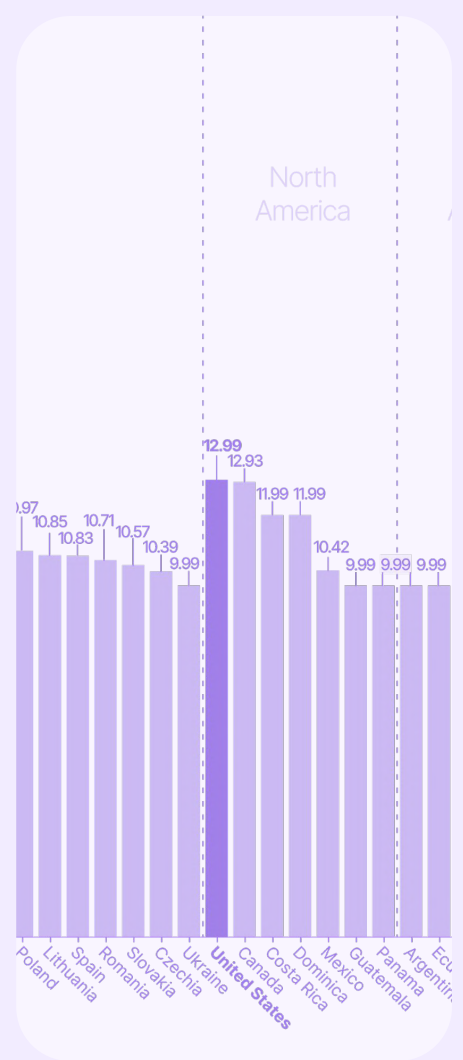


# The Adapty Pricing Index: What people really pay for subscriptions

The first country-level benchmark  
for subscription pricing, based on \$1.9B  
in analyzed revenue across 11,000 apps

adapty.io



# Your pricing is probably off



Here's what we found: subscription prices vary up to 4x between countries. A \$10 monthly plan costs \$16.20 in the Netherlands but just \$3.70 in Nigeria.

But most apps just set a universal price, use Apple's default localization, or guess with random multipliers and hope for the best.

This index fixes that. It shows exactly how much users pay in 60+ countries compared to the US baseline.

No random multipliers, no outdated formulas - just actual payment data that tells you what prices work where.

Whether you're expanding globally, running pricing experiments, or fine-tuning your paywall, the index gives you a clear, data-driven way to adjust prices with confidence.

The opportunity is in smarter pricing. This index shows you where to find it.



