



November 2020

US MOBILE TIME SPENT

Lockdowns Augment Gains in Time Spent with Mobile Devices

With mobile devices serving as a lifeline to the outside world amid stay-at-home orders, time spent on smartphones and tablets has jumped. This eMarketer Report reviews our latest forecast for US mobile time spent, highlighting the coronavirus effect on our numbers while examining trends that pre-date and will persist beyond the current crisis.

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Dear eMarketer Reader,

eMarketer is pleased to make this report, **US Mobile Time Spent: Lockdowns Augment Gains in Time Spent with Mobile Devices**, available to our readers.

This report is a great example of eMarketer data and insights, and reviews our latest forecast for US mobile time spent, highlighting the coronavirus effect on our numbers while examining trends that pre-date and will persist beyond the current crisis.

We invite you to learn more about [eMarketer's approach to research](#) and why we are considered the industry standard by the world's leading brands, media companies and agencies.

We thank you for your interest in our report and **InMobi** for making it possible to offer it to you today.

Best Regards,

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US MOBILE TIME SPENT 2020: LOCKDOWNS AUGMENT GAINS IN TIME SPENT ON MOBILE DEVICES

With mobile devices serving as a lifeline to the outside world amid stay-at-home orders, time spent on smartphones and tablets has jumped. Though the pandemic has accelerated some long-term trends, such as increased time with mobile video and gaming, this unfamiliar situation has also reversed other trends and introduced new behaviors that may last beyond 2020.

How has mobile time spent changed over the past year?

Some trends we expected this year were already evident prior to the coronavirus pandemic, including increasing time spent with streaming audio, video, gaming and social media. COVID-19 has, if anything, accelerated many of these trends.

How has the coronavirus pandemic influenced daily time spent on mobile devices?

The average US adult will spend 23 additional minutes per day on their smartphones in 2020, a big increase from our pre-pandemic estimates. Tablet time will also gain 2 minutes, a reversal from the slight decrease we had expected before the pandemic.

Which content categories have gained the most minutes?

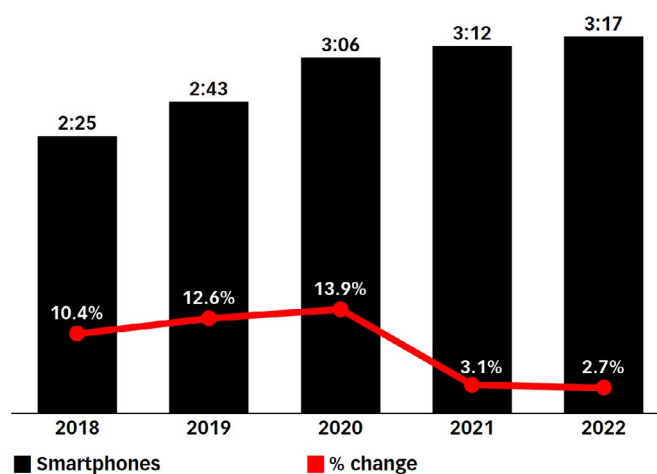
All major app categories are up, but social networking has gained the most extra minutes: 11 minutes per day for the average adult, followed by mobile video with 10 minutes. Messaging is expected to rise by 4 minutes. By comparison, digital audio will gain just 2 minutes—well below its pre-pandemic trajectory—and the “other” category, which includes maps, dating, weather, news, shopping and ride-sharing apps, will lose 2 minutes.

What lasting impacts will the pandemic have on mobile usage?

Though some changes will be temporary, such as the large increase in voice calling, we still expect the baseline to be raised for most app categories. Mobile will gain just a few minutes in 2021, but our long-term figures for 2021 through 2023 will remain mostly above our pre-pandemic predictions.

WHAT'S IN THIS REPORT? This report reviews our latest forecast for US mobile time spent, highlighting the coronavirus effect on our numbers while examining trends that pre-date and will persist beyond the current crisis.

Smartphones: Average Time Spent in the US, 2018-2022
hrs:mins per day among population and % change



Note: ages 18+; includes all time spent with nonvoice activities on smartphones, regardless of multitasking
Source: eMarketer, April 2020

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KEY STAT: The big rise in mobile usage has mostly come on smartphones, which have gained 23 minutes daily for the average US adult.

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An important note on how we account for multitasking in our estimates of time spent with media: If someone spends 1 hour watching TV (for example) and uses a smartphone to surf the web during the same hour, we count this as 1 hour of usage for each medium, and hence as 2 hours of total media time.

CORONAVIRUS ACCELERATES MOVE TO MOBILE

As the coronavirus pandemic plunged economies worldwide into lockdowns and stay-at-home orders, most consumers turned to their mobile devices to find information, entertainment or human connection, albeit remotely. As a result, time spent on devices has gone up across the board. In fact, US adults will consume, on average, more than 1 hour of additional media in 2020 compared with 2019.

