

FinTech App Report



Over the last **9 years** we have helped **more than 30** different FinTech businesses to **create, improve, innovate** and **marketize** their mobile apps.



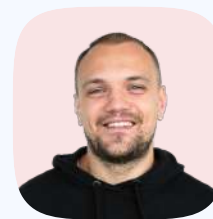
We helped 30+ FinTech businesses.



“We are a leading mobile app development agency for the FinTech in the region. However, we've always been curious about how the market operates in other countries across Europe, Scandinavia and the world.

AI features and their impact are hot topics in fintech. But which ones really matter, and what should we recommend to clients?

We couldn't find similar research, so we had to do everything ourselves!”



Vyaceslav Kreidikov

CEO of Chili Labs 🌶️

Why we did it?.

FinTech App Report Overview

A deep dive into the fintech app ecosystem using data from **App Store**, **Google Play**, **SensorTower**, and **AppMagic**.

We'll explore key trends in mobile fintech — from regional growth and download surges to user ratings, ASO strategies, and what user reviews reveal.

To wrap up, we'll examine how **AI is reshaping fintech apps** and how widely it's being adopted.

And answer **one big question...**

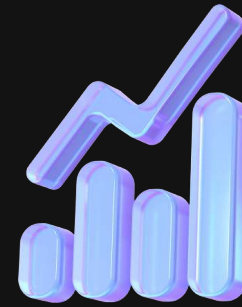


About the presentation.

Why do some FinTech apps perform better than others?



Data collected from publicly available sources



Unique Play Store IDs: **7,554** 44,36% of total

Unique App Store IDs: **9,475** 55,64% of total

Apps Available on Both Platforms: **13,587** 79,79% of total

Filtered out companies from Google, Apple, Meta, etc.

Total FinTech Apps: **17,029**

Data from February 2025 till May 2025.
Tops formed through analysis of App Store data, SensorTower, and AppMagic.

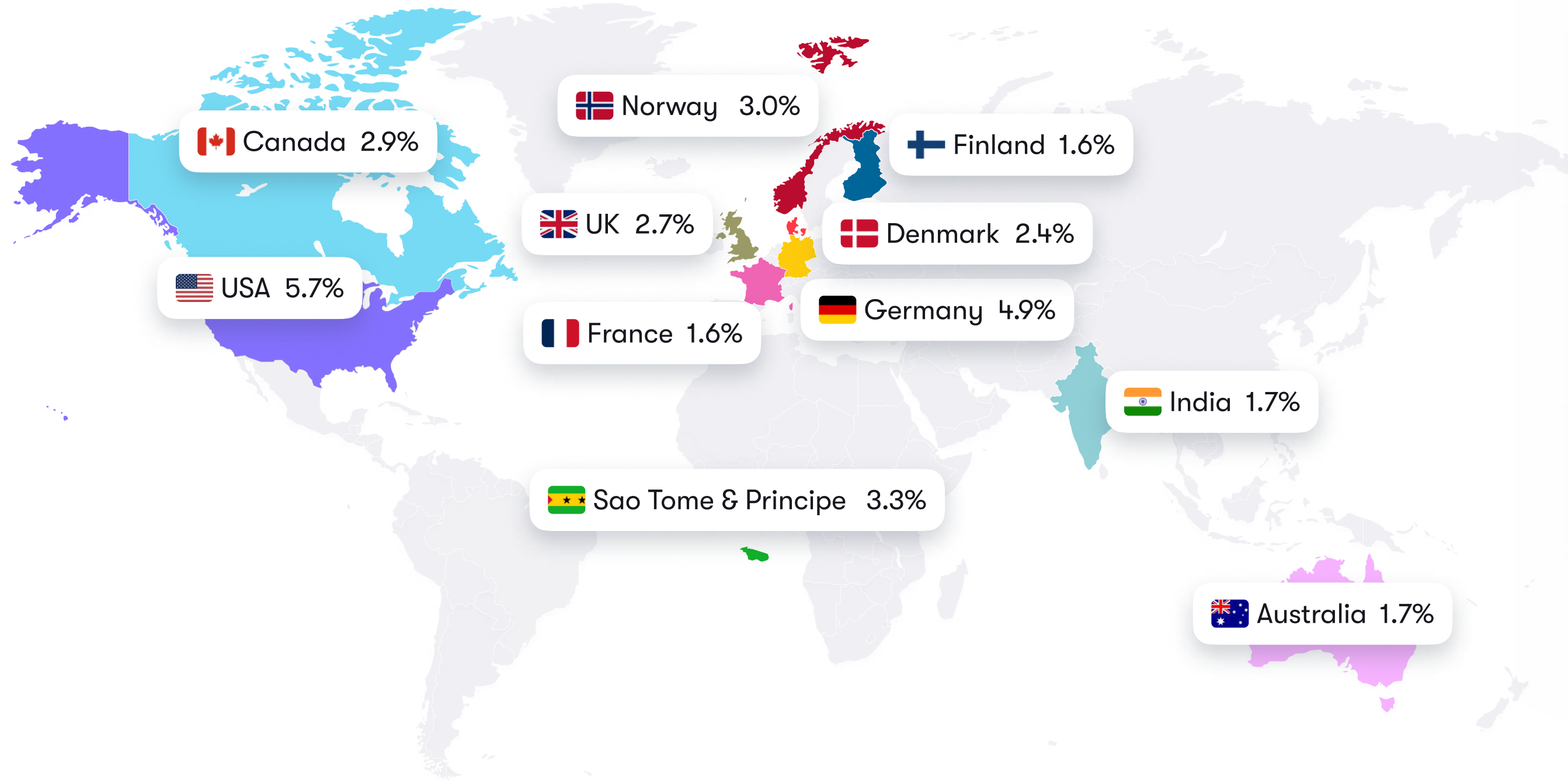


Statistical data of FinTech Apps.

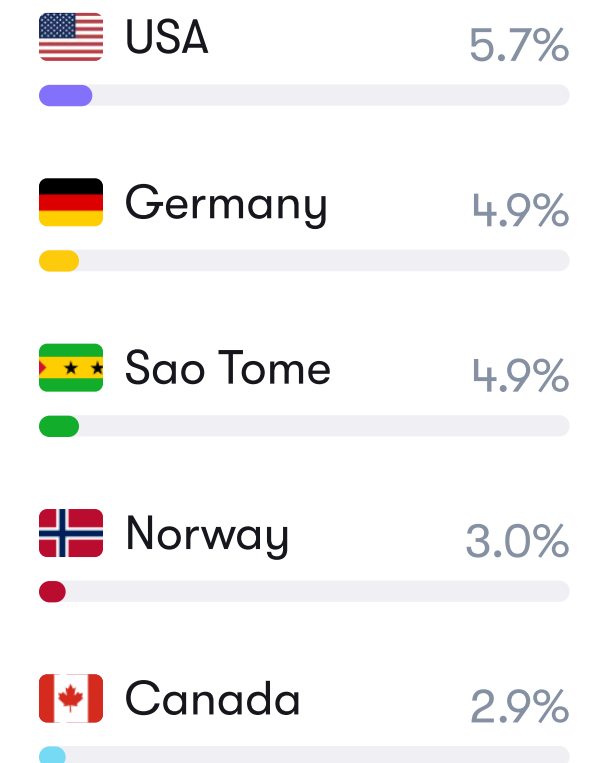
Data by Regions & Countries



Worldwide



Top 5 countries



Apps publisher countries worldwide.

Chili

Get in touch



 Sao Tome & Principe 3.3%



Chili

Get in touch

Strange!
We decided
to investigate...



 Sao Tome & Principe 3.3%

São Tomé and Príncipe
has a population of:

240 300

and accounts for **3.3%** of all publishers
while ranking **3rd** globally — just behind
the **USA** and **Germany**.

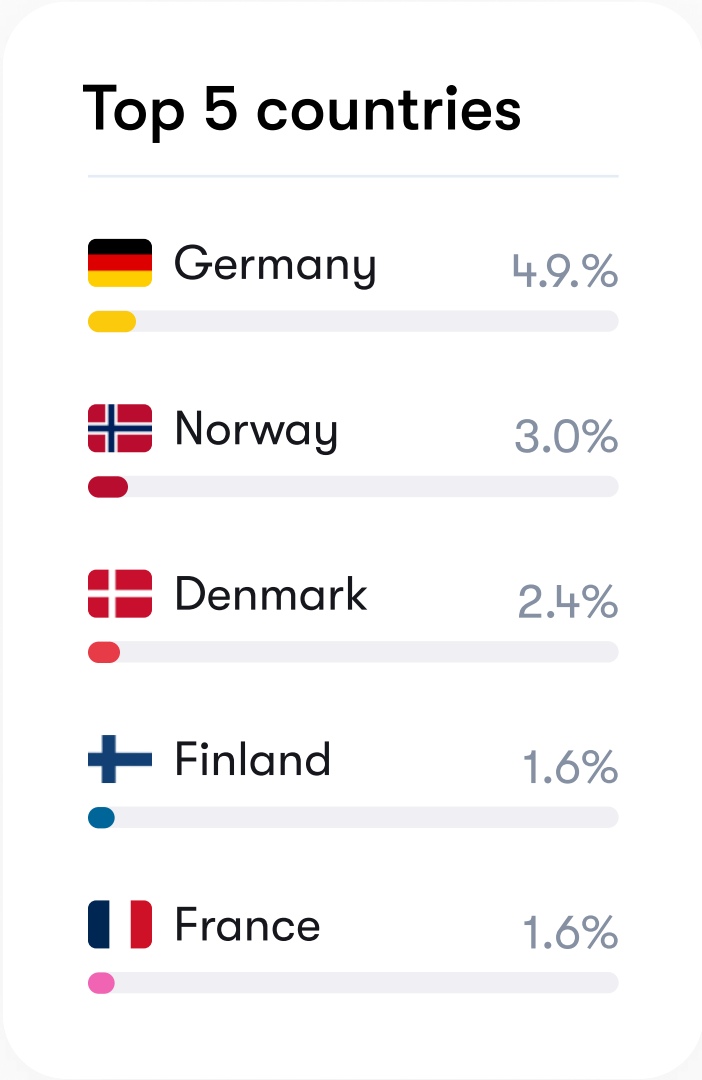
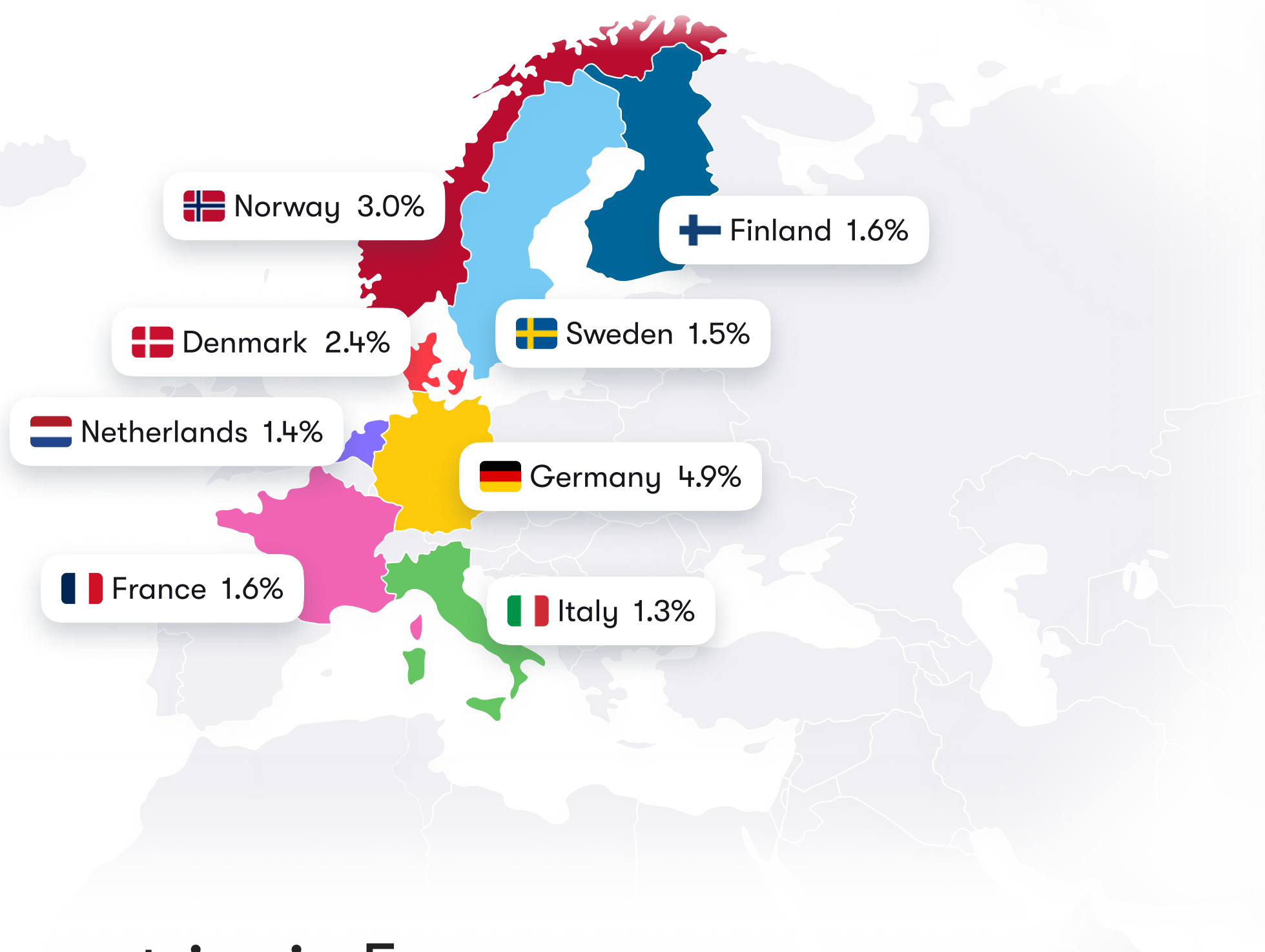
Here's an interesting highlights and hypothesis from our data:

- Given the country's small domestic market, population and limited local tech scene, this is unexpectedly high ranking in the world.
- This likely ties to tax optimization or risk mitigation - developers may be registering apps in São Tomé and Príncipe to take advantage of its favorable regulations.
- This likely reflects strategic use of the country as a registration hub, rather than organic app development activity.



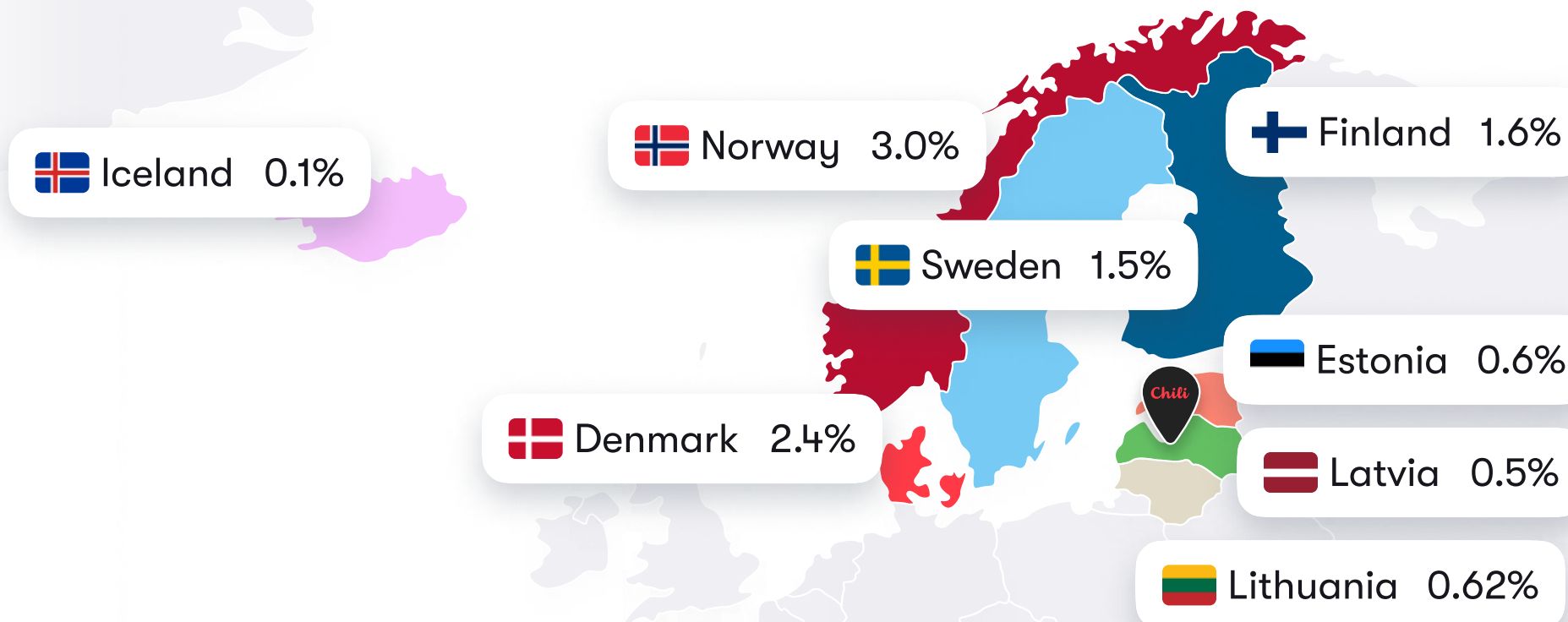
Surprising App rankings.

