

State of Digital Banking 2026



Sensor Tower

Introduction/Overview

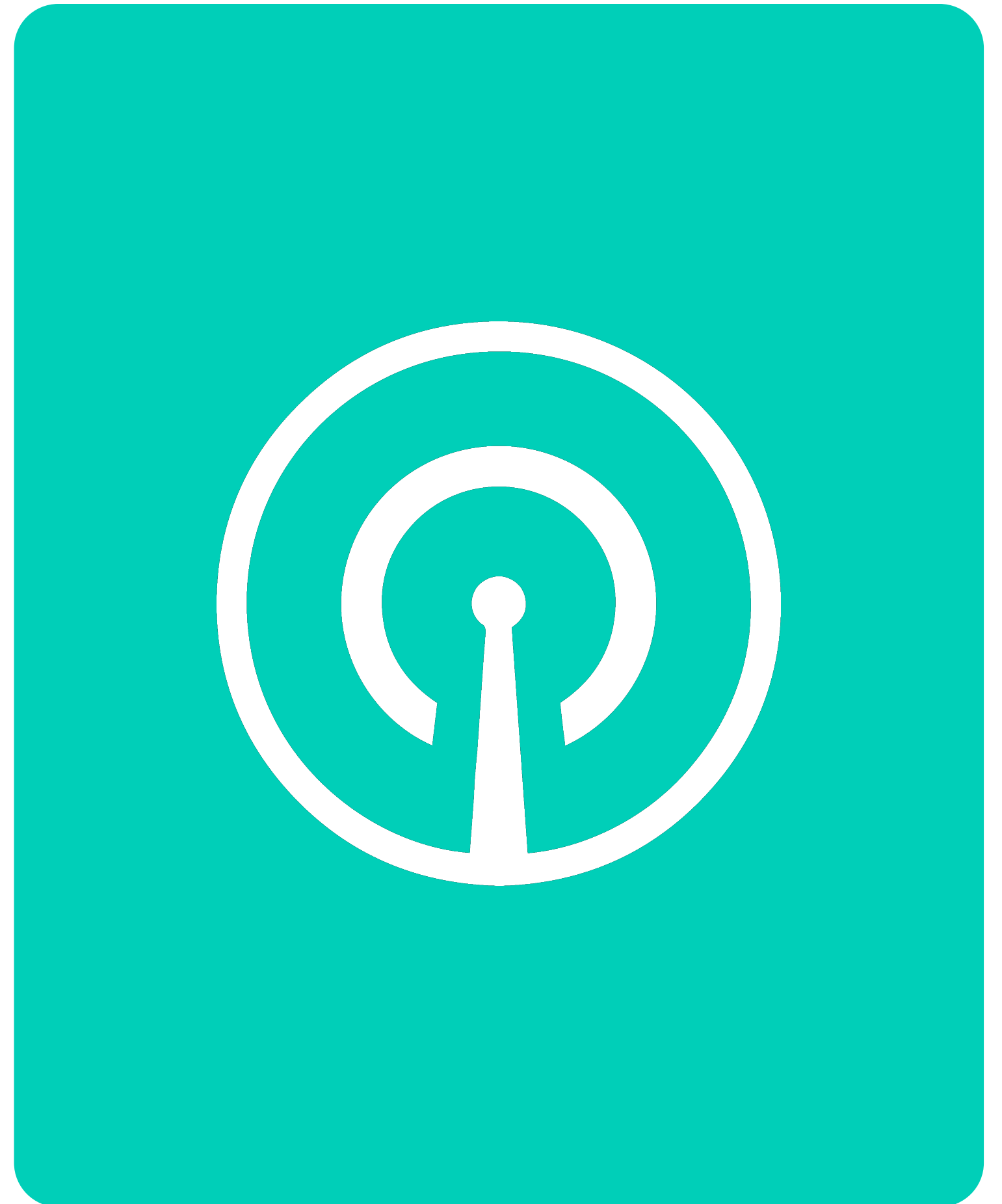
Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.

Press Inquiries: press-apac@sensortower.com

Business Inquiries: sales@sensortower.com



Sensor Tower | Our Customers

Top publishers trust Sensor Tower insights to grow their business.

L'ORÉAL		Google		 European Commission	Disney
petco	HERSHEY	amazon	ROVIO	DOORDASH	depop
Walmart		Microsoft	SEGA	dyson	SONY
 fetch REWARDS		Meta	OUTFIT7	Gett.	ByteDance
Alibaba	POPeYeS	Tencent 腾讯	 WARNER BROS. GAMES	P&G	NBA
 CVS Health.	 Domino's	Johnson & Johnson		Welch's	Revolut

Note: Top publishers by app store revenue | Source: Sensor Tower

This Report is Powered By Sensor Tower's Product Suite

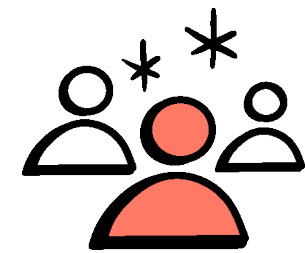
Each product captures a different part of the digital ecosystem



Pathmatics

Track the digital ad ecosystem.

Insights into: ads served, spend and impression estimates, SOV, and more across key channels like: Facebook, Instagram, X (formerly Twitter), OTT, YouTube, display, video and others



Audience Insights

Understand your existing, competitor, and potential new audiences.

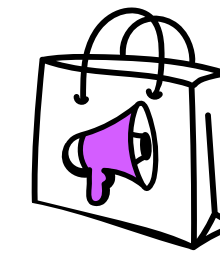
Insights into: which apps consumers are actually interacting with (app engagement) AND which ads they're seeing (ad exposure).



Web Insights

Monitor how users surf and engage with web.

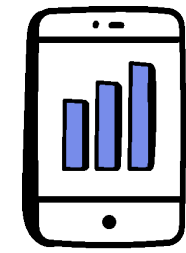
Insights into: True Audience, total visits, visits per unique user, and unique visitor data across desktop and mobile web, with daily, weekly, and monthly granularity.



Retail Media Insights

Analyse on- and off- site retail media investments.

Insights into: media value, multi-product advertising, onsite vs. offsite, top co-branded advertisers and products, top retailers and child retailers, and more.



Mobile App Insights

Measure performance across the mobile app ecosystem.

Insights into: app rankings, downloads, and revenue; active users, demographics, retention sessions, and time spent; app ratings and reviews, keywords, search ads, and more.

Sensor Tower

Data & Methodology

Sensor Tower’s **Pathmatics** empowers you to uncover insights into the digital advertising ecosystem, minimize ineffective ad spend, and enhance the precision of your advertising campaigns. With Pathmatics, you gain visibility into the digital advertising landscapes across markets including the United States, Australia, Brazil, Canada, France, Germany, Italy, India, Japan, Mexico, New Zealand, Spain, South Korea, and the United Kingdom.

Pathmatics provides comprehensive estimates on ad placements, spending, impressions, and share of voice (SOV), as well as in-depth analysis of brands' advertising strategies on platforms like Facebook, Instagram, X (formerly Twitter), YouTube, and TikTok, across formats such as display banners, videos, mobile, and OTT.

Pathmatics collects digital ad samples from the web and utilizes statistical sampling methods to estimate the impressions, cost-per-thousand impressions (CPM), and expenditure associated with each creative.

Digital Advertising Channels Supported by Pathmatics Across Markets													
	Desktop Display and	Facebook Instagram	LINE	Linkedin	Mobile App Ad	Mobile Display	OTT	Pinterest	Reddit	Snapchat	TikTok	X	YouTube
United States	•	•		•	•	•	•	•	•	•	•	•	•
Australia	•	•				•		•	•	•	•		•
Brazil		•		•				•	•		•	•	
Canada	•	•		•	•	•		•	•	•	•		•
France		•		•				•	•	•	•		•
Germany	•	•		•	•	•		•	•	•	•		•
India		•						•	•	•		•	
Indonesia		•		•				•	•		•	•	•
Italy		•						•	•	•	•		•
Japan		•	•		•						•	•	•
Malaysia		•							•		•	•	•
Mexico		•									•		•
New Zealand	•	•				•							•
Philippines		•			•			•	•		•	•	
Singapore		•							•		•		•
South Korea		•			•						•		•
Spain		•						•	•	•	•	•	•
Thailand		•	•								•		•
United Kingdom	•	•		•	•	•		•	•	•	•	•	•
Vietnam		•									•	•	•

Sensor Tower

Executive Summary

The report provides an in-depth analysis of global Consumer Banking apps and brands in 2026. This includes trends in Consumer Banking app downloads in recent years, changes in banking app downloads across iOS and Google Play and the performance of leading apps in some of the world's most dynamic consumer banking markets. The report also leverages Sensor Tower's Advertising Insights to explore trends in digital advertising by consumer banking brands across different markets, as well as major advertising channels and popular ad creatives.

Clarification on Revenue and Downloads Data

Sensor Tower's revenue figures are derived from estimated in-app purchase (IAP) revenue on the App Store and Google Play, excluding ad revenue, revenue from third-party Android app- store sales, and direct payment revenue from developers' websites and other channels. Unless explicitly stated as net revenue, the revenue figures shown represent gross revenue (before platform deduction). Sensor Tower's downloads figures are derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.



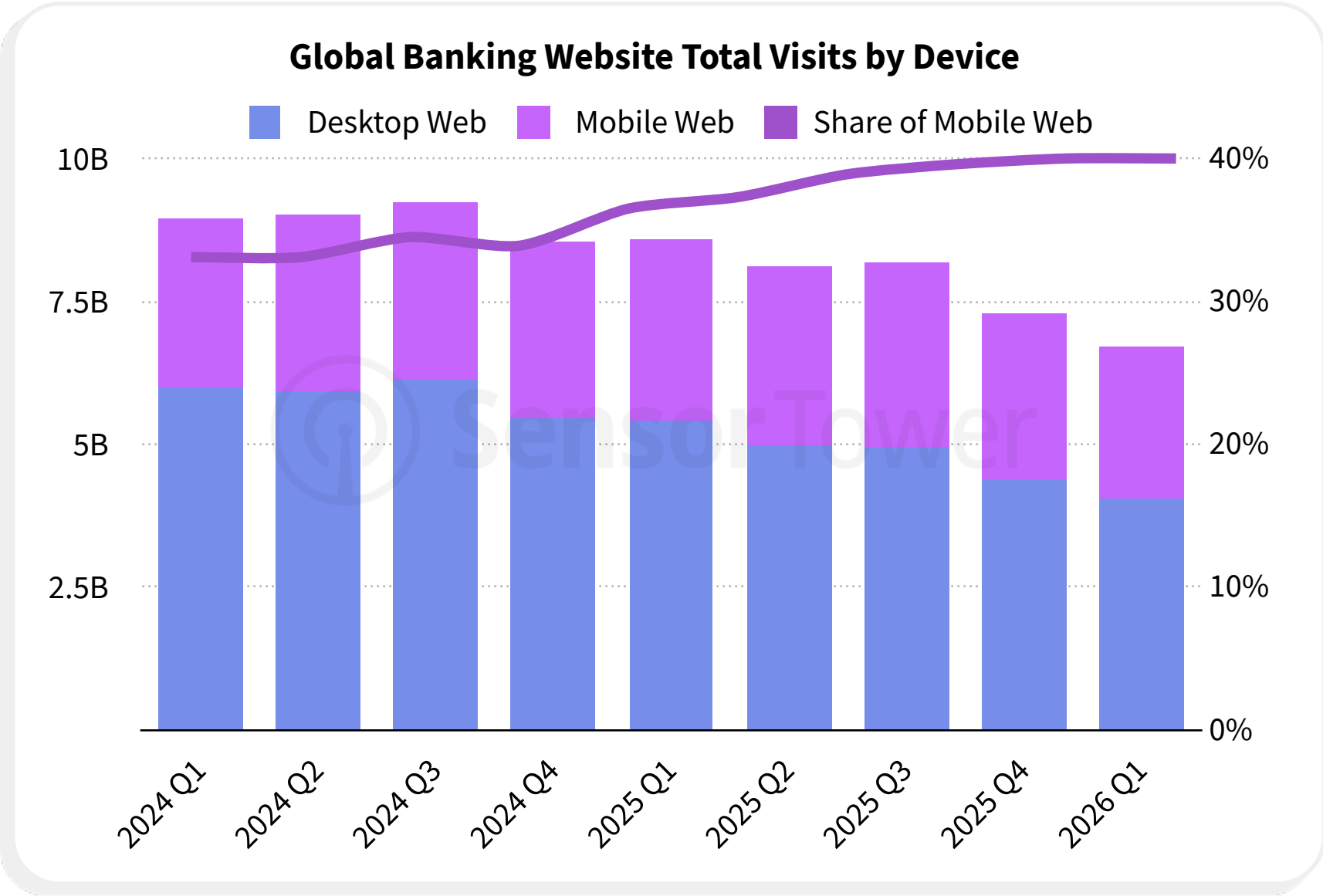
Agenda

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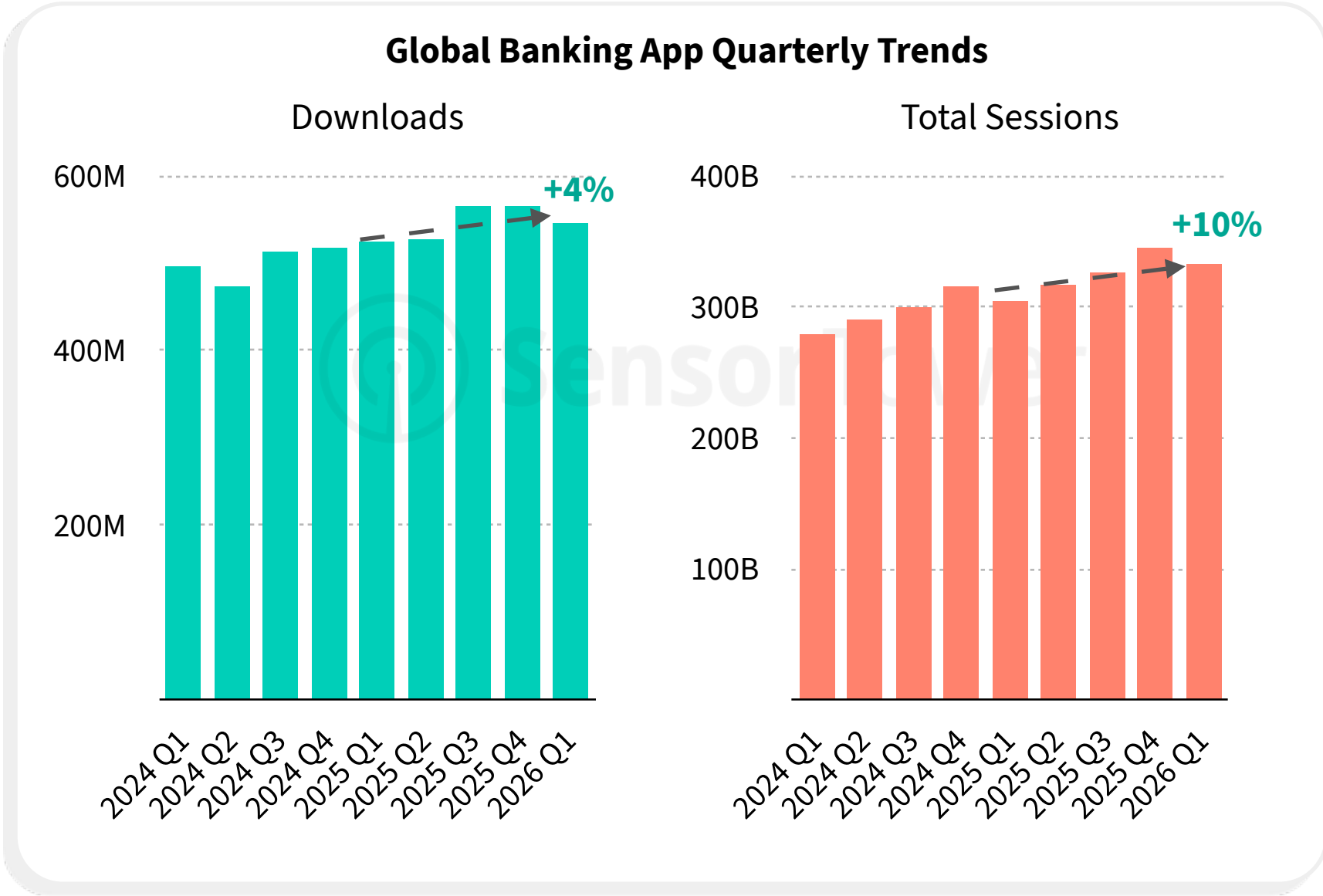
Overview of Digital Banking

Banking’s Digital Transformation Is Accelerating the Shift from Web to Mobile

Source: Sensor Tower App Performance Insights & Web Insights as of July 7th, 2026.
Note: Sensor Tower's download data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and downloads from third-party Android stores. Google Play is not available in Mainland China.



