

# Similarweb's 2025 Digital 100 Ranking Celebrates Big Winners and Fast Growth

*Standout performers included Substack, which grew its audience by 37% on the web and 139% on its mobile app, and personal finance company Monarch Money, up 543% on the web and 724% on its app.*

TEL AVIV, Israel & NEW YORK--(BUSINESS WIRE)-- The annual [Digital 100 ranking for 2025](#), released today by the digital market intelligence experts at Similarweb (NYSE: SMWB), celebrates the companies that demonstrated the greatest digital growth – crowning a #1 Website, #1 App, and a cross-platform Digital Winner across industries.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20250122844079/en/>

Among the strongest performers were:

- **Substack**, the digital newsletter service for journalists and opinion writers was our #1 News & Media app, while also gaining more than 5 million monthly website visitors.
- **Monarch Money**, a personal finance website and app, had both the fastest growing website and the fastest growing app in the Personal Finance category.

“Every year, the Digital 100 allows us to celebrate companies who are achieving tremendous growth within highly competitive sectors of the digital economy,” said Or Offer, CEO and founder of Similarweb. “The Digital 100 report is a powerful tool to help organizations understand and elevate their performance in the digital world.”

Similarweb released rankings for the [US](#), [United Kingdom](#), [France](#), [Germany](#), [Japan](#), [Australia](#), [India](#), and [Brazil](#). For the first time, the US and UK editions of the Digital 100 provide an equal depth of coverage for the fastest growing mobile apps, as well as the fastest growing websites, in every category.

“In many cases, the #1 website and #1 app in a category belong to different companies, reflecting the distinct strategic roles each platform can play,” said Marta Sułkiewicz, VP Global Research Solutions at Similarweb. “For digital products and services, apps and websites often serve complementary purposes across customer acquisition, engagement, monetization, and retention. Monarch Money in our Personal Finance category and Tapo in Home & Garden shows it’s possible to excel with both web and app growth. Monarch’s story is interesting because when the popular budgeting service Mint shut down last year, Monarch emerged as one of the most widely recommended alternatives. Monarch succeeded in capturing a strong cross-platform audience even though Mint parent company Intuit was suggesting a switch to one of its other properties, Credit Karma.”

The US ranking names 10 winners in 10 categories, including a new Big Winners category that covers the 250 biggest players, showing which brands continue to produce substantial digital growth. Winners were ranked by 2024 over 2023 growth in website unique visitors

and iOS and Android app monthly active users (MAUs). The Digital Winners were chosen based on growth in both web and app audiences.

## Big Winners

- **#1 Website: Just Answer** ([justanswer.com](https://justanswer.com)) up 81%, a gain of 9.4 million monthly visitors. Scoring big with a portal promising answers from experts rather than algorithmic search results.
- **#1 App: NYT Games: Word Games & Sudoku**, up 135%, a gain of 2.5 million MAUs. Further growth for the gaming wing of the media empire, which has been growing strong since the acquisition of Wordle in 2022.
- **Digital Winner: Substack**, visitors ([substack.com](https://substack.com)) up 37%, MAUs up 139%.

## Apparel & Accessories

- **#1 Website: Peppermayo** ([peppermayo.com](https://peppermayo.com)), up 416%. Fashion destination for trendsetters. Makes effective use of paid search, which drove 31% of traffic.
- **#1 App: Ralph Lauren: Luxury Shopping**, up 154%. A world of style, featuring timeless classics and modern designs.
- **Digital Winner: JD Sports**, visitors ([jdsports.com](https://jdsports.com)) up 35%, MAUs up 150%. #2 on our apps list and strong on the web.

## Beauty & Wellness

- **#1 Website: Scent Decant** ([scentdecant.com](https://scentdecant.com)), up 188%. Affordable way to sample high end designer fragrances. Benefits from strong social referrals, which drove over 30% of traffic for the year (38% in December). Strongest social channel: Quora.
- **#1 App: Bend: Stretching & Flexibility**, up 176%. Daily stretching routines help you improve your flexibility and maintain your natural range of motion.
- **Digital Winner: Yuka**, visitors ([yuka.io](https://yuka.io)) up 81%, MAUs up 57%. Health conscious consumers use Yuka to analyze the ingredients listed in foods and cosmetics before buying, using the app's barcode scanner.

