



OpenAI Launches ChatGPT App Store – Developers Worldwide Can Now Build and Share Custom Apps

Summary

OpenAI officially launched its ChatGPT App Store on December 19, 2025. Developers from anywhere can submit custom apps that extend ChatGPT's features. Users discover and use these specialized tools directly in the chat interface. This creates an ecosystem around OpenAI's flagship product. It's the biggest step yet toward turning ChatGPT into a full platform.

What It Means

The launch of the ChatGPT App Store turns ChatGPT from a general assistant into a more practical tool for specific tasks. Developers can now create focused apps for areas like business workflows, education, coding, or research, making ChatGPT more useful in everyday situations. This shift increases the platform's value without requiring users to leave the chat interface.

For developers, the app store offers direct access to a global user base. Instead of building and marketing standalone products, they can publish tools inside ChatGPT and benefit from built-in discovery. This lowers entry barriers and encourages faster innovation across different use cases.

For OpenAI and the wider AI market, this move strengthens ChatGPT's role as a central platform. It increases user retention and raises competitive





pressure on rival AI providers to build similar ecosystems rather than standalone tools.

Key Takeaways

- Open to developers worldwide – anyone can submit apps
- Apps appear in ChatGPT's tools menu for easy discovery
- Extends ChatGPT beyond basic chat to specialized tasks
- Builds a real ecosystem like mobile app stores
- Keeps users inside OpenAI instead of jumping to rivals
- Big boost for creative and business uses of AI

Our Take (2026 outlook) * Speculative

Expect hundreds of useful apps by mid-2026, making ChatGPT the go-to hub for AI tools.

This could add billions to OpenAI's value and speed up every day AI adoption.

References

BitcoinEthereumNews, 2025

BitcoinWorld, 2025

OpenAI Announcements, 2025

CryptxAI publishes simplified AI and crypto briefings.