Europe

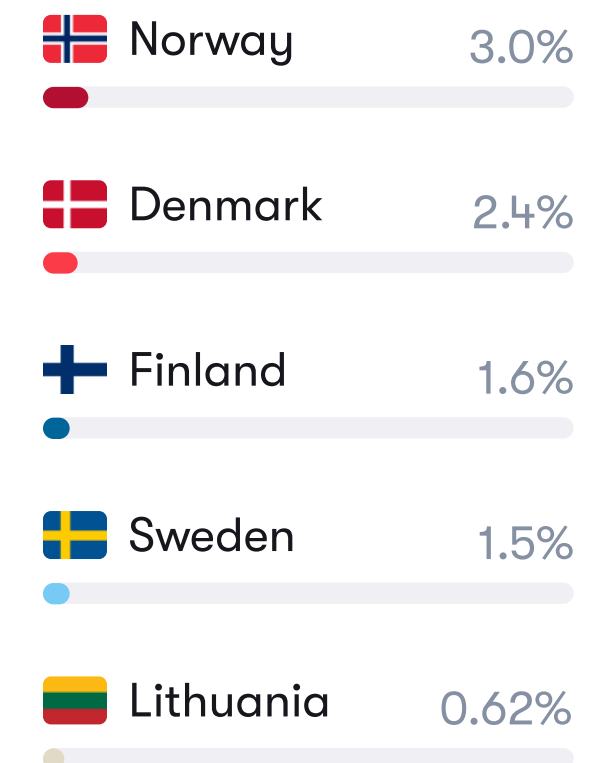


Apps publisher countries in Europe.

Baltics & Scandinavia

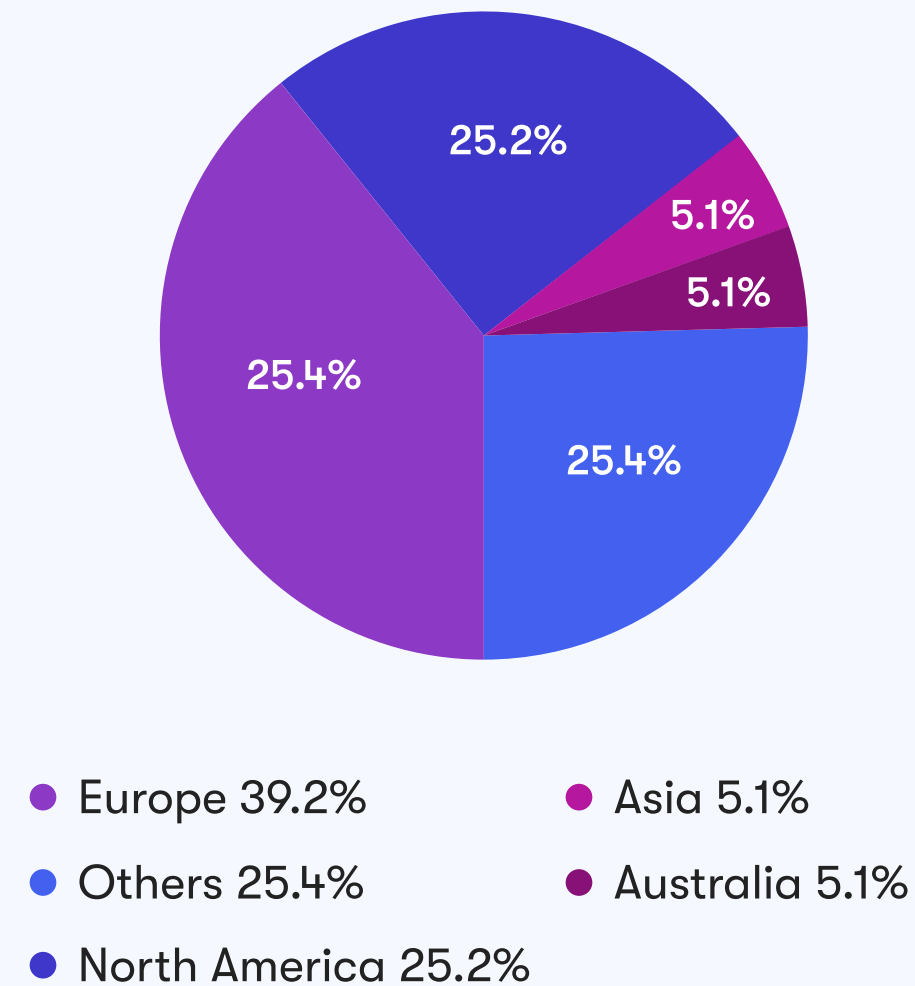


Top 5 countries

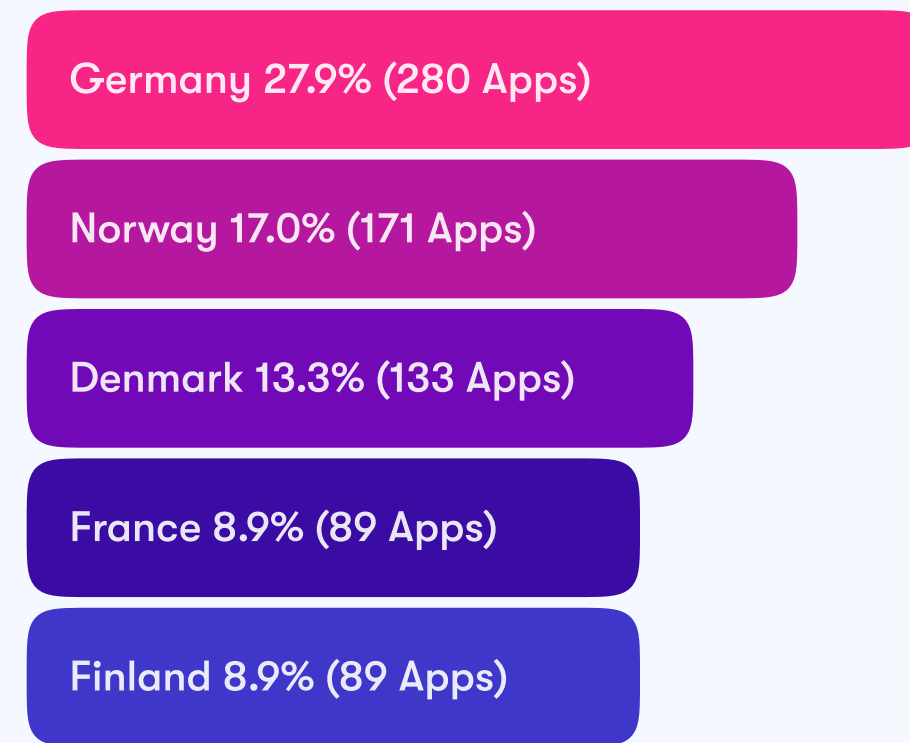


Apps publisher countries in the Baltics and Scandinavia.

Top publisher apps by continent worldwide

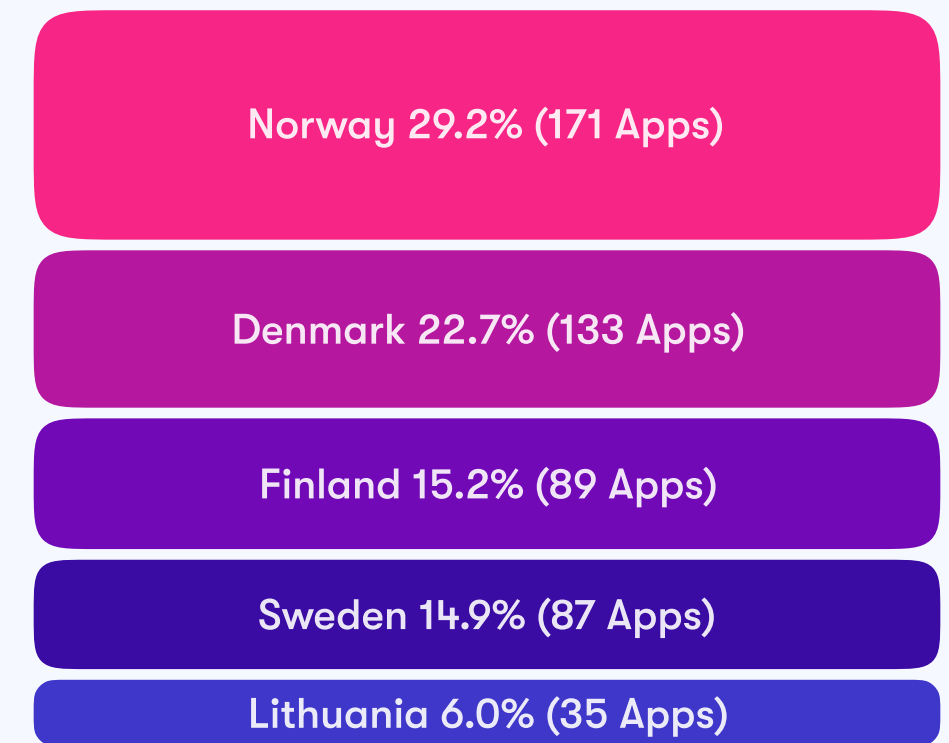


Top publisher apps by country in Europe



The total of other countries equals 24.1%

Top publisher apps in the Scandinavia & Baltics



The total of other countries equals 12.0%

Visual summary of statistical data.

491 App

Is published from the **USA market**, that makes it around 25% of all FinTech market.

Local leaders of FinTech App publishers

1. Although European countries combined dominate the worldwide market, the US market alone remains one of the largest players.

The advantage of the USA market is that it is **speaking the same languages**, services and habits across the whole country, when in Europe it is fragmented and very dependant on the country.

2. Smaller countries per GDP and User population have less FinTech apps, however, there is **no direct correlation** between size of the market (users) and amount of financial apps according to that.

For example – Italy has far more users than Norway or Denmark, yet ranks lower in app publishing. Same with France & Sweden, Finland and the Netherlands, etc.

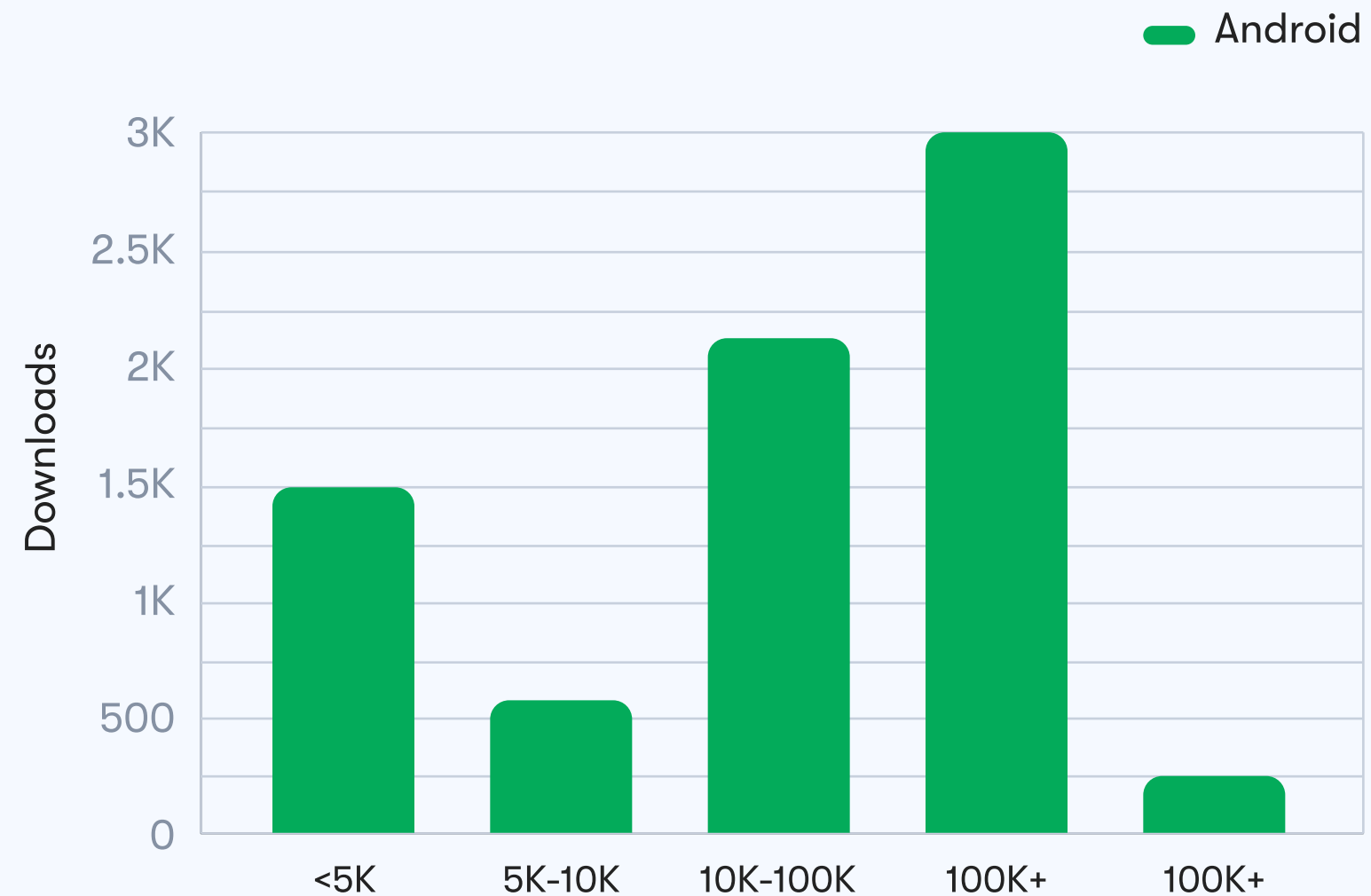
Download Trends Overview



The data presented in the graph reflects the monthly download distribution for the **Android** platform only and not across both platforms.

Due to Apple's privacy policies and restrictions on data access, similar download statistics for iOS are not available for inclusion in this analysis.



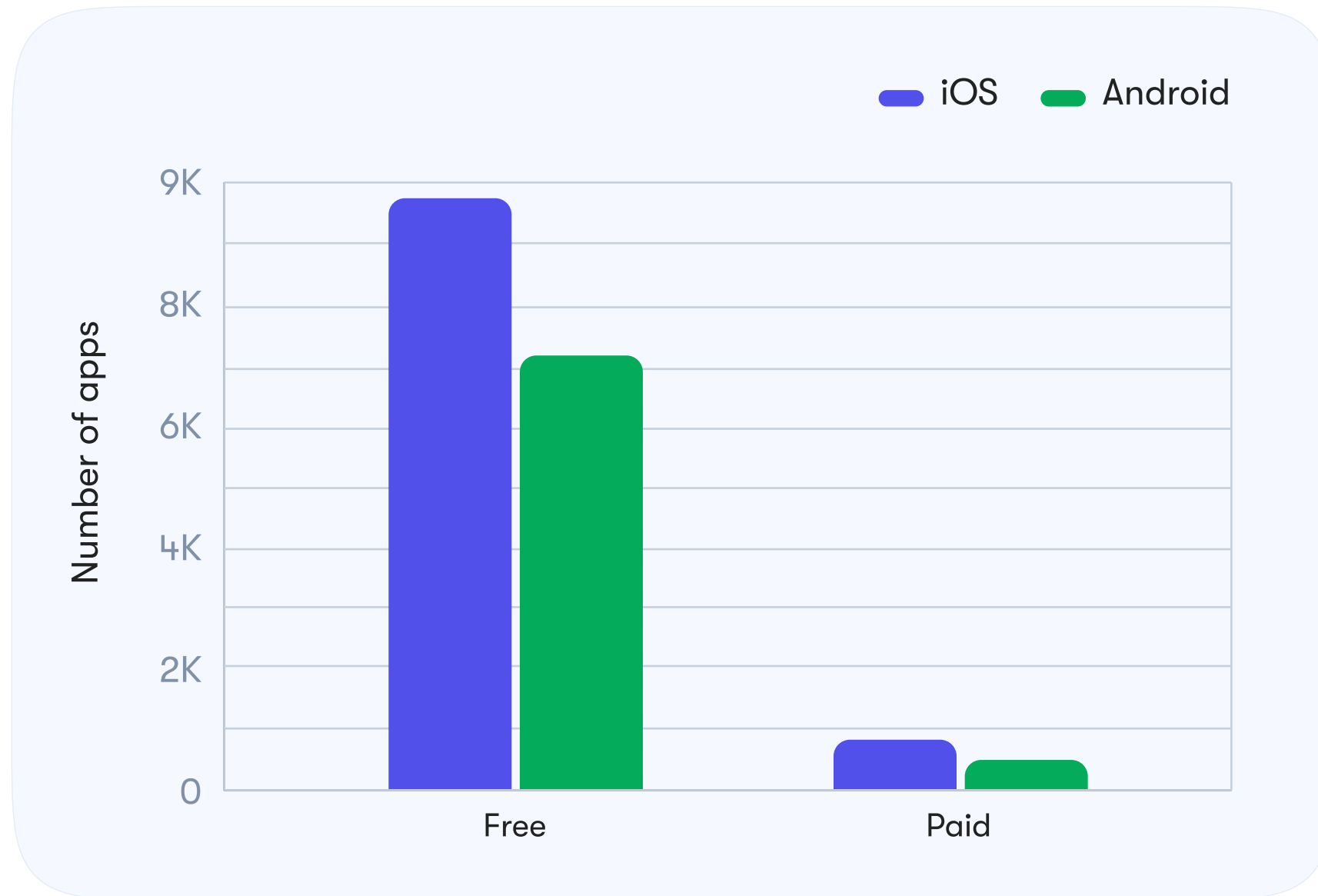


Over 80% of Android apps have more than **5,000** downloads per month.

28.5% for **Android** have monthly downloads in range **10,000–100,000**

The Baltic region has a relatively small population and quite competitive fintech scene, so top Finance apps on average have under 5,000 downloads.

Monthly downloads distribution.



This reflects the widespread adoption of the **freemium model** – where apps are free to download but often include in-app purchases, built-in ads, or subscriptions as monetisation strategies.

