



App Ranking in Myanmar

Joint released by **Moca** & **Zapya**

Jan, 2019



Myanmar Market Brief

Myanmar is a special market. So far, there is no a dominated app store in the market. Good English speakers may choose Google Play Store to download apps. However, there are huge number of mobile phone users who don't use Google Play Store . They buy mobile phone imported through unofficial channel from China to Myanmar. All those devices have embeded Chinese version without google service. The long and complicated registration process on Google Play Store keeps users out of door. Majority of users prefer to use Zapyia to download app, transfer file and share picture and music at home and office. Zapyia is top one utility app in Myanmar and the most important channel to promote new apps to users.

Myanmar is a blue sea but very headache market for all marketers and app developers. There is no any database for app ranking and market information to help marketer understand the market trend. As the top media agency in Asia and exclusive agency of Zapyia, Moca decides to jointly publish Myanmar app ranking with Zapyia from 2019 on to light a match in the market.



App Ranking in Myanmar - Dec 2018

Rank	Application		Adjustment	Category
1	Facebook		=	Social
2	Messenger		=	Communication
3	Viber		=	Communication
4	MX Player		=	Video
5	Bagan Keyboard		=	Personalization
6	Mobile Legends: Bang Bang	▲	18	Game
7	Audio Manager	▼	1	Personalization
8	VidMate	▲	4	Utility
9	Frozen Keyboard	▼	1	Personalization
10	Dream League	▼	3	Game
11	PUBG		New	Game
12	Vault	▼	3	Utility
13	MP3 Video Converter	▼	2	Utility
14	B612	▼	4	Photography
15	BeautyCam	▲	5	Photography

Note: app ranking is from 2018 Dec statistics.



App Ranking in Myanmar - Dec 2018

Rank	Application		Adjustment	Category
16	Subway Surf	▼	3	Game
17	Ringdroid	▼	2	Utility
18	Fb Video Downloader		New	Utility
19	Google Play Store	▲	7	Utility
20	Clash of Clan	▼	6	Game
21	My Mytel		New	Lifestyle
22	PopStar	▼	5	Game
23	WowBox		=	Lifestyle
24	Automatic Virus Scanner	▼	6	Utility
25	TikTok		New	Social
26	Viva Video	▼	7	Video
27	Boy Look		New	Photographs
28	Bubble Shooter		New	Game
29	My Talking Angela		New	Game
30	Candy Crush Saga	▼	9	Game

Note: app ranking is from 2018 Dec statistics.



Zapya is dominating Myanmar market for app install for years and not counted in the list. The above statistics is based on the frequency and times of app shared and transferred among users through Zapya. It reflects how hot the app is in the market and how popular the app is among users to some extent.

No doubt, facebook is dominating the social market for years. But we can see more and more young users would like to show their talent and characters on TikTok.

In terms of communication, facebook messenger is the most favourite app, but no longer the only choice. Viber ranks No.3 and has strong penetration in Myanmar with big user base.

Video app is getting more and more popular. Many video players come into ranking. However, MX player remains No. 1 video player all the time.

Bagan Keyboard is developed by Myanmar local developer. Myanmar has its own language, but very few app developers would like to localize their product and service for Myanmar market. Bagan Keyboard takes the chance to win the market.

User has an increasing demand on photography and beauty in the past 2 years. B612 and BeautyCam are the most popular camera apps in the market.