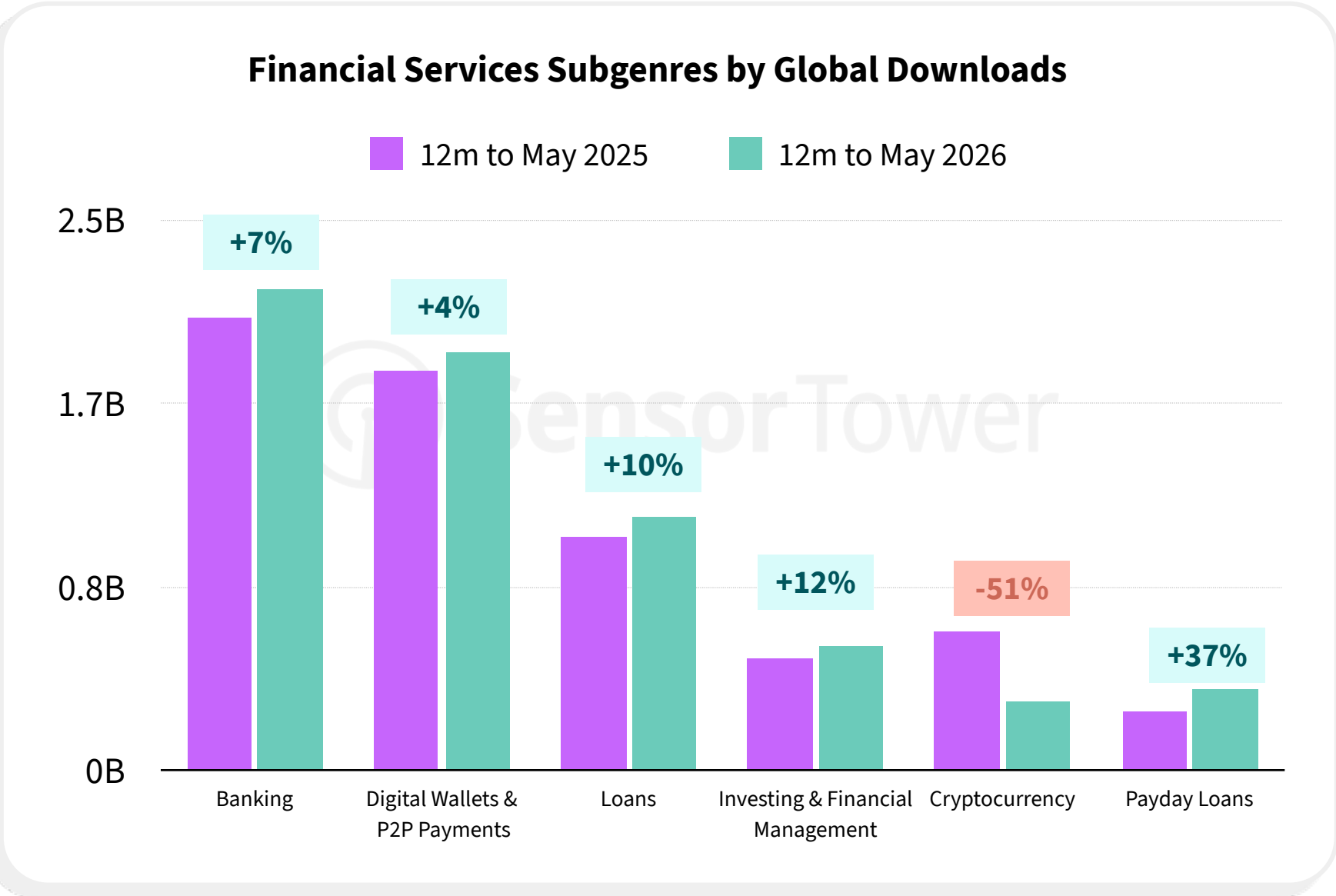
Digital banking has become a mainstream part of everyday financial activity, giving consumers faster and more convenient access to accounts, payments, transfers, and other services while helping banks expand reach and operate more efficiently. As adoption deepens, global banking website visits have declined, driven largely by lower desktop traffic, while mobile web’s share has risen to around 40%. Even within browser-based banking, consumers are **increasingly accessing services through mobile devices**.



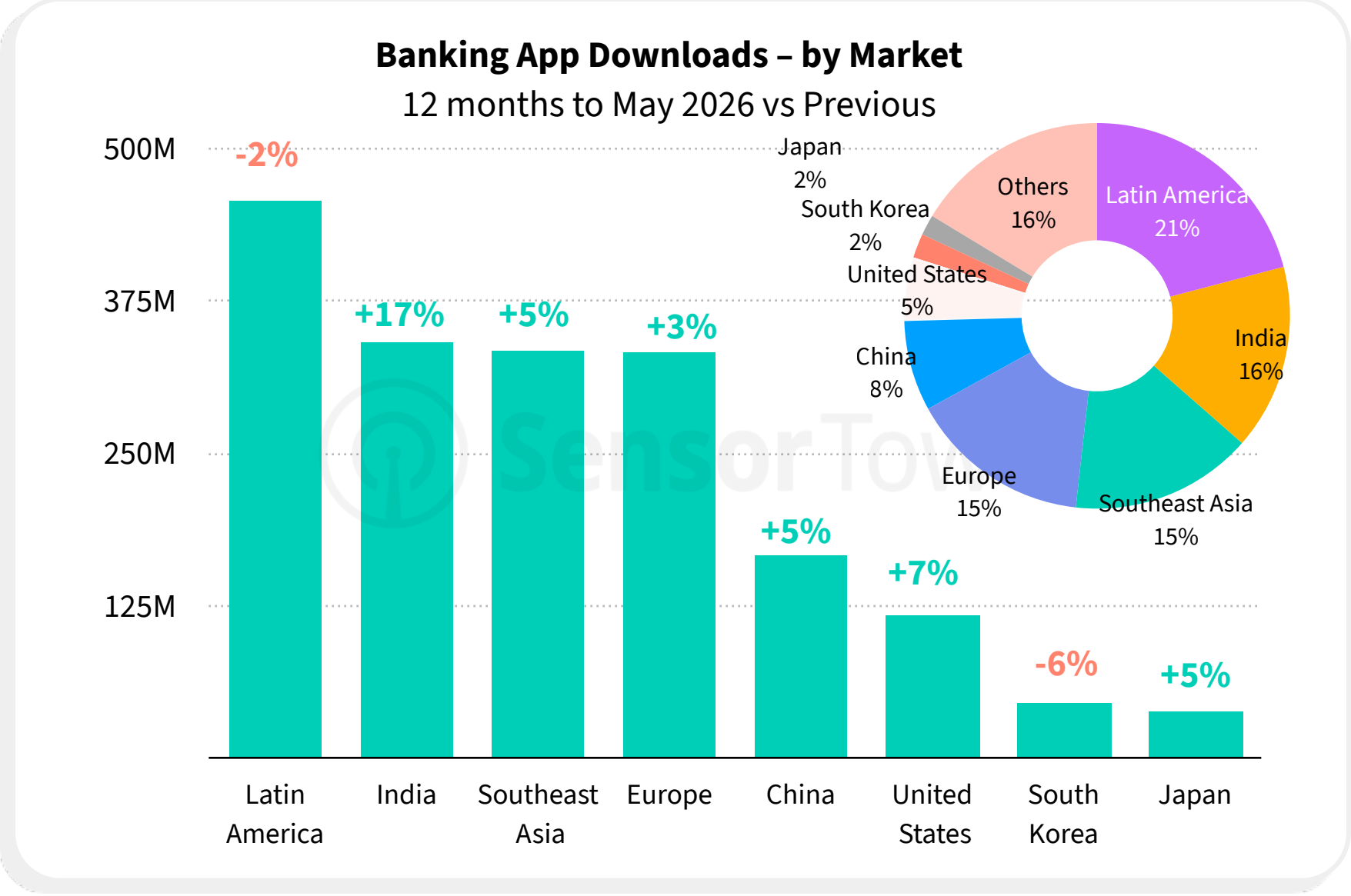
This broader shift toward mobile access is also evident in app adoption and usage. Mobile banking continued to expand in Q1 2026, with **quarterly downloads remaining above half a billion and increasing 4% year over year**. Engagement grew even faster, as **total sessions rose 10%**, showing that consumers are not only **adopting banking apps at scale but also using them more frequently for everyday financial activities**.

Banking Apps Lead Financial Services Downloads, Powered by Mobile-First Markets

Data Source: Sensor Tower App Performance Insights as of July 7th, 2026.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.



Among apps in the broader Financial Services category, banking remained the largest segment in the 12 months ending May 2026, **generating approximately 2.3 billion downloads, up 7% year over year.** Other mobile financial segments have grown around specific utilities—such as wallets for payments, lending for credit, and investing for wealth creation—but banking remains the foundation for accounts, deposits, savings, transfers, and everyday money management.



Latin America remained the largest market for banking app downloads, accounting for **21% of the global total** despite a 2% year-over-year decline. **India** posted the strongest growth among major markets at 17%, while Southeast Asia and Europe also expanded. The results reflect growing adoption across both traditional bank apps and digital-first banking models, particularly in large, mobile-first economies.



Digital Banking Market Rankings and Competitive Landscape

Neobank and Traditional Banks Are Competing for Mobile Banking Leadership

Source: Sensor Tower App Performance Insights as of July 7, 2026.

As consumers increasingly manage their finances through apps, competition is consolidating around two broad banking models. Digital banks and neobanks are entering with branchless, mobile-first propositions, while traditional institutions—including incumbent banks, their digital-only brands, and postal, cooperative, and specialist banks—are modernizing established services for app-based delivery. Despite their different ownership and operating structures, both groups are competing on the same priorities: convenience, trust, and everyday customer engagement.

Digital Bank & Neobank

A **digital-native, branchless** platform independent of traditional banking groups. This includes licensed digital banks and independent neobanks that use partner banks or banking-as-a-service infrastructure to provide retail or business accounts.

2026 H1 Top Digital/ Neobanks Apps by Downloads

			Top Markets by Downloads	vs. 2025 H2
1		Nubank	Brazil, Mexico, Colombia	=
2		Revolut	United Kingdom, France, Spain	=
3		MariBank (SeaBank)	Indonesia, Philippines, Singapore	=
4		easypaisa	Pakistan, Saudi Arabia, United Arab Emirates	=
5		Banco PicPay	Brazil, United States, Portugal	=
6		Inter	Brazil, United States, Vietnam	=
7		slice	India, United Arab Emirates, Brazil	▲
8		Moniepoint	Nigeria, United States, United Kingdom	▼
9		JioFinance	India	▲
10		Chime	United States, Egypt, Dominican Republic	▼

Traditional Bank

Operated by an **established bank or banking group**. This includes the core apps of traditional and universal banks, digital-only propositions owned by incumbent banks, and postal, cooperative, mutual, credit-union, and specialist banking institutions. These organizations may differ in mandate and distribution model, but are supported by an established banking owner, license, or institutional network.

2026 H1 Top Traditional Banking Apps by Downloads

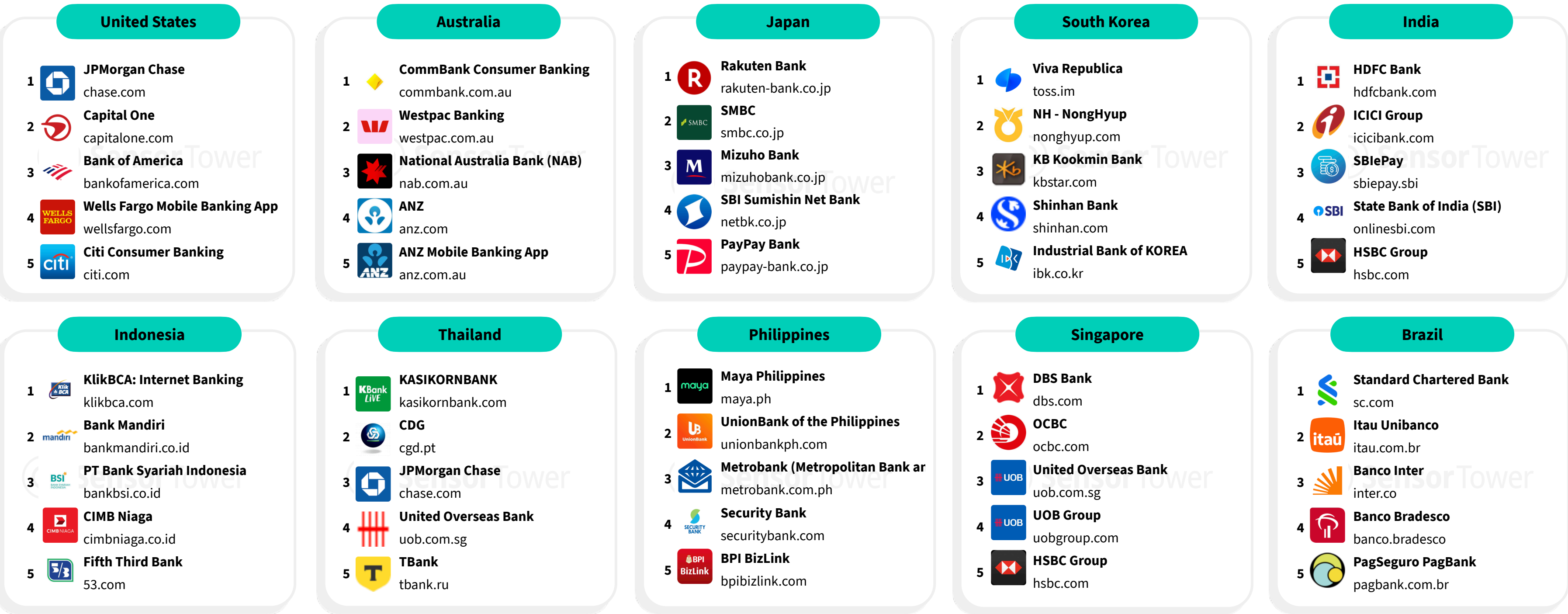
			Top Markets by Downloads	vs. 2025 H2
1		YONO SBI	India, United Arab Emirates, United States	▲
2		HDFC Bank App	India, United States, United Arab Emirates	=
3		Santander	Brazil, Mexico, Argentina	▲
4		CAIXA Tem	Brazil, Kazakhstan	▲
5		CAIXA	Brazil, United States, Portugal	▲
6		Kotak Bank	India, Pakistan, Algeria	▼
7		ICBC	China, Hong Kong, United States	=
8		Agricultural Bank of China	China, United States, Hong Kong	▼
9		IPPB	India, Singapore, United Arab Emirates	▼
10		BBVA	Mexico, Spain, Peru	▲

Even as Banking Moves Mobile, Traditional Leaders Continue to Dominate Web Traffic

Data Source: Sensor Tower Web Insights as of July 7th, 2026.

