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FinTech App Report.2026

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Over the last 10 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, North America and the rest of 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!”



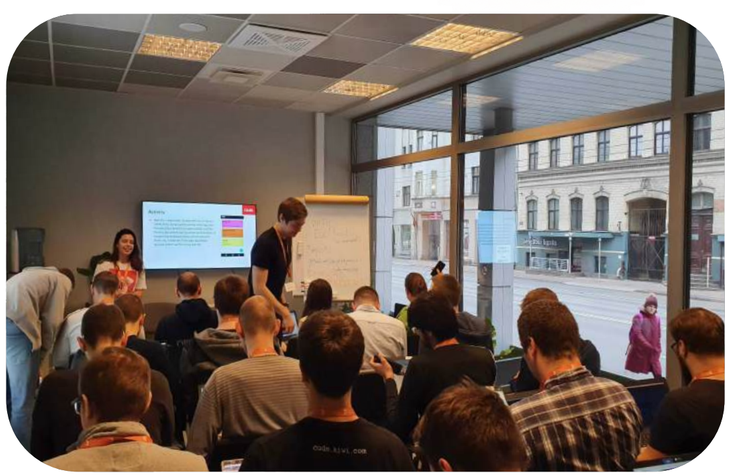
Vyaceslav Kreidikov
CEO of Chili Labs 🌶️

Why we did it?.



50+

Talented team members





10+

Years of successful operations

Our team.

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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.

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Why do some FinTech apps perform better than others?



Data collected from publicly available sources

Unique Play Store IDs: **7,408** 29,01% of total

Unique App Store IDs: **11,055** 43,29% of total

Apps Available on Both Platforms: **7,073** 27,70% of total

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

Total FinTech Apps: 25 536

Data from May 2025 till May 2026.
Tops formed through analysis of App Store data, SensorTower, and AppMagic.



Statistical data of FinTech Apps.

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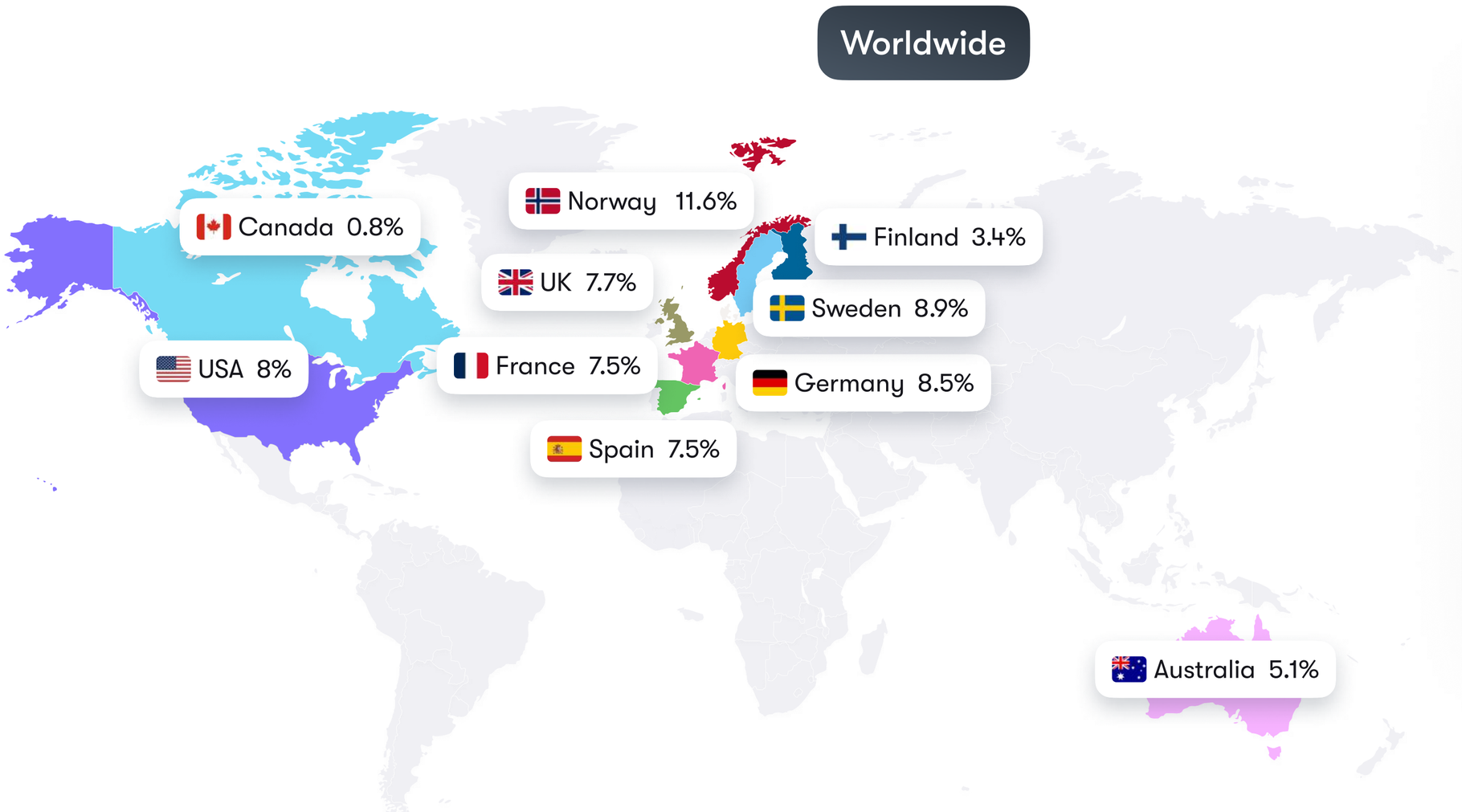
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Data by Regions & Countries



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Top 5 countries

Norway	11.6%
Sweden	8.9%
Germany	8.5%
USA	8%
UK	7.7%

Apps publisher countries worldwide.

11,6% App

This year's dataset shifts more attention toward European FinTech mobile apps, particularly those from Scandinavia and the Nordic countries.

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

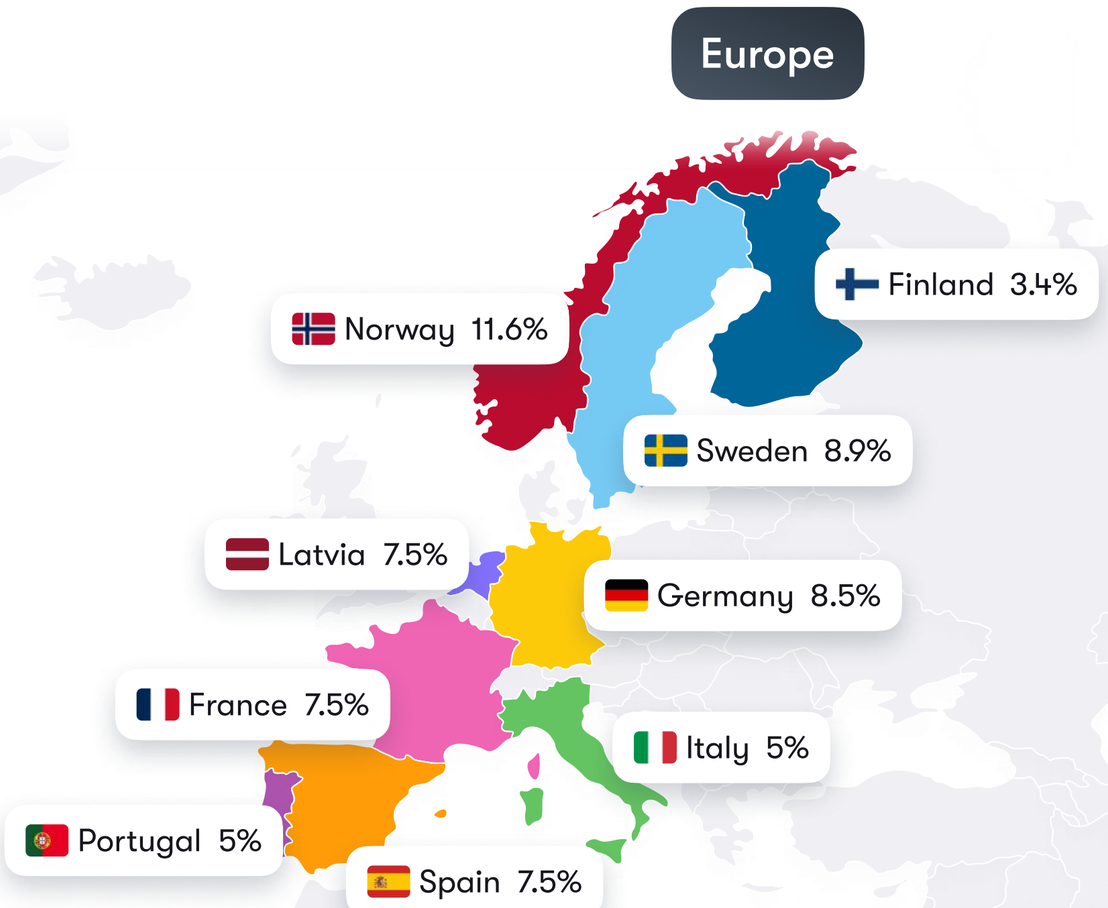
- Norway combines high digital banking adoption, strong consumer trust in financial technology, mature open banking infrastructure, and government initiatives that actively support digital innovation. The result could be an ecosystem that naturally encourages the creation of more FinTech mobile products.
- Another factor worth mentioning is how we collected the data. In most cases, app location was determined by the publisher's headquarters. As a result, a single Norwegian FinTech company with several mobile products could appear multiple times in the dataset.



Surprising App rankings.

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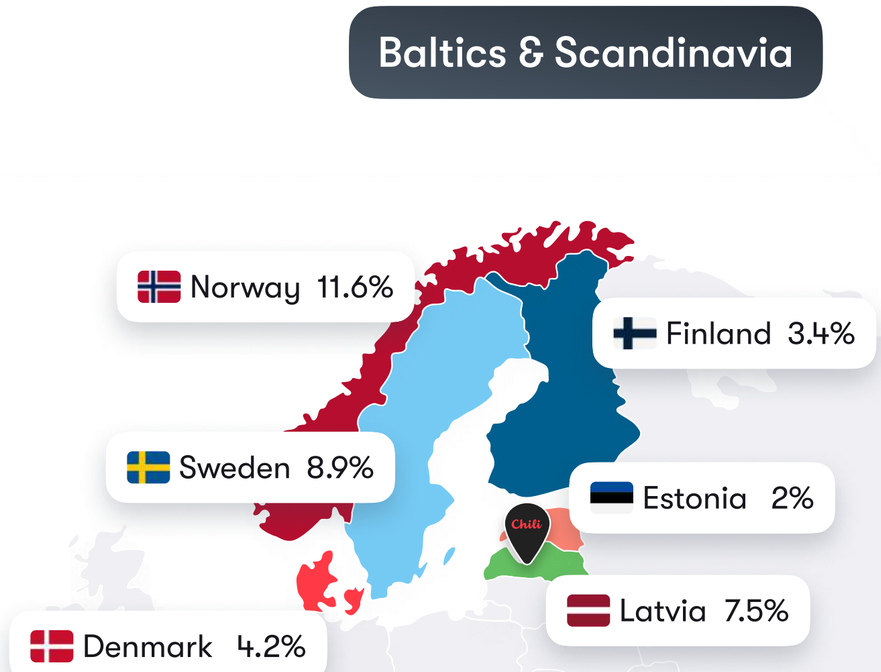
Top 5 countries

Norway	11.6%
Sweden	8.9%
Germany	8.5%
Latvia	7.5%
France	7.5%

Apps publisher countries in Europe.

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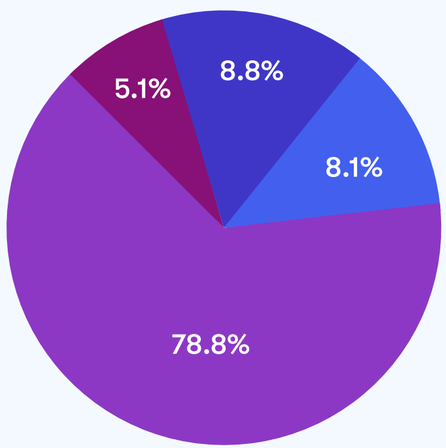


Top 5 countries

Norway	11.6%
Sweden	8.9%
Latvia	7.5%
Denmark	4.2%
Finland	3.4%

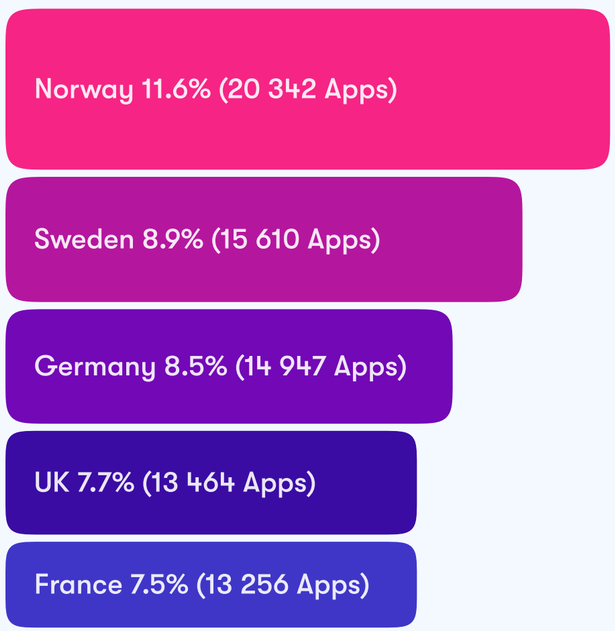
Apps publisher countries in the Baltics and Scandinavia.

Top publisher apps by continent worldwide

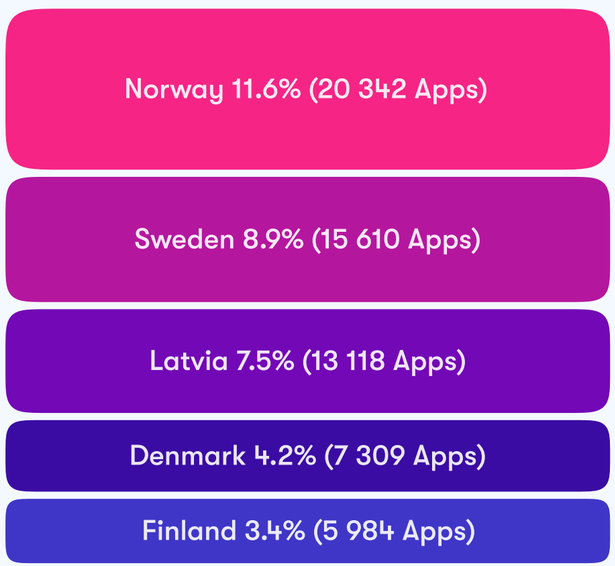


- Europe 78.8%
- North America 8.8%
- Australia 5.1%
- Others 8.1%

Top publisher apps by country in Europe



Top publisher apps by Scandinavia & Baltics



Visual summary of statistical data.