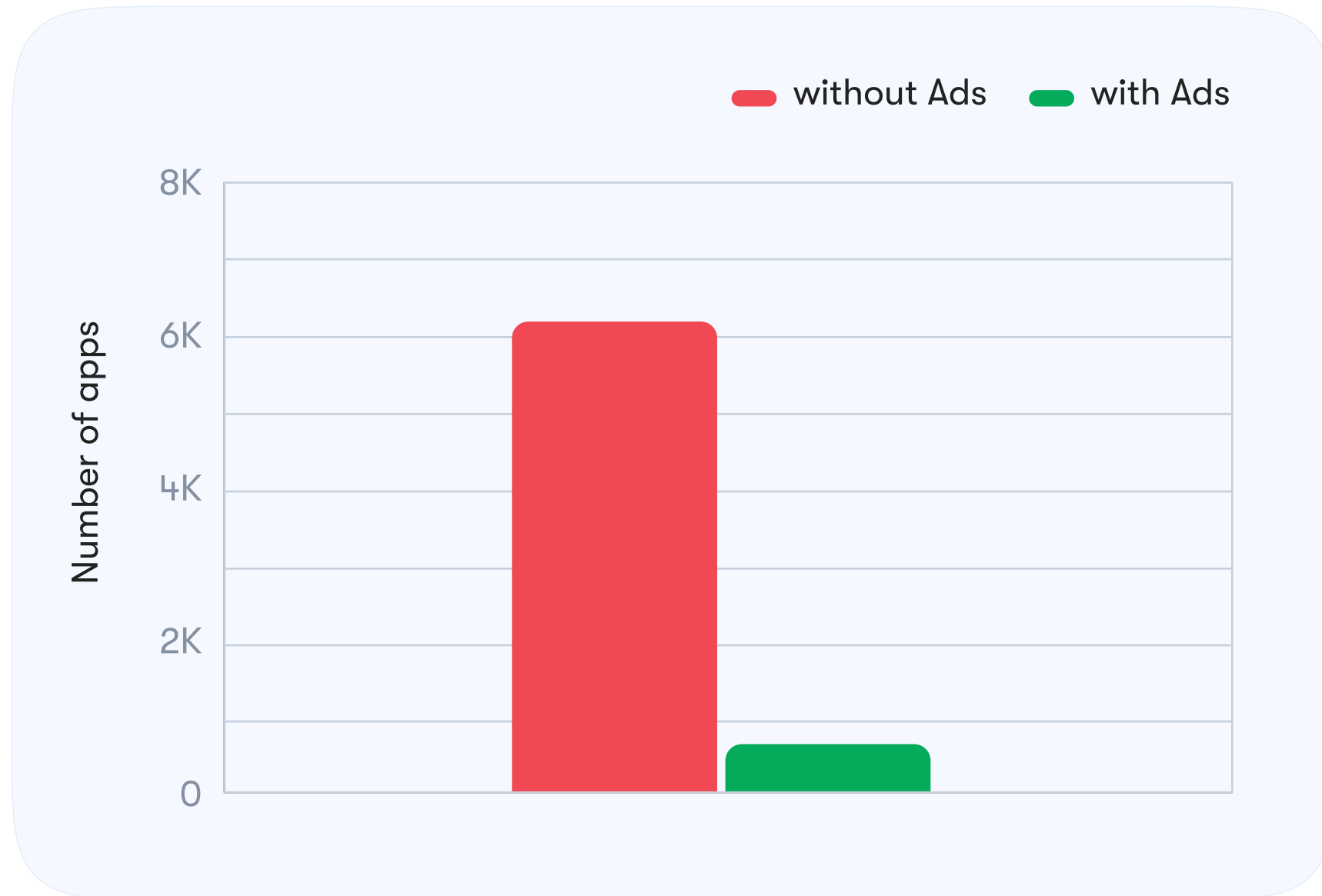
iOS apps offer almost **3 times** more paid apps than apps available on **Play Store**.

Free vs Paid Apps.

Great features, works perfectly, super useful — 1★ because it's not free.

Because it's not free..

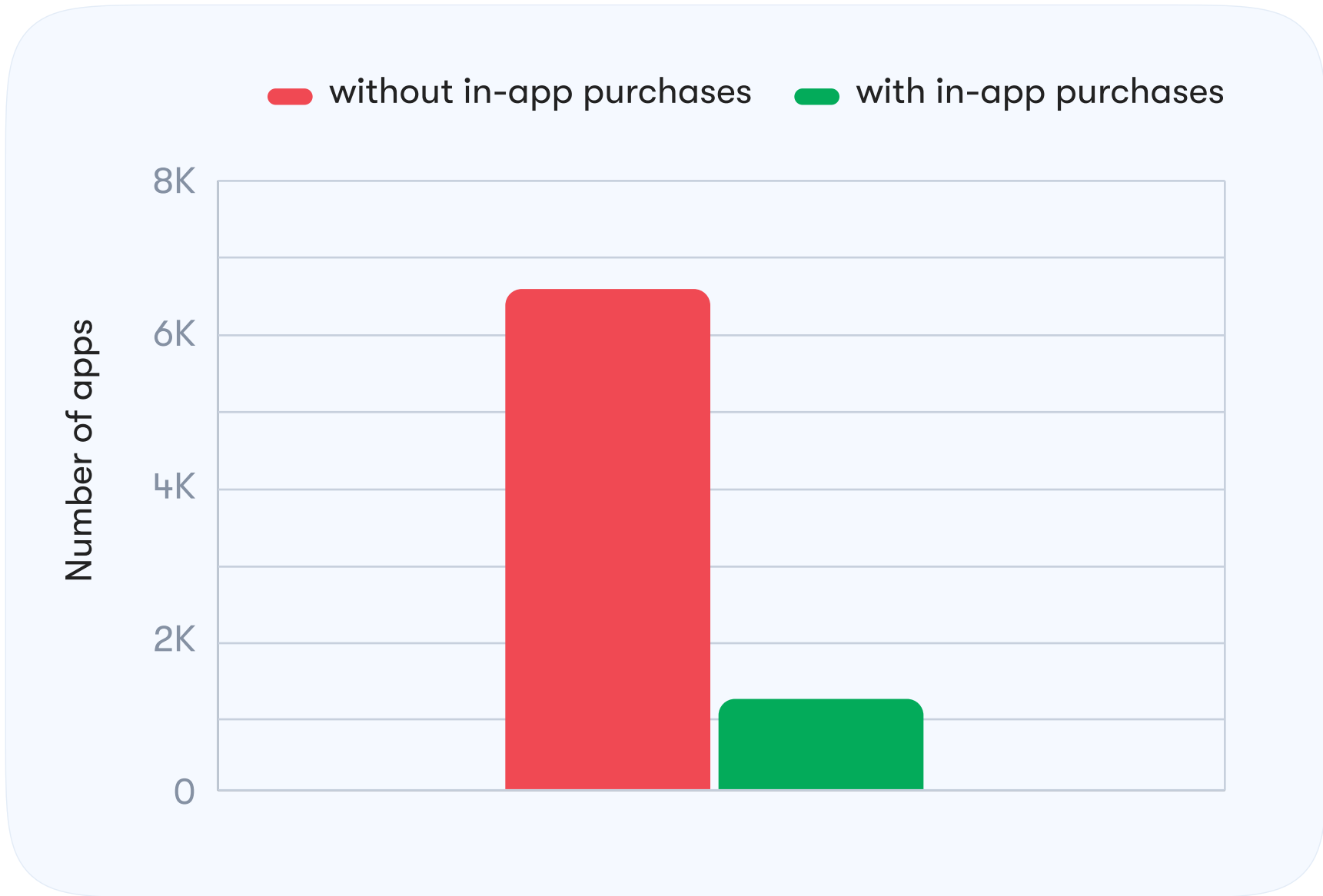




More than **90%** of the apps in this dataset do not generate revenue through paid downloads.

This indicates that downloads alone are not the primary source of income. Instead, most apps in our dataset earn money through in-app purchases, such as extra features or subscription services.

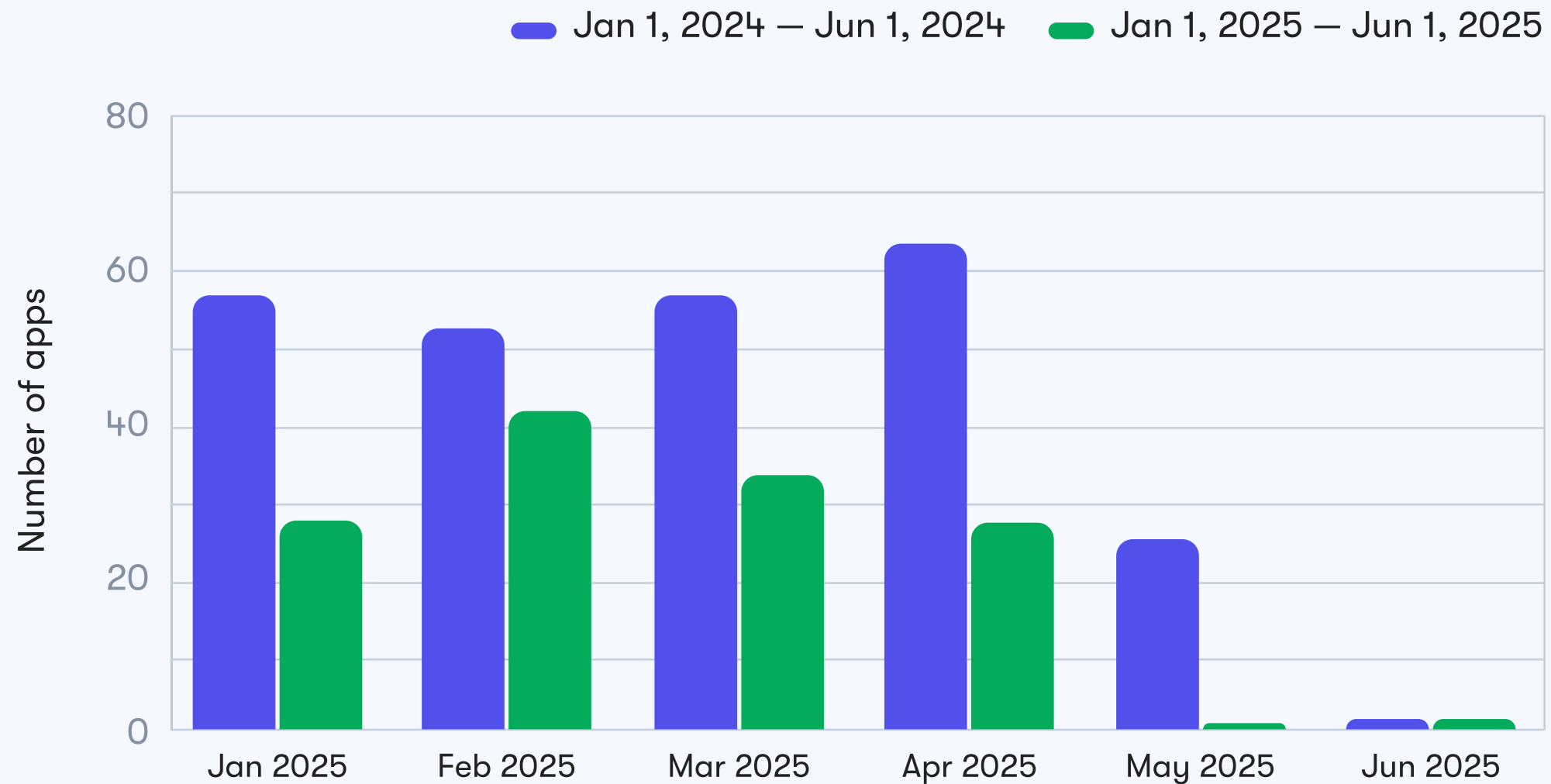
Apps using paid advertising.



Surprisingly, about **85%** of apps don't have in-app purchases. This means many developers either keep their apps totally free or make money in other ways, through financial services or commissions.



In-app purchases vs. no in-app at all.



Android app releases saw a **sharp decline** in the first half of **2025** — and by May and June, they dropped to **zero**.

In contrast, developers were still actively launching apps during the same period in **2024**. This sudden slowdown raises questions about what's behind the drop.

Android App releases.

Prioritizing quality over quantity

Google took a quality-first approach — even if it meant fewer apps overall.

1.

Combating scams and spam

The goal? Help users avoid scams and spam by clearing out clutter from the Play Store.

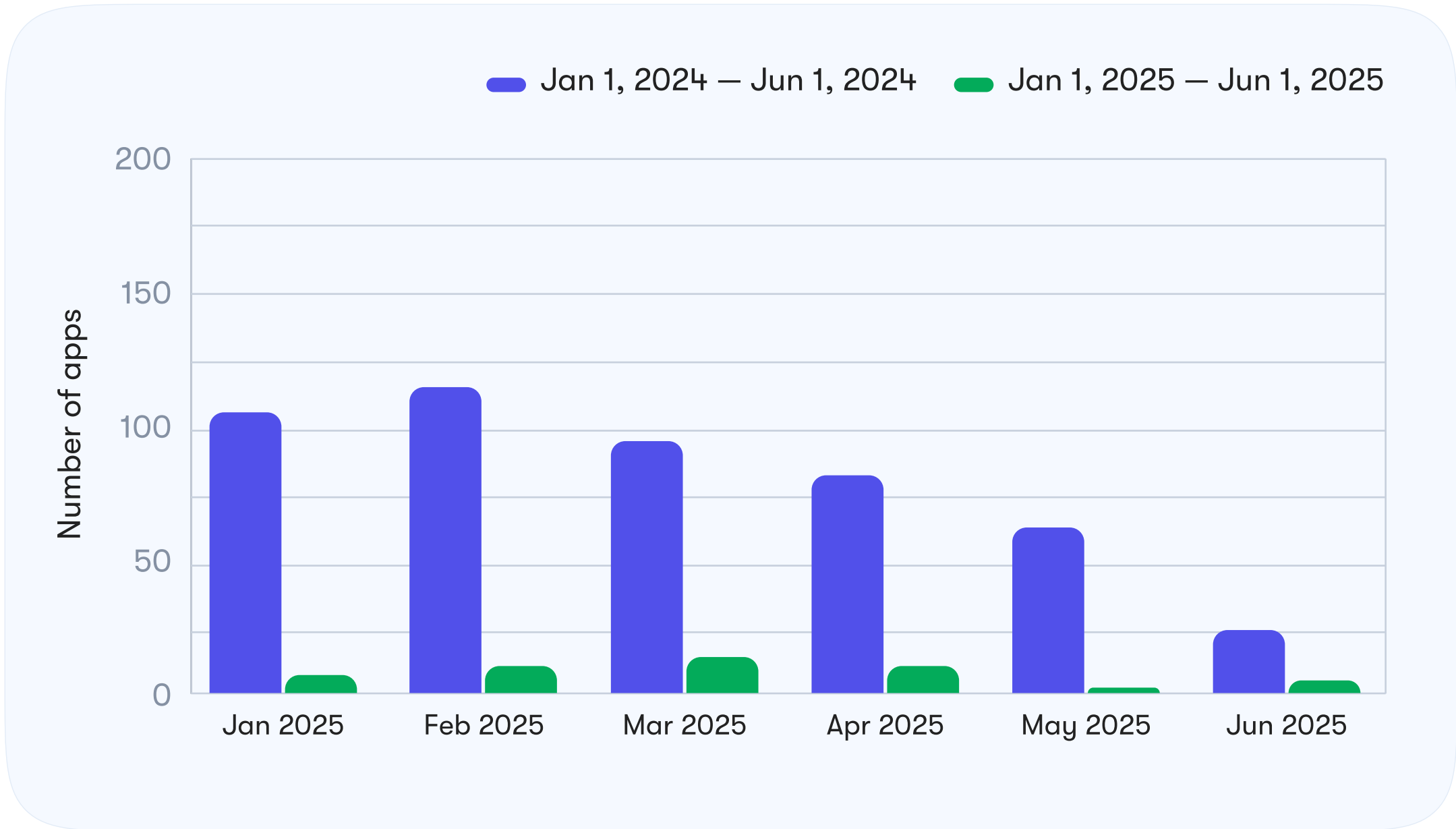
2.

Only high-quality Apps approved

Low-quality or suspicious apps were blocked — with higher benchmarks, only advanced, well-made apps get through.

3.

Why fewer apps are being released to **Google Play**?



