

# Google Play & Android 2024 impact and contributions for Japan



**Source:** Survey of 1025 online adults based in Japan conducted in February 2025. All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by age, gender, education level, and region to nationally representative proportions. This is Public First analysis, using both non-Google proprietary and publicly available information. Where information has been obtained from third party sources and proprietary research, this is clearly referenced alongside the economic modelling techniques employed in our methodology document. A full modelling methodology can be accessed [here](#).

# Google Play & Android are empowering Japanese developers and businesses

## Furthering inclusivity: Android's role building trust and accessibility in the digital ecosystem.

Beyond initial access, Android plays a crucial role in ensuring a safe and inclusive digital environment for Japanese users. By prioritising security measures and incorporating accessibility features, Android fosters trust and empowers a wider range of individuals to fully participate in the digital economy.

### Supporting those with accessibility requirements

**1 in 12**

Android users regularly use voice, audio, or mobility tools such as speech-to-text, text-to-speech and Switch Access functionality. This ensures hearing and visually impaired users, as well as those with limited mobility, can access the digital world.

### Protecting people from scams

**62%**

of Android users are confident in the anti-malware protection of their Android device, helping them feel more secure from bad actors.

### Facilitating AI adoption

**28%**

of Android users first started using AI through an app on their Android device, supporting Japanese people to adopt new technologies and benefit from associated productivity gains.

## Powering innovation: The global reach of Japan's developer and app economy.

With access to cutting-edge tools, training resources, and monetisation options such as subscription and advertising models, developers can build world-class apps and grow sustainable businesses with Google Play that resonate far beyond their borders.

### Fostering Japanese talent

**4th largest**

number of active developers on Google Play in the world, with **220,000 developer jobs**. 36% of the country's app developers have overseas users.

### Connecting developers to users around the world

**1.6 billion**

total app downloads from the Play Store for Japanese developers, with **400 million** from domestic users and **1.2 billion** from overseas users.

### Supporting the digital economy

**JPY 3.9 trillion**

In 2024, the Play & Android ecosystem generated **JPY 3.9 trillion** (USD 26 billion) in revenue for app publishers and the wider economy in Japan.

# Driving economic impact: Google Play and Android's contribution to Japan.

The app ecosystem powered by Google Play and Android is also a key engine of growth for Japan's economy. Japanese businesses have expanded beyond national borders as a result of the app ecosystem, further reinforcing the transformative potential of the app economy in driving sustainable growth for Japan.

## Supporting job creation in the app ecosystem

# +840,000

### direct, indirect, and spillover jobs

were created by the app ecosystem Google Play has enabled in Japan. Spillover jobs also included jobs in manufacturing, with 1,000 OEM manufacturing jobs created locally with the growth in demand for mobile phones.

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Saving  
operating costs

JPY **457 billion**

saved by Android device makers in development and operating costs due to the open source nature of Android's offer.