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Already have a FinTech app?

We'll help you understand how it performs compared to other products in the market.

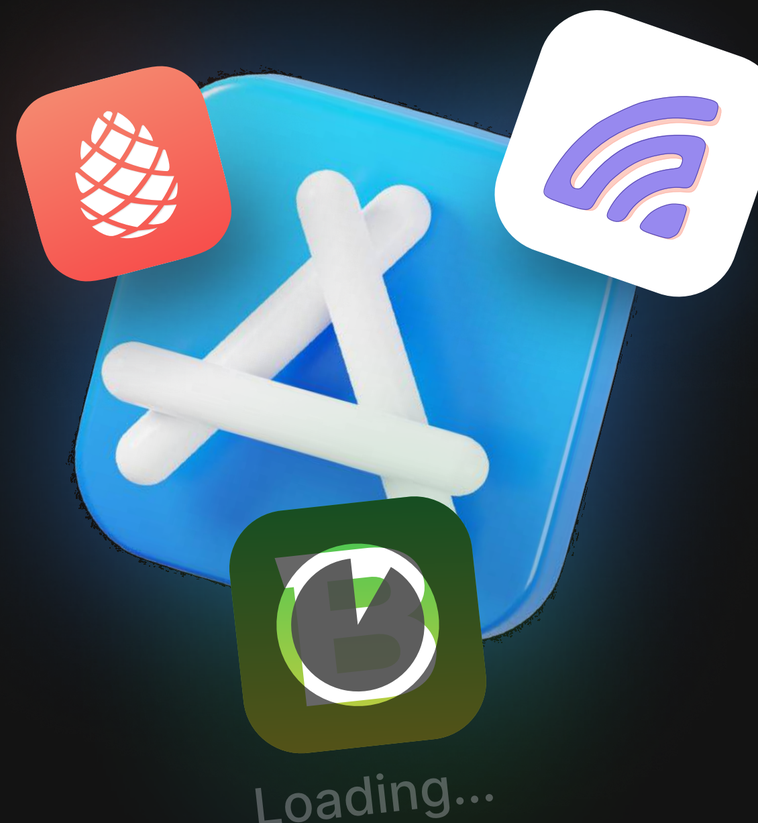
Contact us



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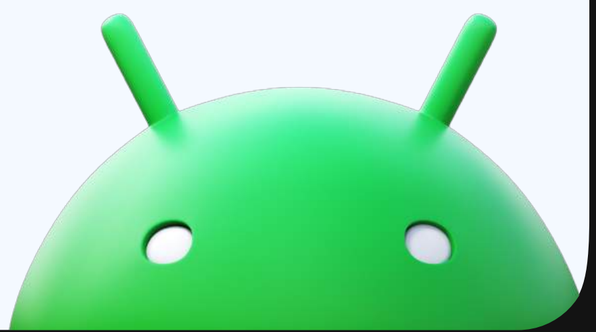
Download Trends Overview

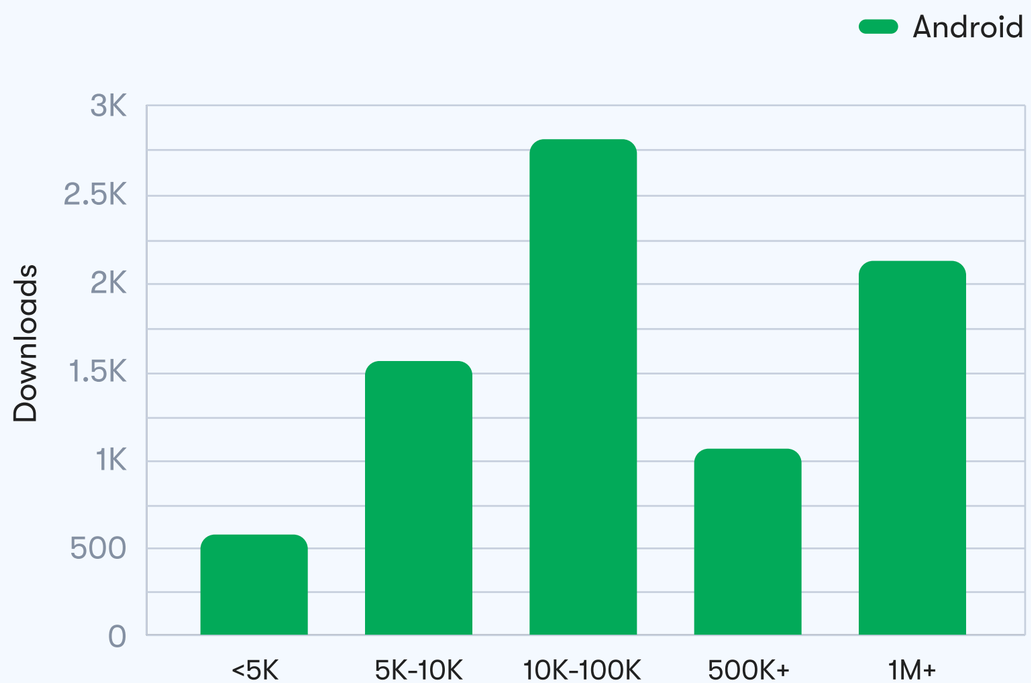


Disclaimer.

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.



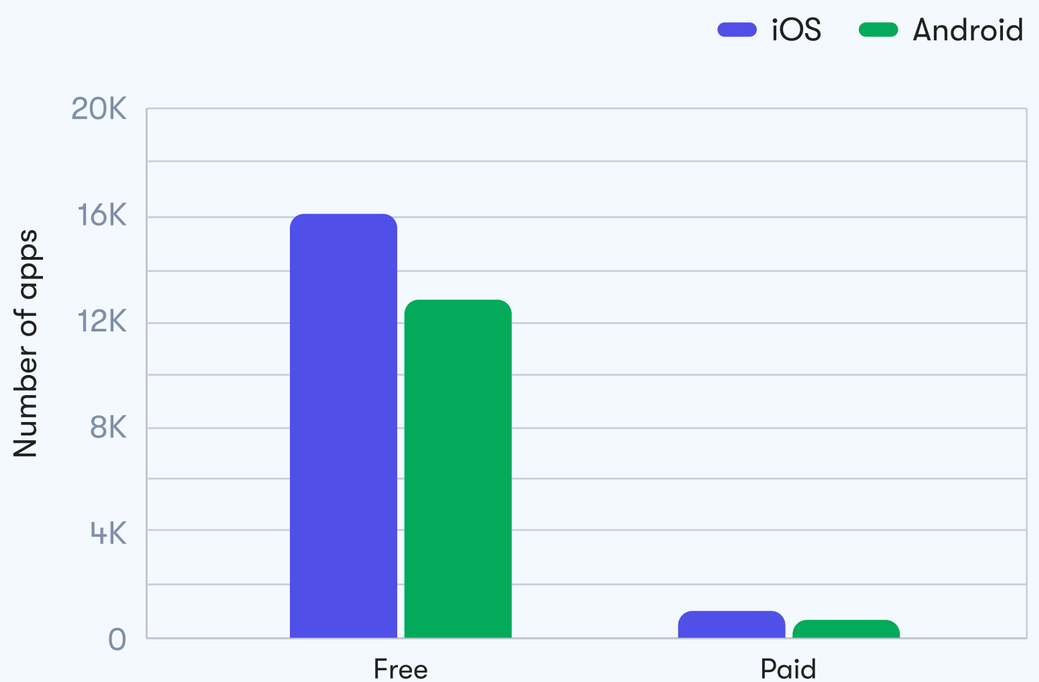


Around **80%** of **Android** apps have more than **5,000** installs per month.

Around **60%** of Android apps have more than **10,000** installs, while only **35%** reach **100,000+** installs.

The Android app market is highly competitive: while many apps remain below 100K installs, top-performing apps reach millions or even billions of installs.

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 **1.5 times** more paid apps than apps available on **Play Store**.

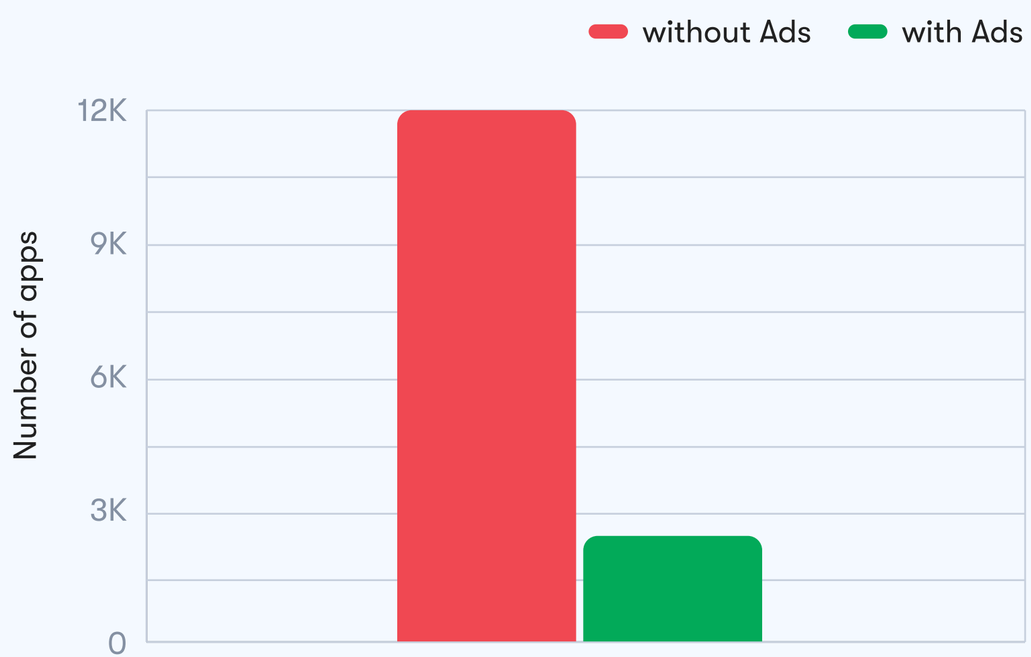
Free vs Paid Apps.

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Great features, works perfectly, super useful — 1⭐ because it’s not free.

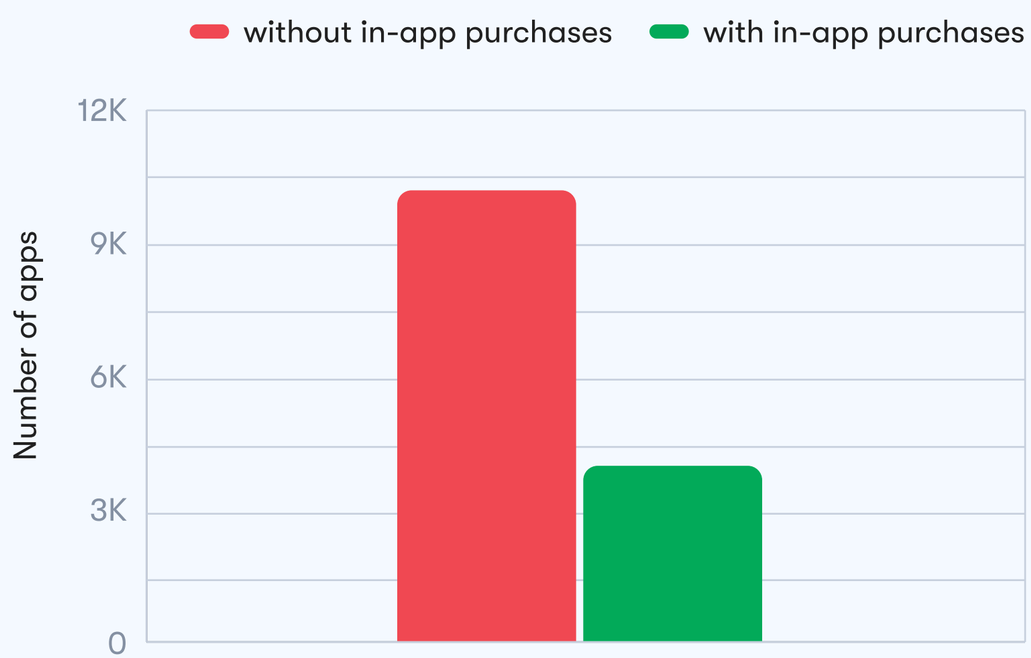




More than **82%** of the apps in this dataset do not generate revenue through ads.

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

Apps using paid advertising.



Surprisingly, about **70%** 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 real-world services or commissions.



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



Most apps start with a sweet spot:
$0.01 - $1.99

This is the **most common price range** for first in-app purchases. Our data also shows a clear correlation between the number of apps and the entry price: fewer apps offer higher-priced initial purchases.

Minimum prices for in-app purchases.

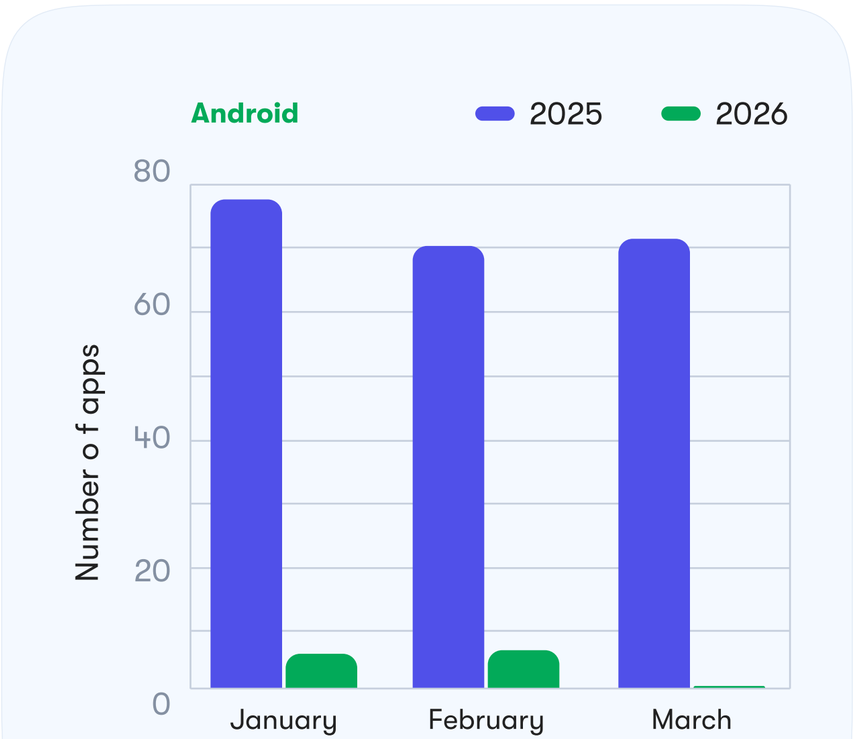


Many apps go big on the high end: $30 - $200 and beyond.