Average Time Spent with Media in the US, 2018-2022 hrs:mins per day among population

	2018	2019	2020	2021	2022
Digital	6:20	6:43	7:31	7:32	7:38
—Mobile (nonvoice)	3:36	3:54	4:18	4:22	4:26
—Audio	1:08	1:15	1:15	1:20	1:22
—Social networks	0:45	0:47	0:53	0:53	0:53
—Video*	0:38	0:42	0:47	0:49	0:51
—Other	1:06	1:09	1:23	1:20	1:19
—Desktop/laptop**	1:57	1:54	2:00	1:54	1:52
—Video*	0:23	0:23	0:24	0:24	0:23
—Audio	0:07	0:07	0:07	0:07	0:07
—Social networks	0:08	0:06	0:06	0:06	0:05
—Other	1:19	1:18	1:23	1:18	1:17
—Other connected devices	0:47	0:56	1:13	1:16	1:20
TV***	3:42	3:30	3:49	3:36	3:24
Radio***	1:41	1:39	1:35	1:36	1:35
Print***	0:21	0:20	0:17	0:18	0:17
—Newspapers	0:12	0:11	0:09	0:10	0:09
—Magazines	0:09	0:09	0:08	0:08	0:08
Other traditional media	0:20	0:19	0:22	0:21	0:20
Total	12:24	12:30	13:35	13:23	13:15

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; *excludes time spent with video via social networks; **includes all internet activities on desktop and laptop computers; ***excludes digital
Source: eMarketer, April 2020

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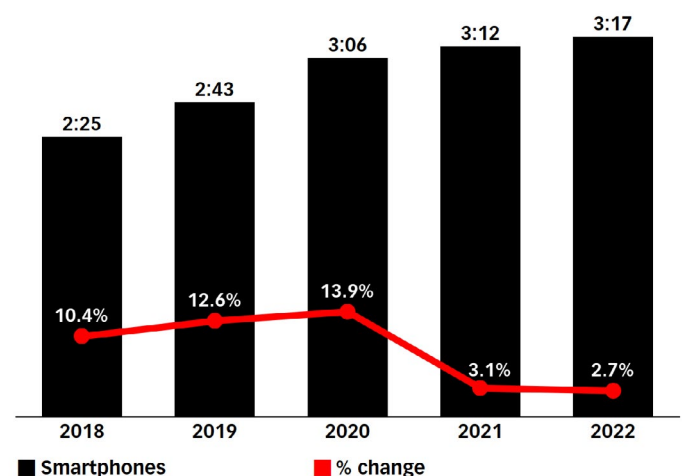
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Of those additional minutes, 24 will come from mobile devices. In 2019, we forecast that non-voice mobile time increased a healthy 7.9% to 3 hours, 54 minutes. (For simplicity's sake, our styling for such a figure as follows will be 3:54.) In 2020, we expect the pandemic to boost non-voice mobile time spent to 4:18, a 10.5% increase. Next year, when it's presumed that life will return to some semblance of normal, mobile time spent will see a small increase of 1.5% to 4:22.

Unsurprisingly, consumers are spending more time talking to others on their smartphones, which will lead to a 3-minute increase in voice calling in 2020 to 20 minutes per day—the first increase in several years.

The bulk of this additional time on mobile devices will be on smartphones, which will attract 23 additional minutes in 2020 compared with 2019. For the first time, adults will spend more than 3 hours on smartphones in 2020, a 13.9% increase.

Smartphones: Average Time Spent in the US, 2018-2022 hrs:mins per day among population and % change



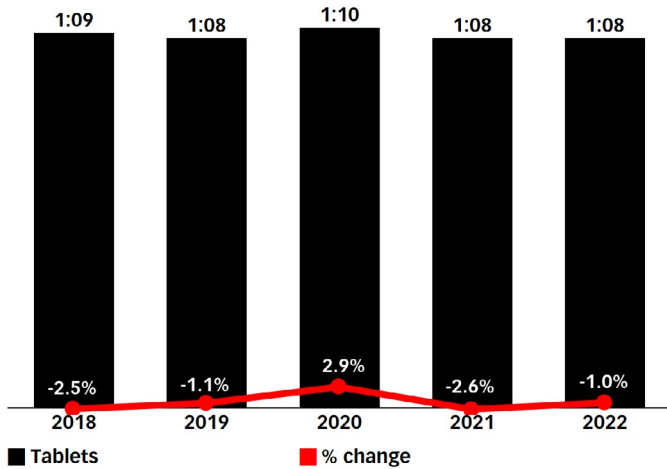
Note: ages 18+; includes all time spent with nonvoice activities on smartphones, regardless of multitasking
Source: eMarketer, April 2020

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Adults are also spending more time with tablets. After years of declining minutes in time spent, tablets will gain 2 minutes among US adults in 2020, bringing the total to 1:10. However, this behavior will be temporary, as time spent with tablets will decrease by 2.6% come 2021.