## Consumer Electronics

- **#1 Website: SharkNinja** ([sharkninja.com](https://sharkninja.com)), up 187%. Innovative household appliances for the kitchen and home. Boasts strong social engagement (27% of traffic), particularly from LinkedIn because this is the corporate website, with increased visitors reflecting the prominence of the brand. Related domains like [ninjakitchen.com](https://ninjakitchen.com) get more of the traffic from Facebook and YouTube influencers recommending popular products like Ninja CREAMi ice cream maker.
- **#1 App: Yoto: Music, Stories, Sleep**, up 99%. Yoto, the children's interactive audio platform, features a curated world of stories, music, activities, sound effects, podcasts, and radio.
- **Digital Winner: Yoto Play**, visits ([yotoplay.com](https://yotoplay.com)) up 130%, MAUs up 99%. Together with the app, offers screen-free audio devices for children. Among other things, helps promote healthy sleep for children much as Hatch ([hatch.co](https://hatch.co)), #3 on our websites list, does for adults.

## Food & Drinks

- **#1 Website: Ritual Zero Proof** ([ritualzeroproof.com](https://ritualzeroproof.com)), up 188%. Non-alcoholic beverages.

- **#1 App: Grocery Outlet Bargain Market**, up 264%. Local grocery store discounts.
- **Digital Winner: TooGoodToGo**, visits ([TooGoodToGo](https://www.toogoodtogo.com)) up 54%, app MAUs up 90%. Surplus food marketplace.

## Gaming

- **#1 Website: Dragon City** ([dragoncitygame.com](https://dragoncitygame.com)), up 425%. Long-established game, originally launched on Facebook, growing its website audience.
- **#1 App: Merge Hotel Empire: Design**, up 583%. Players pursue a dream house makeover and solve a mystery.
- **Digital Winner: Pikmin Bloom**, visitors ([pikminbloom.com](https://pikminbloom.com)) up 132%, MAUs up 18%. Ranked #8 on our web list, while also growing MAUs by double digits.

## Home & Garden

- **#1 Website: Tapo.com** ([tapo.com](https://tapo.com)), up 211%. Home security cameras.
- **#1 App: TP-Link Tapo**, up 250%. Set up, manage, and control Tapo home security cameras, smart plugs, smart lighting, and more – all from the Tapo app.
- **Digital Winner: Tapo.com**, one of two US digital properties (along with personal finance company Monarch) to score the #1 Website and #1 App.

## News & Media

- **#1 Website: GBN** ([gbnews.com](https://gbnews.com)), up 402%. British news, right leaning.
- **#1 App: Substack**, up 139%. Also cited in our Big Winners category for combined web and app growth.
- **Digital Winner: Ground News**, visits ([ground.news](https://ground.news)) up 63%, MAUs up 50%. Promises to help readers compare news sources and filter out media bias.

## Personal Finance

- **#1 Website: Monarch** ([monarchmoney.com](https://monarchmoney.com)), up 543%. Tools to help consumers take control of their spending, saving, and investing.
- **#1 App: Monarch: Budget & Track Money**, up 724%.
- **Digital Winner: Monarch** – one of two US digital properties (along with security camera maker Tapo.com) to score the #1 Website and #1 App.

## Travel & Tourism

- **#1 Website: Room77** ([room77.com](https://room77.com)), up 322%. Hotel reservations network.
- **#1 App: Klook: Travel, Hotels, Leisure**, up 106%. Book tickets, tours, and cars.
- **Digital Winner: Klook**, visits ([klook.com](https://klook.com)) up 23%, MAUs up 106%. #1 app, plus double-digit web visitor growth.

For full details on all the winners, see <https://www.similarweb.com/corp/digital-100/>.

## Methodology

The Digital 100 report for the US identifies the fastest-growing digital brands based on Similarweb estimates of web traffic and app usage. Minimum criteria for the web: over 100,000 average monthly visits. Minimum criteria for apps: apps with both Android and iOS versions, including at least 5,000 Monthly Active Users (MAUs) on each platform and 50,000 MAUs combined. The Big Winners were chosen from among the top 250 websites, and the

top 5% of apps, across all categories. Our analysts manually filtered the statistical results to identify the most meaningful examples of digital business performance improvement.

## About Similarweb

Similarweb (NYSE: SMWB) powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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## Press:

David F. Carr  
Similarweb  
[david.carr@similarweb.com](mailto:david.carr@similarweb.com)

## Investors:

Rami Myerson  
Similarweb  
[rami.myerson@similarweb.com](mailto:rami.myerson@similarweb.com)

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