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.





App releases **reached a new peak** on iOS at the end of **2025**. However, in the first half of 2026, they dropped to almost zero across both app stores.

What's behind the drop 🤔

IOS & Android app releases (in the first quarter of the year).

Data source ↗

Stricter App Store & Play Store policies

Apple and Google tightened store rules, focusing on quality, security, and spam reduction. Low-quality and duplicate AI-generated apps are rejected before release.

1.

Harder review and testing process

Submission requirements became stricter, with longer reviews, mandatory testing, and developer verification. Small or experimental apps fail or never reach production.

2.

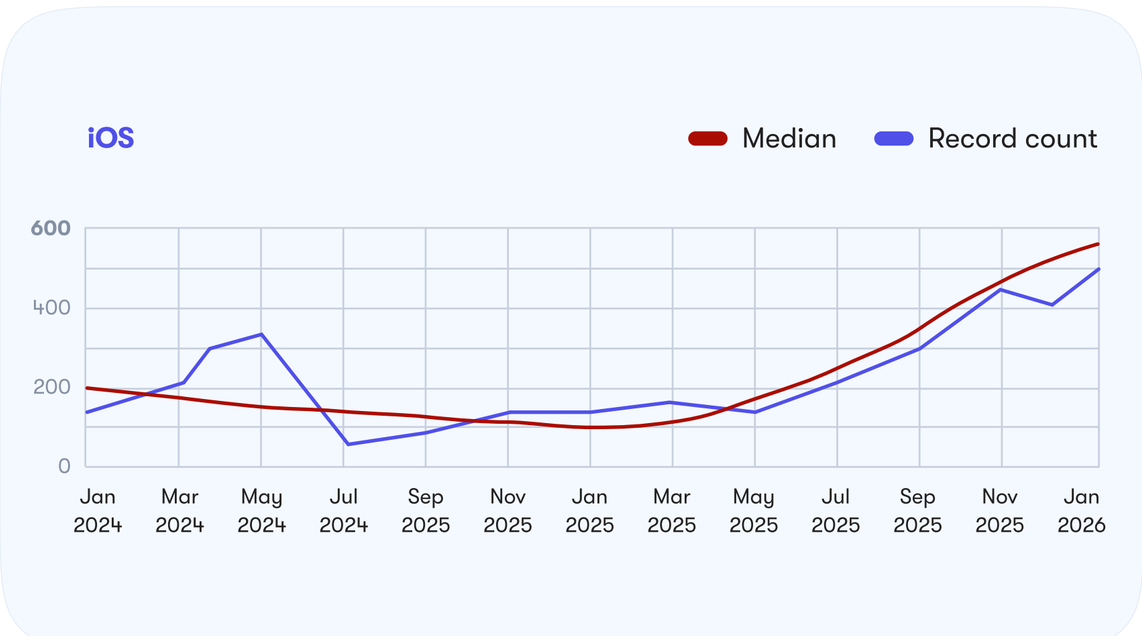
Shift to Quality-First ecosystems

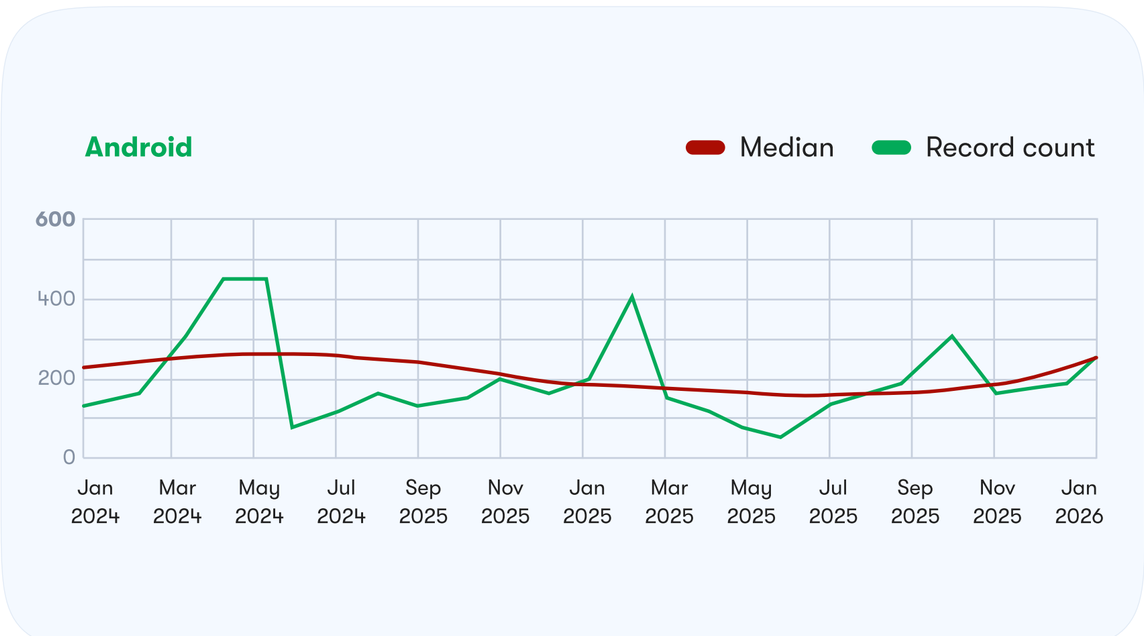
Both stores are removing low-value apps and prioritizing higher-quality software. This reduces the number of new releases while increasing overall app quality standards.

3.

Why fewer apps are being released?

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





iOS and Android updated (last 2 years).

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

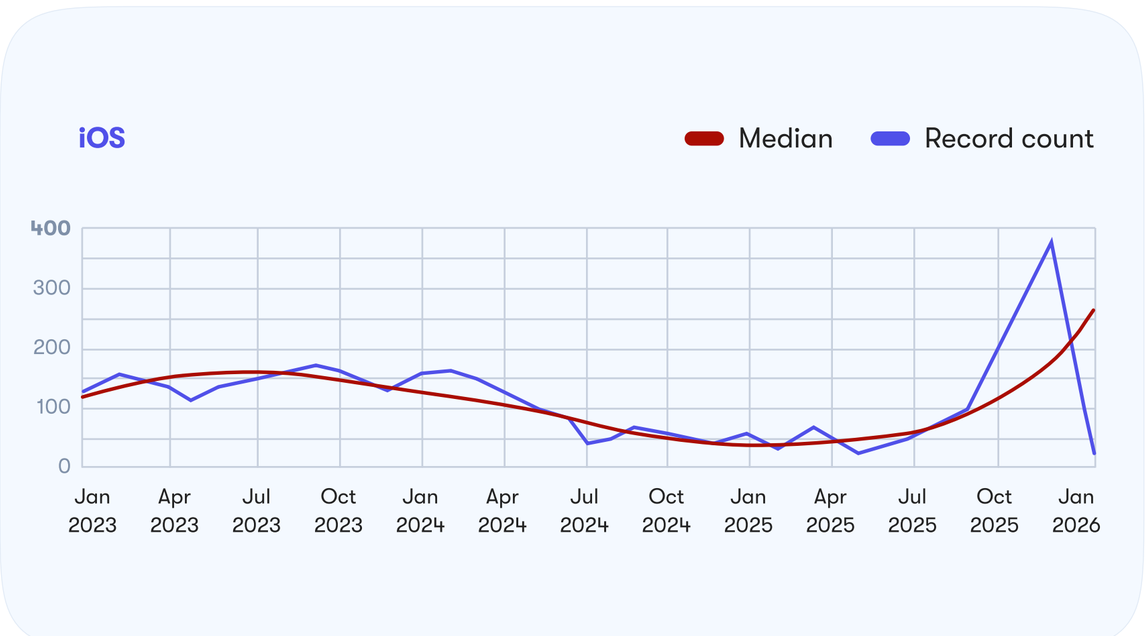
- Every time Apple or Google rolls out a new rule — whether it’s about SDKs, privacy policies, or permissions — **developers rush to update their apps before the deadline**.
- That's why we see **huge spikes in activity**, especially around **May 2024** and **early 2025**.
- The situation in **2026** looks different. We see a more gradual **increase in update activity**, which may indicate that **publishers were preparing earlier for stricter requirements**, particularly related to app store compliance.

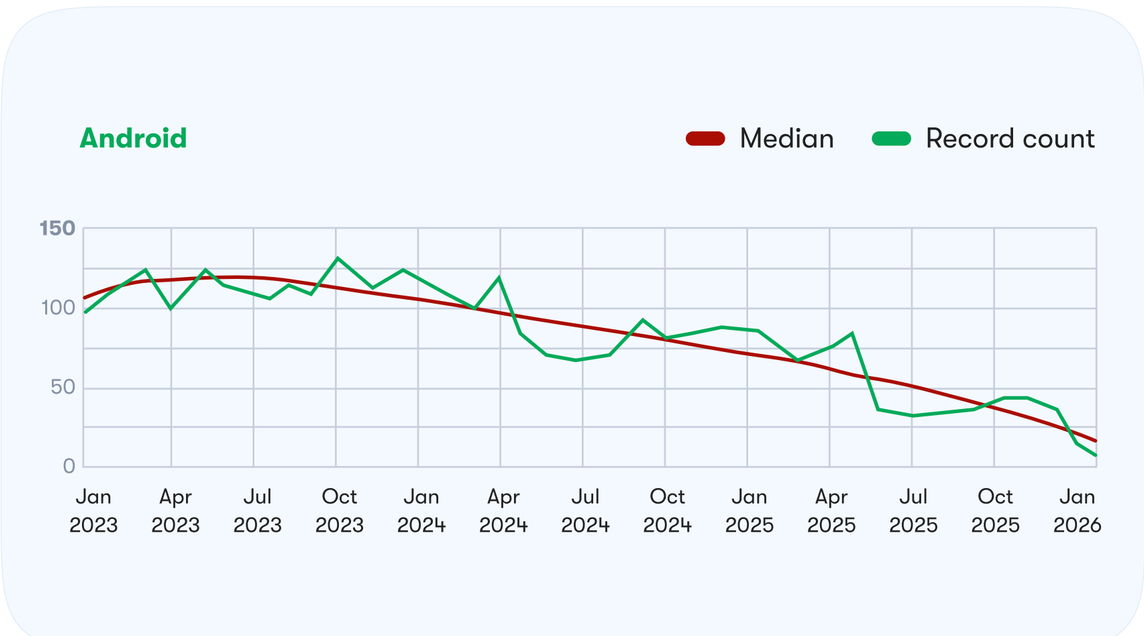
iOS and Android updated (last 2 years).

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Fewer Apps are being **released** in the last 3 years!





iOS and Android released (last 3 years).

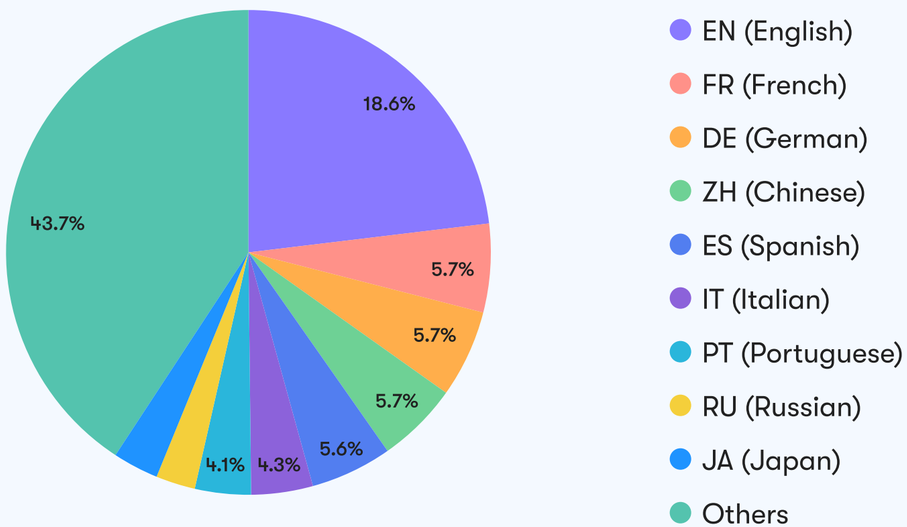
The 3 year decline in app releases briefly reversed, at least on iOS.

— What's Driving This Trend?

- **Stricter Store Policies.** Apple and Google continue raising quality standards, reducing the number of low-quality and duplicate apps. AI-generated apps have also become subject to stricter review.
- **A more mature market.** Publishers are focusing on growing and monetizing existing apps instead of launching new ones.
- **Higher Competition & Development Costs.** Rising acquisition costs and stronger competition make companies more selective about new app launches.

iOS and Android released (last 3 years).

iOS language distribution



Impact of localization

While English remains a major language, it only accounts for **18.6%** of apps on the App Store.

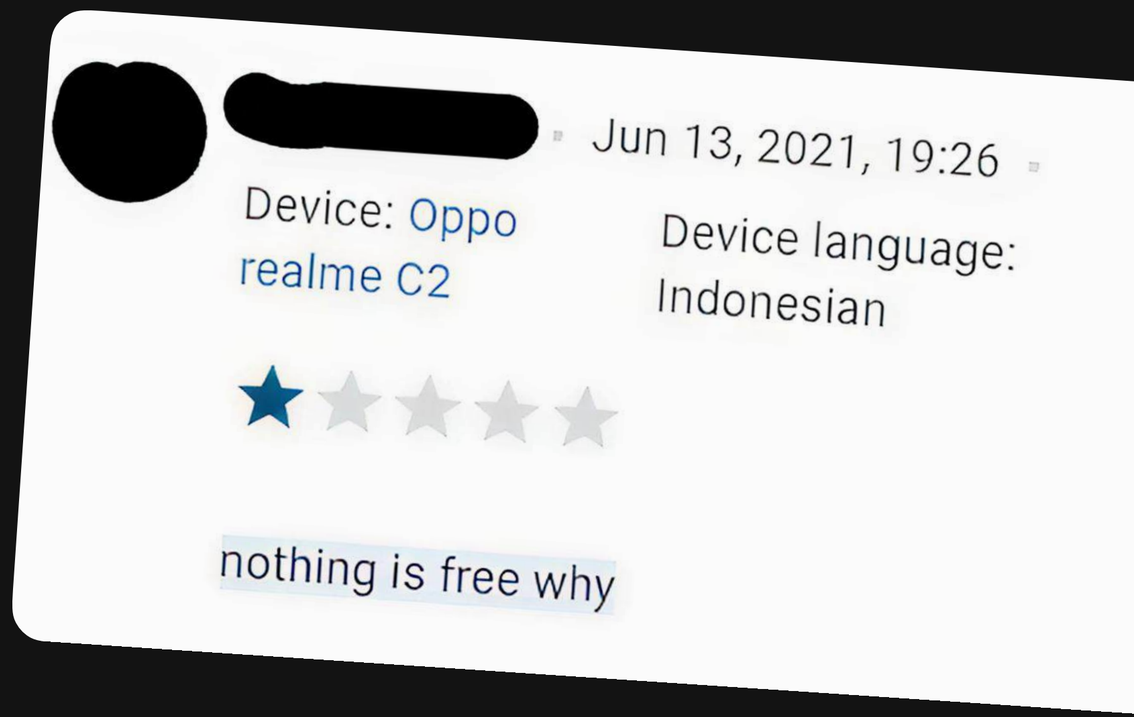
Even more impressive is that **43.7%** of apps fall under “**Other**” languages, suggesting localisation efforts targeting smaller or region-specific audiences.