Tablets: Average Time Spent in the US, 2018-2022
hrs:mins per day among population and % change



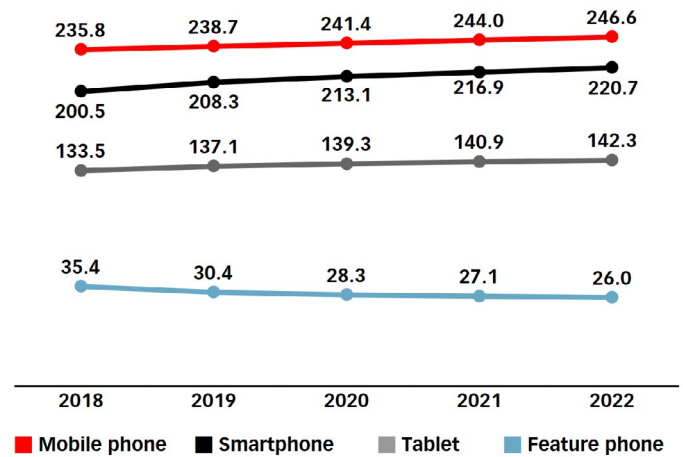
Note: ages 18+; includes all nonvoice tablet activities; includes all time spent with tablets, regardless of multitasking
Source: eMarketer, April 2020

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We believe that most of the increased time spent on mobile devices in 2020 will come from existing users spending more time on their phones, vs. those becoming smartphone users for the first time. An April 2020 InMobi survey found that 80% of US smartphone users had increased time on their mobile devices in response to the coronavirus.

This year, 5 million people in the US will use smartphones for the first time, a 2.3% increase from 2019. This growth rate represents a slowdown in the number of new smartphone users from last year (3.9%), but it is in line with pre-pandemic expectations. The added users will raise US smartphone penetration to 73.0%, a 1.2 percentage point increase. The number of new tablet owners will reach 2 million, also in line with pre-pandemic expectations. Tablet penetration will rise a barely perceptible 0.3 percentage points to 53.0% of the population.

Adult Mobile Device Users in the US, 2018-2022
millions



Note: ages 18+ who own each device and use it at least once per month; device users are not mutually exclusive; there is overlap between groups
Source: eMarketer, April 2020

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Time spent among smartphone users will rise more than that of the population. We estimate that US smartphone users will spend an additional 25 minutes daily this year, compared with 2019. This will bring that average time spent figure to 3:46.

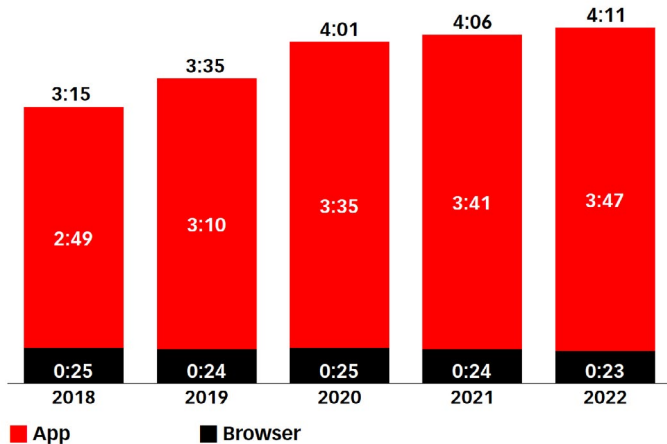
Tablet users will spend an extra 3 minutes with their devices this year, bringing the total to 2:10. It should be noted that we do not include teens or children in the tablet time spent forecast, though it's safe to say that kids are big users of tablets. We estimate that 46% of children 11 and younger and 57% of those ages 12 to 17 are tablet users. A 2019 study by Common Sense found that these young users are heavy consumers of content on their tablets. For instance, the study found that children ages 8 to 12 spent 1:27 per day with mobile video on their tablets, compared with 19 minutes for users overall.

APPS VS. BROWSERS

The vast majority of mobile time is browsing online. We estimate that US adults will spend, on average, more than 4 hours with mobile internet, with 88% of that time spent within apps. The app percentage continues to increase year over year—though our figures may undercount time spent in mobile browsers, such as those within Facebook or Twitter.

