All data gathered and analyzed by

APPFOLLOW

APP REPUTATION BENCHMARKS 2025

Comprehensive cross-industry report on key app performance metrics

Contents

"The brutal truth is that while consumers are more vocal than ever, many developers still play ostrich with their heads in the sand. **In 2025, ignoring app store feedback is commercial suicide**.
These benchmarks reveal a striking gap between companies that leverage user insights and those that dismiss them as noise."

APPFOLLOW

Anatoly Sharifulin
CEO & co-founder, AppFollow

Executive summary

3.88 ★

Average rating across all industries

1.35

Point gap between star ratings and written review ratings for App Store Social apps

14%

Average reply rate across all analyzed industries

2.11

App Store Entertainment apps show a fantastic reply effect despite only a 3.4% reply rate.
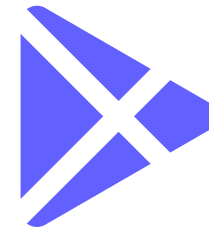
4.72

Rating for Health & Sports apps across both platforms — the highest median ratings

4,866

Reviews received per app on Google Play Social apps — far more than App Store categories.

Introduction

Most apps are terrible at customer service. Tough love, yes, but it's true.

With a measly 14% average reply rate across industries, sometimes it seems like developers are allergic to feedback. Health apps are rated the best, poor Business apps trail behind everyone else, and Tools & Utilities seem to take literally years to respond to reviews.

Welcome to **the App Reputation Benchmarks 2025!** Learn the true industry numbers and take advantage of the 2025 market.

To kick things off, let's start with major trends — and what truly is going on with the whole industry.

Scope and methodology

Data range

We studied **12,199** apps from the **Top 200** across Android and iOS using AppFollow and third-party data sources.

5,094,464,884 reviews analyzed

Data set

Aggregated global data and AppFollow data covering Jan 1, 2024, to Dec 15, 2024.

Stores

App Store

Google Play

Regions

Global

Major trends

Social apps are drowning in feedback with **4,865** monthly reviews per app, while Business apps receive a manageable **356**.
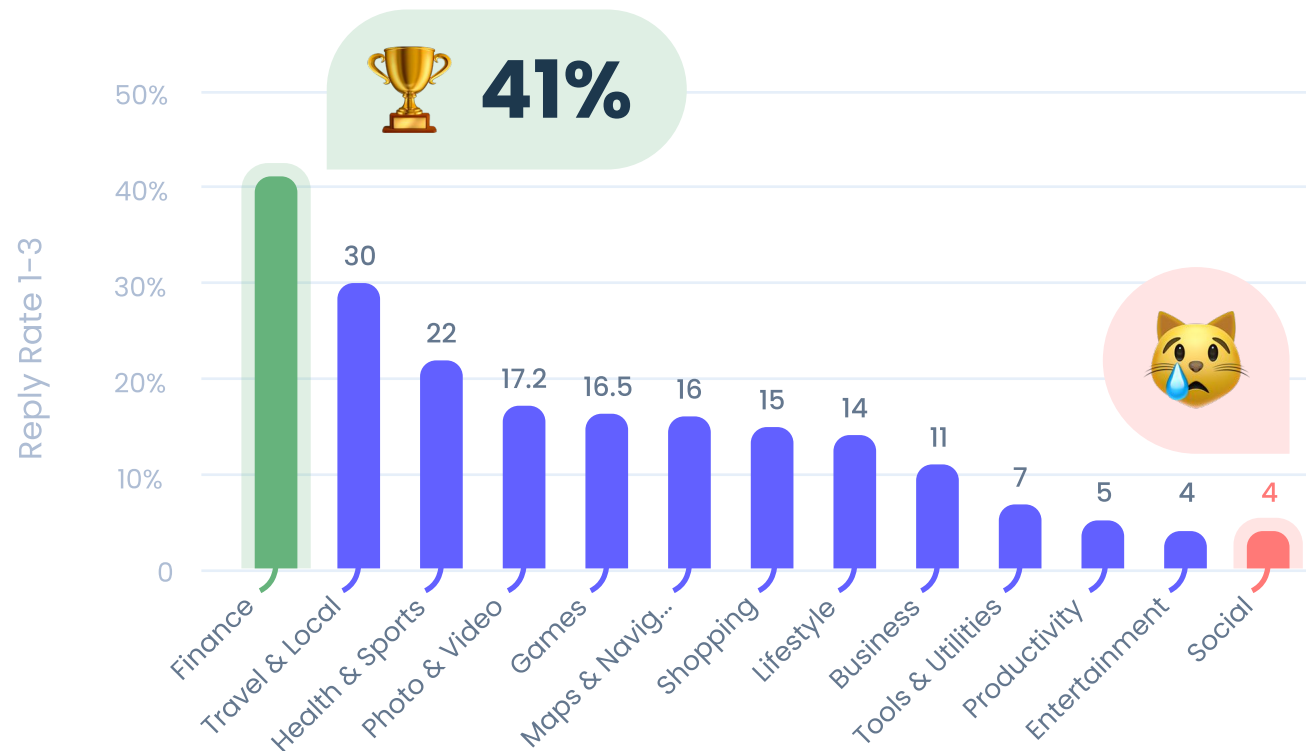
This 13x difference explains a lot about response rates — Social developers simply can't keep up with the firehose of opinions, while Business app teams can realistically read every single review they receive.

Reviews / Month / App vs. Industry

🏆 4,865

Reply rate to negative reviews
(median by App Store and Google Play)

🏆 **41%**

Reply Rate 1-3

50%
40%
30%
20%
10%
0

30
22
17.2
16.5
16
15
14
11
7
5
4
4

😿

Finance · Travel & Local · Health & Sports · Photo & Video · Games · Maps & Navig... · Shopping · Lifestyle · Business · Tools & Utilities · Productivity · Entertainment · Social

Finance apps are the customer service champs, responding to **41%** of negative reviews.

Social apps bring up the rear at just **4%**. The stark difference suggests that developers suddenly find the time to care about your problems when money is involved. Funny how that works.

Health & Sports leads again with a **4.6** average, while Business trails at **3.93**. The health halo effect is real!

People just love their fitness apps, while they're quick to criticize anything that reminds them of work. Can you blame them?

Average rating by reviews (Google Play)

🏆 4.6

Average Rating

5

4

3

	4.44	4.25	4.23	4.21	4.17	4.12	4.12	4.1	4.05	4.02	4.01	3.93

Health & Sports · Productivity · Entertainment · Tools & Utilities · Photo & Video · Finance · Shopping · Lifestyle · Travel & Local · Social · Games · Maps & Navig… · Business

Reply effect (Google Play)

🏆 **1.22**

Reply effect (stars)

1.25
1.00
0.75
0.50
0.25
0

- Finance
- Health & Sports — 0.693
- Lifestyle — 0.647
- Business — 0.604
- Entertainment — 0.403
- Productivity — 0.32
- Maps & Navigati — 0.303
- Games — 0.288
- Tools & Utilities — 0.242
- Photo & Video — 0.167
- Social — 0.116
- Shopping — 0.067
- Travel & Local — 0.046

😿

Finance apps see a massive **1.22** reply effect, while Travel & Local barely registers at **0.046**. This means responding to finance app reviews genuinely improves ratings, but doing the same for travel apps is practically pointless.

Perhaps travelers are just harder to please, or maybe finance users are simply grateful that someone's listening to their money problems.
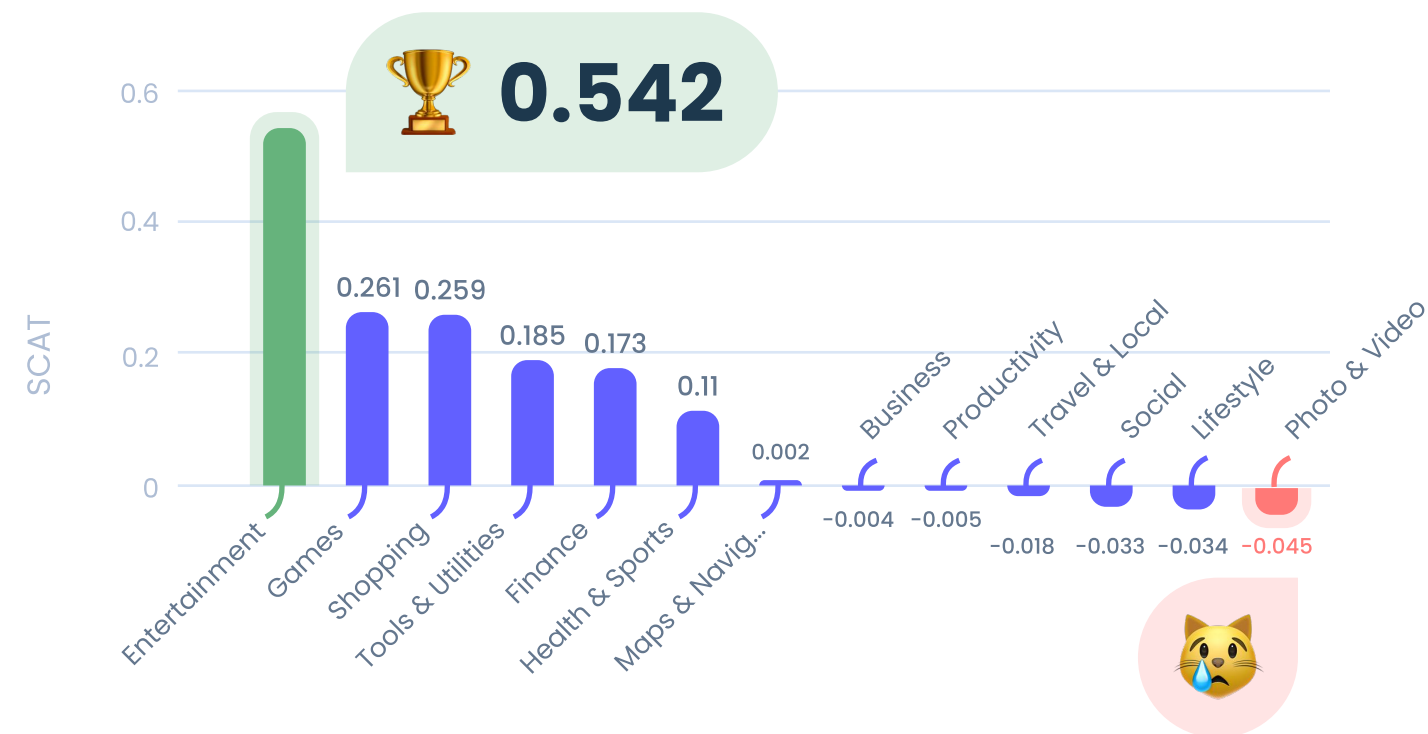
Entertainment leads with a **0.542** CSAT score, while Photo & Video languishes at **-0.045**.

Seven categories actually have negative CSAT scores, suggesting that in many industries, customers are more dissatisfied than satisfied. Entertainment's strong showing reinforces that making people happy is a lot easier when that's literally your product's purpose.
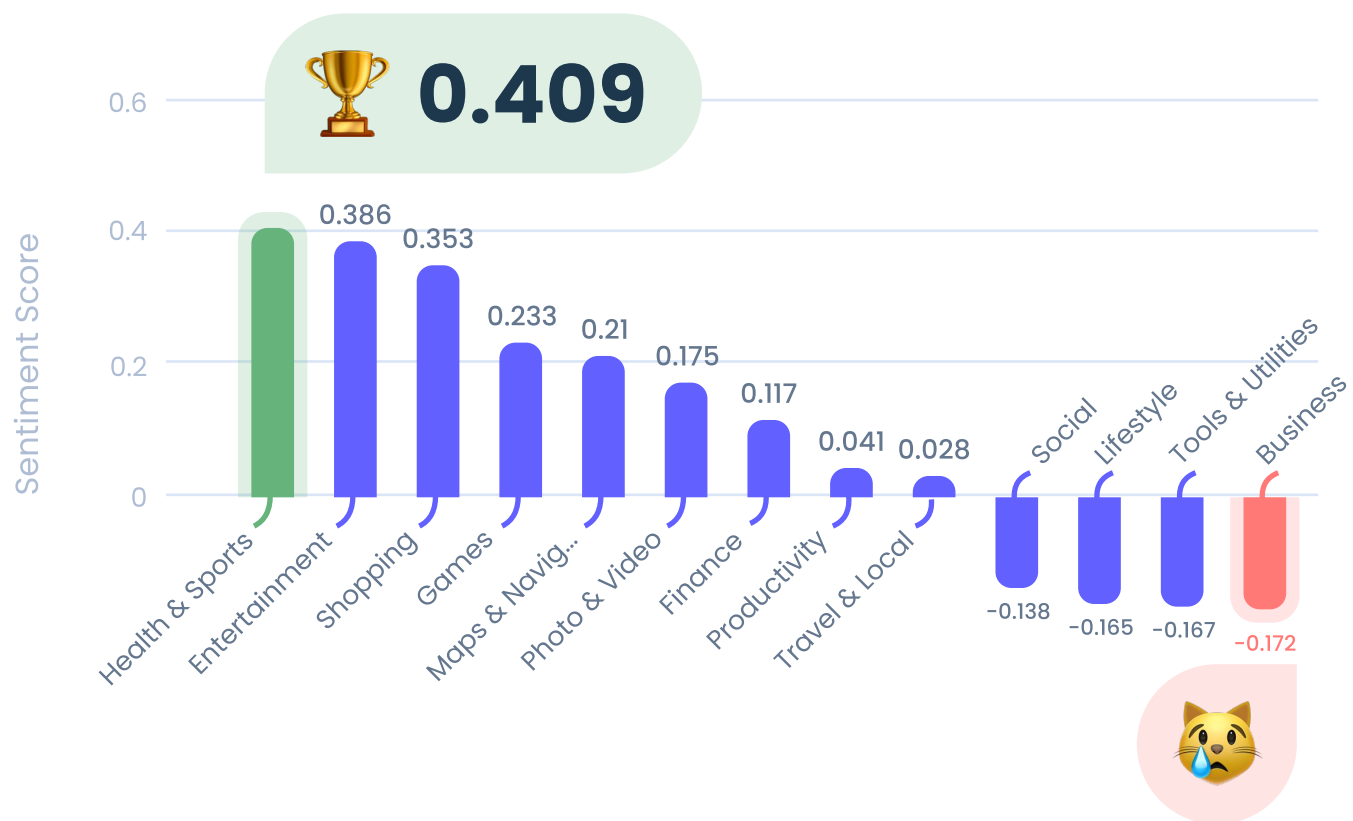
CSAT (Google Play)

🏆 **0.542**

SCAT

0.6

0.4

0.2

0

| | 0.261 | 0.259 | 0.185 | 0.173 | 0.11 | 0.002 | | | | | | |

Entertainment · Games · Shopping · Tools & Utilities · Finance · Health & Sports · Maps & Navig... · Business · Productivity · Travel & Local · Social · Lifestyle · Photo & Video

-0.004   -0.005   -0.018   -0.033   -0.034   -0.045

😿

Sentiment score (App Store)

🏆 **0.409**

Sentiment Score

0.6

0.4 — 0.386
0.353
0.233
0.21
0.2 — 0.175
0.117
0.041 0.028
0

Health & Sports
Entertainment
Shopping
Games
Maps & Navig...
Photo & Video
Finance
Productivity
Travel & Local
Social −0.138
Lifestyle −0.165
Tools & Utilities −0.167
Business −0.172

😿

Health & Sports wins again with **0.409**, while Business suffers at **-0.172**. The pattern is clear: apps that help people enjoy life (health, entertainment, shopping) generate positive feelings, while utility apps (business, tools) tend to frustrate users.

It's not personal, Business apps — it's just that nobody downloads you for fun.

