



The official list of the  
fastest-growing digital companies

powered by  **similarweb**



## METHODOLOGY

The Digital 100 WEB & APP in the US identifies the fastest-growing digital companies by analyzing web traffic and app usage across 10 different categories. For the WEB winners, we analyzed websites with over 100,000 average monthly visits, ranking them by the largest year-over-year (YoY) increase in Unique Visitors (2024 vs. 2023). For the APP winners, we analyzed apps with both Android and iOS versions, at least 5,000 Monthly Active Users (MAUs) on each platform, and 50,000 MAUs combined, ranking them based on the largest YoY growth. For the Big Winners category, we focused on the top 250 websites, and the top 5% of apps, across all categories.



## A WORD FROM OUR CEO

"The Digital 100 celebrates brands with exceptional online growth. Since 2020, we've ranked the world's fastest-growing websites. This year, for the first time, we're also showcasing winning mobile apps. At Similarweb, we're committed to providing organizations comprehensive visibility into web, search, app, and more – and help strengthen their position within any market. The Digital 100 exemplifies this mission, highlighting winners who inspire and demonstrate what's possible."

**Or Offer** | Co-Founder & CEO



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#### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.









 **Substack +88%**

Growth:  **Web +37%**  **App +139%**

#### CATEGORY INSIGHT

Unsurprisingly, in an election year, news sites saw high growth. The real surprise? Half of the top 10 fastest-growing US sites were news-focused. Like Newsweek (up 71%). But among the traditional sites is Substack — our overall Digital Winner. Its success suggests consumers are increasingly seeking independent news sources.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 justanswer.com	81%	11.6M	21.0M
2	 newsweek.com	71%	27.2M	46.4M
3	 fubo.tv	70%	9.4M	16.0M
4	 apnews.com	47%	26.1M	38.4M
5	 aol.com	46%	13.6M	19.8M
6	 substack.com	37%	13.8M	18.9M
7	 capitaloneshopping.com	36%	14.2M	19.4M
8	 abcnews.go.com	35%	19.6M	26.4M
9	 chatgpt.com	33%	28.8M	38.2M
10	 fortune.com	33%	12.6M	16.7M



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### CATEGORY INSIGHT

The fastest-growing apps spanned seven categories. Three of the top 10 were gaming apps, including NYT Games. It grew 135%, driven by hits like Wordle and Strands. Demographics reveal striking contrasts: Brawl Stars, #2 on the list, skews towards Gen Z and males, while NYT Games appeals to Millennials and women.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 NYT Games: Word Games & Sudoku	135%	1.8M	4.3M
2	 Brawl Stars	120%	1.9M	4.1M
3	 Panda Express	72%	2.4M	4.2M
4	 Locket Widget	65%	2.7M	4.5M
5	 My Love – Relationship Counter	57%	2.2M	3.5M
6	 UnitedHealthcare	56%	2.2M	3.4M
7	 Dice Dreams	53%	2.7M	4.1M
8	 Depop – Buy & Sell Clothes App	45%	2.2M	3.1M
9	 Costco Wholesale	35%	10.2M	13.8M
10	 Schwab Mobile	33%	3.8M	5.1M

#### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **JD Sports +93%**

Growth:  **Web +35%**  **App +150%**

#### CATEGORY INSIGHT

Our winners highlight the power of strong social media engagement, influencer marketing, and innovative brand collaborations. Retro-Stage.com and Disturbia.us led the way, with 27% and 22% of traffic coming from social media, respectively. This compares to the fashion industry average of 9% web traffic from social media.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 peppermayo.com	416%	58.8K	303.7K
2	 babyboofashion.com	210%	80.2K	248.6K
3	 sopula.com	207%	38.9K	119.3K
4	 jeanpaulgaultier.com	198%	85.9K	256.2K
5	 edikted.com	182%	167.1K	471.8K
6	 quince.com	176%	2061.9K	5684.4K
7	 retro-stage.com	167%	69.3K	184.6K
8	 disturbia.us	154%	78.9K	200.2K
9	 amberjack.shop	140%	55.6K	133.7K
10	 clubllondon.us	139%	111.5K	266.5K