Banking website traffic remains highly localized, with established domestic institutions occupying most top positions across major markets. Traditional leaders such as Chase, CommBank, SMBC, HDFC Bank, DBS, and BCA continue to benefit from strong brand recognition, broad product portfolios, and long-standing customer relationships. Digital-first brands have nevertheless broken into the leading ranks in select markets—most notably Toss in South Korea, Maya in the Philippines, and Rakuten Bank in Japan—showing that web leadership can also emerge where newer players build strong local relevance and differentiated digital propositions.

Regional Top Banking Websites by Total Visits in H1 2026

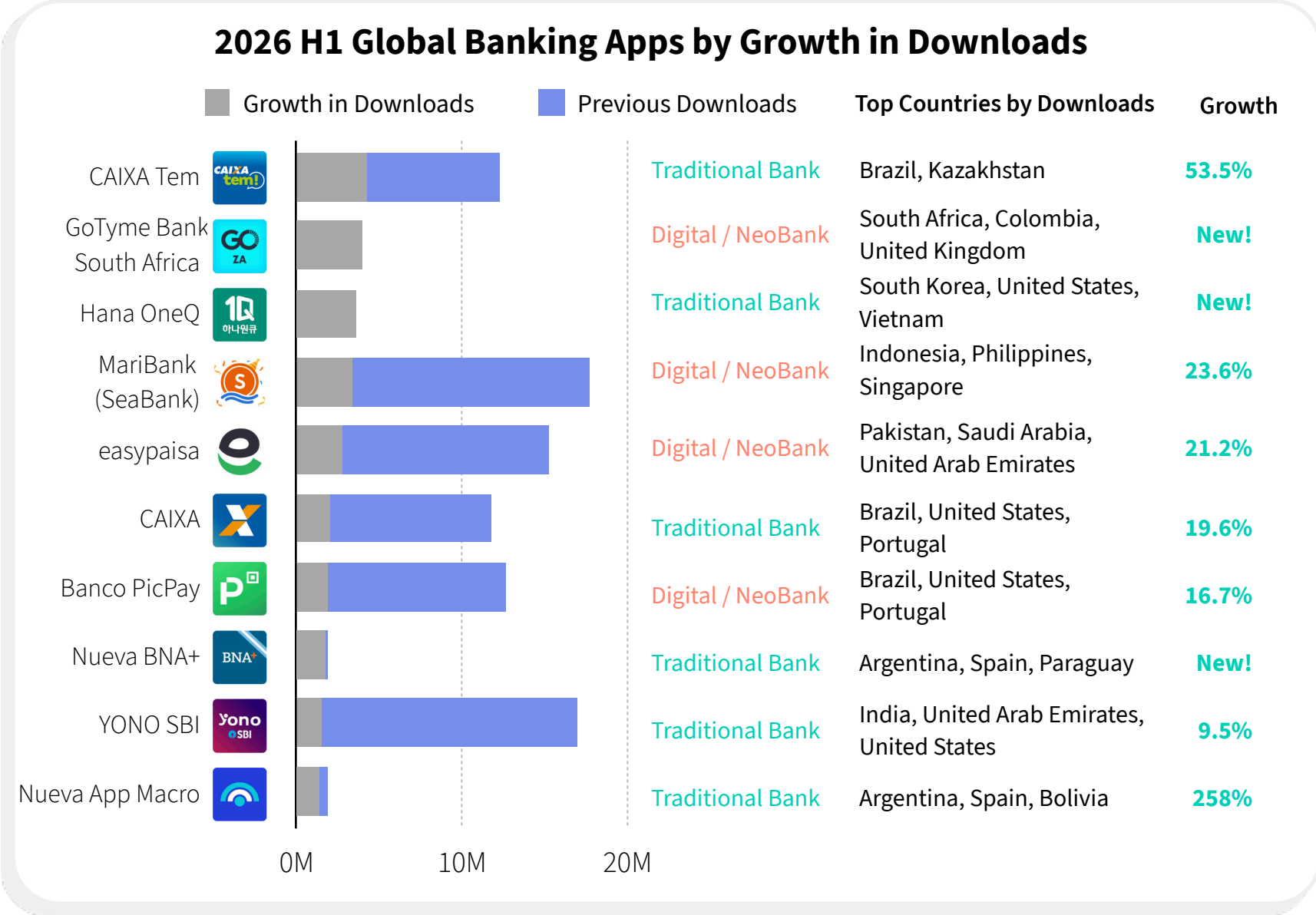


Neobank Challengers Gain Ground Through Mobile-First Expansion, While Traditional Banks Retain Scale

Data Source: Sensor Tower App Performance Insights as of July 7th, 2026.
Notes: Sensor Tower’s data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.



Nubank remained the world’s most downloaded core banking app in H1 2026, followed by *Revolut* and *MariBank / SeaBank*. Digital banks and neobanks accounted for several of the leading download positions, reflecting strong mobile-first adoption across Latin America, Europe, and Southeast Asia. Traditional banks such as *YONO SBI*, *HDFC*, *Santander*, *CAIXA Tem*, and *CAIXA* also retained meaningful scale, showing that incumbent banks continue to command large mobile audiences in their home markets.

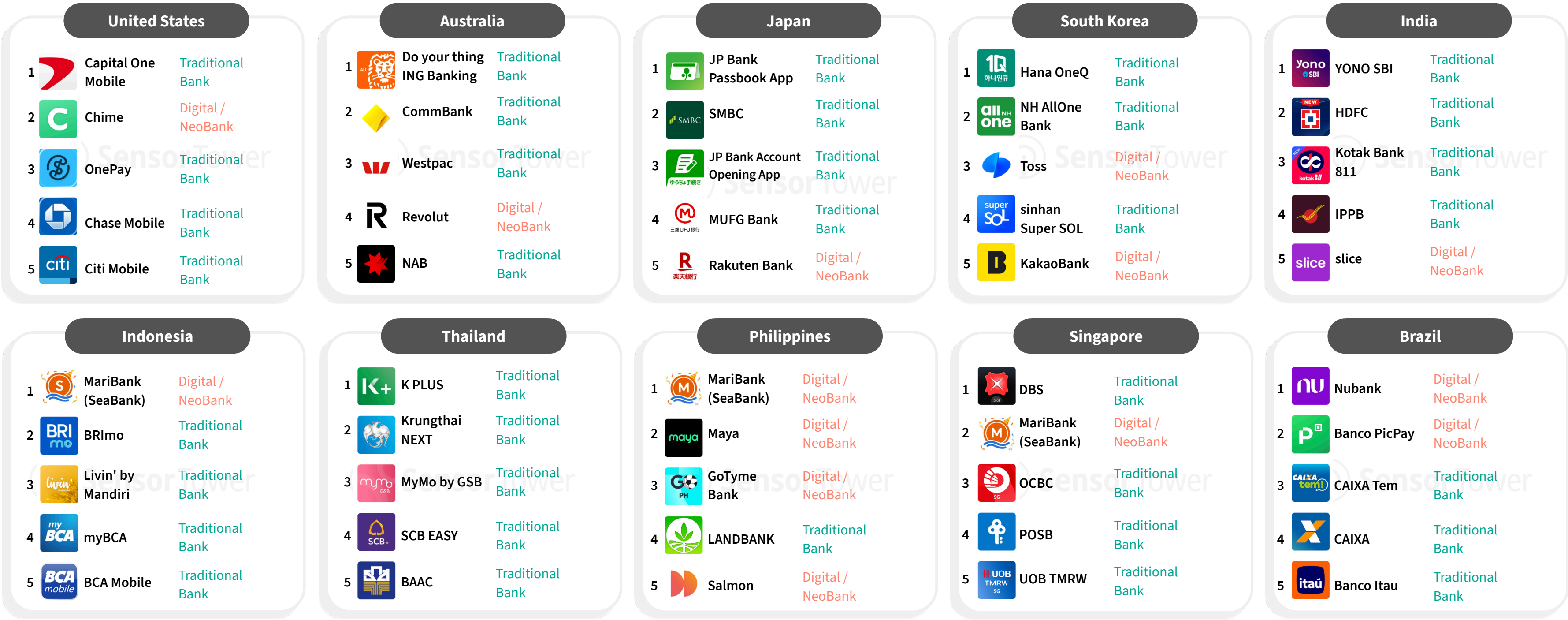


Growth was distributed across both digital challengers and traditional banks. *CAIXA Tem* led the ranking with 53.5% growth, while *MariBank / SeaBank*, *easypaisa*, *Banco PicPay*, *CAIXA*, and *YONO SBI* also posted strong gains. New entries such as *GoTyme Bank South Africa*, *Hana OneQ*, and *Nueva BNA+* highlight how refreshed propositions and expanding digital banking services can quickly gain traction, reinforcing that growth is not limited to neobanks alone but also available to incumbents modernizing their mobile experiences.

Neobank Mobile First Challengers Break Through Where Access Expands, While Traditional Banks Innovate to Retain Market Leadership

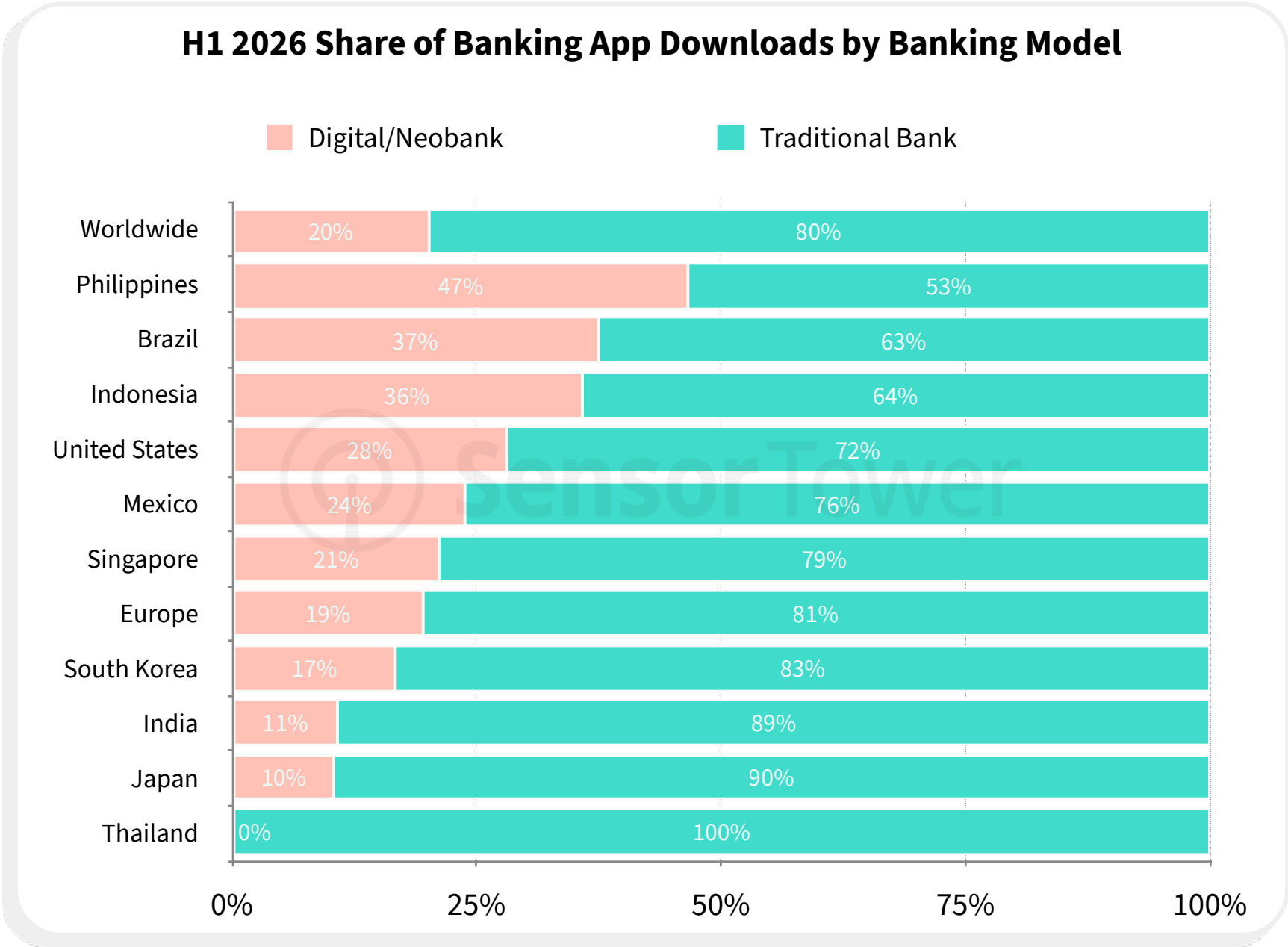
Data Source: Sensor Tower App Performance Insights as of July 7th, 2026.
Notes: Sensor Tower’s data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.

Regional Top Banking Apps by Downloads in H1 2026

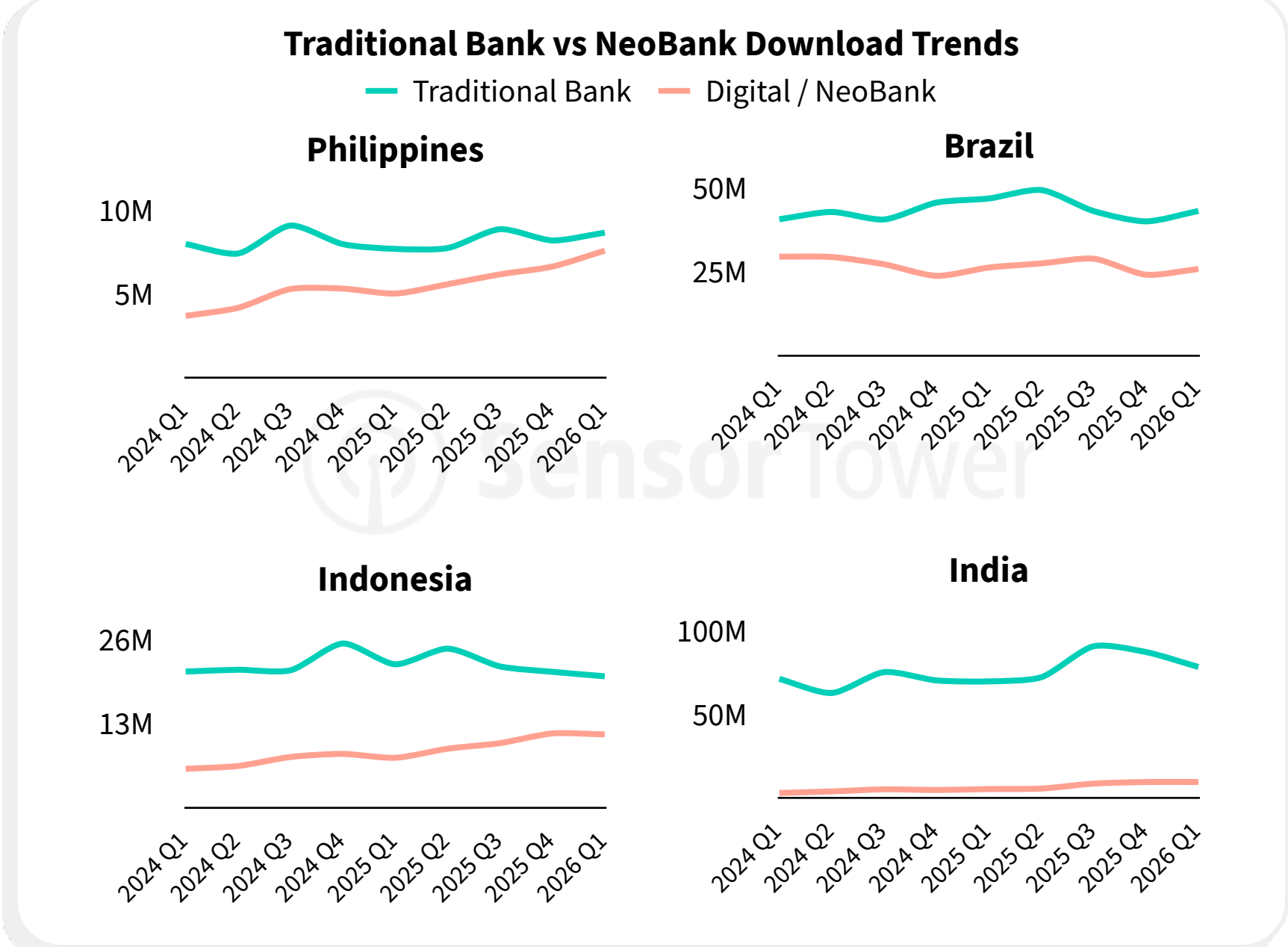


Neobank Banks Gain Ground in Select Markets, but Traditional Banks Still Lead Global Downloads

Data Source: Sensor Tower App Performance Insights as of July 7th, 2026.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.



