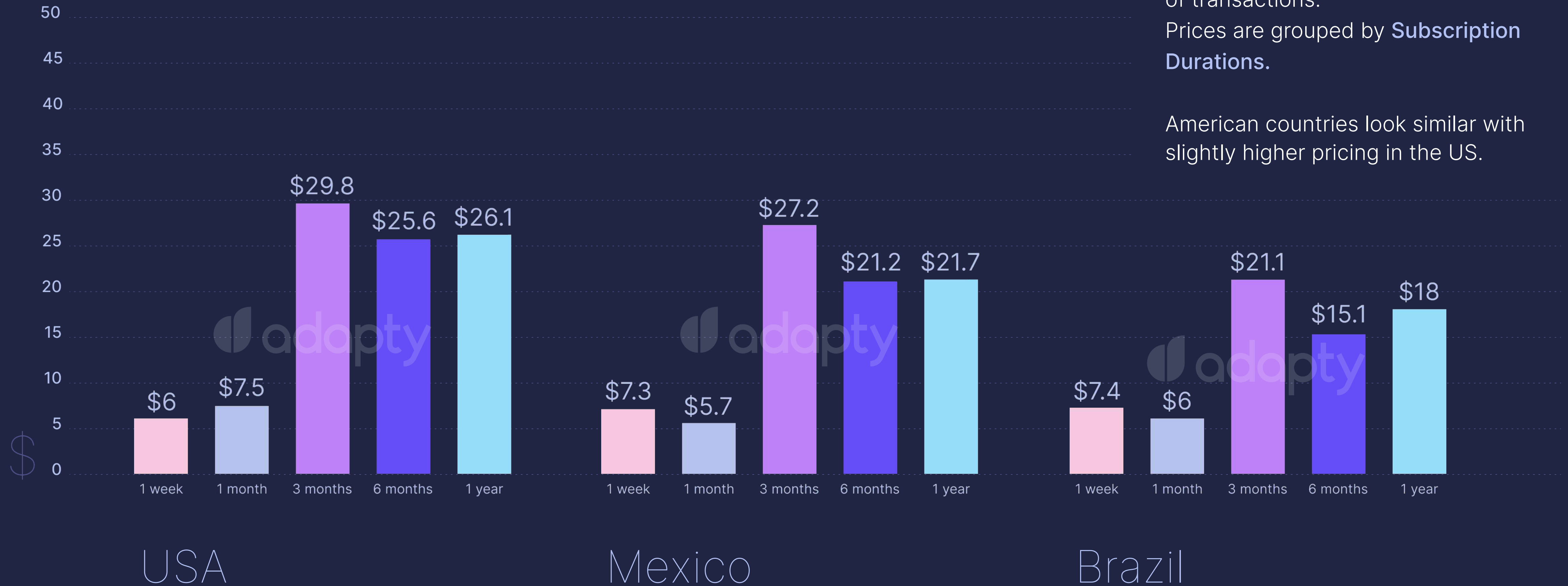
United States (US), United Kingdom (UK), Turkey (TR), Brazil (BR), Russia (RU), Mexico (MX), Korea (KR), Indonesia (ID), European Union (EU), Australia (AU), Canada (CA)

# Avg. subscription price

Subscription price is calculated as **Gross Revenue** from purchases transactions. Local currencies are converted to USD on the date of transactions.

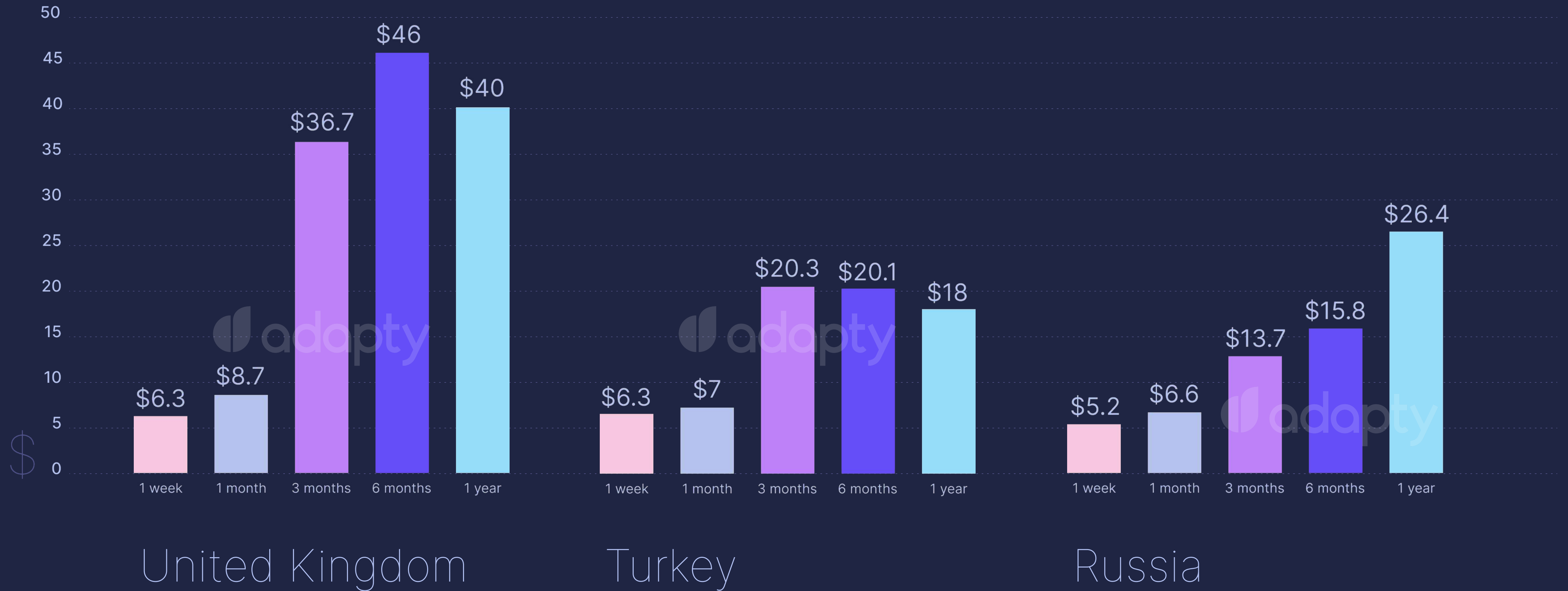
Prices are grouped by **Subscription Durations**.

American countries look similar with slightly higher pricing in the US.