Global language distribution of iOS Apps.

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User Review Insights



Volume of Reviews

Our data shows a clear trend...



Negative reviews: **470,613** — **59,4%** of 792,686

Positive reviews: **322,073** — **40,06%** of 792,686

Clearly, negative reviews outweigh positive ones.

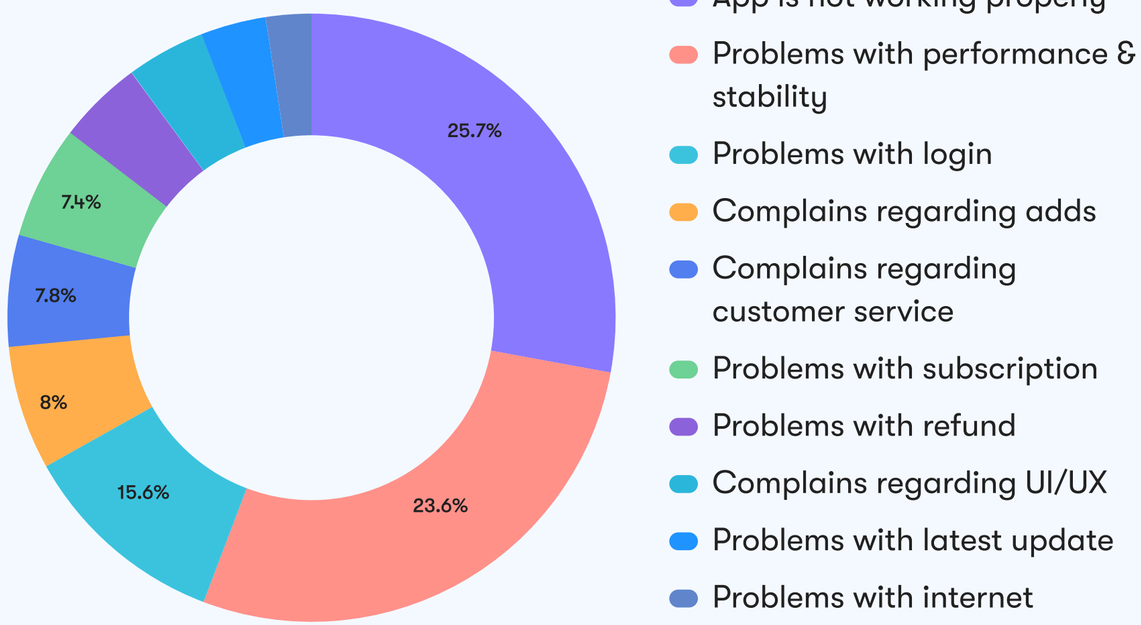
It's human nature — when something goes wrong, people speak up.

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

Summary.

Most negative feedback is concentrated around app reliability. 👎

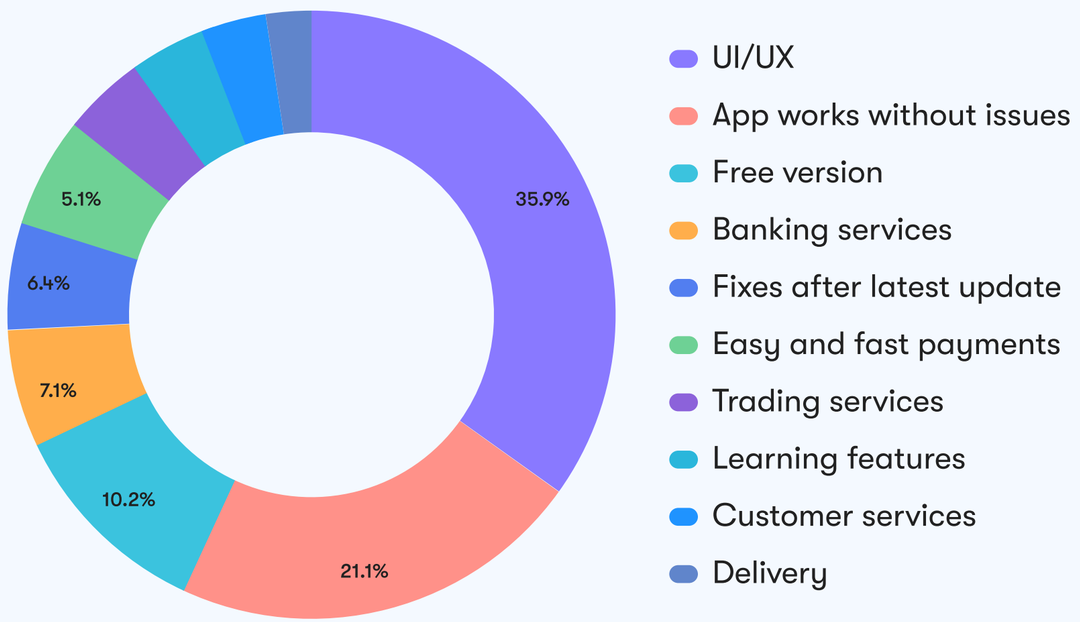
Users primarily report **performance & stability** issues, followed by **login problems**. The remaining complaints are spread across payments, subscriptions, customer support, and UI/UX, indicating that technical reliability has the greatest impact on user satisfaction.



Top 10 negative reviews topics.

An intuitive experience and an attractive interface drive positive sentiment. 👍

Users most frequently praise the app's **smooth experience, Eye-catching UI**, and **free features.** Fast payments and well-designed banking features further strengthen overall satisfaction.



Top 10 positive reviews topics.

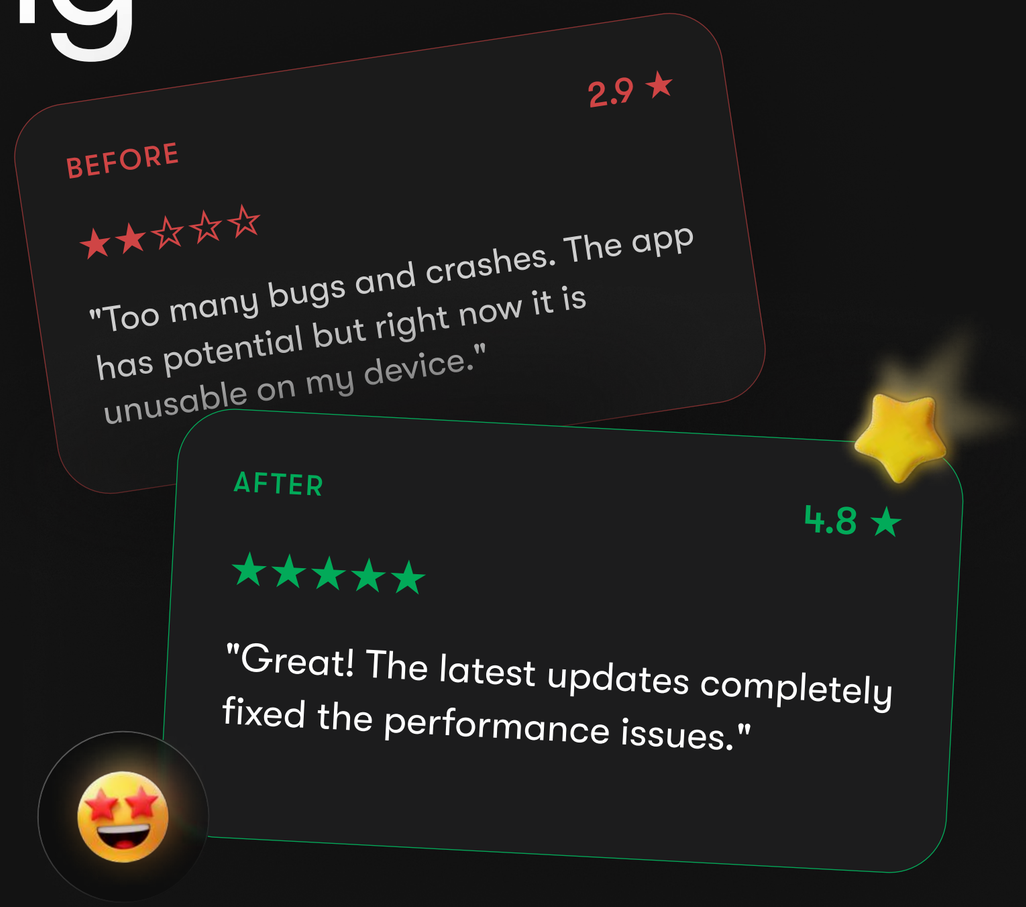
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Bad reviews holding your app back?

We'll help. Measurable results in as little as **3 months**

Contact us



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Rating & Stats



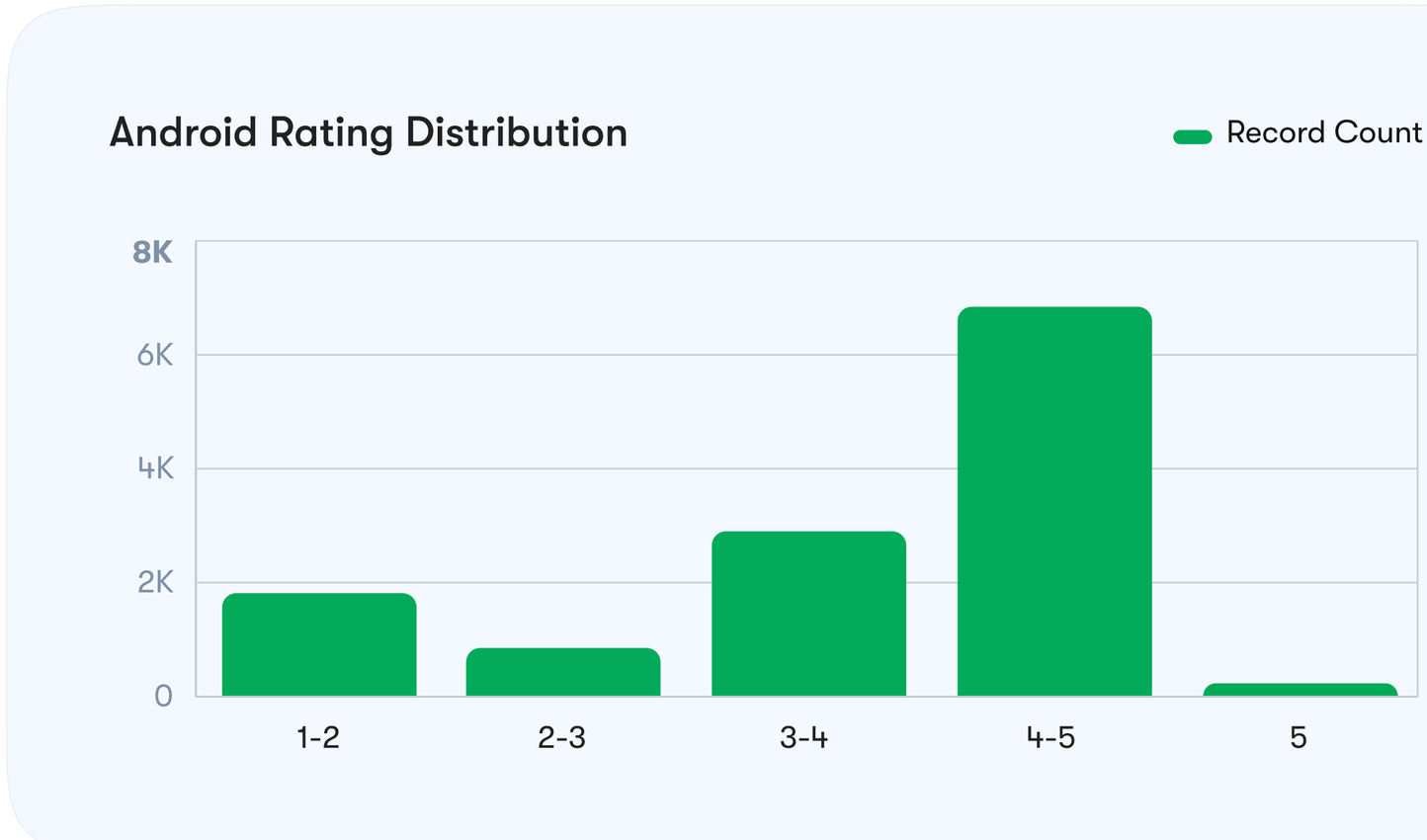
Average Rating

3.5 of 5 ⭐

Rating count: 183.2K

Reviews count: 34K





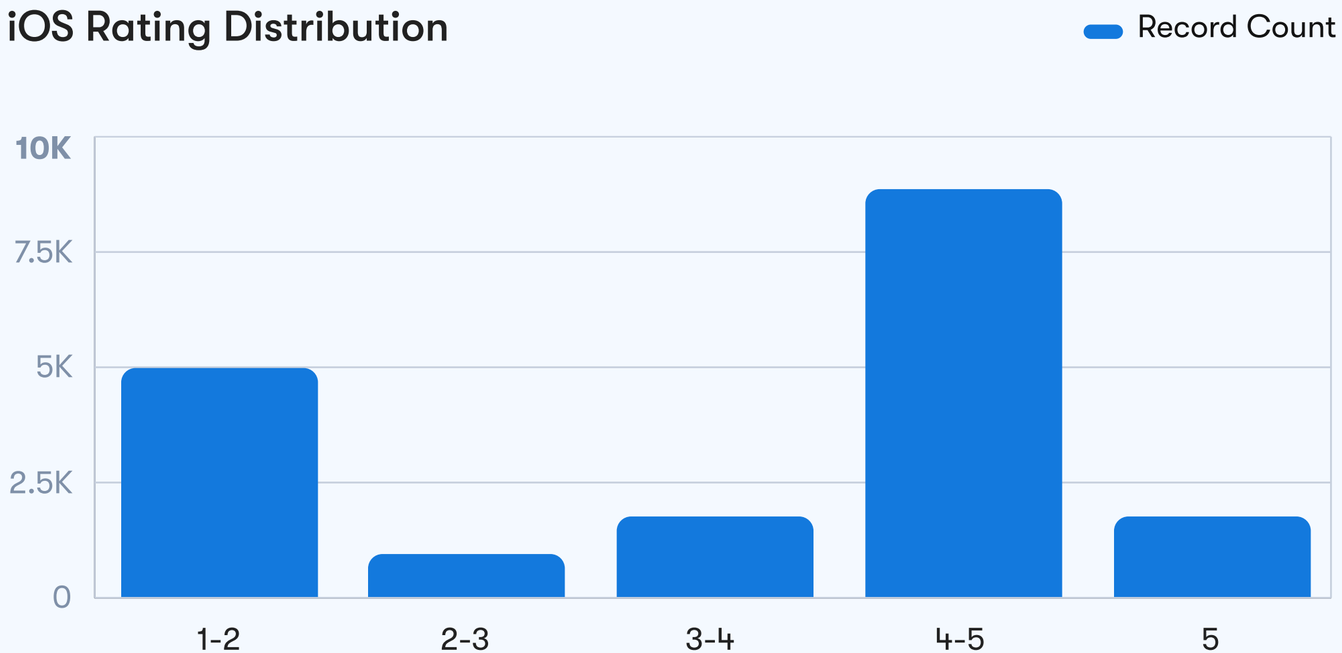
Average rating of FinTech apps in the Google Play.

