APPMAGIC

Casual LiveOps Report H1 2025

Contents

LiveOps in:

Our customers

We work with **350+** companies, including many big names:

Methodology

This report is based on AppMagic data for the period of 2021 to 2025 for the Market Overview, and from December 2024 to June 2025 for the LiveOps Overview, covering both Android and iOS platforms.

The analysis of LiveOps events is based on the behavior of non-paying Android users in the United States.

Key premises:

How is the market categorized?

All market analytics are based on AppMagic's core categorization.
Click here to learn more

What is the basis for the Market analytics data?

Estimates for downloads and revenue are derived from app positions in the Top Free and Top Grossing charts across all countries.

This method highlights how live events are used across the market, providing more consistent and comparable insights across titles.

You can find more details on the chart calculation methodology in the footer of each slide.

How are the LiveOps events classified?

In the LiveOps sections, event types and app genre categorization are defined using the LiveOps & Updates Calendar tool and may differ from the app's main categorization.

Casual Market Overview

Casual games are easy-to-play experiences with simple rules, short sessions, and low complexity, which makes them accessible to a broad audience.

Travel Town

Royal Match

Monopoly GO!

Genre definition is provided according to AppMagic's categorization.

Key Takeaways

Casual supergenre continues to grow

Global revenue grew by 3.6% and downloads by 6% compared to last year.

Significant shifts in the ranking of top-grossing countries

Japan showed a 20% revenue growth compared to H1 2024.

Top countries by downloads have changed

Brazil dropped out of the top 3 countries in terms of downloads, giving way to Indonesia.

Casino segment saw a drop in revenue

Among the top 3 Casual genres by revenue, only Casino showed a 15% decline in revenue, despite an 8% increase in downloads.

Casual Strategy games market is growing

The genre's revenue in H2 2025 grew by 120%, while downloads increased by 80% compared to H1 2024, driven by several titles.

Most revenue remains concentrated in older titles

Only 11% of the 2023–2025 releases made it into the top-grossing games for H1 2025.

Hypercasual games continue to evolve

The Hypercasuals showed a 111% increase in revenue due to the deepening of meta mechanics and increased monetization.

Yearly trend

## Trends in downloads and revenue for 2021–2025 (Worldwide)

Overall, the **Casual segment has been growing slowly in both downloads and revenue for several years.** Over the past year, downloads increased by 6%, largely driven by the winter months. In terms of revenue, the growth was more modest compared to the previous year: only +3%.

Dynamics of change in downloads and revenue for 2021–2025 (YoY)

Period	Revenue	%	Downloads	%
Jul'22 – Jun'23	$19.8B	-	27.4B	-
Jul'23 – Jun'24	$22.9B	15.74%	28.4B	3.80%
Jul'24 – Jun'25	$23.8B	3.68%	30.2B	6.31%

Half-year trend

Trends in downloads and revenue for 2024–2025 (Worldwide)
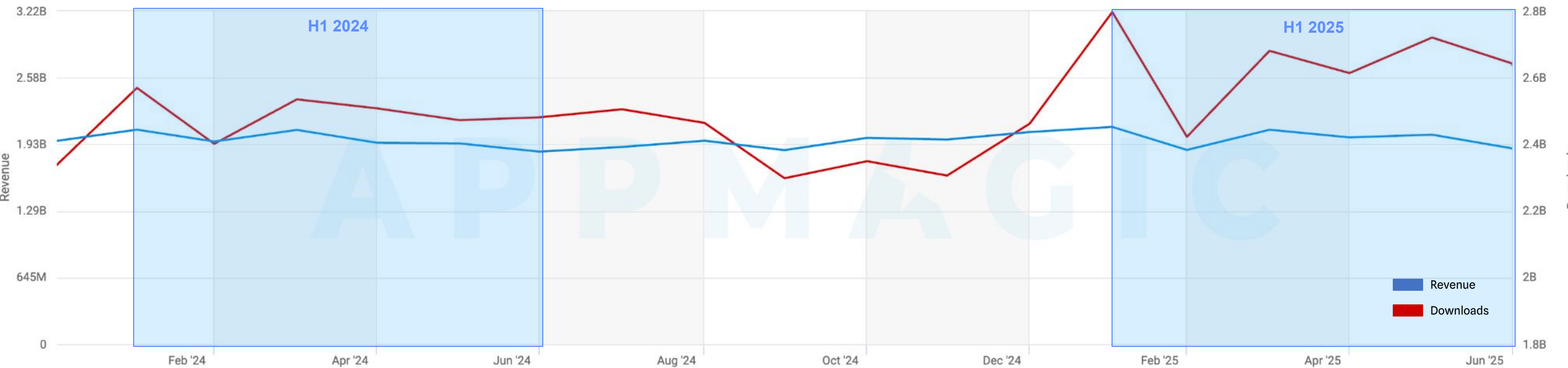
Since the beginning of the year, the global **Casual segment has shown an uptrend in downloads: +5%** compared to the same period last year.