Mobile Internet: Average Daily Time Spent in the US, App vs. Browser, 2018-2022

hrs:mins per day among population

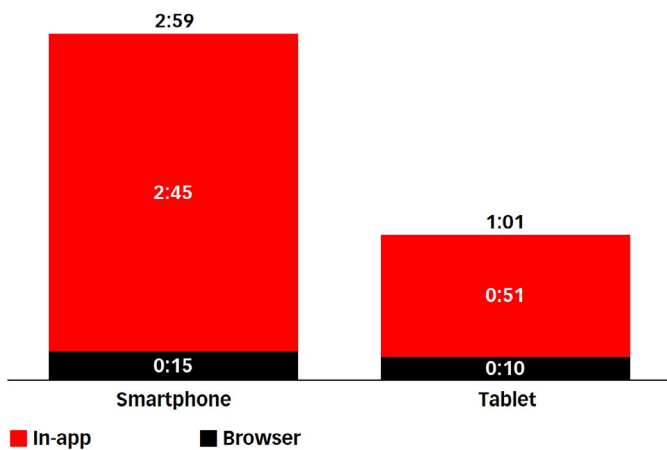


Note: ages 18+; includes all time spent with internet activities on mobile devices, regardless of multitasking; numbers may not add up to total due to rounding
 Source: eMarketer, April 2020
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This year, 83% of time spent with tablets will be in apps, a big increase from a few years ago but still less than the 90% of smartphone time in apps. The higher browser percentage for tablets likely comes from their continued role in shopping, which remains a primarily web-based activity for most retailers.

Mobile Internet: Average Time Spent on Smartphones and Tablets in the US, In-App vs. Browser, 2020

hrs:mins per day among population



Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking; numbers may not add up to total due to rounding
 Source: eMarketer, April 2020
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The distinction between app and browser time, however, continues to blur. According to a 2019 study conducted by Kargo and Verto Analytics, at least 9% of time on Facebook took place within embedded browsers. Moreover, advanced websites can deliver an experience that’s broadly similar to an app. Mobile users clearly prefer experiences within apps, but as the web continues to advance, many of those experiences may be based on JavaScript.

The pandemic has influenced the mix between apps and mobile web. Overall, a few key apps, such as those for social media, video and messaging, gained the most minutes. Beyond these, the impact is more ambiguous and may have driven more traffic to websites.

In April 2020, mobile web traffic was 11.4% higher than in April 2019, according to data from SimilarWeb. More than half (55.6%) of this mobile traffic (among the top 100 sites) went to computer, electronic and technology publishers, which include search and social media under SimilarWeb’s definitions. The biggest percentage gains were on law and government sites and health sites, in which traffic grew 44.9% and 54.9%, respectively, year over year. The government site with the biggest year-over-year increase was cdc.gov: Traffic grew 1870% in March and 990% in April.

A study by Iterable, a company that provides messaging and other customer engagement services for marketers, found a similar bounce in mobile web activity. Web push notifications rose 37.5% between February and March, while app notifications decreased by 5.2%. Customer open rates for app notifications, on the other hand, grew strongly at 28.5%. “Our customers may be sending fewer in-app messages and relying more on mobile push and email, but mobile messages are getting clicked at a higher rate than before the pandemic started,” said Alyssa Jarrett, Iterable’s director of brand marketing.

PANDEMIC BOOSTED TIME WITH MOST CONTENT—BUT NOT ALL OF IT

As Americans hunkered down under stay-at-home guidelines for much of March and April, they unsurprisingly consumed more mobile media. The added mobile time, however, wasn't distributed equally. Some long-term trends, such as greater consumer interest in mobile video and gaming, accelerated as people sought diversion. Other longer-term trends, including digital audio, stagnated as people spent less time commuting.

Social networks have attracted much of the additional time spent with mobile apps in 2020, up 11 minutes per day over 2019, we estimate. Mobile video apps are expected to gain 10 minutes, while messaging and mobile games will add 4 and 3 minutes, respectively.

Mobile App Activities: Average Time Spent in the US, 2018-2022

hrs:mins per day among population

	2018	2019	2020	2021	2022
Audio	0:51	0:57	0:59	1:03	1:05
Social networks	0:38	0:41	0:52	0:51	0:53
Video	0:32	0:36	0:46	0:47	0:48
Games	0:21	0:23	0:26	0:26	0:26
Messaging	0:18	0:20	0:24	0:24	0:24
Other	0:15	0:19	0:16	0:18	0:19
Total	2:49	3:10	3:35	3:41	3:47

Note: ages 18+; includes all time spent with mobile apps, regardless of multitasking; for example, 1 hour of multitasking with social network apps while listening to mobile audio apps counts as 1 hour for social and 1 hour for audio; numbers may not add up to total due to rounding
Source: eMarketer, April 2020

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Digital audio is expected to gain an additional 2 minutes this year, though this is significantly below the longer-term trends. Our "other" category, which includes shopping, navigation, dating, sports and news apps, will lose 3 minutes, though this catchall group had some categories that have gained minutes, such as news, grocery or hobbies.

