

App Store complaint report

NordVPN: VPN Fast & Secure · Nordvpn S.A. · current version 9.16.0

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-07-14 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.29
Reviews with a complaint	215 (72%)
Storefronts	US 150, CA 100, GB 50
All-time App Store rating (US)	4.66 from 710,661 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	179	2.5	9.15.0 (59), 9.13.0 (36), 9.14.1 (26)
Pricing / subscription	80	2.7	9.15.0 (24), 9.14.1 (14), 9.13.0 (12)
Performance	57	2.5	9.15.0 (12), 9.13.0 (12), 9.16.0 (8)
Feature requests	30	2.4	9.15.0 (11), 9.13.0 (5), 9.16.0 (3)
UX / design	20	2.2	9.16.0 (4), 9.15.0 (4), 9.13.0 (4)
Crashes / freezes	19	2.6	9.15.0 (5), 9.16.0 (3), 9.14.1 (3)
Ads	6	2.1	9.13.0 (2), 10.10.1 (1), 9.12.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
10.12.0	8	4.0	25%
10.11.0	3	2.7	67%
10.10.1	2	1.0	100%
10.9.1	2	4.5	0%
10.6.0	2	4.0	50%
9.16.0	21	2.6	71%
9.15.0	90	2.1	73%
9.14.1	47	2.4	66%

Representative quotes

Bugs

“Broken in current state – I have been a Nord customer for years. This is by far the worst I’ve ever experienced. There are regular connection drop outs, every 10 minutes I need to reconnect the VPN. Certain VPN servers no longer work and apps like YouTube no l” (1★, v9.13.0, GB, 2026-09-24)

“No longer the service it once was – NordVPN brings your phone back to y2k with 2g speeds and connectivity. NordVPN is constantly failing and crashing, daily, causing app crashes, disconnects, failure to load apple map directions, failure to connect to anything” (1★, v9.13.0, US, 2026-09-27)

Pricing / subscription

"Don't use this app – purchased this VPN in Canada, but it was completely useless when I traveled to China. It simply did not work, so I ended up wasting my money. What made it even worse was that auto-renewal was enabled automatically when I made the purchase" (1★, v9.14.1, CA, 2026-10-04)

"DO NOT STUPID LIKE ME! PAID THIS APP! READ THIS – I subscribed to the 2-year premium plan, and I strongly recommend being careful before purchasing this app. I have experienced a lot of problems, and honestly, it performs worse than many free VPN apps. I use " (1★, v9.15.0, CA, 2026-10-06)

Performance

"NORDVPN Not creating a secured connection – Just got the app and still unable to create a secure connection. Gmail won't open and continues to load as well as other web pages as data host have slowed down my iPhone mobile hotspot that is suppose to create a se" (1★, v9.15.0, US, 2026-10-15)

"Slows down connection – I am always having to turn it off as it slows down my connection to the point that things down load or work" (2★, v9.13.0, CA, 2026-09-18)

Feature requests

"Huge isse with updates to 2.6 servers – Well, unfortunately, this service looks like it will no longer be useable for people running an Asus router. I was told that the company updated to servers 2.6. Well, I don't know if they didn't do enough research b" (1★, v9.9.0, CA, 2026-07-27)

"Gotten Worse, shop around. – Been using the app for years on both phone and iPad. Have the family plan and dedicated IP. Dedicated has never worked well with banking, which was the appeal. Now the app just bricks my phone randomly. If I have 5G coverage but ca" (2★, v9.14.1, CA, 2026-10-02)

UX / design

"Terrible – Whoever designed the new UI is a real genius. The disconnect button is super small and is placed right beside the huge pause button, so you'll press pause accidentally all the time. And if you do that, there is no way to turn off the connection perm" (1★, v9.12.0, CA, 2026-09-06)

"Connection – Nord VPN is a very poor quality and poorly designed app that looks advanced and filled with a variety of tools but instead is all lies and for show. None of the said features work and hides behind a disguise as "options" you can choose from. The d" (1★, v9.10.0, CA, 2026-08-09)

Crashes / freezes

"Most useless app. Worst way to spend \$15. – This scam is not working. Neither on Apple TV (it gets stuck in an infinite loop trying to obtain an IP address), nor on iPhone, nor on PC (any server just connects and disconnects). Support is not working. Money ca" (1★, v9.15.0, US, 2026-10-12)