Major publishing slowdown

iOS app releases dropped even more than for Android in early **2025** compared to the same months in **2024**.

iOS App releases.

number of Apps

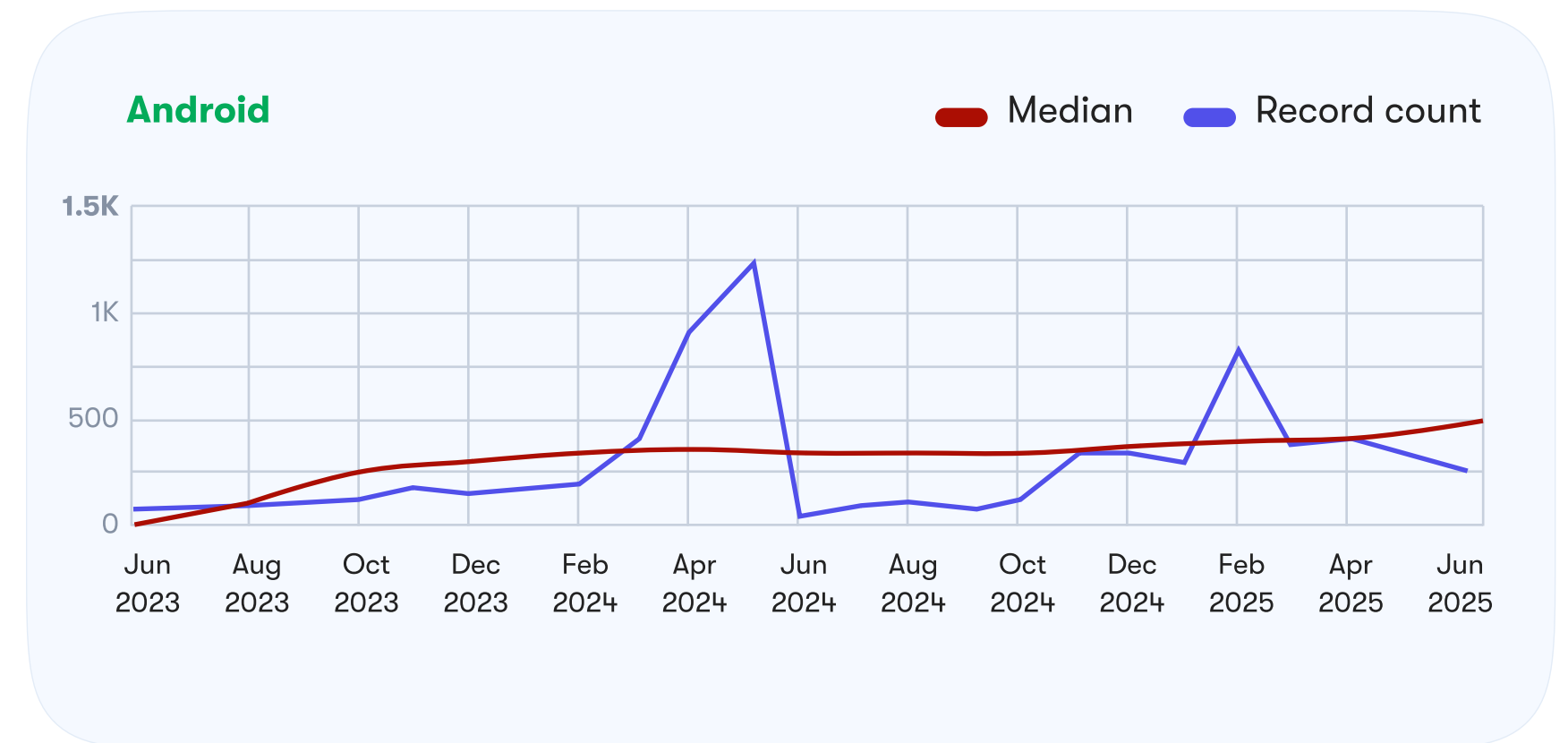
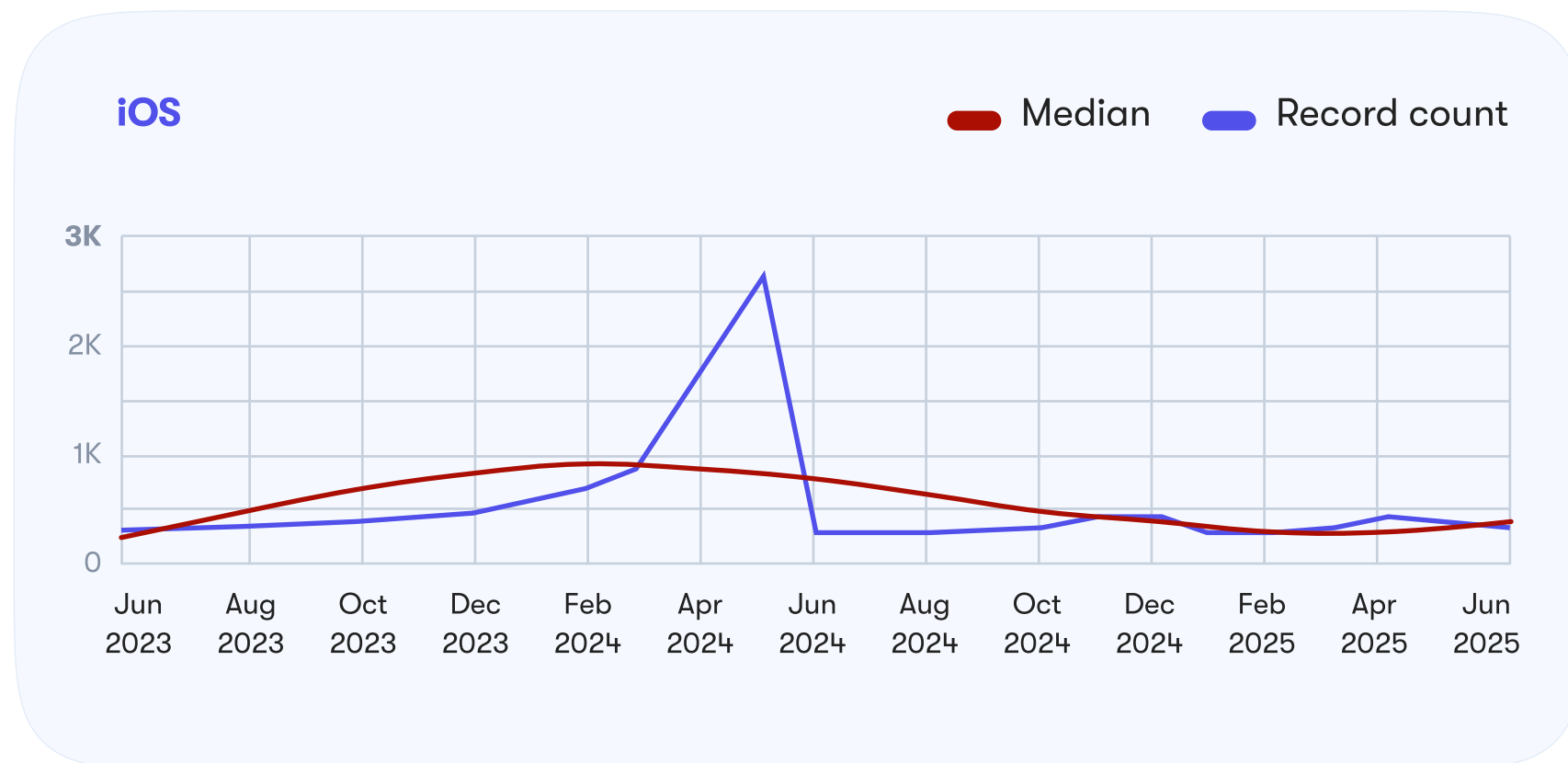


Most apps start with a sweet spot: **\$1 - \$4.99**

This is the most **common price range** for first in-app purchases — low enough to feel like a quick, guilt-free spend, yet high enough to matter at scale.

Minimum prices for in-app purchases.

How many apps were last updated each month over the past 2 years.



iOS and Android last updated (last 2 years).

number of Apps



Many apps go big on the high end: **\$25 - \$99.99** and beyond.

While users often start with small purchases, most apps also offer much higher-priced options — some even over \$100.

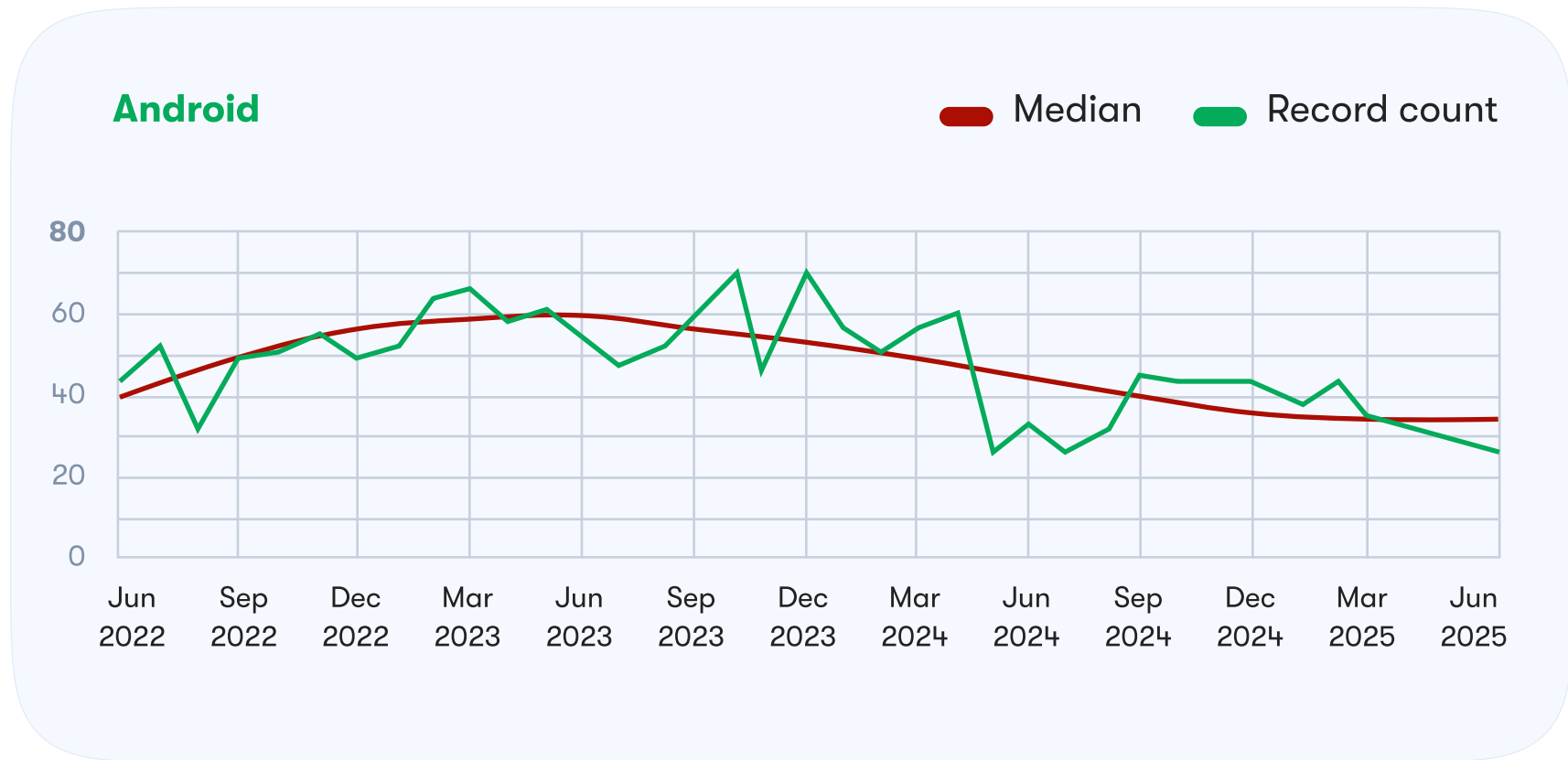
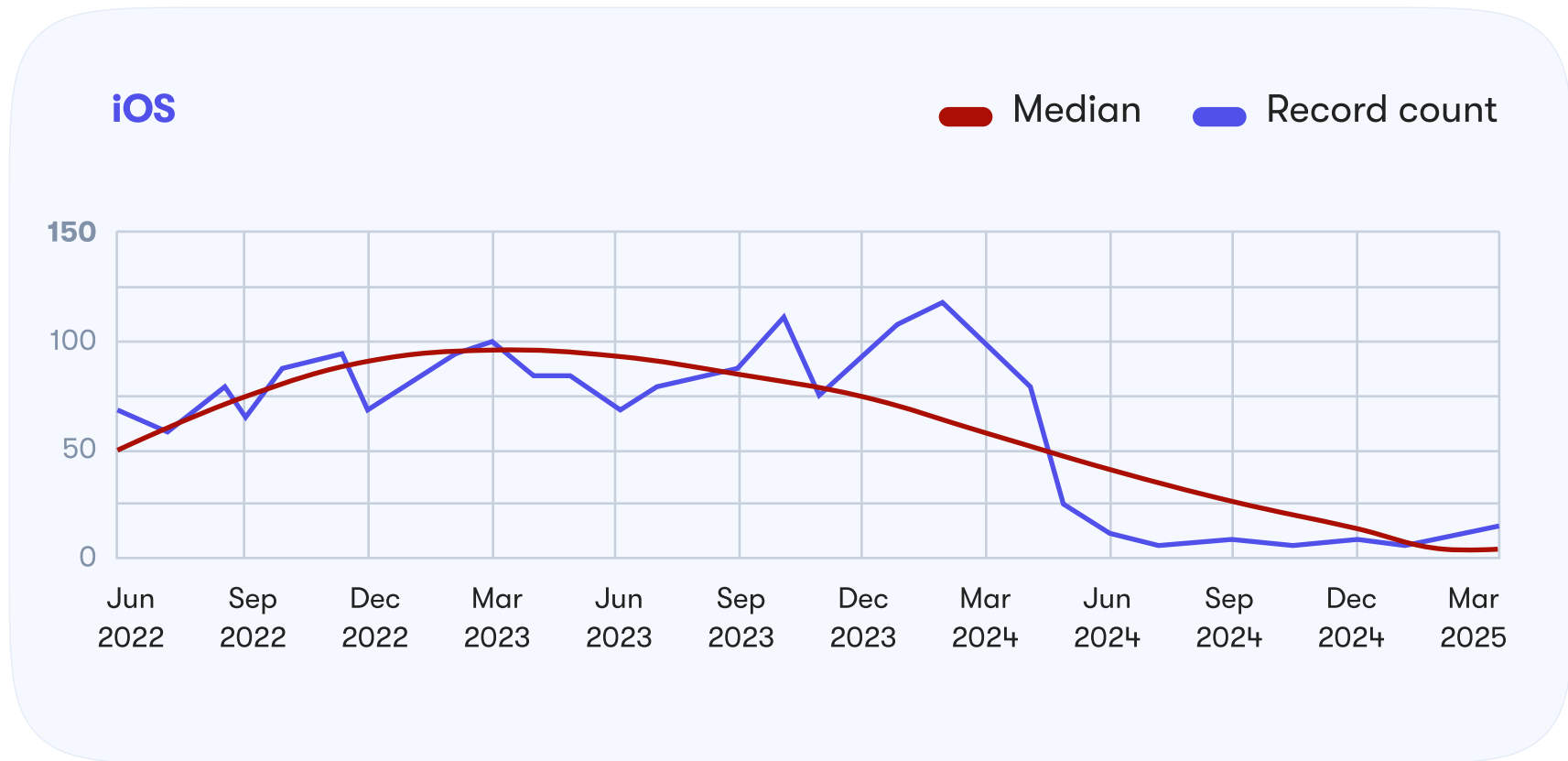
Highest prices for in-app purchases.

“How many apps were last updated each month over the past 2 years?”

- Every time Apple or Google rolls out a new rule — whether it’s about SDKs, privacy policies, or permissions — **developers rush to update their apps before the deadline.**
- That’s why we see **huge spikes in activity**, especially around **April 2024** and **early 2025.**
- Once the deadline passes, **most apps go silent again.** This shows that updates aren’t always about **improving the app** — they’re about **bare-minimum compliance.**

iOS and Android last updated (last 2 years).

Fewer Apps are being released last 3 years!



iOS and Android released (last 3 years).

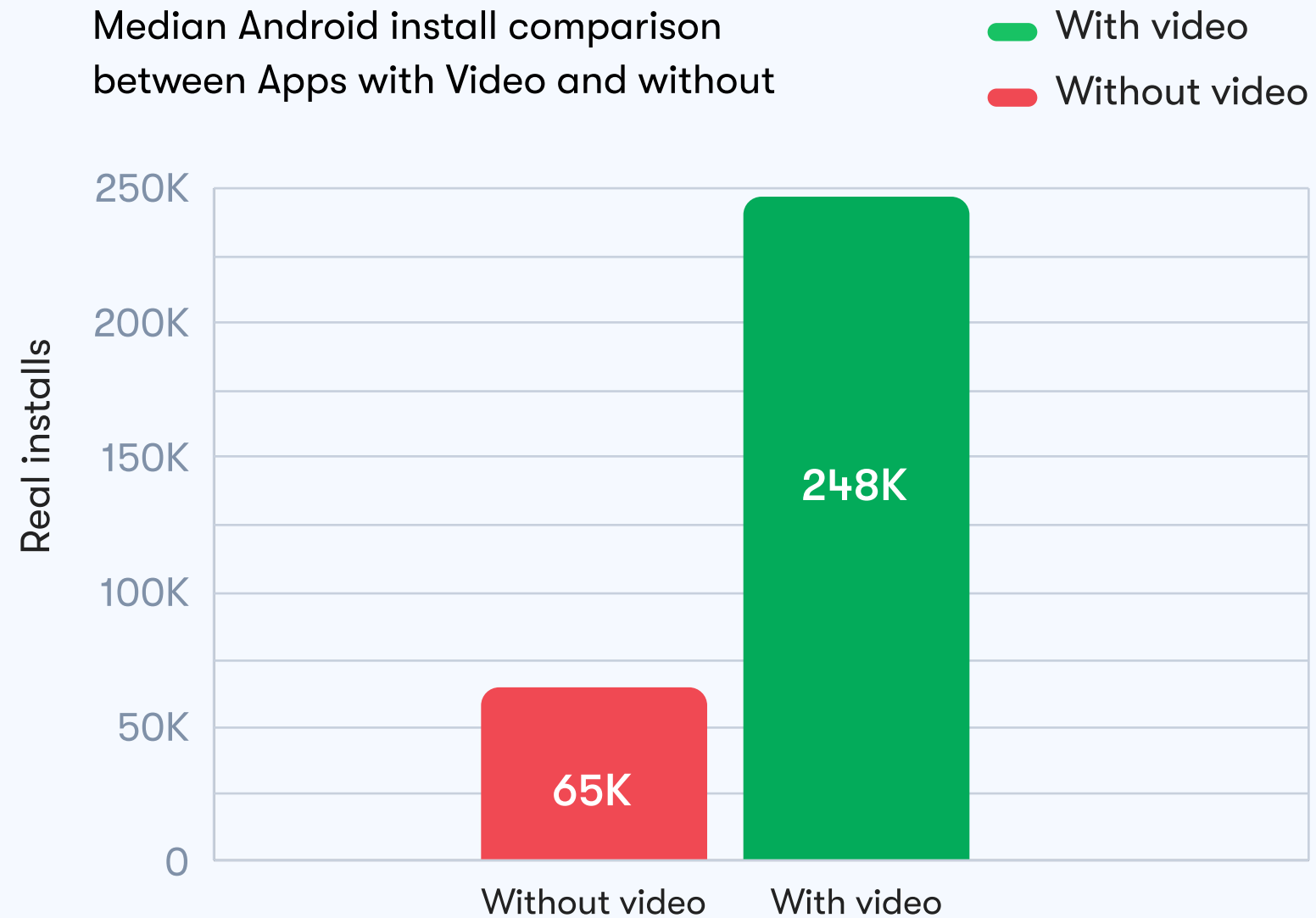
We see a decline in the Apps being released for the last 3 years!
— Why It Matters?



- This decline in the number of apps releases may signal a **potential shift in the mobile app ecosystem**.
- Developers may be investing more in **fewer, higher-quality apps** meaning **less app clutter**, but also **fewer fresh innovations** hitting the app stores.

iOS and Android released (last 3 years).