Finance apps on Google Play respond to **55.4%** of reviews, while Social apps on App Store manage just **3.6%**. That's a 15x difference in customer engagement between the most and least responsive categories.
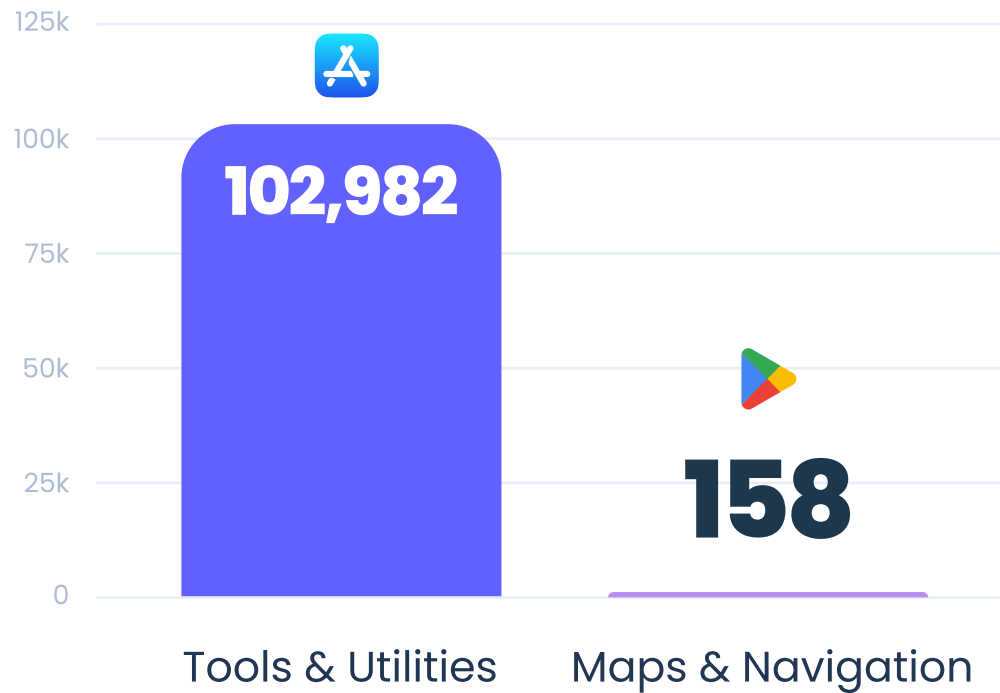
If reviews were people, Finance would be the attentive friend who always texts back, while Social would be that flaky acquaintance who leaves you on read.

Highest vs. lowest reply rate
(overall)

	Finance	Social
60%		
	55.4	
40%		
20%		3.6
0		
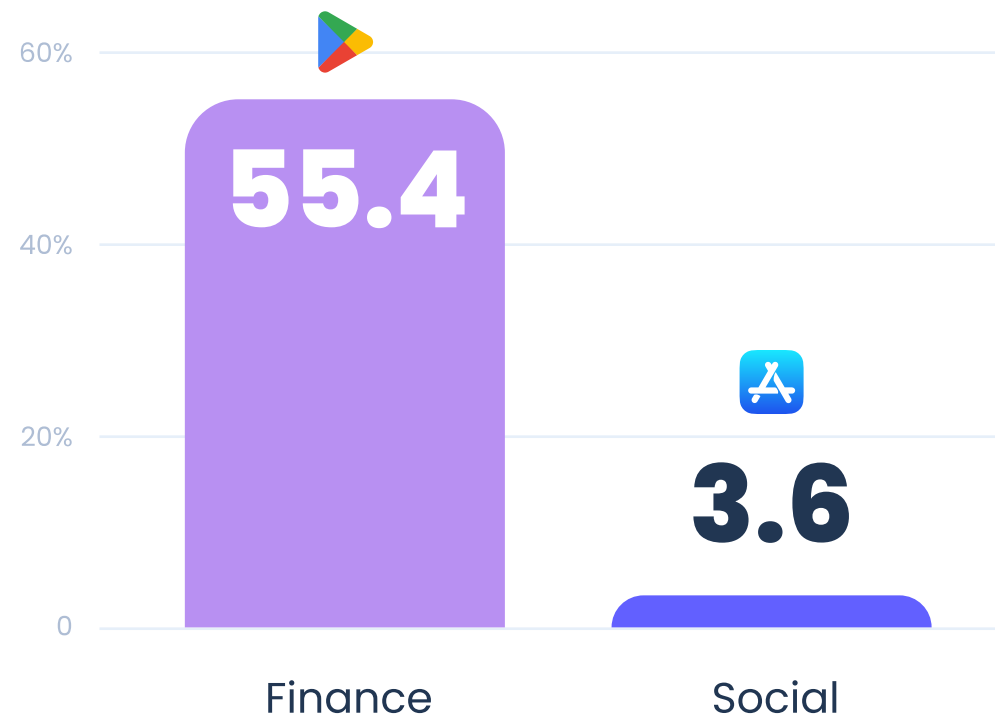
Highest vs. lowest reply delay

(hours)

125k

100k — **102,982**

75k

50k

25k

158

0

Tools & Utilities   Maps & Navigation

Tools & Utilities on App Store take a jaw-dropping **102,982 hours** (that's over 11 YEARS) to respond, while Maps & Navigation on Google Play manage **158 hours**.

Either that Tools statistic is an error, or there's some poor soul out there who just got a response to their iOS utility app review from 2013. Plausible, since a lot of tool apps are the starting point for an aspiring app dev. Better late than never?

Entertainment apps see a massive **2.1** reply effect, while Social is just under the positive threshold at **-0.001**. This means responding to finance app reviews genuinely improves ratings, but doing the same for social apps is practically pointless.

Perhaps social app users are just harder to please, or maybe entertainment users are simply grateful that someone's listening to their problems.
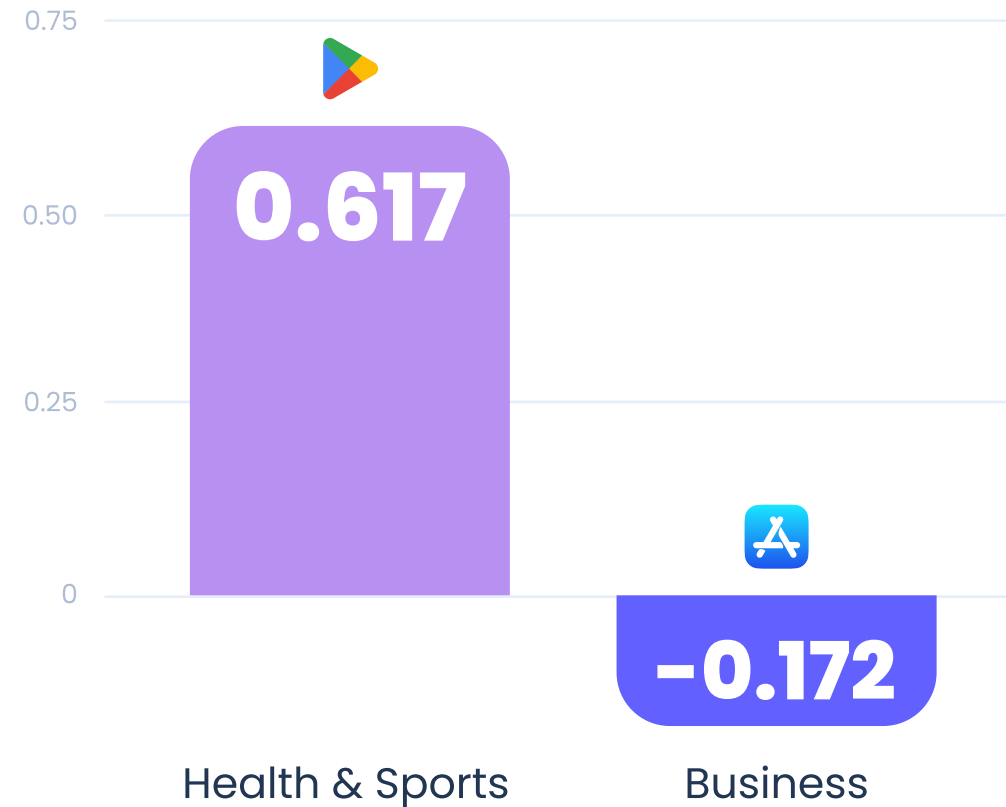
Highest vs. lowest reply effect
(App Store)

Health & Sports wins again with **0.617**, while Business suffers at **-0.172**. The pattern is clear: apps that help people enjoy life (health, entertainment, shopping) generate positive feelings, while utility apps (business, tools) tend to frustrate users.

Highest vs. lowest sentiment score

0.617	**−0.172**
Health & Sports	Business

Gaming

Gaming developers live in parallel universes when it comes to customer service. Trivia game makers are attentive and responsive, while Action game developers might as well be playing dead. There's also a weird paradox where iOS gamers give generous star ratings but then write scathing reviews, unlike their more consistent Android counterparts. The gaming world is clearly divided between developers who build communities and those who just build games.
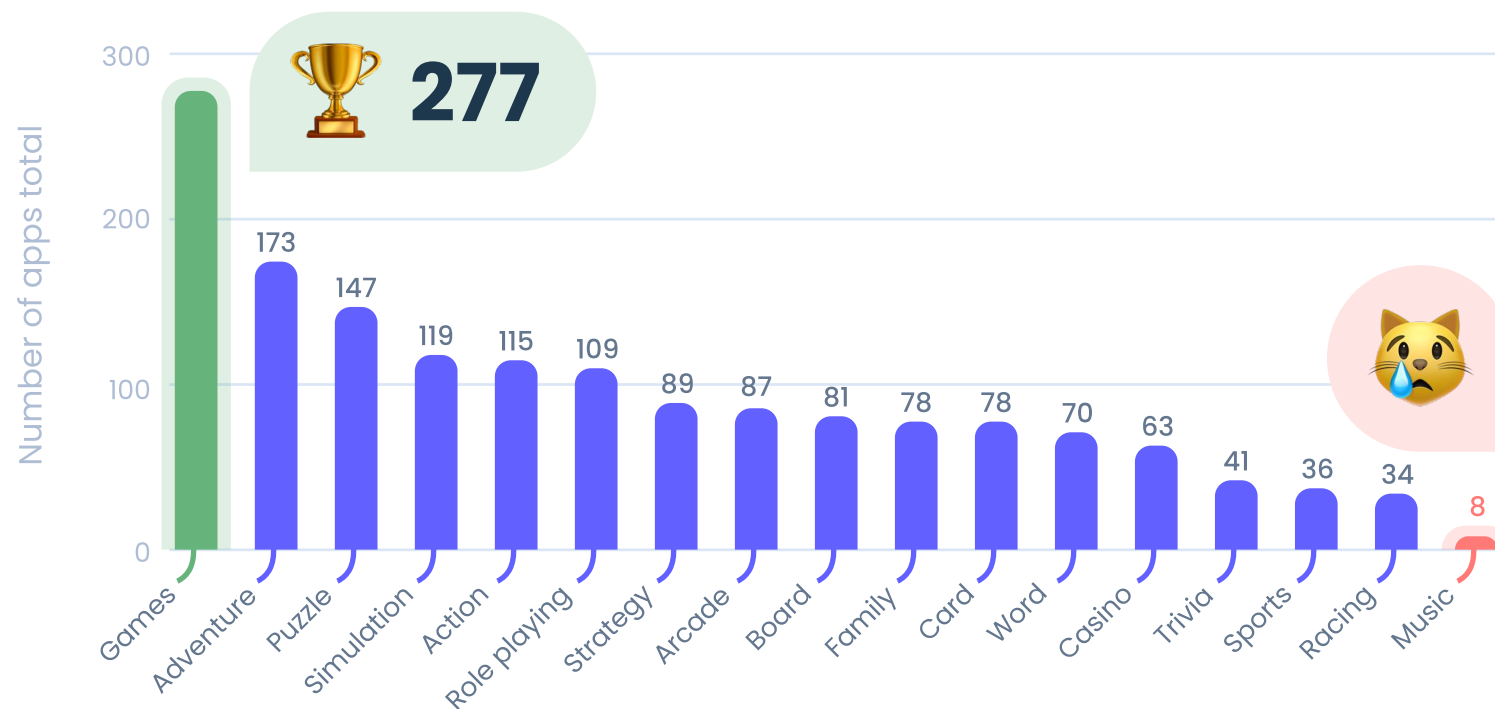
What you will find below is just a tiny slice of data we've compiled for the Gaming App Reputation Benchmarks report — if you'd like to learn more, see the link in 5 pages.

The gaming ecosystem shows significant fragmentation across both platforms, with "Games" as a generic category leading the pack (277 apps on one platform, 133 on the other).

Adventure, Puzzle, and Simulation categories also show strong representation. Interestingly, Music games are endangered species with just 8 and 3 apps respectively. Apparently, Guitar Hero nostalgia only goes so far.

Genres by the sum of apps reaching top 200 in 2024 (App Store)

🏆 **277**

Number of apps total

277	173	147	119	115	109	89	87	81	78	78	70	63	41	36	34	8
Games	Adventure	Puzzle	Simulation	Action	Role playing	Strategy	Arcade	Board	Family	Card	Word	Casino	Trivia	Sports	Racing	Music

"As a mobile games publisher managing over 100 games across app stores, AppFollow has changed the way we engage with our players at Supersonic from Unity. **Their AI-powered review reply automation has streamlined the process of managing thousands of player reviews, saving us significant time while ensuring fast, high-quality engagement with our community.** AppFollow's tools have helped us scale our operations without compromising player satisfaction. It's a smart solution for any app-focused business.

Ofer Regev
Product Manager, Supersonic/Unity

Using LLM models to collect and analyze players' feedback from app stores is an instrumental — yet often underrated — way to implement AI in review management processes. **With the technology's assistance, it's easier and quicker than ever to listen to our audience and ensure we're reflecting their input in the game.** Even with a global player base, reviews can now be addressed in just minutes — freeing up Community Managers' time to focus on deeper player engagement and strategic improvements.

Vlad Oboronko
Player Support Lead, SYBO

The most loyal players are often the most critical — because they care. **Treating feedback as a conversation, not a complaint, turns frustration into long-term trust.** Engaged users don't always leave glowing reviews, but their critical feedback reflects genuine investment. Recognizing this and responding meaningfully can turn short-term dissatisfaction into long-term loyalty.

Victoria Lopatina
Senior Support Manager, Vizor

Average star rating vs. review rating

Gaming apps average **4.30** stars on App Store but only **4.16** on Google Play, while written reviews show **3.63** on iOS versus **4.07** on Android. This reverses the usual pattern where App Store ratings are higher.