**Vitaly Davydov**  
CEO, Adapty

From first dollar to millions,  
Adapty powers growth  
for **11,000+ apps**

**\$1.9B**

tracked revenue

**73K**

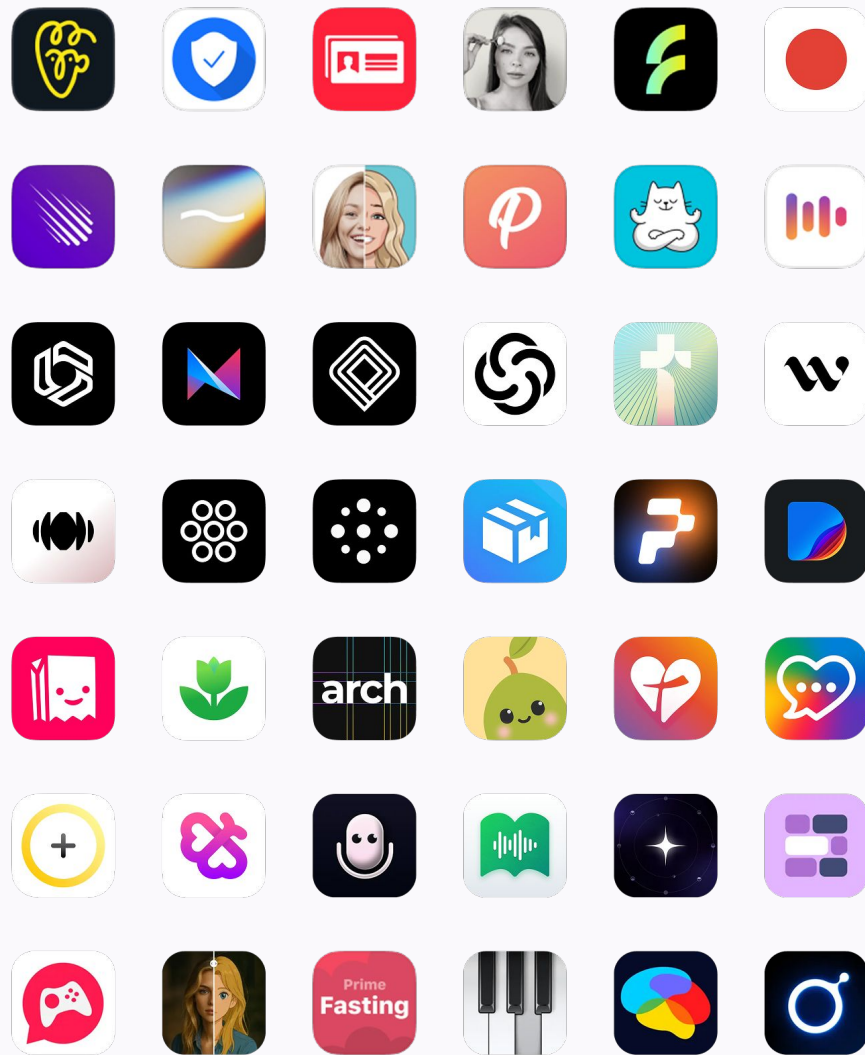
paywalls made

**215M**

transactions

**99.99%**

historical SLA



# How we built the Adapty Pricing Index

**Data source:** anonymized App Store subscription transactions, covering 11,000+ apps and \$1.9B in revenue.

**Gross prices:** we use the end-user price in local currency (incl. VAT and Apple commission) — the actual amount customers pay.

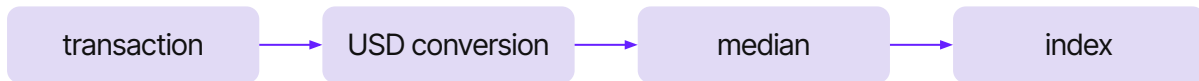
**Normalization:** the US median price = 1.00. All other countries are indexed against this baseline.


**Scope:** includes subscriptions (new purchases + renewals).

**Period:** full year coverage (2024-2025) to capture seasonal variations.

## Calculation:

All transactions converted to USD using exchange rates at time of purchase. We used transaction-weighted medians to ensure representative data while preventing outlier distortion.



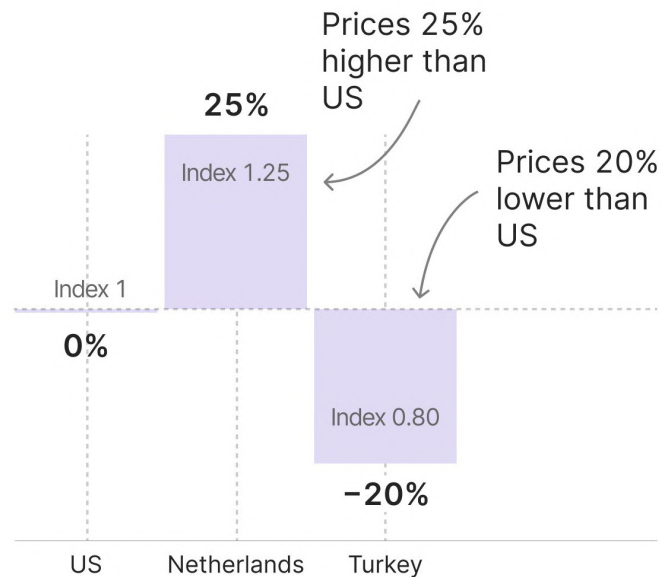
 Privacy: all data is anonymized and aggregated. We use statistical sampling across app categories to ensure no one can identify or reverse-engineer individual app performance.