Median Android install comparison
between Apps with Video and without



Videos drive installs:

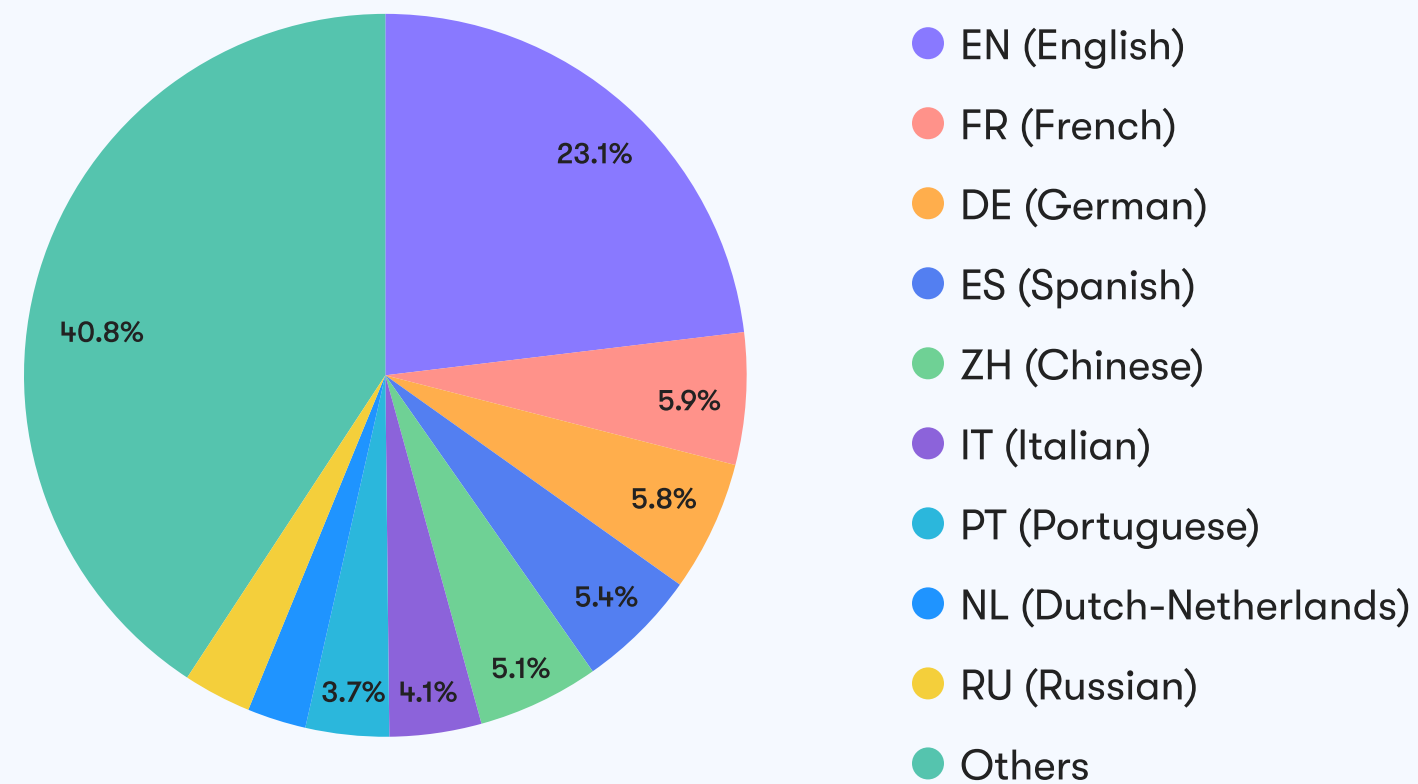
This isn't just about the most popular apps — even average apps perform much better with a video.

Because videos help users quickly understand what the app does and build trust. In a crowded app marketplace, that extra bit of clarity and visual appeal could increase the likelihood of people actually installing it.

App installs: With vs. Without a video.



iOS language distribution



Videos drive installs:

While English remains a major language, it only accounts for **23.1%** of apps on the App Store.

Even more impressive is that **40.8%** of apps fall under “**Other**” languages, suggesting localisation efforts targeting smaller or region-specific audiences.

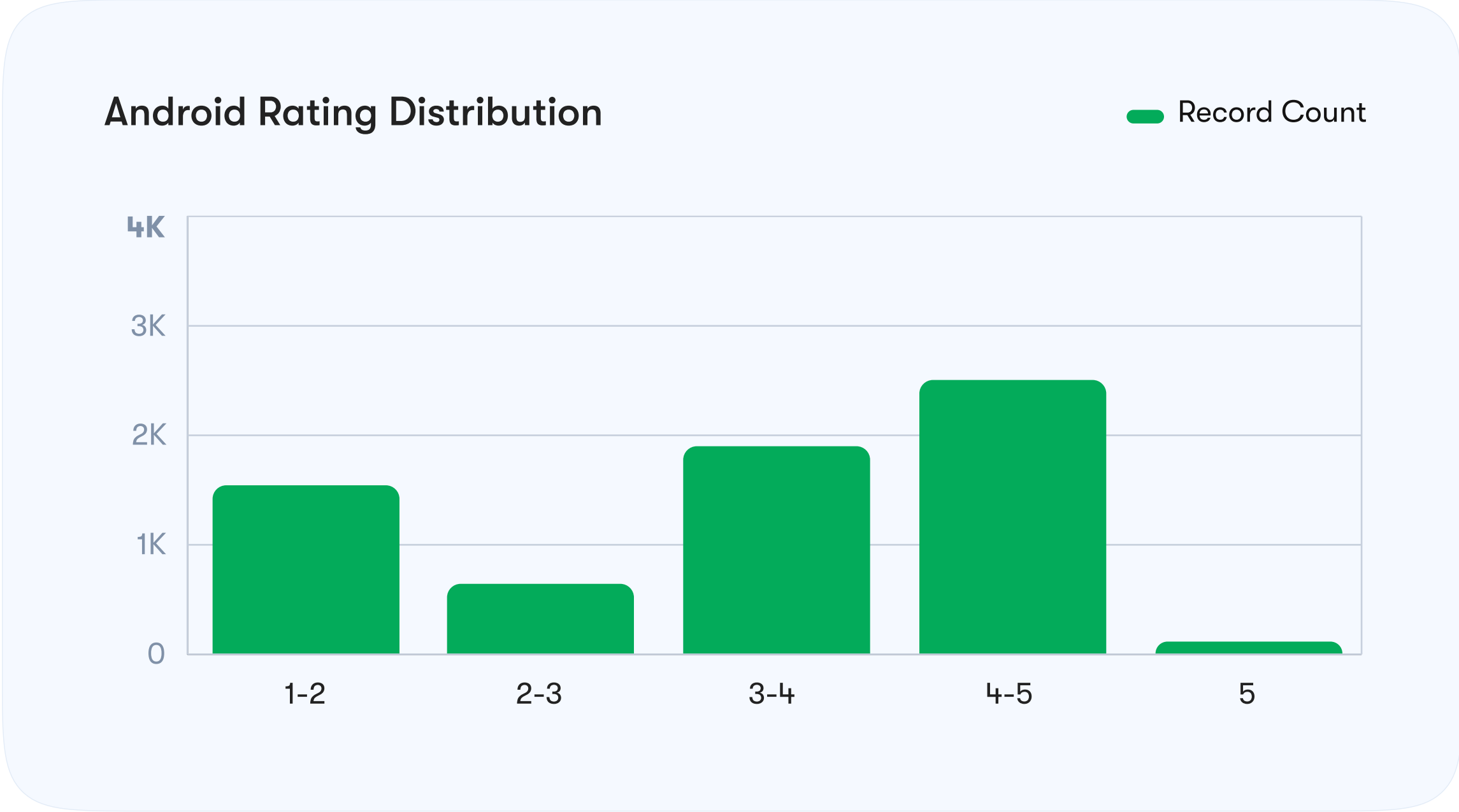

Global language distribution of iOS Apps.

Rating & Stats



Average Rating
3.0 of 5 ★

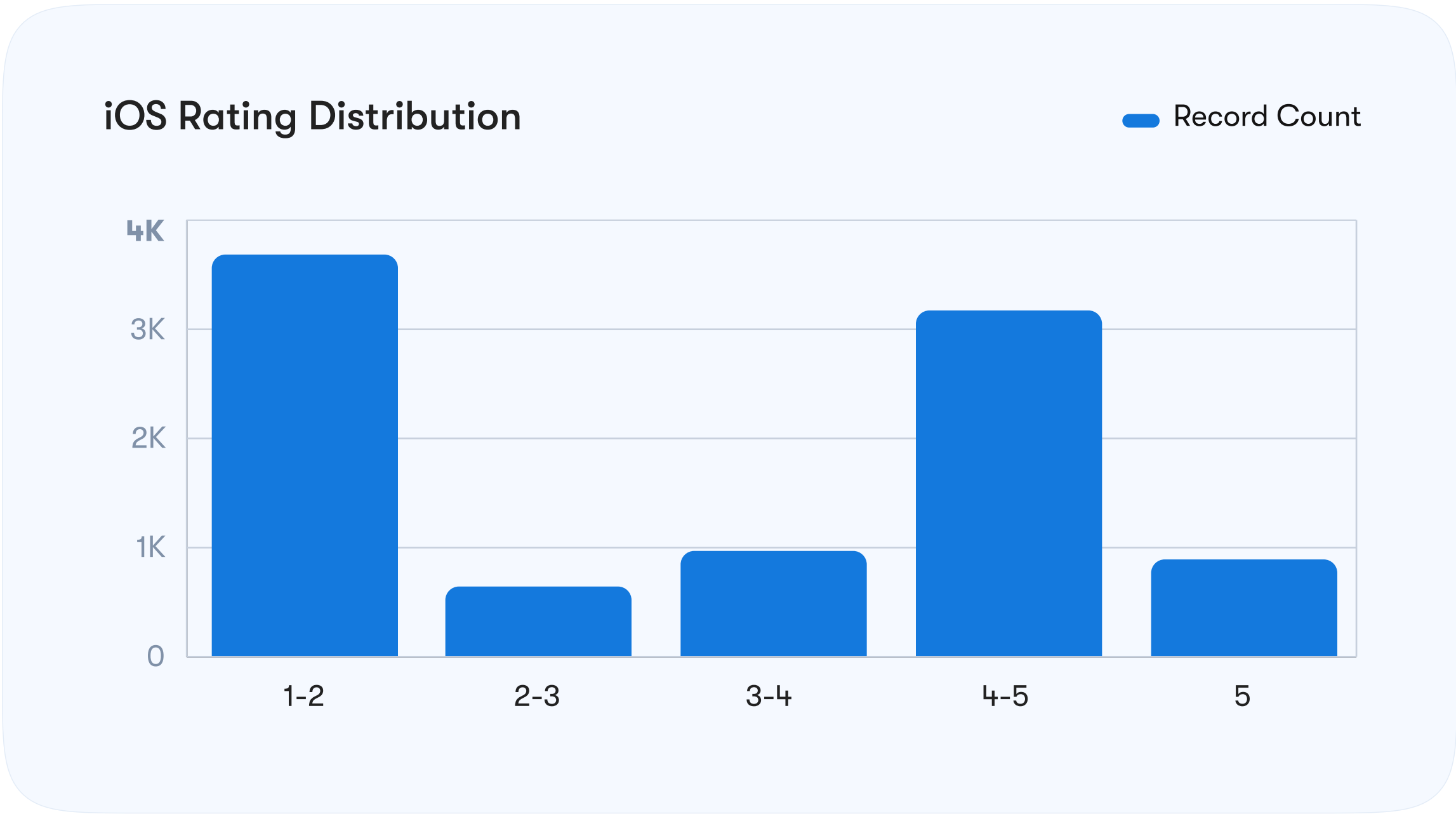
Rating count: 61.4K
Reviews count: 9.3K



Average rating of FinTech apps in the App Store.

Average Rating
2.6 of 5 ★

Rating count: 11.2K
Reviews count: 11.2K






Average rating of FinTech apps in the App Store.

Android

1.	 USA	4.88	★
2.	 France	4.76	★
3.	 Australia	4.21	★
4.	 Denmark	4.06	★
5.	 Netherlands	3.85	★
6.	 Germany	3.83	★
7.	 UK	3.63	★

iOS

1.	 Germany	5.00	★
2.	 USA	4.95	★
3.	 Finland	4.83	★

Due to Apple's privacy policies and restrictions on data access, some countries statistics are not available.




Global rank by publisher country for Android & iOS.

App Store Optimisation



What is ASO?

ASO (App Store Optimization) is the process of improving the visibility of a mobile app in app stores to increase downloads.



The main goals of ASO are to boost app ranking in search results, attract the right audience, and improve user retention.

By optimizing app elements like keywords, icons, descriptions, and screenshots, ASO helps make the app more appealing and easier to discover, leading to MORE downloads and HIGHER revenue.

What is — ASO (App Store Optimisation)?

Key challenges without ASO:



Visibility issues: Apps become harder to find, leading to fewer downloads.



Low retention rates: Users may download the app but leave quickly if not properly targeted.



*Missed monetization opportunities:
Without proper analytics and optimization,
apps may not generate sufficient revenue.*

Stop Words*

Words such as **“the”**, **“a”**, **“for”**, **“best”**, **“your”**, **“app”**. They show up everywhere, but don't add much app indexation and App Store Optimisation value.

Why “the” might be hurting your App in stores?

In app names, descriptions, and reviews:

- Too many stop words = harder to rank in app store searches
- Removing them helps focus on meaningful keywords
- In reviews, filtering them out makes it easier to analyse what users really think.

Having fewer stop words means more valuable space is used for important keywords = easier to find in search results



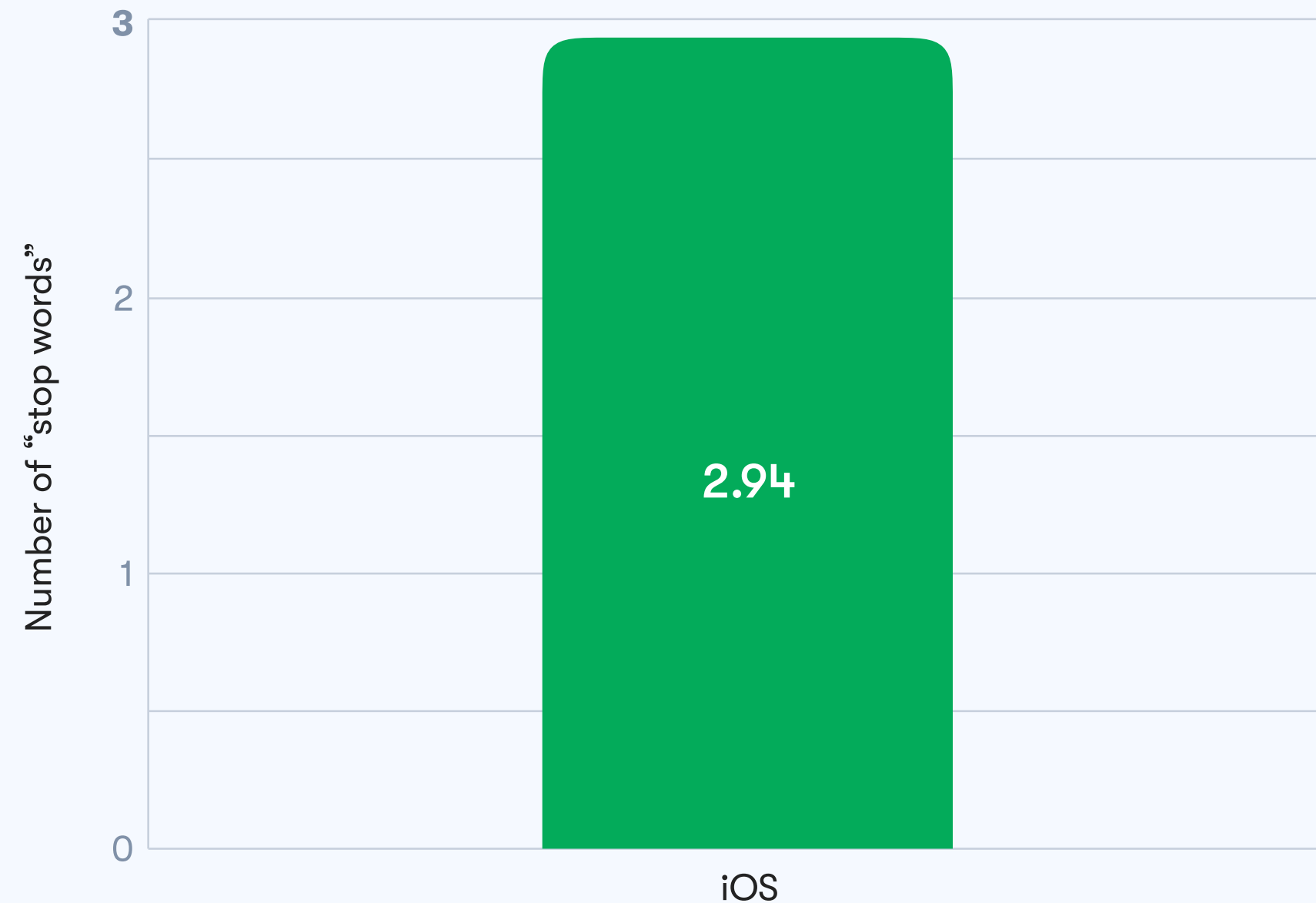
Stop words.

Google Play Ranking Factors



On Play Store, app titles are limited to **30** characters and short descriptions to **80** — but the full description can be up to **4,000** characters long.

This gives developers a lot more space — which can lead to longer texts with more filler or stop words.



Key Average stop words in Android App descriptions.