Perhaps iOS gamers are a more demanding bunch, or maybe Android game developers have figured out how to please their audience better. Either way, games aren't scoring as high as health apps, but they're beating many other categories.
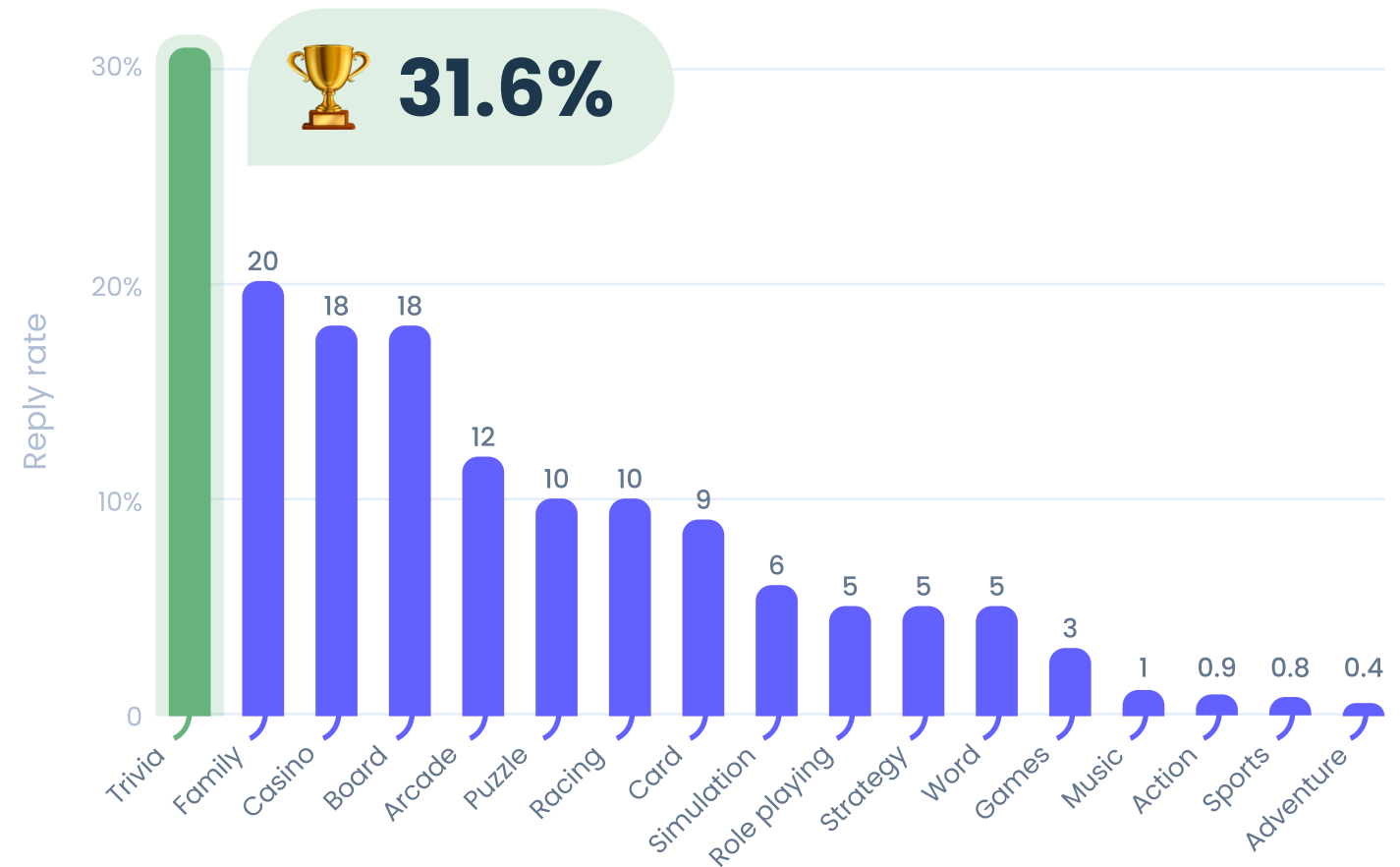
Reply rate by genre

Trivia games take customer service seriously with a **31.6%** reply rate, while Action games barely acknowledge their users at **0.97%**. Family games (20.4%) and Casino games (18.6%) also show decent engagement.

This disparity is wild — some gaming categories are 30 times more responsive than others. Maybe Action developers are too busy adding explosions to respond to reviews.

Reply rate by genre (App Store)

🏆 **31.6%**

Reply rate

- 30%
- 20%
- 10%
- 0

20, 18, 18, 12, 10, 10, 9, 6, 5, 5, 5, 3, 1, 0.9, 0.8, 0.4

Trivia, Family, Casino, Board, Arcade, Puzzle, Racing, Card, Simulation, Role playing, Strategy, Word, Games, Music, Action, Sports, Adventure

"We've seen a 24% reduction in time spent on repetitive tasks since integrating AI into our user communication flow. Automated responses and faster feedback analysis have improved both efficiency and personalization. As AI models continue to evolve, we believe analysis will become more in-depth, detecting sentiment shifts, and understanding potential issues before they arise."

G5 Entertainment
Customer Support Team

"We're currently exploring your automation options for both Google and iOS stores, and **we're genuinely impressed by the customization features, especially how the AI can tailor responses to different review styles in a way that feels truly organic.** It's been an inspiring part of our journey as we continue to expand our opportunities with your platform to improve player reach and their experiences with our game."

Joao Ribeiro
Player Experience Manager, Scopely

"Today there are many tools to enable work at scale, but for Toca Boca thinking from the kids' perspective and ensuring we make our players feel seen and heard correctly is something that needs to be actioned with a careful hand. **It's crucial that we introduce automations in a very controlled manner, balancing our volume of replies with reply effect and adjusting messaging as needed.**"

Jonny Hair
Senior Customer Experience Manager,
Toca Boca

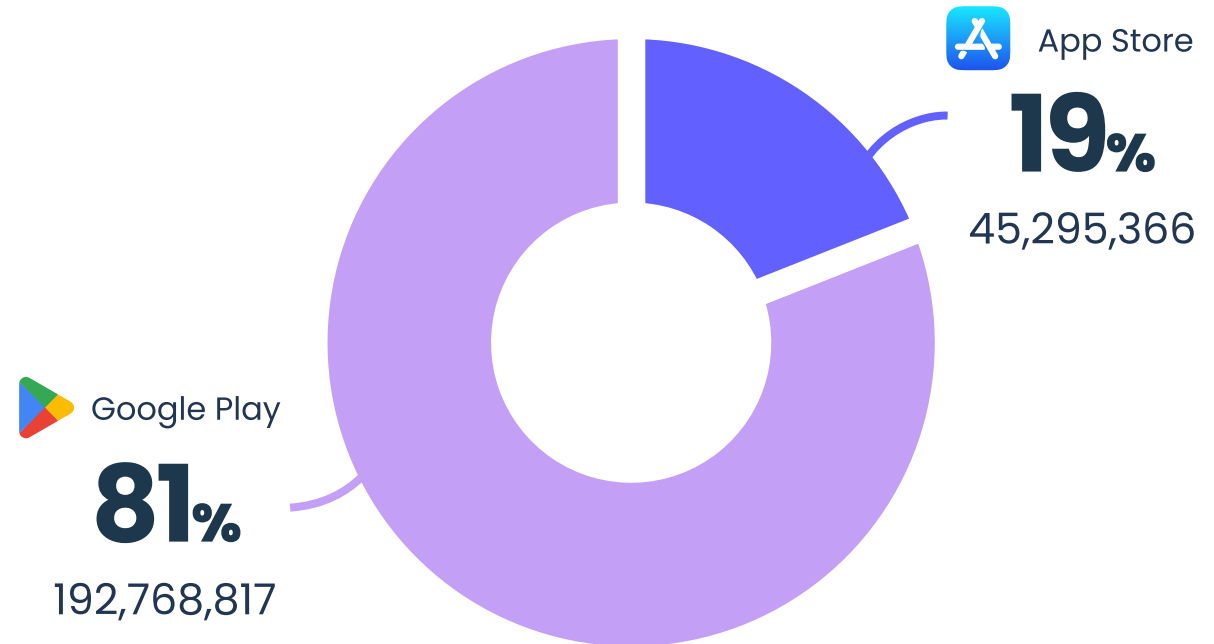# Unlock more in the full report
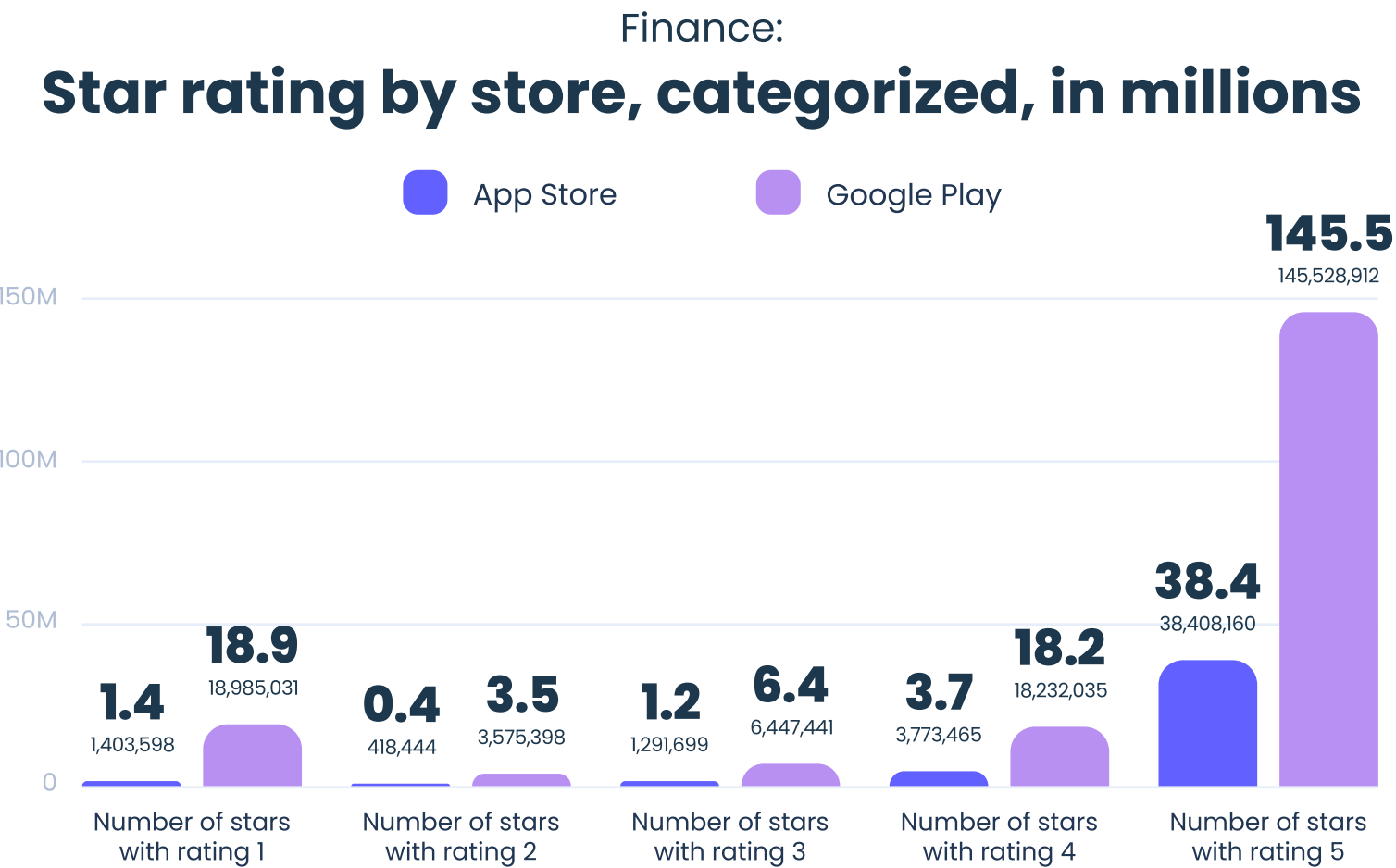
Take a look

Finance

When cash is involved, developers suddenly find their keyboard skills. Finance apps are the undisputed customer service champions. The impact of their responses genuinely improves ratings, proving that in finance, communication builds trust. Just one catch: iOS finance apps take forever to respond while Android developers get back to you in hours.

The volume difference is staggering — Google Play boasts **192.7** million stars versus App Store's **45.2** million.

This isn't just a small lead; it's a 4.3x difference that shows just how much larger the Android review ecosystem is for finance apps. If you're only monitoring iOS reviews, you're missing out on tons of feedback.

Finance:
Number of star ratings total, by store

App Store
19%
45,295,366

Google Play
81%
192,768,817

Finance:
Star rating by store, categorized, in millions

■ App Store   ■ Google Play

145.5
145,528,912

150M

100M

38.4
38,408,160

18.9
18,985,031

50M

18.2
18,232,035

1.4
1,403,598

0.4
418,444

3.5
3,575,398

1.2
1,291,699

6.4
6,447,441

3.7
3,773,465

0

| Number of stars with rating 1 | Number of stars with rating 2 | Number of stars with rating 3 | Number of stars with rating 4 | Number of stars with rating 5 |

FINANCE

Star rating

Google Play dominates with significantly more 1-star and 5-star ratings across the board.

The gap is particularly massive at the 5-star level, where Google Play has **145.5** million compared to App Store's **38.4** million. Interesting how Android users seem more polarized in their feedback — they're either absolutely loving your finance app or completely hating it.

FINANCE

Star vs. review ratings

Here's where things get weird. App Store users give higher star ratings overall **(4.59 vs 4.37)** but are more critical in written reviews **(3.58 vs 4.16)**.
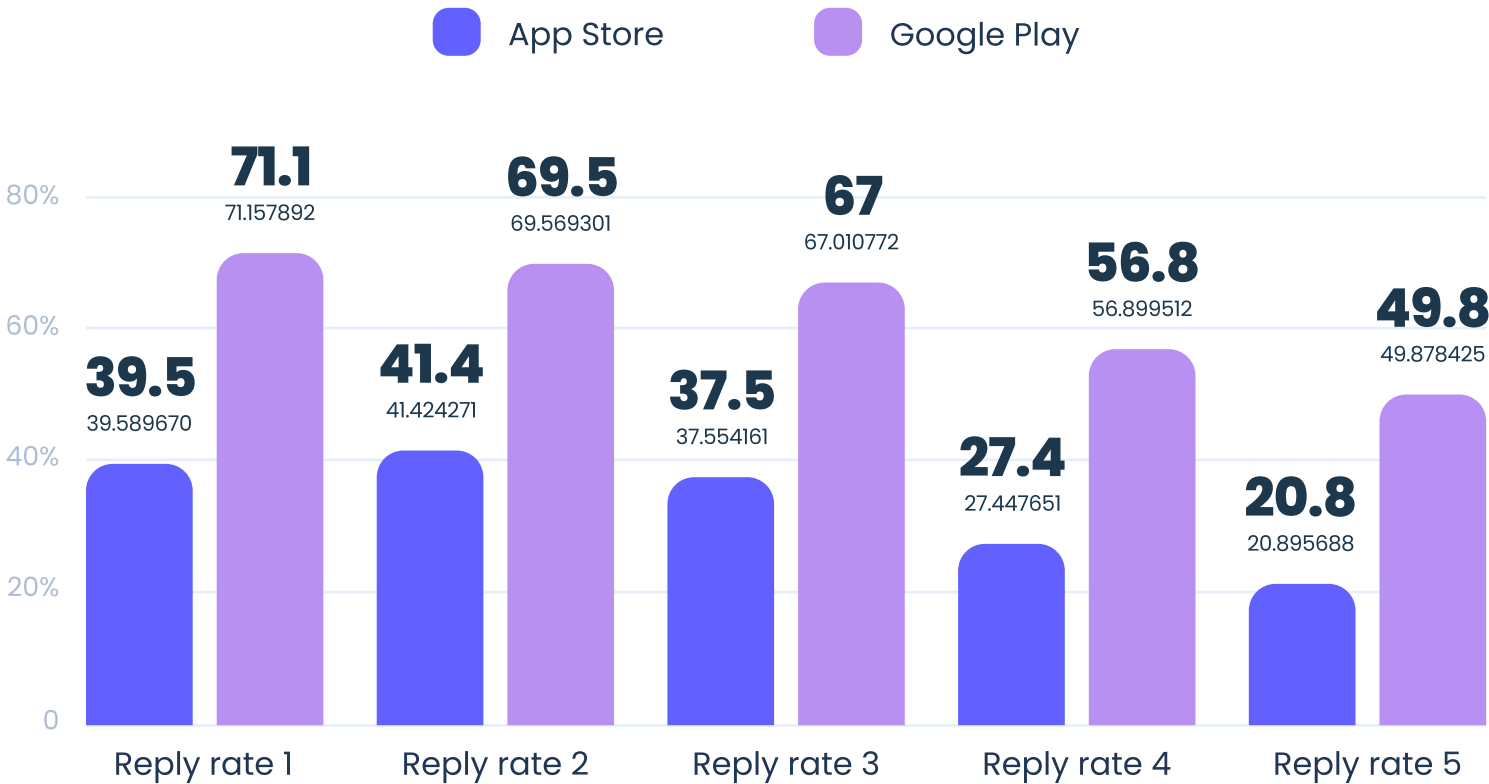
It seems iOS users might click 5 stars but then write a complaint, while Android users are more consistent between their stars and words. Psychology at work.

