

Singapore's Digital Gateway:

The Economic Impact of Google Play and Android in 2025



Google Play and Android power Singapore's digital economy.

Singapore is one of the most digitally advanced nations in the world. Its digital economy accounts for nearly a fifth of GDP and AI adoption among businesses has tripled in the past year alone.¹ As a compact but highly connected market, Singapore operates as a regional launchpad for apps, platforms, and digital services targeting the wider APAC market and beyond. Play and Android are deeply embedded in this ecosystem, connecting a globally oriented developer community to hundreds of millions of consumers, while generating billions in economic value and tens of thousands of jobs.

SGD 4.5 trillion

In 2025, the Play & Android economy generated USD 4.5 billion or SGD 5.9 billion in revenue for app publishers and the wider economy in Singapore.

86,000

The Google Play app ecosystem has enabled the creation of 86,000 direct, indirect and spillover jobs.

Building a globally connected developer economy

Singapore's developer community is overwhelmingly global in its orientation, home to publishers that have been excelling on the global stage. Sea Limited, for example, grew revenue 36% to nearly USD 23 billion in 2025, making it one of the most valuable companies in Southeast Asia. The market is now maturing beyond its hyperscaling phase, with growth now driven by higher-value services rather than pure user acquisition.

81%

In 2025, 81% of developers in Singapore had overseas users.

SGD 2.9 billion

Singaporean publishers earned over USD 2.2 billion (SGD 2.9 billion) in revenue from overseas consumers through Google Play in 2025.

5.4 billion

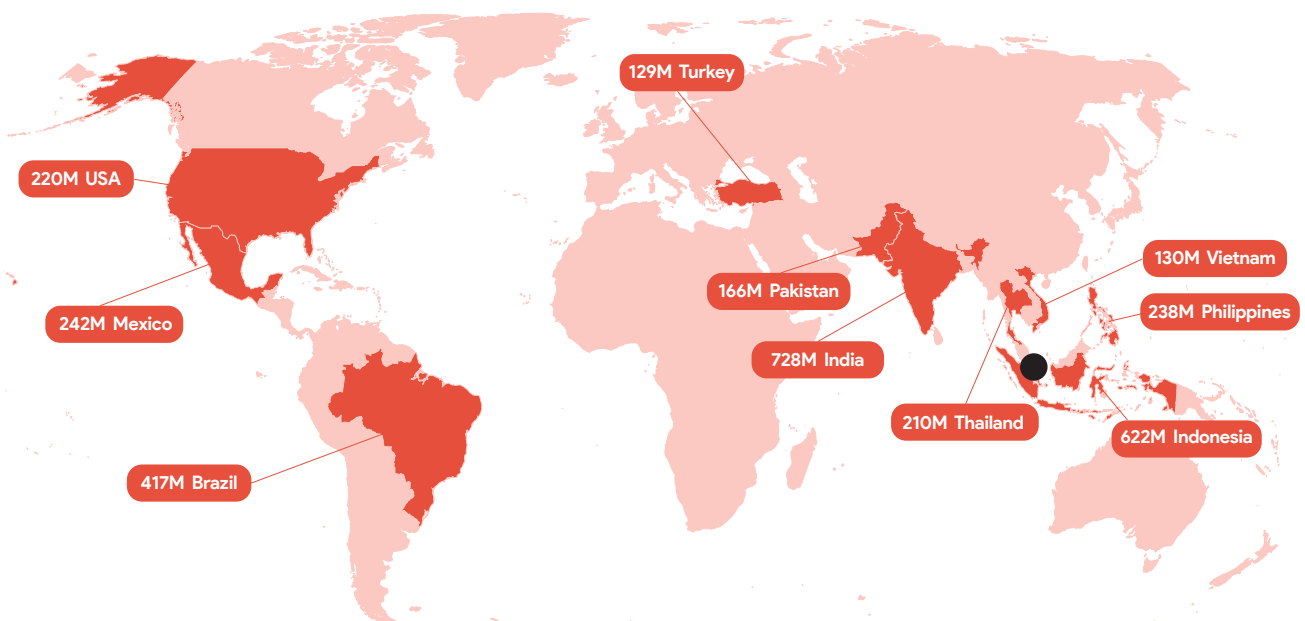
App developers in Singapore saw 5.4 billion total app downloads from the Play Store from overseas and 28 million downloads from domestic users.

Top app export destinations for Singaporean developers, 2025

Overseas downloads in millions by consumer market

● Singapore (developer HQ)

