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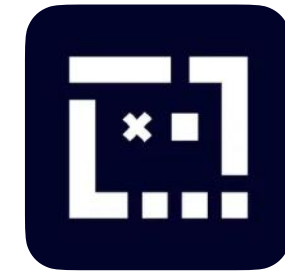
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Telegram Mini Apps Industry report

March 2025

Web version of this report: [FindMini.app Market Pulse](#) 





TMA Articles

and knowledge base

FindMini.app TMA Sensor

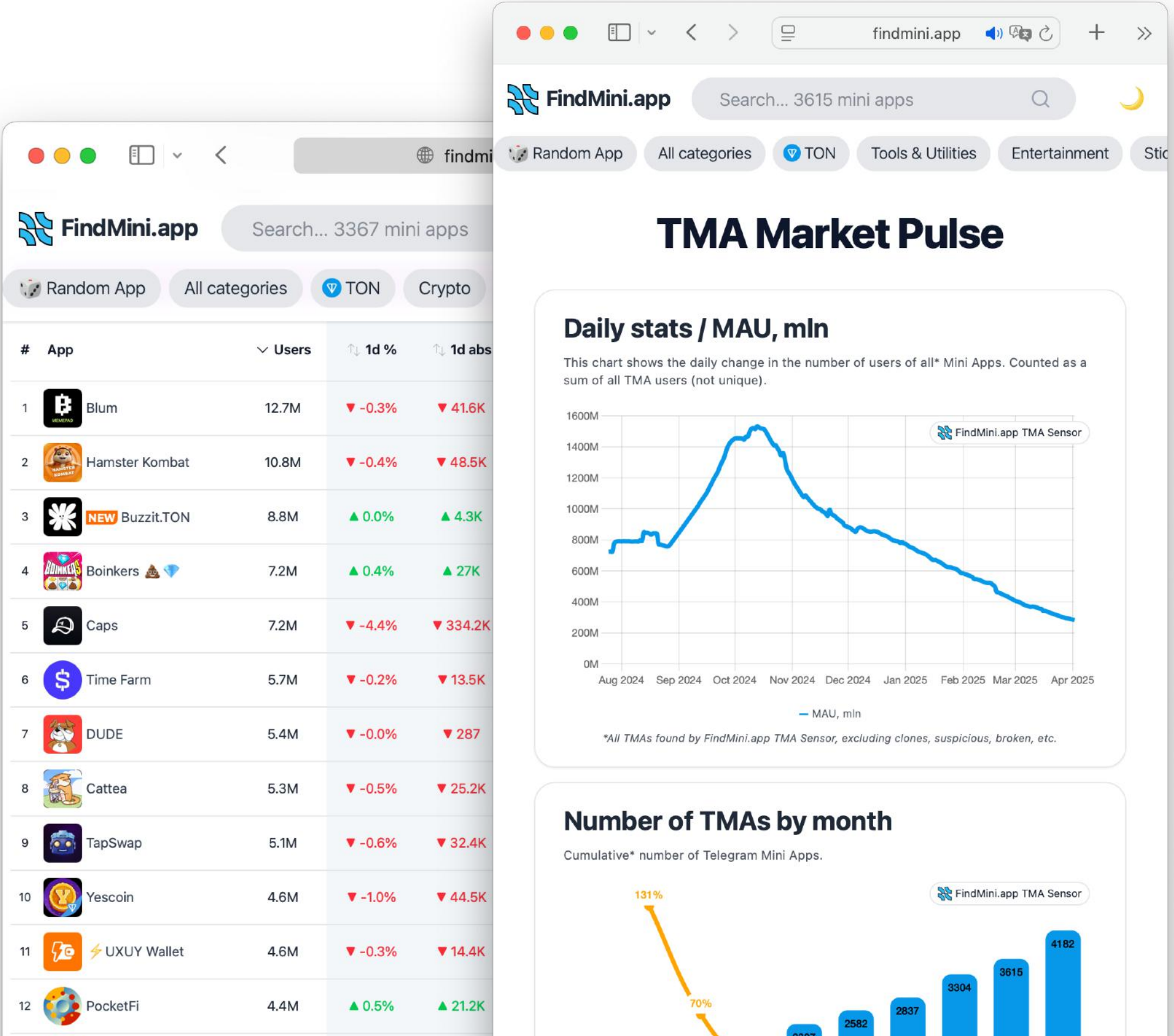


All data in the report is based on:

- 1 Semiautomatic process to collect, categorize and moderate Telegram Mini Apps
- 2 Daily gathered Telegram API data
- 3 Direct data exchange with app owners