Finance:
Average star and review ratings, by store

	4.59 4.594987	4.37 4.371435	3.58 3.585566	4.16 4.167122

Star rating   Review rating

Finance:
Reply rate, categorized, by store

■ App Store ■ Google Play

71.1 71.157892		
69.5 69.569301		
67 67.010772		
56.8 56.899512		
49.8 49.878425		
39.5 39.589670		
41.4 41.424271		
37.5 37.554161		
27.4 27.447651		
20.8 20.895688		

80%
60%
40%
20%
0

Reply rate 1   Reply rate 2   Reply rate 3   Reply rate 4   Reply rate 5

FINANCE

Reply rate by star rating

Google Play developers are hustling harder, responding to **71%** of 1-star reviews compared to App Store's **39%**.

The pattern holds across all ratings, but both platforms show the same trend — fewer responses as ratings get higher. Smart strategy, actually. Why waste time thanking happy customers when you could be putting out fires?
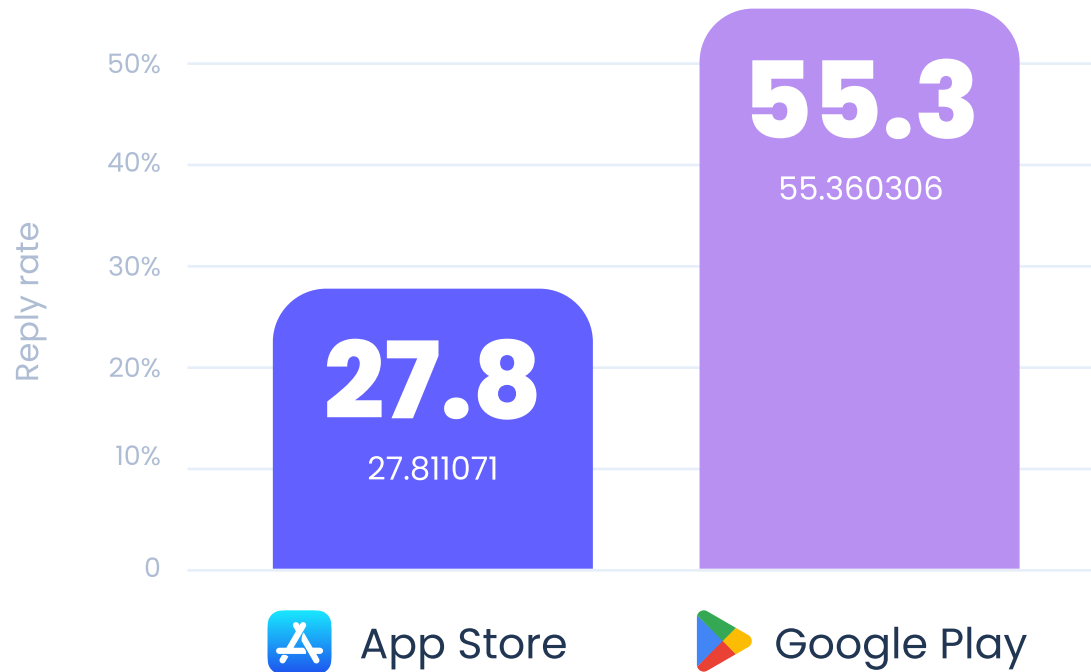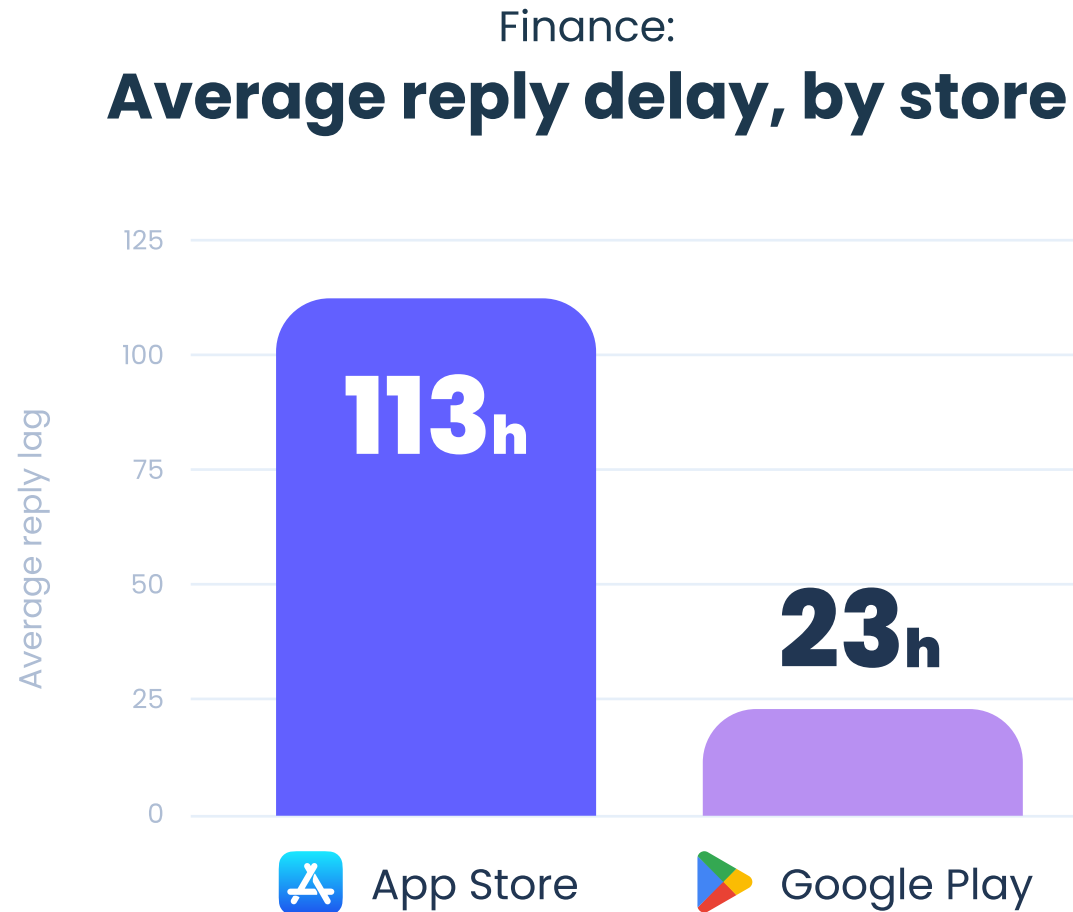
FINANCE

Reply rate total

The difference is night and day — Google Play finance apps respond to **55%** of reviews while App Store manages only **27%**. Android developers are literally twice as engaged with their audience.

If you're an iOS-only finance app, you might want to step up your game or risk looking indifferent compared to your Android competitors.

Finance:
Reply rate total, by store

Reply rate

50%
40%
30%
20%
10%
0

27.8
27.811071

55.3
55.360306

App Store   Google Play

Finance:
Average reply delay, by store

Average reply lag

125
100
75
50
25
0

113h

23h

App Store

Google Play

Reply delay

Android developers are replying faster. Google Play's **23**-hour average response time makes App Store's **113** hours look positively glacial.

That's nearly a 5-day difference in customer service speed. If time is money, iOS finance apps are burning cash with every delayed response. Of course, we shouldn't forget that this is largely due to a longer review response verification process with App Store Connect.

FINANCE

Reply effect

Here's where the rubber meets the road. Google Play sees a massive **1.21** reply effect (the positive impact on ratings) while App Store struggles at **0.19**.
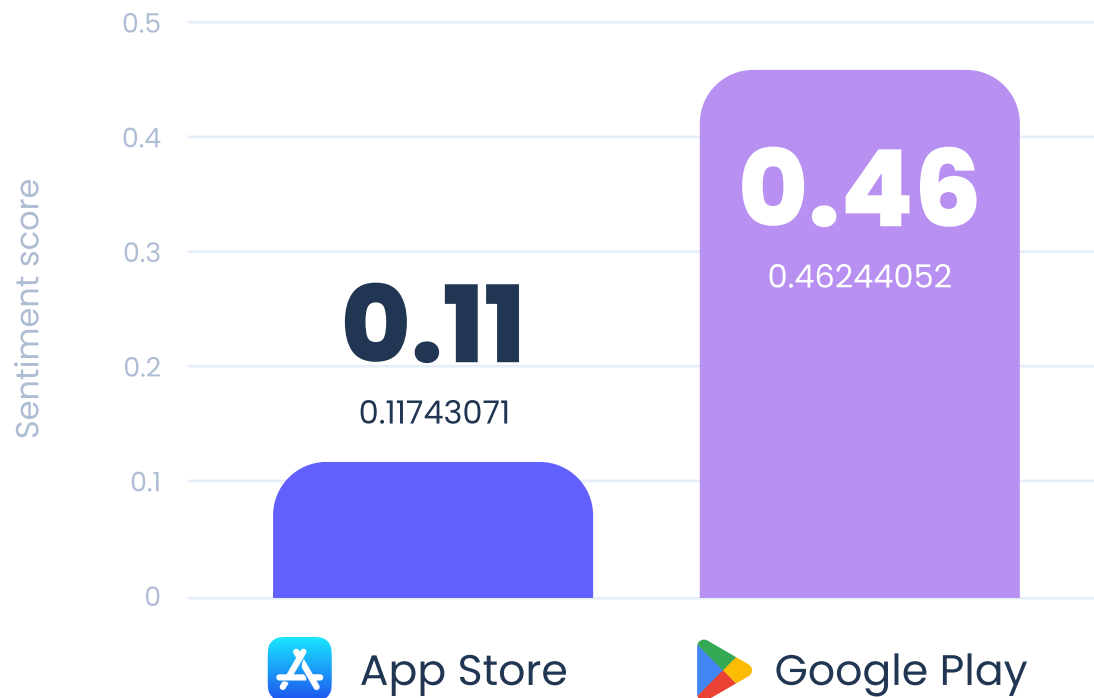
Translation: responding to reviews on Android genuinely improves your rating, while on iOS it barely moves the needle. We also shouldn't forget that the Reply effect is a tricky rating: responses to 5-star reviews can only have a negative dynamic (nowhere to go up, but plenty to go down).

Finance:
Average reply effect, by store

Reply effect

1.25

1.0

0.75

0.5

0.25

0

1.21
1.21961019

0.19
0.19837808

Google Play
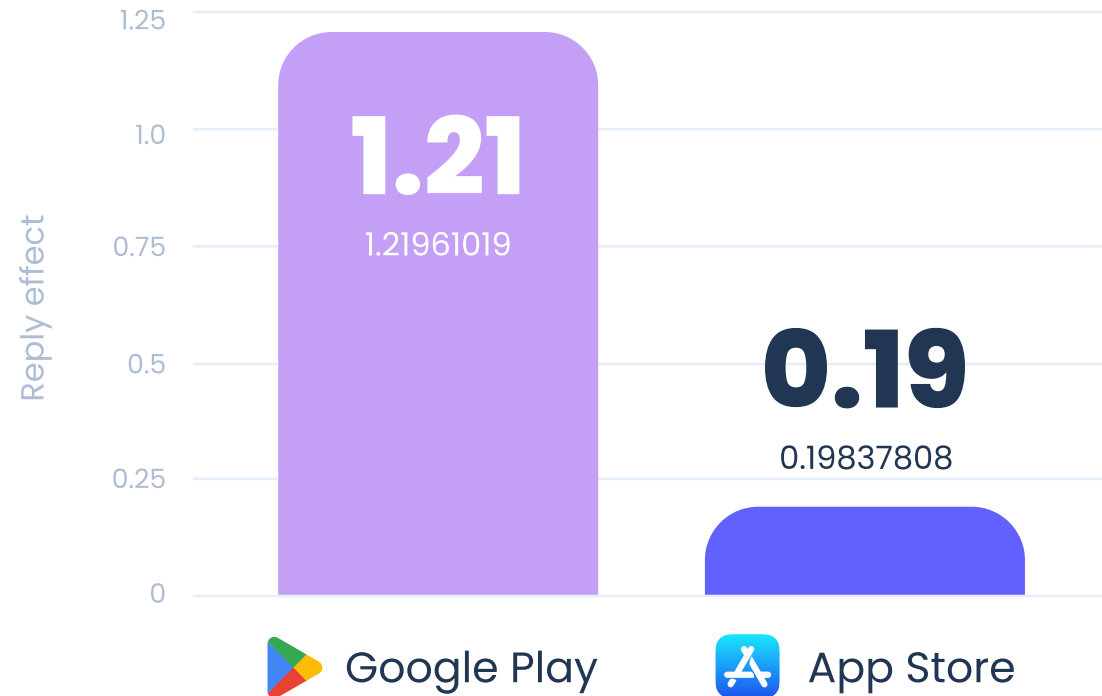
App Store

Finance:
Average sentiment score, by store

Sentiment score

0.5

0.4

0.3

0.2

0.1

0

0.11
0.11743071

0.46
0.46244052

App Store

Google Play

FINANCE

Sentiment score

Google Play finance apps enjoy a sentiment score of **0.46** compared to App Store's lackluster **0.11**.

That's a 4x difference in positive sentiment! Android users are leaving happier reviews. Perhaps iOS expectations are simply higher, or maybe Android finance apps are actually delivering a better experience.

"The future of fintech belongs to platforms that leverage AI through the lens of human understanding.
At eToro, we're leading this shift, rapidly deploying AI across our business while keeping real people at the core of every response, every improvement, and every success. AI is reshaping the world of investing, enabling us to deliver better tools and a more personalized experience. It allows us to analyze feedback in real-time so we can continually optimize our offering."

