Awesome Apps

iOS & Android App Development for Australian Businesses

Mobile App Cost Guide

What Does an App Really Cost? The Honest Guide for Australian Business Owners

2026 EDITION

App Cost Ranges (AUD, 2026)

- ✓ Simple app (1–5 screens, basic auth, no backend): $15K–$30K
- ✓ Standard business app (10–20 screens, REST API, push notifications): $30K–$80K
- ✓ Complex app (custom backend, payments, real-time features): $80K–$200K
- ✓ Enterprise app (multiple integrations, compliance, offline): $200K+
- ✓ Cross-platform (React Native/Flutter) saves 30–40% vs native iOS + Android
- ✓ Monthly maintenance after launch: $500–$3,000/month

What Drives Cost Up

- ✓ Custom animations and unique UI — add 20–40% to design budget
- ✓ Third-party integrations (Xero, Salesforce, payment gateways) — $2K–$8K each
- ✓ Backend API development (if none exists) — $15K–$50K additional
- ✓ App Store submission + annual developer account: Apple $149/yr, Google $25 once
- ✓ Changing scope mid-build — the #1 cause of budget blowouts

How to Get the Best Value

- ✓ 1. Start with an MVP (Minimum Viable Product) — launch fast, learn from real users
- ✓ 2. Use cross-platform (React Native/Flutter) unless you need native-only features
- ✓ 3. Define all features in writing before development begins — sign off on scope
- ✓ 4. Budget 20% of build cost per year for ongoing maintenance
- ✓ 5. Choose a local team — easier communication, aligned to Australian market

NEXT STEP

Get an accurate quote for your app idea — not a ballpark, a real scoped estimate based on your requirements.

→ Book your free app strategy call at eawesome.com.au

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