Average Rating

3.2 of 5 ⭐

Rating count: 19.8K

Reviews count: 19.8K



Average rating of FinTech apps in the App Store.

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App Store Optimisation

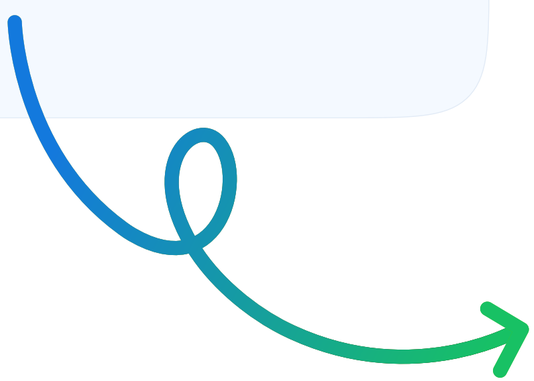


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What is ASO?

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



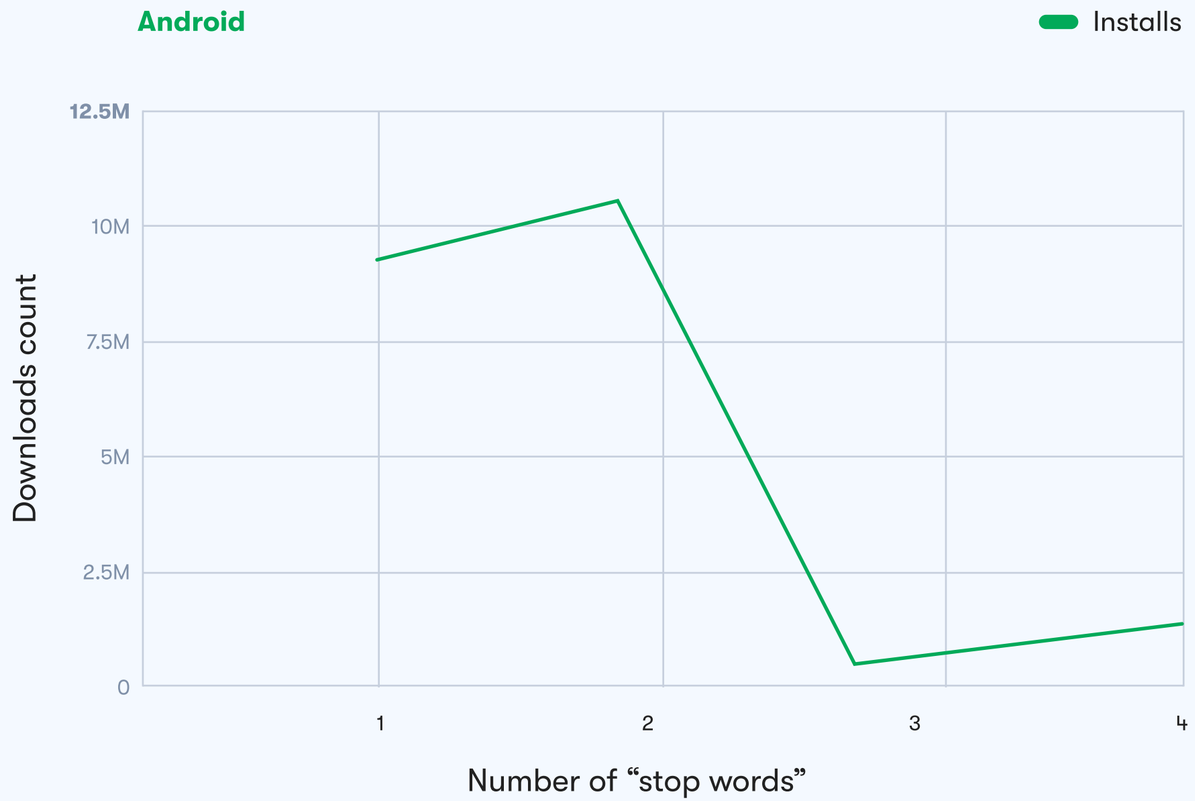
Stop words.

Average downloads by stop word count in title

The Sweet Spot: Apps with 1 or 2 stop words dominate the field, averaging right above 10M installs.

The Cliff: Add 1 more filler word, and performance plummets. At 3 stop words, average downloads drop to under 1M.

The Flatline: At 4 stop words, the numbers stay buried, barely crawling back to 1.5M.



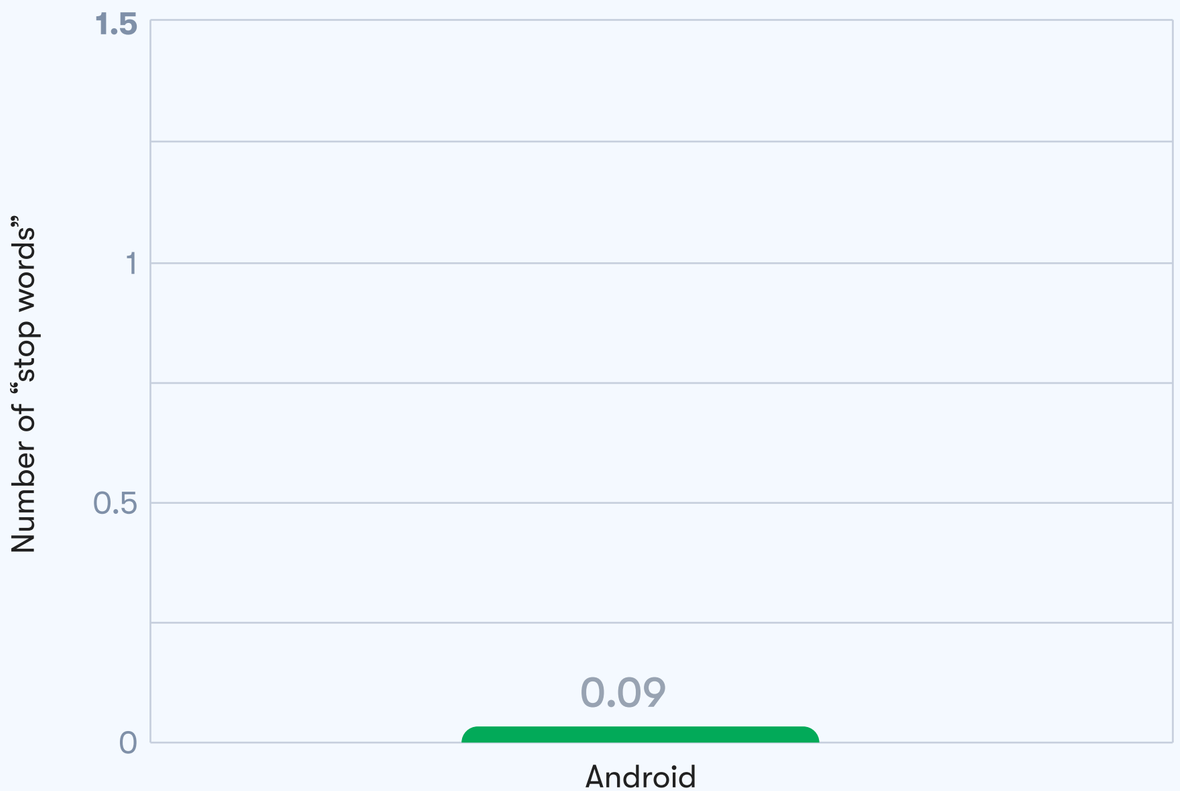
How stop words impact the app downloads.

Data source ↗

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.

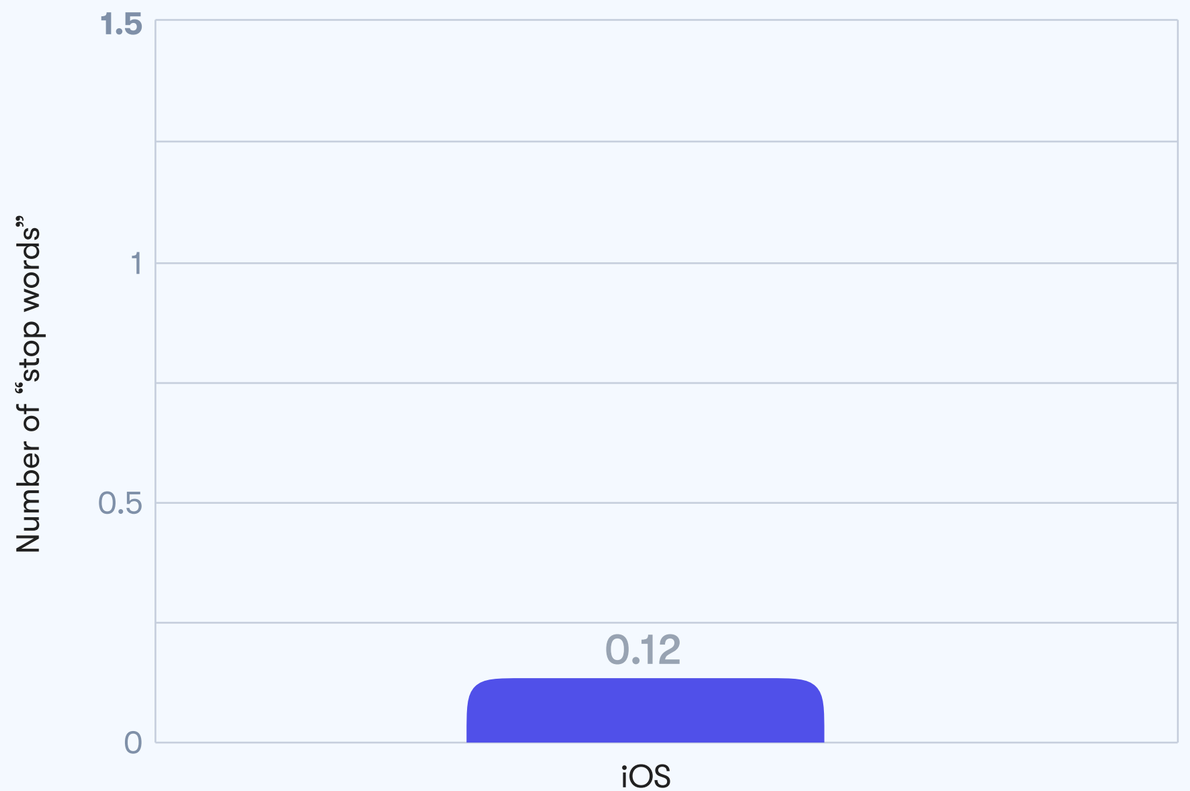
Data source ↗

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.

Average stop word usage is now nearly identical across iOS (0.12) and Android (0.09).



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

- Although both platforms now show very similar stop word usage, **their search algorithms still work differently.**
- On **iOS**, search ranking is driven mainly by metadata such as the App Name and Subtitle, encouraging concise keyword-focused text.
- On **Android**, the full app description continues to influence search visibility, allowing developers to use more natural language where appropriate.
- Despite these differences, current publishing practices have resulted in **very similar stop word usage across both platforms.**

Disclaimer on “Stop word” differences.

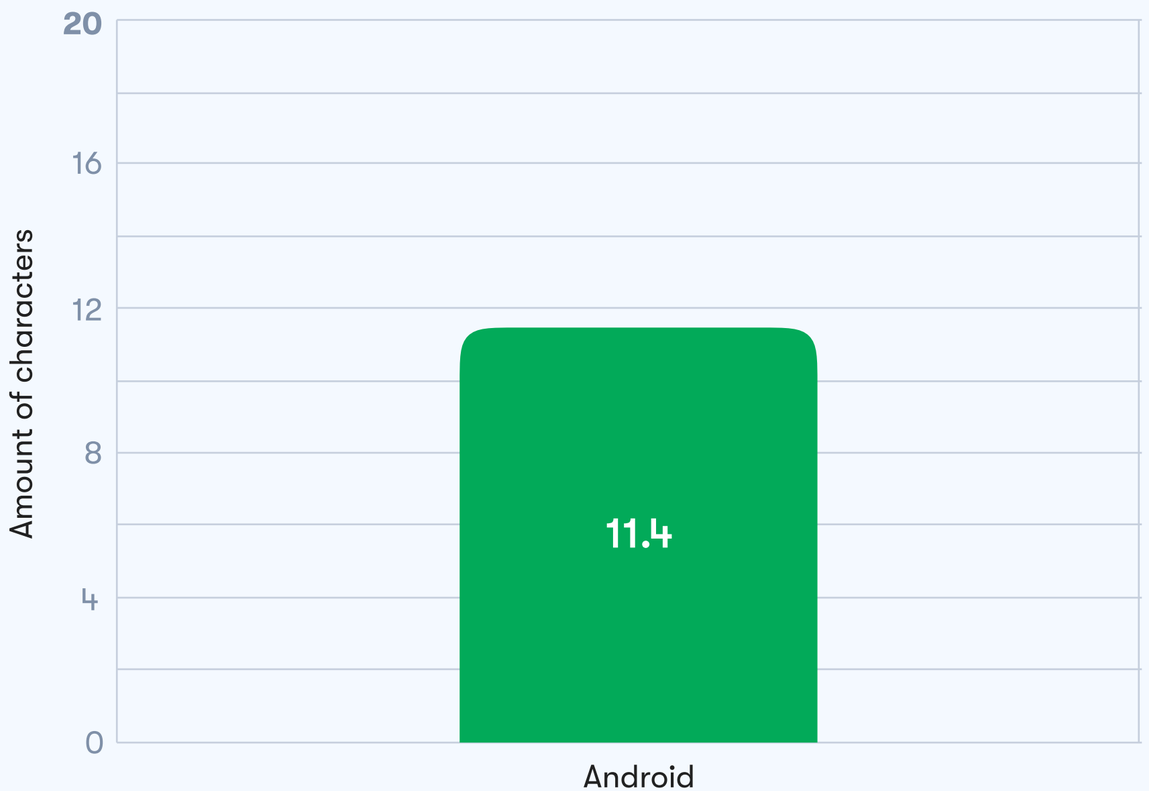
Data source ↗

How much title space goes unused?