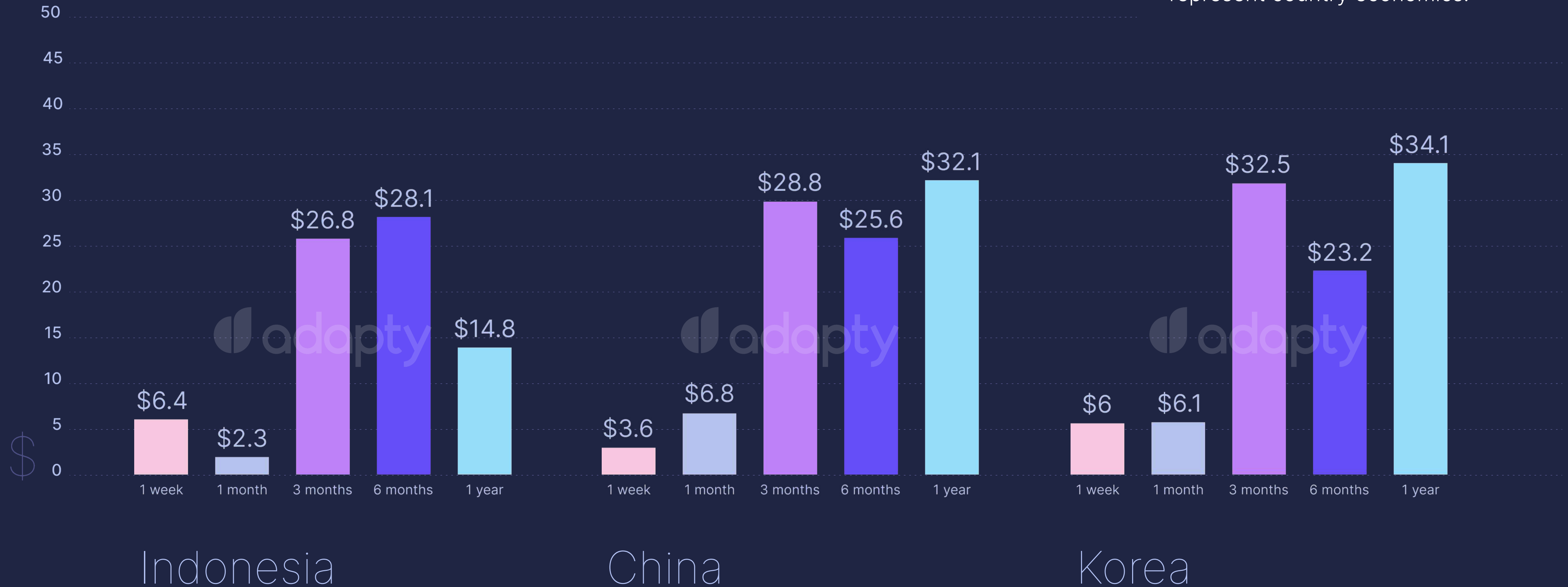
# Avg. subscription price

We clearly see that UK has the most expensive subscriptions on the market.

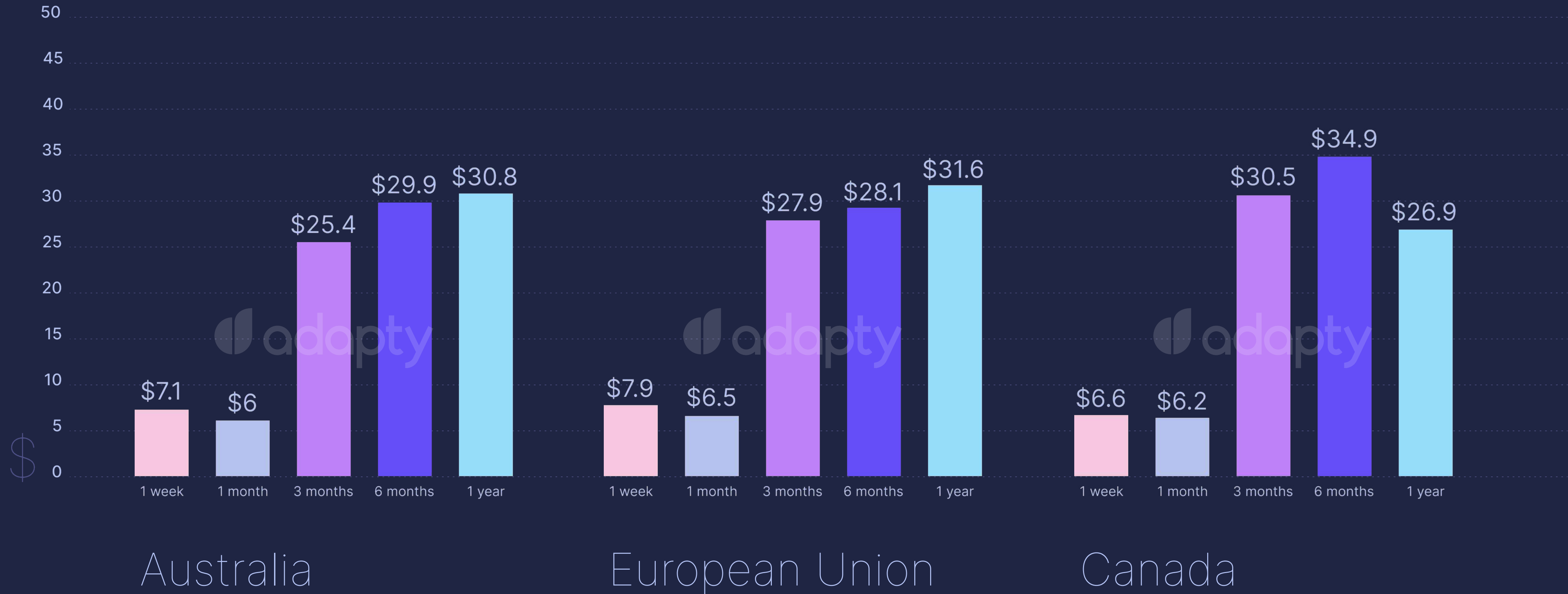


# Avg. subscription price

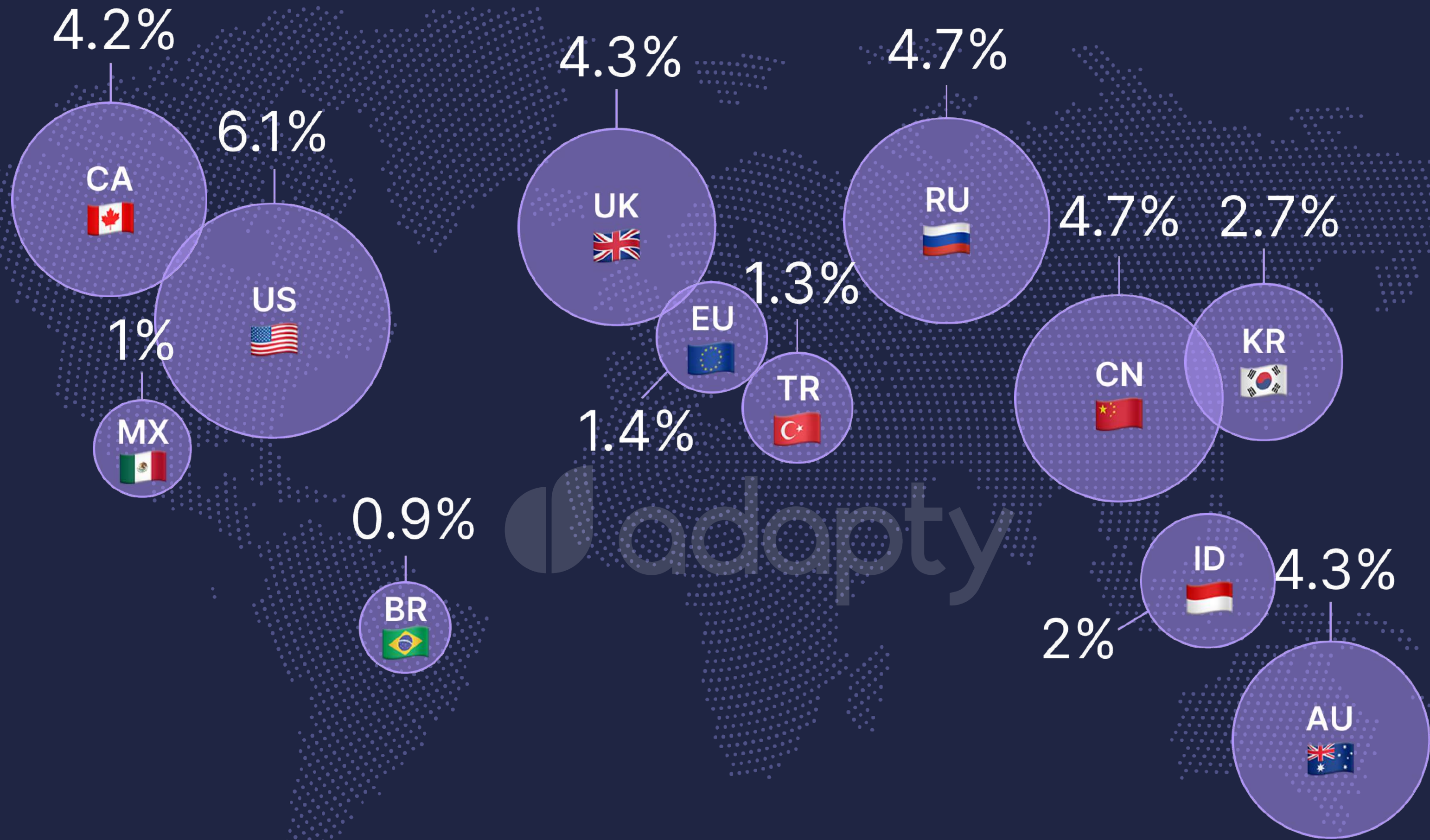
The biggest price difference is in yearly subscriptions. Other shorter subscriptions are priced almost the same, but yearly subscriptions clearly represent country economics.