Check out our **free analytical tool**
FindMini.app Sensor:

www.findmini.app/sensor/



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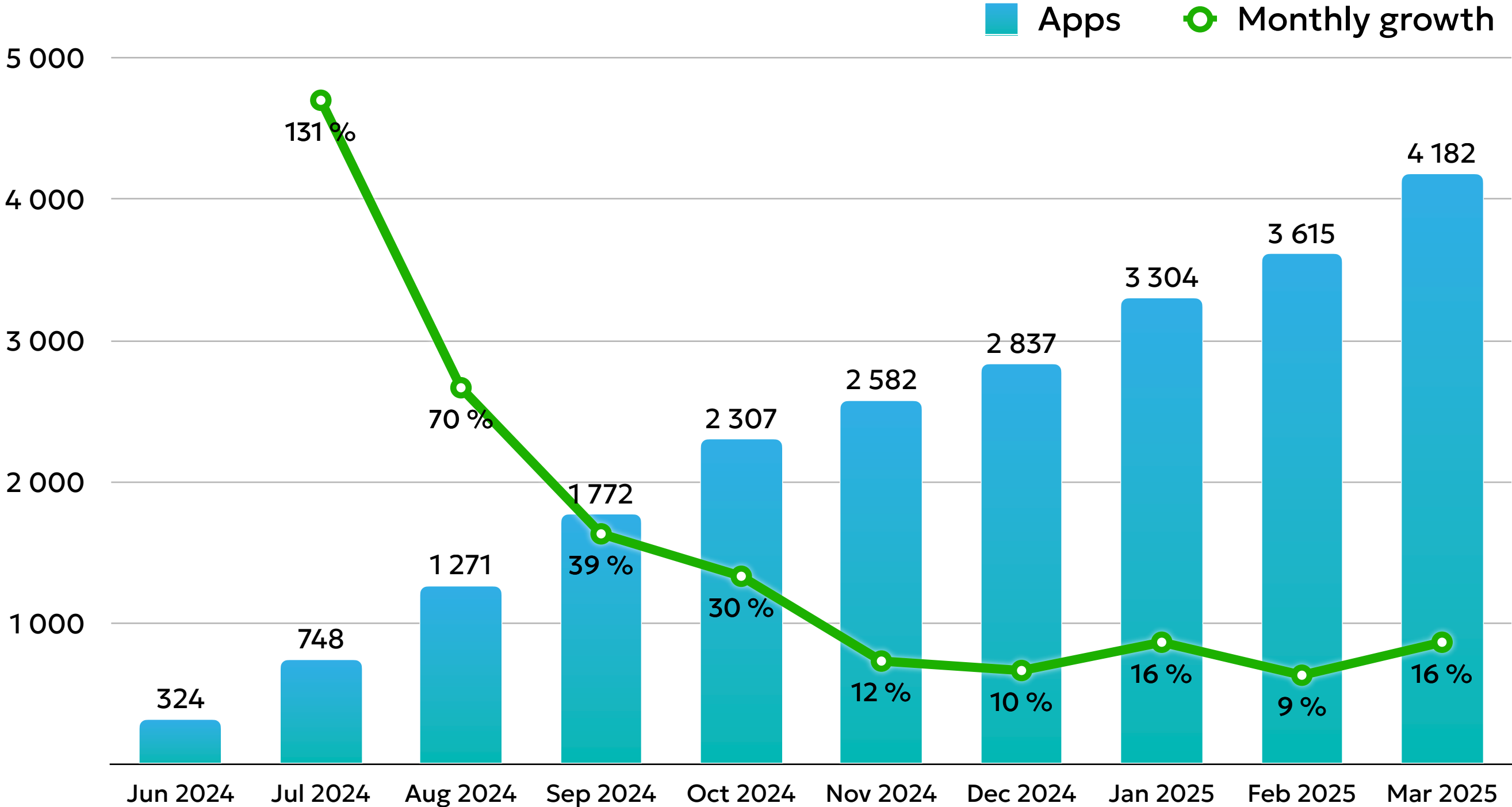
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Number of TMAs by month



Cumulative number of Telegram Mini Apps*
from June 2024 to March 2025.



*All TMAs found
by [FindMini.app TMA Sensor](#),
excluding clones, suspicious,
broken, etc.

A $\pm 5\%$ variation from the previous
report is possible due to ongoing
retrospective analysis.