# Percentage deviation from US baseline

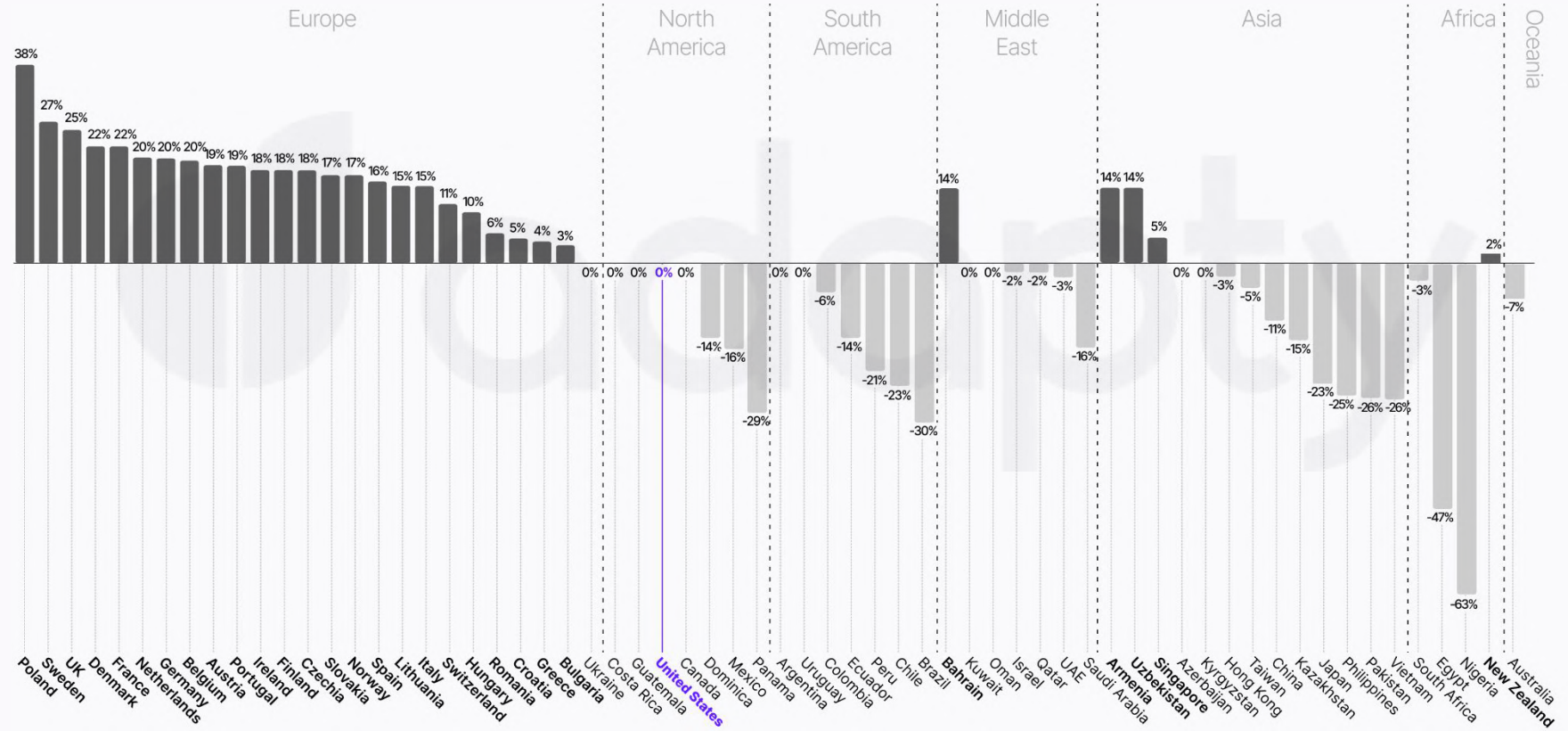
Shows how much higher (+) or lower (-)  
prices are compared to the US.