# Avg. subscription price



# Install to Trial Conversion



Install to trial conversion is the number of users who activated free trials divided by the number of users who installed the app.

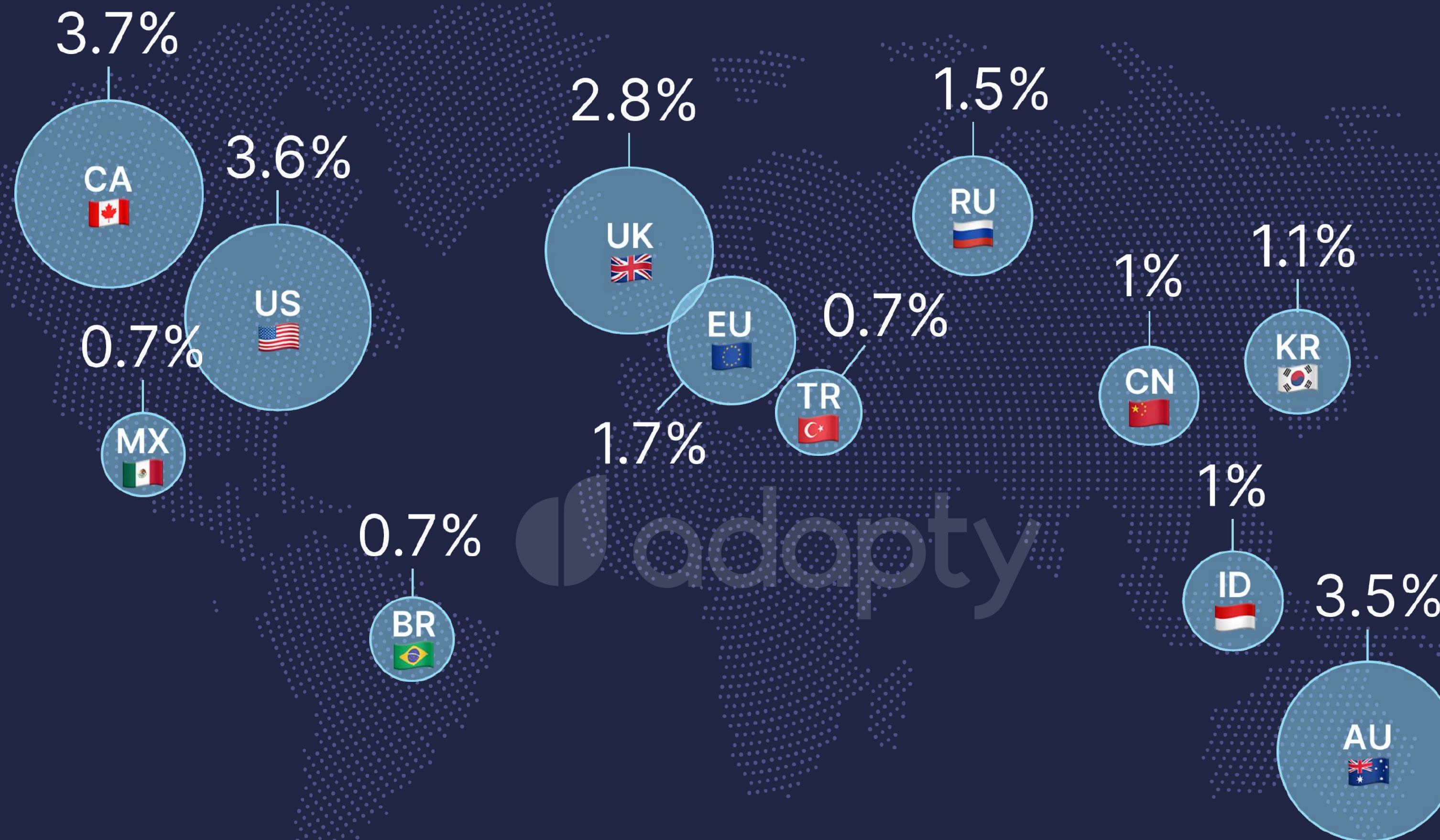
US has an approximately 50% higher install-trial conversion rate than the rest of the world.



