

Cafe Bazaar

کافه بازار

One of Iran's largest Android app marketplaces. Tehran Index record: founded 2011, headquartered in Tehran, part of Pegah Holding.

Record	IR-CO-003 · Avaye Hamrah Hooshmand Hezardastan · sector appdist · founded 2011 · Tehran
Entity verification	Verified: the legal identity is confirmed by an official source. The tier describes the entity, not every field; each fact below carries its own evidence state.
This document	Version 2026-10-07.aae91224. Generated 2026-10-07 from a snapshot of the record taken 2026-10-07 (257 public facts; facts checksum 11dfbb5bc00fc94ce3a96cf282debd08; snapshot sha256 aae9122429b56dde...). Nothing in it was typed by hand: every figure, period, source and note is the record field.
Dates	Latest fact update on the record 2026-10-07 · last full desk review 2026-08-13 · a full review re-reads every source; a fact update touches one field.
Currency of this file	The live record at tehranindex.com/companies/cafe-bazaar is corrected continuously and supersedes this file for anything dated after 2026-10-07. Corrections are logged with dates at tehranindex.com/corrections .

Evidence states used below: [Official record](#) · [Company disclosed](#) · [Founder disclosed](#) · [Third-party reported](#) · [Tehran Index derived](#) · Not disclosed. Official record means a registry, exchange or regulator document; company and founder disclosed means the company or its executives on the record; third-party reported means press or a shareholder report we hold but not the underlying filing; derived means a Tehran Index mapping, never a market study.

Decision snapshot

Headline figures a reader asks for first. Founder and CEO statements are labelled as such and are not audited.

Ownership 2025-01 Third-party reported	Acquired by Tapsell on 24 January 2025 Source: PitchBook, Cafe Bazaar company profile · https://pitchbook.com/profiles/company/178919-74 · retrieved 2026-09-28 Note: PitchBook's profile names the buyer and the date. It does not name Tapsell's parent or give the seller's reason for selling.
Deal price 2025-01 Company disclosed	About 2,000 billion toman, roughly \$25M at the ~80,000 toman/\$ rate of January 2025, stated on record by the buyer's CEO. Source: Tapsell CEO, on-record video interview (timestamped) · https://www.youtube.com/watch?v=tXfHv-Ryd7s&t=4741s · retrieved 2026-07-10 Note: The only stated price; no written disclosure of deal terms exists. FX conversion ours.
2017 valuation anchor 2017-Q4 Third-party reported	EUR 38M in a deal for an increased 10% shareholding in Cafe Bazaar Group (then including Divar); at face value about EUR 380M for the whole group Source: Pomegranate Investment Q4 2017 update · https://mb.cision.com/Main/15594/2439650/783190.pdf · retrieved 2026-07-10 Note: The widely cited "€380M" traces to this 2017 round, a historical anchor, not current value. The source prints EUR 38 million for an increased 10 per cent shareholding. The ~EUR 380 million figure is Tehran Index arithmetic (38 divided by 0.10), is not stated by the source, and is a post-money figure, not pre-money. It holds only if the EUR 38 million bought the whole 10 per cent; the source does not say how large the increase was.
Registered capital Current registry record Official record	500,000,000,000 IRR (50 billion toman). Registered capital is a nominal legal figure and is not a valuation. Source: National Company Registry via Rasmio · https://rasmio.com/company/14003825422/direct/ · retrieved 2026-08-05 Note: Verified directly on the rasmio registry page on 2026-08-05: entity Avaye Hamrah Hooshmand Hezardastan, reg no [held on the record], active, latest gazette notice 8 January 2026.

Operating and financial metrics, period-stamped

Series are as disclosed; where a definition changed between years the note says so and the series is not continuous.

App and game updates made by users through Bazaar Year to 20 March 2025 Company disclosed	1,017 million Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: A count of update events, not of users or devices.
--	---

App and game updates, year-on-year change Year to 20 March 2025 Company disclosed	Up 16 per cent Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
App and game updates made by users through Bazaar Year to 19 March 2024 Company disclosed	About 879 million Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Phones registered on Bazaar, cumulative at 20 March 2025 Company disclosed	More than 166 million Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: Cumulative registered handsets since launch, not active devices and not people.
Phones newly registered on Bazaar during the year Year to 20 March 2025 Company disclosed	More than 28 million Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Active developers (published at least one app, game or new version in the year) Year to 20 March 2025 Company disclosed	27,400 Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
New apps published on Bazaar Year to 20 March 2025 Company disclosed	17,706 Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: Apps only; new games are counted separately (18,757). The same chart prints 74,185 for the year before and 32,603 for the year before that.
New games published on Bazaar Year to 20 March 2025 Company disclosed	18,757 Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
New apps published on Bazaar Year to 19 March 2024 Company disclosed	74,185 Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: Apps only; new games are counted separately (46,117 in the same year). The same chart prints 32,603 new apps for the year to 20 March 2023 and 17,706 for the year to 20 March 2025, about 76 per cent fewer, so this year is a peak. The report does not define a new app or comment on the rise or the fall.
New games published on Bazaar Year to 19 March 2024 Company disclosed	46,117 Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Installs delivered through Bazaar's advertising tools Year to 20 March 2025 Company disclosed	More than 51.5 million Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Advertising packages behind those installs Year to 20 March 2025 Company disclosed	More than 7.4 thousand Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
New versions of apps and games published by developers Year to 20 March 2025 Company disclosed	33.5 thousand Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Publication requests submitted by developers Year to 20 March 2025 Company disclosed	67 thousand Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Apps and games refused publication Year to 20 March 2025 Company disclosed	About 4 thousand Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: Final refusals only; requests later approved after corrections are excluded by the report's own footnote.

Developer support calls and tickets answered Year to 20 March 2025 Company disclosed	More than 15 thousand calls and 17 thousand tickets Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Incoming user support calls Year to 20 March 2025 Company disclosed	170 thousand, down 24 per cent on the previous year Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06
Farabourse admission Year to 20 March 2025 Company disclosed	Admission to the Farabourse obtained after four years of effort; the report calls Bazaar the second active digital economy platform to obtain it Source: Cafe Bazaar annual report for the year to 20 March 2025 · retrieved 2026-10-06 Note: Admission only. The page does not report a listing, a float or a trading date.
App and game installs from Bazaar Year to 20 March 2023 Company disclosed	1.8 billion Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06 Note: A count of install events in the year, not of users or devices. Updates are counted separately.
App and game updates made through Bazaar Year to 20 March 2023 Company disclosed	630 million Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06 Note: A count of update events, not of users or devices. A later edition of the report gives about 626 million for the same year.
App searches on Bazaar Year to 20 March 2023 Company disclosed	1.17 billion Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06 Note: Searches for apps only; game searches are counted separately.
Game searches on Bazaar Year to 20 March 2023 Company disclosed	884 million Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06
Apps and games removed or suspended for security risks or rule breaches Year to 20 March 2023 Company disclosed	33 thousand Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06 Note: Removed or suspended until the problem was fixed, so not all are permanent removals.
App and game releases refused publication for security risks or rule breaches Year to 20 March 2023 Company disclosed	900 Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06 Note: Counts releases (versions submitted for publication), not distinct apps.
Major banks whose mobile banking apps are published on Bazaar at 20 March 2023 Company disclosed	22 Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06
Installs of Iranian mobile banking apps through Bazaar Year to 20 March 2023 Company disclosed	More than 45 million Source: Cafe Bazaar annual report in five minutes, year to 20 March 2023 · retrieved 2026-10-06
App and game downloads and updates through Bazaar Year to 20 March 2022 Company disclosed	1.7 billion Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06 Note: Downloads and updates combined, counted as events. Not comparable with a count of installs alone.
Active installs of Bazaar Year to 20 March 2022 Company disclosed	More than 53 million Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06 Note: The report defines it as users who had the Bazaar app installed on their phone during the two months before the reporting date.
Active installs of Bazaar, year-on-year change Year to 20 March 2022 Company disclosed	Up 17.8 per cent Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06