Traditional banks generated 80% of worldwide banking app downloads in H1 2026 and retained a majority in every market analyzed. Digital banks and neobanks achieved their strongest positions in the Philippines, Brazil, and Indonesia, where they accounted for 36% to 47% of downloads. Their share remained much smaller in India, Japan, and Thailand, reflecting the continued scale of established banking networks and more limited room for independent challengers.

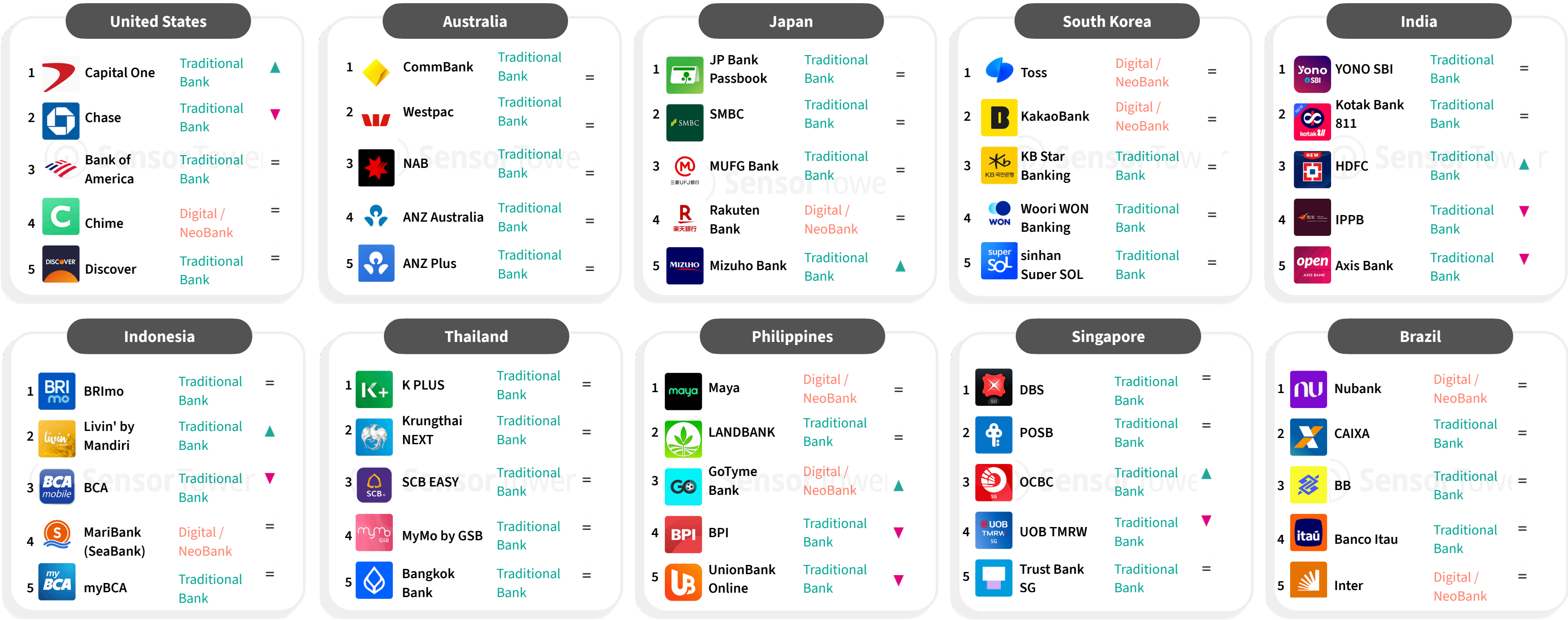


Challenger downloads are rising most clearly in the Philippines and Indonesia, gradually narrowing the acquisition gap with traditional banks. India is also recording growth from a much smaller base, while Brazil remains a larger but more volatile challenger market. The trends indicate that digital banks can gain momentum quickly, but traditional institutions continue to benefit from broader distribution, established customer relationships, and sustained download scale.

Traditional Banks Retain the Engagement Advantage While Digital-First Banks Broaden Their Reach

Data Source: Sensor Tower App Performance Insights as of July 7th, 2026.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. iOS Only for China.

Regional Top Banking Apps by Monthly Active Users in H1 2026

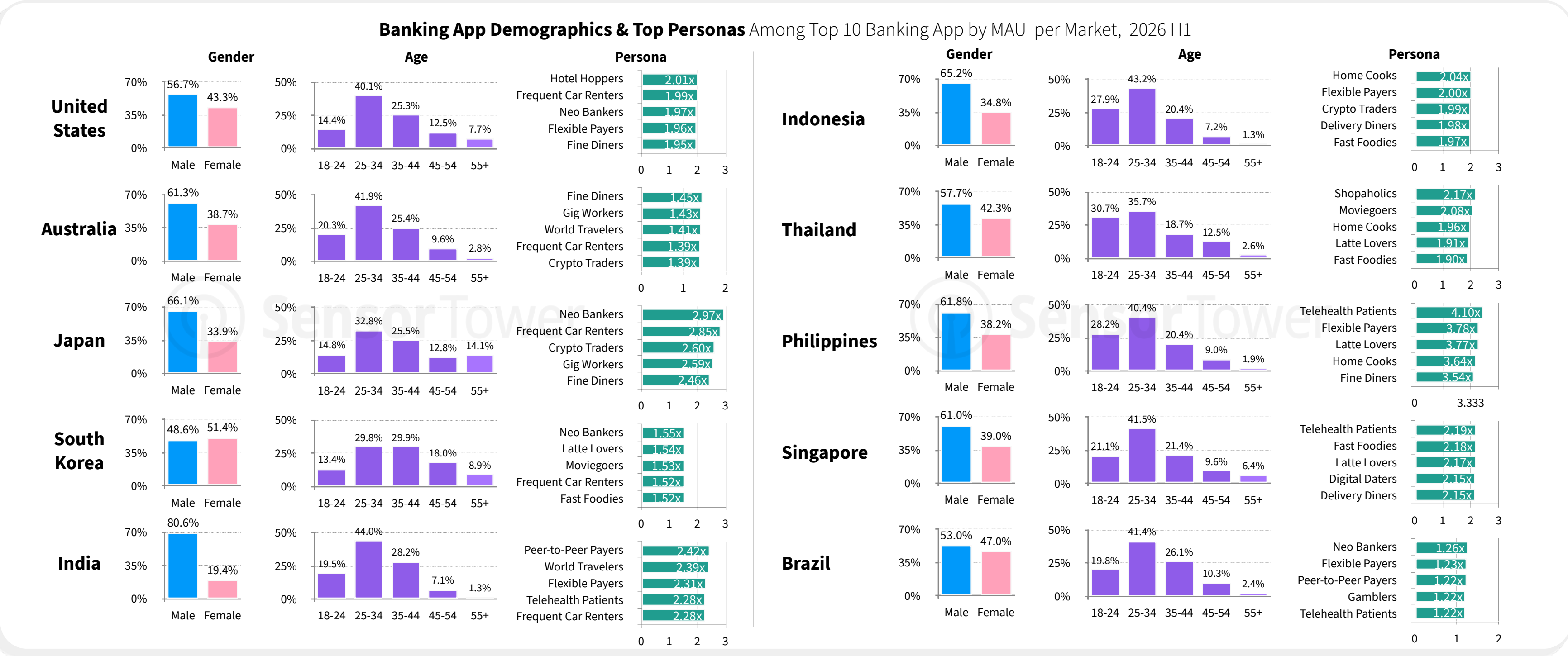


User Engagement & Audience Insights Banking Apps



Banking Apps Reach Young, Mobile-First Audiences, but Market Profiles Differ Sharply

Source: Sensor Tower Audience Insights. Gender represented as Male and Female only and is not representative of all gender identities.



Users aged 25–34 form the largest banking app audience across every market analyzed. Thailand, the Philippines, and Indonesia also have sizable 18–24 segments, while gender composition varies considerably: South Korea has a slight female majority, Brazil is nearly balanced, and India records the strongest male skew. Persona affinities reveal distinct opportunities for localization. U.S. and Australian users over-index on travel and dining lifestyles, while Neo Bankers stand out in Japan, South Korea, and Brazil. India leans toward peer-to-peer and flexible payments, while Southeast Asian audiences show stronger affinities for shopping, food, telehealth, and flexible-payment use cases. These differences suggest that banking products and messaging should reflect local financial needs and broader consumer lifestyles.

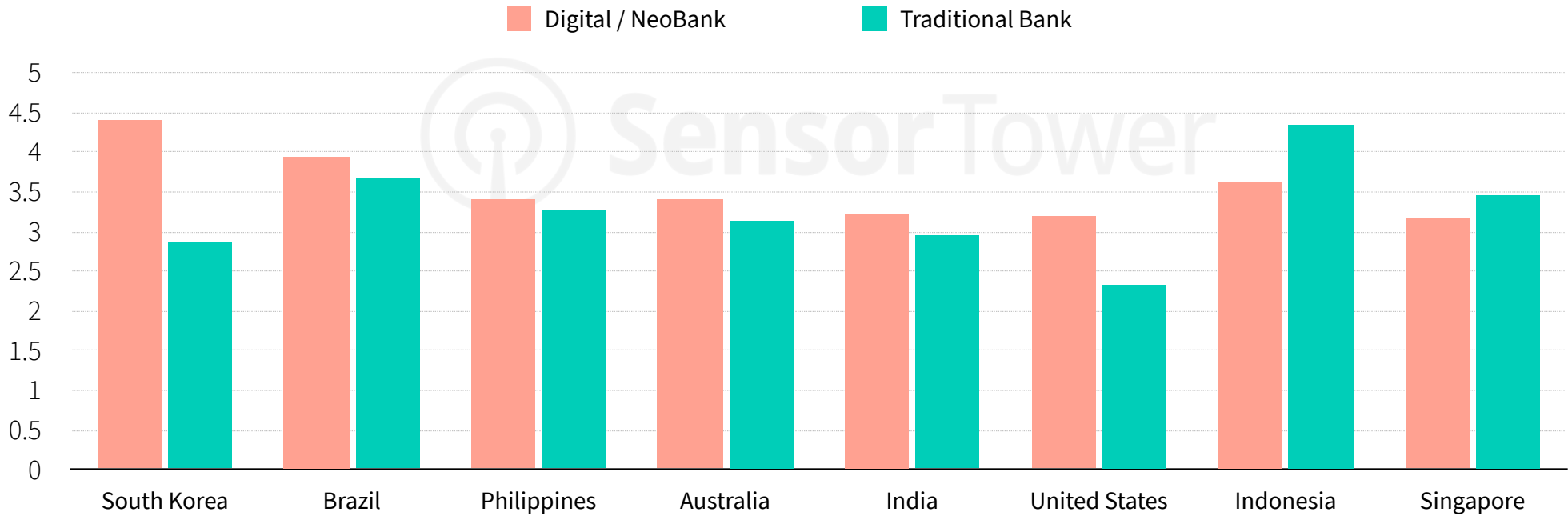
Digital Banks May Drive More Daily Sessions, but Traditional Bank Retain Stronger Stickiness

Digital banks and neobanks recorded higher average daily session counts in six of the eight markets compared, with the widest advantages in South Korea and the United States. Traditional banks led in Indonesia and Singapore, where established banking apps remain deeply embedded in customers’ routine financial activity.

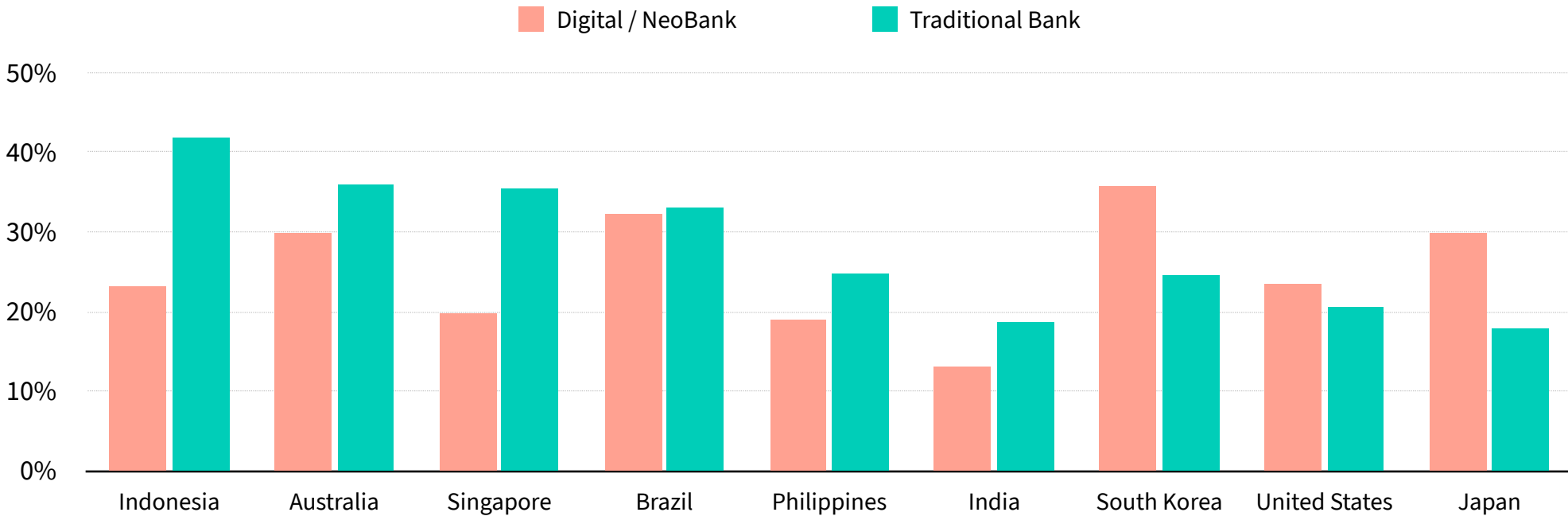
Traditional banks nevertheless posted higher DAU/MAU ratios in six of nine markets, with particularly strong leads in Indonesia and Singapore. Digital banks led stickiness in South Korea, the United States, and Japan. The contrast suggests that digital banks can encourage more frequent activity among active users, while traditional banks often bring a larger share of their monthly audience back each day.

Source: Sensor Tower App Performance Insights as of July 7th, 2026.