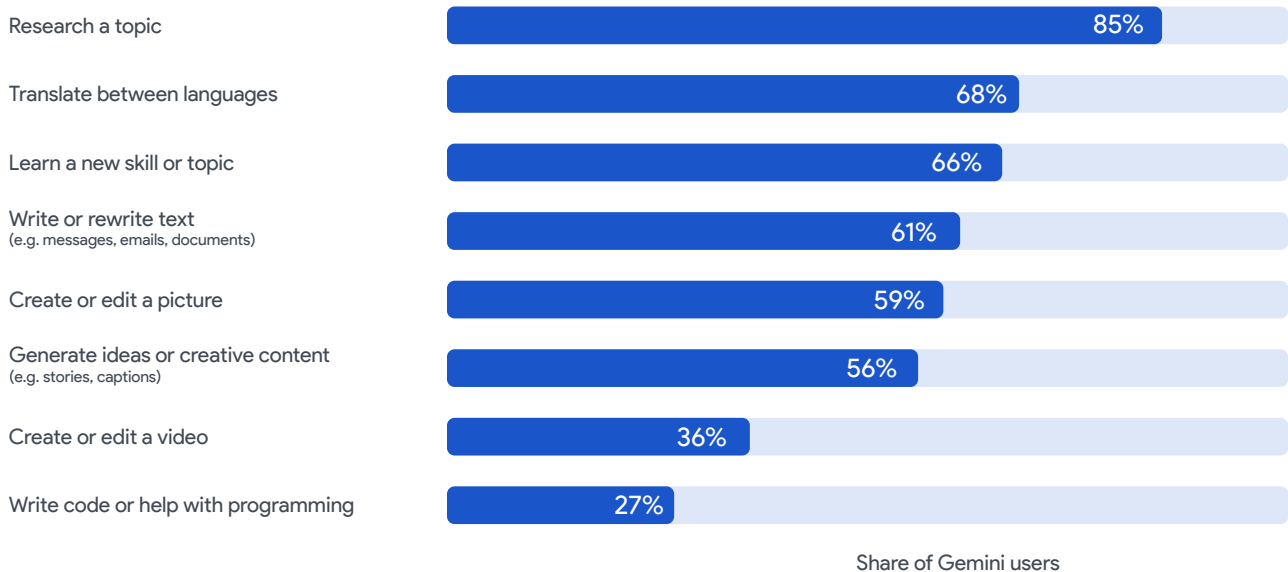
● Export destination



Android is bringing powerful AI tools to Singaporean users and developers.

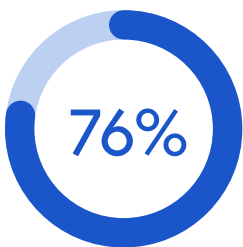
Singapore ranks second in the world for AI adoption among its working-age population, and that sophistication is reflected in how its Android users engage with AI tools like Gemini, from everyday time savings to translation and learning new skills. For developers navigating a high-cost market, AI-driven productivity gains are translating directly into a measurable competitive advantage.

Gemini most popular for research and translation



Boosting innovation and efficiency for Singaporean developers

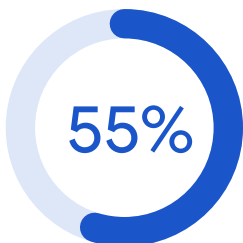
AI tools are becoming a critical source of competitive advantage for Singaporean developers. With the country ranking second globally for AI adoption, developers are translating deep AI sophistication into measurable productivity gains. As the ecosystem matures beyond its hyperscaling phase towards higher-value services, AI is helping studios reduce costs, work faster, and compete more effectively for the overseas users that drive the vast majority of their downloads and revenue.



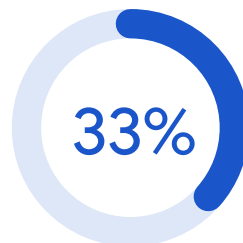
76% of users in Singapore trust Android as a platform to access AI tools and features

3.3hrs/wk

3.3 hours per week saved on average by Android Gemini users in Singapore using AI tools for everyday tasks on their phones.



55% of people in Singapore - the equivalent of **2.7 million people** - say they would be interested in using AI tools to build their own app.



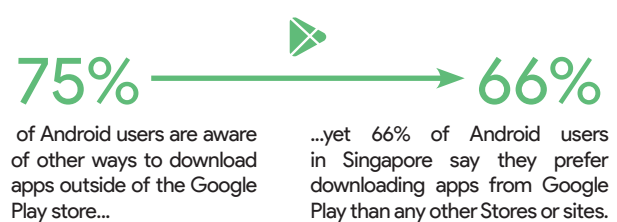
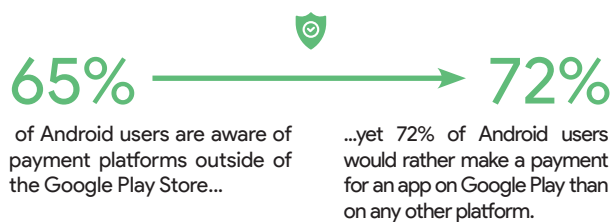
33% each year, the equivalent to annual productivity gains worth **USD 24,000 (SGD 32,000)** per developer

Building **trust, safety, and choice** in Singapore's digital ecosystem.

As one of the most connected populations in the world, Singaporean users expect high standards of security and trust from their digital platforms. Google Play's protections give users the confidence to download, transact, and explore new apps and services. Google Play Protect's Enhanced Fraud Protection feature, piloted in Singapore, blocked 2.49 million installation attempts of potentially malicious apps across 553,000 devices as of June 2025, preventing more than 40,000 unique apps from being misused for financial fraud.²

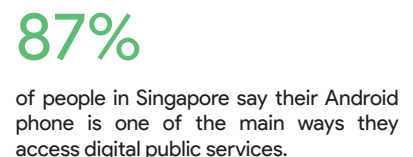
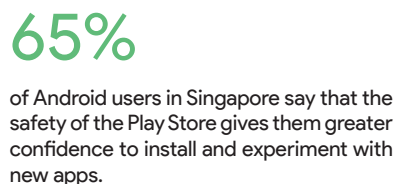
Play offers extensive consumer choice

Google Play gives users multiple options to download apps externally and use a range of payment methods. While users are aware of their alternative choices, their high levels of trust in Play mean that they continue to prefer Play over other options.



Users have great confidence in Play and Android's security

The prevalence of sophisticated phishing scams is making Singaporean users anxious about accidentally compromising their data. Google is committed to building the safest and most trusted platform, addressing user anxieties while ensuring openness and user choice. This resonates with its users, with the majority reporting high levels of confidence across device and platform security. In Singapore, the more AI tools someone uses, the more confident they are in every type of security on their Android device.



Singaporean Android users are most confident in the hardware security of their device