Installs delivered to advertisers by Bazaar's advertising system Year to 20 March 2022 Company disclosed	29.5 million Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06
Installs delivered to advertisers by Bazaar's advertising system Year to 20 March 2021 Company disclosed	24 million Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06
Installs delivered to advertisers, year-on-year change Year to 20 March 2022 Company disclosed	Up 23 per cent Source: Bazaar Ads annual report, year to 20 March 2022 · retrieved 2026-10-06
Active installs of Bazaar at 20 March 2021 Company disclosed	More than 44 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Counts users who had the Bazaar app installed on their phone during the two months before the count, as the report defines it. It is not the number of registered accounts.
Active installs of Bazaar, year-on-year change Year to 20 March 2021 Company disclosed	Up more than 7 per cent Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
Registered Bazaar users, cumulative at 20 March 2021 Company disclosed	More than 51 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Users who have created a Bazaar account. Installing apps and games on Bazaar needs no account, so this is a different population from active installs.
New registered Bazaar users during the year Year to 20 March 2021 Company disclosed	More than 6.7 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
App and game installs and updates through Bazaar Year to 20 March 2021 Company disclosed	1.67 billion Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Counts installs and updates together. The report's summary page gives the same quantity as 1.6 billion.
App installs and updates through Bazaar Year to 20 March 2021 Company disclosed	More than 1 billion Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Apps only, games excluded. The report says 700 million of these were new installs and the rest updates.
Game installs and updates through Bazaar Year to 20 March 2021 Company disclosed	More than 670 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Games only. The report says 470 million of these were new installs and the rest updates.
Searches made on Bazaar Year to 20 March 2021 Company disclosed	2.8 billion Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
Revenue earned by developers through Bazaar Year to 20 March 2021 Company disclosed	280.5 billion toman Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Revenue that went to app and game developers, as the report states it. It is not Cafe Bazaar's own revenue.
Revenue earned by developers through Bazaar, year-on-year change Year to 20 March 2021 Company disclosed	Up 48 per cent Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Growth in toman, not adjusted for inflation.

Revenue earned by app developers through Bazaar Year to 20 March 2021 Company disclosed	203.7 billion toman Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: The apps share of the 280.5 billion toman that went to developers; games took the rest.
Revenue earned by game developers through Bazaar Year to 20 March 2021 Company disclosed	76.8 billion toman Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: The games share of the 280.5 billion toman that went to developers.
Successful payment transactions on Bazaar Year to 20 March 2021 Company disclosed	27.1 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Successful purchases of digital products through Bazaar, as the report counts them.
Successful payment transactions, year-on-year change Year to 20 March 2021 Company disclosed	Up 13 per cent Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
Buyers on Bazaar during the year Year to 20 March 2021 Company disclosed	3.73 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Users who made at least one purchase through Bazaar in the year.
Transactions per buyer Year to 20 March 2021 Company disclosed	7.26 Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
Apps with sales on Bazaar Year to 20 March 2021 Company disclosed	30 thousand Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Apps that sold digital content through Bazaar during the year, not all apps listed.
Games with sales on Bazaar Year to 20 March 2021 Company disclosed	6,700 Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Games that sold digital content through Bazaar during the year, not all games listed.
Active apps and games on Bazaar Year to 20 March 2021 Company disclosed	161 thousand Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: The report does not define what makes an app or game active here.
Revenue earned by developers through Bazaar, cumulative 21 March 2010 to 20 March 2021 Company disclosed	More than 756 billion toman Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: A sum of toman from 2010 to 20 March 2021, not adjusted for inflation. It is money that went to developers, not Cafe Bazaar's own revenue.
Successful payment transactions on Bazaar, cumulative 21 March 2010 to 20 March 2021 Company disclosed	More than 117 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06
Buyers on Bazaar, cumulative 21 March 2010 to 20 March 2021 Company disclosed	15.7 million people Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 20 March 2021 · retrieved 2026-10-06 Note: Buyers counted over the report's overview period from 2010; the report does not define the count further.
Requests to publish new apps and games Six months to 21 September 2020 Company disclosed	More than 19 thousand Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Counts publication requests, not distinct apps: one app can be submitted more than once.
New apps and games submitted for publication Six months to 21 September 2020 Company disclosed	9,915 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Distinct new apps and games submitted, whether or not they were later published.

New apps and games published Six months to 21 September 2020 Company disclosed	5,532 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Includes apps whose requests were submitted before the period and still under review; 3,683 were first submitted within the six months.
New apps first submitted in the period and published Six months to 21 September 2020 Company disclosed	3,683 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Of 5,056 apps first submitted in the period, 73 per cent were published, 5 per cent rejected and 22 per cent were still being corrected.
Requests to update apps and games Six months to 21 September 2020 Company disclosed	More than 17 thousand Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Counts update requests reviewed by Bazaar staff, not completed updates.
Apps and games submitted for update Six months to 21 September 2020 Company disclosed	5,981 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06
Share of update requests approved Six months to 21 September 2020 Company disclosed	75 per cent Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: The report gives 72 per cent for the same six months a year earlier.
Warning and suspension messages sent to developers Six months to 21 September 2020 Company disclosed	3,178 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: 86 per cent concerned apps and 14 per cent games. A suspension hides an app temporarily until the developer fixes the violation.
Developer requests to lift a warning or suspension Six months to 21 September 2020 Company disclosed	2,019 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: The report says only 55 per cent of these requests had fixed the issues raised.
Share of app and game violations identified through user reports Six months to 21 September 2020 Company disclosed	28 per cent Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: The other 72 per cent were found by Bazaar's reviewers and its automated security shield.
Malicious apps detected and removed by Bazaar's security shield Six months to 21 September 2020 Company disclosed	691 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Users who had installed these apps were sent a notice to remove them.
Apps and games removed from Bazaar Six months to 21 September 2020 Company disclosed	4,256 Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: Removal is permanent; it differs from suspension, which hides an app until the developer fixes a violation.
Share of removed apps belonging to 12 developer accounts Six months to 21 September 2020 Company disclosed	60 per cent Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06 Note: The 12 accounts were blocked for repeated violations.
App and game installs delivered by Bazaar search ads Year to 20 March 2021 Company disclosed	More than 23 million Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: Installs won through search ads only. The next year's report gives 24 million installs for the same year across all of Bazaar's ad formats.
Apps that received installs through Bazaar search ads Year to 20 March 2021 Company disclosed	1,159 Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: A count of advertised apps that won at least one install through search ads in the year, not of advertisers.

