

## Japan's Digital Gateway:

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# The Economic Impact of Google Play and Android in 2025



# Google Play and Android power Japan's app economy.

In the Japanese app market, value trumps volume. A culture of premium mobile content in gaming and high per-user spending consistently places it among the top three countries globally for app revenue.<sup>1</sup> Google Play is helping drive this by connecting Japan's deep bench of publishers to billions of Android devices worldwide, turning domestically focused studios into international exporters.

## JPY 4.6 trillion

In 2025, the Play & Android economy generated **USD 31 billion or JPY 4.6 trillion** in revenue for app publishers and the wider economy in Japan.

## 950,000

jobs enabled

950k direct, indirect and spillover jobs created by the Google Play app ecosystem in Japan.

## JPY 460 billion

costs saved

Android device makers – able to offer a wide range of affordable devices – are estimated to have saved **USD 3.1 billion or JPY 460 billion** to date in development and operating costs due to the open source nature of Android.

### A global hub for apps and games

The rise of AI-powered translation tools is accelerating a separate wave of localisation across the industry, allowing a wider range of smaller and mid-sized studios to scale internationally with ease. App developers in Japan saw 510 million total domestic app downloads and 1.3 billion overseas downloads from the Play Store in 2025. This scale is matched by revenue as well. Japanese app publishers earned over USD 940 million or JPY 140 billion in revenue from overseas consumers through Google Play in 2025.

## JPY 140 billion

overseas consumers revenue

Japan app publishers earned over **USD 940 million or JPY 140 billion** in revenue from overseas consumers through Google Play in 2025. That is 50% of what they earned from domestic consumers.

## 8%

global Play revenue

Japanese-made apps account for just 2% of global Play downloads but nearly 8% of global Play revenue.

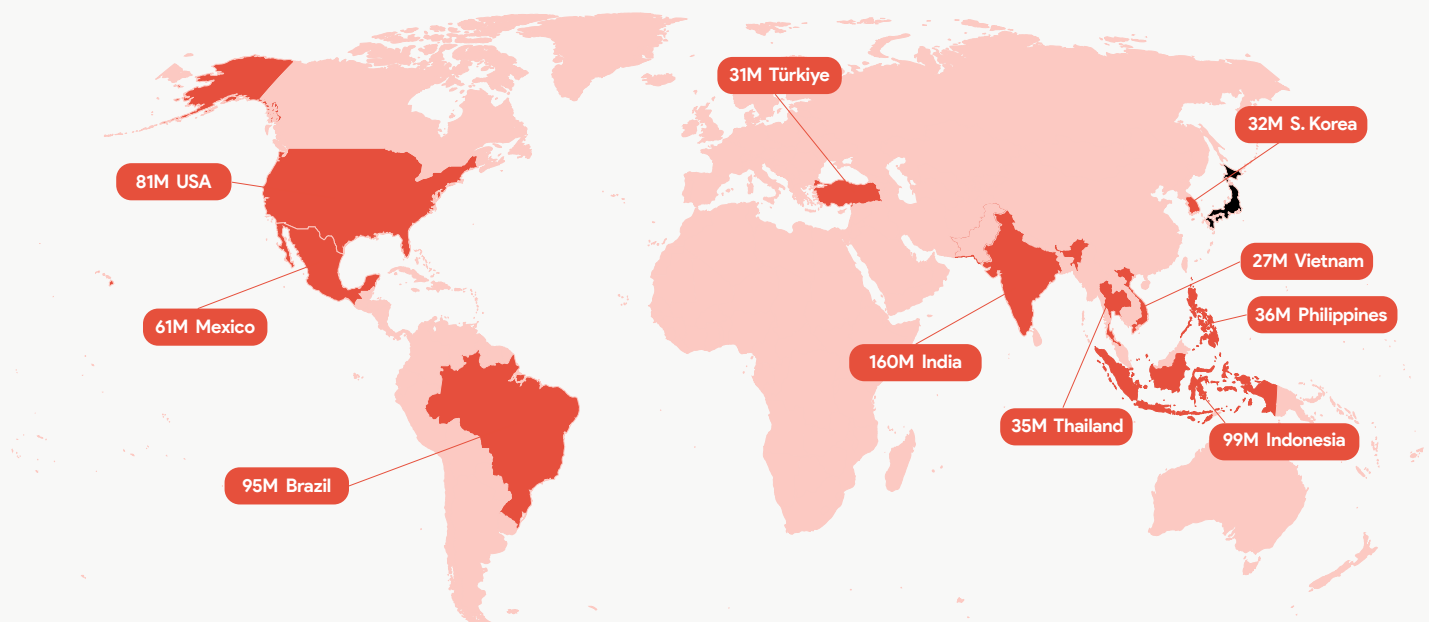
But rather than pursuing mass-market download volume, Japanese publishers tend to focus on high-monetisation titles with dedicated player bases, and the strategy is working. Japan has the highest global average revenue per user (ARPU) on gaming apps of USD 238 per user.<sup>2</sup>

### Top app export destinations for Japanese developers, 2025

Overseas downloads in millions by consumer market

● Japan (developer HQ)

● Export destination



<sup>1</sup> Sensor Tower data.

<sup>2</sup> <https://newzoo.com/resources/rankings/top-10-countries-by-game-revenues>

# Android is bringing powerful AI tools to everyday life in Japan.

Japanese Android users are embracing AI to save time on daily tasks and overcome language barriers, with Gemini's translation capabilities proving especially valuable in a market where cross-language communication is increasingly important. For Japan's deep bench of gaming publishers, AI tools are accelerating global expansion by powering the localisation of titles for international markets.

Gemini is being used for a variety of tasks - from research to image generation



Share of Gemini users

Gemini is the most-used AI tool on Android, with adoption driven by practical, everyday use cases, from translating between languages to learning new skills and getting routine tasks done faster. As the country's most digitally engaged users integrate AI into their daily lives, Gemini is becoming the default tool for saving time and working more efficiently on Android.

## 3.7

hours/week

**3.7 hours per week** reported time savings on average by Android Gemini users using AI tools.

## 53%

learn new skill

**53%** of Android users say they have used Gemini to learn a new skill.

## Boosting innovation and efficiency for Japanese developers

For Japanese developers, many of whom are focused on localising premium gaming titles for global audiences, AI tools are helping to reduce development time, streamline translation workflows, and support faster iteration. These efficiency gains are enabling studios of all sizes to scale internationally while maintaining the high production quality Japanese content is known for.

## 33% ↑

On average, we estimate that AI tools could increase Play and Android developer efficiency by **33%** each year, the equivalent to annual productivity gains worth **USD 11,000 (JPY 1.7 million)** per developer.

## 7.6hrs/wk

**99%** of Play app developers who use Google AI tools in Japan agree that using these tools have saved them time developing software. On average, they report saving **7.6 hours per week**.

## 60%

**60%** of Play app developers who use Google AI tools in Japan agree that they were helpful in launching their app internationally.<sup>3</sup>

## 89%

**89%** of Play app developers who use Google AI tools in Japan say that using AI tools has directly or indirectly helped them generate more revenue.

Beyond the time and revenue gains, Japanese developers are signalling clear preference for Google's AI offerings across the full development stack: from Gemini Code Assist for writing and reviewing code, to Android Studio's Gemini integration for mobile builds, to Firebase AI features for shipping production apps.

## 92%

**92%** of Play app developers who use Google AI tools in Japan agree that Google is amongst their preferred or first choice suite of AI tools.

## 94%

**94%** of Play app developers using Google AI tools in Japan would recommend them for software development workflows.