The opposite is true for revenue: globally, the **Casual games revenue has remained relatively flat** since the start of the year (<1% change).

Changes in downloads and revenue compared to H1 2024

| Period	Revenue	%	Downloads	%
H1 2024	$11.9B	-	15B	-
H1 2025	$12B	0.80%	15.8B	5.78%

Half-year Revenue trend by GEO

Despite the absence of major global shifts in the first half of 2025, there has been a **noticeable change in the revenue trend among the top countries**:

— The United States, China, and Japan continue to hold leading positions in terms of revenue.

— Compared to the same period in 2024, **revenue generated in the US and China declined by 7%, while Japan saw a 21% increase.**

The top 10 countries by revenue have remained largely unchanged, with the leading markets being: the United States, China, Japan, Germany, the United Kingdom, Canada, Australia, South Korea, Taiwan, and France.

Trends in revenue H1 2025 by GEO
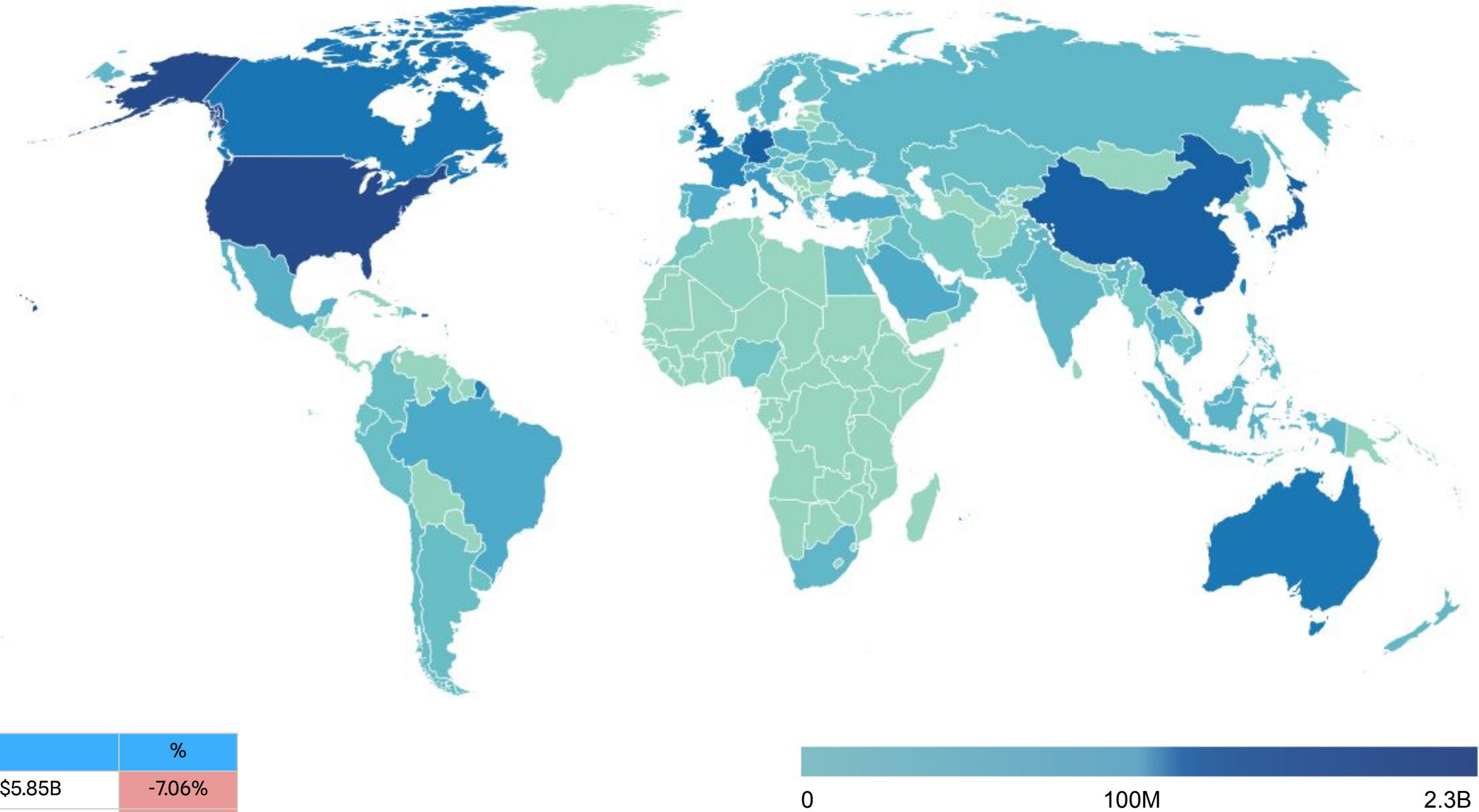
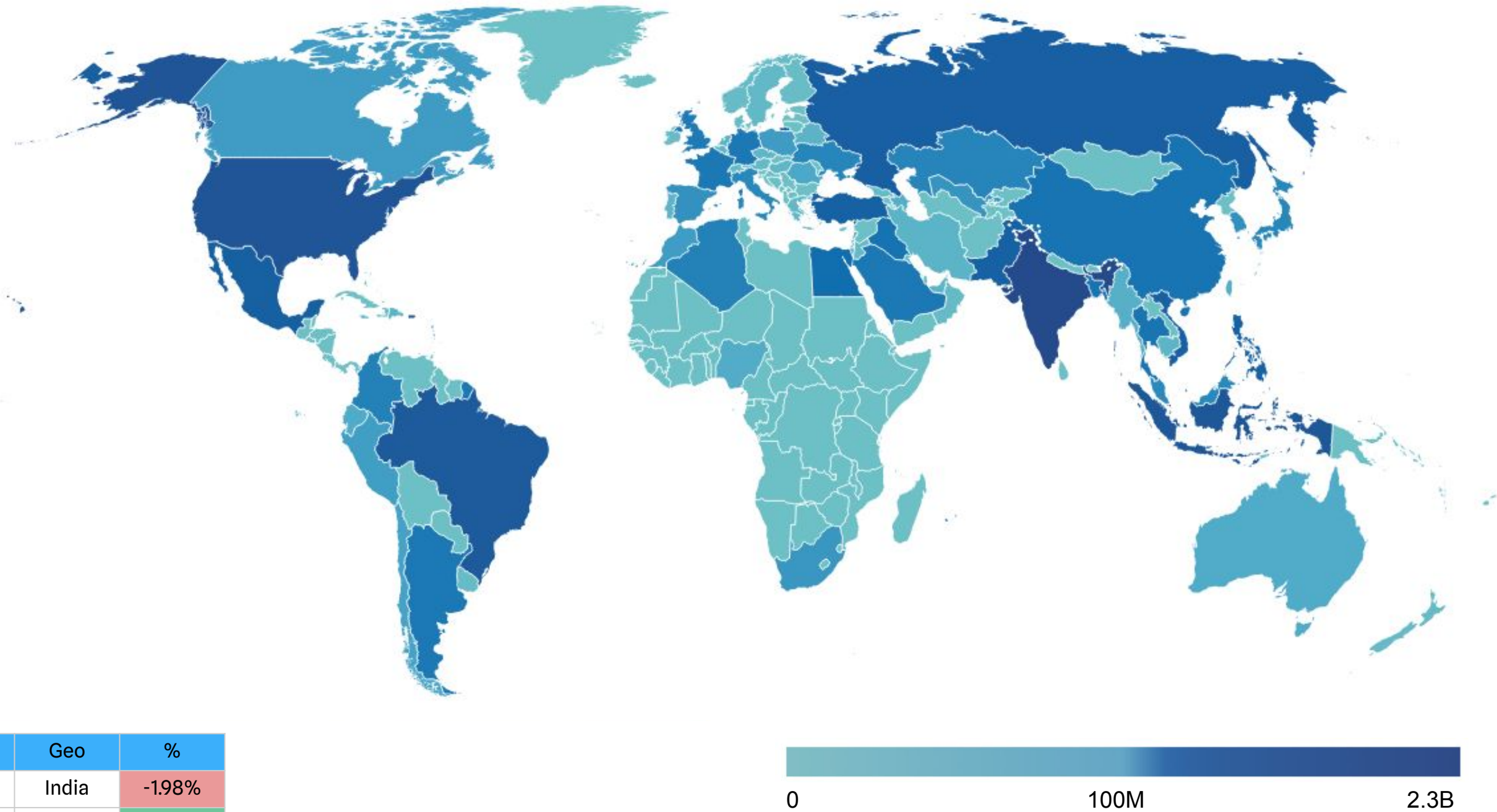| Top	H1 2024		H1 2025		%
1	United States	$6.29B	United States	$5.85B	-7.06%
2	China	$827.22M	China	$766.76M	-7.31%
3	Japan	$605.59M	Japan	$737.39M	21.76%