Average Daily Session Count Among Top 5 Banking Apps by MAU
H1 2026

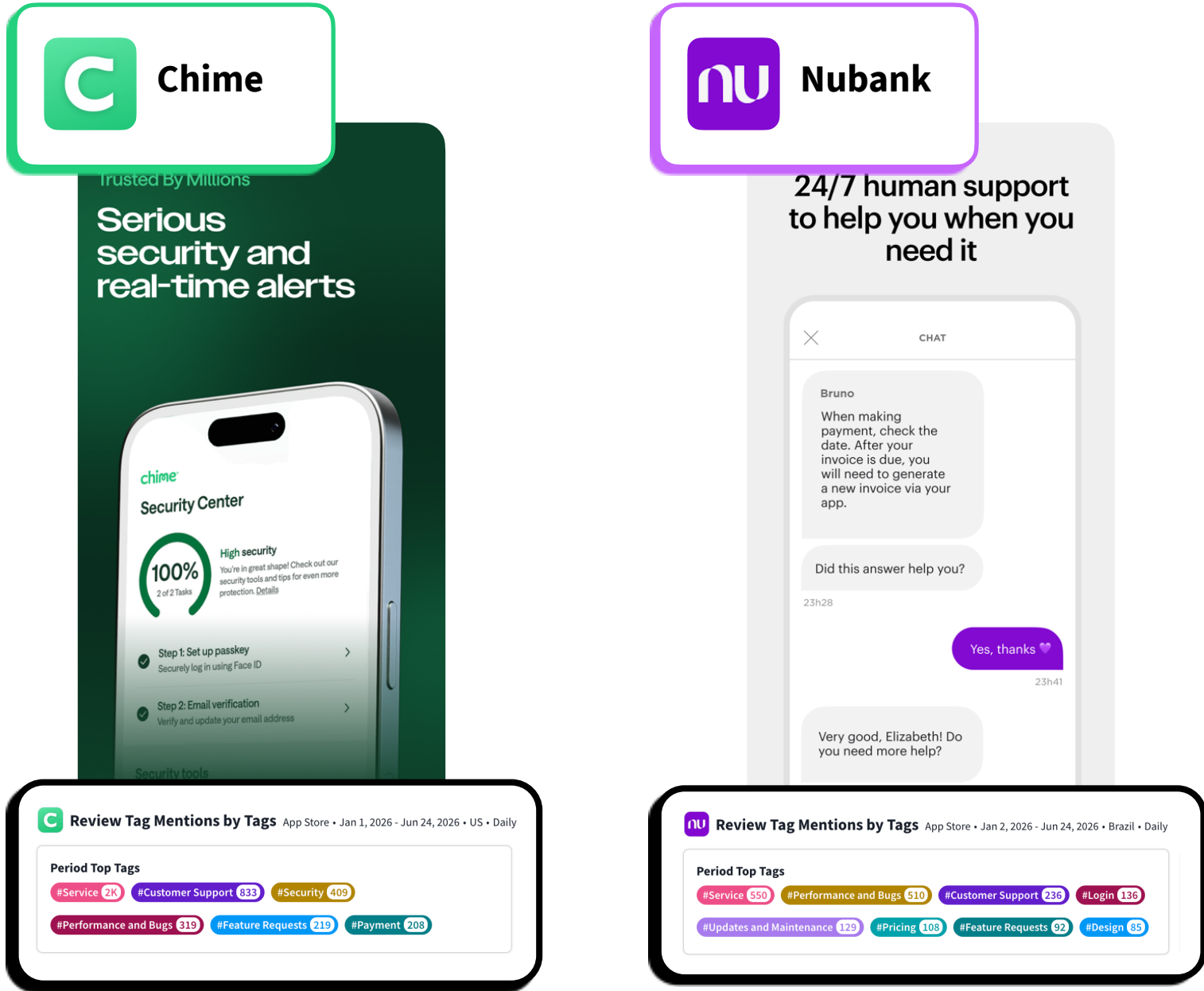


Average Stickiness (DAU/MAU) Among Top 5 Banking Apps by MAU
H1 2026

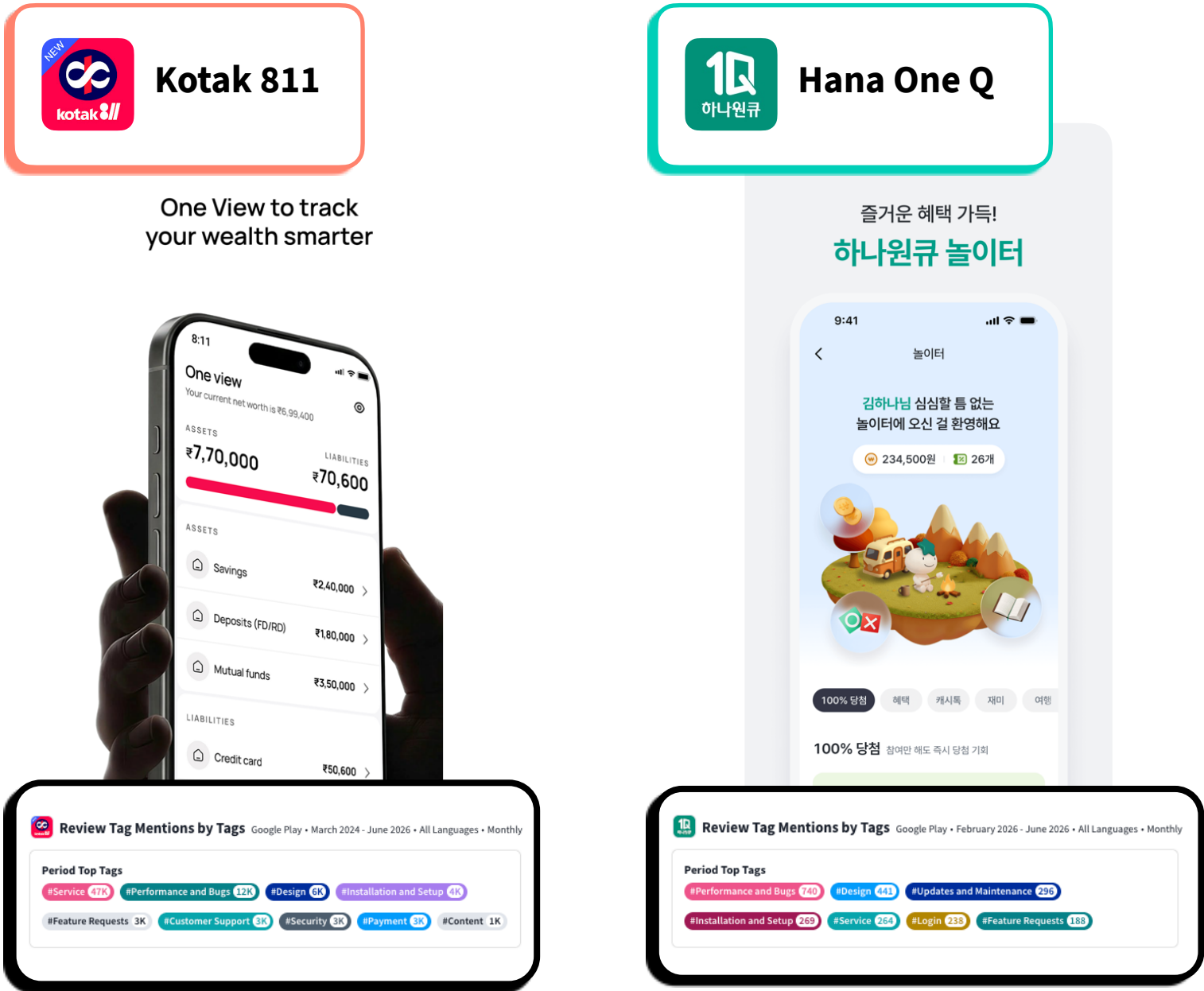


Neobanks Build Trust as Traditional Banks Reinvent the Digital Experience

Source: Sensor Tower App Performance Insights as of July 7th, 2026.



Neobanks are increasingly addressing one of their biggest adoption barriers: consumer trust. Brands such as *Chime* and *Nubank* are emphasizing security controls, real-time alerts, responsive customer support, and access to human assistance—helping reassure users that a digital-first bank can provide the reliability and protection traditionally associated with established institutions.



Traditional banks, meanwhile, are responding by modernizing the mobile experience. Relunched apps such as *Kotak 811* and *Hana OneQ* focus on cleaner interfaces, consolidated account views, easier navigation, and more engaging features. By combining long-standing brand credibility with neobank-style design and usability, incumbents can strengthen digital engagement while remaining competitive with mobile-first challengers.

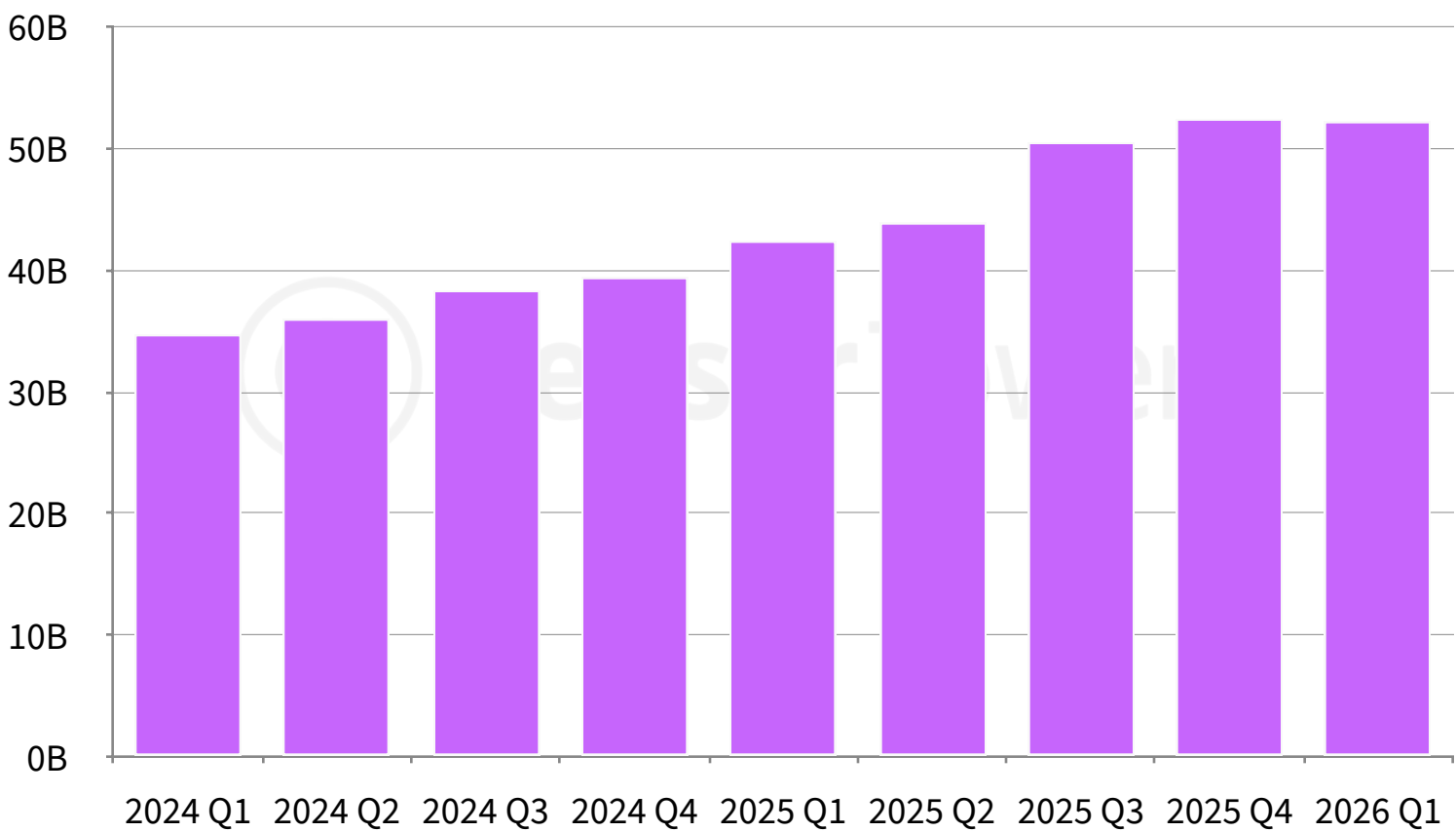
Digital Advertising Trends of Banking Brands



Consumer Banking Ad Impressions Top 50B as Quarterly Ad Spend Remains Above \$350M

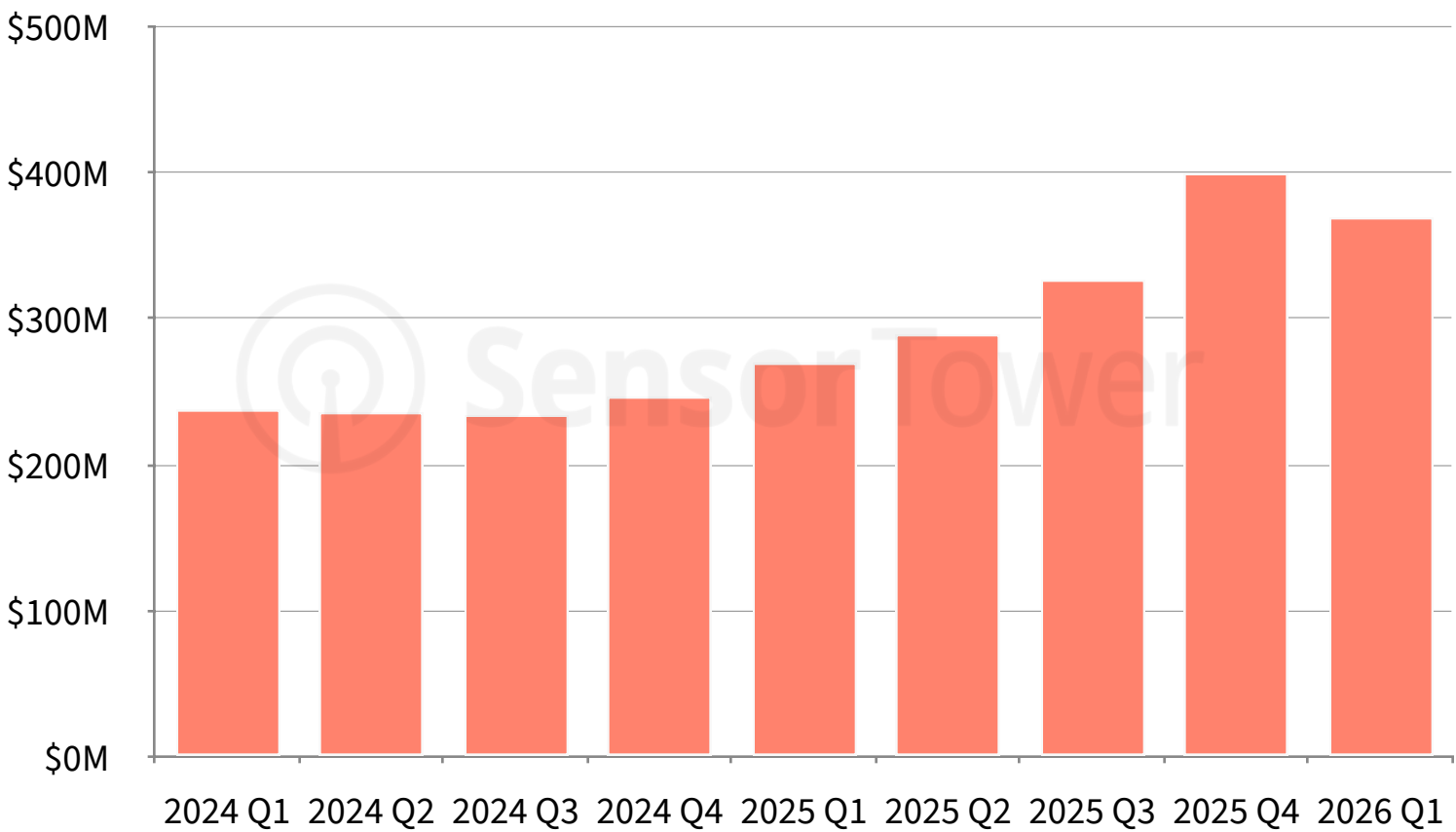
Source: Sensor Tower Digital Advertising Insights by Pathmatics.
Period: Jan 1, 2024 – March 31, 2026

Quarterly Digital Advertising Impressions in Consumer Banking



Consumer banking advertising reach expanded steadily from 2024 through early 2026, with quarterly impressions rising from roughly **35 billion to more than 52 billion**. Impressions have remained above 50 billion since Q3 2025, highlighting sustained efforts by banking brands to broaden visibility and compete for consumer attention.