All the additional mobile video, social networking and audio time expected for this year is coming from apps, as opposed to mobile browsers, which will lose minutes. This is likely because more casual social network or mobile video channel users use other devices like PCs or are shifting to more intense usage on apps.

Mobile Internet Activities: Average Time Spent in the US, In-App vs. Browser, 2018-2022

hrs:mins per day among population

	2018	2019	2020	2021	2022
Mobile apps					
Audio	0:51	0:57	0:59	1:03	1:05
Social networks	0:38	0:41	0:52	0:51	0:53
Video	0:32	0:36	0:46	0:47	0:48
Mobile browsers					
Audio	0:17	0:19	0:16	0:16	0:18
Video	0:06	0:05	0:02	0:03	0:04
Social networks	0:07	0:06	0:01	0:02	0:01

Note: ages 18+; includes all time spent with internet activities on mobile devices, regardless of multitasking
Source: eMarketer, April 2020

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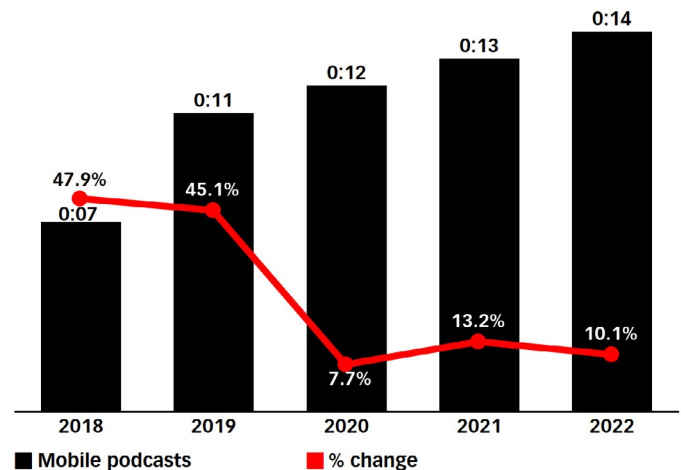
We expect some of the additional minutes in these areas to revert to long-term growth trajectories starting in 2021. This will lead to a very small drop in mobile time spent with social media next year, though our projections will still be higher than what we had expected just a few months ago.

DIGITAL AUDIO

In 2019, the biggest slice of mobile app time went to digital audio, and that portion has been growing in recent years. Music streaming and podcasts have driven this long-term trend. Time spent with podcasts has jumped from 7 minutes in 2018 to 11 minutes in 2019. We still expect some small growth in this year to 12 minutes, and for the overall digital audio category to grow to 59 minutes, up from 57 in 2019.

Mobile Podcasts: Average Time Spent in the US, 2018-2022

hrs:mins per day among population and % change



Note: ages 18+; includes all time spent listening to podcasts on mobile and other devices (excluding desktop/laptop), regardless of multitasking
Source: eMarketer, April 2020

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Even so, the lost commuting time will hurt digital audio this year. Although mobile apps will gain 2 minutes, the average adult will listen to 2.3 fewer minutes of digital audio via the mobile web. Overall, mobile digital audio will tick downward this year.

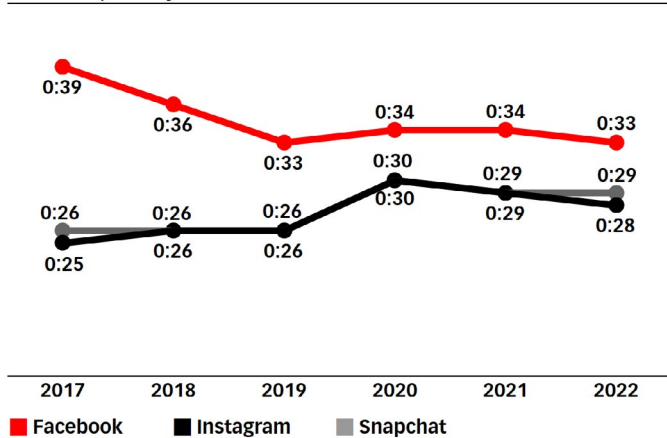
The pause in mobile digital audio should be short-lived. We expect digital audio to increase by 4 minutes next year as people resume commuting and the aforementioned longer-term trends continue.

SOCIAL NETWORKING

Social networks have gained the most minutes during the pandemic of any of the major app categories we track. US adults, on average, will spend an additional 11 minutes with a social media app in 2020 compared with 2019.