Average daily views of the Bazaar browse-ads row Year to 20 March 2021 Company disclosed	More than 26 million a day Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: A daily average over the year. The browse-ads row is the sponsored row shown on an app's details page.
Video ads served by Bazaar, install and brand-awareness campaigns Year to 20 March 2021 Company disclosed	More than 742 million Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: Ad impressions served in Bazaar's video service over the year, not people reached.
Daily game detail-page visits as a share of total daily visits Year to 20 March 2021 Company disclosed	59 per cent Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: The report compares daily visits to game detail pages with total daily visits; it does not say whether the total covers detail pages only.
Unique users who saw Bazaar video ads in a month, peak month 20 January to 18 February 2021 Company disclosed	More than 4.5 million Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: The highest monthly reach of the year, counted in one month only.
Video ad impressions on Bazaar in a month 19 February to 20 March 2021 Company disclosed	135 million Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: The last and highest month of the year in the report's monthly series.
Video ad impressions on Bazaar in a month 20 January to 18 February 2021 Company disclosed	122 million Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06
Minutes of video watched on Bazaar in a month 19 February to 20 March 2021 Company disclosed	More than 1 billion minutes Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: Viewing of all video in Bazaar's video service, not of ads. Earlier months were between about a quarter and a half of it.
Women's share of video watch time on Bazaar Year to 20 March 2021 Company disclosed	52 per cent Source: Bazaar Ads annual report, year to 20 March 2021 · retrieved 2026-10-06 Note: A share of watch time, not of viewers.
Active installs of Bazaar at 19 March 2020 Company disclosed	41 million Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06 Note: Counts users who had the Bazaar app installed on their phone during the two months before the count, as the report defines it. It is not the number of registered accounts.
App and game downloads and updates through Bazaar Year to 19 March 2020 Company disclosed	1.85 billion Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06 Note: Counts downloads and updates together. A later page of the same report puts the year's total at more than 1,871 million.
App and game downloads and updates, year-on-year change Year to 19 March 2020 Company disclosed	Up 16 per cent Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Active developers on Bazaar Year to 19 March 2020 Company disclosed	29 thousand Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06 Note: A developer team with at least one app or game published on Bazaar, as the report defines it: 24 thousand publish apps and 5 thousand publish games.
Apps and games on Bazaar at year end at 19 March 2020 Company disclosed	127 thousand Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06 Note: 109 thousand apps and 18 thousand games, counting those in a published state at the time of the count.

Apps and games on Bazaar at year end, year-on-year change
Year to 19 March 2020
[Company disclosed](#)

Down 22 per cent

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Apps fell 17 per cent and games 42 per cent on the previous year, as the report states.

Revenue earned by developers through Bazaar
Year to 19 March 2020
[Company disclosed](#)

189 billion toman

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: The developers' share of what buyers paid, after Bazaar's own share is deducted. It is not Cafe Bazaar's own revenue. The company's report for the following year gives this year as 188.3 billion toman.

Revenue earned by developers through Bazaar, year-on-year change
Year to 19 March 2020
[Company disclosed](#)

Up 83 per cent

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Growth in toman, not adjusted for inflation.

Revenue earned by app developers through Bazaar
Year to 19 March 2020
[Company disclosed](#)

120 billion toman

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: The apps share of the 189 billion toman that went to developers; games took the rest.

Revenue earned by game developers through Bazaar
Year to 19 March 2020
[Company disclosed](#)

69 billion toman

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: The games share of the 189 billion toman that went to developers.

Successful payment transactions on Bazaar
Year to 19 March 2020
[Company disclosed](#)

24 million

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Successful purchases through Bazaar that were not refunded, as the report defines them. The company's report for the following year gives this year as 23.8 million.

Successful payment transactions, year-on-year change
Year to 19 March 2020
[Company disclosed](#)

Up 50 per cent

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06

Buyers on Bazaar during the year
Year to 19 March 2020
[Company disclosed](#)

3.7 million

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Users who made at least one purchase through Bazaar during the year.

Registered Bazaar users, cumulative
at 19 March 2020
[Company disclosed](#)

More than 43 million

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Users who have created a Bazaar account. Installing apps and games on Bazaar needs no account, so this is a different population from active installs.

Revenue earned by developers through Bazaar, cumulative
21 March 2010 to 19 March 2020
[Company disclosed](#)

More than 477 billion toman

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: A sum of toman from 2010 to 19 March 2020, not adjusted for inflation. It is money that went to developers, not Cafe Bazaar's own revenue.

Successful payment transactions on Bazaar, cumulative
21 March 2010 to 19 March 2020
[Company disclosed](#)

90 million

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06

Apps with sales on Bazaar
Year to 19 March 2020
[Company disclosed](#)

32 thousand

Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Note: Apps that made at least one successful sale through Bazaar during the year, games excluded; not all apps listed.

Games with sales on Bazaar Year to 19 March 2020 Company disclosed	7,700 Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06 Note: Games that made at least one successful sale through Bazaar during the year; not all games listed.
Searches made on Bazaar Year to 19 March 2020 Company disclosed	2.13 billion Source: Cafe Bazaar annual report on Iran's mobile app and game industry, year to 19 March 2020 · retrieved 2026-10-06
Active installs of Bazaar 21 March to 20 April 2019 Company disclosed	More than 40 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: Counts users who had the Bazaar app installed on their phone during the two months before the count, as the report defines it. It is measured in the first month of the Iranian year, so it is not a year-end figure, and it is not the number of registered accounts.
Successful payment transactions on Bazaar Year to 20 March 2019 Company disclosed	More than 15 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: Purchases of apps, subscriptions and in-app payments. Payments for non-digital goods, such as online taxis or online shops, are not counted, as the report states. The company's later reports put this year at 15.5 million and 16 million.
Developer teams active on Bazaar at 20 March 2019 Company disclosed	More than 21 thousand Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: Developer teams active on Bazaar at the year end. The report's provincial table totals 21,668, and its overview page rounds this to 22 thousand.
Apps and games available on Bazaar at year end at 20 March 2019 Company disclosed	163 thousand Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: Apps and games available to Bazaar users at the year end: 132 thousand apps and 31 thousand games, by the report's overview page.
Iranian developers with an app above 10 thousand active installs at 20 March 2019 Company disclosed	1,653 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: Developers counted once each, whatever the number of apps they have above the threshold. The year before it was 1,493.
Iranian developers with a game above 10 thousand active installs at 20 March 2019 Company disclosed	375 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2019 · retrieved 2026-10-06 Note: The year before it was 345.
Apps and games made by developers in Iran, total across provinces As at the report date, between 23 September and 22 October 2018 Company disclosed	157,849 Source: Cafe Bazaar, Made in Iran: apps and games by Iranian developers, by province, published September to October 2018 · retrieved 2026-10-06 Note: Counts apps and games on Bazaar that the report attributes to developers in an Iranian province, games included. The report does not say whether removed apps are counted.
Apps and games made by developers in Tehran province As at the report date, between 23 September and 22 October 2018 Company disclosed	42,293 Source: Cafe Bazaar, Made in Iran: apps and games by Iranian developers, by province, published September to October 2018 · retrieved 2026-10-06 Note: Tehran is first of 31 provinces on this count.
Apps and games made by developers in Gilan province As at the report date, between 23 September and 22 October 2018 Company disclosed	15,568 Source: Cafe Bazaar, Made in Iran: apps and games by Iranian developers, by province, published September to October 2018 · retrieved 2026-10-06 Note: Gilan ranks second of 31 provinces by apps produced, although it ranks tenth by number of developers in the same report.
Games as a share of all apps made by developers in Iran As at the report date, between 23 September and 22 October 2018 Company disclosed	20.89 per cent Source: Cafe Bazaar, Made in Iran: apps and games by Iranian developers, by province, published September to October 2018 · retrieved 2026-10-06 Note: Share of games among the apps and games the report attributes to developers in Iran. By province it runs from 46.47 per cent in Ilam to 1.32 per cent in Golestan.