Hanan Mishurin
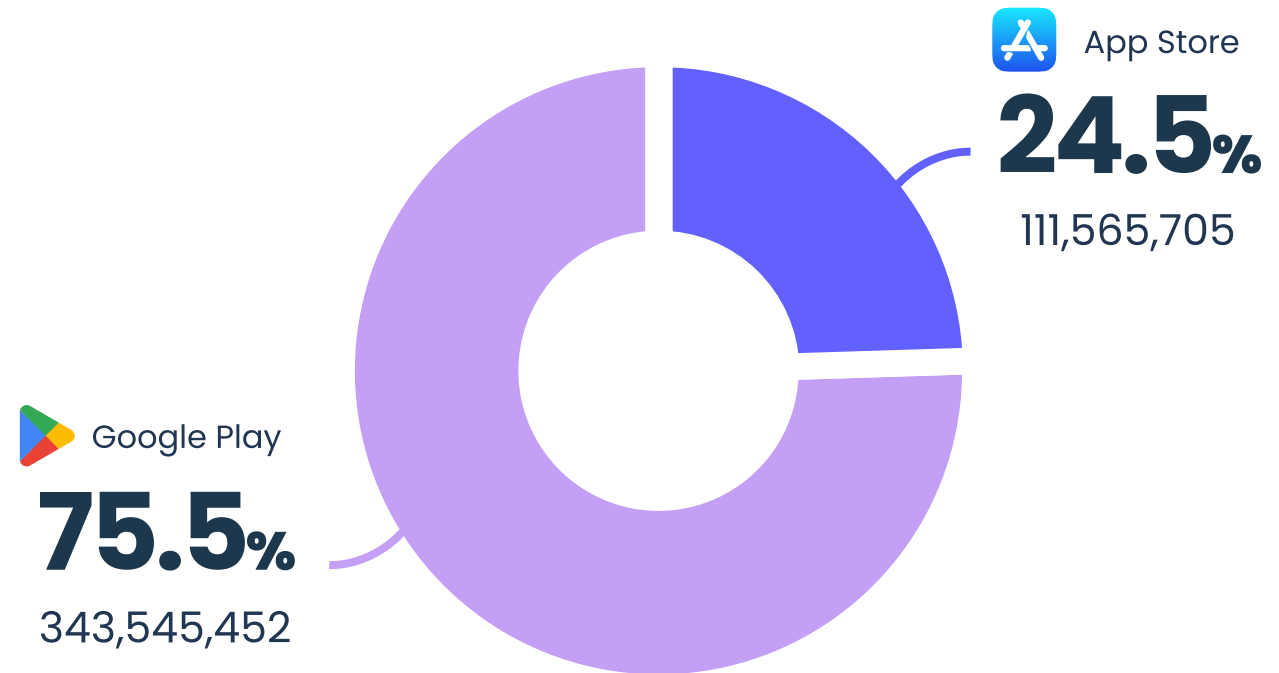Digital Platforms Team Lead, eToro

Shopping

Retail apps have collectively decided that customer feedback isn't worth their time. Even worse, when shopping apps do respond on iOS, they actually make things worse. Somehow, despite treating customers like they don't exist, shopping apps still maintain decent user sentiment.

With **343.5** million stars on Google Play and **111.5** million on App Store, shopping apps are absolutely drowning in feedback.

These numbers dwarf even the finance sector, making shopping the heavyweight champion of review volume. If you're in retail, ignoring this mountain of customer insights is leaving money on the table.

Shopping:
Number of star ratings total, by store

App Store
24.5%
111,565,705

Google Play
75.5%
343,545,452

Shopping:
Star rating by store, categorized, in millions

■ App Store   ■ Google Play

300M

200M

100M

254.4
254,499,763

95.5
95,586,583

41.4
41,449,148

26
26,085,094

14.7
14,730,604

10.2
10,298,794

6.7
6,780,843

2
2,056,503

0.78
784,787

2.8
2,839,038

0

Number of stars
with rating 1

Number of stars
with rating 2

Number of stars
with rating 3

Number of stars
with rating 4

Number of stars
with rating 5

SHOPPING
Star rating

Shopping apps follow the same pattern as finance — Google Play sees far more ratings across all categories. The 5-star column shows **254.5** million on Google Play versus **95.5** million on App Store.

Interestingly, shopping apps get more 5-star ratings than finance apps on both platforms. Consumers might be easier to please when shopping.

SHOPPING

Star vs. review ratings

Shopping apps see higher review ratings than finance apps on iOS **(4.05 vs 3.58)** but slightly lower on Android **(4.12 vs 4.16)**.

The star-review discrepancy persists but is less dramatic in shopping. Perhaps retail customers are more straightforward — they either like your app or they don't, with less nuance in between.

Shopping:
Average star and review ratings, by store

4.59
4.59304171

4.36
4.36702866

4.05
4.05244494

4.12
4.12370652

Star rating

Review rating

Shopping:
Reply rate, categorized, by store

■ App Store   ■ Google Play

Category	App Store	Google Play
Reply rate 1	**12.8** 12.886235	**30.3** 30.363450
Reply rate 2	**13.1** 13.155945	**32.4** 32.405097
Reply rate 3	**11.4** 11.447226	**24.8** 24.806072
Reply rate 4	**7.02** 7.020387	**23.4** 23.420320
Reply rate 5	**5.3** 5.344168	**22** 22.003194

SHOPPING

Reply rate by star rating

Shockingly low engagement here. Google Play shopping apps respond to just **30%** of 1-star reviews, while App Store manages a pitiful **12%**. These numbers plummet further for positive reviews.

It seems retail apps have collectively decided that customer feedback isn't worth their time. Bold strategy, Cotton. Let's see if it pays off.

SHOPPING

Reply rate total

With an abysmal **6.9%** reply rate on App Store and **23.8%** on Google Play, shopping apps are the ghosts of the app world — users can scream all they want, but they'll rarely hear back.

Compare this to finance's 27% and 55% respectively, and it's clear that your money matters more than your purchases in the app universe.

Shopping:
Reply rate total, by store

Reply rate

25%

6.9
6.932723

20%

23.8
23.881605

15%

10%

5%

0

App Store   Google Play

Shopping:
Average reply delay, by store, in hours

SHOPPING

Reply delay

When shopping apps do bother to respond, they take their sweet time — **108 hours** on App Store and **36 hours** on Google Play.

While Android still outperforms iOS, both platforms are slower in shopping than in finance. Nothing says "we value your business" quite like responding to complaints next week.

SHOPPING

Reply effect

Here's the kicker — shopping apps on App Store see a NEGATIVE reply effect of **-0.08**, while Google Play barely manages a positive **0.06**.

This suggests that when shopping apps do respond, they're doing it so poorly that it's actually making things worse on iOS! Someone needs to send these customer service teams to response school, stat.

Shopping:
Average reply effect, by store

Reply effect

0.05

0.06
0.067145

0

−0.08
−0.084556

−0.05

App Store   Google Play
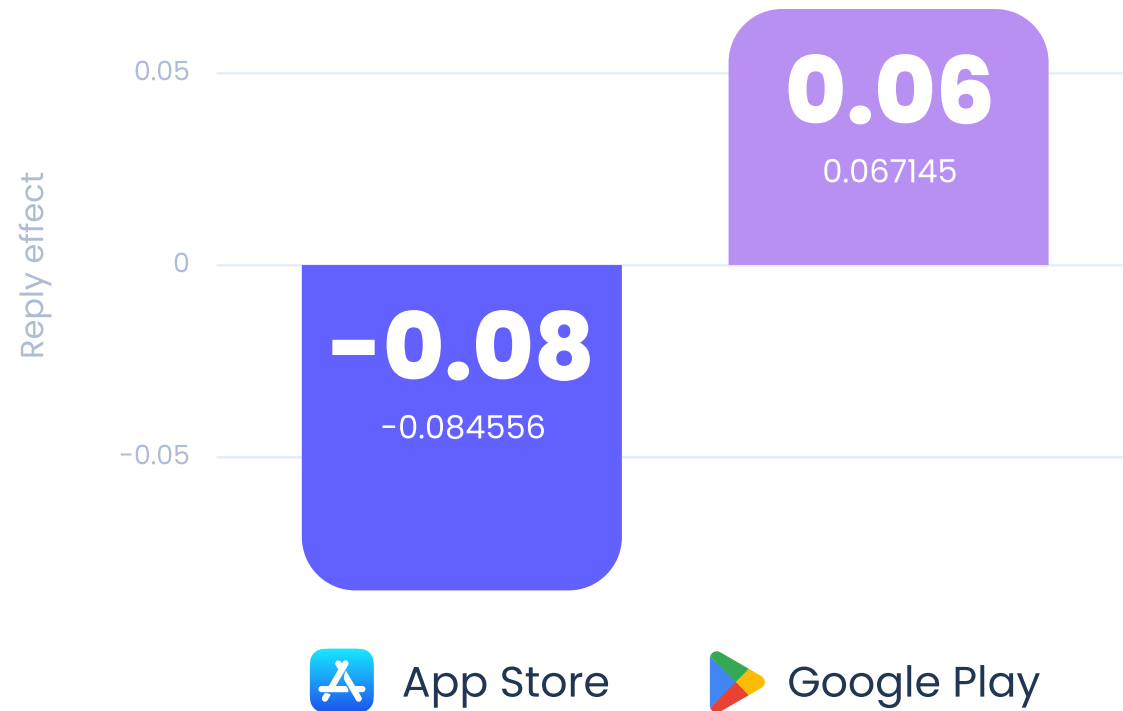
Shopping:
Average sentiment score, by store

0.35328

0.414711

0   0.1   0.2   0.3   0.4
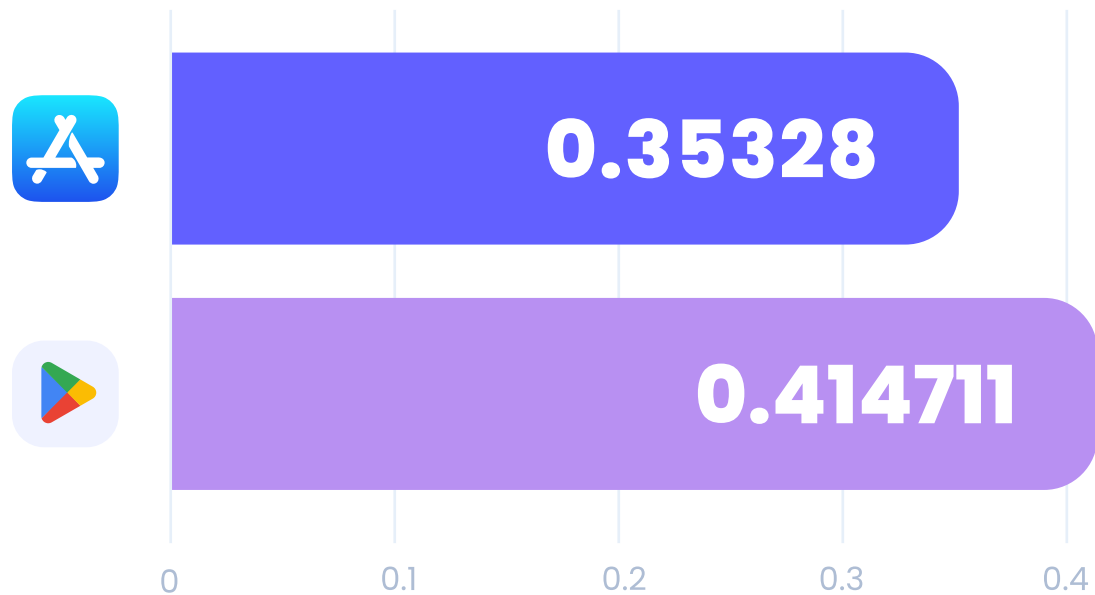
Sentiment score

Shopping apps enjoy higher sentiment scores than finance — **0.35** on App Store and **0.41** on Google Play. Despite the terrible response rates, people seem to like shopping apps more.

Turns out you can ignore your customers and still be popular. If only dating worked that way, eh?

"Shopping apps' abysmal reply rate is self-sabotage. The negative reply effect on iOS shows they're not just responding rarely, but responding poorly. In retail, customer service is everything, and current trends suggest most shopping apps haven't figured that out yet."

APPFOLLOW

Janire Indias
Head of Customer Services and Professional Services, AppFollow

Health & Sports

Health & Sports apps are the golden children of the app world with stellar ratings across both platforms. They're also bizarrely responsible on iOS, replying to the majority of negative reviews. Is it the endorphins? The guilt? Whatever the reason, fitness apps are crushing it with category-leading sentiment.

With **60.1** million stars on App Store and **116.2** million on Google Play, Health & Sports apps receive fewer total ratings than Finance or Shopping.

This smaller feedback pool means each review carries more weight — something developers in this space should keep in mind when prioritizing which bugs to squash first.

Health & Sports:
Number of star ratings total, by store

App Store
34.1%
60,143,846

Google Play
65.9%
116,270,336

Health & Sports:
Star rating by store, categorized, in millions

■ App Store   ■ Google Play

96.4
96,414,325

50.2
50,258,015

11.8
11,894,609

6.2
6,299,734

1.1
1,162,154

3.8
3,874,609

0.5
524,106

1.2
1,214,813

1.8
1,899,837

2.8
2,871,980

75M
50M
25M
0

Number of stars with rating 1 | Number of stars with rating 2 | Number of stars with rating 3 | Number of stars with rating 4 | Number of stars with rating 5

HEALTH & SPORTS

Star rating

Health & Sports apps see significantly more 5-star ratings compared to other categories — **50.2** million on App Store and **96.4** million on Google Play.

The ratio of 5-star to 1-star reviews is also higher, suggesting fitness enthusiasts are either more easily pleased or more supportive. Perhaps those endorphins really do improve user satisfaction!

HEALTH & SPORTS

Star vs. review rating

Health & Sports apps are the golden children of the app world, boasting the highest ratings across both platforms — a whopping **4.67** on App Store and **4.76** on Google Play.

Written reviews are also more positive than other categories. Either fitness apps are genuinely better, or people feel guilty criticizing the app that's trying to help them get in shape.

Health & Sports:
Average star and review ratings, by store
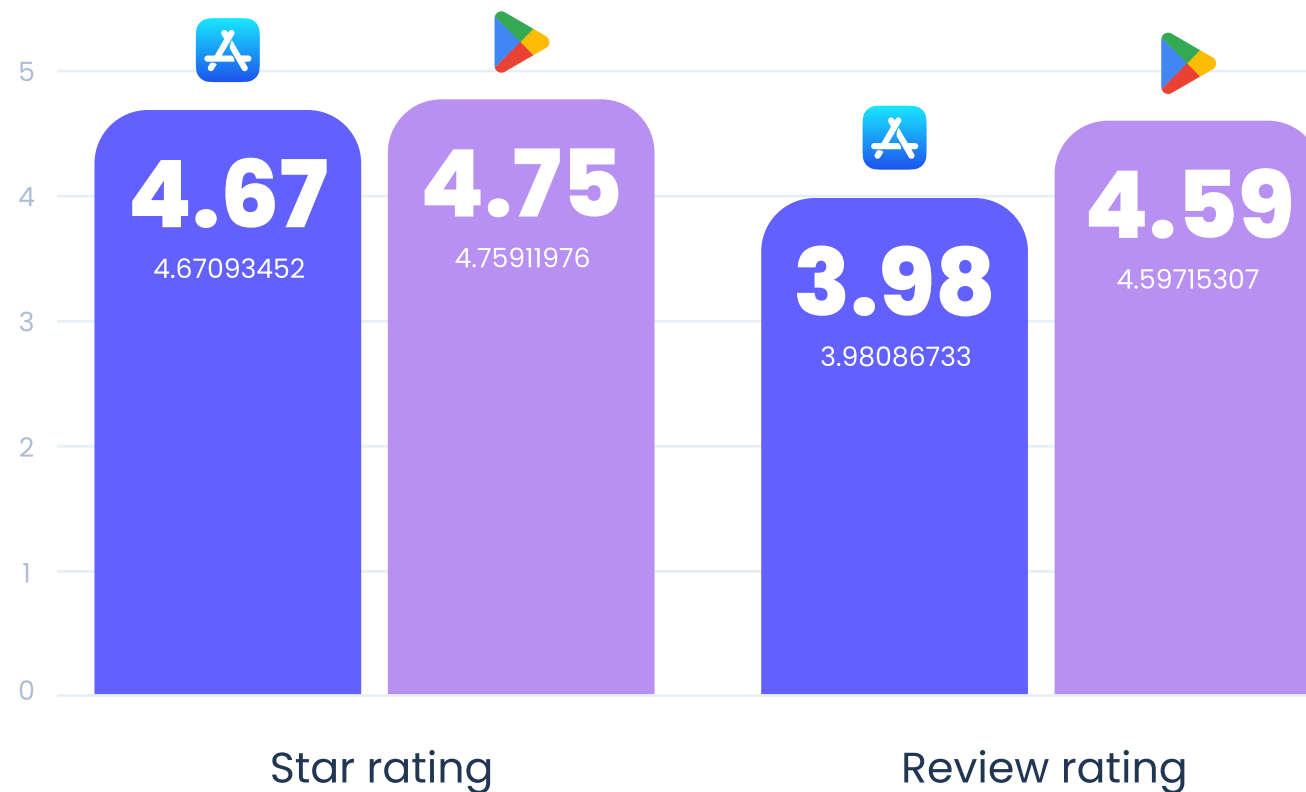
Health & Sports:
Reply rate, categorized, by store