How it's calculated:

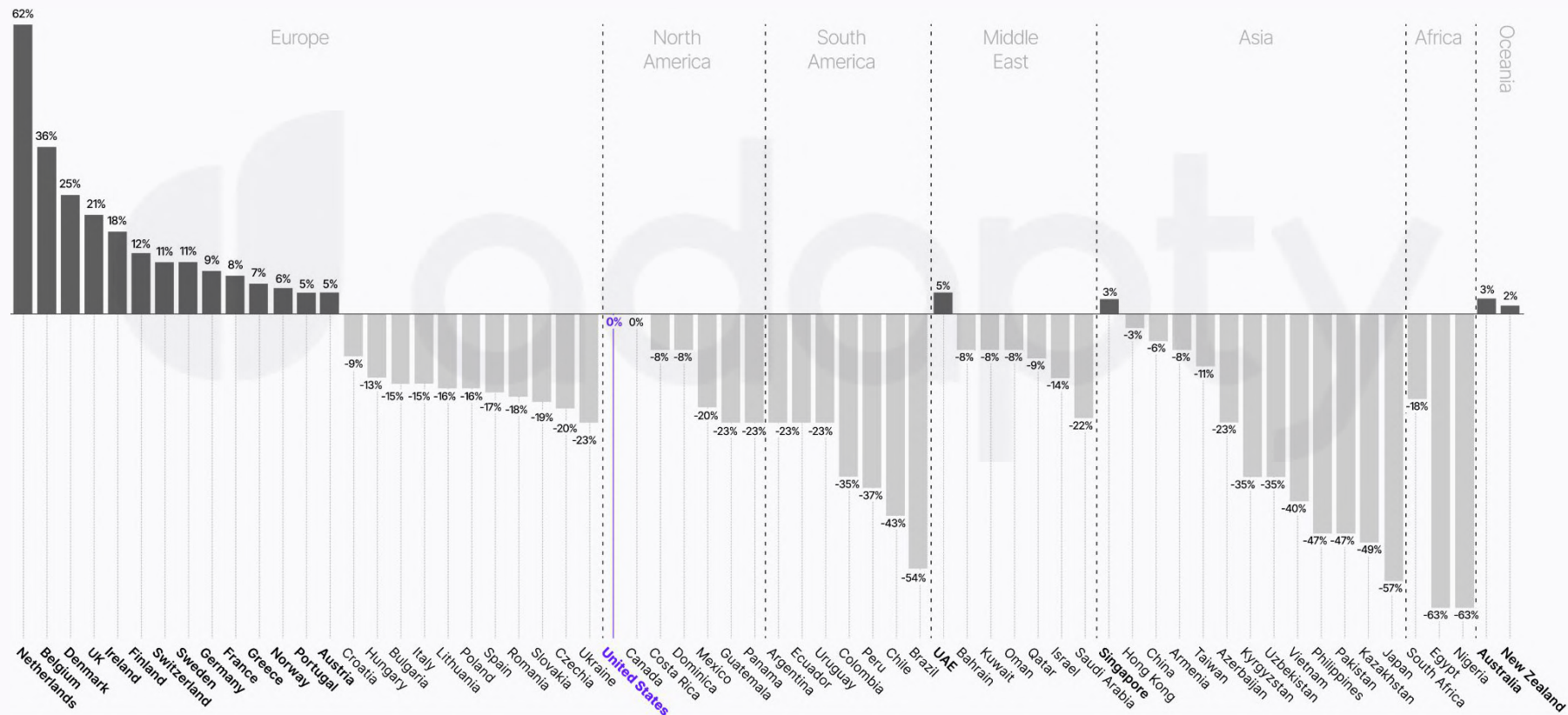
$$(\text{Country index} - 1) \times 100 = \text{Deviation \%}$$



