

App Store complaint report

Babbel - Language Learning · Babbel GmbH · current version 22.19.0

Generated 2026-10-20 from the 500 most recent public App Store reviews across 3 storefronts (2025-06-26 to 2026-10-19).

Metric	Value
Reviews analysed	500 (499 classified by AI)
Average stars (these reviews)	3.13
Reviews with a complaint	231 (46%)
Storefronts	US 250, CA 150, GB 100
All-time App Store rating (US)	4.72 from 756,437 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	115	2.2	22.15.0 (11), 22.18.0 (7), 22.14.0 (7)
Feature requests	102	2.0	22.12.1 (10), 22.15.0 (7), 22.7.0 (7)
Bugs	67	2.2	22.12.1 (5), 22.14.0 (4), 22.6.0 (4)
UX / design	36	2.0	22.12.1 (4), 22.15.0 (3), 22.18.0 (2)
Crashes / freezes	7	2.8	22.16.1 (1), 22.12.1 (1), 21.90.1 (1)
Performance	4	2.3	22.12.1 (2), 22.14.0 (1), 22.15.0 (1)
Ads	2	2.0	22.12.0 (1), 21.96.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
22.18.1	8	2.6	75%
22.18.0	34	3.1	41%
22.17.0	14	3.6	43%
22.16.1	7	3.1	43%
22.16.0	5	4.0	20%
22.15.0	39	3.3	38%
22.14.0	22	2.9	50%
22.13.1	10	3.8	20%

Representative quotes

Pricing / subscription

“Paywall. Ugh. – Sad to see yet another knowledge app hidden behind a paywall. Everyone deserves to learn. The unfortunate part is that I actually prefer this platform to the other ones I’ve tried. Oh well. Deleted.” (1★, v22.12.0, US, 2026-08-29)

“great app but you have to pay to do anything and it’s not cheap – Love learning on this app but had to stop because it just got to expensive for me” (3★, v22.13.1, US, 2026-09-14)

Feature requests

“Complete disappointment – The app looks well-designed, but the lack of Russian for the interface makes it impossible for me to use. It is a huge disappointment. Please add Russian so more people

can learn with your app.” (2★, v22.7.0, US, 2026-08-04)

“Good for beginners – Although touted as the superior app for learning to converse in a language, after completing the Duolingo course twice, I find this app is inferior in all aspects of language learning, and provides no additional opportunity to actually con” (1★, v21.90.0, CA, 2025-12-28)

Bugs

“Broken app – Got all through the setup, and then pressing “sign up” does nothing at all. Waste of time, fix the glitch.” (1★, v22.12.1, CA, 2026-08-31)

“Broken! – Whatever you did with this last update completely broke the app. The microphone input doesn't work at all now. The app is totally useless as is.” (2★, v21.92.0, CA, 2026-01-27)

UX / design

“Cumbersome to navigate. – I have had a terrible time with this app on my iPad and phone. I am locked in to some sort of loop, repeatedly having to enter my account detail as if it was the first time. It doesn't seem to recognize me and I never know what lesson” (1★, v21.89.0, CA, 2025-12-15)

“Babbel. – I've been using this app for a bit now because my parents wanted me too. I hate it. I've tried to learn from it or something but I cannot just...learn the languages. It's just too confusing. The way the app works is confusing. I've also tried Duolingo ” (1★, v22.12.1, US, 2026-09-04)

Crashes / freezes

“More frustrating than beneficial. – Technical Issues: 1) When trying to chat with the AI bot thing (which I feel like nowadays there's an over-reliance on these chat bots anyway and they often can't resolve things because they're, respectfully, too dumb to und” (1★, v22.12.1, US, 2026-08-31)

“Can't even start – The first assessment won't scroll whatsoever. Deleted the app and reinstalled new. Same issue. Unusable.” (1★, v21.90.1, CA, 2026-01-09)