# Install to Subscription Conversion

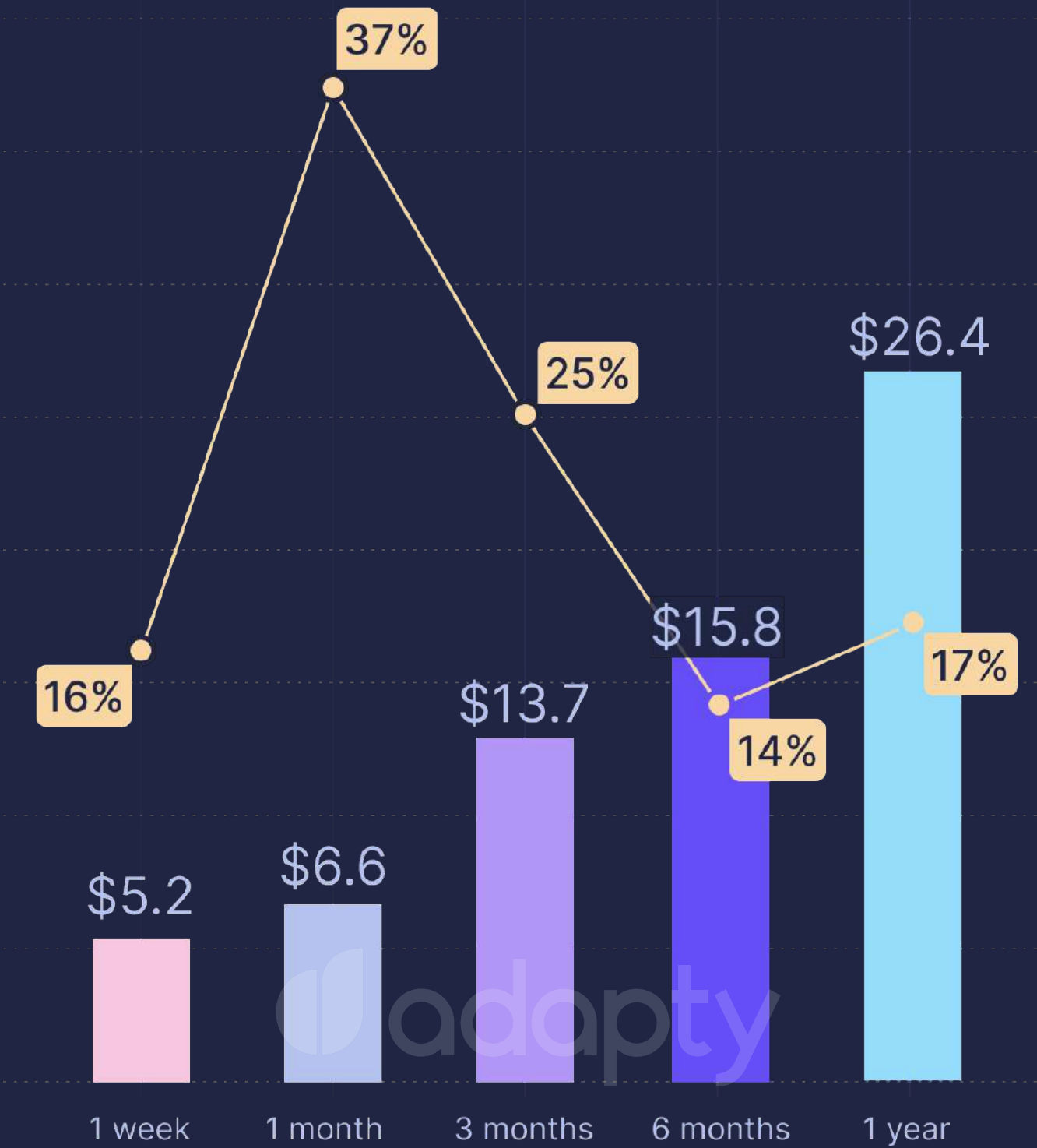
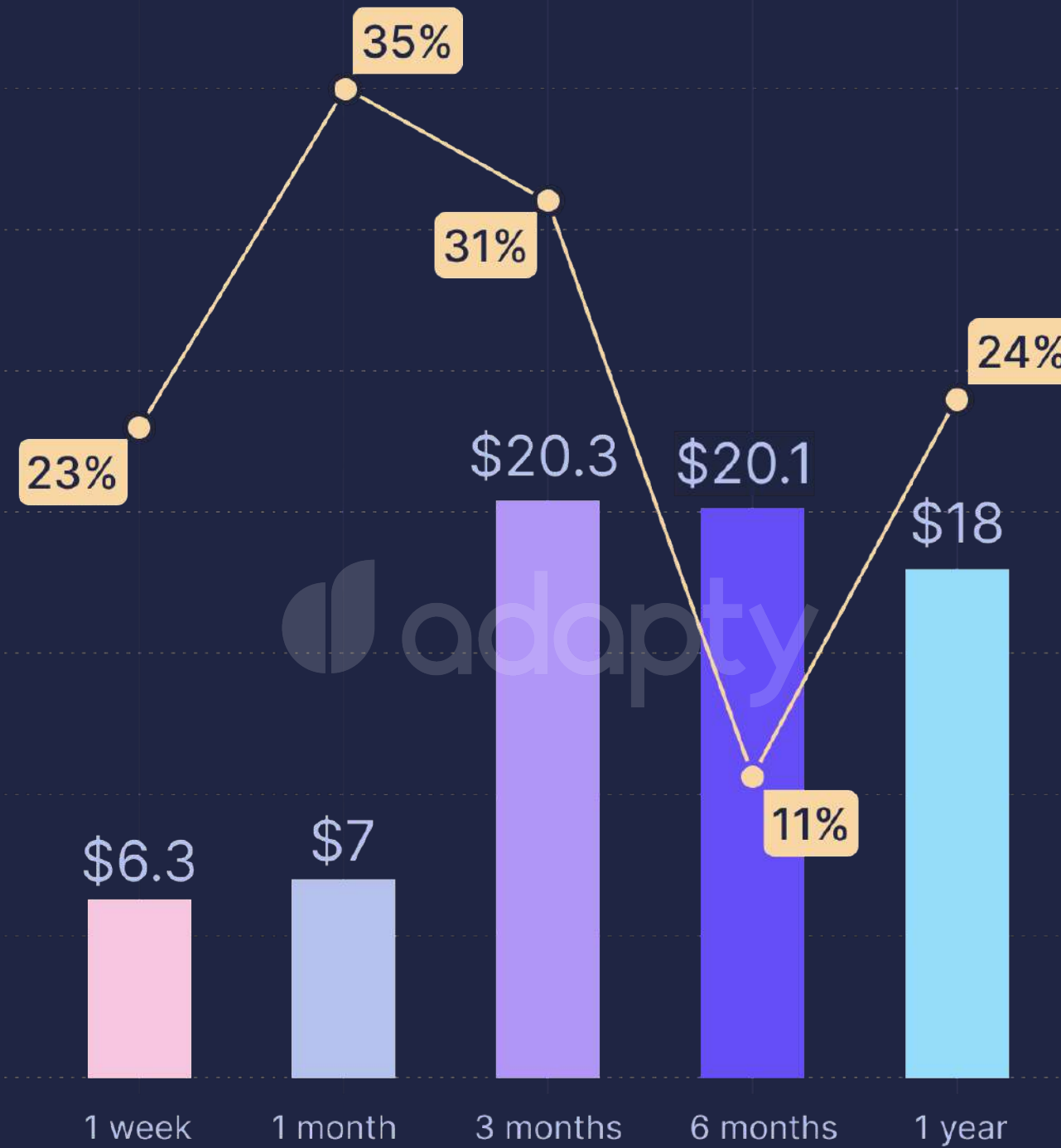
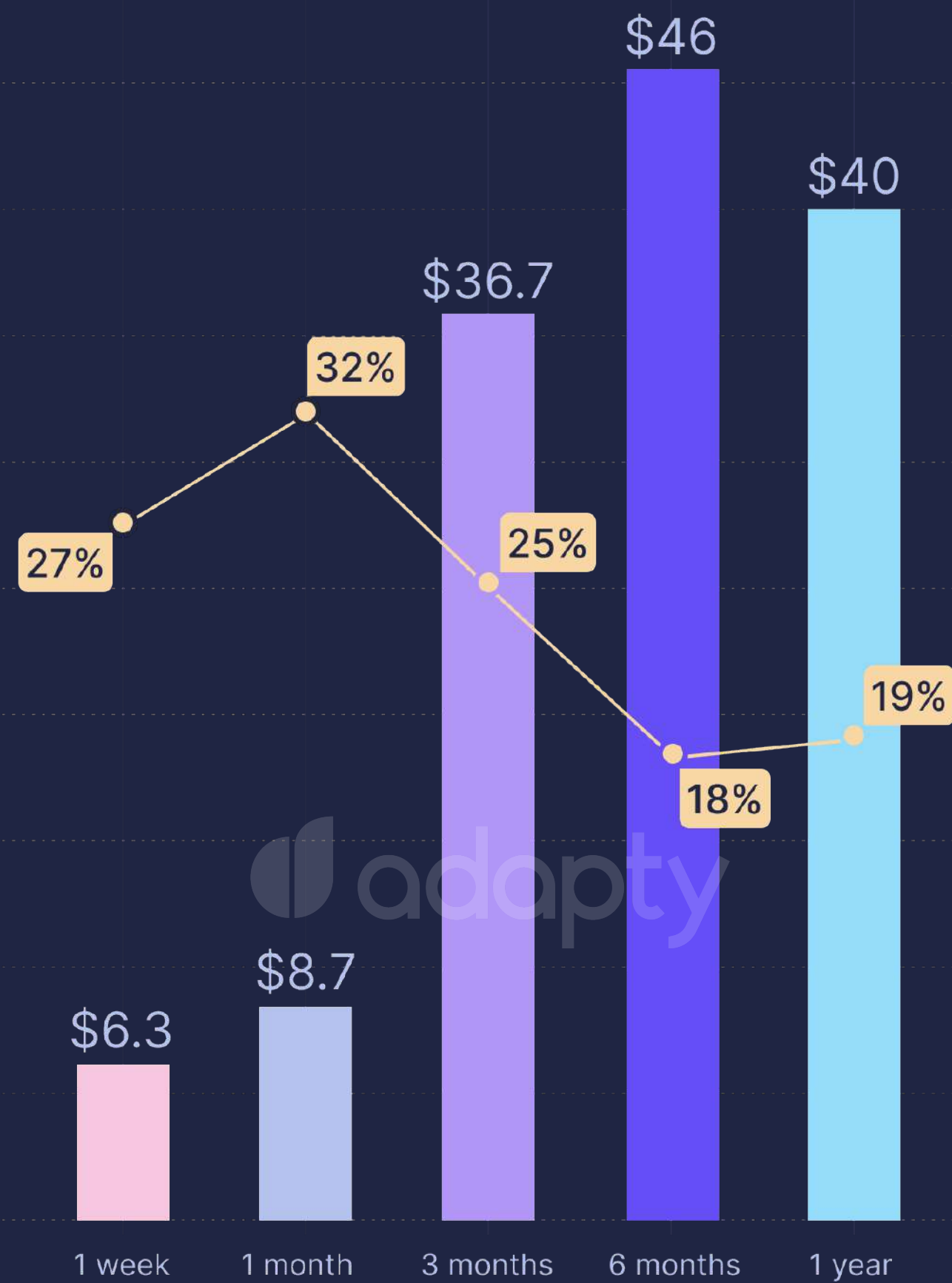
Install to subscriptions conversion is the number of users who activated a paid subscription *without a free trial* divided by number of users who installed the app.