"VPN crashing all the time lately – If I had to pay I expect to be running smoothly. It was working fine until they start asking you if you want to setup individual server and you declined it's started crashing I don't know if they took resources from regulars." (1★, v9.12.0, CA, 2026-09-05)

Ads

"Hot unreliable garbage in 2026, and will keep upselling you with in-app ads non-stop. – This isn't as good as it used to be. I've been a customer for many years. I'm not sure what happened in the last few years, but it's not what it used to be. Will randomly" (1★, v10.10.1, CA, 2026-09-11)

"Stop the ads pushing me to buy more stuff – I like the functionality, I like the app performance. What I absolutely abhor is the constant pushing of an upsell to their other products. If I've told the app I'm not interested please take the hint and stop pushin" (3★, v9.14.0, US, 2026-09-28)

The 10 most important fixes

1. Answer support requests [Bugs · 29 reviews · avg severity 2.7/3 · versions 9.15.0, 9.14.1]

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

"Extremely disappointing experience – I paid \$49 for a one-year NordVPN subscription specifically because I was traveling internationally and wanted a reliable VPN. Unfortunately, it has been incredibly frustrating. It worked occasionally, " (1★, US)

2. Justify or adjust the price [Pricing / subscription · 27 reviews · avg severity 2.7/3 · versions 9.15.0, 9.14.1]

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

"Absolutely worthless waste of money – I specifically researched for the best VPN to use while I'm in

Kenya so I can see U.S. programming. And because I was least of reviewers and testimonials I decided to just try the one month subscriptio" (1★, US)

3. Speed up loading [Performance · 22 reviews · avg severity 2.5/3 · versions 9.13.0, 9.16.0]

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

"Recent App Update Ruined Fast Service – Nord VPN recently had an app update to include more states in the US and possibly elsewhere. Whatever was done it completely messed up the speed of the service. Now, browser windows in Safari take ove" (1★, US)

4. Fix login / account access [Bugs · 22 reviews · avg severity 2.4/3 · versions 9.15.0, 9.13.0]

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

"After update not able to log in – We can not connect with our account. Apple says to get in touch with you. After we updated the issue started. You emailed me with my existing account but still we can not connect. We already paid in full do" (1★, CA)

5. Soften the redesign backlash [UX / design · 20 reviews · avg severity 2.4/3 · versions 9.16.0, 9.15.0]

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

"Connection – They changed something a few months back and the connection & disconnection behaviour on iPhone is absolute junk now. Connects when I don't want it to all the time, and when I turn it off from the control panel it turns its" (1★, CA)

6. Make trials and renewals transparent [Pricing / subscription · 16 reviews · avg severity 2.5/3 · versions 9.15.0, 9.13.0]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

"Disappointing service - got charged after cancellation – I paid over \$30 for NordVPN expecting a reliable service, particularly because I needed it to work in Iran where internet access is heavily filtered. Unfortunately, the application di" (1★, CA)

7. Fix features broken by the latest update [Bugs · 15 reviews · avg severity 2.4/3 · versions 9.13.0, 9.14.1]

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

"Turn off button not working – With the iOS 27 update, the turn-off button is not working anymore. NordVPN app is up to date. Can you please fix this button issue?" (1★, CA)

8. Fix in-use crashes and freezes [Crashes / freezes · 12 reviews · avg severity 2.7/3 · versions 9.15.0, 9.14.1]

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

"Not Worth the Money – Title: Buggy, Unreliable & Not Worth the Money I used to trust Nord, but the recent software updates have ruined everything. The desktop client constantly freezes, crashes, or drops the VPN connection out of nowher" (1★, US)

9. Simplify navigation [UX / design · 8 reviews · avg severity 2.3/3 · versions 9.16.0, 9.15.0]

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

"To hard to set up and get help with. Not very to work with. Customer service would be appreciated. – Can't find my way with this app!!!!!" (1★, US)

10. Ship the most requested feature [Feature requests · 8 reviews · avg severity 2.0/3 · versions 9.15.0, 9.16.0]

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

"Bring back Disconnect Shortcut – 1 star for removing disconnect shortcut which can be used to turn off VPN and replacing it with 15 min cooldown" (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.