The average US adult spent a minute less on Facebook in 2019—21 minutes—but we forecast that Facebook will gain back this minute in 2020 due to the coronavirus pandemic. These numbers are even more significant when focusing solely on Facebook users. Between 2016 and 2019, user time on the Facebook platform fell roughly 4 minutes across mobile platforms (not just mobile). In 2020, we expect Facebook to gain a minute to reach 34 minutes for the average US user—and 28 minutes across mobile. Instagram and Snapchat, both overwhelmingly mobile, will each reach 30 minutes, increasing by around 4 minutes.

Facebook, Instagram and Snapchat: Average Time Spent by Users in the US, 2017-2022
hrs:mins per day



Note: ages 18+ who use each platform at least once per month; time spent with each medium includes all time spent with that medium, regardless of device or multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook

Source: eMarketer, April 2020

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In 2020, 17 of the 22 minutes on the Facebook platform will come from mobile devices. With Instagram, Snapchat, Twitter gaining users and minutes, it's no surprise that a lot more time was spent with social network apps this year.

One caveat to the growth of social media in apps is the drop in daily time spent on the mobile websites of these services, which will shrink from 6 minutes to 1 minute. This likely stems from the rapid growth of web time for these services on desktops and laptops.

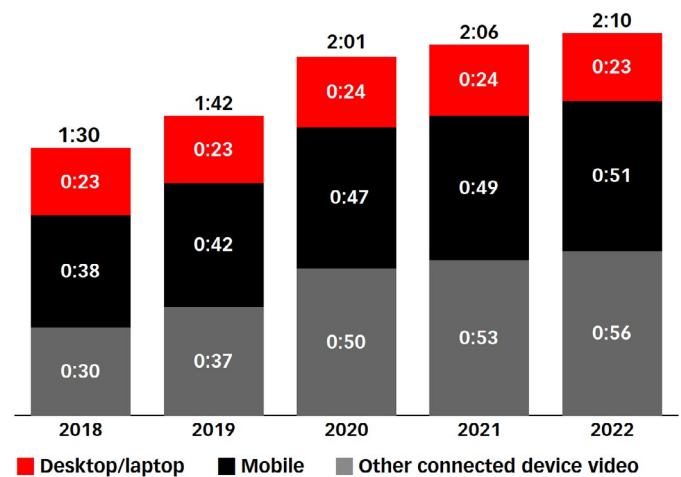
MOBILE VIDEO

In 2020, time spent with mobile video apps will gain 10 minutes, second only to social media. Overall, mobile video will gain 5 minutes, since video watched via mobile web has decreased as people continue to shift such viewing to apps or other devices.

The growth in mobile video is part of a bigger trend toward digital video. We expect that the average US adult will watch more than 2 hours of digital video in 2020, up 19 minutes from 2019. The pandemic accelerated a longstanding trend—digital video increased 12 minutes in 2019 and will increase by a further 5 minutes in 2021. The biggest growth is coming via connected TVs (counted with other connected devices below), but mobile video is steadily increasing.

Digital Video: Average Time Spent in the US, by Device, 2018-2022

hrs:mins per day among population



Note: ages 18+; includes all time spent viewing video via desktop/laptop computers, mobile (smartphones and tablets), and other connected devices (game consoles, connected TVs or OTT devices), regardless of multitasking; numbers may not add up to total due to rounding

Source: eMarketer, April 2020

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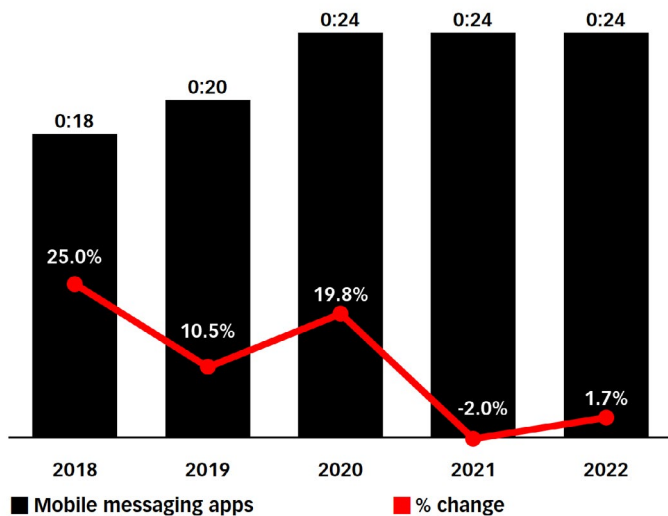
As people continue to hunker down at home, they're watching video of all types. For example, traditional linear TV time will get a boost this year after years of declines, but those declines will resume in 2021. Digital video across devices, however, is set to grow strongly for the foreseeable future.