● App Store   ● Google Play

57 57.065231	**56.8** 56.802276	**57.8** 57.819354	**55.5** 55.561294	**53.6** 53.681504	**54.1** 54.150806	**45** 45.052477	**42.5** 42.582276	**27.6** 27.624094	**6.01** 6.0144411

60%

40%

20%

0

Reply rate 1   Reply rate 2   Reply rate 3   Reply rate 4   Reply rate 5
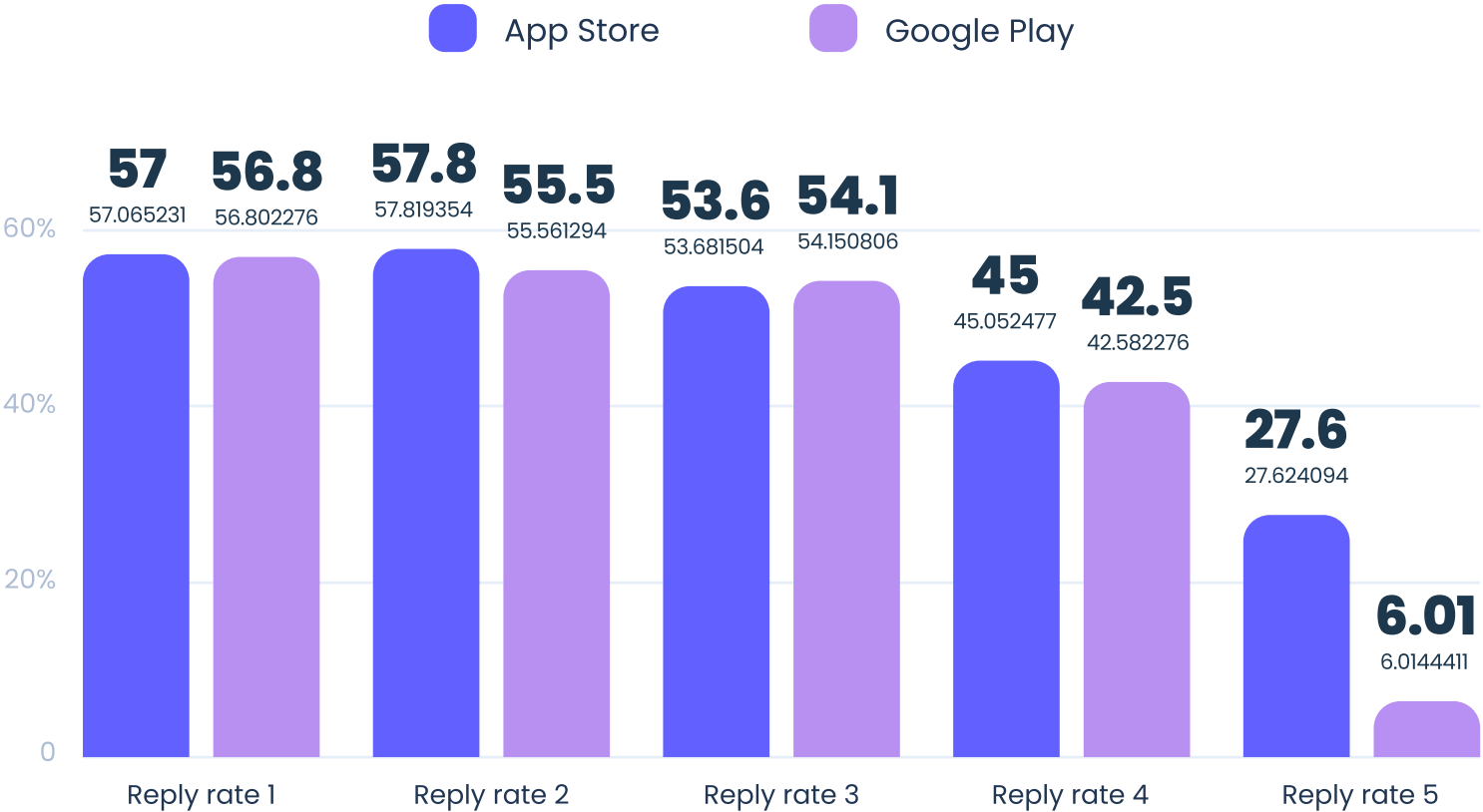
HEALTH & SPORTS

Reply rate by rating

Health & Sports developers are surprisingly responsive on App Store, replying to **57%** of 1-star reviews and maintaining high engagement across all ratings.

Meanwhile, Google Play shows a bizarre pattern — high response rates for negative reviews (56%) but a measly **6%** for 5-star reviews. Apparently, Android fitness developers only care when you're unhappy.

HEALTH & SPORTS

Reply rate total

Here's an anomaly — App Store Health & Sports apps respond to **33.9%** of reviews, while Google Play manages only **11%**.

This is the reverse of what we see in other categories, where Android typically outperforms iOS in engagement. Has Apple been hitting the gym while Google's been skipping leg day?

Health & Sports:
Reply rate total, by store

Health & Sports:
Average reply delay, by store, in hours

97h

57h

0   25   50   75   100

Average reply lag
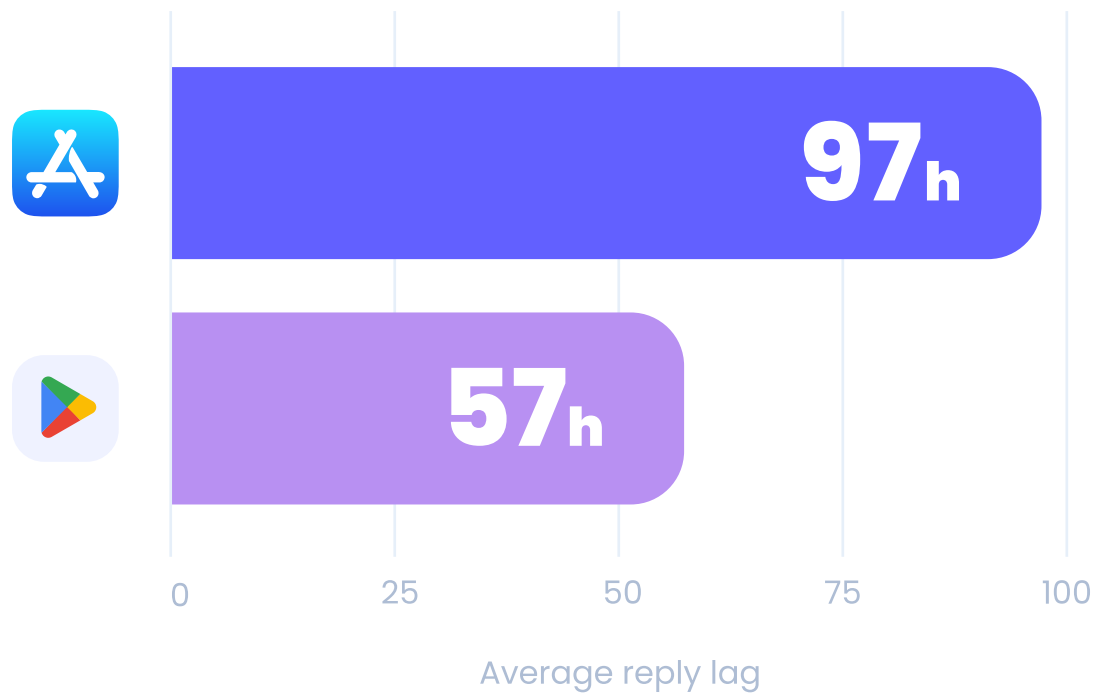
HEALTH & SPORTS

Reply delay

Response times are respectable — **97 hours** on App Store and **57 hours** on Google Play.

While not as speedy as finance apps, Health & Sports developers still beat the shopping category by a healthy margin. Maybe all that cardio is helping them move faster on customer service too.

HEALTH & SPORTS

Reply effect

Google Play sees a massive **0.69** reply effect compared to App Store's modest **0.11**. This suggests that responding to fitness app reviews on Android can dramatically improve ratings, while iOS users are less swayed by developer engagement.

The lesson? If you're a Health & Sports app on Google Play, start responding NOW.

Health & Sports:
Average reply effect, by store

Reply effect

0.8

0.6

0.11
0.11011745

0.69
0.69273784

0.4

0.2

0

 App Store   Google Play

Health & Sports:
Average sentiment score, by store

0.409467

0.617351

0   0.2   0.4   0.6
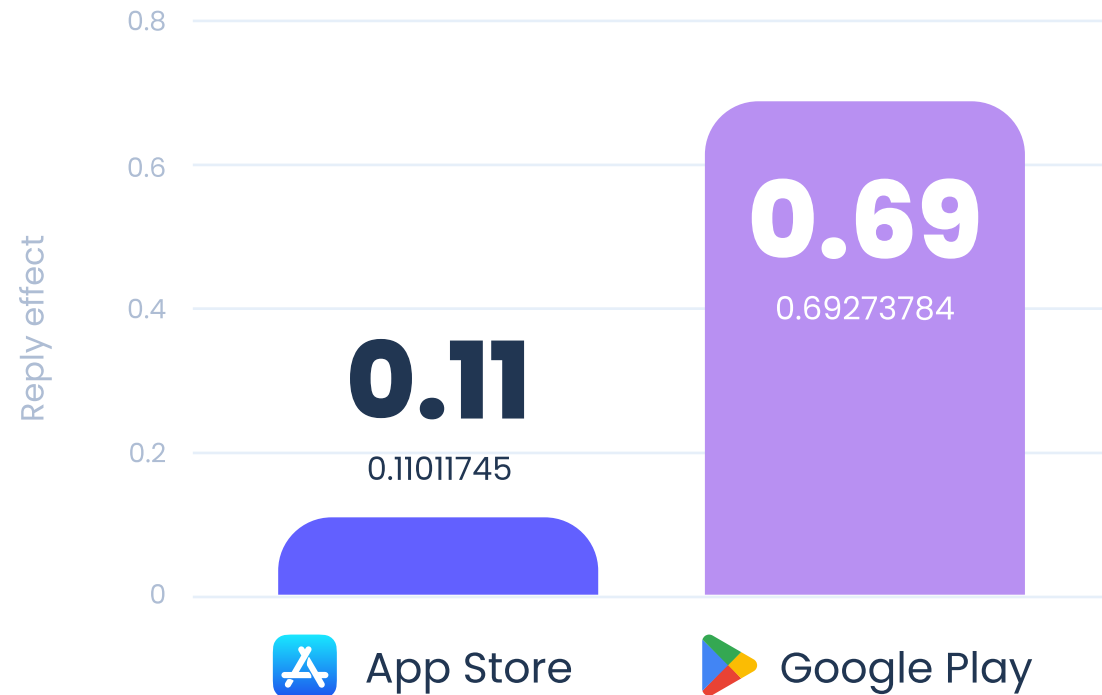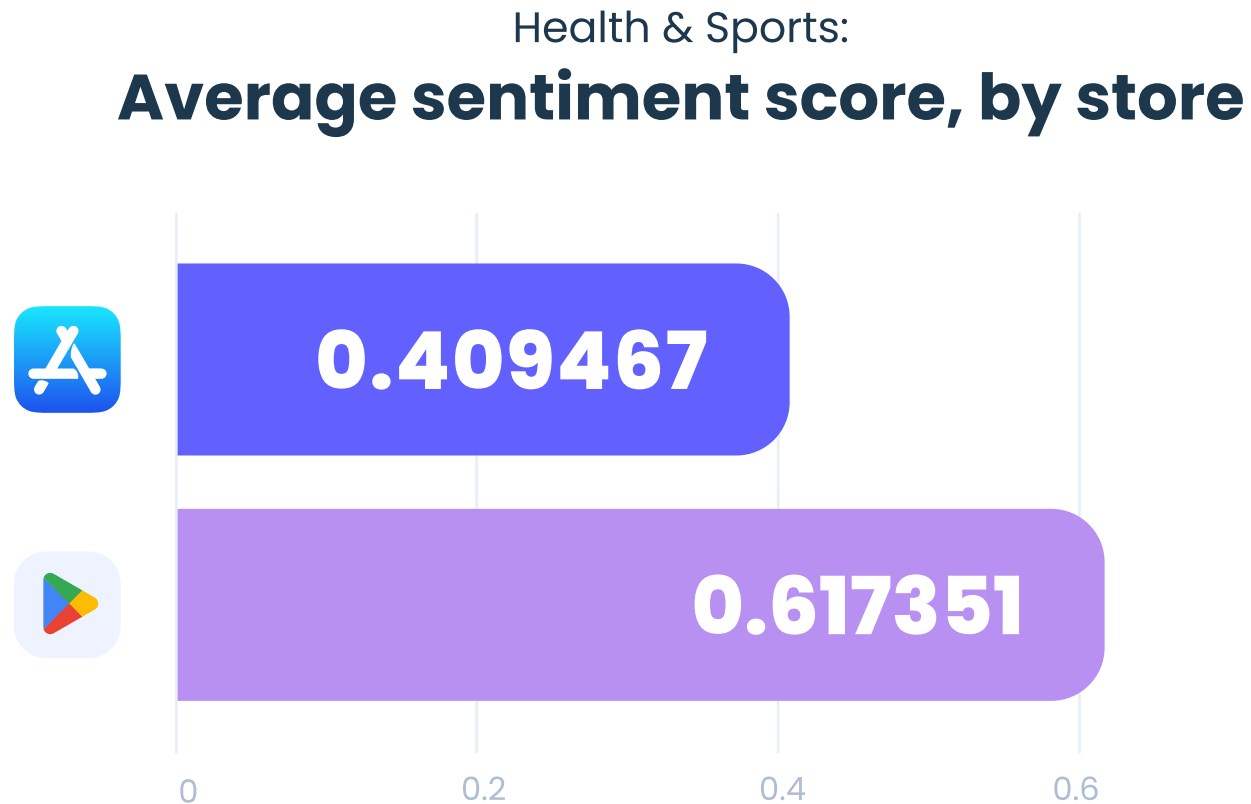
Sentiment score

Health & Sports apps win the sentiment championship with scores of **0.41** on App Store and a category-leading **0.61** on Google Play. People simply love their fitness apps, especially on Android.

Perhaps the "no pain, no gain" mentality makes users more forgiving of any UX issues they encounter along their fitness journey.

"AppFollow has significantly improved our ability, as Support Team, to connect with users, providing faster and clearer support. **The automation features are invaluable, allowing us to stay on top of user trends, preferences, and pain points.** This insight helps us address concerns in advance and improve the overall user experience."

Flo

Dina Barysevich
Customer Success Specialist, Flo Health

Entertainment

Entertainment apps have adopted the celebrity approach to feedback — they know you're watching, but they're too important to acknowledge you. They're the least engaged category by far. Yet somehow, when they do bother to respond, they see an astronomical effect on ratings — the highest of any category! The lesson? In entertainment, quality trumps quantity. When you finally respond, it makes a massive impact... kind of like a movie star surprising a fan.

In a rare reversal, App Store actually leads with **230.1** million total stars versus Google Play's **198.1** million.

This is the only category where iOS outperforms Android in sheer volume. Apparently, when it comes to entertainment, Apple users are the more vocal audience. Hollywood would be proud.

