



The official list of the  
fastest-growing digital companies



## METHODOLOGY

The Digital 100 WEB & APP in Germany identifies the fastest-growing digital companies by analyzing web traffic and app usage across five categories. For the **WEB winners**, we analyzed websites with over 30,000 average monthly visits, ranking them by the largest year-over-year (YoY) increase in Unique Visitors (2024 vs. 2023). In the **Big Winners** category, we analyzed the top 250 websites across all categories and, for the first time, included apps. This app analysis focused on the top 10% of apps with both Android and iOS versions, spanning 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

 **AliExpress +37%**










Growth:  **Web +51%**

 **App +23%**

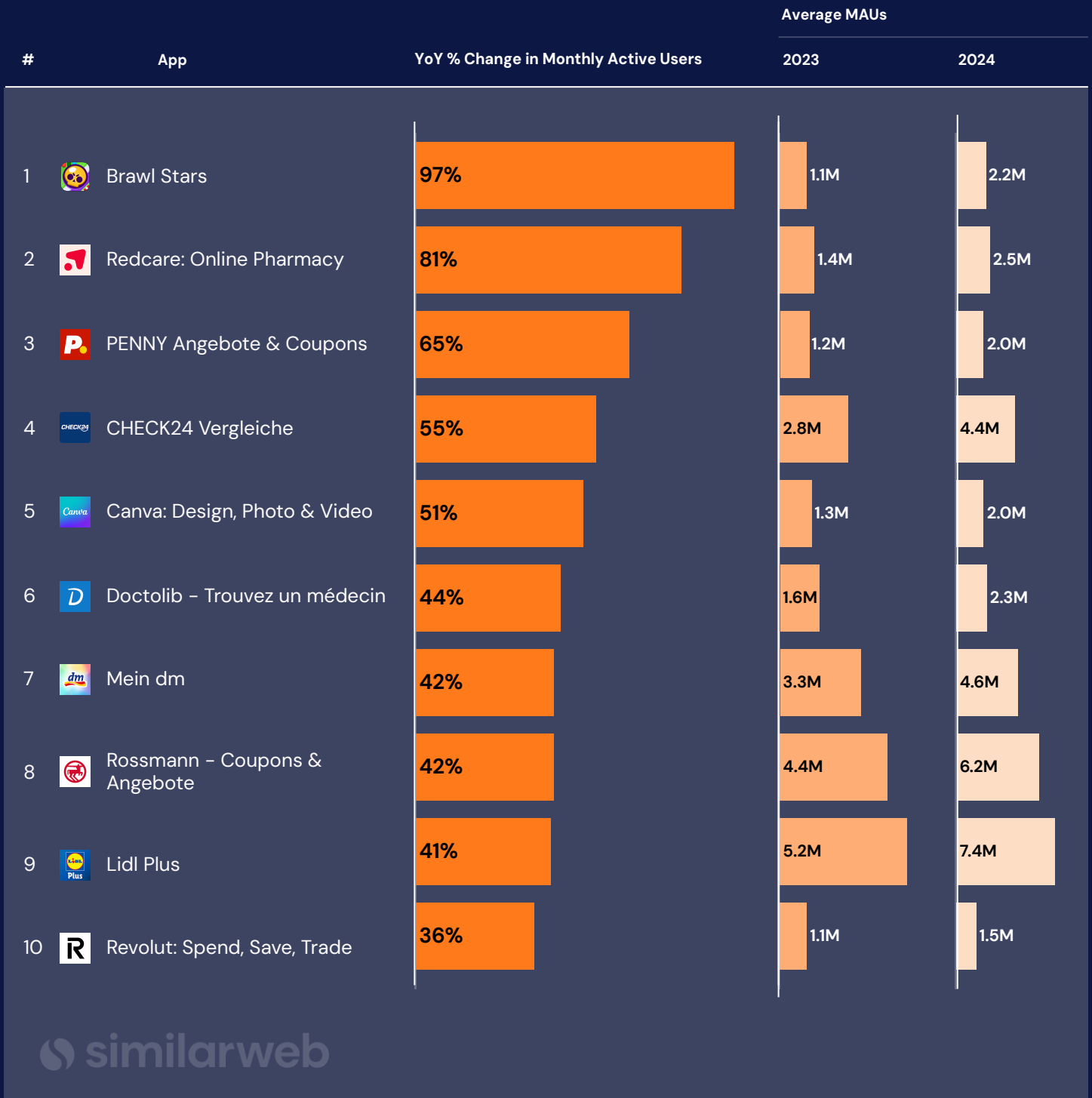
TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 sportschau.de	72%	4.3M	7.5M
2	 morgenpost.de	56%	4.4M	6.9M
3	 bing.com	55%	7.4M	11.5M
4	 klarna.com	52%	6.3M	9.5M
5	 aliexpress.com	51%	6.3M	9.6M
6	 kleinanzeigen.de	49%	19.8M	29.5M
7	 chatgpt.com	40%	6.0M	8.3M
8	 temu.com	37%	11.1M	15.1M
9	 aok.de	35%	4.3M	5.8M
10	 armediathek.de	33%	8.7M	11.6M