# Weekly prices are highest in Europe

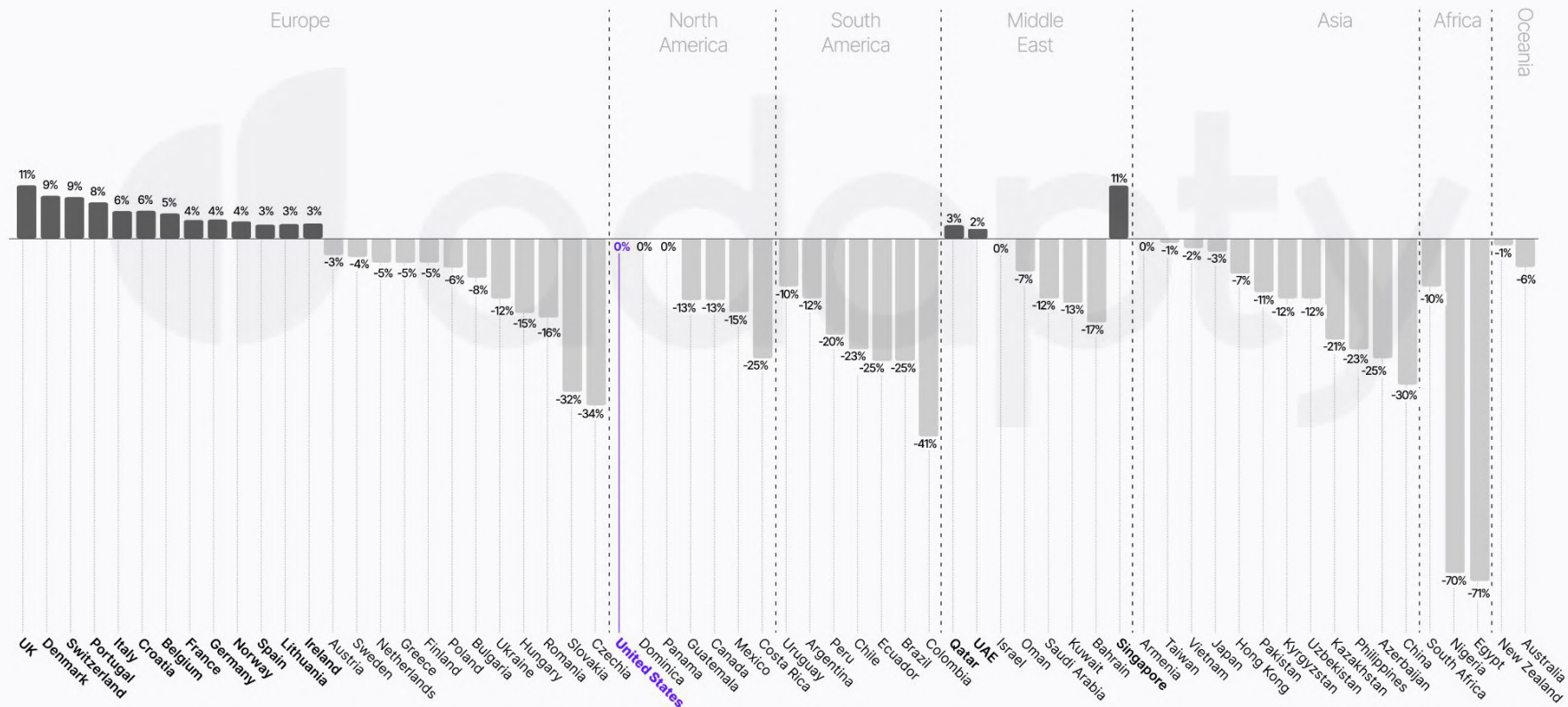


# Monthly plans range from 62% higher to 63% cheaper than US





# Annual plans cluster in Western Europe, drop sharply elsewhere





# Key insights & opportunities

## Europe pays more for weekly plans

Nearly all European countries beat US weekly prices — even those that discount longer plans. European users seem fine paying extra for short-term subscriptions, making weekly plans a strong revenue opportunity there.

## Annual prices stay pretty stable

Most countries fall within 75%–110% of the US baseline. This suggests people committing for a year aren't as price-sensitive as those buying week-to-week. (Though Nigeria and Egypt are exceptions at 70% below US prices).

## Monthly prices vary the most

Netherlands pay 62% more than the US, while Nigeria pays 63% less and Japan 57% less. Monthly subscriptions show the biggest gaps between countries — that's where local pricing really matters.