MESSAGING

Messaging has been an integral part of remote connections during the pandemic, and this is reflected in our numbers for average time spent with messaging apps. We forecast that in 2020, US adults will spend an additional 4 minutes per day on a messaging app, bringing the total to 24 minutes. That represents a 19.8% increase from 2019.

Mobile Messaging Apps: Average Time Spent in the US, 2018-2022

hrs:mins per day and % change among population



Note: ages 18+; includes all time spent with over-the-top (OTT) messaging apps via mobile devices (browser or app), regardless of multitasking
Source: eMarketer, April 2020

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The messaging apps themselves have reported large increases in time spent on their platforms, particularly in their video-calling services. Total messaging across Facebook properties rose 50% in March in hard-hit areas worldwide. For example, Facebook Messenger and WhatsApp saw video calling double in Italy as it entered its nationwide lockdowns in March.

GAMING

We forecast that mobile gaming will also gain minutes as a result of the pandemic. US adults will play mobile app games for 26 minutes on average, a 3-minute increase. By comparison, mobile gaming added 2 minutes in 2019.

Jun Group, a mobile ad firm that places 85% of their ads within mobile games, saw in-app audience ad requests jump 98% between March 12 and April 5. Although this doesn't indicate a doubling of time spent among mobile gamers, it does signify a substantial increase in mobile gaming.

Game developers have been active in trying to lure new users during the lockdown. Attribution platform AppsFlyer reported that in-app marketing boosted marketing in gaming apps in the second half of March, which resulted in a 50% increase in in-app gaming revenues between mid-March and May 4.

OTHER APP CATEGORIES

Beyond the five major app categories, we expect average user minutes to drop 3 minutes in 2020 to 16 minutes—but this heterogeneous group of apps has both winners and losers.

Some categories, such as travel, weather, maps, ride-sharing, sports and general retail have seen minutes drop—sometimes dramatically. The steep drop-off in travel, transportation and live sports have offset growth in areas like news, health, education, grocery delivery and business services.

As restrictions loosen and some pre-pandemic behaviors return in 2021, we expect users will return to live sports apps, navigation, rides-sharing and other categories, albeit possibly at lower levels. As a result, we expect growth in 2021 to return in this category, and the average adult will spend 18 minutes on these apps. It may take longer for some sub-categories, such as travel, to return to pre-pandemic levels, though.

HOW LONG WILL BEHAVIORAL CHANGES FROM THE PANDEMIC LAST?

Over the next year, we expect that many consumer behaviors resulting from the pandemic will persist. It's likely that a complete return to a pre-pandemic world won't be realistic until a reliable vaccine is mass-produced.

"Usage of app categories like gaming, video/audio streaming, health and fitness, ecommerce and news will remain at the current elevated levels in the short term even as shelter-in-place restrictions are removed, as many consumers will likely be very cautious about their time spent outdoors for a few more months," said Greg Archibald, senior vice president of North American Media at mobile ad platform InMobi.

Some of the changes, particularly those that accelerated longer-term trends, will persist. Food and grocery delivery will likely remain elevated as the distribution networks become more optimized by necessity, and mobile commerce will capture a higher percentage of total retail. Health tracking via phones may become more widespread, while esports and gaming may hook new customers. Even messaging apps may see a long-term gain as older users in social isolation may have learned to use them in ways they wouldn't have otherwise. A GlobalWebIndex survey from the week of April 22 found that 40% of internet users ages 16 to 64 worldwide will shop more online than they had previously even when things return to normal, including roughly 30% who will shop more online for groceries.

The huge shift in work patterns will probably increase the percentage of workers operating remotely, which will continue to supply elevated demand for business and utility apps. All told, we expect long-term trends to reassert themselves in 2021, although in most cases from a higher baseline.

KEY TAKEAWAYS

- **The COVID-19 pandemic has accelerated many long-term trends toward mobile.** Overall, we've raised our forecast for mobile time spent, as we expect US adults will spend an average of 4:18 connected to the internet on their mobile devices. This represents a 24-minute increase over 2019. Mobile users will also spend another 20 minutes on voice calling, a 3-minute increase in 2020.
- **Social networking apps will gain 11 minutes per day in 2020, but those gains will stall in 2021.** Before the pandemic, we expected a slowdown in social networking minute growth and even a fall in Facebook's main app, but the pandemic changed this. The big platforms experienced big increases in engagement. As normal life resumes, the longer-term trends will reassert themselves and some of those additional minutes will disappear.
- **Almost 90% of mobile time will be in apps in 2020—and nearly 92% of time in smartphones.** Overall, most of the additional mobile minutes will be in a few apps, but numerous mobile websites related to ecommerce, health and government also experienced major increases in time spent.
- **Digital video continues to be one of the biggest beneficiaries of the additional time spent at home.** Mobile video apps will gain 10 minutes in 2020, but even more of the additional time spent will go to CTV.
- **A few mobile app categories have had reduced engagement levels.** Categories including travel, navigation and ride-sharing have lost a huge share of business. Mobile users will add 2 minutes to digital audio apps but give up 3 minutes of mobile web audio. Overall, the average US adult will listen to a fraction of a minute less digital audio on smartphones in 2020—a temporary interruption in a longer-term positive trend.