Entertainment:
Number of star ratings total, by store

App Store
53.7%
230,131,094

Google Play
46.3%
198,155,307
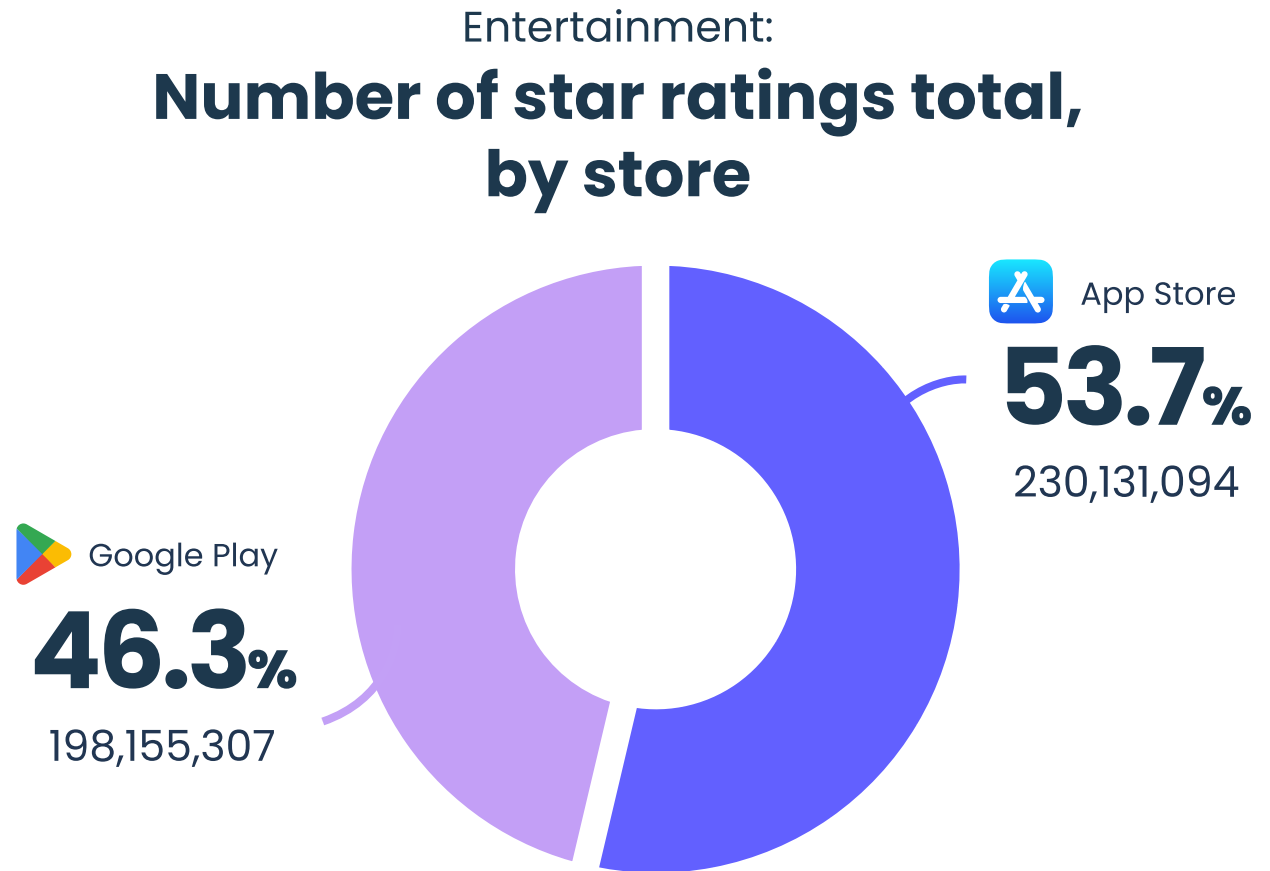
Entertainment:
Star rating by store, categorized, in millions

■ App Store ■ Google Play

200M

197.5
197,529,137

150M

132.9
132,999,649

100M

50M

29
29,096,956

8
8,068,765

2.7
2,712,237

6.08
6,086,090

5.9
5,934,171

8.9
8,968,024

15.8
15,886,784

21
21,004,588

0

Number of stars with rating 1 | Number of stars with rating 2 | Number of stars with rating 3 | Number of stars with rating 4 | Number of stars with rating 5

Star rating

Entertainment apps are the stars of the show when it comes to volume, with a staggering **197.5** million 5-star ratings on App Store alone.

Google Play manages **132.9** million 5-stars but sees more 1-star ratings (29 million vs 8 million). Looks like iOS users are easier to entertain, while Android users are a tougher crowd.

ENTERTAINMENT

Star vs. review rating

Entertainment apps score impressively high on both platforms — **4.68** average stars on App Store and **4.47** on Google Play. Written reviews are similarly positive at **4.08** and **4.25** respectively.

Whether it's streaming, gaming, or media consumption, users are generally having a good time. Must be nice to be in an industry where your product literally exists to make people happy.

Entertainment:
Average star and review ratings, by store

4.68
4.688900

4.47
4.476659

4.08
4.089908

4.25
4.253053

Star rating
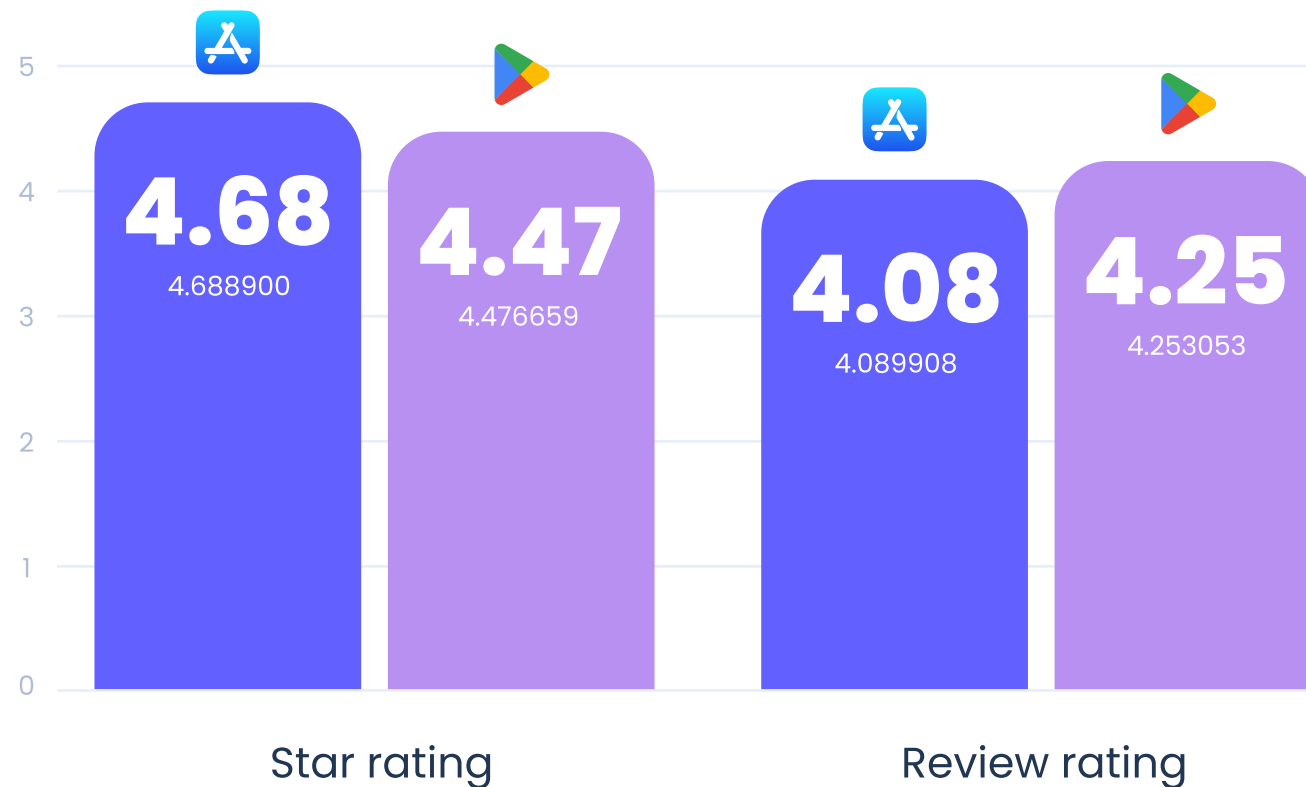
Review rating

Entertainment:
Reply rate, categorized, by store

■ App Store   ■ Google Play

10.8
10.853045

9.7
9.786564

7.9
7.944111

6.4
6.471924

6
6.005266

5.9
5.958373

4.3
4.314743

2.5
2.560052

3.4
3.485709

1.9
1.917505

10%

7.5%

5%

2.5%

0

Reply rate 1   Reply rate 2   Reply rate 3   Reply rate 4   Reply rate 5

ENTERTAINMENT

Reply rate by rating

Engagement falls off a cliff here. Entertainment apps respond to just **6.4%** of 1-star reviews on App Store and **10.8%** on Google Play. These numbers look even worse for positive reviews.

It seems entertainment developers have adopted the "celebrity approach" to feedback — they know you're watching, but they're too important to acknowledge you.

ENTERTAINMENT

Reply rate total

With pitiful reply rates of **3.3%** on App Store and **5.4%** on Google Play, entertainment apps are the least engaged of all categories analyzed.

Frankly, it's amazing they get away with this level of customer service (or lack thereof). Then again, when your app's job is to distract people, perhaps they're too entertained to notice being ignored.

Entertainment:
Reply rate total, by store

Reply rate

6%

5.4
5.469634

4%

3.3
3.378205

2%

0

 App Store   Google Play
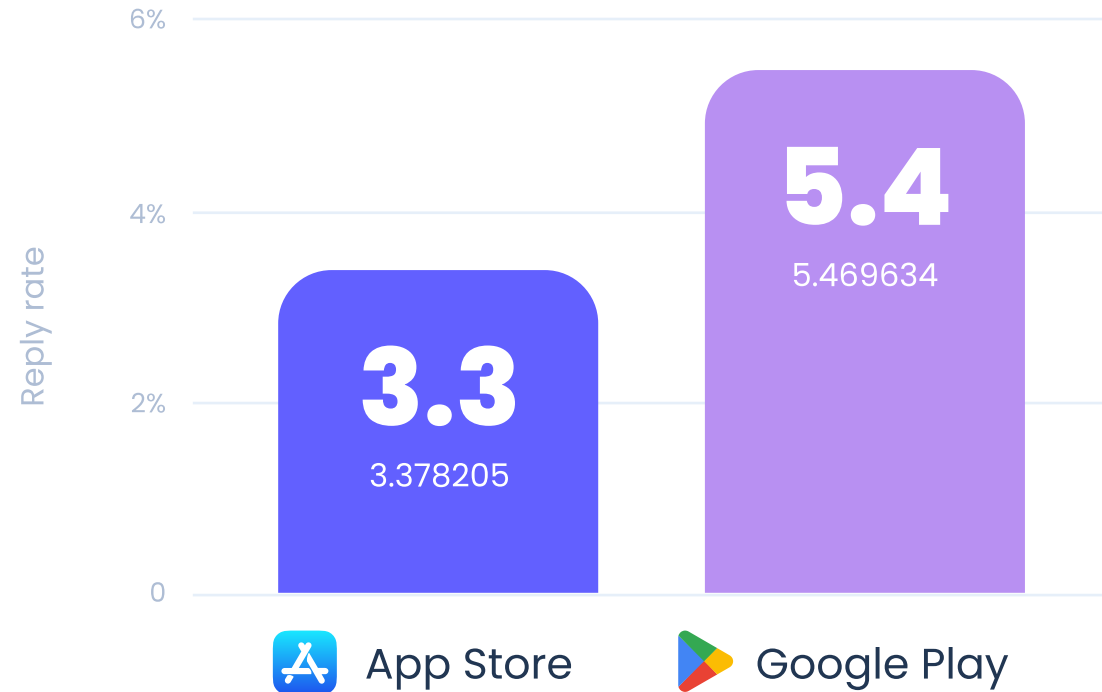
Entertainment:
Average reply delay, by store, in hours

77h

57h

| 0 | 20 | 40 | 60 | 80 |
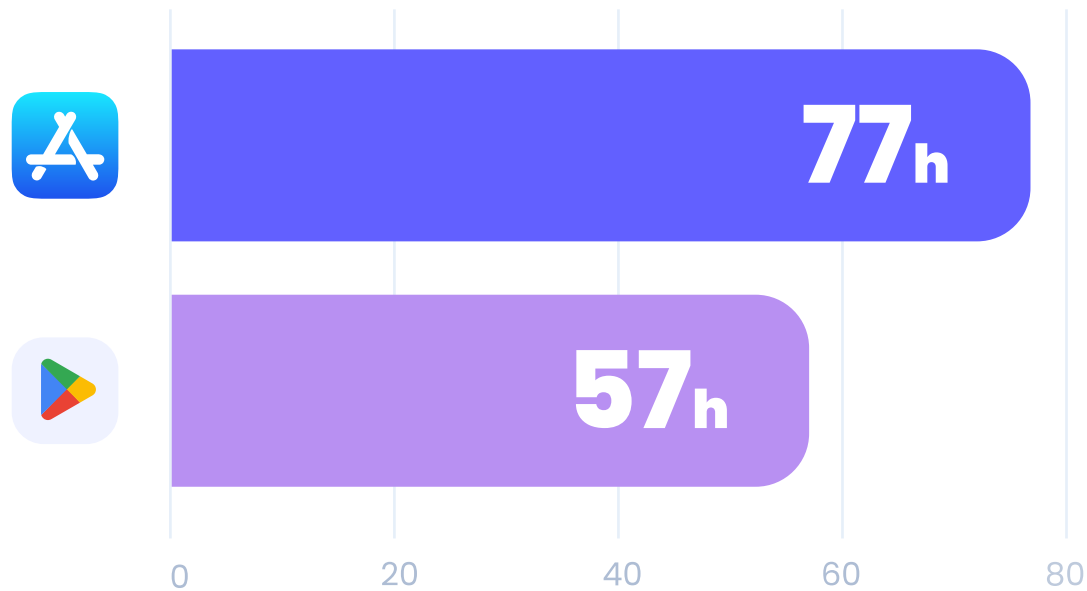
ENTERTAINMENT

Reply delay

When entertainment apps do bother to respond, they're relatively quick about it — **77 hours** on App Store and **57 hours** on Google Play. Not bad for an industry that clearly doesn't prioritize customer engagement.

Maybe responding quickly is their way of getting back to what they really want to do: ignoring the other 95% of feedback.

ENTERTAINMENT

Reply effect

Despite rarely responding, App Store entertainment apps see an astronomical **2.11** reply effect, the highest of any category on either platform!

Google Play manages a respectable **0.4**. The message is clear: in entertainment, quality trumps quantity. When you do respond, it makes a massive impact.