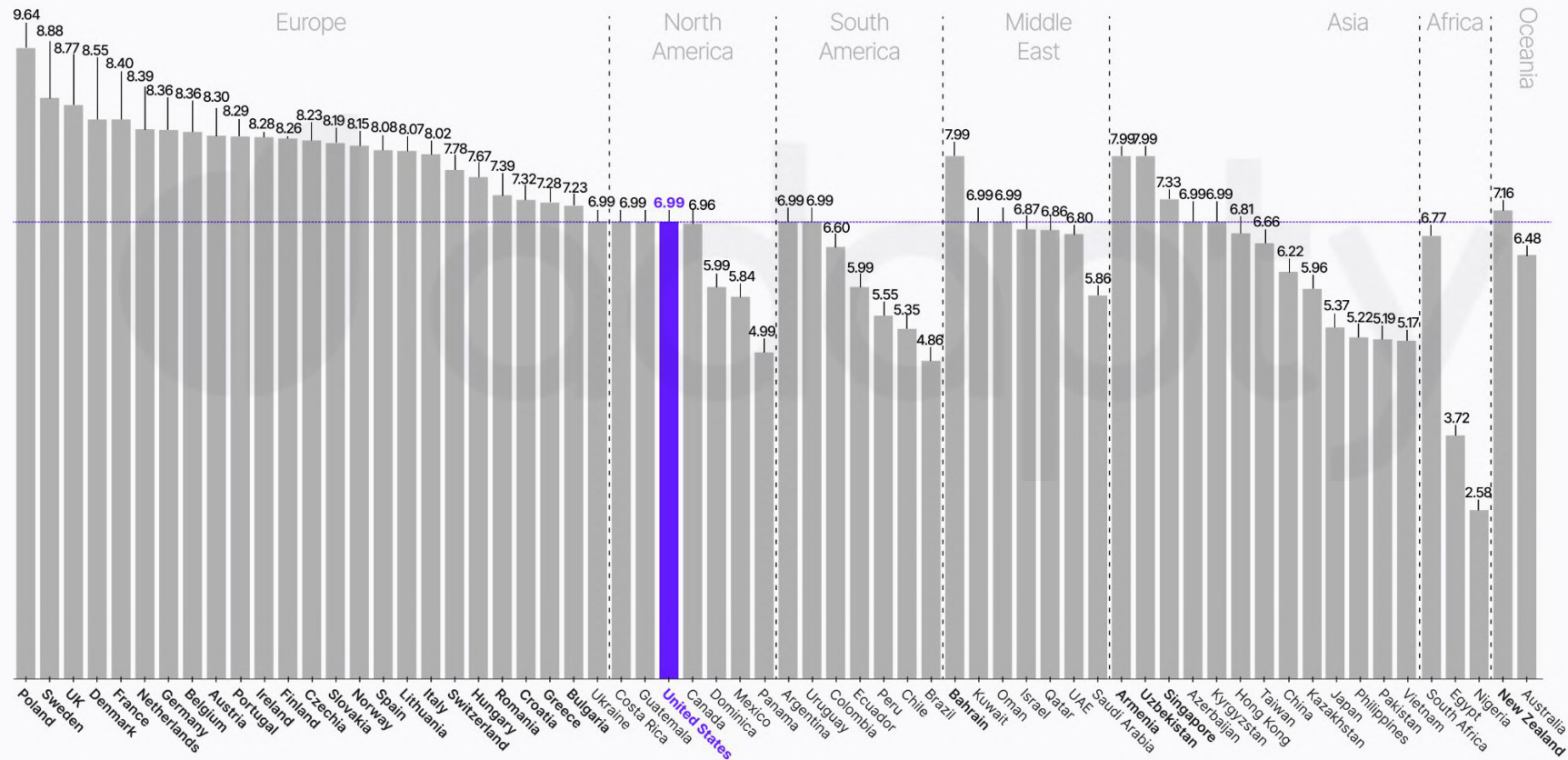
## Latin America isn't one market

Argentina and Uruguay match US prices for weekly plans. Brazil sits 30% lower. Monthly and annual subscriptions are also the most expensive in Argentina and Uruguay and cheaper elsewhere in Latin America. There's no unified LATAM pricing.