#### DIGITAL WINNER

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#### JD Sports +93%

Growth:  **Web +35%**  **App +150%**

#### CATEGORY INSIGHT

The sportswear and sneakers craze shows no signs of slowing down. JD Sports emerged as the overall Digital Winner in the category — 150% growth in monthly active app users and 35% in web visitors. Additionally, the growth of Discount Divas and Depop reflects the rising demand for sustainability and affordability in fashion.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Ralph Lauren: Luxury Shopping	154%	103.0K	261.7K
2	 JD Sports: Shoes & sneakers	150%	141.5K	354.1K
3	 Zumiez	72%	57.6K	99.0K
4	 JTV Go	69%	113.5K	192.0K
5	 SNIPES – Shoes & Streetwear	69%	67.9K	114.6K
6	 Discount Divas	55%	63.9K	99.1K
7	 Depop – Buy & Sell Clothes App	45%	2164.8K	3141.6K
8	 UNIQLO US	42%	724.3K	1031.1K
9	 Urban Outfitters	36%	705.5K	960.4K
10	 Vooglam – Glasses & Sunglasses	36%	61.3K	83.1K



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The digital player that had the highest aggregated growth across both its website and app.











 **Yuka +69%**

Growth:  **Web +81%**  **App +57%**

## CATEGORY INSIGHT

Skincare brands dominated the beauty & wellness category this year, with only two of the top 10 fastest-growing sites focused on makeup. The significant growth in visitors to Rhode Skin, Lush, and Ogee reflects a rising demand for clean beauty products that are ethically sourced and made with natural ingredients.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 scentdecant.com	188%	62.8K	181.1K
2	 ilmakiageskin.com	181%	61.9K	174.3K
3	 rhodeskin.com	158%	117.8K	304K
4	 wonderskin.com	154%	54.8K	139.1K
5	 lush.com	138%	306.7K	730.4K
6	 ogee.com	129%	80.3K	184.1K
7	 theduabrand.com	126%	69.4K	157.1K
8	 prose.com	105%	330.8K	677.9K
9	 primeprometics.com	100%	126.2K	252K
10	 jonesroadbeauty.com	99%	273.8K	599.5K

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

 **Yuka +69%**

Growth:  **Web +81%**  **App +57%**

#### CATEGORY INSIGHT

Wellness and self-care remain high on consumers' priority lists, as seen in the growth of apps focusing on sleep tracking, stress relief, and meditation—for example, the Bend app (for daily stretching), which grew 176%. Meanwhile, Yuka, our category winner, highlights the growing demand for health-related tools that help consumers make informed buying decisions.

#### TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Bend: Stretching & Flexibility	176%	371.7K	1025.4K
2	 Stardust: Period Tracker	170%	169.3K	457.6K
3	 RISE: Sleep Tracker	165%	367.3K	974.7K
4	 Muse: EEG Meditation & Sleep	68%	52.2K	87.9K
5	 Hers	62%	83.6K	135.6K
6	 Yuka – Food & cosmetic scan	56%	1626.9K	2546.1K
7	 Finch: Self Care Pet	47%	971.7K	1428.4K
8	 CosmoProf Beauty	47%	51.3K	75.5K
9	 Sleep Monitor: Sleep Tracker	39%	55.9K	77.5K
10	 Oura	37%	296.1K	406.2K

### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Yoto +115%**

Growth:  **Web +130%**  **App +99%**

### CATEGORY INSIGHT

Sustainability takes center stage: LG Replacement Parts (+66%) and Samsung Parts (+35%) show how repair is rising over replacement. EcoFlow (+64%) and BLUETTI (+34%) highlight clean energy demand, while Soundcore.com and TMR Audio reflect an ongoing interest in premium audio.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 sharkninja.com	187%	98.9K	283.7K
2	 yotoplay.com	130%	199K	457.6K
3	 hatch.co	90%	168.7K	320.5K
4	 lgparts.com	66%	102.7K	170.5K
5	 ecoflow.com	64%	576K	946.7K
6	 tmraudio.com	48%	48.8K	72.2K
7	 panasonic.com	40%	652.5K	912.8K
8	 soundcore.com	37%	348.3K	476.9K
9	 samsungparts.com	35%	156K	211.2K
10	 bluettipower.com	34%	376.8K	504.2K



