Sensor Tower: TikTok Has Been Downloaded More Than 2 Billion Times

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Social video application TikTok has been downloaded more than 2 billion times globally from the iTunes App Store and Google Play Store, according to new data from Sensor Tower.

In the first quarter of 2020, TikTok was downloaded more than 315 million times from the App Store and Google Play, which Sensor Tower said is the most downloads any app has ever received in a single quarter. Sensor Tower previously reported that TikTok saw 113 million downloads in February alone.

Sensor Tower
Breaking things down by platform, Sensor Tower said Google Play has accounted for more than 1.5 billion of TikTok’s total installations (75.5%), while the App Store has accounted for 495.2 million downloads, or 24.5%.

While the Google Play store leads in terms of downloads, the App Store has accounted for the majority of the app’s revenue.

Specifically, TikTok’s lifetime user spending has reached $456.7 million, with the App Store accounting for $435.3 million of that total. Google Play has generated $21.4 million.

Finally, India is the top country for lifetime TikTok downloads, at 611 million. China comes in second with 196.6 million downloads, followed by the U.S. at 165 million lifetime downloads.

Sensor Tower mobile insights strategist for Europe, the Middle East and Africa Craig Chapple said in a blog post, “While TikTok was on the ascent before 2020, the app has hit new levels of popularity so far this year. Its record-breaking first quarter came during a global pandemic, leading in part to an increase in downloads, engagement and revenue. The continuous rise of TikTok gives it an ever-bigger foundation to not only enjoy success for the short-term, but build for the long-term to keep competitors—both existing and emerging—at bay.”

https://www.adweek.com/digital/sensor-tower-tiktok-has-been-downloaded-more-than-2-billion-times/