Quarterly Digital Advertising Spend in Consumer Banking (\$USD)

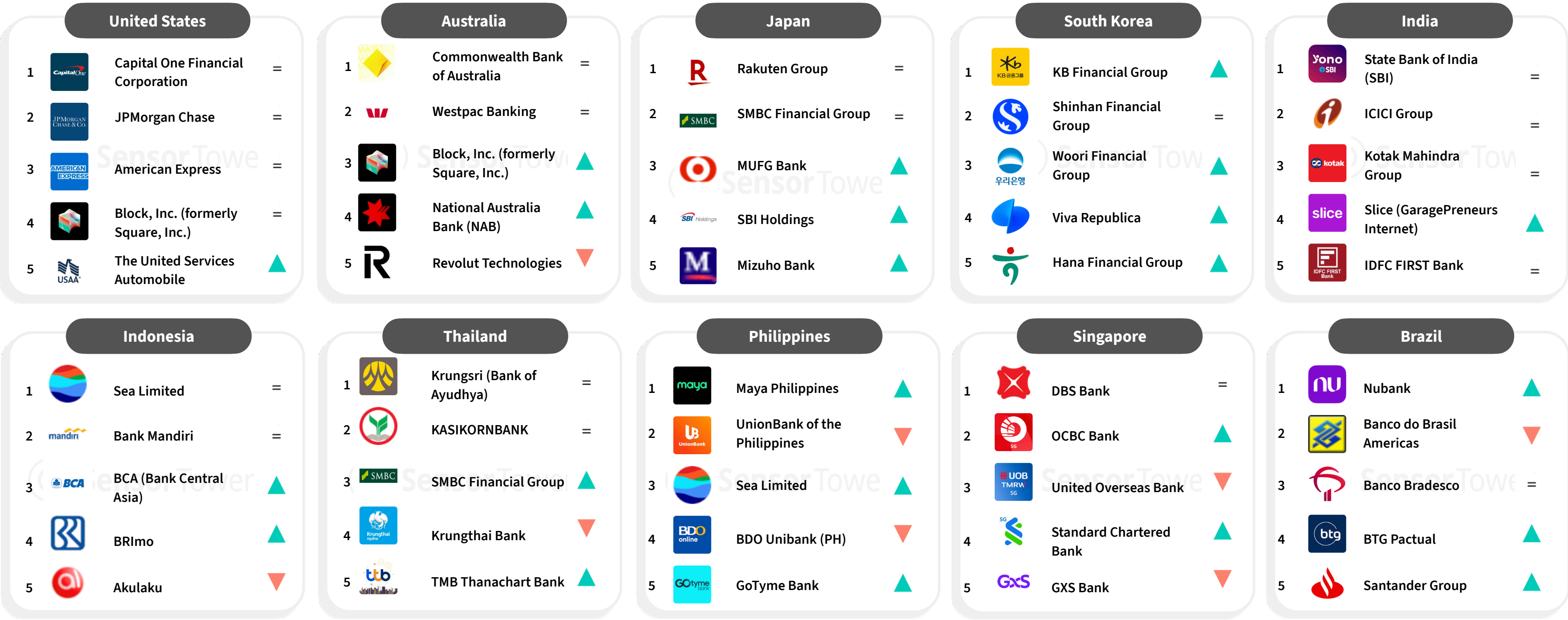


Digital ad spend also increased, rising from approximately **\$240 million in Q1 2024** to nearly **\$370 million in Q1 2026**, after peaking at around **\$400 million in Q4 2025**. The continued elevation in spend suggests that banks are maintaining significant investment even after the year-end advertising surge.

Banking Advertising Leaders Vary by Market as Incumbents and Digital Challengers Compete for Reach

Data Source: Sensor Tower Pathmatics Advertising Insights as of July 7th, 2026.

Regional Top Banking Related Financial Services Advertisers by Impressions in H1 2026

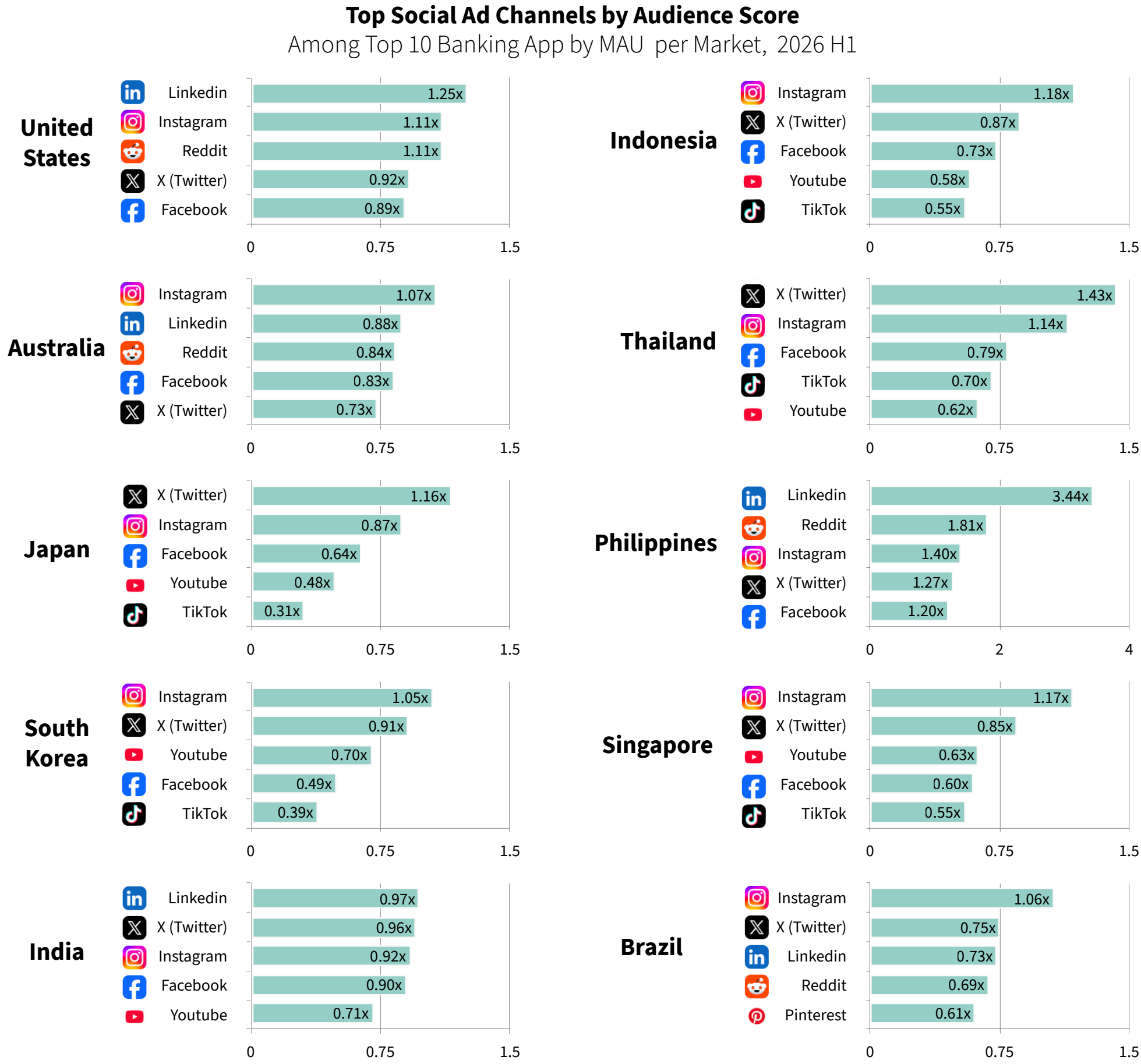


Social Affinity Varies by Market, With Instagram Offering the Broadest Banking Reach

Instagram shows strong audience affinity across several major banking markets, ranking highly in Indonesia, Australia, South Korea, Singapore, and Brazil. This reinforces its role as a reliable broad-reach channel for banking advertisers, especially when targeting mobile-first consumers at scale.

However, the highest-affinity opportunities are often more localized and platform-specific. *LinkedIn* and *Reddit* strongly over-index in the Philippines, while *X(Twitter)* stands out in Thailand and Japan, suggesting that banks can use niche or interest-led platforms to reach more financially engaged audiences beyond mainstream social channels.

Data Source: Sensor Tower Pathmatics Advertising Insights as of July 7th, 2026.



Growth Strategy From Breakout Banking Apps



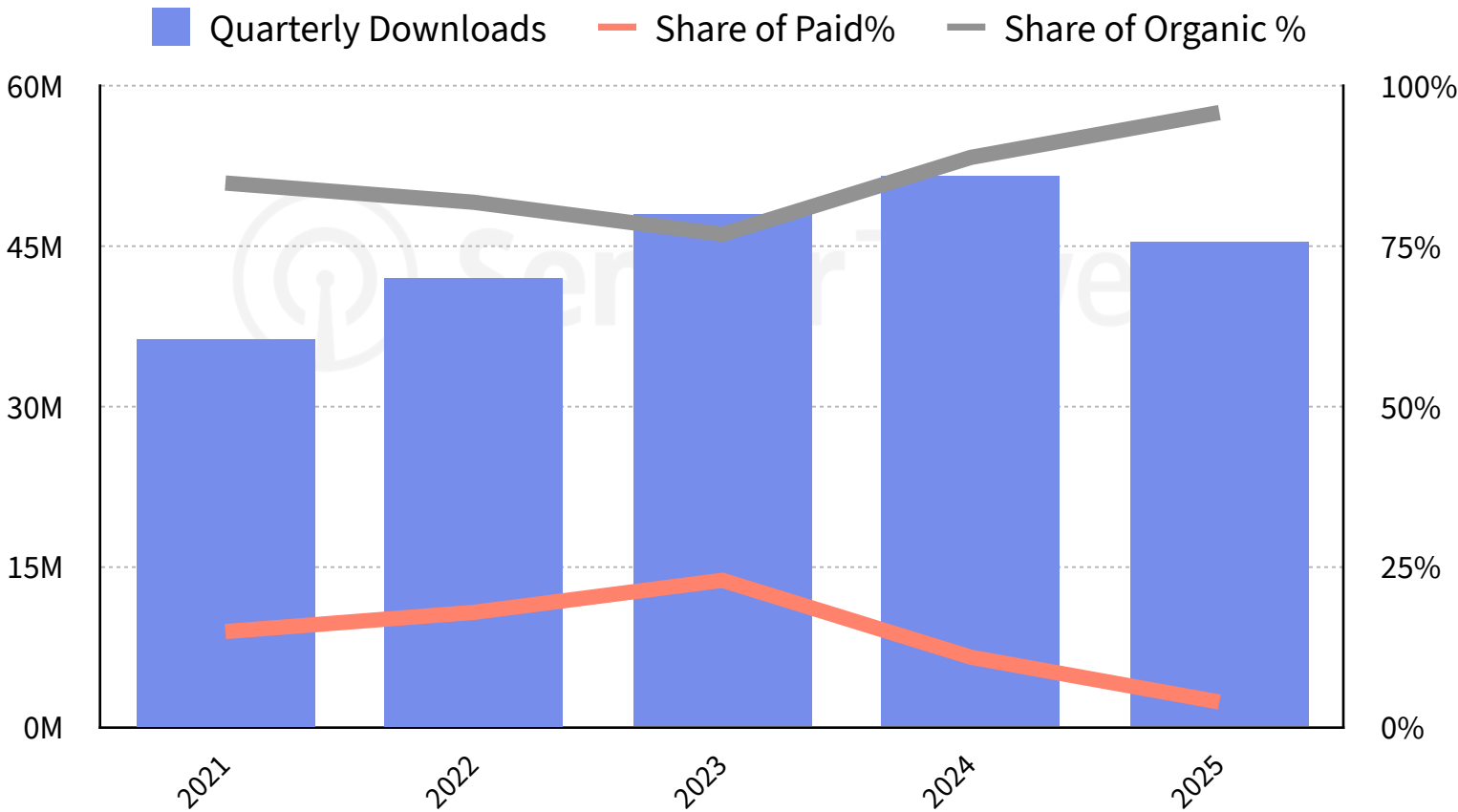


Nubank Sustains Massive Scale as Organic Acquisition Takes the Lead

Data Source: Sensor Tower App Performance, Digital Advertising Insights by Pathmatics as of July 7th, 2026.

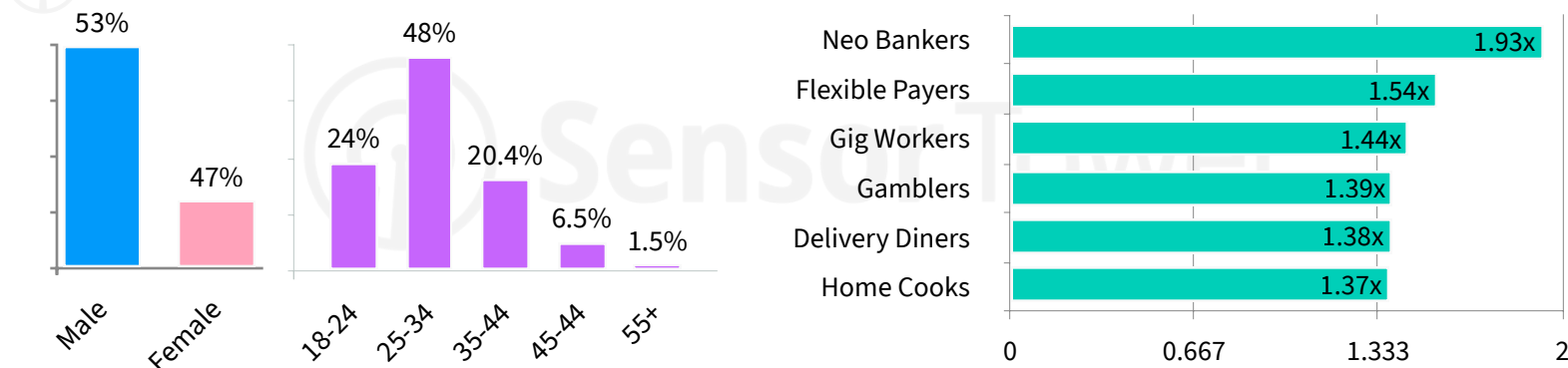
Nubank has evolved from a Brazilian digital banking challenger into one of Latin America’s largest mobile-first financial brands. Its accessible products, recognizable consumer identity, and expanding service ecosystem have helped build a broad and increasingly self-sustaining user base.

NuBank Downloads Trends & Downloads Channel



Nubank maintained **more than 45 million quarterly downloads** from 2023 through 2025, even as its reliance on paid acquisition declined sharply. By 2025, organic channels accounted for nearly all downloads, suggesting that **brand awareness, customer advocacy, and market presence** had become the primary engines of continued growth.