## TOP 11-20 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
11	 xgroovy.com	32%	5.0M	6.7M
12	 prosieben.de	29%	4.3M	5.5M
13	 waz.de	29%	3.0M	3.8M
14	 mdr.de	25%	7.4M	9.2M
15	 adac.de	24%	7.3M	9.1M
16	 fr.de	23%	11.7M	14.3M
17	 gala.de	21%	4.1M	5.0M
18	 kicker.de	21%	6.2M	7.5M
19	 zdf.de	21%	14.7M	17.8M
20	 reddit.com	20%	11.5M	13.9M

## TOP 10 APP













## TOP 11-20 APP






#	App	YoY % Change in Monthly Active Users	Average MAUs	
			2023	2024
11	 Trade Republic: Broker & Bank	35%	2.1M	2.8M
12	 WhatsApp Business	32%	1.2M	1.6M
13	 Duolingo: Language Lessons	32%	1.5M	2.0M
14	 Joyn   deine Streaming App	31%	2.0M	2.6M
15	 Microsoft Edge: AI browser	30%	1.8M	2.4M
16	 Microsoft Authenticator	30%	2.8M	3.6M
17	 Postbank	30%	1.0M	1.3M
18	 DKB	29%	2.4M	3.1M
19	 SmartThings	29%	1.6M	2.1M
20	 EasyPark - Parking made easy	28%	1.2M	1.6M




## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 bitget.com	380%	43.5K	208.9K
2	 whitebit.com	365%	46.4K	215.8K
3	 bitpanda.com	301%	176.6K	707.4K
4	 okx.com	197%	96.7K	286.7K
5	 mexc.com	168%	19.6K	52.6K
6	 skpk.de	149%	307.4K	765.3K
7	 taxfix.com	134%	75.1K	175.6K
8	 advanzia.com	129%	151.4K	347.4K
9	 traderpublic.com	129%	380.8K	871.1K
10	 pocketoption.com	122%	51.6K	114.6K

## TOP 11-20 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
11	 c24.de	116%	134.2K	289.3K
12	 finanzguru.de	115%	107.0K	229.9K
13	 getquin.com	104%	12.6K	25.7K
14	 vrbankmecklenburg.de	104%	50.1K	101.9K
15	 kraken.com	99%	54.0K	107.5K
16	 vrbank-brs.de	98%	18.8K	37.3K
17	 bkk-firmus.de	97%	67.0K	131.8K
18	 bitvavo.com	95%	32.4K	63.3K
19	 umweltbank.de	85%	51.0K	94.3K
20	 spk-nbdm.de	83%	13.6K	24.8K

