The annual app recaps for 2025: all Wrapped up

Spotify may have popularized the Wrapped user recap trend, but more companies are jumping on that bandwagon every year. From rival music streaming providers like Apple, Amazon, YouTube, and Deezer, to completely unrelated services across tech, gaming, and other industries, a huge range of companies are using fun visuals, stats, and personalization features to show how you've been using their platforms over the last 12 months.

The annual recaps trend shows no sign of slowing down, prompting companies to introduce new features every year to keep things fresh. Spotify Wrapped 2025 has added an interactive Wrapped Party feature that makes a game out of comparing your listening habits against your friends, for example, while YouTube has launched a separate Recap review for video insights, alongside its usual Music Recap.

This is also the time of year when companies drop their "best of" rankings charts for the year, charting the most downloaded apps across Apple and Google's app stores, the most streamed music, movies, and TV shows, and more.

We're rounding up all the biggest or most intriguing recaps for 2025 below as they're announced, so check back to see how the services you're using will be breaking down your data this year.

https://www.theverge.com/news/837280/spotify-wrapped-2025-recap-annual-best-of-data