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 **Yoto +115%**

Growth:  **Web +130%**  **App +99%**

## CATEGORY INSIGHT

Health and wellness dominate consumer electronics apps: Yoto, our digital winner, reduces kids' screentime with audio content. While COROS (+58%), Garmin Jr. (+56%), and FitCloudPro (+48%) offer wearables for tracking activity and sleep. Renpho Health's (+60%) growth highlights demand for health tracking tools.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Yoto: Music, Stories, Sleep	99%	138.8K	276K
2	 Backbone — Next-Level Play	64%	339.8K	558.3K
3	 JBL Headphones	61%	512.2K	823.5K
4	 Renpho Health	60%	449.9K	719.2K
5	 COROS	58%	67.8K	107.1K
6	 Garmin Jr.™	56%	65.1K	101.4K
7	 FitCloudPro	48%	218.2K	321.8K
8	 Owlet Dream	45%	157.2K	228.3K
9	 QCY	44%	70.8K	102.3K
10	 Back Market – Buy & Sell tech	42%	624.7K	886.6K

### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Too Good To Go +76%**

Growth:  **Web +54%**  **App +97%**

### CATEGORY INSIGHT

This category saw strong cross-segment growth. Ritual Zero Proof (+188%) led non-alcoholic spirits, while Martie (+127%) and Eat Mila (+119%) reflected rising demand for grocery delivery and ready-to-cook meals. Additionally, Oats Overnight (+105%) showcased the growing trend toward indulgent, convenient food.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 ritualzeroproof.com	188%	63.7K	183.8K
2	 mortadellahead.com	159%	50.7K	131.6K
3	 martie.com	127%	58.6K	133.3K
4	 eatmila.com	119%	93.4K	204.1K
5	 oatsovernight.com	105%	357.1K	730.4K
6	 crumbl.com	99%	167.7K	334.1K
7	 cleansimpleeats.com	96%	69.6K	136.3K
8	 boarderie.com	93%	63.1K	121.6K
9	 firstleaf.com	84%	97.4K	179.6K
10	 pressed.com	79%	65.5K	117.1K

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 **Too Good To Go +76%**

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### CATEGORY INSIGHT

Convenience and savings defined food & drinks apps in 2024. Grocery Outlet Bargain Market (+264%) led with discounted groceries. Too Good To Go (+97%) highlighted food waste reduction. Church's Texas Chicken (+135%) thrived on order-ahead and loyalty programs.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Grocery Outlet Bargain Market	264%	100.1K	364.4K
2	 Church's Texas Chicken®	135%	92.4K	217.4K
3	 Ruby Rewards	130%	330K	757.5K
4	 Golden Corral	113%	398.7K	849.3K
5	 HTeaO	98%	129.7K	257K
6	 Too Good To Go: End Food Waste	97%	1252.8K	2472.5K
7	 Pavilions Deals & Delivery	95%	60.2K	117.4K
8	 Club Coen	94%	68.3K	132.5K
9	 Piggly Wiggly Midwest, LLC	75%	60.3K	105.4K
10	 Swig n' Sweets	72%	96.1K	165K



#### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Tapo +231%**

Growth:  **Web +211%**  **App +250%**

#### CATEGORY INSIGHT

Outdoor living and home improvement remain popular. Backyard Discovery (+119%) led with outdoor furniture and playsets. While Lively Root (+92%) and Vego Garden (+75%) showed demand for indoor plants and garden beds. Do it Best also did well, showcasing interest in online home renovation products.

#### TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 tapo.com	211%	22.5K	70K
2	 backyarddiscovery.com	119%	78.3K	171.4K
3	 livelyroot.com	92%	91.7K	175.9K
4	 walkerredison.com	89%	92.6K	175K
5	 puffy.com	81%	153.3K	277.5K
6	 doitbest.com	80%	420K	756.1K
7	 zevoinspect.com	80%	74.1K	133.1K
8	 smithey.com	79%	62.4K	111.7K
9	 interiordefine.com	76%	189.5K	334.4K
10	 waterdropfilter.com	75%	97.6K	171.1K

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 **Tapo +231%**

Growth:  **Web +211%**  **App +250%**

#### CATEGORY INSIGHT

Smart home apps thrived, with TP-Link Tapo (+250%)—our category winner—leading the way in managing security cameras and lighting. WiZ Connected (+159%) showed strong demand for smart lighting, while plant-care app Greg (+115%) highlighted the indoor gardening trend. Rooms To Go (+69%) stood out as the only furniture retailer.

#### TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 TP-Link Tapo	250%	107.8K	377.6K
2	 WiZ Connected	159%	270.1K	698.6K
3	 Aosu	149%	55.1K	136.9K
4	 Plant Identifier & Care – Greg	115%	54.8K	117.5K
5	 VicoHome: Security Camera App	110%	433.7K	912.7K
6	 Dreo	109%	110.3K	230.6K
7	 AiDot – Smart Home Life	102%	60.3K	121.6K
8	 SwitchBot	72%	119.9K	206.4K
9	 Rooms To Go	69%	87K	147.4K
10	 Hubspace	51%	271.3K	410K

#### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Ground News +57%**

Growth:  **Web +63%**  **App +50%**

#### CATEGORY INSIGHT

News & media saw strong growth, with polarization a key trend. GB News (+402%) led with right-leaning content. Tododisca.com (+285%) and Okdiario (+249%) catered to Spanish-speaking audiences. UNILAD (+176%) and The Cool Down (+156%) did well among younger consumers.

#### TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 gbnews.com	402%	509.2K	2558.5K
2	 tododisca.com	285%	259.4K	998.9K
3	 livenowfox.com	276%	146.5K	551.4K
4	 okdiario.com	249%	565.1K	1974K
5	 tuckercarlson.com	200%	317.2K	952.7K
6	 unilad.com	176%		6023.6K
7	 newrepublic.com	160%	1715.1K	4454K
8	 thecooldown.com	156%	3530.5K	9049.8K
9	 tylerpaper.com	151%	82.2K	206.6K
10	 fox56news.com	149%	77.4K	192.6K



### DIGITAL WINNER

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 **Ground News +57%**

Growth:  **Web +63%**  **App +50%**

### CATEGORY INSIGHT

Substack (+139%) led with direct commentary from writers and podcasters. Ground News, our digital winner, excelled with bias-tracking features. The Atlantic (+64%) thrived on election coverage, while regional sites also did well. Meanwhile, E! News highlighted the growing demand for pop culture alongside serious reporting.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Substack	139%	846K	2023.9K
2	 The Atlantic	64%	187.3K	307.7K
3	 E! News	62%	103.9K	168.4K
4	 San Antonio News from KENS 5	60%	92.7K	148.1K
5	 Al Jazeera	60%	242K	386.3K
6	 Haystack News: Local TV News	52%	53.1K	80.8K
7	 Ground News	50%	350.8K	527.2K
8	 NBC Connecticut News & Weather	47%	50.6K	74.4K
9	 The Boston Globe	46%	90.3K	131.8K
10	 ABC 7 New York	44%	172.2K	247.6K

#### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.



 **Monarch Money +634%**

Growth:  **Web +543%**  **App +724%**

#### CATEGORY INSIGHT

Personal finance surged in 2024, showing a split between prudence and risk. Monarch Money (+543%) led as consumers sought caution, while Jupiter: Swap (+473%) reflected crypto enthusiasm. Traditional lenders like College Ave saw rising student loan demand – all of this highlights diverse financial priorities in uncertain times.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 monarchmoney.com	543%	120.4K	775K
2	 jup.ag	473%	35.5K	203.5K
3	 imaginecredit.com	402%	57.1K	286.7K
4	 bitget.com	331%	49.1K	211.7K
5	 collegeave.com	312%	68K	280.1K
6	 everbank.com	273%	89.9K	334.9K
7	 ownwell.com	251%	55.1K	193.7K
8	 atlasfin.com	221%	124.6K	399.9K
9	 moneynetwork.com	147%	184.9K	456.6K
10	 one.app	144%	359.1K	877.8K

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 **Monarch Money +634%**

Growth:  **Web +543%**  **App +724%**

## CATEGORY INSIGHT

Like the web, budgeting and crypto dominated the finance app category, with Monarch: Budget & Track Money (No. 1 in both web and app) and crypto wallet Solflare up 513%. Rewards-focused apps like Atlas and StoreCash thrived, while traditional banking apps like ONE and Flagstar also did well.


## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Monarch: Budget & Track Money	724%	86.0K	708.9K
2	 Solflare – Solana Wallet	513%	118.0K	723.5K
3	 Atlas – Rewards Credit Card	297%	215.3K	855.8K
4	 Phantom	219%	106.6K	340.0K
5	 Flagstar Mobile Banking	209%	60.4K	186.7K
6	 OKX: Buy Bitcoin BTC & Crypto	204%	169.9K	516.4K
7	 Quicken: Budget, Money Tracker	188%	75.0K	216.4K
8	 ONE – Mobile Banking	182%	383.8K	1082.8K
9	 BrightWay Credit Card Mobile	156%	332.4K	850.2K
10	 StoreCash	151%	60.8K	152.9K

### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Klook +65%**

Growth:  **Web +23%**  **App +106%**

### CATEGORY INSIGHT

Personalized travel soared in 2024. Room77 (+322%), The Ritz-Carlton Yacht Collection (+226%), and Kensington Tours (+101%) led with tailored itineraries. Japan-based Rakuten Travel (+194%) and HotelsOne.com (+146%) showcased OTA strengths, while VacationRenter (+144%) underlines a rising demand for vacation rentals.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 room77.com	322%	102.6K	433.4K
2	 ritzcarltonyachtcollection.com	226%	129.5K	422K
3	 travel.rakuten.com	194%	77.4K	227.7K
4	 hotelsone.com	146%	199.4K	490.4K
5	 vacationrenter.com	144%	192K	469.1K
6	 point.me	137%	88K	208.7K
7	 balloonmuseum.world	132%	60.3K	139.8K
8	 reservationscenter.com	130%	114.2K	263.1K
9	 palladiumhotelgroup.com	117%	181.7K	393.3K
10	 kensingtontours.com	101%	103.9K	208.9K

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 **Klook +65%**

Growth:  **Web +23%**     **App +106%**

### CATEGORY INSIGHT

Travel planning apps shone in 2024, led by travel Klook (+106%). FREENOW (+52%) and Omio (+53%) excelled with all-in-one travel and mobility options. While cruise apps like Holland America Line Navigator (+77%) and MSC for Me (+54%), showcased a need for personalized, tech-driven cruise experiences.

## TOP 10 APP

#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
1	 Klook: Travel, Hotels, Leisure	106%	64.1K	132.2K
2	 LATAM Airlines	82%	65.7K	119.4K
3	 Holland America Line Navigator	77%	61.5K	108.5K
4	 MSC for Me	54%	100.6K	155.2K
5	 Carla Car Rental	54%	150.3K	231.4K
6	 Omio: Europe & U.S. Travel App	53%	92.3K	141.2K
7	 FREENOW - Mobility Super App	52%	134.9K	205.2K
8	 Celebrity Cruises	52%	147.9K	224.8K
9	 Air Canada + Aeroplan	46%	277.1K	404.1K
10	 Agoda: Book Hotels and Flights	33%	428.4K	571.5K

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






 **Pikmin Bloom +75%**

Growth:  **Web +132%**  **App +18%**

### CATEGORY INSIGHT

The category boomed in 2024, fueled by a rise in casual gaming. Dragon City (+425%) and Cookie Clicker (+398%) led the pack. While 4kzgame (+368%) and Empires & Puzzles (+218%) thrived on organic search and community engagement, highlighting how lesser-known brands can utilize search and buzz.

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 dragoncitygame.com	425%	106K	556.7K
2	 cookieclicker.ee	398%	26.5K	131.9K
3	 4kzgame.com	368%	127.7K	597.9K
4	 koalabeast.com	219%	42.3K	135.1K
5	 empiresandpuzzles.com	218%	227.6K	724.8K
6	 clash.gg	176%	26K	71.8K
7	 glitchproductions.store	138%	68.2K	162.3K
8	 pikminbloom.com	132%	47.3K	109.8K
9	 visualboyadvance.org	126%	62.4K	140.8K
10	 bloxd.io	119%	61.6K	134.6K

### DIGITAL WINNER

The digital player that had the highest aggregated growth across both its website and app.











 **Pikmin Bloom +75%**

Growth:  **Web +132%**  **App +18%**

### CATEGORY INSIGHT

Puzzle games and simulators led app growth this year. Merge Hotel Empire topped the charts (+583%), followed by Domino Dreams (+353%). Match-3 titles like Ball Sort Puzzle and Block Jam 3D also surged, reflecting the genre’s enduring appeal. Overall, gaming apps continue to captivate diverse audiences.

## TOP 10 APP

			Average MAUs	
#	App	YoY % Change in Monthly Active Users	2023	2024
1	 Merge Hotel Empire: Design	583%	95.3K	651.6K
2	 Merge Studio: Fashion Makeover	365%	281K	1307.6K
3	 Domino Dreams™	353%	724.7K	3279.5K
4	 Ball Sort Puzzle – Color Game	341%	194.2K	855.6K
5	 Travel Match	332%	67K	289.2K
6	 Block Jam 3D	311%	301.1K	1238.9K
7	 Blend It 3D	289%	148.6K	577.5K
8	 Word Connect – Words of Nature	288%	100.9K	391.5K
9	 Water Sort Puzzle – Sort Color	280%	358.7K	1363.4K
10	 Car Out: Car Parking Jam Games	229%	63.5K	208.6K





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