Subscriptions without free trials have similar dynamics, but much lower conversions. Users prefer free trials up to 4 times more than paying immediately. It doesn't mean that you need to start using trials for your app. Eventually, developer receives money after trial→subscription conversion. That's why it's important to precisely calculate LTV.



# Trial to Paid Subscription Conversion

Trial to subscription conversion is the number of users who activated a free trial and then converted to paid subscription divided by the number of users who activated a trial.



# Trial to Paid Subscription Conversion

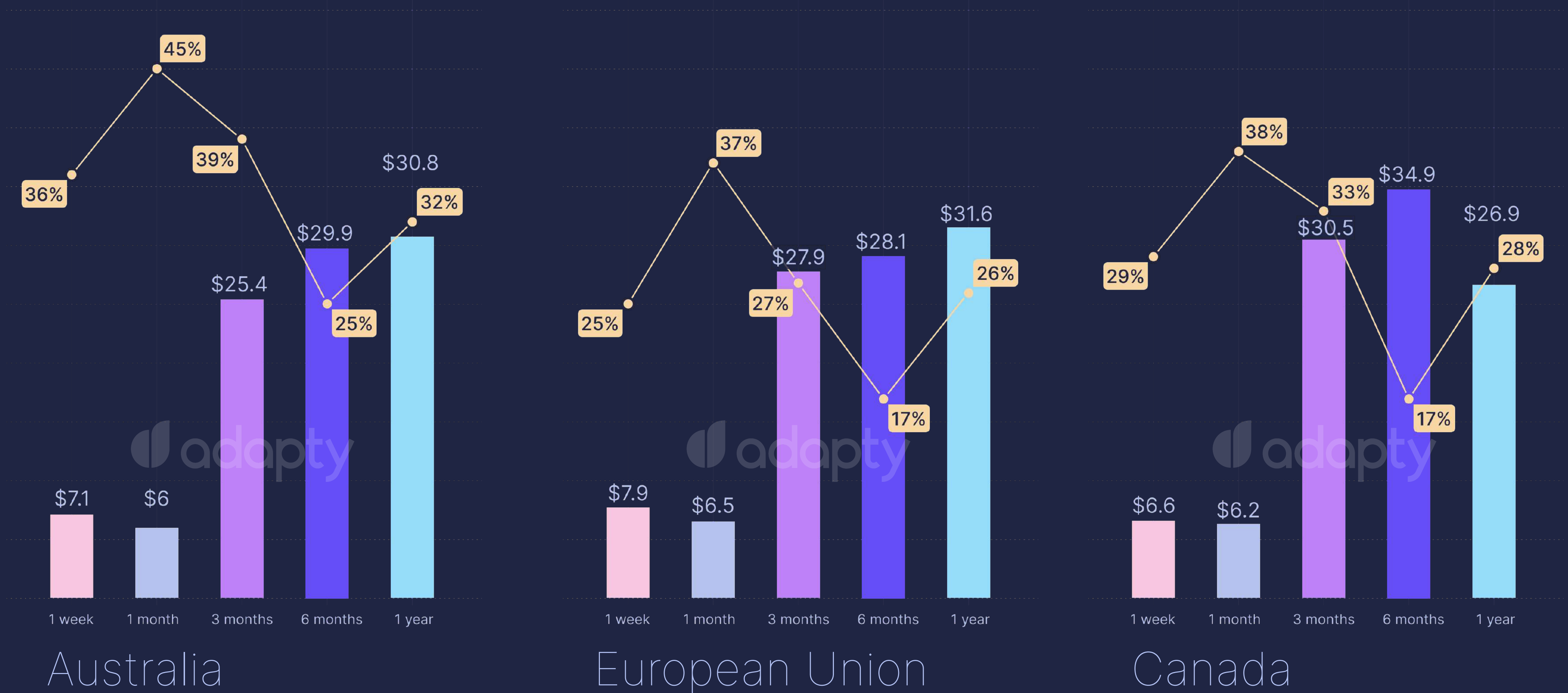
Successful conversion rate from free trials to payments is higher in America. This dynamic is similar to install→free trial conversion.