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Monthly stats / MAU, mln

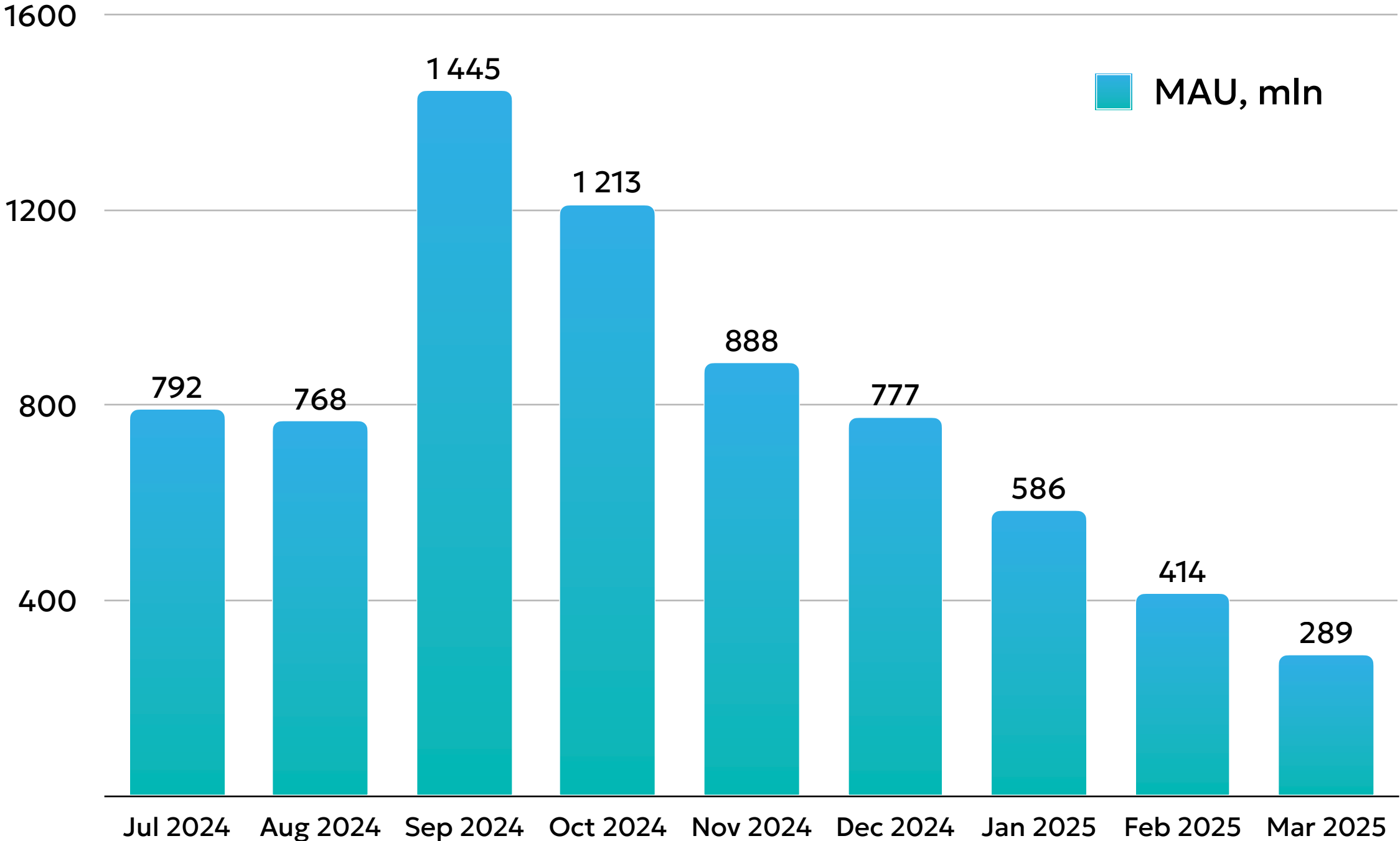


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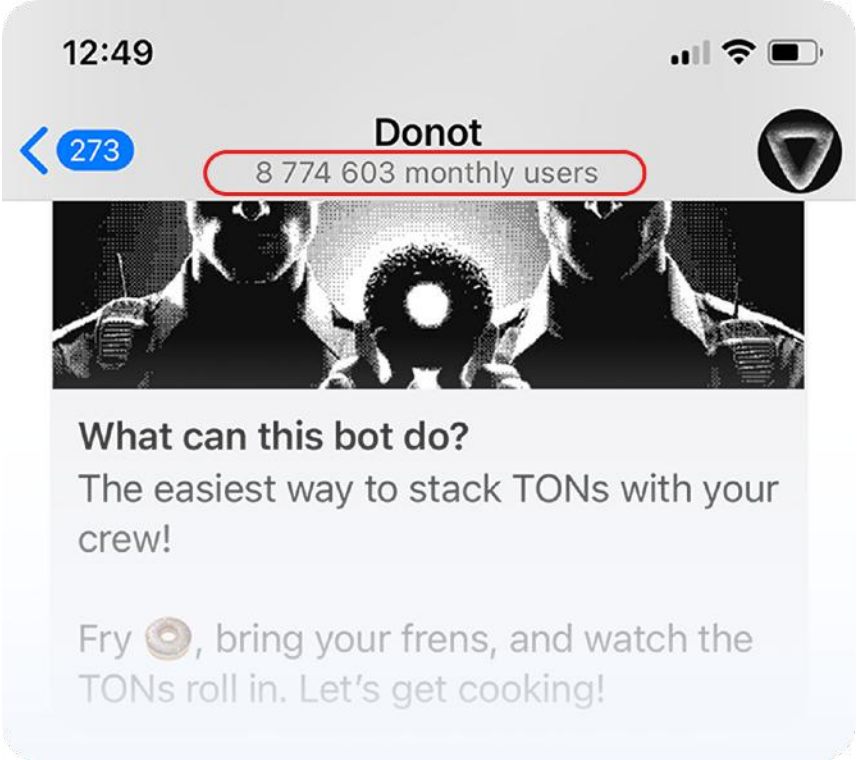


FindMini.app

Summarized monthly users count of all* active TMAs.