Audience Insights for NuBank



Creative Gallery for NuBank Brazil



Nubank’s audience is broadly gender-balanced but heavily concentrated among **younger adults**, with users aged 25–34 forming the largest segment. Strong affinity among **Neo Bankers, Flexible Payers, Gig Workers, and Delivery Drivers** reflects demand for accessible, mobile-first financial tools, while its social creatives reinforce this positioning through messaging around **credit, everyday spending, and financial flexibility**.

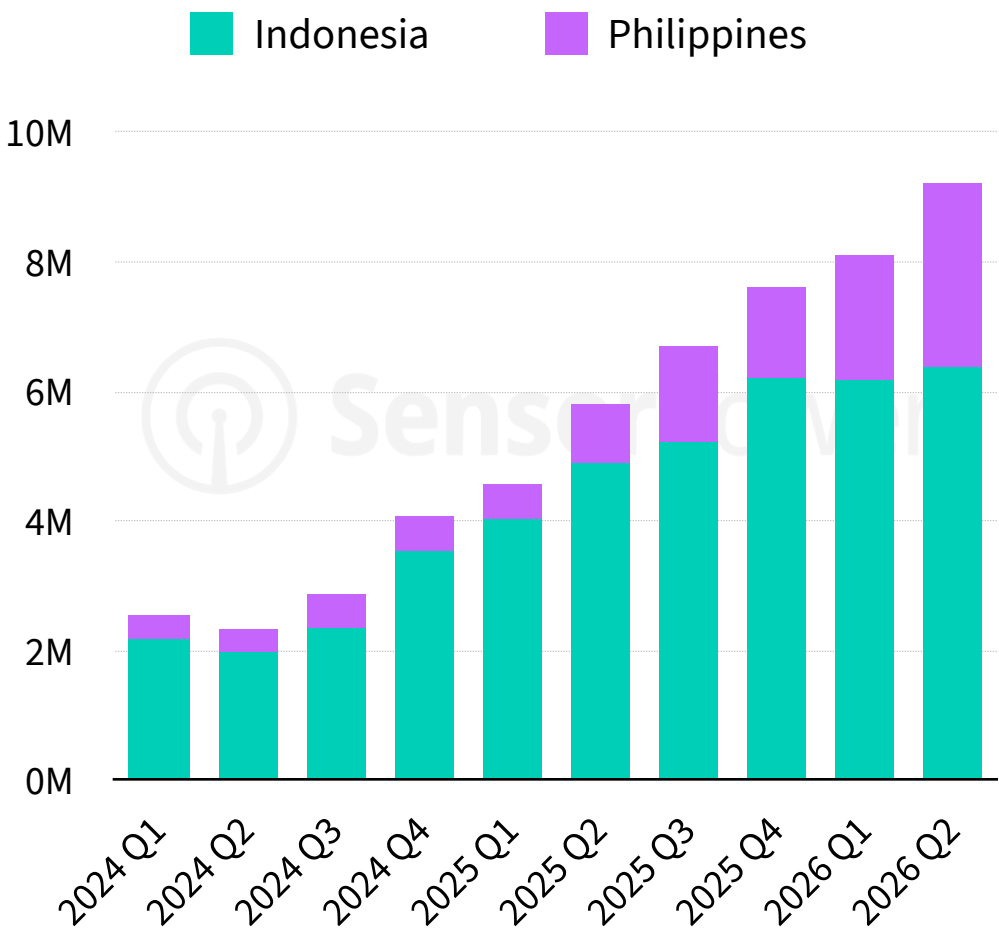


Shopee’s Ecosystem Helps SeaBank Scale Across Indonesia and the Philippines

Data Source: Sensor Tower App Performance, Digital Advertising Insights by Pathmatics as of July 7th, 2026.

SeaBank has become one of Southeast Asia’s fastest-growing digital banking brands, supported by close integration with **Sea Limited’s broader consumer ecosystem**. By connecting banking services with Shopee’s large user base, payments activity, and promotional reach, SeaBank has built a scalable acquisition model across Indonesia and the Philippines, while operating as MariBank in Singapore.

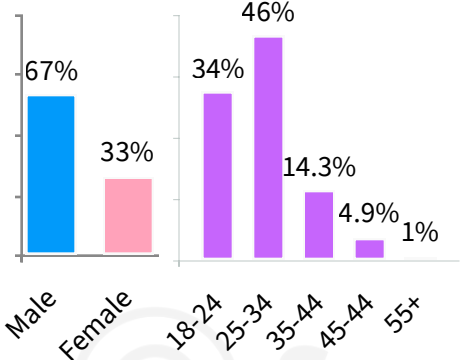
Seabank/ Maribank Downloads Trends



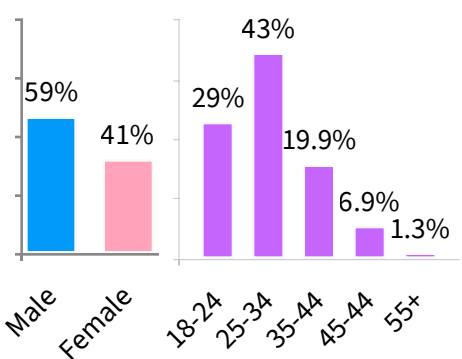
SeaBank’s combined quarterly downloads rose from around **2.6 million in Q1 2024 to more than 9 million by Q2 2026**. Indonesia remained the largest contributor, while the Philippines delivered increasingly strong incremental growth, helping sustain the brand’s regional expansion.

Audience Insights for Seabank/ MariBank

Indonesia Demographics



Philippines Demographics



App Overlap

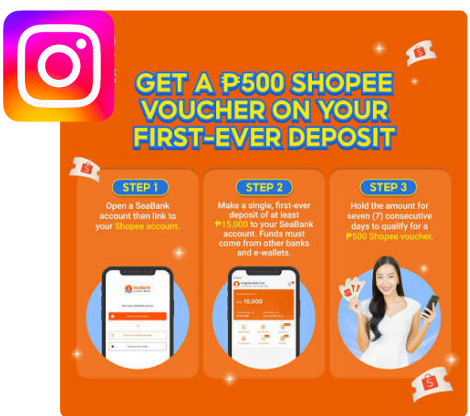
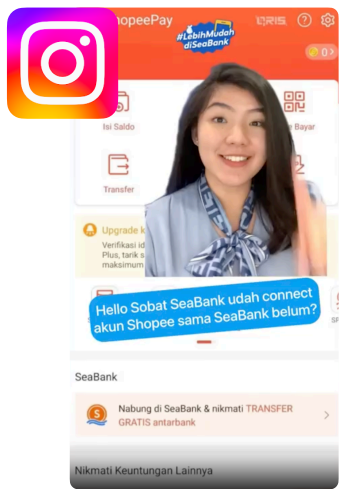
App Publisher	Share of Users Using App
Shopee PH: Shop on 11.11-12.12 Shopee	94.33%
Tokopedia GoTo Gojek Tokopedia	39.94%
Lazada 7.7 Sale Lazada Group	17.55%
Bank Jago/Jago Syariah Bank Jago	15.08%
Alfagift: Groceries Online PT. Sumber Alfaria Trijaya	15.00%

App Overlap

App Publisher	Share of Users Using App
Shopee PH: Shop on 11.11-12.12 Shopee	94.72%
Lazada 7.7 Sale Lazada Group	55.82%
foodpanda: Food & Groceries Foodpanda	32.00%
APaylater -Buy now. Pay later. Atome ID	24.44%
McDonald's McDonald's	21.98%

SeaBank attracts a predominantly **young, digitally active audience**, with users aged 18–34 accounting for the majority in both markets. Shopee records by far the highest app overlap, reaching more than **94% of SeaBank users**, while Lazada, Tokopedia, food delivery, and flexible-payment apps also feature prominently.

Creative Gallery for Seabank/ MariBank Indonesia & Philippines



SeaBank’s social advertising consistently links banking benefits to the **Shopee shopping experience**. Promotions centered on cashback, vouchers, first-deposit rewards, and seasonal campaigns position the bank as an extension of everyday e-commerce activity, helping turn shopping incentives into account acquisition and transaction growth.

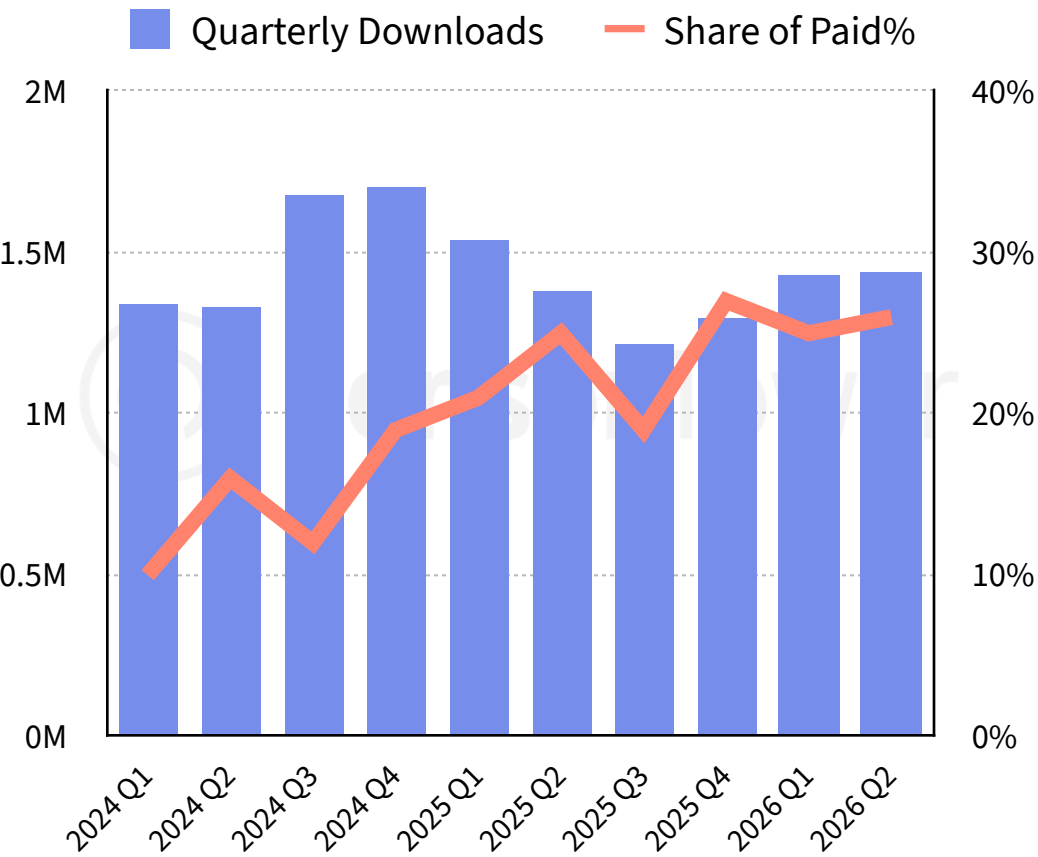


GoTyme Philippines Connects Everyday Spending With Digital Banking Growth

Data Source: Sensor Tower App Performance, Digital Advertising Insights by Pathmatics as of July 7th, 2026.

GoTyme’s growth strategy combines digital banking with the Gokongwei Group’s extensive retail network and established Go Rewards loyalty ecosystem. By linking account acquisition, debit-card spending, and rewards across everyday shopping journeys, the bank has created a phygital proposition that uses physical retail access and loyalty incentives to make digital banking more visible, accessible, and relevant to consumers.

GoTyme Bank Downloads Channel Trends Philippines



GoTyme Bank sustained **quarterly downloads above one million** from 2024 through H1 2026. This momentum was supported by **steady advertising investment**, with paid channels contributing a growing share of downloads and helping maintain acquisition as the brand scaled.

Creative Gallery for GoTyme Bank Philippines

GoTyme Bank Sponsored

Rewards points any way you pay? Beautiful. Swipe or tap you Visa debit card or scan any merchant QR Ph to pay to earn 1 point for every P600 spend. Earn up to ... see more

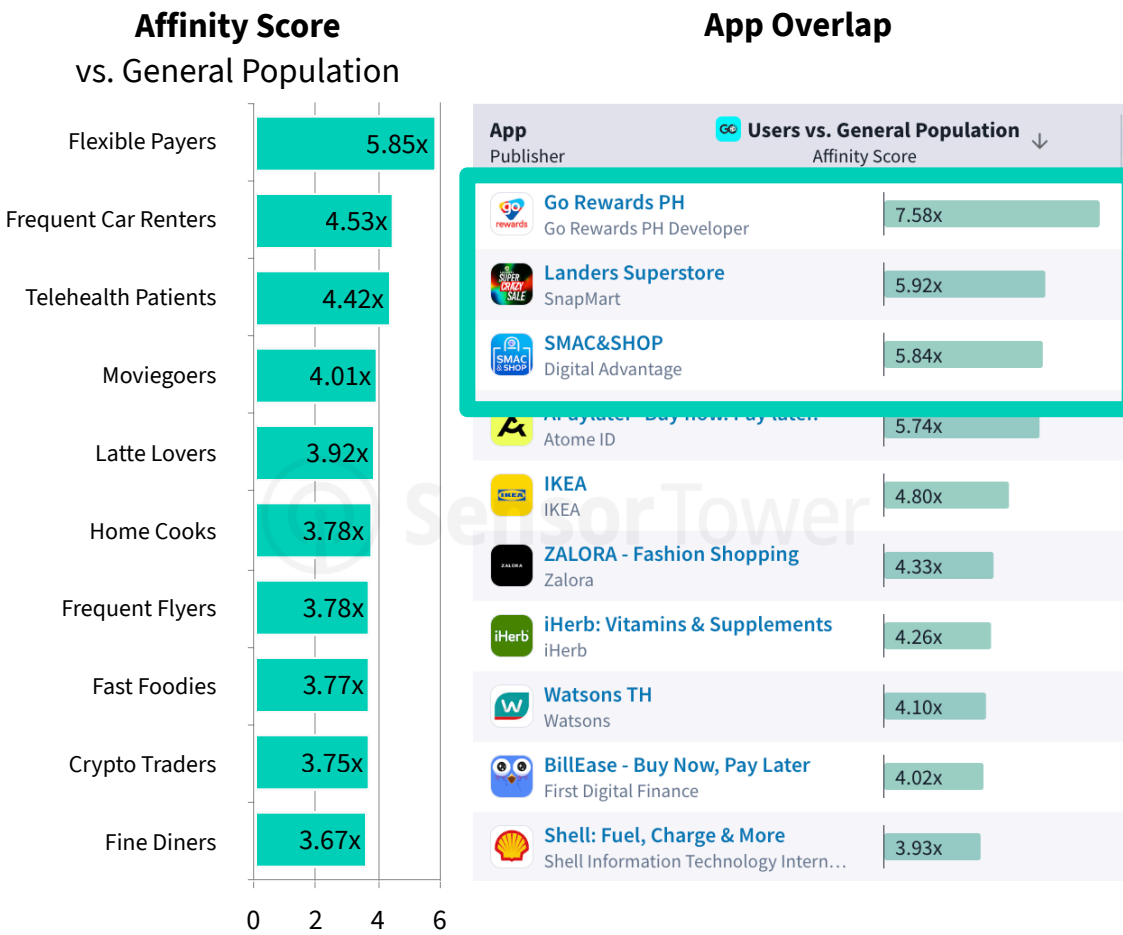
GoTyme Bank Video Ad Financial Services

Rewarded in every tap.

Trips made rewarding with every swipe, even abroad powered by Go Rewards

GoTyme Bank’s social advertising places **rewards at the center of its proposition**, showing how users earn **Go Rewards points** through everyday debit-card payments. Messages such as **“Earn points, any way you pay”** connect routine spending with tangible loyalty benefits.