0   100M   2.3B

Half-year Downloads trend by GEO

More **significant changes were observed in the distribution of downloads**:

— While **Brazil ranked among the top 3 countrie**s by downloads in H1 2024, it **was replaced by Indonesia in 2025.**

— **Downloads in Indonesia increased by 21% compared to the first half of 2024, whereas Brazil experienced a decline of around 20%.**

— India remained in the top position despite a slight drop, while the United States saw a 9.6% increase.

Similar to the revenue trend, the top 10 countries by downloads remained unchanged: India, the United States, Indonesia, Brazil, Russian Federation, Mexico, Vietnam, Turkey, Pakistan, and Philippines.

**Trends in downloads H1 2025 by GEO**

| 0 | 100M | 2.3B |

Top	H1 2024		H1 2025		Geo	%
1	India	2.31B	India	2.26B	India	-1.98%
2	Brazil	1.29B	United States	1.39B	US	9.68%
3	United States	1.27B	Indonesia	1.29B	Indonesia	21.90%

APPMAGIC Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy.

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Changes in the Casual supergenre

Puzzle, Casino, and Simulation remain the top 3 revenue-generating genres globally:

- **Puzzle showed the strongest revenue growth among them: +13.24%**, while downloads rose modestly (+4.59%).
- In contrast, the **Casino revenue declined by 15.51% globally**, despite a 7–8% increase in downloads.
- Simulation was the most stable: revenue grew by 4%, and downloads remained steady worldwide.