Fastest growth in number of apps, by category (Shopping) 21 March to 21 June 2019 Company disclosed	8 per cent Source: Cafe Bazaar quarterly developer report, spring 2019 (21 March to 21 June 2019) · retrieved 2026-10-06 Note: Growth in the number of published apps in Bazaar's Shopping category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Peak hour for game purchases 21 March to 21 June 2019 Company disclosed	9 pm Source: Cafe Bazaar quarterly developer report, spring 2019 (21 March to 21 June 2019) · retrieved 2026-10-06 Note: The hour of the day in which the most game purchases were made on Bazaar.
Share of Bazaar users on Huawei devices at 21 June 2019 Company disclosed	22.36 per cent Source: Cafe Bazaar quarterly developer report, spring 2019 (21 March to 21 June 2019) · retrieved 2026-10-06 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Highest cost per install in Bazaar search ads, by category (Transport) 21 March to 21 June 2019 Company disclosed	2,545 toman Source: Cafe Bazaar quarterly developer report, spring 2019 (21 March to 21 June 2019) · retrieved 2026-10-06 Note: The price per install an advertiser paid for Bazaar search ads in the Transport category, the highest of any category that quarter; the cheapest categories were at 750 toman.
Fastest growth in number of apps, by category (Shopping) 22 June to 22 September 2019 Company disclosed	10 per cent Source: Cafe Bazaar quarterly developer report, summer 2019 (22 June to 22 September 2019) · retrieved 2026-10-06 Note: Growth in the number of published apps in Bazaar's Shopping category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Largest change in active installs, by category (Educational games) 22 June to 22 September 2019 Company disclosed	Up 26.8 per cent Source: Cafe Bazaar quarterly developer report, summer 2019 (22 June to 22 September 2019) · retrieved 2026-10-06 Note: Change in the combined active installs of the Educational games category between the end of the previous quarter and the end of this one, the largest of any category.
Peak hour for app purchases 22 June to 22 September 2019 Company disclosed	11 am Source: Cafe Bazaar quarterly developer report, summer 2019 (22 June to 22 September 2019) · retrieved 2026-10-06 Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar.
Share of Bazaar users on Huawei devices at 22 September 2019 Company disclosed	21.89 per cent Source: Cafe Bazaar quarterly developer report, summer 2019 (22 June to 22 September 2019) · retrieved 2026-10-06 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Highest cost per install in Bazaar search ads, by category (Transport) 22 June to 22 September 2019 Company disclosed	3,900 toman Source: Cafe Bazaar quarterly developer report, summer 2019 (22 June to 22 September 2019) · retrieved 2026-10-06 Note: The price per install an advertiser paid for Bazaar search ads in the Transport category, the highest of any category that quarter; the cheapest categories were at 750 toman.
Fastest growth in number of apps, by category (Shopping) 23 September to 21 December 2019 Company disclosed	9 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Growth in the number of published apps in Bazaar's Shopping category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Share of active apps in the Education category at 21 December 2019 Company disclosed	18 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Education apps were the largest single category of apps being published on Bazaar at the end of the quarter. A share of the number of apps, not of installs or revenue.
New apps added to Bazaar (apps and games) 23 September to 21 December 2019 Company disclosed	2,196 Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: A gross count of newly published titles in the quarter; it does not net off titles removed.

Apps and games that earned revenue on Bazaar 23 September to 21 December 2019 Company disclosed	About 23,282 Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Titles with at least some revenue through Bazaar in the quarter.
Share of Bazaar searches that ended in an install 23 September to 21 December 2019 Company disclosed	More than 89 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: The report counts a search as successful when it led to an app being installed.
Share of successful Bazaar searches that named no app 23 September to 21 December 2019 Company disclosed	32 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Generic searches, such as a type of app, rather than a search for a named app. The other 68 per cent of successful searches named a specific app.
Share of Bazaar users on Samsung devices at 21 December 2019 Company disclosed	62 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Share of Bazaar users whose Android device is made by Samsung, counting devices with Bazaar installed at the end of the quarter.
Share of Bazaar users on Huawei devices at 21 December 2019 Company disclosed	21 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Share of purchases made on Fridays 23 September to 21 December 2019 Company disclosed	17 per cent Source: Cafe Bazaar quarterly report, autumn 2019 (23 September to 21 December 2019) · retrieved 2026-10-06 Note: Friday carried the largest share of the quarter's purchases of any day of the week. The report does not say whether the share is of the number of purchases or of their value.
Developer teams and companies working with Bazaar As stated in a report dated October 2019 Company disclosed	22,000 Source: Cafe Bazaar Global Report, October 2019 · retrieved 2026-10-06 Note: Counts developer teams and companies, not individual developers. The 1397 annual report gives 22 thousand at 20 March 2019.
Non-Iranian publishers and developers on Bazaar As stated in a report dated October 2019 Company disclosed	About 120 Source: Cafe Bazaar Global Report, October 2019 · retrieved 2026-10-06 Note: Non-Iranian publishers and developers offering products through Bazaar.
Products offered by non-Iranian publishers and developers on Bazaar As stated in a report dated October 2019 Company disclosed	About 800 Source: Cafe Bazaar Global Report, October 2019 · retrieved 2026-10-06
Share of Bazaar's monthly downloads that are games at October 2019 Company disclosed	More than 35 per cent Source: Cafe Bazaar Global Report, October 2019 · retrieved 2026-10-06 Note: A share of download count, not of revenue.
Active games on Bazaar at year end at 19 March 2020 Company disclosed	18 thousand Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06 Note: Games listed on Bazaar and counted as active by the company; not a count of all games made in Iran.
Active games on Bazaar at year end, year-on-year change Year to 19 March 2020 Company disclosed	Down 42 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06