Entertainment:
Average reply effect, by store

Reply effect

2.5

2.0

2.11
2.116670

0.4
0.402857

1.5

1.0

0.5

0

App Store   Google Play
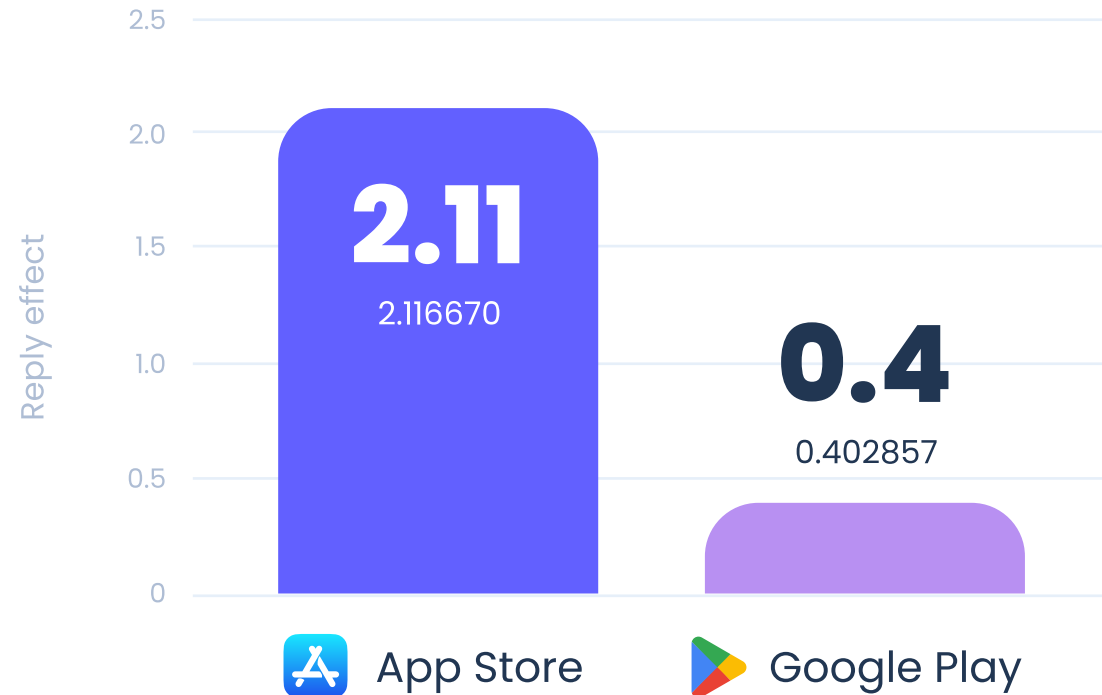
Entertainment:
Average sentiment score, by store

Sentiment score

0.6

0.4

0.38
0.386353

0.51
0.510047

0.2

0
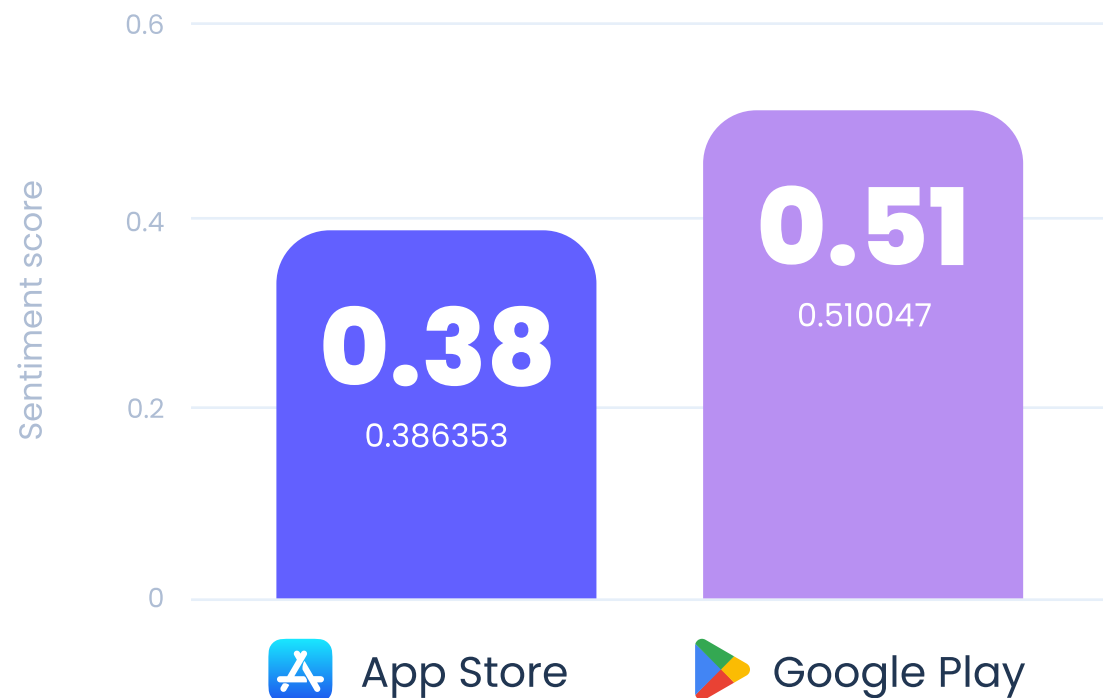
App Store

Google Play

Sentiment score

Entertainment apps enjoy healthy sentiment scores of **0.38** on App Store and **0.51** on Google Play.

Users generally feel positive about their entertainment experiences, despite the lack of developer engagement. It turns out that when your app's job is to make people happy, they tend to be... well, happy with it. Revolutionary insight, we know.

"In the streaming space, user expectations evolve as fast as content trends. What worked yesterday might spark complaints today. **AppFollow helps us stay ahead by surfacing sentiment shifts in real time, allowing us to adapt before small issues become unsubscribe-worthy.** Going into 2025, I see reputation management becoming less reactive and more strategic — brands that actively listen and iterate will lead."

NBCUniversal

Natalia Numa
Product Success Manager, NBCUniversal

Future trends for 2025

"The app landscape in 2025 has clearly evolved into an AI-powered feedback ecosystem. What's fascinating is how quickly the market has stratified: companies with robust feedback management processes are pulling dramatically ahead of competitors.

We're seeing three distinct approaches emerge: manual responses enhanced by AI, hybrid systems automating routine interactions while preserving human touch for complex issues, and fully autonomous response frameworks. Support teams are becoming smaller but exponentially more effective through these technologies."

"Meanwhile, the untapped gold mine remains product insights extraction — using AI to detect patterns, anomalies, and opportunities hidden in thousands of user comments. As these technologies advance, the gap between feedback leaders and laggards will only widen. The most successful companies won't just respond to users — they'll anticipate needs before they're even expressed."

Anatoly Sharifulin
CEO & co-founder at AppFollow

"Automation is no longer a luxury — it's how we scale user experience without sacrificing quality. At Opera, we've embraced AI not just for the browser experience but for managing feedback at speed and scale. These benchmarks reinforce what we see daily: **smart automation helps us stay close to our users, even as we grow**."

Miyuki Barsk
Mobile products customer support lead, Opera

"At Asapty, we're seeing a clear shift: solid in-app monetization and decent Apple Search Ads ROAS are no longer enough. In 2025 and beyond, growth will come from how well apps optimize their App Store presence. Custom Product Pages are becoming essential, not optional. **To scale efficiently, teams need to cluster keywords, tailor CPPs accordingly, and automate both CPP generation and review management**."

"As review scores continue to impact conversion rates, especially in subscription apps, **automated responses and reputation management will directly affect paid performance**. The next competitive edge in Apple Search Ads lies in how well you combine creative, targeting, and user sentiment into a unified strategy."

ASAPTY

Viktor Orlov
CEO, Asapty

Insights for businesses

The best-performing apps use AppFollow to stay ahead of competitors. We recommend trying it and letting the results speak for themselves. Start by collecting data properly.

AI summary
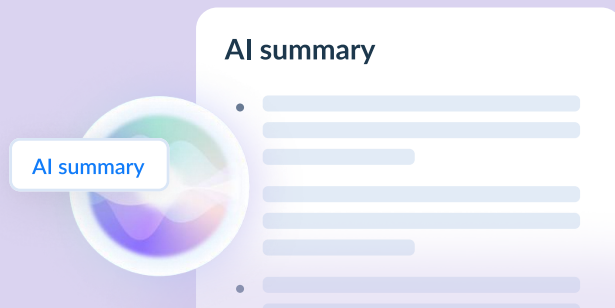
AI summary

AI Summary

Just released a new feature and need to know what users think? **This tool processes hundreds of reviews instantly to give you clear insights without the manual work.** You can filter reviews by:

- Positive feedback
- Critical feedback
- Specific feature tags
- Custom categories

You can also set up instant notifications in Slack when trends change.

Reporting

Monitor your app's performance daily, weekly, or monthly with detailed statistics on user ratings, new reviews, and comparisons between time periods. Set up automatic alerts on Slack, Telegram, or email to track rating changes across multiple apps and identify trends early.

Beyond app stores

help**shift**

Your users provide feedback in many places besides app stores. Get the complete picture by monitoring social platforms like Discord and Reddit, support channels like HelpShift or Zendesk, and traditional app stores. **AI helps analyze and translate content, while automation handles tagging and template responses.**
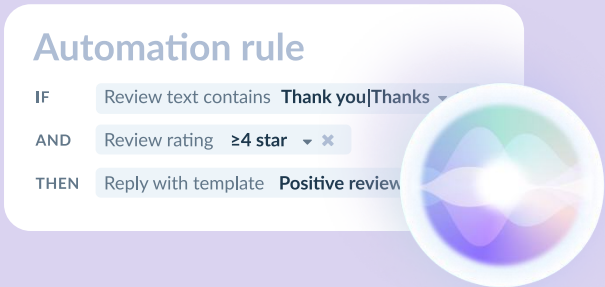
Insights for businesses

Most teams focus on negative reviews and featured comments first. But don't forget your 5-star fans who deserve thanks too. Even neutral reviews need attention. Here are tools to handle all types of feedback:

Automation rule

IF	Review text contains	**Thank you|Thanks** ⌄
AND	Review rating	**≥4 star** ⌄ ✕
THEN	Reply with template	**Positive review** ⌄

If — Rating is 5 stars ⌄
Then — AI-reply

★★★★★

AI reply ✦

AGENTS	REPLIES SUBMITTED	REPLY SHARE
Total	1,840 +2%	100% =
1 Robert Mitchel	930 +10%	42% +117%
2 Gigi Harrington	249 -8%	40% -28%
3 Automation	13 =	3% +17%
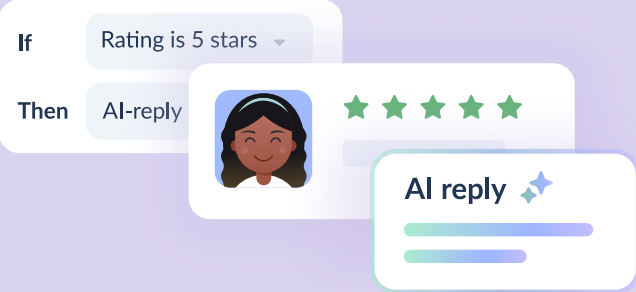
Automation

Set up custom response templates and let the system automatically categorize and respond to feedback based on your rules. For more variety, AppFollow AI can randomly select from multiple templates and translate them instantly. Create triggers based on specific keywords, ratings, language, or featured status.

AI Replies

Take automation further with AI that intelligently handles reviews across both App Store and Google Play. Set your preferred tone, add custom instructions, and let AI manage positive reviews while your team concentrates on critical feedback. Need to update thousands of users about a fixed bug? Schedule bulk responses that feel personal and unique with just one click.

Agent Performance

Monitor how well your team manages reviews with detailed metrics. Track how each team member handles replies, measure automation effectiveness, and see how responses impact review ratings. Compare different time periods and understand the difference between reviews that receive responses versus those that don't.

Insights for businesses

Smart ASO strategy is the means for organic growth. To excel, we recommend a mix of competitor intelligence, localization, and smart analytics to gain the upper hand.
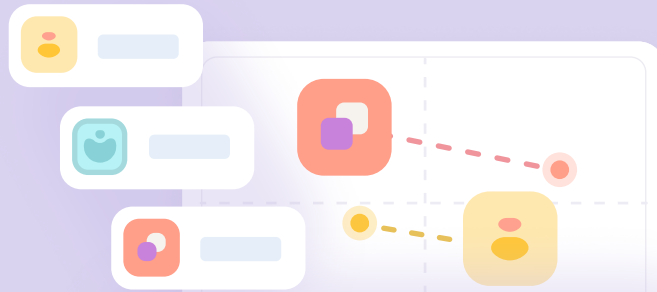
Study your competition

Monitor your rivals effectively with AppFollow's tools. Find valuable keywords you're missing with the Missing Keywords tool, then use Keyword Spy to discover your competitors' most successful search terms. Compare how well you convert users against industry standards and refine your approach using insights from the Visibility Score.
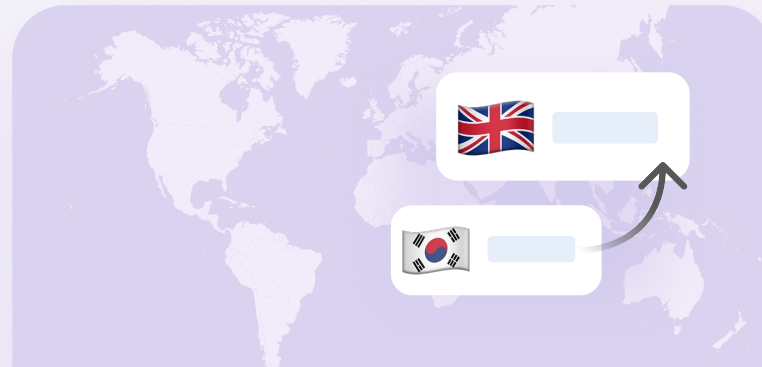
Expand globally

Major growth opportunities exist beyond Western markets. Asia and Latin America are becoming important gaming regions. **Overcome language barriers with Keyword Auto Translation to understand what local users are searching for in their own languages.**
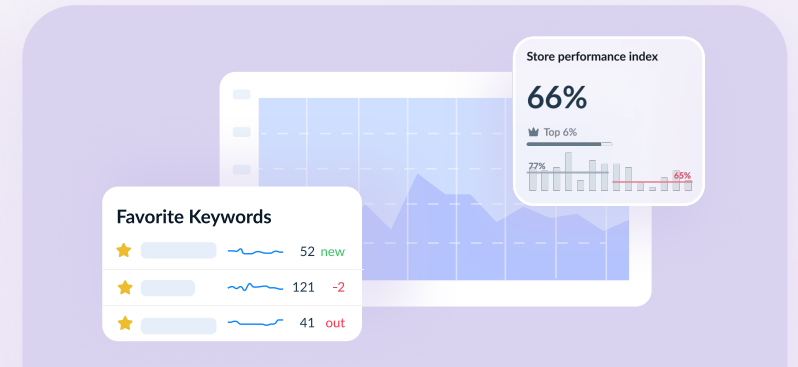
Master your distribution channels

Before spending heavily on paid user acquisition, evaluate your organic performance. **Use ASO Analytics to identify your most effective download sources and conversion paths.** The Dashboard provides immediate performance metrics—focus on keywords that drive real growth and quickly remove those that underperform.

"Our 2025 data tells a compelling story: app reputation management isn't optional anymore — it's the difference between survival and success. The minimum acceptable rating has been firmly established at 4.0, with market leaders pushing 4.5 and beyond. We're witnessing a market split between feedback innovators achieving 100% reply rates and those still ignoring their most vocal users."

"The companies that transform these insights into action will thrive; those that dismiss them will find themselves fighting a losing battle for user loyalty. At AppFollow, we're not just tracking these trends — we're building the tools that keep you ahead of them."

APPFOLLOW

Anatoly Sharifulin
CEO & co-founder, AppFollow

APPFOLLOW

APP REPUTATION BENCHMARKS 2025

AppFollow is your one-stop shop for all things mobile reputation and review management.

It's designed to be user-friendly, allowing you to respond to app reviews, use AI to automate workflows, perform market analysis, and analyze what your users say with ease and confidence.

AppFollow helps 1M+ apps grow with:

- AI-powered review management tools
- Workflow automation
- User feedback analytics
- App page analysis and optimization
- Dozens of integrations like Tableau, Zendesk, Slack, Helpshift, Salesforce

Try AppFollow today

For inquiries, please reach us at sales@appfollow.io