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# France's Mobile Gateway

## The economic impact of Google Play and Android

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# Introduction

Google Play and Android connect the French public to apps they use everyday as well as cutting-edge AI tools, while helping local developers reach a global audience. By pairing an open platform with secure devices and distribution, the ecosystem builds essential consumer trust, in turn helping developers scale their revenue and drive growth in the French tech sector.

**As of 2025, over 4,000 app and game businesses based in France were active on Google Play, collectively bringing over 15,000 apps to the market.**



## Driving national economic impact

The Play and Android ecosystem contributes to the French economy through a mix of direct developer revenues and wider spillover effects across industries. By enabling businesses of all sizes to build, distribute and monetise apps, it supports high-productivity jobs and drives growth in burgeoning sectors such as e-commerce, digital media and the gig economy.

**€83bn**

In 2025, the Play & Android economy generated **€280 million in revenue for developers in France**, and helped anchor a wider mobile economy worth **€83 billion** including revenue generated in sectors such as e-commerce, digital media and the gig economy.

**€54 billion**

Play and Android developers in France and the broader m-commerce industry have contributed **€54 billion, equivalent to 2% of GDP.**

**420k**

The Google Play app ecosystem has enabled the creation of **420,000 direct, indirect and spillover jobs in France.**

**€89 billion**

Over the next five years, we estimate that the revenue generated by the Play and Android ecosystem through direct and indirect channels could increase by **11%**, to **€89 billion by 2030.**

# Enabling innovation in the AI economy

AI is rapidly reshaping the capabilities of mobile devices and the productivity of app developers across France. AI-powered tools are lowering development costs, accelerating production cycles and enabling smaller teams to build more sophisticated products. For users, AI is increasingly embedded in everyday mobile experiences, helping them save time, learn new skills and interact more intuitively with technology.

**€17,000**

On average, we estimate that AI tools could make Play and Android developers **33%** more effective each year, the equivalent of an **additional €17,000 in earnings per developer.**

**2.2 hrs/wk**

On average, Android users estimated that they had **saved 2.2 hours a week** using AI tools on their device to complete basic tasks more quickly.

**68%**

**68%** of people say that smartphones are the main device they use to **access AI.**

**61%**

**61%** of people report using AI tools built into their Android phones, of which Gemini and AI-overviews on web browsers ranked as the **most popular tools and features.**

## MWM: Beyond Borders

"The biggest benefit of Google Play for us is how it helps us distribute our apps. Android could be seen as a complex system with many different OEMs, screen sizes, and performance levels. Plus, we are dealing with very different markets across Europe, the US, and APAC. But Google Play has an amazing ability to deliver our products to millions of users smoothly. Since we started in 2012, we've crossed one billion downloads, and 98% of our activity happens outside of France. Expanding globally like this would have been impossible without Google Play. They have played a huge part in our success, and it's rare to have such a strong and reliable partner."



Charles Perrot

COO at MWM



# Ensuring safety and security

French consumers are among Europe's most privacy-conscious, shaped by France's active role in European digital regulation. Android and Google Play's multiple layers of protection — from app vetting to on-device security — give users the confidence to download and use services safely.

**77%**

**77%** of Android users in France say they feel less safe downloading an app outside of the Google Play store. **A sense of safety on Play** is driving discovery, with **73%** of users reporting using Play to discover new apps.

**65%** **65%** of Android users feel their device's security features keep their **phone and information safe.**

**64%** **64%** of Android users are confident that Android's anti-malware systems **protect their device and data.**

**51%** **51%** of parents in France say that Android's parental control features make them **more confident about their child's smartphone use.**



# Helping create better societal outcomes

France has one of Europe's most digitally engaged populations, and Android sits at the heart of how millions navigate daily life, using app-based solutions to do everything from book doctor's appointments to splitting bills at a restaurant. With affordable Android devices helping lower-income households get online, the open ecosystem plays a meaningful role in ensuring the benefits of digital services are broadly shared.

**4 days**

**64%** of Android users say that their phone is one of the main ways they access digital public services. E-government apps alone **save Play users in France 4 working days** of time they would have spent on admin and travel each year.

**€1.9 billion** By providing access to a wide range of apps at no extra cost, Google Play delivers **€1.9 billion in annual consumer surplus**, acting as an annual 'digital dividend' of **€63 per household.**

**€510** By providing high-quality smartphones at a lower price point than alternatives, Android saves the average French household **€510 in upfront costs.**

**67%** **67%** of people in France say they use **mobility and assistance** tools on their Android devices.

*Refer to the methodology note for the definition of consumer surplus