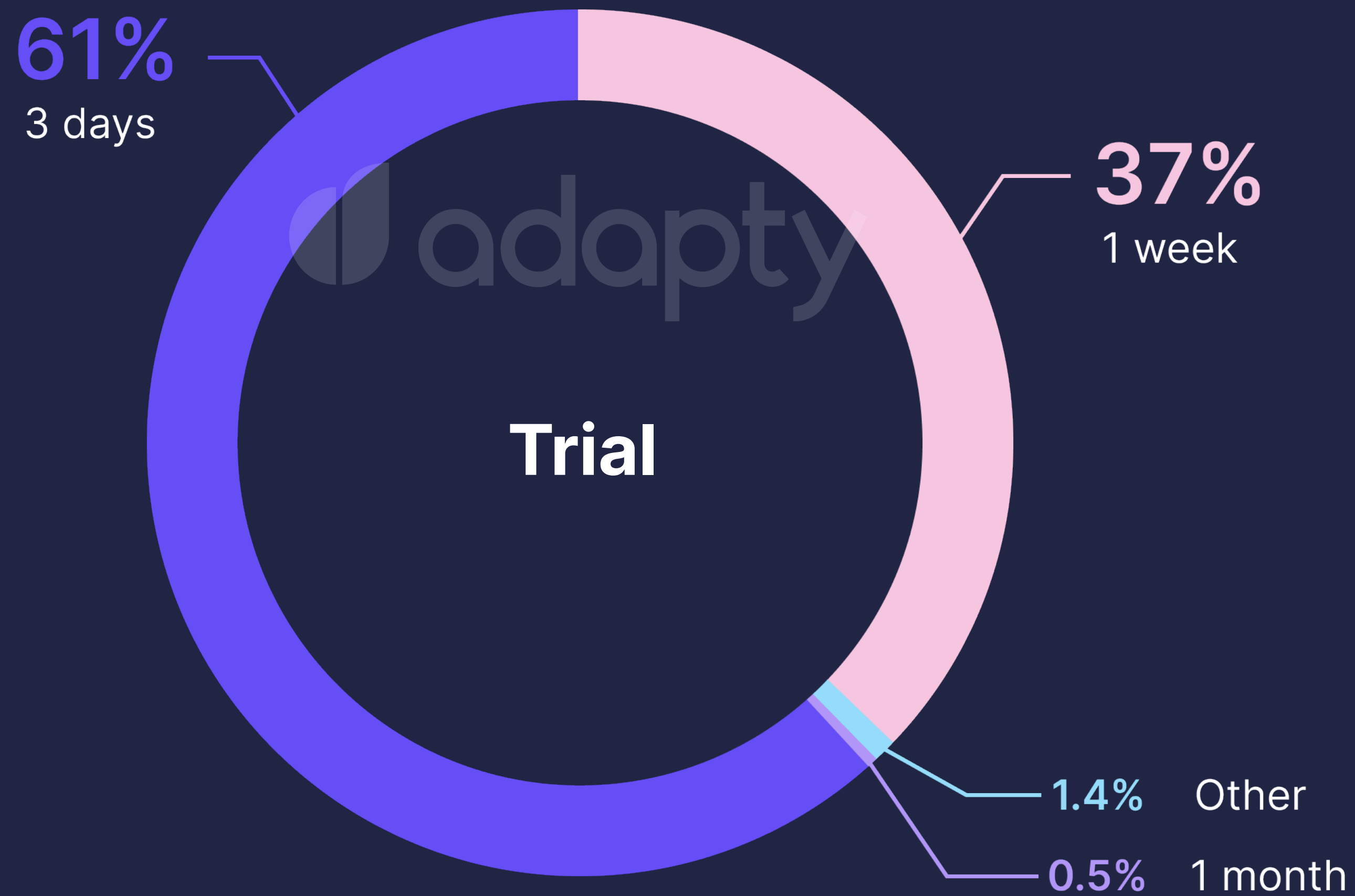
# Trial to Paid Subscription Conversion



# Trial to Paid Subscription Conversion



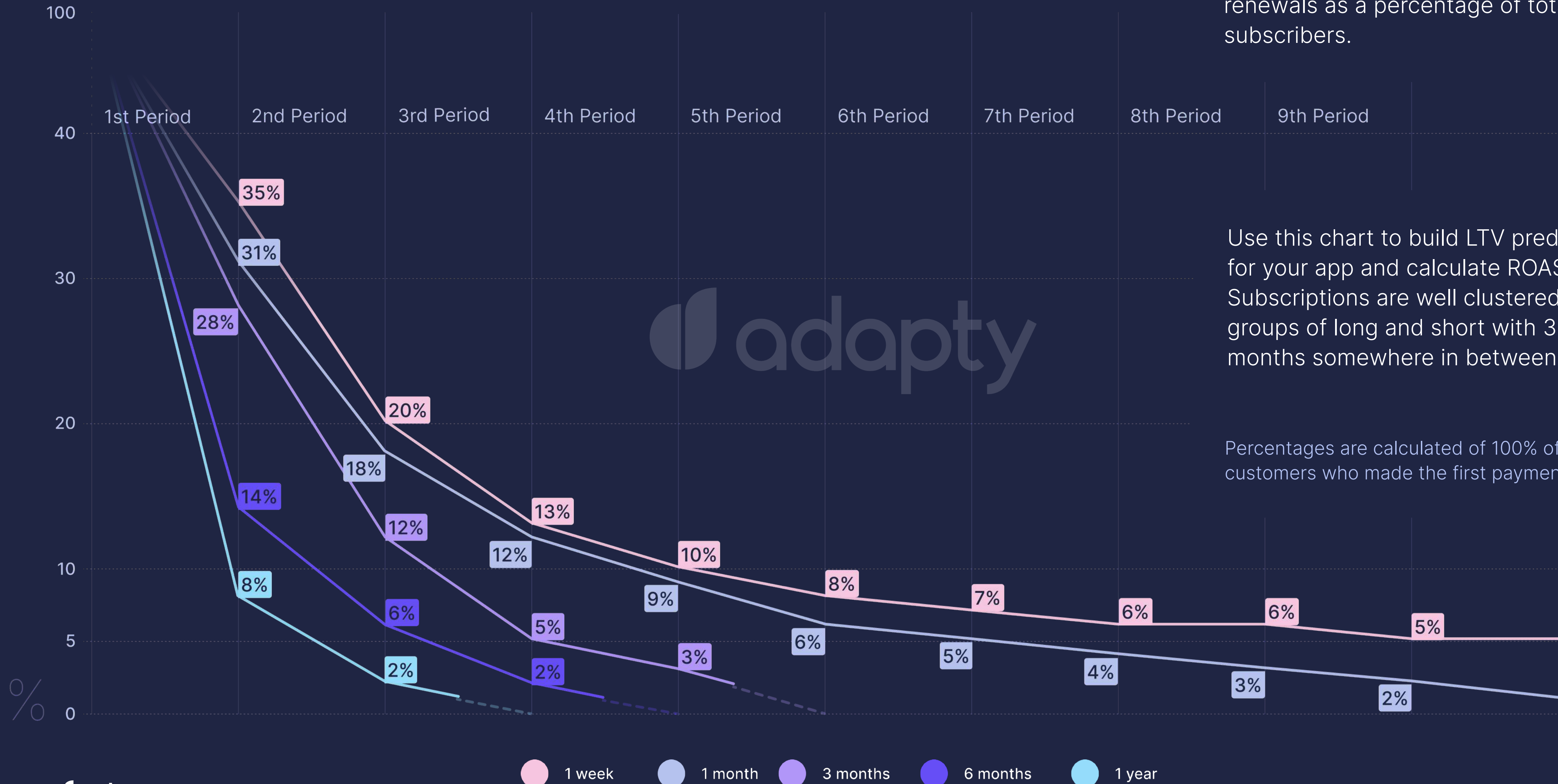
# Trial Durations Distribution



Developers tend to choose a shorter free trial duration. But the vast majority of users who sign up for a free trial *cancel it on the same day*.