Audience Insights for GoTyme Bank Philippines, H1 2026



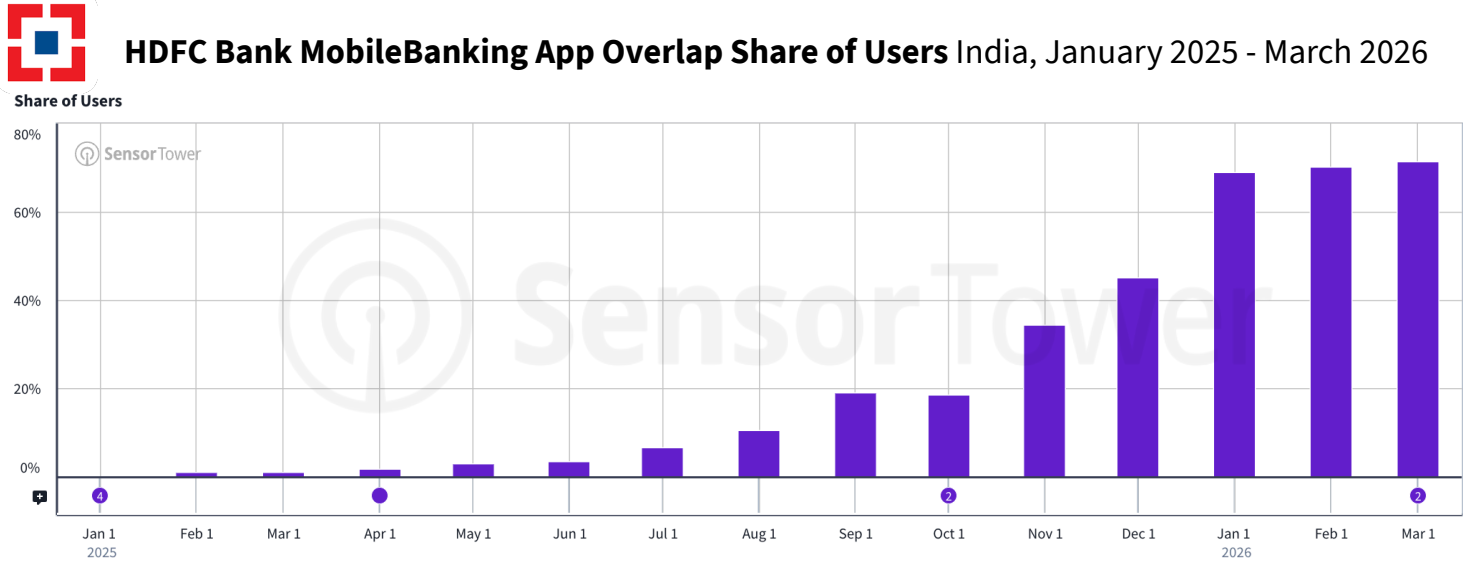
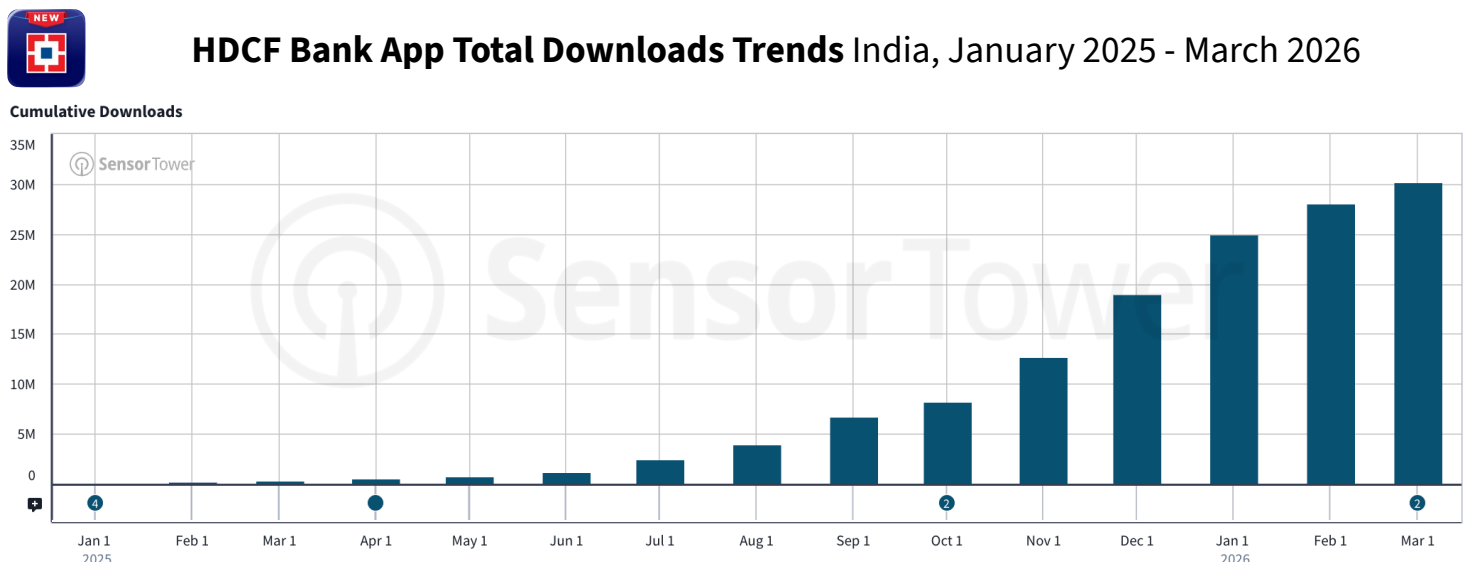
Audience Insights reinforce this **ecosystem strategy**. *Go Rewards PH* has the strongest overlap among GoTyme Bank users at **7.58 times the general population**. GoTyme Bank also over-indexes among **Flexible Payers** and **Telehealth Patients**, indicating appeal among digitally engaged consumers.



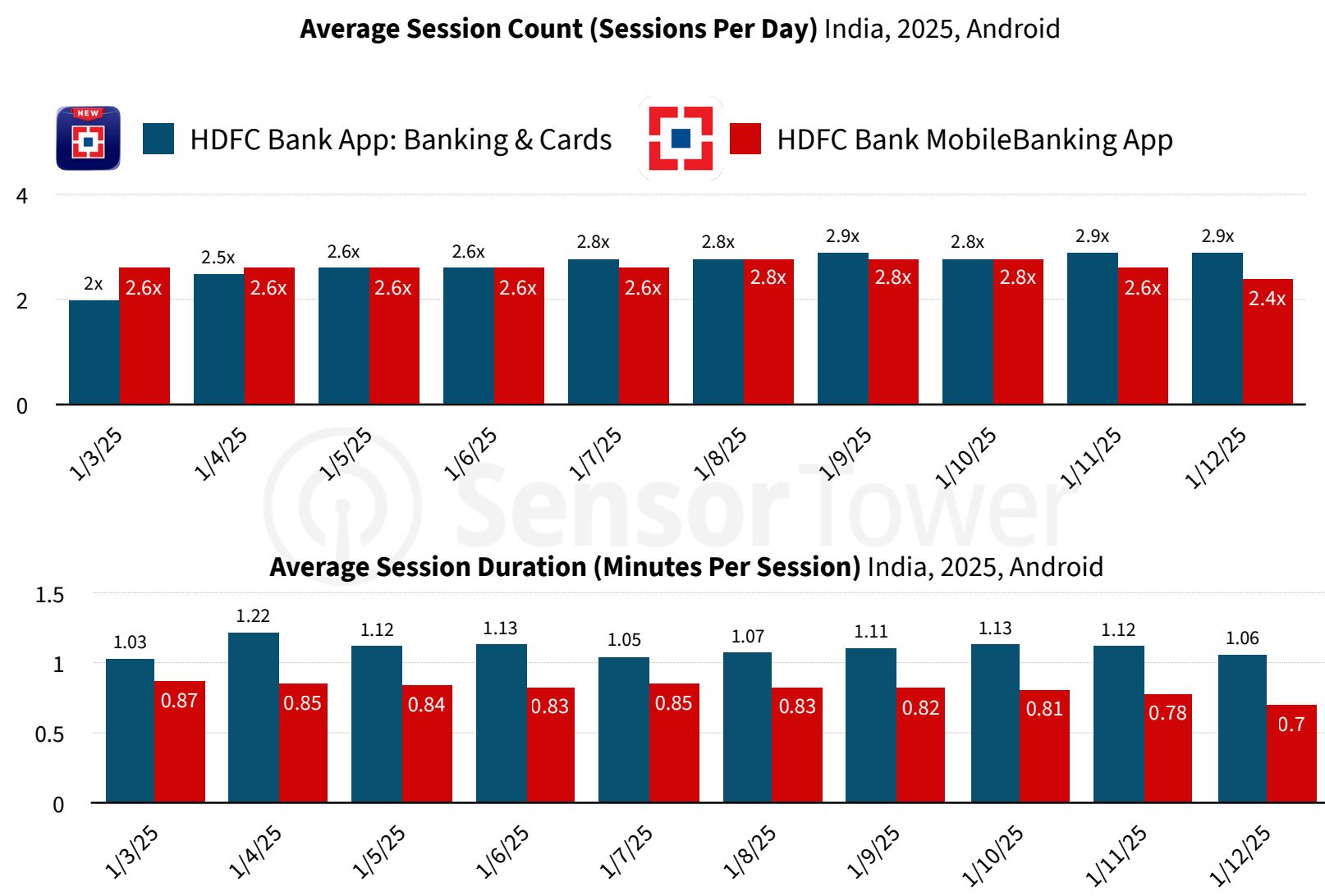
HDFC Converts a Large-Scale App Migration Into Stronger Engagement

Source: Sensor Tower App Performance Insights as of July 06, 2026.
Notes: Sensor Tower's data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and third-party Android stores. Revenue is gross — inclusive of any percent taken by the app stores.

HDFC Bank, one of India's largest private-sector banks, modernized its mobile proposition with the launch of **HDFC Bank App: Banking & Cards**, bringing everyday banking and card management into a more unified digital experience. The rollout marked a major platform transition for the bank, replacing its legacy app while using product improvements and coordinated customer communications to migrate a large, established user base.



Within its first year, the new HDFC Bank app surpassed **30 million cumulative downloads**, demonstrating rapid adoption at scale. By March 2026, around **70% of HDFC's mobile banking users had migrated from the legacy app**, indicating that the bank successfully moved most of its established customer base onto the refreshed platform within a relatively short transition period.



The new HDFC Bank app also delivered stronger engagement than the legacy platform. Users opened the refreshed app more frequently and spent longer in each session, suggesting that the **redesigned experience made everyday banking tasks easier to access** and encouraged customers to complete more of their financial activities within the app.

Conclusion

1

Mobile Banking Is Moving From Adoption to Habit

Banking apps generated approximately 2.3 billion downloads in the 12 months ending May 2026, up 7% year over year. In Q1 2026, quarterly downloads remained above half a billion, while total sessions increased 10%—outpacing download growth and signaling that mobile banking is becoming embedded in everyday financial activity.

2

Competition Is Global, but Market Leadership Remains Local

Latin America remains the largest banking app market, while India recorded the strongest growth among major regions. Digital banks and neobanks have gained meaningful share in markets such as Brazil, Indonesia, and the Philippines, but traditional banks continue to lead in most countries through established customer relationships, broad product portfolios, and trusted local brands.

3

Audience and Channel Fit Turn Reach Into Engagement

Users aged 25–34 represent the largest banking app audience across the markets analyzed, but demographics, lifestyles, and financial needs vary considerably by country. Instagram offers broad reach in many markets, while platforms such as LinkedIn, Reddit, and X can provide access to smaller, high-affinity audiences. Effective growth therefore depends on aligning products, messages, and media channels with local consumer behavior.

4

Breakout Growth Comes From Ecosystems, Expansion, and Product Renewal

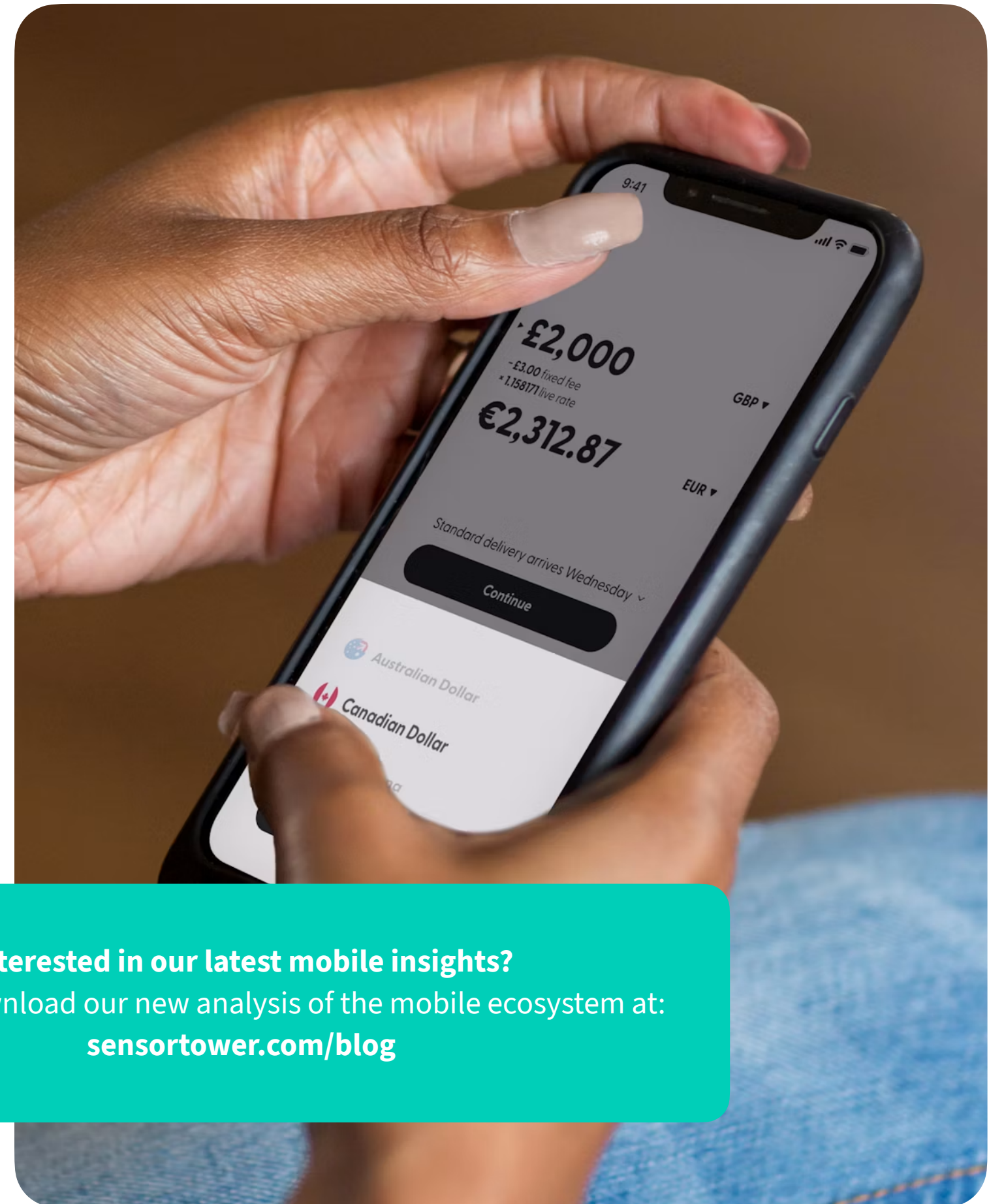
Leading banks are scaling through different but complementary strategies. SeaBank converts paid acquisition and its connection with Shopee into wider adoption, GoTyme combines digital banking with retail distribution and cross-market expansion, while HDFC successfully migrated more than 70% of users to its refreshed app. Together, these cases show how ecosystem reach, distribution, and product modernization can accelerate digital growth.

Sensor Tower

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