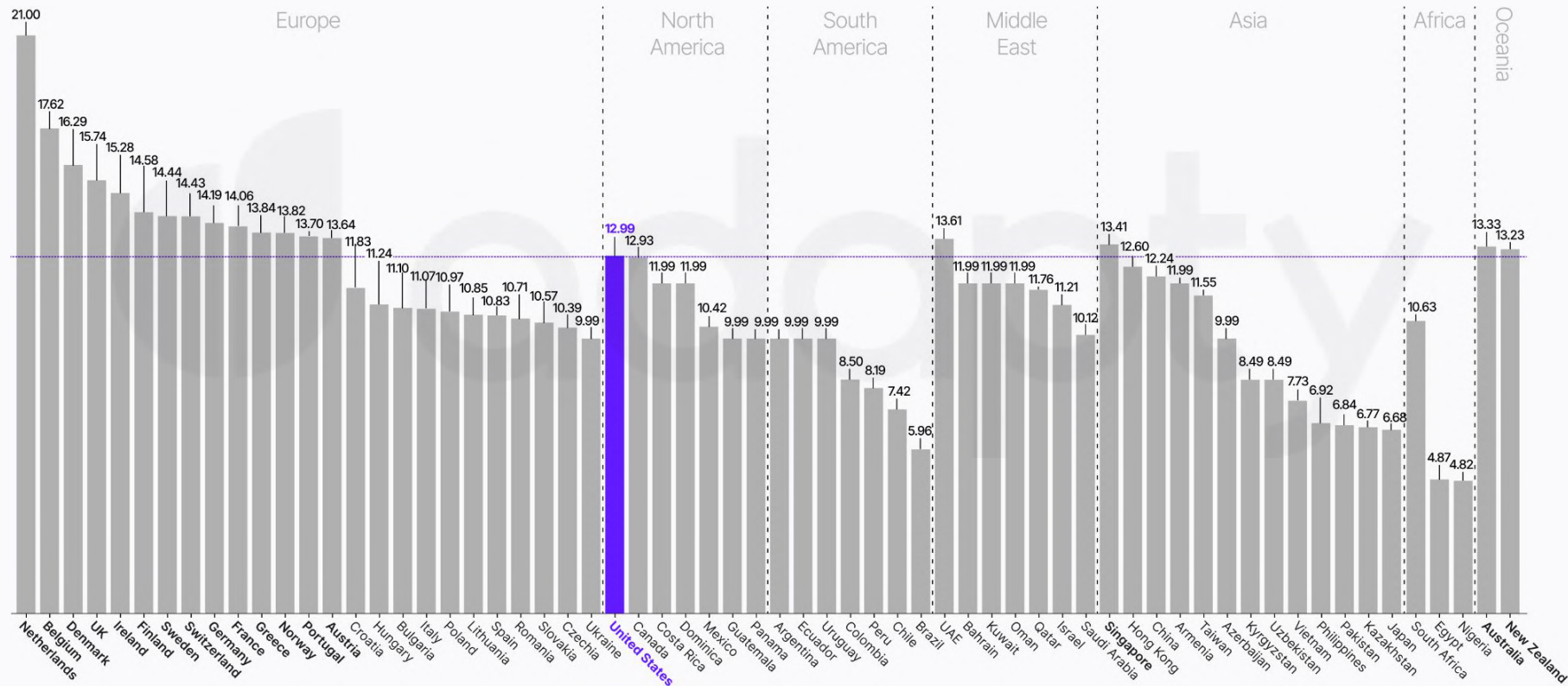
## Asia has noticeable price gaps

Singapore users pay 5%–10% more than the US. Philippines and Pakistan pay 47% less for monthly plans. A \$10 monthly plan runs \$5.30 in Philippines but \$11 in Singapore — a 2x difference within the same region.