## TOP 10 WEB

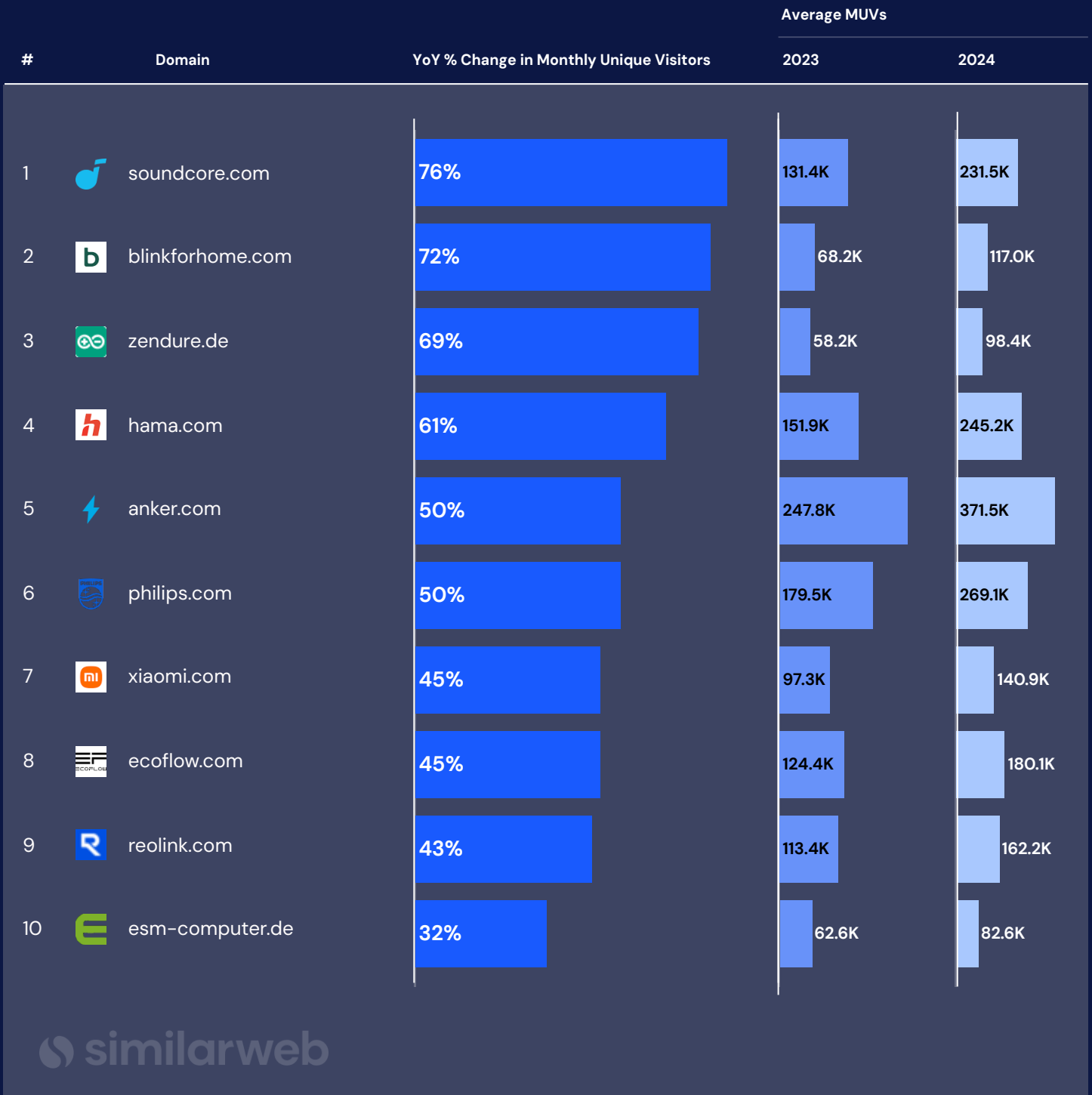
#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	 crowdfarming.com	132%	72.8K	168.9K
2	 henssler.shop	130%	60.9K	140.3K
3	 ankerkraut.de	103%	106.4K	216.1K
4	 knuspr.de	103%	99.5K	202.0K
5	 burgerme.de	58%	209.6K	330.6K
6	 ubereats.com	51%	295.2K	446.5K
7	 toogoodtogo.com	48%	84.3K	124.6K
8	 aldi-onlineshop.de	48%	1929.1K	2848.3K
9	 lindt.de	45%	235.1K	340.9K
10	 coffeeness.de	42%	109.2K	155.1K

## TOP 11-20 WEB











#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
11	franzoesischkochen.de	42%	70.0K	99.4K
12	ludwig-von-kapff.de	37%	91.1K	124.7K
13	mymuesli.com	36%	216.1K	293.0K
14	myspirits.eu	35%	91.1K	123.3K
15	v-markt.de	34%	67.4K	90.5K
16	hit.de	33%	131.9K	174.9K
17	waldispizza.de	30%	49.9K	64.6K
18	coffeecircle.com	29%	112.1K	144.4K
19	vinos.de	27%	155.0K	196.5K
20	reformhaus.de	25%	93.6K	116.9K