Most Android apps don't use their full title space — leaving around **11.4** 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.



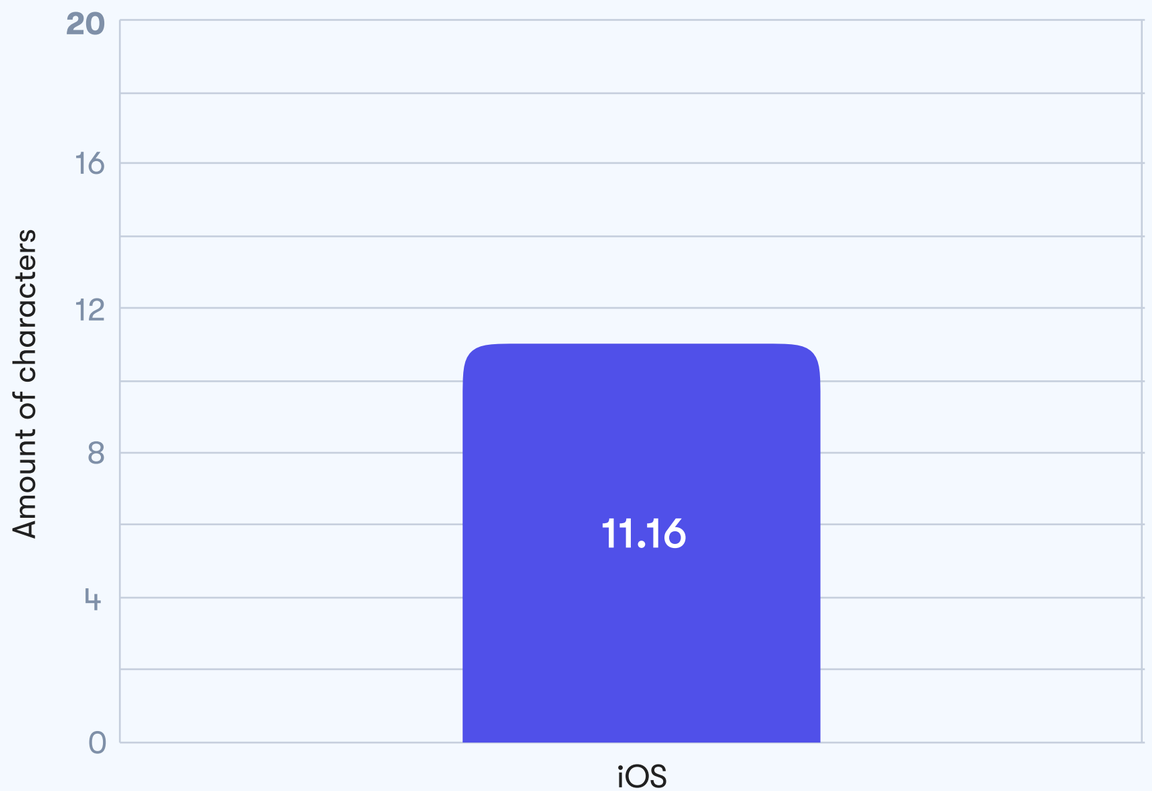
Title space optimisation in Android apps.

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.

Check where your app stands

We'll review its ranking, ASO performance, and uncover opportunities for growth.

*Contact us

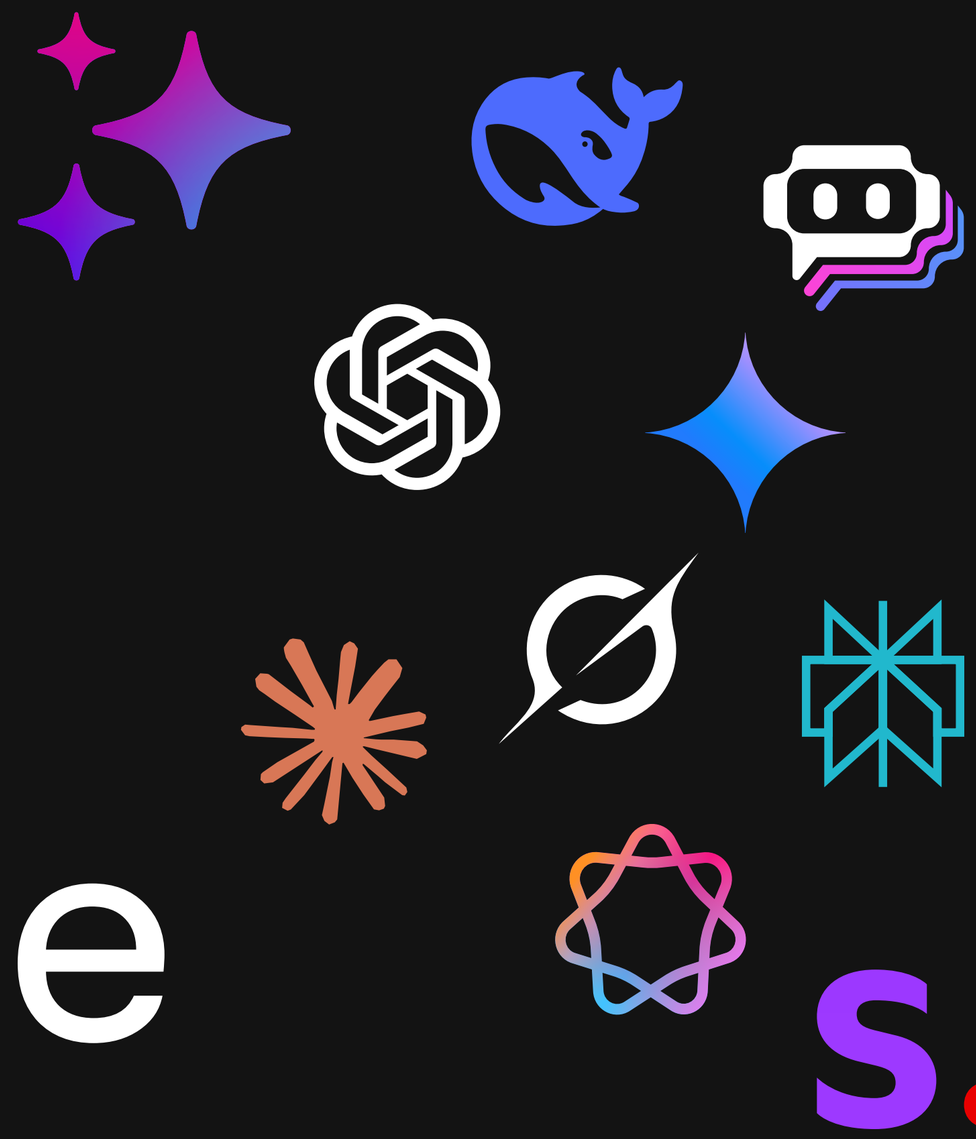


We'll help you with your App.

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Artificial Intelligence





What to know before interpreting the AI Results:

- The dataset contains **25,536** apps, of which **only 2,072 (≈8.1%) were identified as using at least one AI feature at the time of data collection (April - May 2026).**
- Since the sample of AI apps is 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 **25,536** 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.



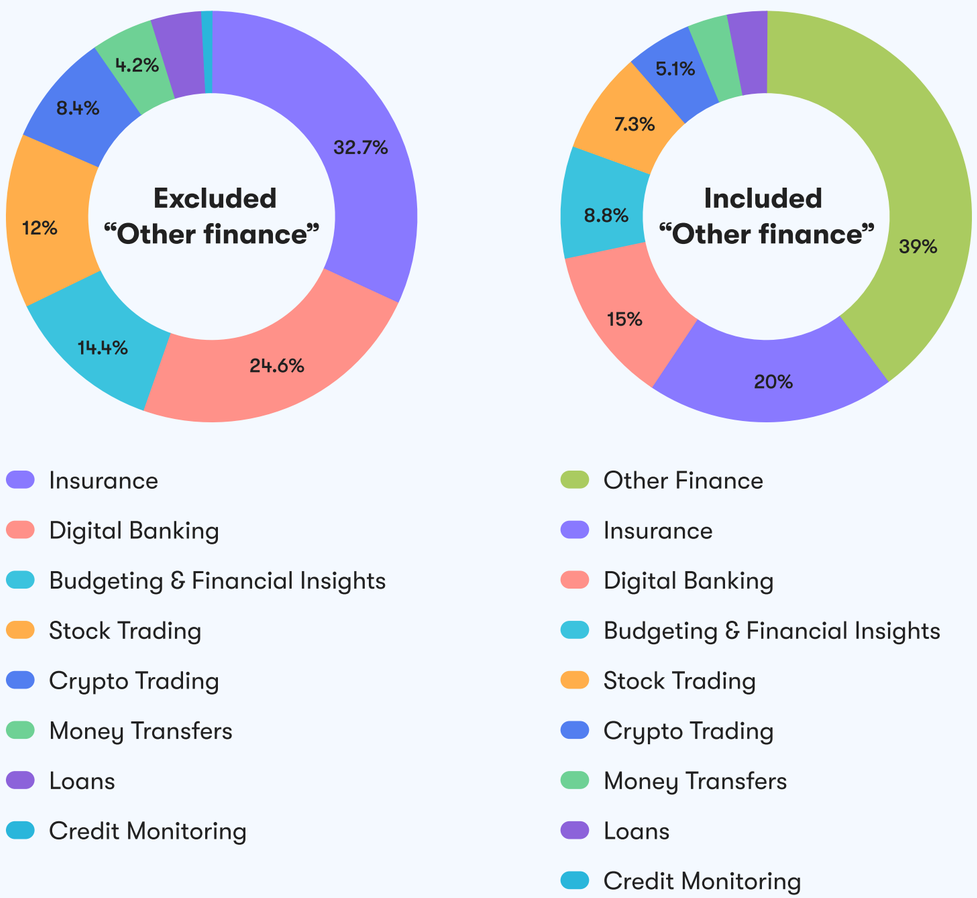
AI feature Impact

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.



Top 5 Financial App categories:

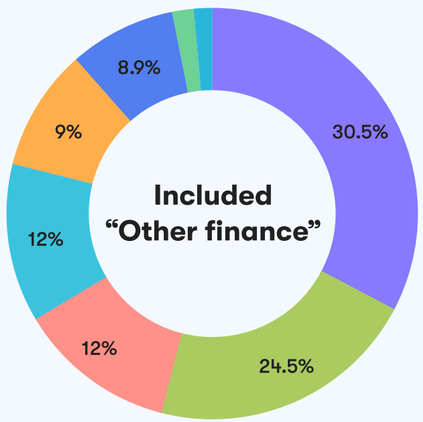


1. Insurance
2. Digital Banking
3. Budgeting & Financial Insights
4. Stock Trading
5. Crypto Trading

Most influential App features.



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



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

Top 5 Financial Apps with AI:

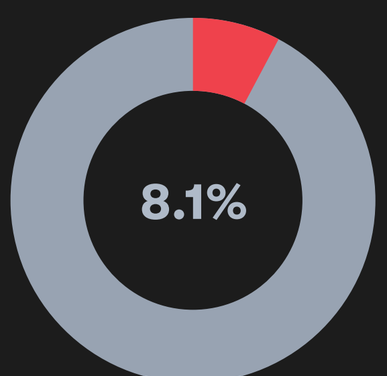


1. Insurance
2. Budgeting & Financial Insights
3. Stock Trading
4. Crypto Trading
5. Digital Banking

Apps most likely to use AI.

Quick Overview of AI usage

- 25,536 Fintech Apps in total
- 2,072 Apps with at least one AI feature
- That makes it 8.1%







Summary of using AI features.

Most influential AI features

1. AI Chatbots & Virtual Assistants	332 Apps (1.3%)
2. AI document processing	281 Apps (1.1%)
3. AI Trading	280 Apps (1.1%)

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



Top 3 most influential AI features.