MAU data reference:



*All TMAs found by [FindMini.app TMA Sensor](#), excluding clones, suspicious, broken, etc. Counted as a sum of all TMA users (not unique).

A $\pm 5\%$ variation from the previous report is possible due to ongoing retrospective analysis.

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Top new* TMAs in March



**Apps launched or heavily promoted in the last 30 days and gained most traffic and/or containing new mechanics*

Treasury

4M MAU

Top 1 new



It's a simple quest game with a combination of different mechanics. It allows users to solve mysteries to participate in a giveaway of rare Telegram gifts.



[TON Miner](#) 670K MAU

Another farming game where you can mine FMT tokens and participate in numerous free and paid activities to boost your performance.



[#AIXhash](#) 870K MAU

A farming game where you can mine AIX tokens and participate in numerous free and paid activities to boost your performance.



[TG Trivia](#) 135K MAU

Trivia game with task mechanics. Allow you to compete with friends and win prizes.



[ETON](#) 700K MAU

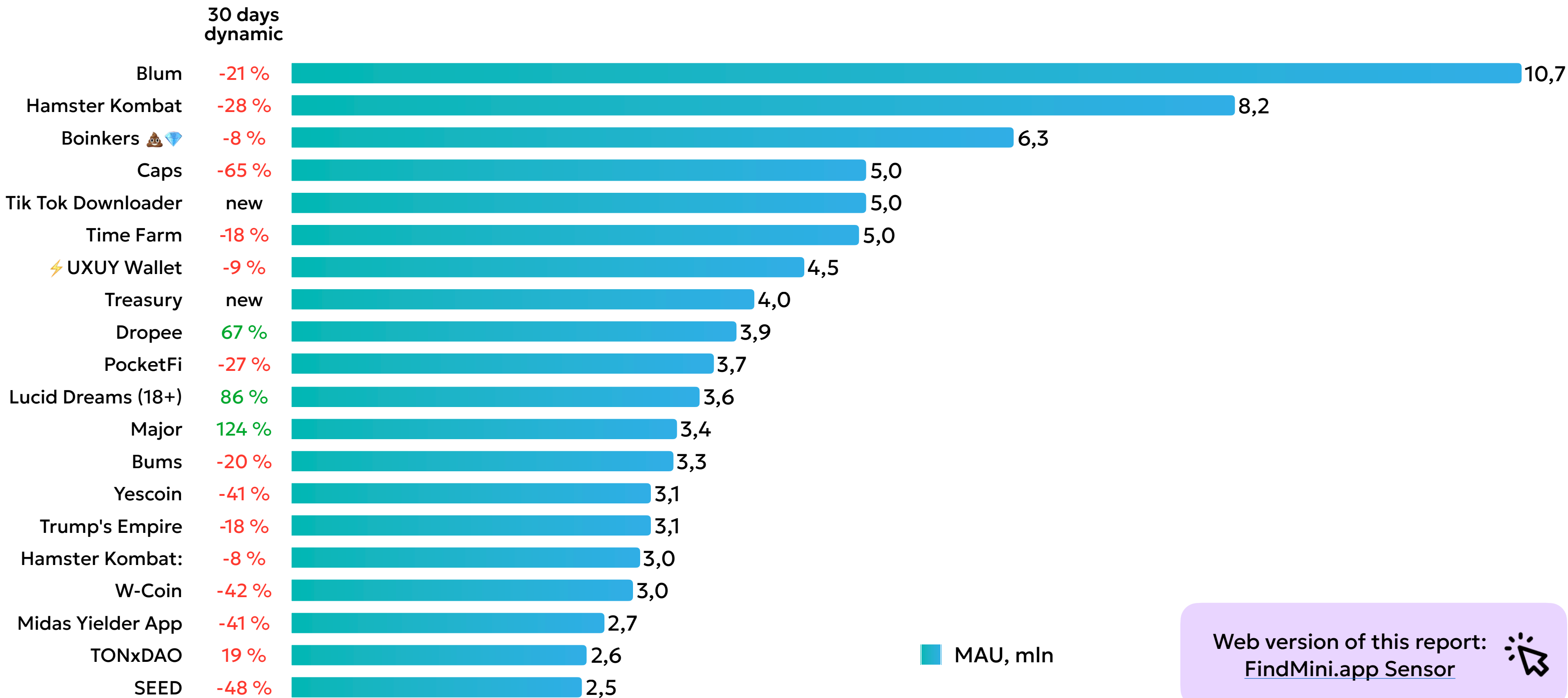
One more farming game where you can mine tokens (\$ETON) and participate in numerous free and paid activities to boost your performance. Built-in AI assistant helps you to navigate and play more efficiently.



[BELUGA](#) 150K MAU

Yet another farming game where you can farm \$BELUGA token for completing tasks and inviting friends.