Games' share of active apps and games on Bazaar at year end at 19 March 2020 Company disclosed	14 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Game downloads and updates through Bazaar Year to 19 March 2020 Company disclosed	670 million Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06 Note: Counts downloads and updates of games together, so it is not a count of new installs or of players.
Game downloads and updates through Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Up 16 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Games' share of app and game downloads and updates on Bazaar Year to 19 March 2020 Company disclosed	36 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Active installs of games through Bazaar at year end at 19 March 2020 Company disclosed	83 million Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06 Note: A count of active game installations, not of players or devices: one device with several games installed counts once for each game.
Active installs of games through Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Up 15 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Games' share of active app and game installs on Bazaar at year end at 19 March 2020 Company disclosed	12 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Game buyers on Bazaar Year to 19 March 2020 Company disclosed	1 million Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06 Note: A rounded figure for people who made at least one successful purchase from a game through Bazaar during the year.
Game buyers on Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Up 8 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Game buyers' share of all app and game buyers on Bazaar Year to 19 March 2020 Company disclosed	26 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Successful purchases in games through Bazaar Year to 19 March 2020 Company disclosed	6 million Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06 Note: The report's text describes this as more than 6 million successful purchases.
Successful purchases in games through Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Up 20 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Games with sales on Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Down 25 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06

Games' share of apps and games with sales on Bazaar Year to 19 March 2020 Company disclosed	19 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Net revenue earned by game developers through Bazaar, year-on-year change Year to 19 March 2020 Company disclosed	Up 47 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Games' share of developer net revenue on Bazaar Year to 19 March 2020 Company disclosed	36 per cent Source: Cafe Bazaar analytical report on the growth of Iranian games, year to 19 March 2020 · retrieved 2026-10-06
Unique users of Bazaar As stated in the summer 2017 report, published October 2017 Company disclosed	About 34 million Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: The report gives the number of unique users of Android devices who use Bazaar, in the present tense, in its review of the quarter. It does not define a unique user.
Weekly runs per instant app, against average weekly downloads of a regular app 22 June to 22 September 2017 Company disclosed	About 3 times Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: A ratio, not a count: weekly runs of each instant app compared with the average weekly downloads of a regular app on Bazaar. The report names instant apps as one of the main changes of the quarter.
Peak hour for app purchases 22 June to 22 September 2017 Company disclosed	12 noon Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar. The report's hourly chart behind it covers purchases in the last month of the quarter only.
Peak hour for game purchases 22 June to 22 September 2017 Company disclosed	Midnight Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: The hour of the day in which the most game purchases were made on Bazaar. The report's hourly chart behind it covers purchases in the last month of the quarter only.
Share of Bazaar users on Samsung devices at 22 September 2017 Company disclosed	57 per cent Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Share of Bazaar users on Huawei devices at 22 September 2017 Company disclosed	22 per cent Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter. In these reports Huawei's share is 22 per cent in summer 2017, 32 to 34 per cent from autumn 2017 to spring 2018, and about 22.6 per cent from summer 2018; the reports do not explain the shift.
Fastest growth in number of apps, by category (Cooking and restaurants) 22 June to 22 September 2017 Company disclosed	40 per cent Source: Cafe Bazaar quarterly developer report, summer 2017 (22 June to 22 September 2017) · retrieved 2026-10-07 Note: Growth in the number of published titles in the Cooking and restaurants category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Unique users of Bazaar As stated in the autumn 2017 report, published January 2018 Company disclosed	More than 35 million Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07 Note: The report gives the number of unique users of Android devices who use Bazaar, in the present tense, in its review of the quarter. It does not define a unique user.

Growth in paying users of subscription apps, against other apps

23 September to 21 December 2017

[Company disclosed](#)

3 times, on average

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: Compares the increase in paying users of subscription apps with that of other apps over the quarter. The report does not say whether counts or percentage increases are compared.

Weekly runs per instant app, against average weekly downloads of a regular app

23 September to 21 December 2017

[Company disclosed](#)

About 10 times

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: A ratio, not a count: weekly runs of each instant app compared with the average weekly downloads of a regular app on Bazaar.

Peak hour for app purchases

23 September to 21 December 2017

[Company disclosed](#)

10 am

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar. The report's hourly chart behind it covers purchases in the last month of the quarter only.

Peak hour for game purchases

23 September to 21 December 2017

[Company disclosed](#)

9 pm

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: The hour of the day in which the most game purchases were made on Bazaar. The report's hourly chart behind it covers purchases in the last month of the quarter only.

Share of Bazaar users on Samsung devices

at 21 December 2017

[Company disclosed](#)

51 per cent

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.

Share of Bazaar users on Huawei devices

at 21 December 2017

[Company disclosed](#)

32 per cent

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter. In these reports Huawei's share is 22 per cent in summer 2017, 32 to 34 per cent from autumn 2017 to spring 2018, and about 22.6 per cent from summer 2018; the reports do not explain the shift.

Fastest growth in number of apps, by category (Cooking and restaurants)

23 September to 21 December 2017

[Company disclosed](#)

33 per cent

Source: Cafe Bazaar quarterly developer report, autumn 2017 (23 September to 21 December 2017) · retrieved 2026-10-07

Note: Growth in the number of published titles in the Cooking and restaurants category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.

Growth in paying users of subscription apps, against other apps

22 December 2017 to 20 March 2018

[Company disclosed](#)

More than 5 times, on average

Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07

Note: Compares the increase in paying users of subscription apps with that of other apps over the quarter. The report does not say whether counts or percentage increases are compared.

Weekly runs per instant app, against average weekly downloads of a regular app

22 December 2017 to 20 March 2018

[Company disclosed](#)

About 4.5 times

Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07

Note: A ratio, not a count: weekly runs of each instant app compared with the average weekly downloads of a regular app on Bazaar.

Peak hour for app purchases

22 December 2017 to 20 March 2018

[Company disclosed](#)

10 am

Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07

Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar.

Peak hour for game purchases

22 December 2017 to 20 March 2018

[Company disclosed](#)

9 pm

Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07

Note: The hour of the day in which the most game purchases were made on Bazaar.

Share of game purchases made on Fridays 22 December 2017 to 20 March 2018 Company disclosed	16 per cent Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07 Note: Friday carried the largest share of the quarter's game purchases of any day of the week. The report does not say whether the share is of the number of purchases or of their value.
Share of app purchases made on Saturdays 22 December 2017 to 20 March 2018 Company disclosed	16 per cent Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07 Note: Saturday carried the largest share of the quarter's app purchases of any day of the week. The report does not say whether the share is of the number of purchases or of their value.
Share of Bazaar users on Samsung devices at 20 March 2018 Company disclosed	52 per cent Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Share of Bazaar users on Huawei devices at 20 March 2018 Company disclosed	33 per cent Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter. In these reports Huawei's share is 22 per cent in summer 2017, 32 to 34 per cent from autumn 2017 to spring 2018, and about 22.6 per cent from summer 2018; the reports do not explain the shift.
Fastest growth in number of apps, by category (Adventure games) 22 December 2017 to 20 March 2018 Company disclosed	40 per cent Source: Cafe Bazaar quarterly developer report, winter 2017 to 2018 (22 December 2017 to 20 March 2018) · retrieved 2026-10-07 Note: Growth in the number of published titles in the Adventure category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Instant app launches through Bazaar in a month 22 May to 21 June 2018 Company disclosed	More than 7 million Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The number of times instant apps were opened through Bazaar in the last month of the quarter. A count of launches, not of people.
Share of Bazaar users on Samsung or Huawei devices at 21 June 2018 Company disclosed	More than 80 per cent Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Most common phone model among Bazaar users at 21 June 2018 Company disclosed	Samsung Galaxy J7 Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: Counts the Galaxy J7 variants together. The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Peak hour for app purchases 21 March to 21 June 2018 Company disclosed	11 am Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar.
Largest growth in number of users, by category (Messengers) 21 March to 21 June 2018 Company disclosed	Up 54.6 per cent Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The report's headline calls this growth in users; its chart of active installs by category shows Messengers up 55 per cent.
Fastest growth in number of apps, by category (Weather) 21 March to 21 June 2018 Company disclosed	38.5 per cent Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: Growth in the number of published apps in Bazaar's Weather category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Share of Bazaar users on Samsung devices at 21 June 2018 Company disclosed	52 per cent Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.