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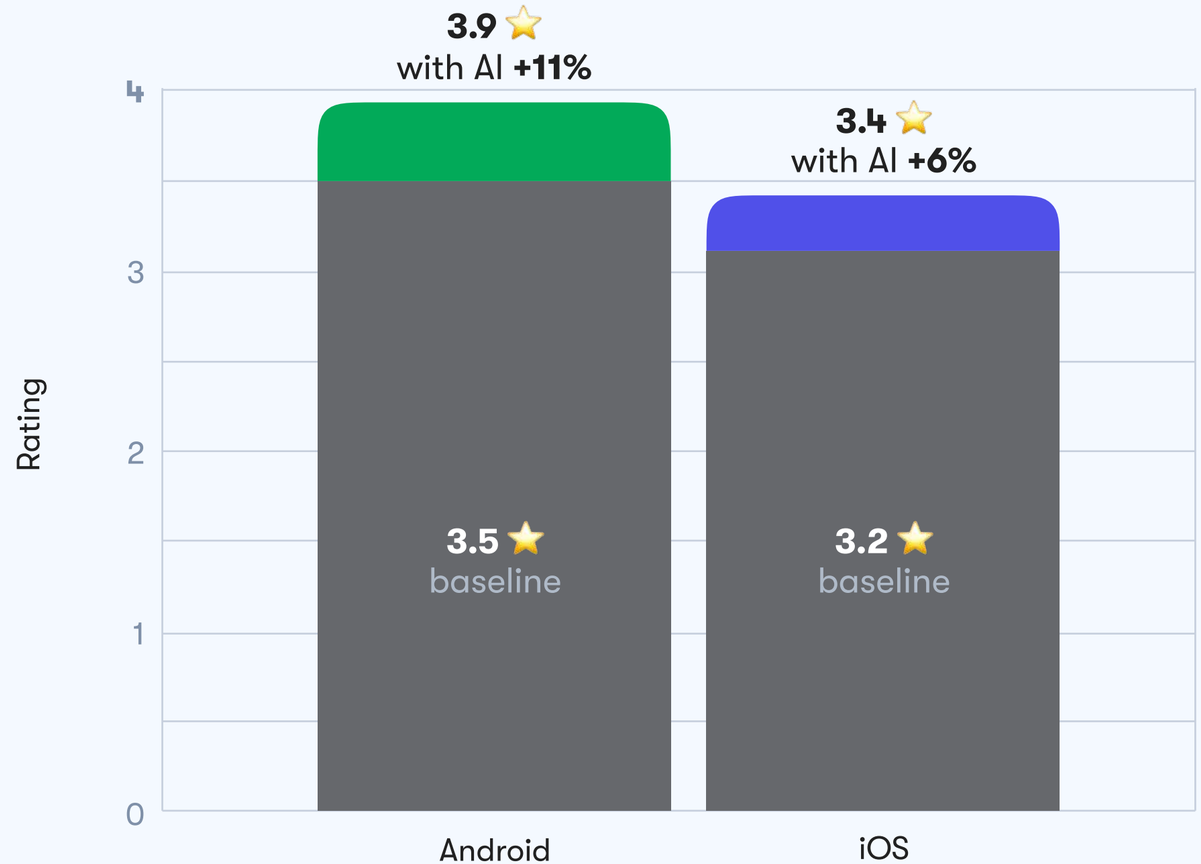
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Increased app average star rating:

+11%

+6%

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

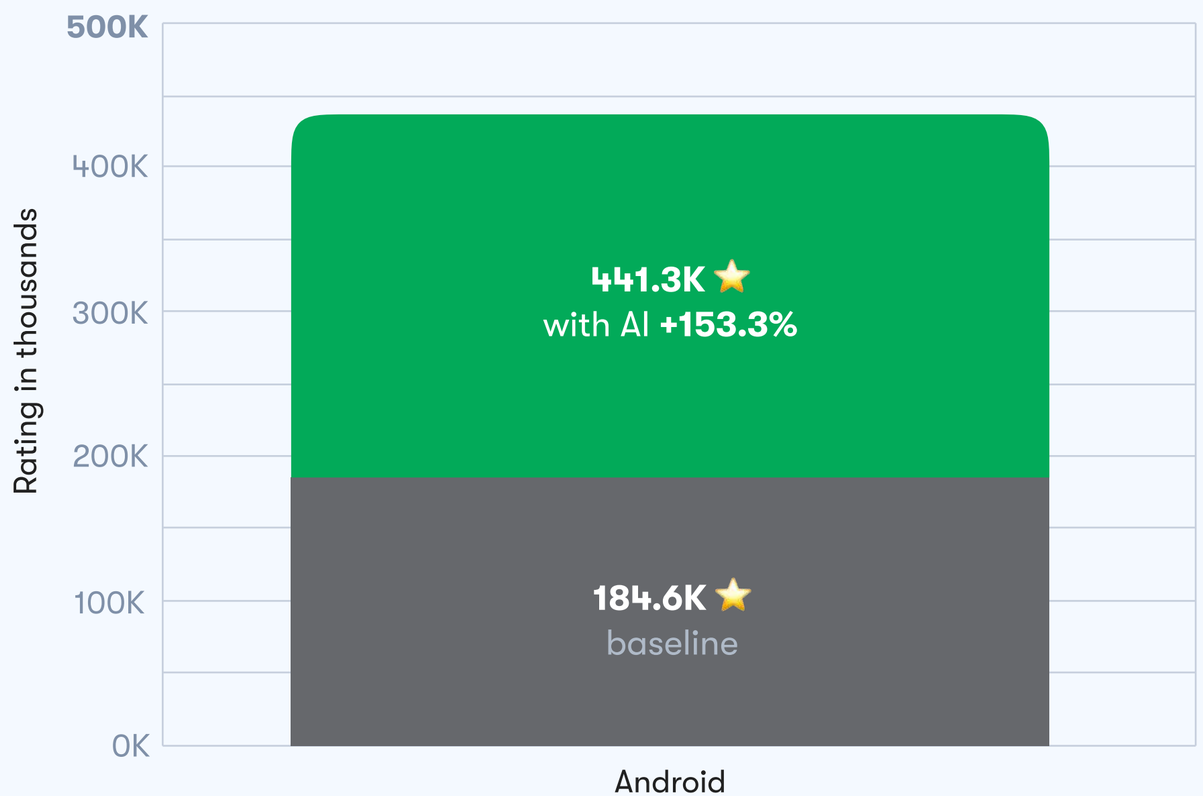


#1 AI impact on user ratings.

Increased ratings count | Android:

+139.1%

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

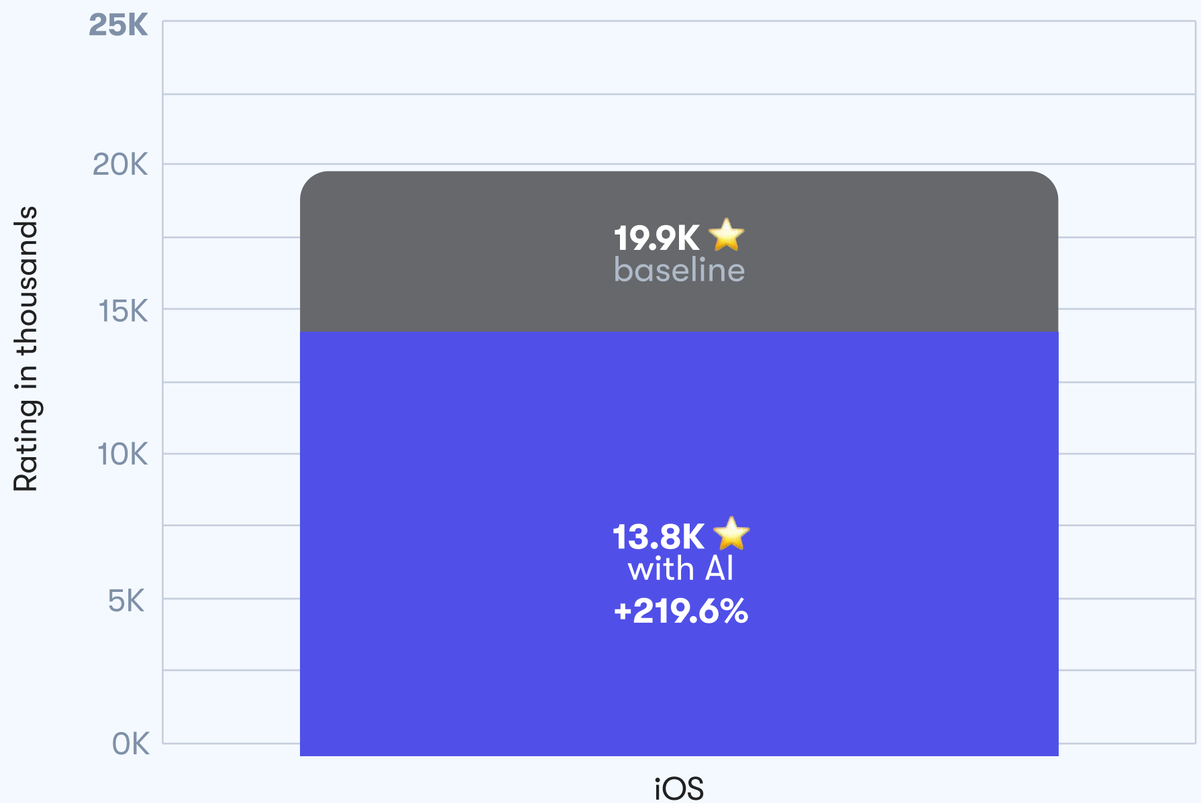


#2 User ratings volume for Android.

Declined rating count | iOS:

-30.7%

This indicates lower user engagement with AI-powered apps on iOS, resulting in fewer ratings compared to Android.



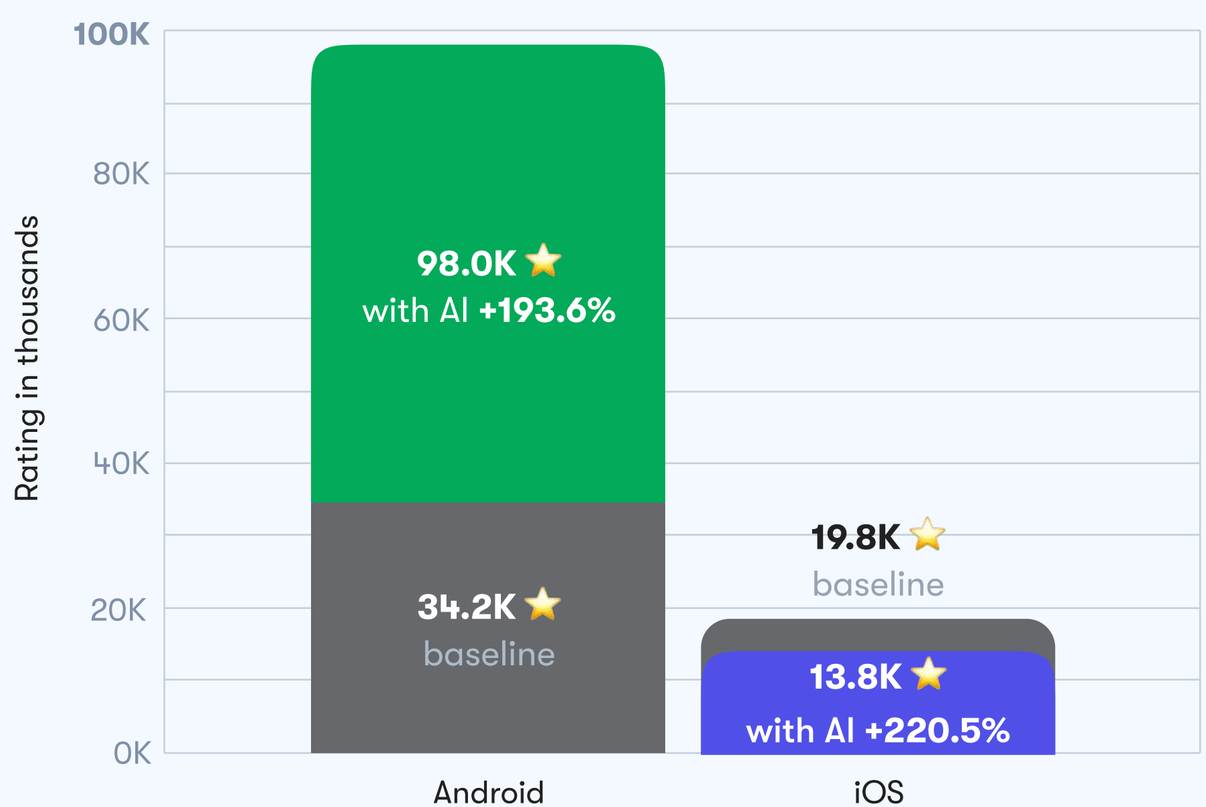
#3 User ratings volume for iOS.

Apps volume of reviews:

+186.5%

-30.7%

This indicates that Android users are more engaged with AI-powered apps, generating a significant increase in ratings compared to non-AI apps.



#4 Volume of user reviews for Android and iOS.

AI is getting more common — especially among Top Apps

- AI is becoming more common in mobile apps, with adoption increasing compared to our previous report.
- 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 **6.7%** with AI

Among apps with **10M+** downloads

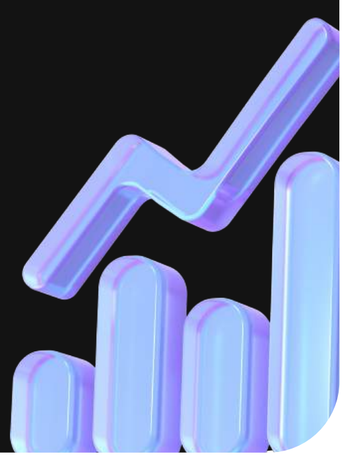
13.9% with AI

Top apps (50M+ downloads) are 2 times more likely to use AI (**13.9% as well**) than less popular apps (<5K downloads).

Apps with more AI features tend to perform better.

To better understand AI adoption in FinTech, we combined our own analysis with insights from a publication by the World Economic Forum.

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



Limitations

- From our dataset, **8.1% of analysed apps** currently use AI.
- Fragmented infrastructure, legacy systems, and regulatory uncertainty **slow down AI adoption** in FinTech.
- **0,2% 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.
- **Organizations investing** in scalable, AI-ready data platforms will be better positioned to benefit from the next wave of innovation.
- Opportunities remain strong in **risk analysis, forecasting, and AI-driven learning**. Multi-agent systems could further improve accuracy by validating outputs across multiple models.

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

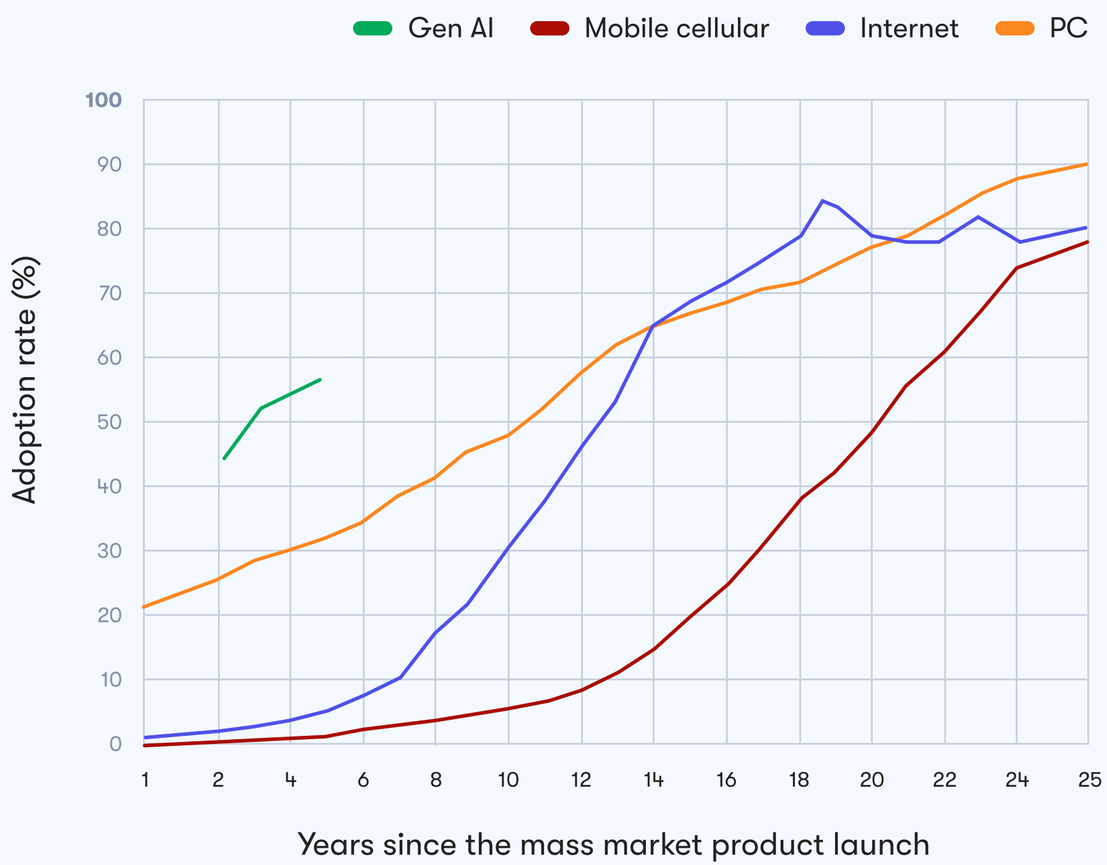
Limitations & Opportunities.