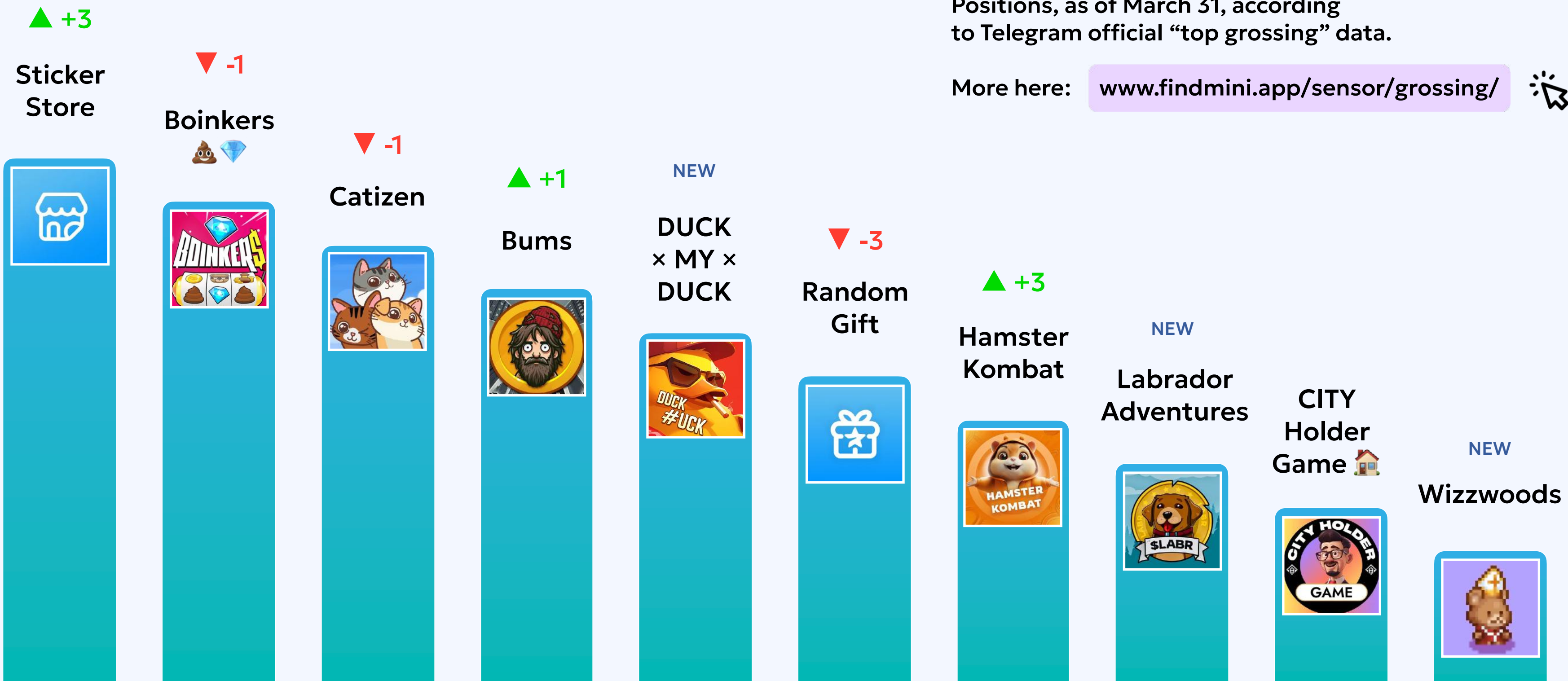
Top TMAs by MAU



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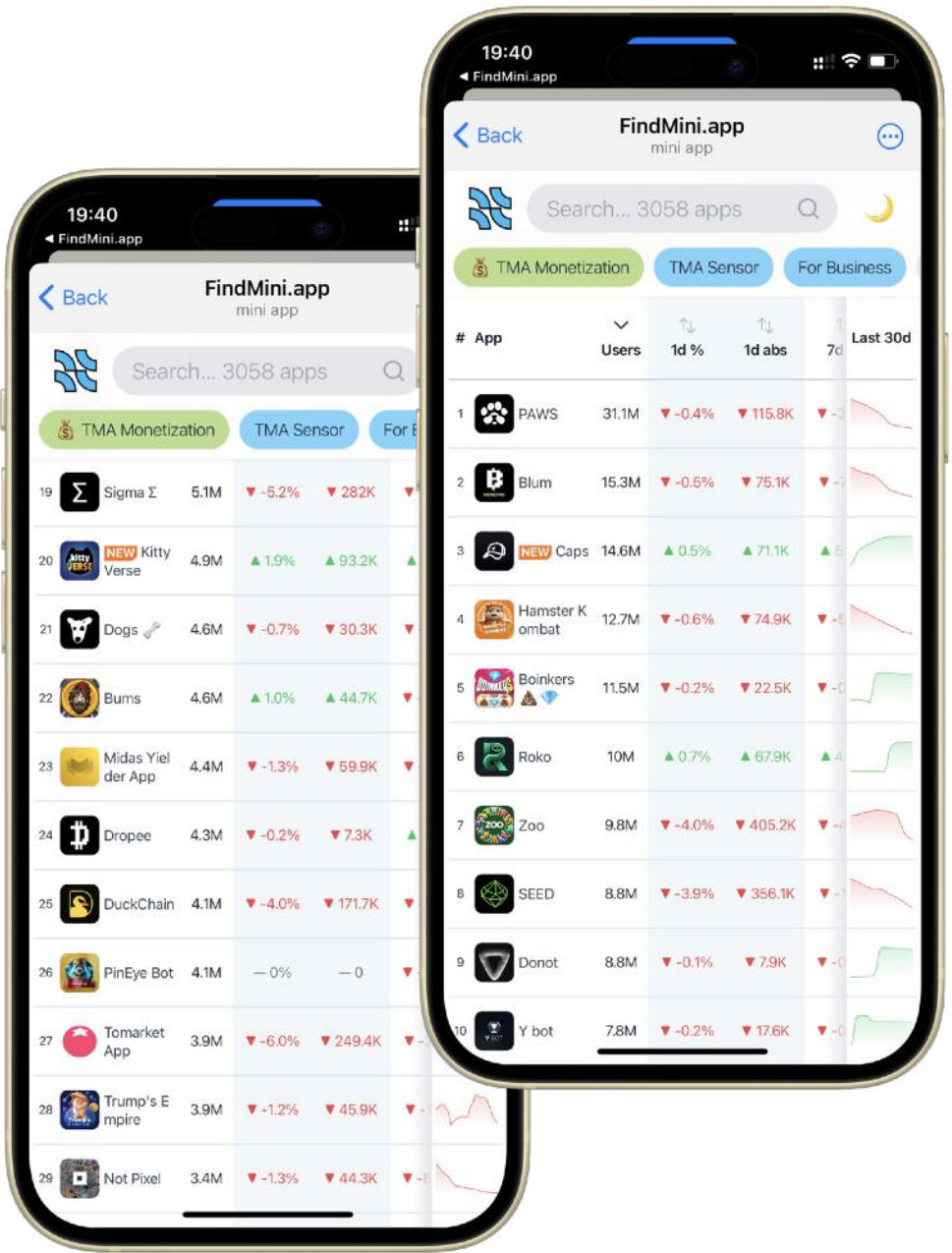
Top-10 Grossing TMAs



TMA Categories

MAU dynamic

Category	MAU, mln	Change for the past month
Crypto mini apps	242.3	-33 %
Games	111.8	-28 %
Dating mini apps	3.7	-31 %
Entertainment	10.7	-10 %
Tools & Utilities	12.7	-25 %
Business Tools	2.0	-3 %