Share of Bazaar users on Huawei devices at 21 June 2018 Company disclosed	34 per cent Source: Cafe Bazaar quarterly developer report, spring 2018 (21 March to 21 June 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter. In these reports Huawei's share is 22 per cent in summer 2017, 32 to 34 per cent from autumn 2017 to spring 2018, and about 22.6 per cent from summer 2018; the reports do not explain the shift.
Most common phone model among Bazaar users at 22 September 2018 Company disclosed	Samsung Galaxy J7 Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Largest rise in active installs, by category (Social networks) 22 June to 22 September 2018 Company disclosed	Up 17 per cent Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: Change in the combined active installs of apps in the Social networks category between the end of the previous quarter and the end of this one, the largest rise of any category.
Fastest growth in number of apps, by category (Video and media) 22 June to 22 September 2018 Company disclosed	19 per cent Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: Growth in the number of published apps in Bazaar's Video and media category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.
Peak hour for app purchases 22 June to 22 September 2018 Company disclosed	10 am Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar.
Peak hour for game purchases 22 June to 22 September 2018 Company disclosed	3 pm Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: The hour of the day in which the most game purchases were made on Bazaar; midnight and 2 pm were almost as busy.
Share of Bazaar users on Samsung devices at 22 September 2018 Company disclosed	59.33 per cent Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Share of Bazaar users on Huawei devices at 22 September 2018 Company disclosed	22.60 per cent Source: Cafe Bazaar quarterly developer report, summer 2018 (22 June to 22 September 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter. In these reports Huawei's share is 22 per cent in summer 2017, 32 to 34 per cent from autumn 2017 to spring 2018, and about 22.6 per cent from summer 2018; the reports do not explain the shift.
Province with the highest share of Bazaar users making a purchase 23 September to 21 December 2018 Company disclosed	Tehran Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: Measured as the share of a province's Bazaar users who bought something on Bazaar during the quarter, not as the number of buyers.
Largest rise in active installs, by category (Tools) 23 September to 21 December 2018 Company disclosed	Up 18 per cent Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: Change in the combined active installs of apps in the Tools category between the end of the previous quarter and the end of this one, the largest rise of any category.
Fastest growth in number of apps, by category (Cooking and restaurants) 23 September to 21 December 2018 Company disclosed	14 per cent Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: Growth in the number of published apps in Bazaar's Cooking and restaurants category over the quarter, the fastest of any category. It is not growth in Bazaar's total number of apps.

Peak hour for app purchases 23 September to 21 December 2018 Company disclosed	10 am Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: The hour of the day in which the most purchases of apps (not games) were made on Bazaar.
Peak hour for game purchases 23 September to 21 December 2018 Company disclosed	10 pm Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: The hour of the day in which the most game purchases were made on Bazaar.
Share of Bazaar users on Samsung devices at 21 December 2018 Company disclosed	60.79 per cent Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Share of Bazaar users on Huawei devices at 21 December 2018 Company disclosed	22.54 per cent Source: Cafe Bazaar quarterly developer report, autumn 2018 (23 September to 21 December 2018) · retrieved 2026-10-07 Note: The report counts as users those who had Bazaar installed on their Android device at the end of the quarter.
Active installs of Bazaar at 20 March 2018 Company disclosed	36 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Counts users who had the Bazaar app installed on their phone at the end of the year, as the report defines it. It is not the number of registered accounts.
Registered Bazaar users, cumulative at 20 March 2018 Company disclosed	29,057,169 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Verified Bazaar accounts at the year end; the report's text rounds this to 29 million. Installing apps and games on Bazaar needs no account, so this is a different population from active installs.
New registered Bazaar users during the year Year to 20 March 2018 Company disclosed	9 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Accounts added in the year, as the report rounds it. The report's other statement of this growth, 67 per cent, does not agree with the account totals.
Bazaar users who have made a purchase, cumulative at 20 March 2018 Company disclosed	8,070,986 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Accounts that had bought at least once by the year end, from the report's purchase funnel. It is not the number of buyers during the year.
Bazaar users who have bought more than once, cumulative at 20 March 2018 Company disclosed	4,633,583 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07
Developer teams with at least one published app on Bazaar at 20 March 2018 Company disclosed	More than 23 thousand Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Developer teams with at least one app or game in a published state on Bazaar at the year end, as the report defines them.
Apps and games on Bazaar at year end at 20 March 2018 Company disclosed	More than 151 thousand Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Apps and games available for download on Bazaar at the year end.
Successful payment transactions on Bazaar Year to 20 March 2018 Company disclosed	More than 14.5 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Purchases of paid apps, in-app products and subscriptions through Bazaar. The company's report three years later puts this year at 15 million.

Buyers who bought only in-app products, share Year to 20 March 2018 Company disclosed	54 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Share of the year's buyers who bought only in-app products; 29 per cent bought only paid apps and 17 per cent bought both.
Revenue earned by developers through Bazaar, cumulative Cumulative to 20 March 2018 Company disclosed	More than 180 billion toman Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Money that went to developers through Bazaar, summed in toman without inflation adjustment; it is not Cafe Bazaar's own revenue. The report does not state when the sum starts.
Revenue of Iranian games through Bazaar, year-on-year change Year to 20 March 2018 Company disclosed	Up 94 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Iranian-made games only, measured by the value of their transactions on Bazaar.
Revenue of Iranian apps through Bazaar, year-on-year change Year to 20 March 2018 Company disclosed	Up 64 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Iranian-made apps only, games excluded, measured by the value of their transactions on Bazaar.
App downloads and updates through Bazaar Year to 20 March 2018 Company disclosed	1.6 billion Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2018 (edition 1.1, May 2018) · retrieved 2026-10-07 Note: Counts downloads and updates together.
Active installs of Bazaar at 20 March 2017 Company disclosed	33 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Counts devices on which Bazaar was installed, as the report defines it.
Registered Bazaar users, cumulative at 20 March 2017 Company disclosed	19,606,766 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Verified Bazaar accounts at the year end; the report's text gives more than 19.6 million. Installing apps and games on Bazaar needs no account, so this is a different population from active installs.
Bazaar users who have made a purchase, cumulative at 20 March 2017 Company disclosed	5,785,361 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Accounts that had bought at least once by the year end, from the report's purchase funnel. It is not the number of buyers during the year.
Bazaar users who have bought more than once, cumulative at 20 March 2017 Company disclosed	3,349,757 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07
Developer teams earning revenue on Bazaar Year to 20 March 2017 Company disclosed	10,451 Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Developer teams that earned at least some revenue through Bazaar during the year.
App installs and updates through Bazaar Year to 20 March 2017 Company disclosed	1.4 billion Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Counts installs and updates together.
App page views on Bazaar Year to 20 March 2017 Company disclosed	4.8 billion Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Times an app's page was opened in Bazaar during the year.
Revenue earned by developers through Bazaar, cumulative Cumulative to 20 March 2017 Company disclosed	1,000 billion rial Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Money that went to developers through Bazaar, summed in rial without inflation adjustment; it is not Cafe Bazaar's own revenue. The report does not state when the sum starts.

