

App Store complaint report

H&M · H&M · current version 26.42.0

Generated 2026-10-24 from the 300 most recent public App Store reviews across 4 storefronts (2024-04-21 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.74
Reviews with a complaint	96 (32%)
Storefronts	GB 100, US 100, CA 50, AU 50
All-time App Store rating (US)	4.84 from 242,656 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	60	2.2	26.22.1 (6), 26.09.1 (4), 26.13.0 (4)
Feature requests	46	1.9	26.38.2 (5), 26.22.1 (5), 26.34.0 (4)
UX / design	27	2.1	26.34.0 (3), 26.22.1 (3), 25.50.0 (3)
Pricing / subscription	22	1.8	26.26.0 (4), 26.38.2 (4), 26.22.1 (3)
Performance	22	2.5	25.50.1 (3), 26.13.0 (2), 25.15.1 (2)
Crashes / freezes	20	2.6	25.50.1 (2), 26.22.1 (2), 26.17.2 (2)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
26.42.0	5	3.4	40%
26.38.2	12	3.2	42%
26.38.1	2	5.0	0%
26.38.0	3	2.7	67%
26.36.2	7	4.0	29%
26.36.0	9	4.3	22%
26.34.0	12	3.2	42%
26.31.0	13	4.4	15%

Representative quotes

Bugs

“App not working – App used to work just fine, but suddenly it isn’t working anymore. I’m using an iPhone 8 on iOS 16.7.16. The H&M app says my device is incompatible and recommends using the website. However, the website crashes with 'Application error: a clie” (1★, v26.09.1, CA, 2026-07-19)

“Silly Errors or Unethical practices? – Shopping for in store items is near impossible on this app. Can’t even add items to your cart for pick-up. If I can find this issue in 5 minutes ; I know the I.T department can to. The fact it’s a persistent issue lets” (1★, v26.29.0, US, 2026-07-23)

Feature requests

“...anywhere because it thinks “Canada” region is French only. Quite literally haven’t purchased from H&M in almost a year because of this. Please add support to override language from the app.” (3★, v26.34.0, CA, 2026-08-28)

“New filtering options – The new update has made filtering options literally impossible to find clothes. So for example, if I want to see what is new in, I click on ‘new in’ and then I have the option to filter things that I want to see like trousers and tops. ” (1★, v26.34.0, GB, 2026-08-27)

UX / design

“Not a user friendly ui – It is so frustrating to shop due to the User interface being boring” (3★, v25.15.1, AU, 2025-04-18)

“Confusing – Mate, understanding and controlling this app is like trying to fly a plane with no eyes and with your feet bro, am just trying to buy a white tee but this app is so bad it’s confusing. I can’t even change my region to the UK bc it seems impossible” (1★, v26.22.1, GB, 2026-06-08)

Pricing / subscription

“Get rid of your exchange policy for money based on current price –” (1★, v26.26.0, GB, 2026-07-03)

“No more customer – Very disappointed, after 2 years try to back to see of they improve the clothing quality, but nope! Everything shrink! Sizing a big issue ... totally waste of money on h&m.” (1★, v25.50.1, CA, 2026-01-08)

Performance

“Terrible – The app froze my iPad. I could not close the app nor turn off my iPad. I tried to force shut my iPad down but nothing had worked. I had to drain the battery in order to get my iPad working. I DO NOT Recommend installing this app.” (1★, v26.11.0, CA, 2026-03-19)

“The app is slow and hanging – App is hanging” (5★, v25.50.1, GB, 2025-12-26)

Crashes / freezes

“App Crashes Constantly – I used to love using this app, for the most part. My only real complaint was that I never got notified about things coming back in stock and had to check manually if I didn’t want to miss out. Now, the app freezes/crashes CONSTANTLY. ” (1★, v26.17.2, US, 2026-05-08)

“iPhone 16 pro - app crashed – Crashing all the time on iPhone 16 pro. Impossible to use” (1★, v26.38.0, CA, 2026-09-16)

The 10 most important fixes

1. Ship the most requested feature [Feature requests · 19 reviews · avg severity 1.8/3 · versions 26.36.2, 26.34.0]

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

“Great app but.... – i like H&M it's a high quality brand I love it and i wish the creator of this brand and this app read my message because there is only one problem. There is no shipping for some countries Arab countries like Iraq ☐☐ ?????” (2★, US)

2. Soften the redesign backlash [UX / design · 15 reviews · avg severity 2.0/3 · versions 26.22.0, 26.34.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

“☹ – I really miss the previous H&M app. The new design makes shopping much harder instead of easier. It’s now difficult to find specific items, categories, or filters, and browsing feels confusing. I spend much more time looking for produc” (1★, US)

3. Simplify navigation [UX / design · 11 reviews · avg severity 2.2/3 · versions 26.34.0, 26.15.0]

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

“Very confusing to shop – Bring back the old menu - hard to find stuff” (1★, CA)

4. Speed up loading [Performance · 8 reviews · avg severity 2.4/3 · versions 26.34.0, 26.13.0]

Profile cold start and the slowest screens on older devices; cache content.

“frustrating – I can barely shop on this app. it’s constantly lagging, freezing, and taking forever to load. it’s so slow and annoying. please fix the app.” (2★, US)

5. Answer support requests [Bugs · 9 reviews · avg severity 2.0/3 · versions 26.13.0, 26.31.0]

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

“Customer Service – Worst customer service. I have been hung up on and treated unprofessionally by customer service agents, and despite having reached out and escalated my issue, I did not receive any helpful solutions. I no longer shop at H” (1★, CA)

6. Fix in-use crashes and freezes [Crashes / freezes · 8 reviews · avg severity 2.3/3 · versions 26.22.1, 25.11.2]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"H&M app is terrible – This app freezes, crashes and tweaks. Every time im shopping it freezes or jumps around then i lose my place, if theres a promotional giveaway it will show you a link to enter but it takes you to a blank H&M page. Love" (2★, US)

7. Fix login / account access [Bugs · 5 reviews · avg severity 2.4/3 · versions 26.31.0, 26.26.0]

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

"Not happy – It's keeps logging me out of my account and losing my info and it's getting really annoying" (2★, GB)

8. Fix notifications [Bugs · 4 reviews · avg severity 2.2/3 · versions 26.17.2, 26.04.1]

Check notification delivery and let users control frequency in settings.

"Impossible to unsubscribe from notifications I have never subscribed to – Unless you fully silence them on the os level. And it's like daily." (1★, CA)

9. Fix features broken by the latest update [Bugs · 4 reviews · avg severity 2.1/3 · versions 26.42.0, 26.34.0]

Add regression tests for the features users name in these reviews before the next release.

"Rebate not showing up on Favorites item list – Price reductions used to showing up on Favorite items list but not anymore. Very frustrating." (2★, CA)

10. Fix crash on launch [Crashes / freezes · 3 reviews · avg severity 2.7/3 · versions 26.22.1, 26.13.0]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

"Shut down – Updated iPhone last week and now the app just opens to a black screen. Hesitant to reinstall in case data is lost" (1★, 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.