Finance mini apps	5.3	-31 %
NFT	8.1	-12 %
Stickers and Emojis	1.7	-45 %
Character AI bots	5.1	+63 %
AI mini apps	11.6	+17 %
Communication	2.3	+17 %
Photo mini apps	1.5	+29 %
Sport mini apps	0.7	-50 %
Productivity	0.4	-11 %
Education	0.8	+15 %
Health mini apps	0.8	+111 %
Shopping mini apps	0.4	+26 %
Lifestyle	0.5	+82 %



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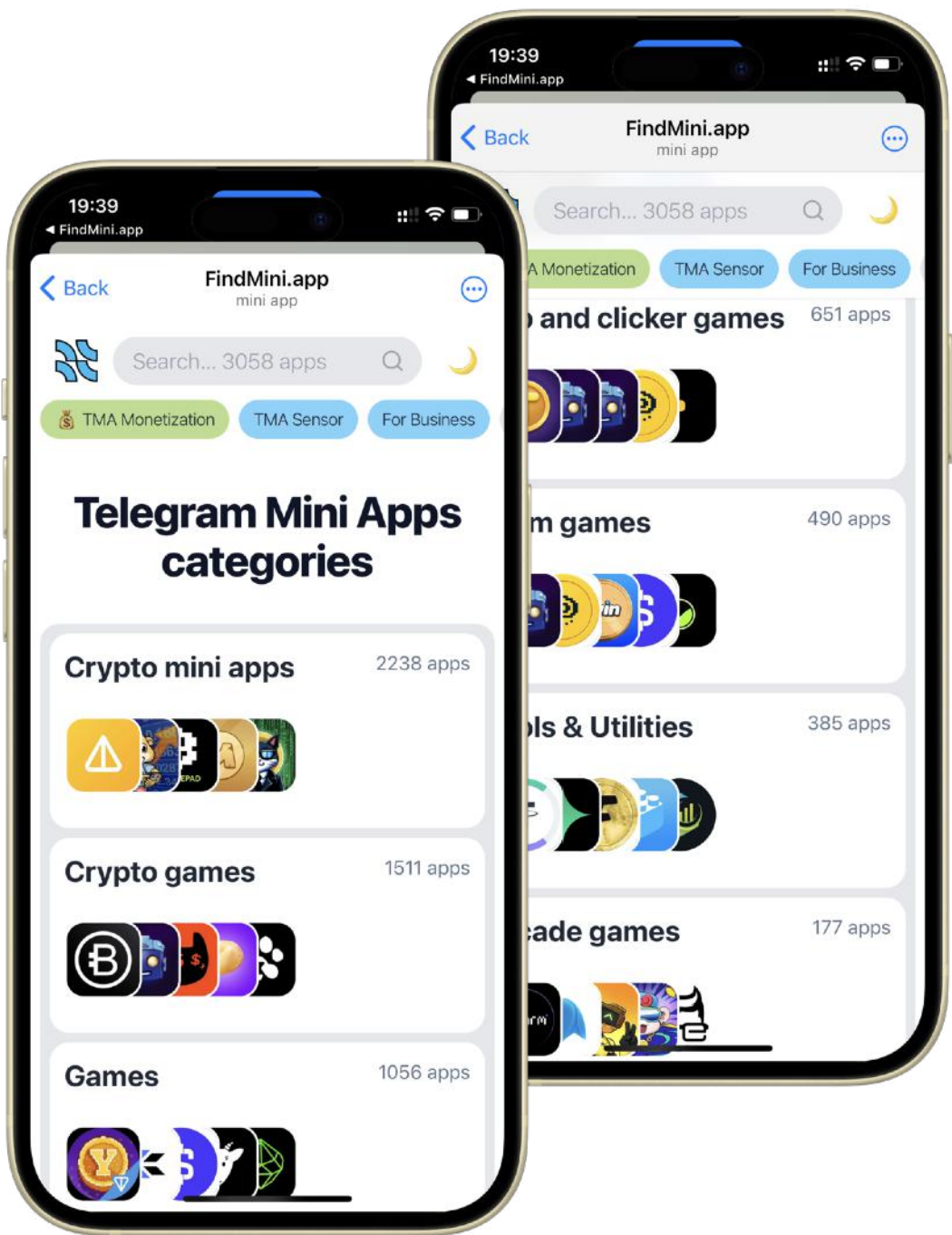