Performance

“Unpredictable – It's a good app overall but it's frustratingly unpredictable with how long lessons are going to take. One day a lesson will last 3 minutes, the next day's lesson will last 15 minutes. It's hard to keep a streak because of this. The pace of each” (3★, v22.15.0, US, 2026-09-24)

“Speed – You must do something about the speed with which things are verbalized. Everyone I know has the same complaint about not being able to affect speed. Clarity is also an issue - I am considering canceling my subscription in favor of duo lingo which ” (2★, v22.14.0, US, 2026-10-04)

Ads

“Perpetual marketing – Daily emails from the company offering lifetime access to the app. It's always 'your last opportunity' too. A joke” (1★, v21.96.0, GB, 2026-03-23)

The 10 most important fixes

1. Improve content quality [Feature requests · 102 reviews · avg severity 2.1/3 · versions 22.12.1, 22.15.0]

Review the content areas users name; add a "report a problem" button on content.

“Better than the others but – This program does a better job of presenting grammar than the other programs I have tried. It however, does a lousy job of actually teaching it. Their teaching recordings blur words together and lack good phone” (1★, US)

2. Justify or adjust the price [Pricing / subscription · 65 reviews · avg severity 2.2/3 · versions 22.15.0, 22.14.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

“Too expensive – The AI voices speak too quickly; my husband is French and even he can't always understand it! Make it impossible to move levels without the necessary grammar and bring the price down as apps do not cost to run” (3★, GB)

3. Ease paywall pressure [Pricing / subscription · 38 reviews · avg severity 2.2/3 · versions 22.15.0, 22.11.0]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

“It's all paid – They kinda catfish you by pretending the app is free, but it only lets you try the first lesson and then the rest is locked behind a paywall, that is honestly overpriced for the economy we live in rn and for the value one si” (1★, CA)

4. Make trials and renewals transparent [Pricing / subscription · 29 reviews · avg severity 2.2/3 · versions 22.12.1, 22.11.0]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive

1-star reviews and refunds.

“Charged after I cancelled – Don’t subscribe” (1★, US)

5. Answer support requests [Bugs · 20 reviews · avg severity 2.4/3 · versions 22.18.0, 22.12.1]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

“Absolute disappointment. – Upon downloading the app and creating an account, the app defaulted to Spanish, though I came to learn French, and there is absolutely no way to change the language. I have gone very far down a rabbit hole on Redd” (1★, US)

6. Ship the most requested feature [Feature requests · 21 reviews · avg severity 1.7/3 · versions 22.7.0, 22.12.0]

Read the quotes below for the exact request; consider a public roadmap.

“Babbel please read this – I’ve been using this app for my Spanish and it’s really good but I would like a few things fixed. First thing I want to clarify is the pronunciation. The pronunciation clarity is not very good and even though I t” (5★, US)

7. Simplify navigation [UX / design · 18 reviews · avg severity 2.1/3 · versions 22.7.0, 22.12.1]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“Just so so – Very hard to navigate if you want to start over. The jump from A1 to B1 seems like kindergarten to graduate school” (2★, US)

8. Fix notifications [Bugs · 12 reviews · avg severity 1.9/3 · versions 22.12.1, 22.12.0]

Check notification delivery and let users control frequency in settings.

“App decent - Relentless marketing – The app itself is helpful, the hundreds off upsell emails and notifications were bad enough I deleted the app. Re: developer response - it’s not the newsletter, but the constant sales tactics that frustr” (3★, GB)

9. Stop data / progress loss [Bugs · 8 reviews · avg severity 1.9/3 · versions 21.80.0, 21.93.0]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

“Very glitchy – I have just lost my 283 day streak. Wrongfully so. It was not uncommon that my daily practice was not counted. Thankfully, the “streak freezes” were generous and I didn’t lose my streak. Until today. When I opened the app, it” (2★, CA)

10. Fix login / account access [Bugs · 6 reviews · avg severity 2.6/3 · versions 21.98.1, 21.89.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

“Disappointing initial experience – Surely gmail and googlemail are the same? Took days to activate my account. A very frustrating experience so far.” (5★, GB)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.