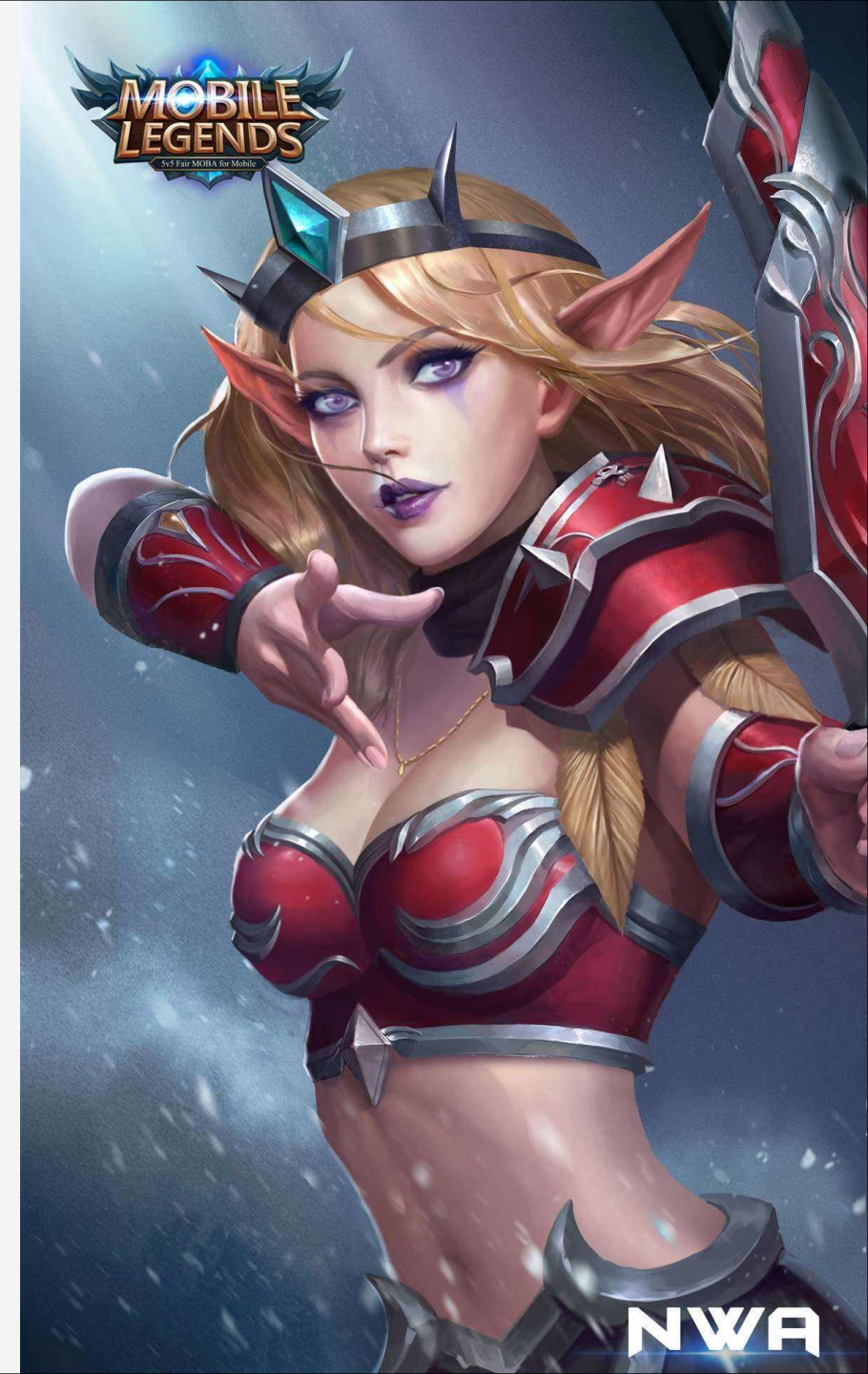




Regarding game, Myanmar is not a major market for majority of game developers. However, market preference is as same as other Southeast Asia market. User has high demand on game. 9 games come into the top 30 apps.

Mobile Legends: Bang Bang is the most popular game and rised from No.18 in Jan, 2018 to No.6 in Dec 2018. Dream League and PUBG follows.

5 casual games come into ranking. Subway Surf, PopStar, Bubble Shooter, My Talking Angela, Candy Crush Saga are the most popular games among users during spare time.





About Moca

Moca is a top digital media agency in Asia and an innovated global advertising platform. Moca is the only Chinese company focusing on branding business in Asia market. Moca works with top and trusted app developers and has present in multiple markets to serve advertisers. Moca has direct access to over 500 clients and media agencies, which will help developers for better and faster penetration in Asia market.

About Zappy

Zappy, a powerful file-sharing app. As the choice of over 600 million users from 200 countries, Zappy is one of the world's fastest cross-platform file sharing tool and dominate the entire Myanmar market. It allows user to transfer files among Androids, iPhones, iPads, Window Phones, PCs, and Mac books in an instant. With Zappy, users can share photos, videos, music, installed apps and any other formats of files anytime, anywhere, and without network restriction!



Thank You

Myanmar app ranking will be released in every quarter.

For more info and report, please visit www.moca-tech.com.
For cooperation, pls email to business@moca-tech.net.