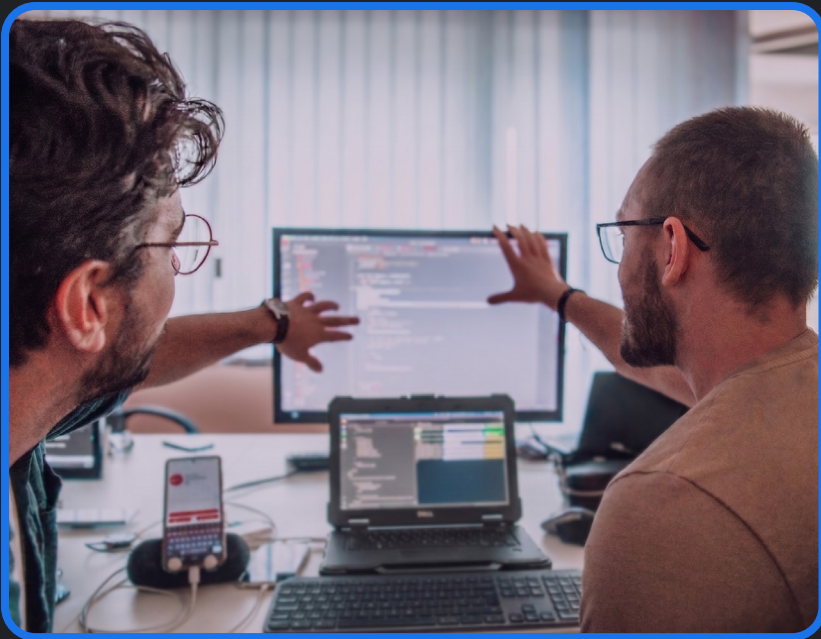


The UK's Mobile Gateway

The economic impact of Google Play and Android

April 2026



Introduction

Google Play and Android connect the British public to apps they use everyday and cutting-edge AI tools, while helping local developers reach a global audience. By pairing an open platform with secure devices and distribution, the ecosystem builds essential consumer trust, in turn helping developers scale their revenue and drive growth in the UK tech sector.

As of 2025, more than 6,200 UK-based app and game businesses were active on Google Play, collectively bringing over 25,000 apps to the market.



Driving national economic impact

The Play and Android ecosystem contributes to the UK economy through a mix of direct developer revenues and wider spillover effects across industries. By enabling businesses of all sizes to build, distribute and monetise apps, it supports high-productivity jobs and drives growth in burgeoning sectors such as e-commerce, digital media and the gig economy.

£104bn

In 2025, the Play & Android economy generated **£770 million in revenue for developers in the UK**, and helped anchor a wider mobile economy worth **£104 billion** including e-commerce, digital media and the gig economy sectors.

£73 billion

Play and Android developers in the UK and the broader m-commerce industry have contributed **£73 billion**, or **2.5% of UK GDP in 2025**.

600k

The Google Play app ecosystem has enabled the creation of **600,000 direct, indirect and spillover jobs in the UK**.

£120 billion

Over the next five years, we estimate that the revenue generated by the Play and Android ecosystem through direct and indirect channels could increase by **16%**, to **£120 billion by 2030**.

Enabling innovation in the AI economy

AI is rapidly reshaping the capabilities of mobile devices and the productivity of app developers across the UK. AI-powered tools are lowering development costs, accelerating production cycles and enabling smaller teams to build more sophisticated products. For users, AI is increasingly embedded in everyday mobile experiences, helping them save time, learn new skills and interact more intuitively with technology.

£22,000

On average, we estimate that AI tools could make Play and Android developers **33%** more effective each year, the equivalent of an **additional £22,000 in earnings** per developer.

2 hours a week

On average, Android users estimated that they had **saved 2 hours a week** using AI tools on their device to complete basic tasks more quickly.

61%

61% of people report using built-in AI tools on their Android phones, of which Gemini and AI-overviews on web browsers ranked as the **most popular tools and features**.