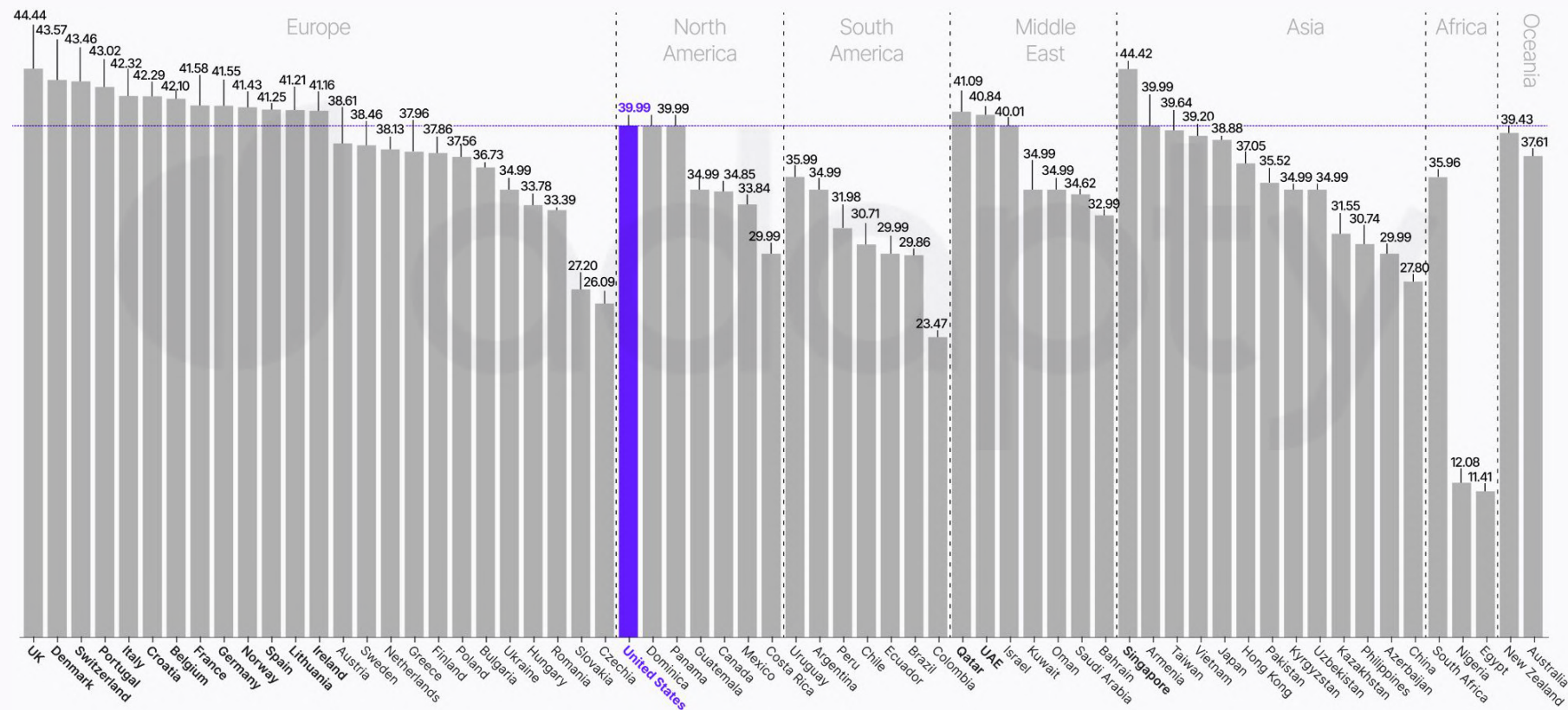
# Weekly subscription pricing by country, \$



# Monthly subscription pricing by country, \$



# Annual subscription pricing by country, \$



# How to use this data

We encourage you to experiment with pricing because it alone can dramatically increase your revenue. This index should be a starting point. Use it as a reference but also consider these factors:

- **Market presence:** Do you have enough users in that country to justify localized pricing?
- **Conversion signals:** Low conversion rates might mean your price is too high. High conversion suggests you have room to increase prices.
- **Product-market fit:** Make sure people actually like your app (check engagement and retention rates) before tweaking the prices.
- **Competition:** How does your pricing compare to local apps, not just the index?
- **Monetization model:** How do your specific tactics align with local preferences?
- **Market dynamics:** Is the local market growing? Can you grow with it?

**P.S.** Don't blindly trust Apple or Google's suggested local prices — they don't always get it right.

# Turn benchmarks into real revenue with Adapty

Book a demo

Start for free