EMARKETER INTERVIEWS

eMarketer was founded on the idea that multiple sources and a variety of perspectives will lead to better analysis. Our interview outreach strategy for our reports is to target specific companies and roles within those companies in order to get a cross-section of businesses across sectors, size and legacy. We also look to interview sources from diverse backgrounds in order to reflect a mix of experiences and perspectives that help strengthen our analysis. The people we interview for our reports are asked because their expertise helps to clarify, illustrate or elaborate upon the data and assertions in a report. If you would like to be considered for an interview for one of our reports, please [fill out this form](#).



Greg Archibald
Senior Vice President, North America Media
InMobi
Interviewed May 1, 2020



Andrew Boni
Co-Founder
Iterable
Interviewed April 28, 2020



Alyssa Jarrett
Director of Brand Content Marketing
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How COVID-19 Has Accelerated Marketing's New Normal

This article was contributed and sponsored by [InMobi](#).



Richard Thomas
Head of Brand Marketing,
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The term “new normal” has been heard a lot this year, but it is for good reason. In fact, consumer trends and habits have shifted—and these trends will be even more pronounced in the next decade of digital advertising and marketing.

Adapting to the New, Digital Reality

Across dozens of industries, consumers have found ways to substitute virtual, online interactions in the place of in-person experiences. For example:

- **Mobile:** Americans are spending 23 additional minutes per day on their smartphones—a big increase from eMarketer’s pre-pandemic estimates. Overall, eMarketer predicts that adults in the US will spend four hours and 18 minutes a day in 2020 using mobile devices.
- **Retail:** In the US, retail ecommerce sales are expected to be 18% greater than in 2019, [according to eMarketer](#), totaling close to \$710 billion.
- **Food and Grocery Delivery:** Between March and April, the share of Americans who said they are buying groceries online jumped by 5 percentage points, [according to InMobi](#). Restaurant delivery apps are seeing similar growth trends.
- **Entertainment:** Digital video viewing, subscription video viewing and live video viewing have [all grown in 2020](#), as consumers who are stuck at home seek out at-home entertainment options. Americans will spend, on average, over two hours a day watching digital video in 2020, an over 19% increase from 2019, according to eMarketer. In addition, mobile gaming is also performing better.

Overall gaming ad revenues will [rise 10% in 2020](#), as usage and downloads of mobile gaming apps reach new highs.

- **CTV:** Close to 70 million US households now own and use a connected TV (CTV), an increase of [more than 17% from early 2018](#).

None of these shifts are altogether new. But, we are seeing a measurable uptick in digital experiences as a result of changes brought about by the coronavirus pandemic. As such, it’s easy to see how all of these trends are likely to stick around even when in-person options are available.

“One surefire way to move forward is by embracing mobile apps. Marketers now understand that app consumption patterns are unique, and that they need to prioritize today’s app-first consumer.”

What the Future Looks Like for Marketers

How can marketers and advertisers fully embrace the new normal and see success? One surefire way to move forward is by embracing mobile apps. Marketers now understand that app consumption patterns are unique, and that they need to prioritize today’s app-first consumer.

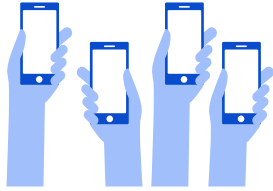
It also makes sense to fully commit to the omnichannel, digital experience, paying special attention to the role that mobile and CTV play. With [usage of legacy media like linear television on the decline](#), marketers need a holistic understanding of how consumers and households use a variety of devices to meet their virtual and real-life needs.

No one knows for certain what will happen in 2021 and beyond. But it’s easy to foresee a future where the trends and habits established this year stick around in the coming months and years.

What's your in-app marketing strategy?

There is a revolutionary shift in consumers' mobile interactions and purchases from brands.

MORE DEVICES



81%*

of Americans have a smartphone

MORE APPS



60-90**

Average number of installed apps

MORE TIME



3.5 Hrs***

Average time Americans spend using mobile apps per day

MORE DOLLARS



86%***

of all mobile ad spending is in app

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Our platforms enable you to understand, identify, engage and acquire your mobile in-app consumer.

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* Pew Research Center

** BuildFire

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Coverage of a Digital World

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