Olio: Growing with Google Play

“Google Play has been straightforward and easy for us to use. The entire Android ecosystem has always provided good data analytics, which has been helpful to our operations. And, we’ve found that many people who need the Olio app often use Android devices. So Google Play lets us reach users who really need our help. That is a very positive thing.”



Tessa
Clarke

Founder of Olio,
a local sharing app
designed to reduce
waste



Ensuring **safety and security**

Android and Google Play provide multiple layers of protection, from app vetting to on-device security, giving users the confidence to download and use services safely.

80%

80% of Android users say they feel less safe downloading an app outside of the Google Play store. **A sense of safety on Play** is driving discovery, with **72%** of users reporting using Play to discover new apps.

80%

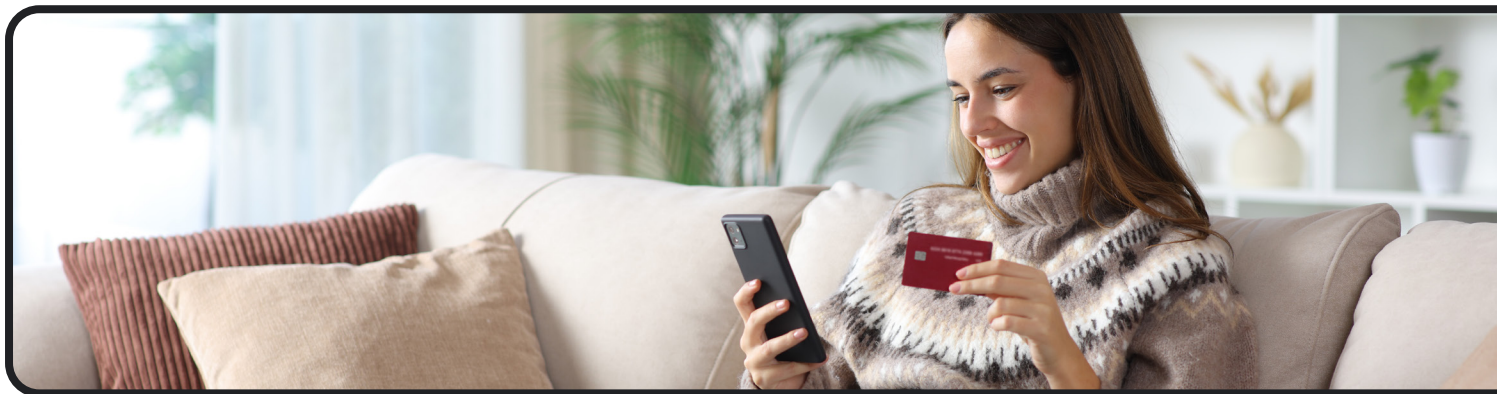
80% of Android users feel their device's security features keep their **phone and information safe**.

67%

67% of Android users feel confident that features like remote locking and data removal will keep their phone and information **safe in the event of theft or loss**.

60%

60% of parents in the UK say that Android's parental control features make them **more confident about their child's smartphone use**.



Helping create better **societal outcomes**

Mobile apps are now central to how people access essential services, from booking GP appointments and managing prescriptions through the NHS App to engaging with tax and banking services. Affordable access to smartphones and free of cost apps also helps ensure that more households can participate in the digital economy, even amidst rising cost-of-living pressures.

24 days

67% of Android users say that their phone is one of the main ways they access digital public services. E-government apps alone **save Play users in the UK 24 working days** of time that would have been spent on admin and travel each year.

£3.6 billion

By providing access to a wide range of apps at no extra cost, Google Play delivers **£3.6 billion in annual consumer surplus***, acting as an annual 'digital dividend' of **£120 per household**.

£350

By providing high-quality smartphones at a lower price point than alternatives, Android saves the average UK household **£350 in upfront costs**.

54%

54% of people in the UK say they use **mobility and assistance** tools on their Android devices.

*Refer to the methodology note for the definition of consumer surplus