

Google Play & Android 2024 impact and contributions for Singapore



Google Play & Android are empowering Singaporean developers & businesses

Singapore's digital economy stands at the forefront of global tech innovation, supported by world class infrastructure, an innovation-friendly regulatory environment, and a highly skilled workforce. Through the Android ecosystem and Google Play, Singapore's reputation as an innovation powerhouse continues to strengthen, with local developers creating cutting-edge solutions across fintech, smart city applications, and healthcare technologies.

1.8
million

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

Expanding access:

Android's role in digital empowerment.

With Singapore boasting one of the world's highest smartphone adoption rates, Android serves as a foundational platform for digital innovation across the economy. Android is the world's most widely used mobile operating system, powering a wide range of devices from smartphones and tablets to wearables and connected technologies. With the emergence of Generative Artificial Intelligence, Android is now accelerating access to transformative tools for all Singaporeans.

Ensuring widespread connectivity

79%

of Singaporean 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

86%

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

Enabling access to financial tools

39%

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

Trust and safety: Android's role building trust in the digital ecosystem.

With Singapore boasting one of the world's highest smartphone adoption rates, Android serves as a foundational platform for digital innovation across the economy. Android is the world's most widely used mobile operating system, powering a wide range of devices from smartphones and tablets to wearables and connected technologies. By prioritising security measures in its tools, Android fosters a sense of trust in consumers that underpins the digital ecosystem.

75%

of people in Singapore say they are confident in the network security of their Android device.

77%

of people in Singapore say they are confident in the hardware security of their Android device.

70%

of people in Singapore say they are confident in the anti-malware protection of their Android device.

Powering innovation: The global reach of Singapore'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.

Helping developers
go global

98%

In 2024, nearly all (98%) of Singaporean developers enjoy a global audience for their products, and 15,000 developer jobs were enabled through Google Play.

Connecting developers
to users around the world

3.3 billion

total app downloads from the Play Store for Singaporean developers, with 17 million from domestic users and 3.3 billion from overseas users.

Supporting the
digital economy

SGD 3.6 billion

In 2024, the Play & Android ecosystem generated SGD 3.6 billion (USD 2.7 billion) in revenue for app publishers and the wider economy in Singapore.

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

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

Saving operating costs

SGD **2.7 billion**

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

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Supporting job creation in the app ecosystem

+82,000

direct, indirect, & spillover jobs

were created by the app ecosystem Google Play has enabled in Singapore

