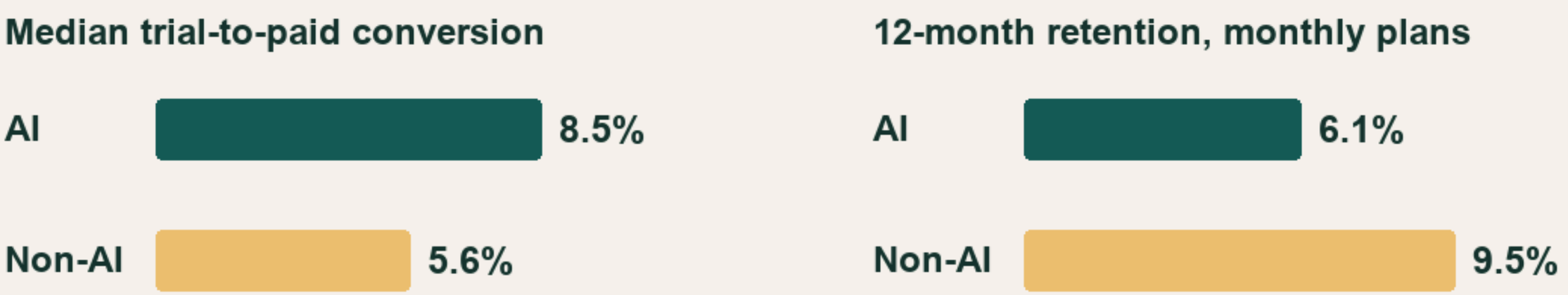
REVENUECAT / SUBSCRIPTION APP BENCHMARKS

AI apps convert more trials

Monthly-plan retention is lower at 12 months.



Conversion is measured across trials. Retention is measured across monthly subscribers.

Source: RevenueCat, State of Subscription Apps 2026.