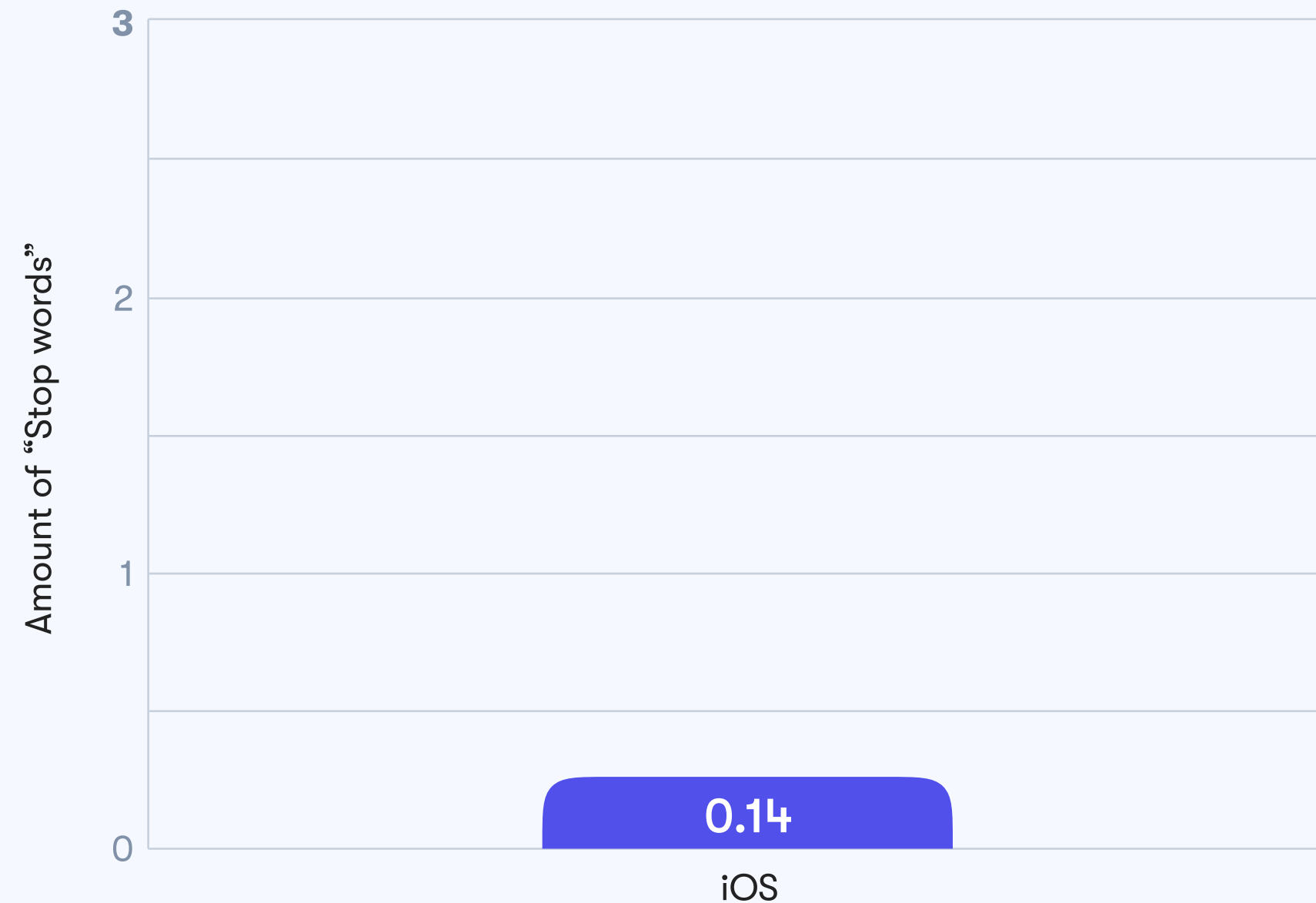
App Store Guidelines



The Apple App Store has strict limits on how much you can write:

app names and subtitles can only be **30** characters long, and promotional text **170** characters.

Because of this, developers have to be brief and get straight to the point — meaning they're less likely to use unnecessary or filler words.



Average stop words in iOS app descriptions.

The difference in average stop word usage between **iOS (0.14)** and **Android (2.94)** comes from how app descriptions affect search results on each platform., so please take it with a ...

***Grain
of salt**



Before you compare, here's what you need to know:

- **On iOS**, only a few short fields (like the App Name and Subtitle) are used by the App Store to decide when an app appears in search. That's why developers keep these fields short and focused, usually avoiding unnecessary words.
- **On Android**, even the full app description helps determine how the app ranks in search, so developers tend to write in full sentences — which naturally includes more common words like “the,” “and,” or “with.”
- Because of these different rules, **iOS** and **Android** descriptions are written with different strategies in mind, and their stop word counts shouldn't be directly compared.

Disclaimer on “Stop word” differences.

How much title space goes unused?



Most Android apps don't use their full title space — leaving around **13.7** characters unused out of the **30** allowed.

That's a missed opportunity, especially since the Play Store uses those titles for search ranking.

More keywords in the title can help more users discover the app



Title space optimisation in Android apps.

How much title space goes unused?



On iOS, it all comes down to three key things: your app name, subtitle, and a hidden keyword field.

The subtitle adds extra keywords you can't fit in the title, while the hidden keyword field gives Apple's algorithm more context.

Together, these three elements decide how easily your app gets found in search.



Title space optimisation in iOS apps.

Are apps using promo videos?



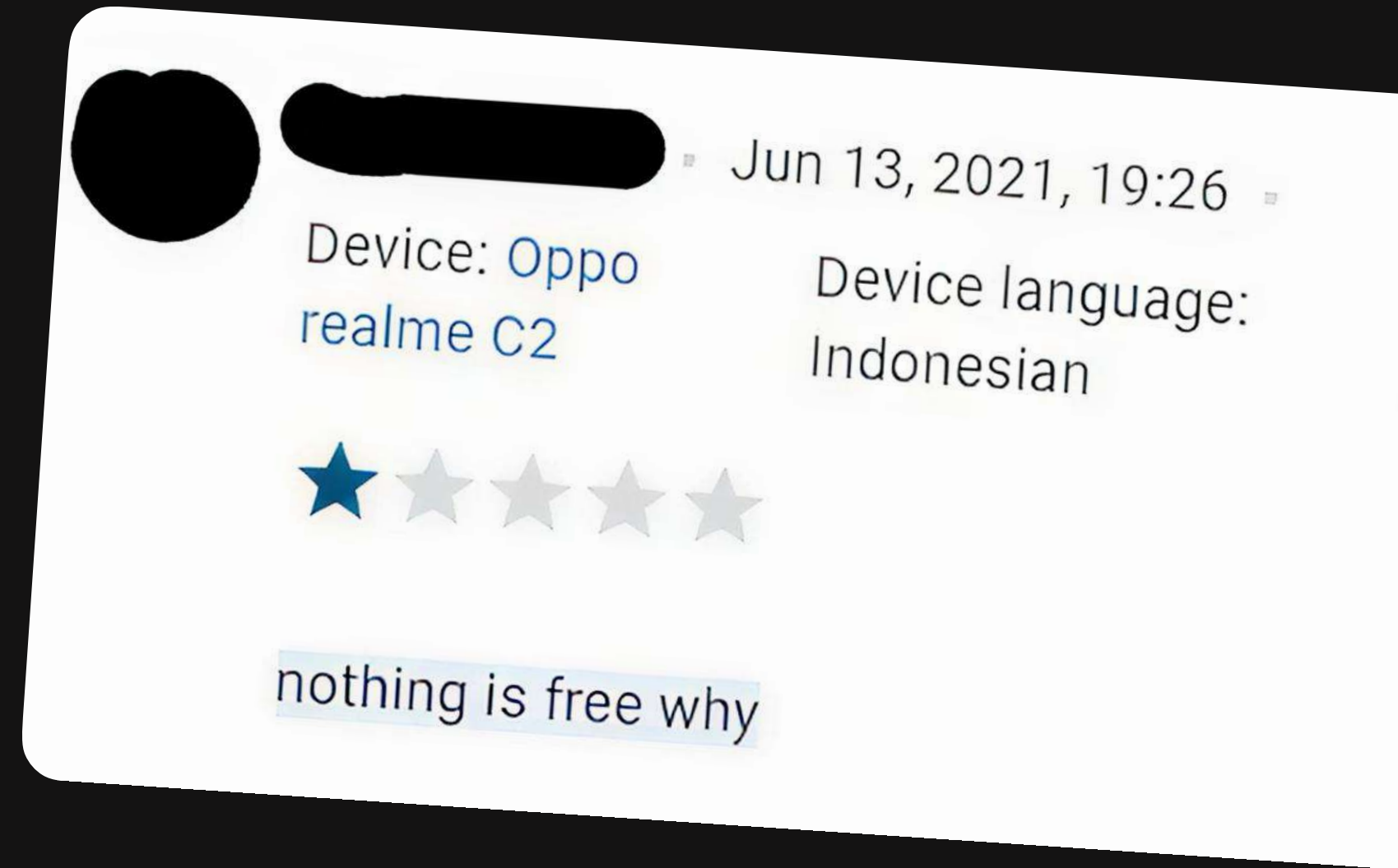
Out of **8,345 Play Store** apps analyzed, only **1,168** include a promotional video, while **7,177** do not.

Data suggests that most developers are not taking advantage of this feature, potentially missing a chance to boost app's visibility.



Video usage in Play Store app listings.

User Review Insights



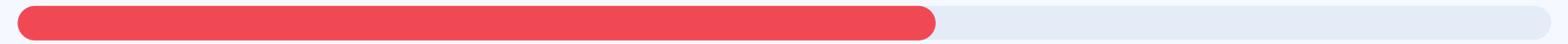
Volume of Reviews

Our data shows a clear trend...



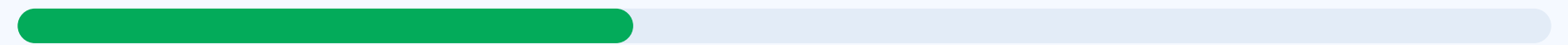
Negative reviews: **150,908**

59,2% of 251,837



Positive reviews: **100,929**

40,06% of 251,837



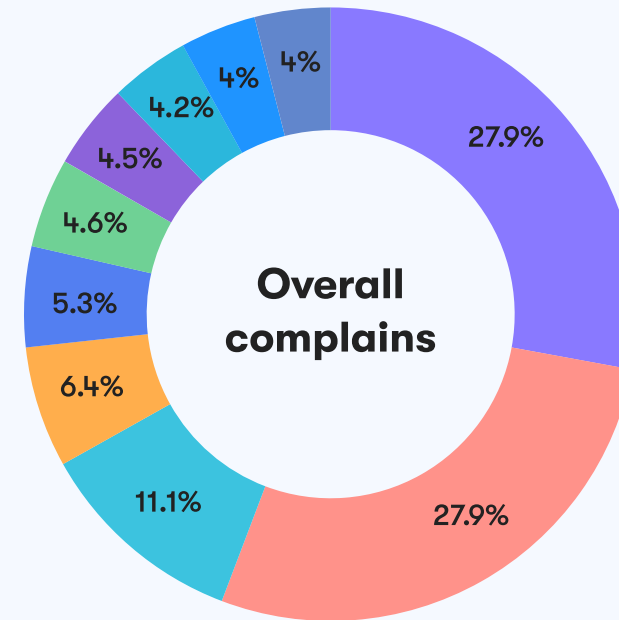
Clearly, negative reviews outweigh positive ones.

It's human nature — when something goes wrong, people speak up.

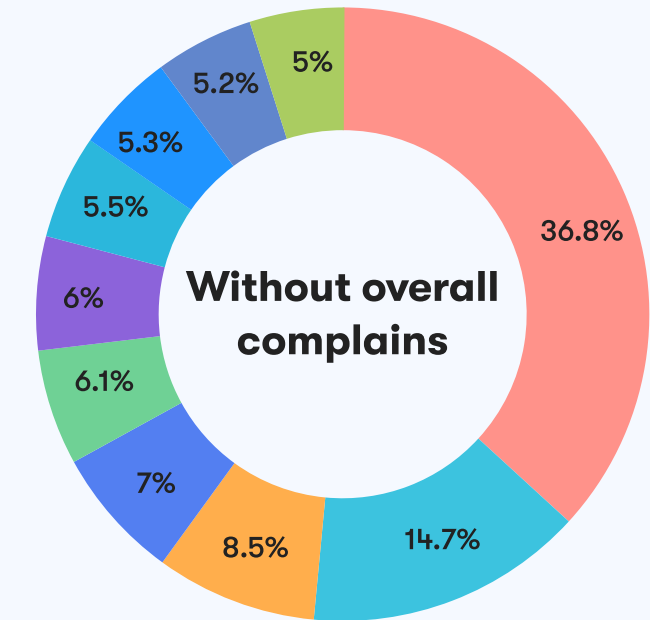
When users are happy, they're more likely to just leave a star rating... or say nothing at all.

Most users complain 🙄 about **performance, stability, and login issues**, especially when unclear “Overall Complaints” are filtered out.

*One graph includes all positive reviews, while the other excludes general praise to better highlight specific features users appreciate.



- Overall complains
- Problems with performance & stability
- Problems with login
- Issues with cards
- Problems with biometrical authentication
- Problems with internet connection
- Complains about banking services
- Problems with push notifications
- Problems with latest update
- Localization problems

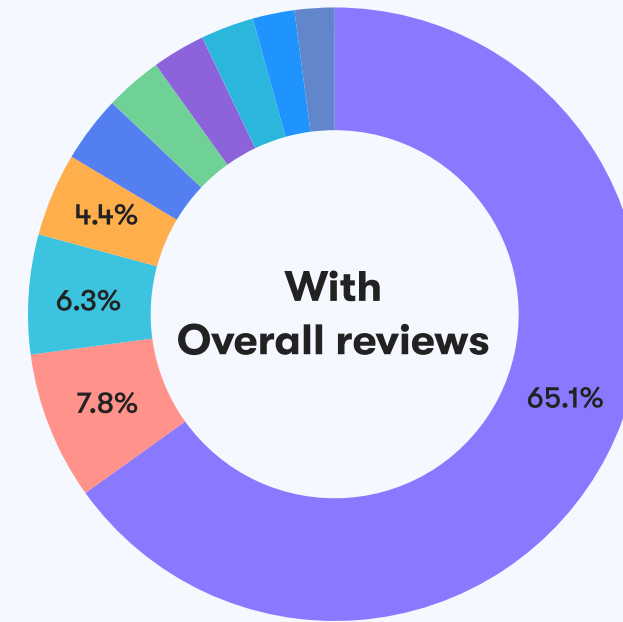


- Problems with performance, stability
- Problems with login
- Issues with cards
- Problems with biometrical authentication
- Problems with internet connection
- Complains about banking services
- Problems with push notifications
- Problems with latest update
- Problems with localization
- Problems with verifications code receive

Top 10 negative reviews topics.

Users mostly appreciate 👍 the app's payment process and user-friendly interface. Among those who go into detail, the most favoured features are fast transactions, intuitive design, and smart financial tools.

*One graph includes all positive reviews, while the other excludes general praise to better highlight specific features users appreciate.



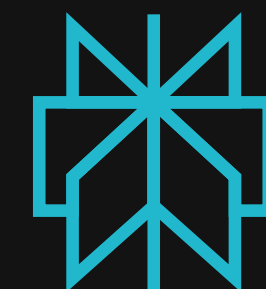
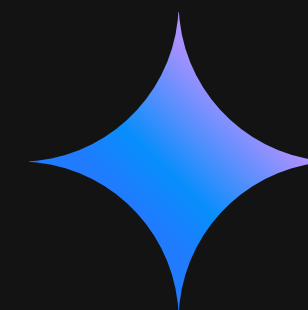
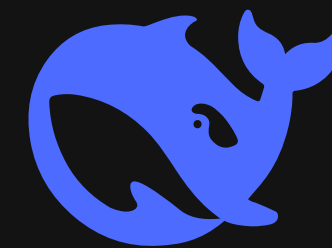
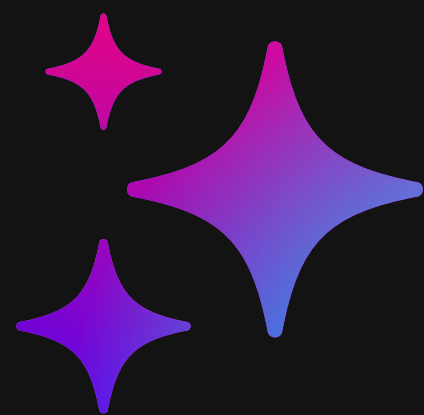
- Overall positive
- Easy & Fast payments
- UI/UX
- Banking services
- Investment services
- Budget tracking
- Business services
- Latest update
- Job finding service
- Customer service



- Easy & Fast payments
- UI/UX
- Banking services
- Investment services
- Budget tracking
- Business services
- Latest update
- Job finding service
- Customer service
- Currency exchange

Top 10 positive reviews topics.

Artificial Intelligence



*Grain of salt



What to know before interpreting the AI Results:

- The dataset contains **13,556** apps, of which **only 291** ($\approx 2.1\%$) were identified as using at least one AI feature at the time of data collection (March–April 2025).
- Since the sample of AI apps is relatively small, percentage-based comparisons may appear extreme and should be interpreted with caution.
- The current landscape may also have changed since data collection.



Disclaimer.

In-Depth Analysis

Step 1

Using our algorithm, we conducted an in-depth analysis of different **AI features** across **13,556** fintech applications and gathered data that helped us determine how the presence of certain features impacts downloads and the overall app rating.



Rating Benchmark

Step 2

As a next step, we calculated the average app rating in each store. This gave us a benchmark to better understand how various features affect ratings across platforms.