User ratings on Bazaar, cumulative Cumulative to 20 March 2017 Company disclosed	46.7 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07
User reviews on Bazaar, cumulative Cumulative to 20 March 2017 Company disclosed	17.2 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07
Successful payment transactions on Bazaar Year to 20 March 2017 Company disclosed	More than 12 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Purchases of paid apps and in-app products through Bazaar. The company's later reports put this year at 12.5 million and 13 million.
Revenue earned by developers from in-app products through Bazaar Year to 20 March 2017 Company disclosed	More than 600 billion rial Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Developers' revenue from in-app sales only; paid apps and subscriptions are counted separately. It is not Cafe Bazaar's own revenue.
Revenue earned by developers from subscriptions through Bazaar Year to 20 March 2017 Company disclosed	2.7 billion rial Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Developers' revenue from subscription products only, a model the company was then promoting.
Buyers on Bazaar during the year Year to 20 March 2017 Company disclosed	More than 3 million Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Users who bought at least once through Bazaar in the year. The company's report three years later gives this year as 3.36 million.
Buyers on Bazaar during the year, year-on-year change Year to 20 March 2017 Company disclosed	Up 45 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07
Buyers who bought only in-app products, share Year to 20 March 2017 Company disclosed	43 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Share of the year's buyers who bought only in-app products; 36 per cent bought only paid apps and 21 per cent bought both.
Average monthly spend per buyer 19 February to 20 March 2017 Company disclosed	More than 180 thousand rial Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Average paid in that month by users who bought in it; users who bought nothing that month are excluded. It was 80 thousand rial higher than in the same month a year earlier.
Revenue of Iranian apps through Bazaar, year-on-year change Year to 20 March 2017 Company disclosed	Up 65 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Iranian-made apps only, games excluded.
Revenue of Iranian games through Bazaar, year-on-year change Year to 20 March 2017 Company disclosed	Up 135 per cent Source: Cafe Bazaar annual report on Iran's mobile app industry, year to 20 March 2017 (published May 2017) · retrieved 2026-10-07 Note: Iranian-made games only. The report sets this against 40 per cent growth in developer revenue worldwide, a figure it takes from App Annie.
Iranian developer teams with a Bazaar developer account As at the report date, between 21 January and 19 February 2018 Company disclosed	About 19 thousand Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07 Note: A team is any person or company that has opened a developer account on Bazaar to publish apps. The executive summary gives the same figure as more than 19 thousand.

Iranian app developer teams meeting Bazaar's activity threshold As at the report date, between 21 January and 19 February 2018 Company disclosed	7,172 Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07 Note: Active means at least one app on Bazaar and either more than 2,000 active installs across the team's apps or at least 1 million toman of revenue. Iranian teams only.
Iranian game developer teams meeting Bazaar's activity threshold As at the report date, between 21 January and 19 February 2018 Company disclosed	268 Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07 Note: Teams count as game developers when more than 60 per cent of the apps they publish are games. Same activity threshold as for app developers.
Developer teams registered on Bazaar as companies As at the report date, between 21 January and 19 February 2018 Company disclosed	1,433 Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07 Note: Teams that publish under a registered company rather than a person's name. The summary graphic rounds this to 1,400.
Company-registered developer teams that meet Bazaar's active threshold As at the report date, between 21 January and 19 February 2018 Company disclosed	418 Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07
Developer teams in Tehran province meeting Bazaar's activity threshold As at the report date, between 21 January and 19 February 2018 Company disclosed	2,125 Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07 Note: Tehran ranks first, followed by Khorasan Razavi and Isfahan.
Share of Bazaar's active Iranian developer teams (activity threshold) based in Tehran province As at the report date, between 21 January and 19 February 2018 Company disclosed	More than 28 per cent Source: Cafe Bazaar report on employment in Iran's mobile app industry, January to February 2018 · retrieved 2026-10-07
Monthly active users of Bazaar 6 March to 4 April 2017 Company disclosed	25,900,460 Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: Users who opened Bazaar at least once in the month measured; the report puts this at 78 per cent of the 33 million devices with Bazaar installed. A count of the store's users, not of all Android users in Iran.
Users who downloaded at least one app through Bazaar in the month 6 March to 4 April 2017 Company disclosed	14,474,809 Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: The report says 56 per cent of the month's active users downloaded at least one app; its summary graphic rounds this to 14.5 million unique downloading users a month.
Average download volume from Bazaar per active downloading user 6 March to 4 April 2017 Company disclosed	101.5 megabytes Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: Measured over the one-month window of the report; the summary graphic on the same page gives it as 101 megabytes a month.
Share of Bazaar's active users living outside Iran 6 March to 4 April 2017 Company disclosed	1.7 per cent Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07
Share of Bazaar's users outside Iran who are in Iraq 6 March to 4 April 2017 Company disclosed	24 per cent Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: A share of the 1.7 per cent of users abroad, not of all users. Afghanistan follows with 21 per cent, the United States with 11 and Turkey with 10.

Share of Tehran residents who are active downloading users of Bazaar 6 March to 4 April 2017 Company disclosed	More than 26.2 per cent Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: Active downloading users in the city divided by its population in the 2016 national census. Tehran ranks first; Karaj, Bandar Abbas and Sari follow.
Share of Bazaar download traffic carried over WiFi 6 March to 4 April 2017 Company disclosed	52.9 per cent Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: The rest of the download traffic went over mobile networks: 3G 36.2 per cent, 4G 8.8 per cent and 2G 2.1 per cent.
Share of Bazaar downloading users who downloaded over WiFi 6 March to 4 April 2017 Company disclosed	59 per cent Source: Cafe Bazaar report on the internet networks of Bazaar users, May to June 2017 · retrieved 2026-10-07 Note: Users who download over more than one kind of network are counted under each, so the shares across networks add to more than 100 per cent.
Platform scale 2024-25 Company disclosed	Up to 50 million monthly active users on Bazaar in 2024-25. The same report puts Iran's smartphone base at 68 million and Android users at 61 million, roughly 90% of smartphone users, against a population above 85 million. Source: Cafe Bazaar / Bazaar annual market report 1403 (2024-25), read directly · retrieved 2026-08-03 Note: The report states "نویلیم ۵۰ ات", up to 50 million monthly actives, a ceiling rather than a flat figure. Persian tech coverage and the company's own LinkedIn blurb both dropped the qualifier and reported a flat 50 million; one outlet also mis-headlined it as daily actives. It is given here as the report words it. The 68 million smartphone and 61 million Android figures are Cafe Bazaar's own and are single-sourced, and the company has a commercial interest in a large Android base; subtracting one from the other does not give an iPhone count, since no second source supports a device-level iOS number for Iran. For Android dominance, StatCounter had Android at 85.74 percent of Iranian mobile web traffic in July 2026, a traffic measure and not a device measure.
Domestic market share 2023-24 installs; range as reported Third-party reported	About 92% of domestic Android app installs; separately reported at roughly 85% to 97% of Iran's Android app-store market depending on the category measured. Source: Persian tech press; third-party market coverage · retrieved 2026-08-03 Note: Range is wide because different sources measure installs, revenue or catalogue share. Recorded as a range rather than a single figure.
Post-acquisition disclosures 2025-2026 Not disclosed	None published since the January 2025 sale Source: retrieved 2026-07-10 Note: Neither Tapsell nor Pegah has published Cafe Bazaar operating figures post-acquisition.
Platform position (to April 2025) To 30 April 2025 Third-party reported	Reported as retaining its position as Iran's leading digital platform with the largest base of unique active monthly users in the country, and as the dominant Iranian app store. No absolute user figure was disclosed. Source: Pomegranate Investment AB (publ), audited Annual Report 2024/25 · https://www.pomegranateinvestment.com/ · retrieved 2026-08-13 Note: A ranking claim by a minority shareholder, not an audited user count. No number is published because none was given.

