

Preggers app expands globally - launches 159 new markets

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In just three years, the Swedish app studio Stroller have launched its app Preggers in Sweden, Norway, Denmark and Finland. The app reached the top lists in all new markets within 48 hours and have been growing fast ever since.

During 2020 the app grew beyond the Nordics countries when launching in Poland, Germany, The Netherlands, France and UK. Now Preggers launches 159 new markets around the world. The expansion globally is part of Preggers long-term plan and more markets are planned already during next year.

- The success and learnings from the European markets is something that we have brought with us to this major launch. We are looking forward to meet all our new users globally, says Amanda Avsan, Founder and Head of Product at Stroller.

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About Stroller AB

Stroller, founded in 2017, is a Sweden-based app studio aiming to create the best apps related to the family. By creating easily accessible and user-friendly apps, they make parenting easier for expectant and new parents. Every month Stroller reaches hundreds of thousands of parents globally through its apps and services. So far Strollers' apps have been downloaded in 196 countries and is on track to become the leading global app studio related to the family.