TMA Categories



Apps amount dynamic

Category	Apps	Growth for the past month
Crypto mini apps	2649	11 %
Games	1145	5 %
Dating mini apps	39	11 %
Entertainment	175	5 %
Tools & Utilities	392	9 %
Business Tools	121	3 %
Finance mini apps	80	10 %
NFT	82	11 %
Stickers and Emojis	10	11 %
Character AI bots	22	10 %
AI mini apps	165	13 %
Communication	73	9 %
Photo mini apps	40	14 %
Sport mini apps	43	16 %
Productivity	62	7 %
Education	31	15 %
Health mini apps	28	17 %
Shopping mini apps	42	8 %
Lifestyle	65	12 %



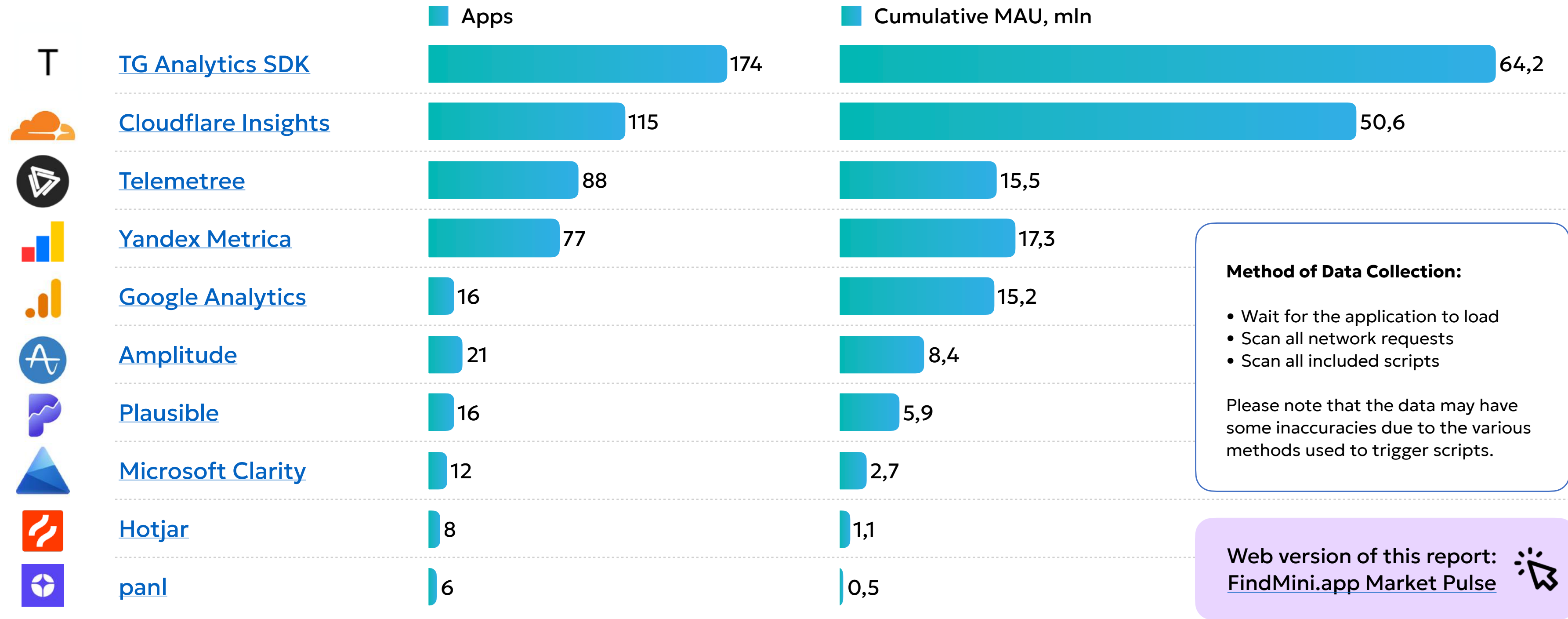
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Analytics tools (March 2025)