# Subscribers retention

This chart represents subscription renewals as a percentage of total subscribers.



Use this chart to build LTV prediction for your app and calculate ROAS. Subscriptions are well clustered into groups of long and short with 3 months somewhere in between.

Percentages are calculated of 100% of customers who made the first payment.

# LTV

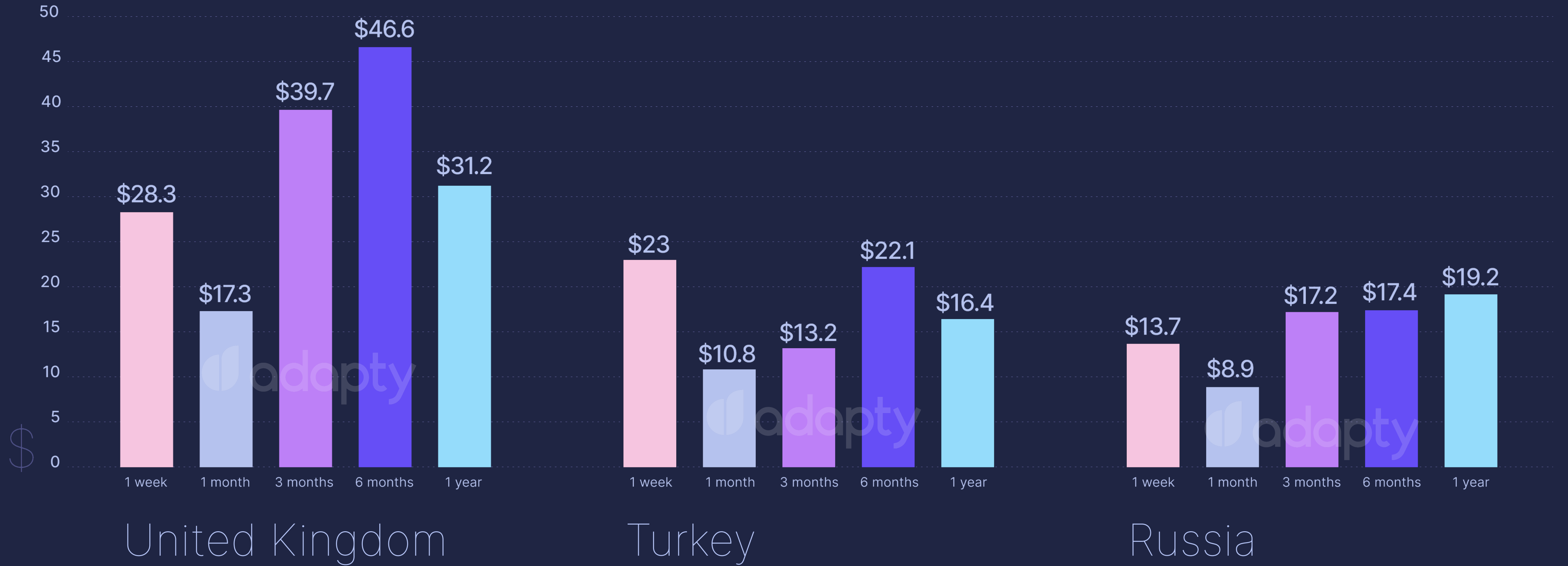
We calculated LTV (lifetime value) as a combination of **Average Subscription Price** and **Subscription Retention** metrics for a paying user. This is **Gross Revenue**.

We've included data from both trial and non-trial subscriptions. This is a highly volatile metric and can be very different for your app.