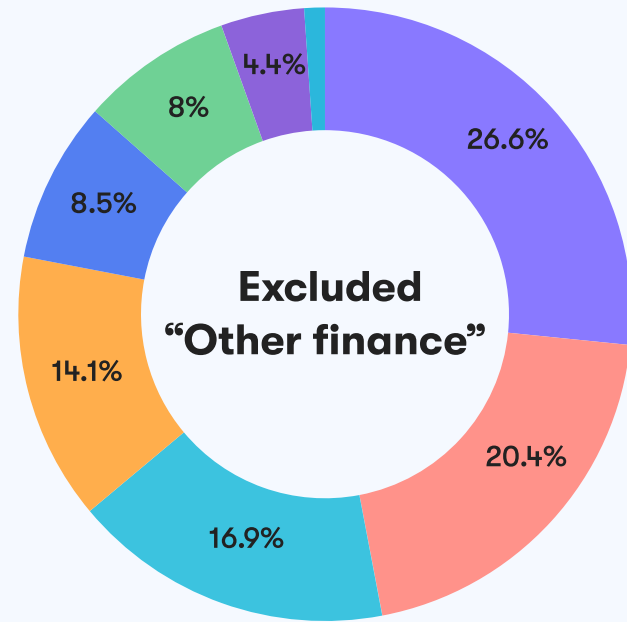
AI feature Impact

Step 3

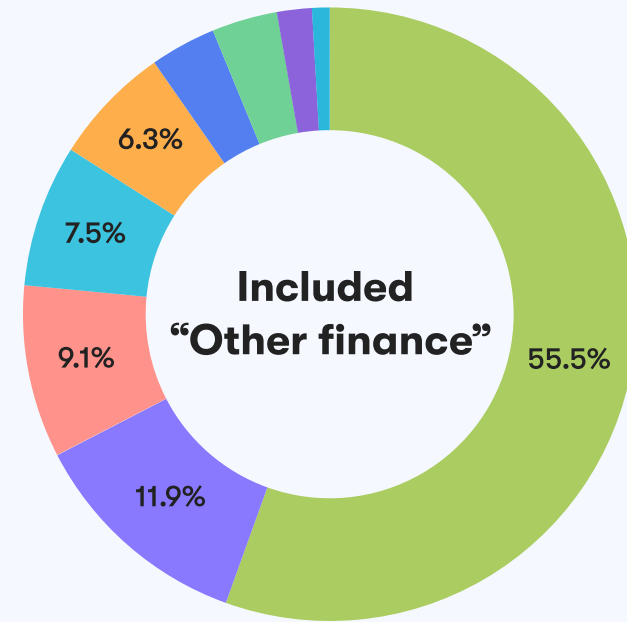
We used keywords to compare apps with specific features to those without them. This comparison helped us assess how these features influence user ratings and overall app success.



How we did it.



- Insurance
- Stock Trading
- Money Transfers
- Crypto Trading
- Budgeting & Financial Insights
- Loans
- Digital Banking
- Credit Monitoring



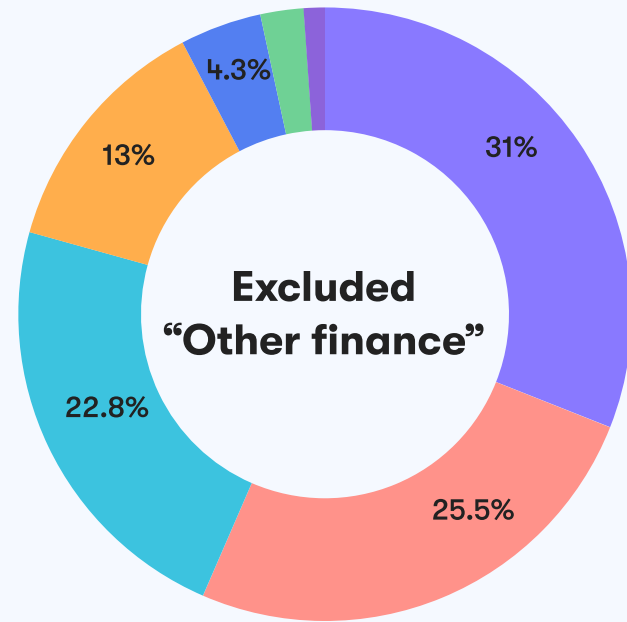
- Other Finance
- Insurance
- Stock Trading
- Money Transfers
- Crypto Trading
- Budgeting & Financial Insights
- Loans
- Digital Banking
- Credit Monitoring

Top 5 Financial App categories:

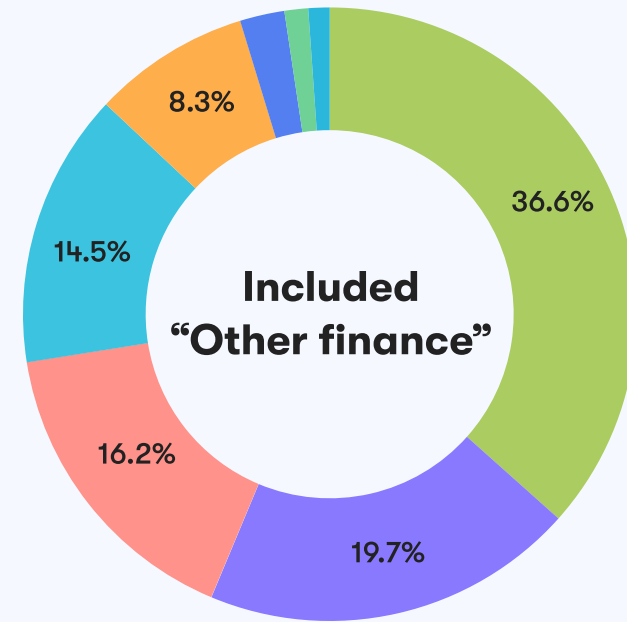


1. Insurance
2. Stock Trading
3. Money Transfer
4. Crypto Trading
5. Budgeting & Financial Insights

Most influential App features.



- Stock Trading
- Insurance
- Crypto Trading
- Budgeting & Financial Insights
- Money Transfers
- Loans
- Credit Monitoring



- Other Finance
- Stock Trading
- Insurance
- Crypto Trading
- Budgeting & Financial insights
- Money Transfers
- Loans
- Credit Monitoring

Top 5 Financial Apps with AI:



1. Stock Trading
2. Insurance
3. Crypto Trading
4. Budgeting & Financial Insights
5. Money Transfers

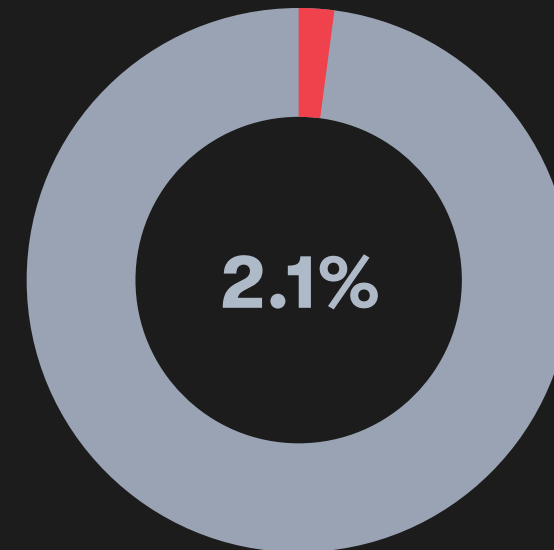
Apps most likely to use AI.

Based on our analysis of descriptions from **13,556** fintech applications, we identified **291** apps with **at least one AI feature**, which is about **2.1%** of all the apps analysed.



Quick Overview

- 13,556 Fintech Apps in total
- 291 Apps with at least one AI feature
- That makes it only 2.1%



Meaning AI is still relatively rare in Fintech Apps.

Most influential AI features

- | | |
|-------------------------------------|-----------------|
| 1. AI Chatbots & Virtual Assistants | 108 Apps (0.8%) |
| 2. AI Budget & Financial Management | 82 Apps (0.6%) |
| 3. AI Investment Advice | 58 Apps (0.4%) |

Filtered out companies from Google, Apple, Meta, etc.



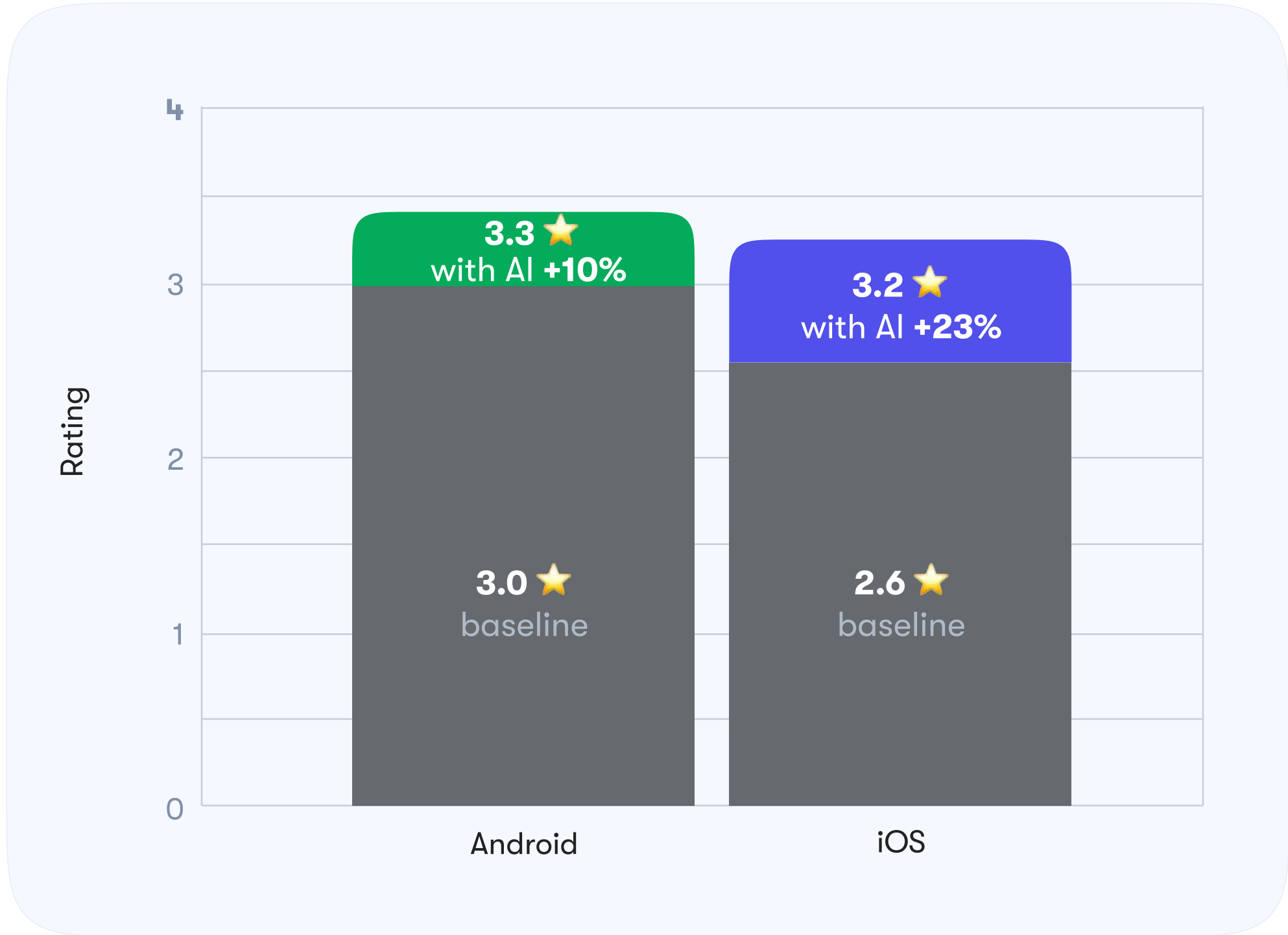
Top 3 most influential AI features.

Increased app rating: 

+10%

+23%

Apps **with AI** features receive significantly higher user ratings across both platforms.



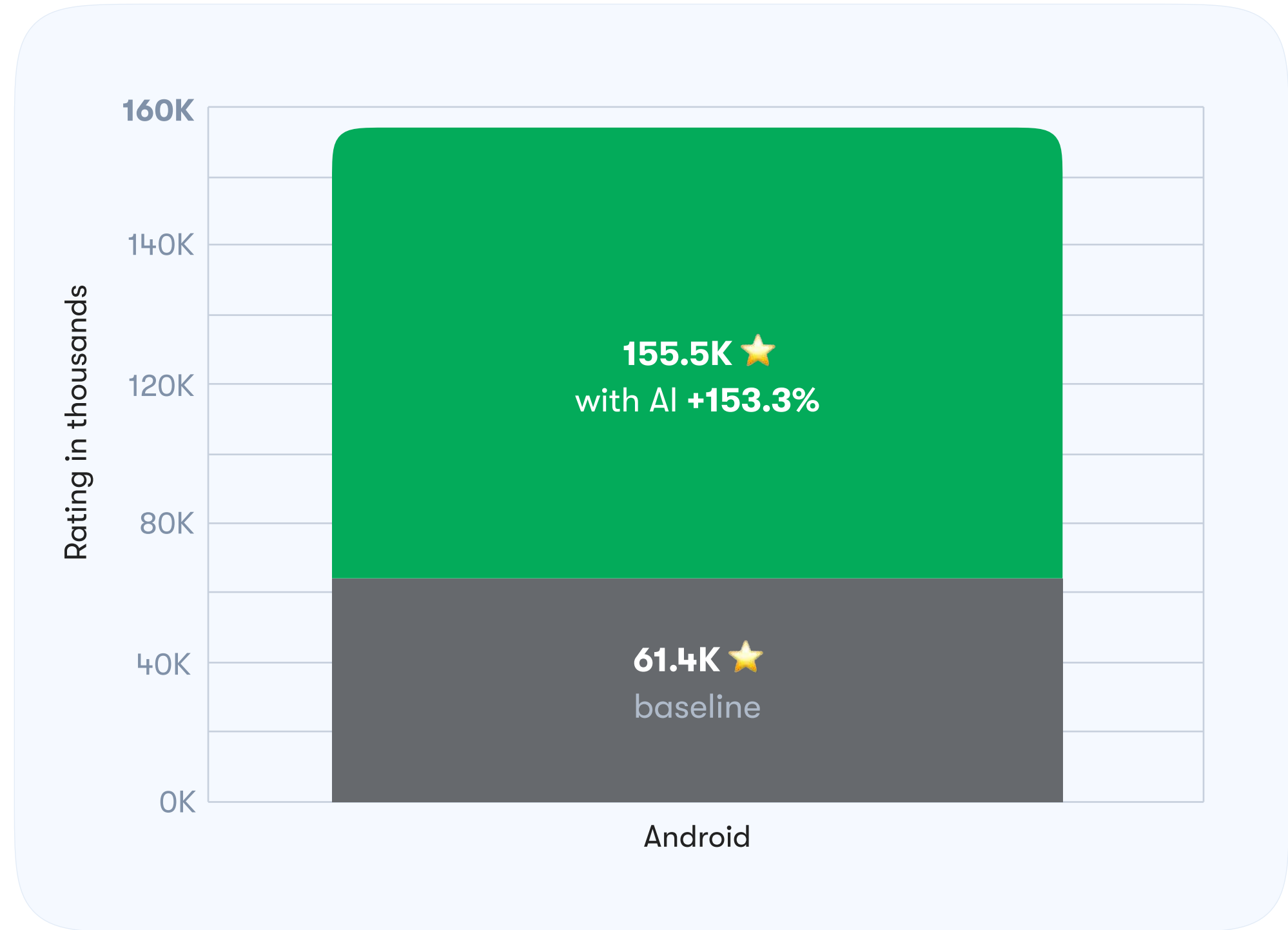
#1 AI impact on user ratings.

Increased app ratings for Android:



+153.3%

This shows that users interact more with AI-powered apps and are more likely to leave a rating.



#2 User ratings volume for **Android**.

Increased app rating for iOS:




+219.6%

This shows that users interact more with AI-powered apps and are more likely to leave a rating.



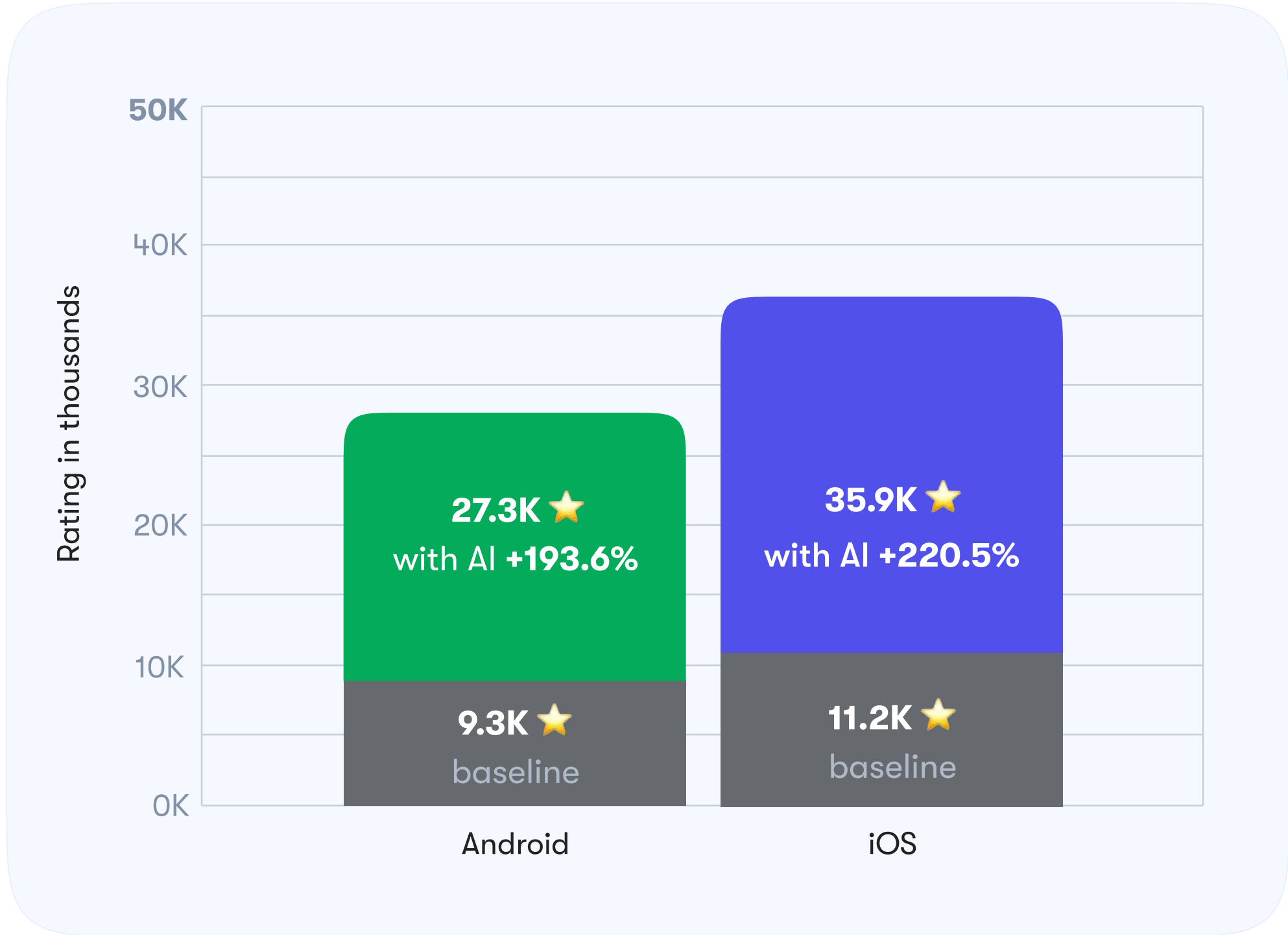
#3 User ratings volume for iOS.

