

# App Categories

## Books

Apps that provide extensive interactivity for content that is traditionally offered in printed form. If you are planning a more traditional reading experience, you may want to look at publishing an iBook instead.

For example: stories, comics, eReaders, coffee table books, graphic novels.

## Business

Apps that assist with running a business or provide a means to collaborate, edit, or share content.

For example: document management (PDFs, scanning, file viewing/editing), VoIP telephony, dictation, remote desktop, job search resources, customer resource management, collaboration, enterprise resource planning, point of sale.

## Developer Tools

Apps that provide tools for app development, management, and distribution.

For example: coding, testing, debugging, workflow management, text and code editing.

## Education

Apps that provide an interactive learning experience on a specific skill or subject.

For example: arithmetic, alphabet, writing, early learning and special education, solar system, vocabulary, colors, language learning, standardized test prep, geography, school portals, pet training, astronomy, crafts.

## Entertainment

Apps that are interactive and designed to entertain and inform the user, and which contain audio, visual, or other content.

For example: television, movies, second screens, fan clubs, theatre, ringtones, voice manipulation, ticketing services, art creation.

## Finance

Apps that perform financial transactions or assist the user with business or personal financial matters.

For example: personal financial management, mobile banking, investment, bill reminders, budgets, debt management, tax, small business finance, insurance.

## Food & Drink

Apps that provide recommendations, instruction, or critique related to the preparation, consumption, or review of food or beverages.

For example: recipe collections, cooking guides, restaurant reviews, celebrity chefs/recipes, dietary & food allergy, alcohol reviews, brewery guides, international cuisine.

## Games

Apps that provide single or multiplayer interactive activities for entertainment purposes.

For example: action, adventure, board, card, family, music, puzzle, racing, role playing, simulation, sports, strategy.

## Graphics & Design

Apps that provide tools for art, design, and graphics creation.

For example: vector graphic design, image editing, drawing and illustration.

## Health & Fitness

Apps related to healthy living, including stress management, fitness, and recreational activities.

For example: yoga, muscle diagrams, workout tracking, running, cycling, stress management, pregnancy, meditation, weight loss, pilates, acupuncture/acupressure, Eastern/Chinese medicine.

## Lifestyle

Apps relating to a general-interest subject matter or service.

For example: real estate, crafts, hobbies, parenting, fashion, home improvement.

## Kids (iOS and iPadOS only)

Apps designed specifically for children ages 11 and under. Age-appropriate apps must be placed in one of three age bands based on their primary audience: 5 and under, 6–8, or 9–11.

For example: age-appropriate games, interactive stories, educational materials, magazines.

## Magazines & Newspapers

Apps that offer auto-renewing subscriptions to magazine or newspaper content. Choose Magazines & Newspapers if you deliver content using an issue-based strategy or are producing interactive versions of a printed periodical.

For example: newspapers, magazines, other recurring periodicals.

## Medical

Apps that are focused on medical education, information management, or health reference for patients or healthcare professionals.

For example: skeletal, muscular, anatomy, medical record-keeping, diseases, symptom reference, companion devices (blood pressure, pulse, and so on), health tracking.

## Music

Apps that are for discovering, listening to, recording, performing, or composing music, and that are interactive in nature.

For example: music creation, radio, education, sound editing, music discovery, composition, lyric writing, band and recording artists, music videos and concerts, concert ticketing.

## Navigation

Apps that provide information to help a user travel to a physical location.

For example: driving assistance, walking assistance, topographical maps, maritime, pilot logs/assistance, oceanic tides, road atlas, fuel finders, public transit maps.

## News

Apps that provide information about current events or developments in areas of interest such as politics, entertainment, business, science, technology, and so on. Choose News if your app serves content via newsreader or digest format, or if your app is for a digital-first or broadcast-first media outlet with frequent content updates.

For example: television, video, radio, or online news outlets or programs, RSS readers.

## Photo & Video

Apps that assist in capturing, editing, managing, storing, or sharing photos and videos.

For example: capture, editing, special effects, sharing, imaging, printing, greeting card creation, manuals.

## Productivity

Apps that make a specific process or task more organized or efficient.

For example: task management, calendar management, translation, note taking, printing, password management, cloud storage, email clients, flow chart generators, audio dictation, simulation, data viewing.

## Reference

Apps that assist the user in accessing or retrieving information.

For example: atlas, dictionary, thesaurus, quotations, encyclopedia, general research, animals, law, religious, how-tos, politics.

## Shopping

Apps that support the purchase of consumer goods or materially enhance the shopping experience.

For example: commerce, marketplace, coupon, product review, apps with Apple Pay.

## Social Networking

Apps that connect people by means of text, voice, photo, or video. Apps that contribute to community development.

For example: interpersonal connections, text messaging, voice messaging, video communication, photo & video sharing, dating, blogs, special interest communities, companion apps for traditional social networking services.

## Sports

Apps related to professional, amateur, collegiate, or recreational sporting activities.

For example: fantasy sports companions, college teams/conference, professional teams/leagues, athletes, score trackers, instruction, sports news.

## Travel

Apps that assist the user with any aspect of travel, such as planning, purchasing, or tracking.

For example: flight tracking, multi-time clocks, city guides, hotel/rental car/air fare shopping, vacation planning, public transportation, travel rewards.

## Utilities

Apps that enable the user to solve a problem or complete a specific task.

For example: calculators (standard, tip, financial), clocks, measurement, time, web browsing, flashlights, screen locks, bar code scanners, unit conversion tools, password management, remote controls.

## Weather

Apps that provide forecasts, alerts, and information related to weather conditions.

For example: radar, forecast, storms, tides, severe weather, local weather.