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Data source ↗

Adoption rates across technologies

- Generative AI reached 55% adoption in just four years.
- PCs took 12 years, the internet 13 years, and mobile phones over 20 years to get there.
- No previous technology wave has moved this fast.



AI adoption is outpacing previous technology waves.

AI financial guidance

They built a specialized AI assistant that delivers expert-level student loan guidance at scale.



How AI makes financial coaching scalable?

Candidly's Cait highlights a major opportunity for AI in **financial guidance**.

Human advisors cannot help millions of students manage **$1.84 trillion** in debt affordably or at scale.

Generalised LLMs often struggle or give misleading answers, creating opportunities for domain-specific, multi-agent AI.

Results are strong: **71% of users** act on recommendations, while nearly one-third of conversations occur outside business hours.

Real-life example: Multi-agentic solution for a national problem.

Chili

Data source ↗

AI in Fintech

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



What Fintechs fear most?

A global survey found that:

Data privacy and protection remain the leading AI-related concerns in financial services, cited by **74% of industry players** and **80% of regulators**.

As AI adoption accelerates, strong data governance is becoming just as important as AI capability itself.

The risky side of AI.

“It is what it is. And you can hope for the world you want, but … you’re going to get the world you got, and your competitors are going to use it … and if you put your head in the sand, you will lose.



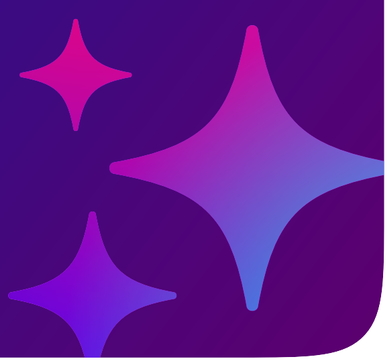
Jamie Dimon

Chairman and Chief Executive Officer
JPMorgan Chase

Expert opinion.

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

AI is driving investment, creating value, and changing how financial services are delivered.



AI adoption is moving faster than previous technology waves, raising customer expectations of what their experiences could and should be.

Financial institutions that implement AI foundations today are building **long-term competitive advantage** that will define the industry for years to come.

Conclusion #1 — Key findings.

Practical Takeaways

- AI is still rare in fintech **(≈8.1% of applications),** but top-rated apps **use it 2x more often** than less popular ones.
- Apps with AI achieve higher ratings **(+6–11%)** and significantly **more reviews and feedback** (**+140%**, if we are talking about Android).
- However, the biggest challenge remains trust. **Data privacy and protection** are the **leading AI-related concerns in financial services**. As a result, secure and transparent AI adoption is becoming a requirement rather than a competitive advantage.
- Candidly demonstrates how an agentic AI approach can deliver expert financial guidance while minimizing the hallucination and reliability issues.
- The strongest impact comes from **AI-enabled chatbots, document processing, and portfolio tracking**.
- Huge potential remains in segments like **financial forecasting, investment advice and risk analysis**, not because AI is barely applied, but because organizations only started moving from basic experimentation to scaled, agentic AI deployment.

Conclusion #2 — Practical Takeways.

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Contact us

The report ends here.

Let's discuss how these insights apply to your product.



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

Here are some of our recent clients' reviews.



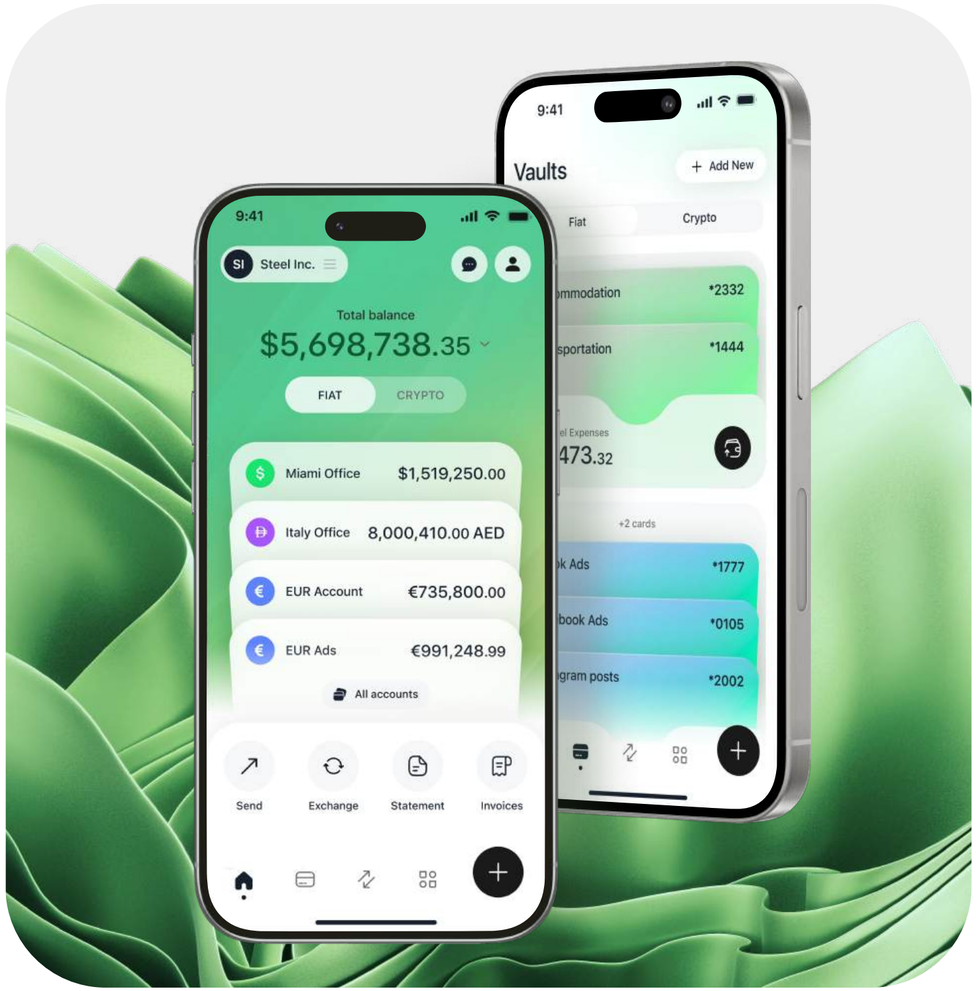
Look what our clients say.

Luminary

Features we've integrated

- Fiat & Crypto exchange
- Card vaults for Fiat and Crypto
- 2FA action confirmation with Authenticator apps
- Lounges & eSIMs - lifestyle services
- Crypto Loans and Staking

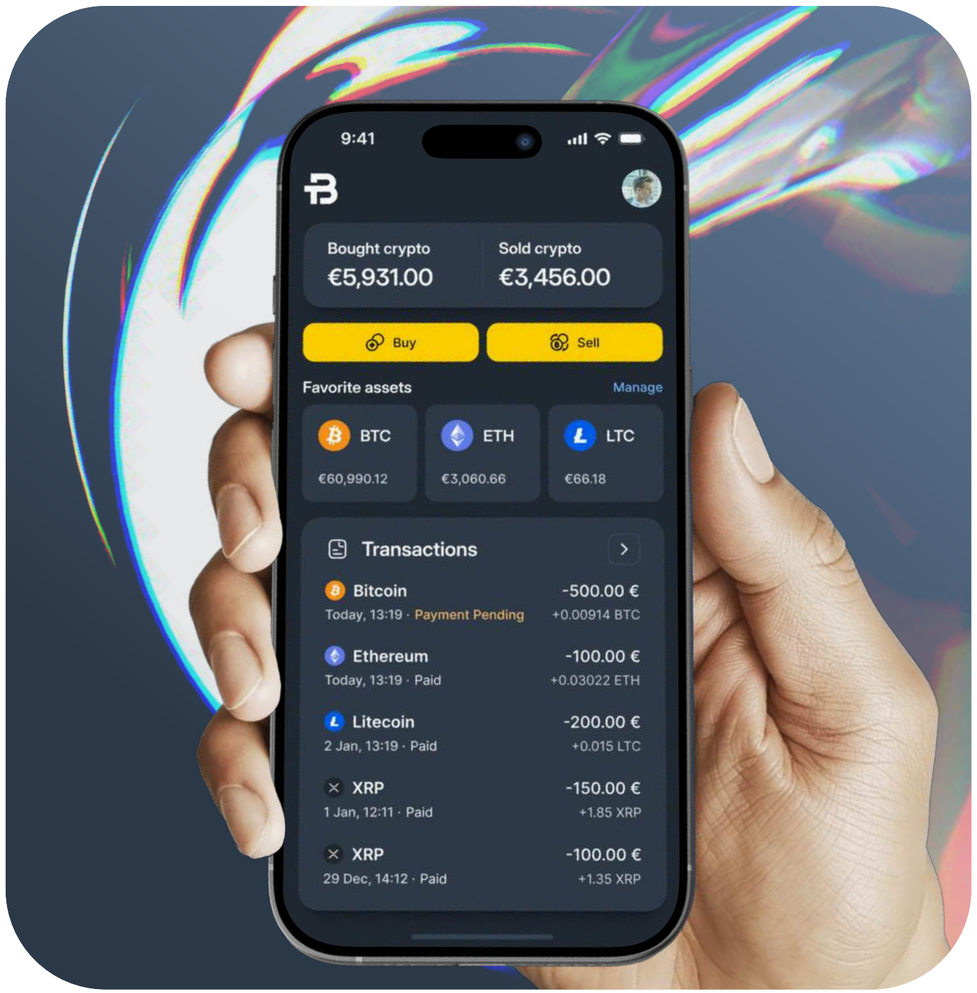
Read the full case here



Luminary Business Mobile App.

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“Chili Labs has launched the app on time and within scope. The app has no critical bugs and performs stably across all supported devices. The team impresses the client with their technical expertise, professionalism, and ability to deliver complex features. They are proactive and communicative.”



Oleg Naidenko

IT Project Manager

Read the full case here

BTCBIT – Client testimonial.

paybis

Features we've integrated

- Customisable Home Screen Widgets
- Dynamic Island / Live Activities (iOS)
- Versatile Lock Screen Widget (iOS)
- Onboarding Videos and Stories
- Market Exploration & Personalised Watchlist

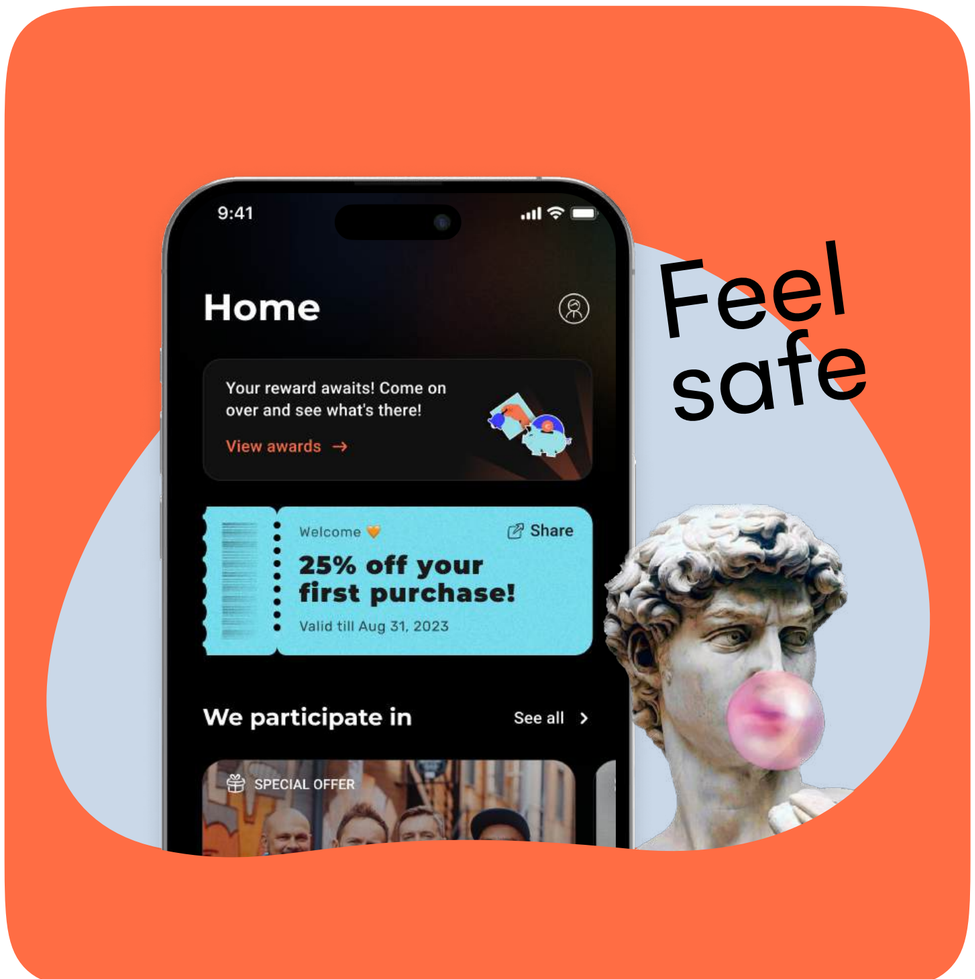
Read the full case here



Paybis Crypto Tracker App.

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"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

Read the full case here

Balcia — Client testimonial.

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Our expertise brings your ideas to life

Let’s discuss your FinTech app?



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2026

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