Increased app volume of reviews: 

+193.6%

+220.5%

This shows that users interact more with AI-powered apps and are more likely to leave a feedback.



#4 Volume of user reviews for **Android** and **iOS**.

AI is Rare — but often found in Top Apps

- Although AI features are still relatively uncommon, they show up more frequently in apps with high download counts.
- The data suggests a trend: As app popularity increases, so does the likelihood of AI integration.
- It implies that AI may play a role in driving app performance, helping standout apps offer smarter, more engaging user experiences.

Among apps with <5K downloads

only **2.2%** with AI

Among apps with 5M+ downloads

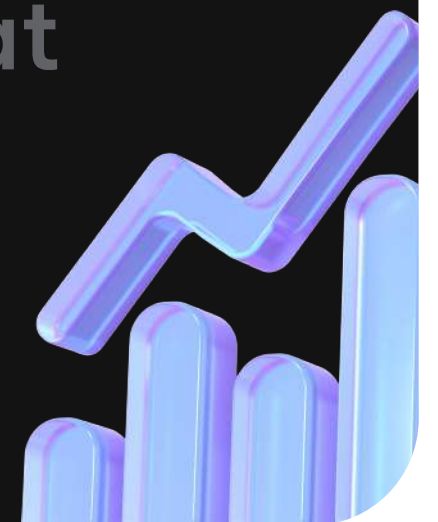
8.2% with AI

Top apps (50M+ downloads) use AI 8.2% of the time, **4 times** more often than less popular apps (<5K downloads).

The more AI features, the higher the chance to success.

We conducted a detailed study on AI adoption in fintech applications, incorporating fascinating data and key insights from research by the University of Cambridge.

Our findings highlight both current limitations and great opportunities for innovation in this sector.



The implementation of AI in fintech — what the data really shows.



Limitations

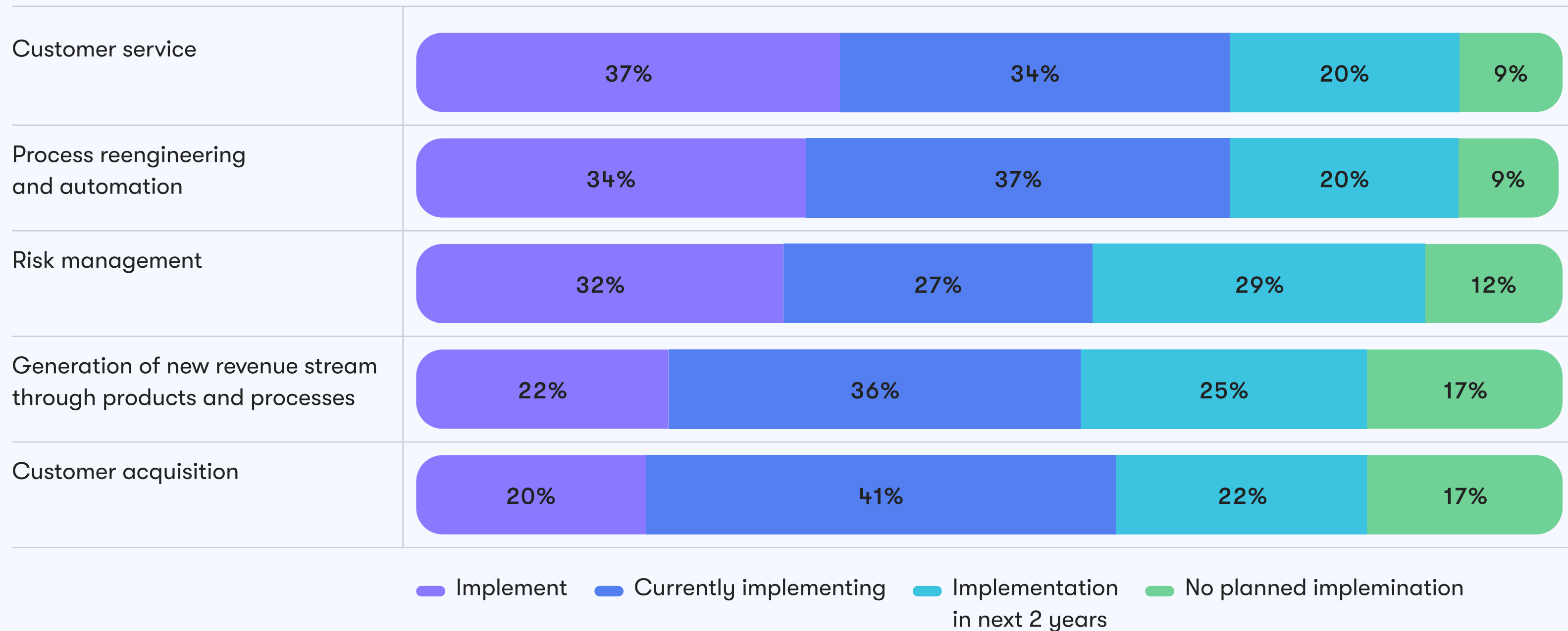
- From our dataset, **only 2.1%** of analysed apps currently use AI.
- Key financial services like **money transfers** and **loans** have almost no AI presence.
- **Only 28** apps use AI for forecasting, meaning most apps rely on static financial data.
- Most AI is basic: chatbots or financial calculators.

Opportunities

- **Huge space for AI differentiation** across categories.
- Using AI to analyse a person's **real financial behaviour** to decide on loans.
- Enable **personalised financial planning** with predictive insights.
- Opportunity to add AI in **risk analysis** and **AI-based learning**.

This area has a lot of potential for innovation — and proven to generate real revenue growth.

Limitations & Opportunities.



Overall AI adoption by application area.

AI affordability check

They built an AI system that looks at your real bank transactions to assess how much you can actually afford — not just your credit score.



How a Fintech startup beat the banks with AI?

The success of Abound reflects a broader trend in fintech: A shift toward using AI not just for customer support such as chatbots but for core financial decision-making like **risk assessment, affordability analysis, and financial forecasting**.

These are precisely the areas where AI adoption remains low **in our dataset**, highlighting a major opportunity to build smarter, more inclusive, and accessible lending systems.

Real-life example: London's fastest-rising Fintech stars.

AI in Fintech

The benefits of AI in fintech are clear, but without responsible oversight, the risks could outweigh the rewards.



The risky side of AI.

What Fintechs fear most?

A global survey found that:

Data privacy breaches, deepfake fraud and cyberattacks are top concerns, with **over 80%** of companies seeing these as serious threats.

“When you have a tool that pre-populates all the data and the movement in real time, while also remembering clients’ old investment preferences and helps in tailoring a plan for them quickly, it also allows advisers to do much more.”



Mary Erdoes

CEO of JPMorgan Asset & Wealth Management

Expert opinion #1.

“This widespread adoption of AI is positively affecting fintechs’ performance, with reported improvements in customer experience (83%), cost reduction (75%) and profitability (75%).”



World Economic Forum & Cambridge
Centre for Alternative Finance. (2025)

Expert opinion #2.

AI isn't the future — it's the present

AI is already bringing **profit**,
investment and increasing the **value**
of products for users today.



The market is changing fast: the popularity of AI apps is **growing exponentially**, forming new standards. Those who implement smart technologies now are not just winning the competition - they are building strong barriers that will not be broken through tomorrow.

Conclusion #1 — Key findings.

Practical Takeaways

- AI is still rare in fintech (**≈2.1% of applications**), but top-rated apps **use it 4x more often** than less popular ones.
- Apps with AI achieve higher ratings (**+10–23%**) and significantly more reviews and feedback (**+150–220%**), directly boosting trust and engagement.
- However, it's important to consider risks — **80%** of companies fear **data breaches**, **deepfake fraud**, and **cyberattacks**, making secure and transparent AI adoption essential.
- The Abound example shows that smart use of AI in **lending** and **scoring** can give startups a competitive edge over banks.
- The strongest impact comes from **AI chatbots**, **smart financial management**, and **personalized investment advice**.
- Huge potential remains in segments like **money transfers**, **loans**, and **risk analysis**, where AI is barely applied.

We help fintech companies create, improve, innovate, and bring mobile applications to market both with and without AI integration, enabling them to become competitive players.

Here are some of our recent clients' reviews.



Look what our clients say.



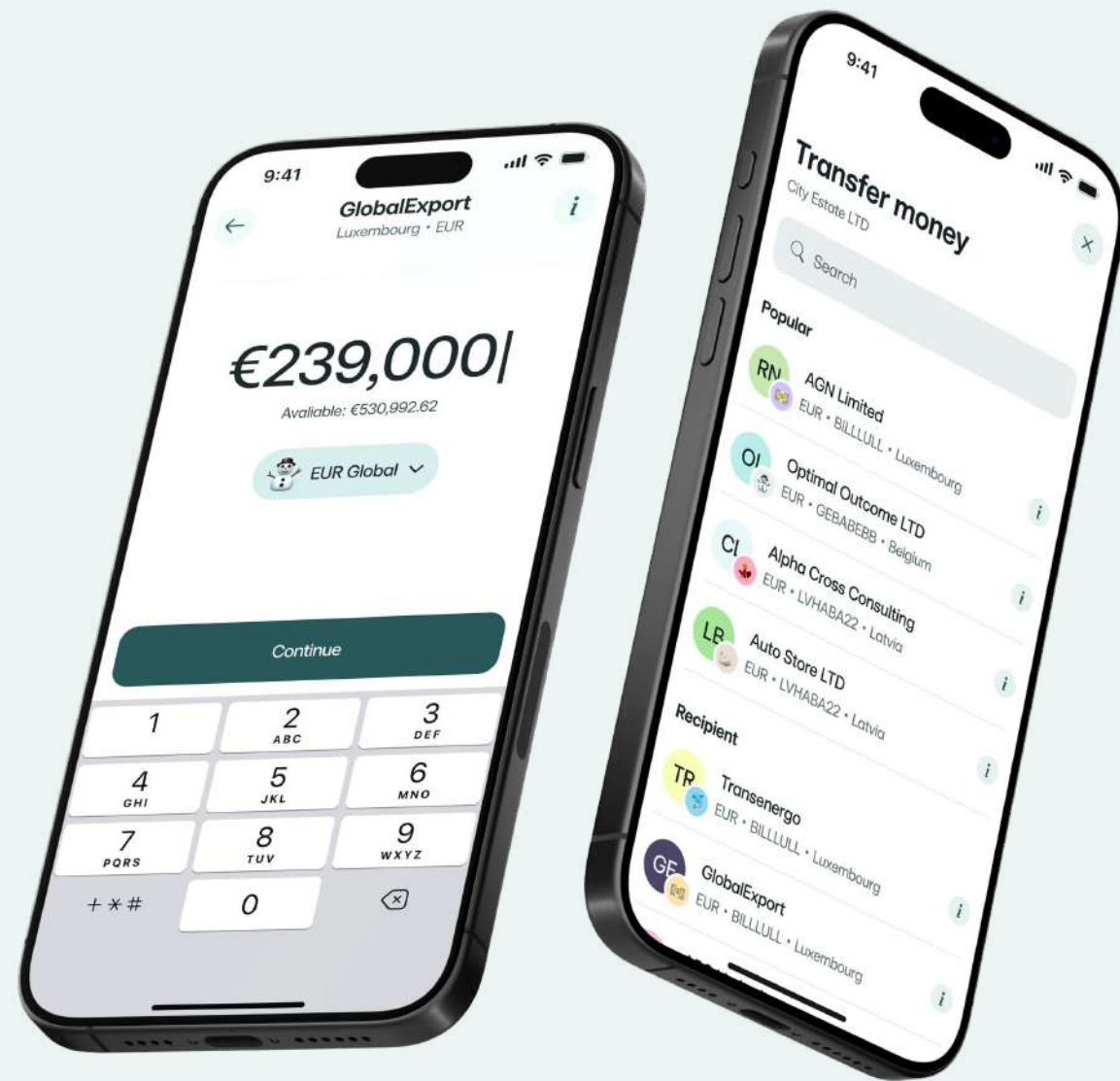
Features we've integrated

- Face ID Secure authorisation
- Multiple account management
- Simplify transfer flow
- Payment notifications
- Currency swap feature

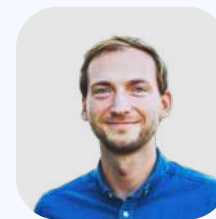
Read the full case [here](#)



3S Money – Business account and payment platform.



“To the client’s delight, the app’s adoption rate has been exceptional. Chili Labs organized approach enables them to manage tasks effectively and consistently adhere to timelines. What distinguishes the team from other providers is their collaborative nature and ability to adapt to changes.”



Eduards Prieditis

Head of Product, 3S Money

3S Money – Client testimonial.

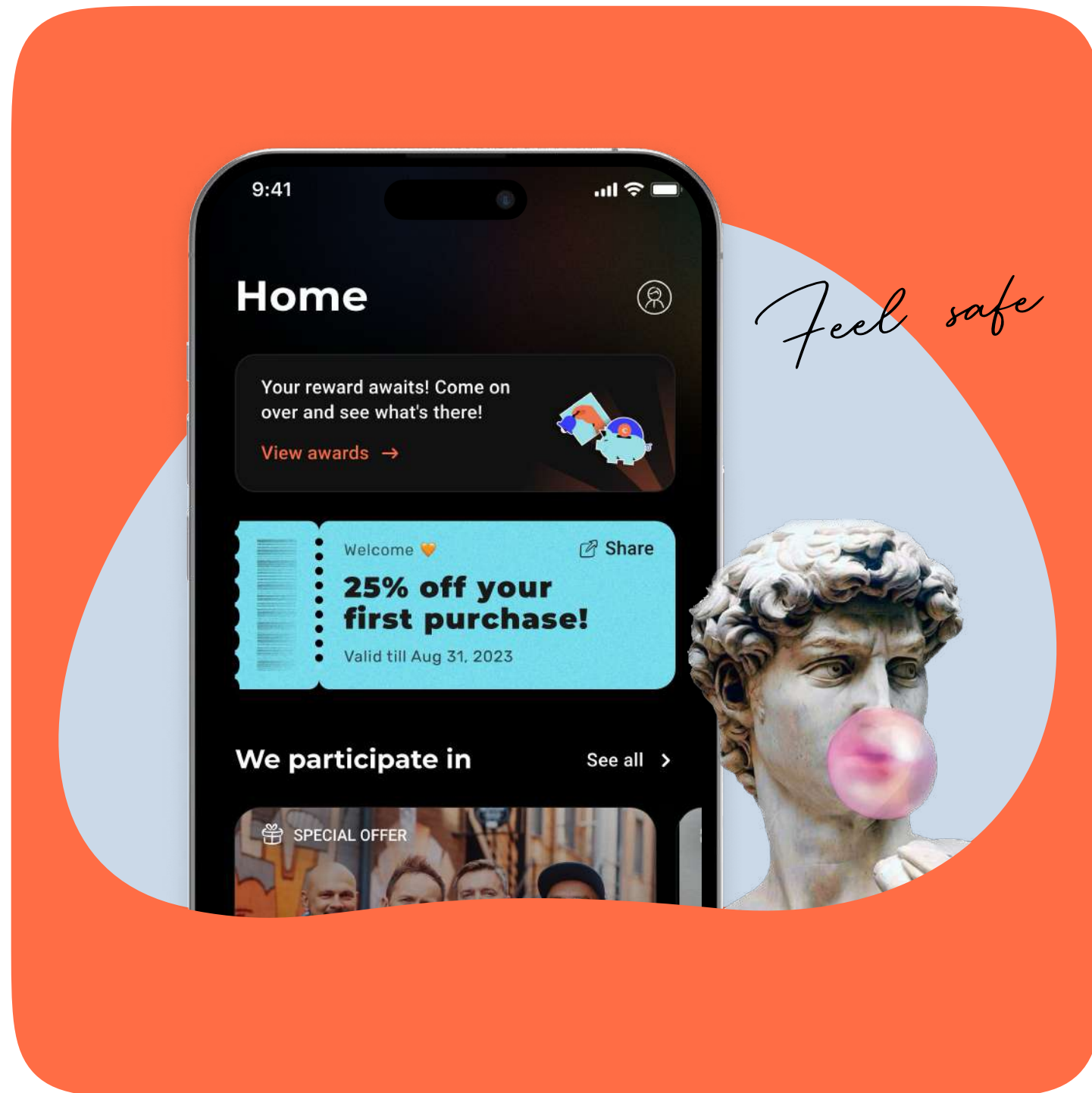


Features we've integrated

- Digital only insurance purchase
- Submit a claim online
- Dark / Light theme to work for everyone
- Gamification

Read the full case [here](#)





“Chili Labs’ work received positive feedback from the client due to its user-friendly design and scalable interface. The team was highly responsive and transparent from a workflow standpoint, and internal stakeholders were impressed with Chili Labs’ personable and solutions-based approach.”



Board Member
Balcia Insurance

Balcia — Client testimonial.

Our expertise brings your ideas to life

Let's discuss your FinTech app?



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Get in touch