Business and group structure

Model As the article reads on 28 September 2026 Third-party reported	Android app store for Persian speaking users, with mobile advertising and in-app purchases paid by local debit card; the article calls it by far the most popular app store among Iranians, with 97 per cent of the market Source: Wikipedia, Cafe Bazaar · https://en.wikipedia.org/wiki/Cafe_Bazaar · retrieved 2026-09-28 Note: An encyclopedia article. The 97 per cent share rests on a 2017 source the article cites, so it describes the market then, not now. The article names mobile advertising, and says developers receive 70 per cent of revenue from their apps.
Strategic role Current Tehran Index derived	The store the Tehran Index App Index series is captured from weekly; platform-level shifts (e.g. the 2026 Bale delisting dispute) surface on the Tehran Index signal feed Source: Tehran Index App Index · retrieved 2026-07-10

Leadership and boards

Founders

Durable

Third-party reported

Reza Mohammadi & Hessam Armandehi (April 2011, within the Cafe Bazaar/Hezardastan family)

Source: Wikipedia · https://en.wikipedia.org/wiki/Cafe_Bazaar · retrieved 2026-07-10

Note: The cited source is English Wikipedia, which does not meet the Tehran Index source standard. The founders and April 2011 are reported to be corroborated by the Persian primary source karkhanedar.com, which is not the source cited here.

Leadership

Current

Not disclosed

Pre-sale CEO: Manoochehr Sadri (registry). Post-acquisition leadership not disclosed

Source: retrieved 2026-07-10

Ownership, capital and listing status

Ownership change: acquired by Tapsell, and the former foreign shareholding

Former structure as at 30 April 2025; acquisition subsequent

Official record

Cafe Bazaar was acquired by Tapsell, whose holding company is Pegah Holding. It previously sat within the Hezardastan group alongside Divar. A Swedish listed investor reported a combined look-through economic interest of 4.3% across Cafe Bazaar and Divar as at 30 April 2025, held indirectly through Iran Internet International Holding, and flagged a group restructuring as under way and unresolved at that date. That restructuring was this acquisition.

Source: Pomegranate Investment AB (publ), audited Annual Report 2024/25 ·

<https://www.pomegranateinvestment.com/> · retrieved 2026-08-13

Note: The registered legal name نانتس درازه دنمشوه هارمه یاول still carries the former holding company's name, which will keep pointing readers at Hezardastan. The acquisition date and consideration are not established here and are open items.

Legal operator (privacy policy)

Company disclosed

The privacy policy states that the product belongs to the company Avaye Hamrah Hooshmand Hezardastan, registration number [held on the record].

Source: Cafe Bazaar privacy policy (cafebazaar.ir/privacy) · <https://cafebazaar.ir/privacy> · retrieved 2026-09-16

Note: Read on 16 September 2026. The passage is the operator naming itself on its own surface; Tehran Index read the sentence and judged that it ties this brand to this legal person.

Pomegranate Investment AB look-through

30 April 2021

Tehran Index derived

About 4.4%, being 28.6% of IIIC which held 15.5% of the Cafe Bazaar group

Source: Pomegranate Investment AB (publ), annual report for the year to 30 April 2021 · https://cdn.prod.website-files.com/64354d715efcf21d31d398a9/645216b599312f7d8d150c78_PGI_Q4_2020_2021_financial.pdf · retrieved 2026-09-02

Note: Derived by Tehran Index from two disclosed percentages in the same report, and marked as derived for that reason. Pomegranate holds no direct stake; the exposure runs entirely through the Dutch vehicle IIIC, whose carrying value is a basket covering Digikala, the Cafe Bazaar group and others and cannot be attributed to any one of them.

Competitive set

Competitive set

Current

Tehran Index derived

Myket (primary store rival) · Sibche / Sibapp (iOS-focused stores)

Source: Tehran Index registry mapping · retrieved 2026-07-10

What is not known

Stated gaps are part of the record. A blank is a finding, not an omission.

Current installed base and developer count

Not disclosed

Not published post-sale

Source: retrieved 2026-07-10

Written deal terms

Not disclosed

Undisclosed; the exec-stated price is the only figure

Source: retrieved 2026-07-10

Corrections recorded on this record

Facts whose note records a dated correction, replacement or update. Reproduced from the record, not summarised.

New apps first submitted in the period and published

Six months to 21 September 2020

Company disclosed

3,683

Source: Bazaar report on app and game review and publication, six months to 21 September 2020 · retrieved 2026-10-06

Note: Of 5,056 apps first submitted in the period, 73 per cent were published, 5 per cent rejected and 22 per cent were still being corrected.

Registered entity

From the corporate registry record held on the profile. Personal identifiers of individuals are never reproduced.

Legal name	Avaye Hamrah Hooshmand Hezardastan · آوای همراه هوشمند هزاردستان
Entity	operating company · status active · group Pegah Holding
Registration	1392/10/14 (2014-01-04) · registered capital 500,000,000,000 IRR
Registered address	No. 8, Peyvand 2 St, Farhang Blvd, Saadat Abad, Tehran, Iran (3rd floor)
Web	https://cafebazaar.ir/ · https://www.linkedin.com/company/cafebazaar

How this document was produced

Tehran Index holds one record per company in a structured database. Each fact carries a label, a value, the period it describes, an evidence state, the source it was read from, the date it was retrieved and a note that records caveats and every later correction. This file is a rendering of that record as it stood on 2026-10-07: scripts/export-company-record.mjs against the live database; facts checksum computed locally and by the database function company_facts_md5, both 11dfbb5bc00fc94ce3a96cf282debd08. Because the record moves and this file does not, the file is superseded by the live record for anything dated after the snapshot; a regenerated version carries a new version string on every page. Methodology: tehranindex.com/methodology. Scope and standards: tehranindex.com/standards.