

Android App Development: Highlights of 2024 Market & Its Future



Android has witnessed an impressive growth in 2024. Currently, there are over 3.3 billion Android OS users around the world which share 71.8% of the entire global mobile operating system market. On average, 2,233 new mobile apps are launched on Google Play Store every day. So, according to the current mobile app industry statistics, it is undoubtedly to say the Android market is reaching new heights of success.

And due to this, the Android app development market is also growing and experiencing new trends. Advancements in technology, innovations in smartphone features, and changes in user behavior are broadening the future scope of the Android market in 2025 and beyond. So do you know the current state of the Android app development market? If not, then here we will share the brief and top highlights of the Android market and its impact on the future.

Advancement in Android App Development Technologies

Android is focused on providing good mobile user experience and innovative features. It is well known for its openness and for keeping a glance at every word of customers. Android is on the path to making its [Android app development libraries](#) and frameworks more efficient and result-oriented by making it opinionated, powerful, fast, and easy to develop features. And also eliminating everything that slows down it.

This will help [top Android app development companies](#) create incredible engaging experiences. In 2024, we saw this advancement in various Android development frameworks like React Native, Flutter, Android Studio, Kotlin, and more.

Android had also released its first canary version of Android Studio Hedgehog with extra powerful integrated tooling support for Compose. It also has a new Motion Editor, Java 8 Language library desugaring, full support for KTS files, Kotlin live templates, and more. Therefore, it is counted among the [top Android app development trends](#) in 2025.

Ready To Do Wonders With The Latest Android 15

Now your wait is almost over! Google unveiled Android 15 in 2024 which is pushing the mobile innovation with advanced features and improvements. Not only this, Android 15 also focuses on improving the user experience, increasing machine learning capabilities, and improving support for foldable and 5G-enabled devices.

Key Highlights of Android 15

- Enhanced User Experience and Device Performance
- Upgraded Privacy & Security

Enhanced Business Revenue With App Monetization

In 2024, Android focused on [new ways to market & monetize Apps](#) & games. Google Play got a visual refresh, which improves app discovery and accessibility for the vast diversity of store visitors.

App tags improve discoverability, enabling developers to describe the content and functionality of your game with up to five tags. App's rating is now weighted towards your most recent ratings, instead of a cumulative lifetime average, so that it better reflects your App's current state. Android has already expanded its bars to people in Bermuda, British Virgin Islands, Cayman Islands, Iraq, and Turks and Caicos.

Conclusion

With such a vast amount of changes and improvements, Android keeps growing and acquiring name and fame as it was acquiring and provides assurance to keep user data safe, App development process fast, App distribution faster than ever along with brand new ways for app monetization. Hence, it is no surprise that the 2024 year will be again a productive year for Android as 2024 was.

So, if you are looking forward to leading the Android app market industry, you can partner with a top-notch [Android app development company](#). We can assist you in turning your dream into reality. Our team is well aware of the latest trends and marketing insights to build a future-proof solution. Just schedule a free consultation and discuss your project.

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