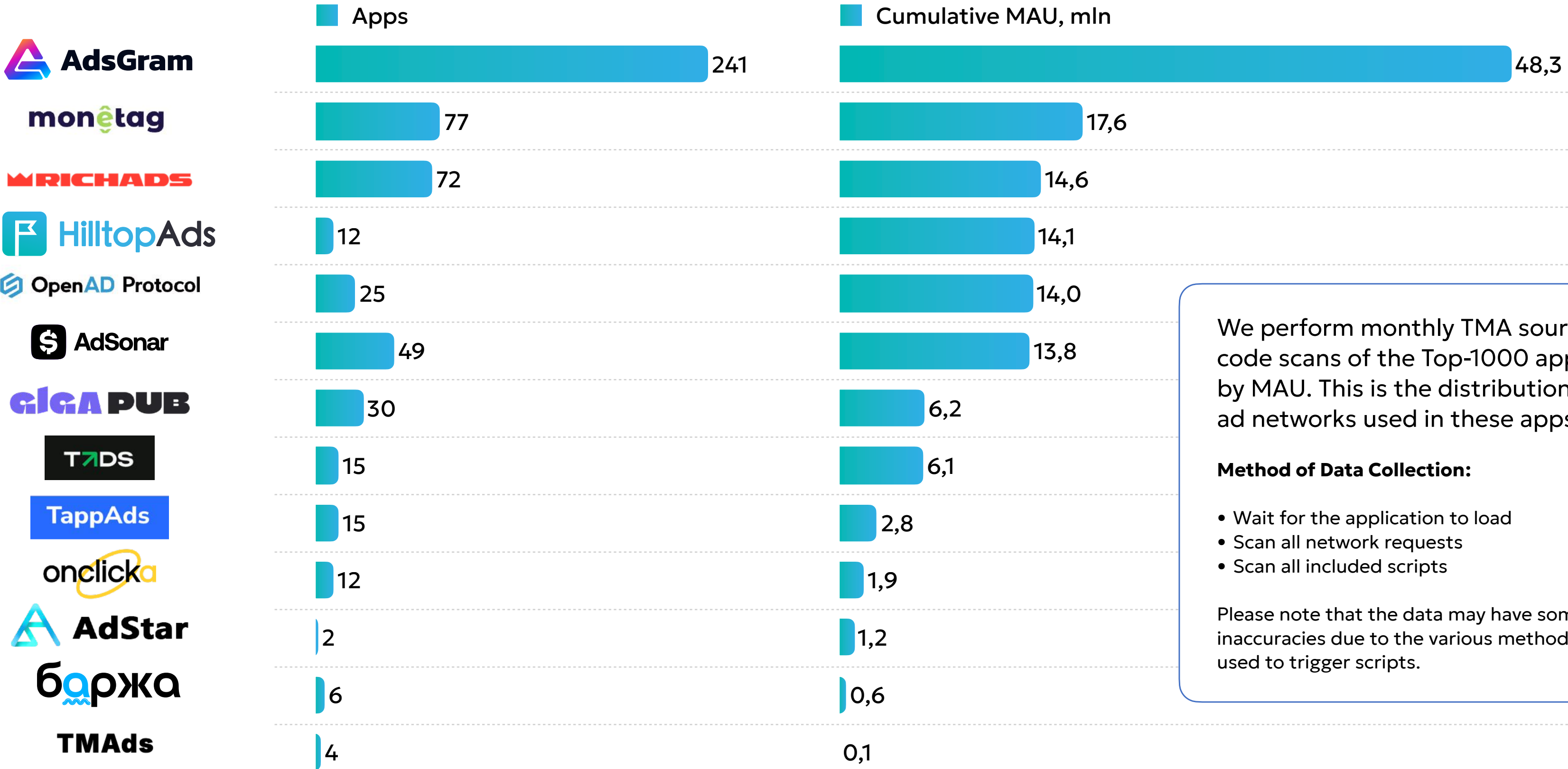


We perform monthly TMA source code scans of the Top-1000 apps by MAU. Below is the distribution of analytical tools used in these apps.



Ad networks used in TMAs

March 2025



We perform monthly TMA source code scans of the Top-1000 apps by MAU. This is the distribution of ad networks used in these apps.

Method of Data Collection:

- Wait for the application to load
- Scan all network requests
- Scan all included scripts

Please note that the data may have some inaccuracies due to the various methods used to trigger scripts.

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