

Google Play & Android 2024 impact and contributions for Korea



Google Play & Android are empowering Korean developers and businesses

Korea stands at the forefront of global digital innovation, powered by world-leading broadband and mobile infrastructure which supports a deeply embedded culture of technological adoption. Within this advanced digital ecosystem, Google Play and Android play a crucial role in connecting Korean developers with domestic and international markets, helping entrepreneurs scale quickly, and allowing the country's culture of invention and creativity to flourish.

30
million

The number of Koreans who can access the internet through Android.

Expanding access:

Android's role in digital empowerment.

In Korea's hyper-connected society, users expect fast, secure, and seamless digital experiences across multiple devices. Android is the world's most common mobile operating system, and powers smartphones, tablets, wearables, and IoT devices that are central to daily life for Korean citizens. With the emergence of Generative Artificial Intelligence, Android is now accelerating access to transformative tools for all Korean citizens.

Ensuring widespread connectivity

91%

of Korean users' first-time access to a smartphone is via an Android device, helping to diffuse digital tools across the economy. **29%** of those Android users would have accessed the internet for the first time via the Android operating system.

Connecting users to essential public services

78%

of Android users say their Android phone is one of the main ways they access digital public services in Korea such as online government portals or healthcare applications.

Enabling access to financial tools

28%

of users in Korea say their Android phone is now the most common tool they use for payments, as Android helps to boost financial inclusion.

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 Korean 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 14

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

44%

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

49%

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

Powering innovation: The global reach of Korea'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.

Fostering Korean talent

3rd largest

number of active developers registered on Google Play in 2024, with over 110,000 developer jobs. 49% of the country's app developers have overseas users.

Connecting developers to users around the world

2 billion

total app downloads from the Play Store for Korean developers, with 490 million from domestic users and 1.5 billion from overseas users in 2024.

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

The app ecosystem powered by Google Play and Android is also a key engine of growth for Korea's economy. Korean 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 Korea.

Supporting job creation in the app ecosystem

+440,000

direct, indirect, & spillover jobs

were created by the app ecosystem Google Play and Android has enabled in Korea. Spillover jobs also included jobs in manufacturing, with 3,000 OEM manufacturing jobs created locally with the growth in demand for mobile phones

Disclaimer: This report has been prepared by Public First for Google. All information in this report is derived or estimated by Public First analysis using both non-Google proprietary and publicly available information. **Google has not supplied any additional data, nor does it endorse any estimates made in the report.** Where information has been obtained from third-party sources and proprietary research, this is clearly referenced in the endnotes.

With the exception of desktop researched claims which have been footnoted, all claims in the report have been derived based on Public First modelling or polling. All estimates given here are Public First's best estimate at the time of publication. All calculations were done in USD, and have been converted to local currency based on average exchange rates in the last year.

This report has been prepared solely for information purposes over a limited period of time to provide a perspective on the market. It is not intended for investment purposes. Projected market and financial information, analyses, and conclusions contained in this report should not be construed as definitive forecasts or guarantees of future performance or results.

Google, Public First and their respective affiliates, or any other third party involved make no representation or warranty, either express or implied, as to the accuracy or completeness of the information in the report and shall not be liable for any loss arising from the use of this report.

Public First is a global strategic consultancy that works with organisations around the world to better understand public opinion, analyse economic trends and craft new policy proposals. For more information, please visit [our website](#).

Saving operating costs

KRW 1.6 trillion

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