## TOP 10 WEB



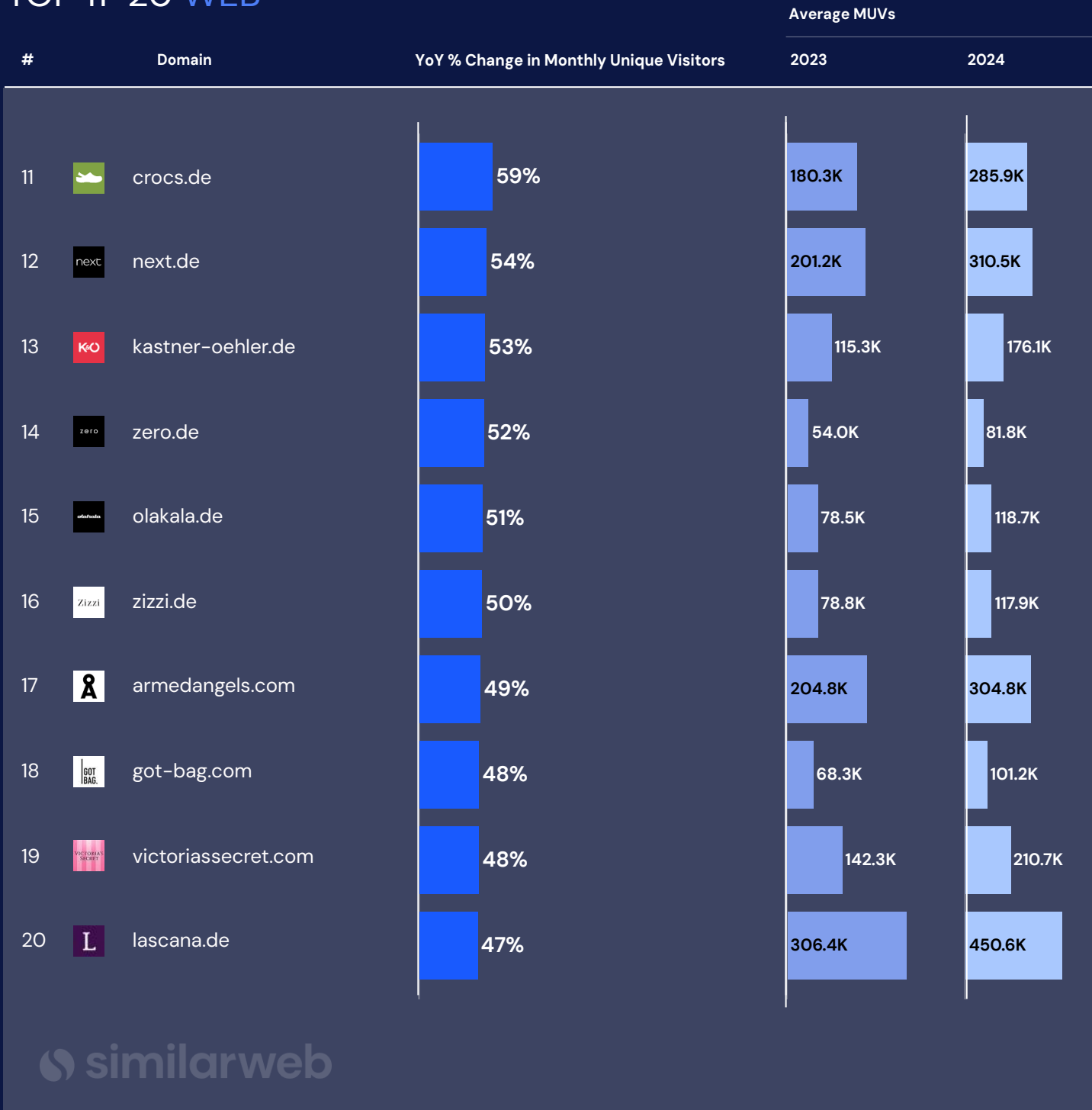
## TOP 11-20 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
11	 <b>electronis.de</b>	29%	68.6K	88.5K
12	 <b>tradingshenzhen.com</b>	28%	54.4K	69.9K
13	 <b>wirkaufens.de</b>	27%	69.2K	87.9K
14	 <b>casio.com</b>	27%	236.4K	299.2K
15	 <b>voelkner.de</b>	25%	664.1K	830.9K
16	 <b>expert-technomarkt.de</b>	23%	219.3K	269.1K
17	 <b>akkushop.de</b>	23%	103.2K	126.6K
18	 <b>afbshop.de</b>	22%	98.9K	121.1K
19	 <b>memorypc.de</b>	20%	92.5K	111.2K
20	 <b>geekom.de</b>	19%	95.6K	114.2K

## TOP 10 WEB

#	Domain	YoY % Change in Monthly Unique Visitors	Average MUVs	
			2023	2024
1	wolffashion.de	285%	94.2K	362.8K
2	spartoo.de	229%	137.2K	451.6K
3	mangooutlet.com	74%	62.4K	108.5K
4	abercrombie.com	73%	79.3K	137.5K
5	rieker.com	71%	113.2K	193.6K
6	outlet46.de	70%	162.6K	277.0K
7	suitsupply.com	70%	65.1K	110.8K
8	lookiero.de	69%	44.0K	74.3K
9	falke.com	66%	132.0K	219.7K
10	ecco.com	63%	73.7K	120.5K

## TOP 11-20 WEB



### OUR SELECTION PROCESS

Similarweb's trusted reputation stems from the accuracy of our data. Our expert analysts meticulously comb through thousands of websites and apps, applying robust methodologies, leveraging diverse data sources, and utilizing advanced technologies – ensuring the winners are accurately identified.

To learn more about Similarweb's Digital Data, [click here](#) →



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## 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 enable our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization.

**100M+**

Websites

**8M+**

Apps

**190+**

Countries

**6B+**

Keywords

Discover the secrets to becoming a winning digital brand with Similarweb

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