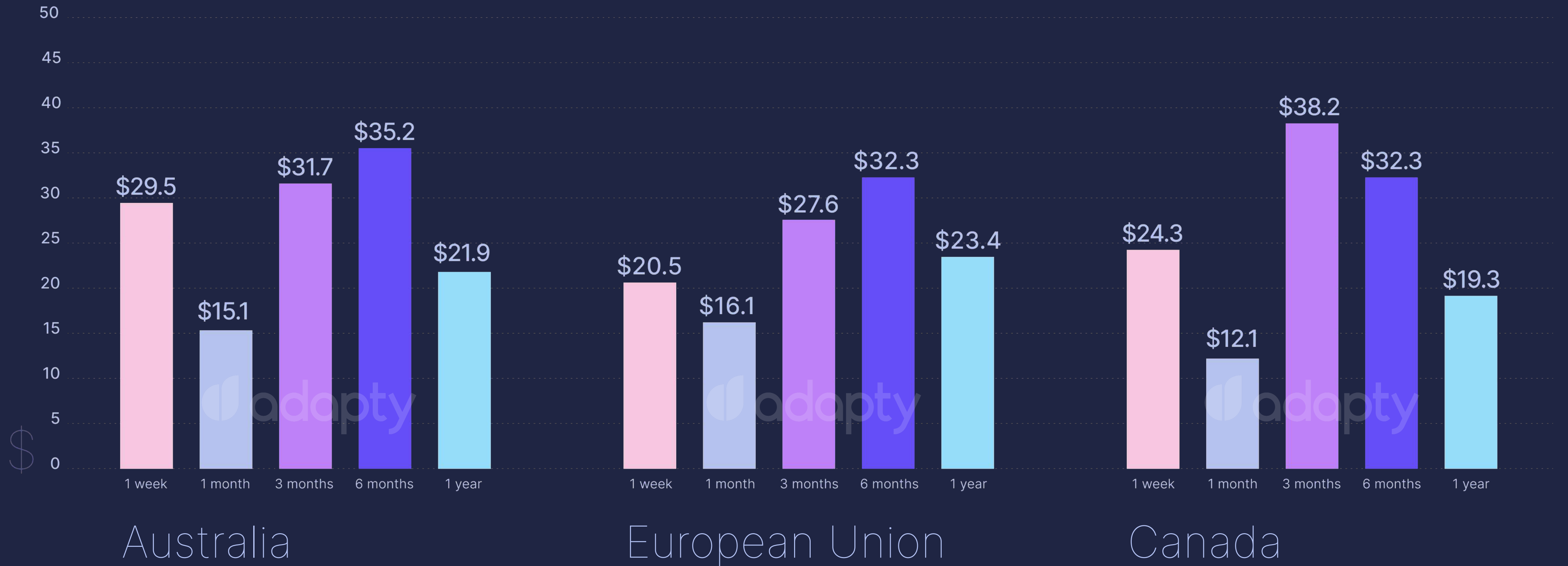
# LTV



# LTV

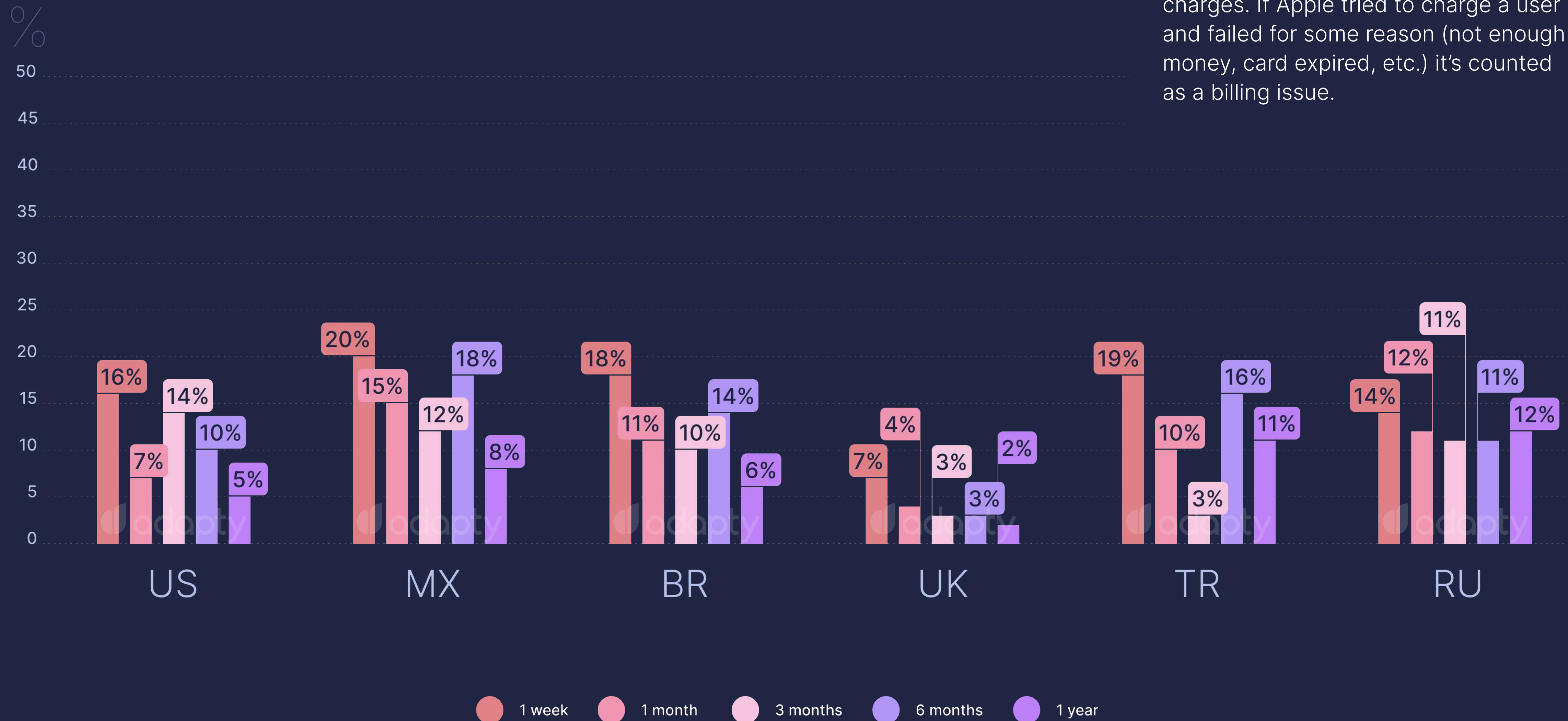


# LTV

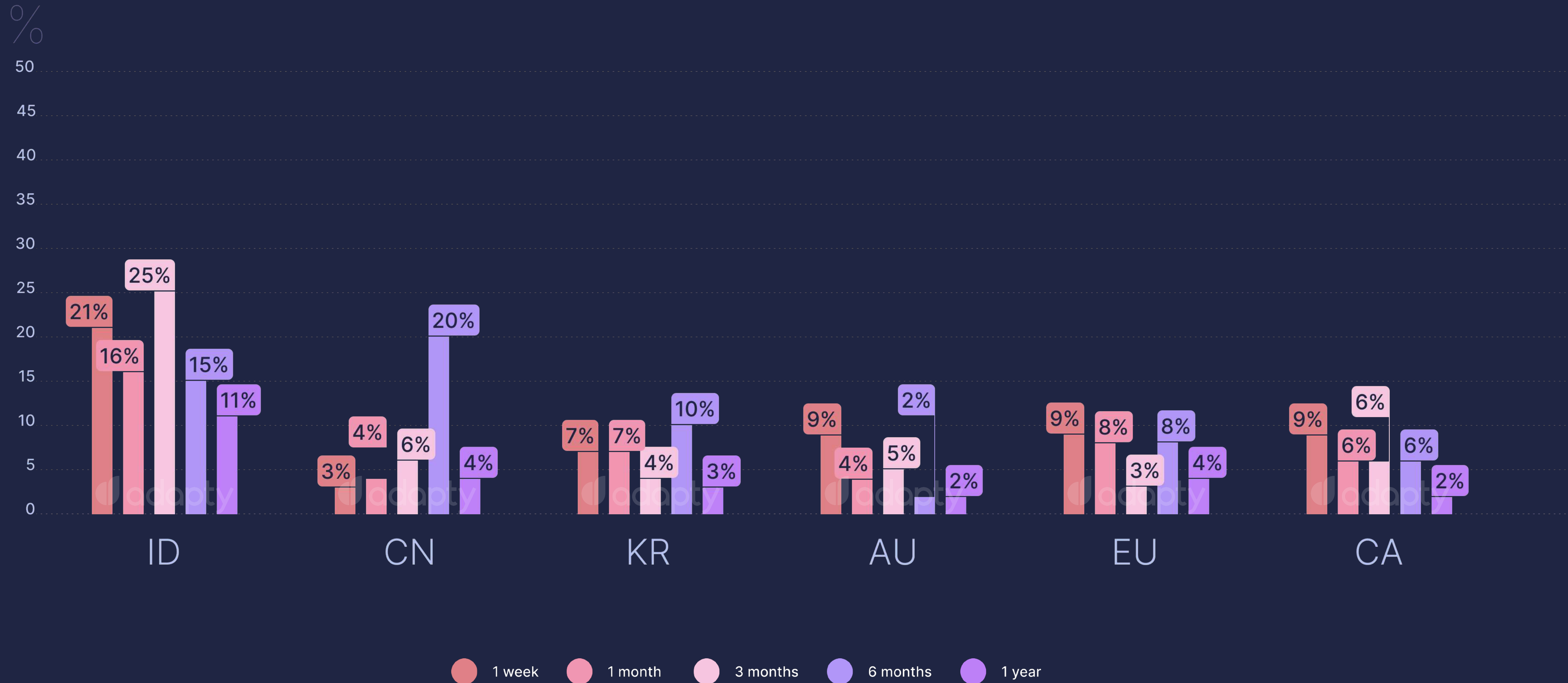


# Billing Issues

Billing Issues are the percent of failed charges from the total number of charges. If Apple tried to charge a user and failed for some reason (not enough money, card expired, etc.) it's counted as a billing issue.



# Billing Issues



# Key takeaways 🗝️

1. If you want to generate short-term revenue, **make shorter subscriptions**. Choose weekly instead of monthly, 3/6 months instead of yearly. Choose longer subscriptions to build long-term relationships with users.
2. **3 months subscriptions are underrated: they have similar LTV to 6 and 12 months subscriptions but better retention.**
3. Weekly subscriptions are almost **2x more profitable than monthly subscriptions.**
4. Long-term subscription retention is a key to increasing LTV.
5. Developers tend to price subscriptions lower in developing countries.
6. The **US is still a leader** in subscription loyalty.
7. **Every 10th transaction has billing issues** on the App Store.
8. Use Adapty to test pricing and offers in different countries without app releases.