The biggest relative growth came from Casual AR Games and Strategy, mainly due to individual games like:
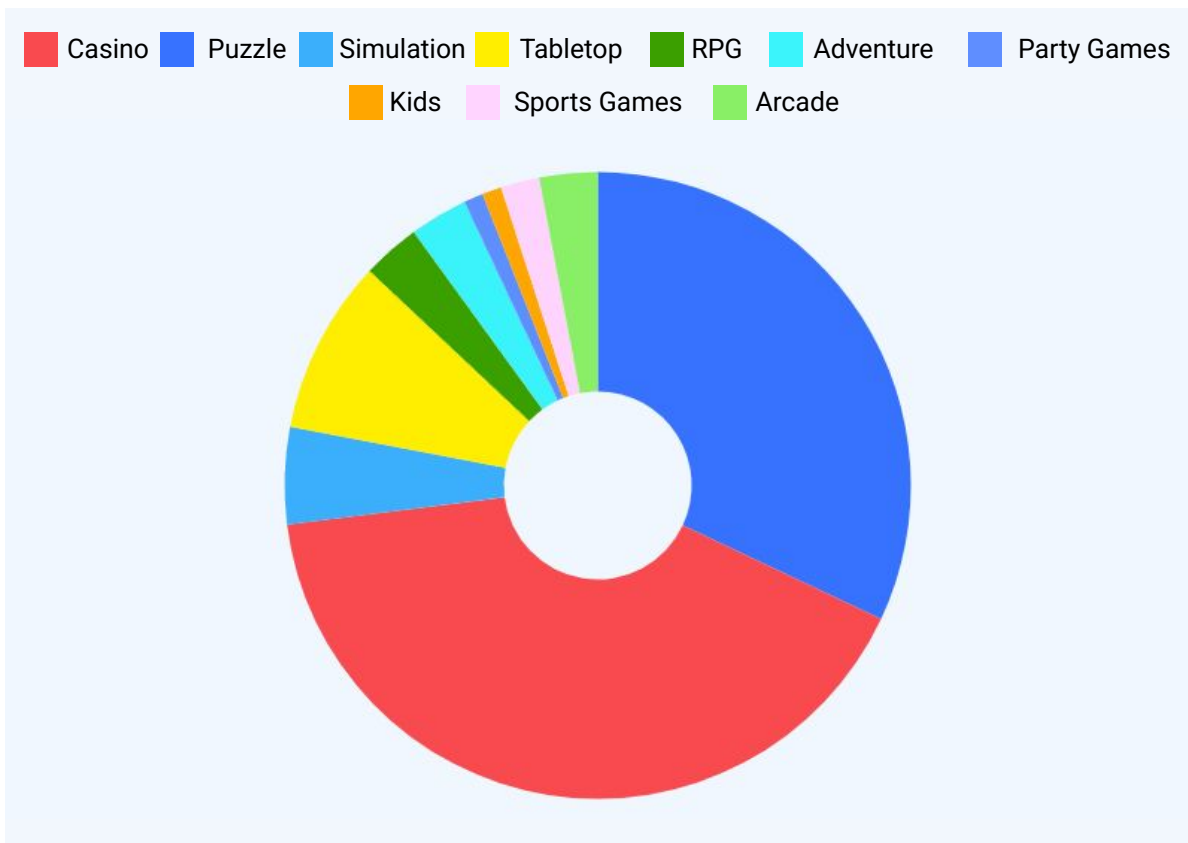
Monopoly World   The Tower   快来当领主
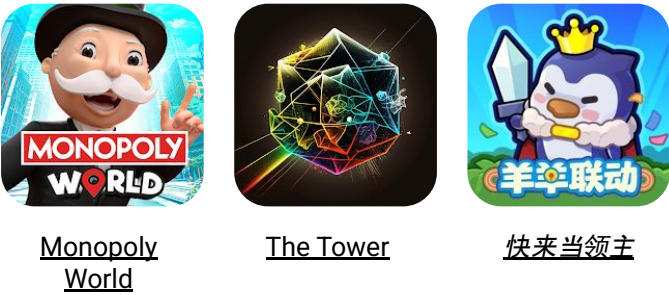
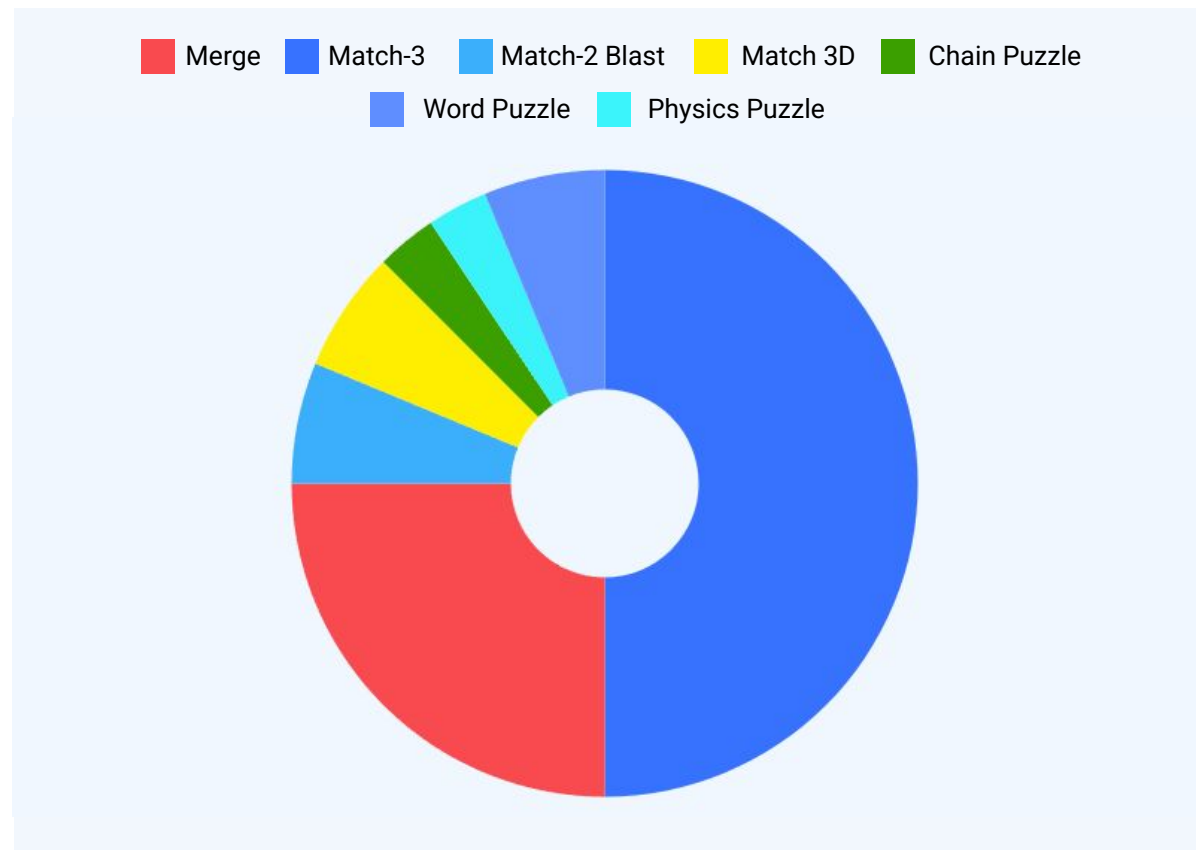| Genre	Revenue H1'24	Revenue H1'25	%	Downloads H1'24	Downloads H1'25	%
AR Games	$4,651	$12,550	169.83%	106,261	535,172	403.64%
Shooter	$2.1M	$1.8M	-11.21%	71.1M	53.6M	-24.60%
Racing	$25.7M	$28.8M	11.78%	938.1M	1.0B	8.25%
Strategy	$26.5M	$58.4M	120.33%	50.4M	91.1M	80.84%
Action	$51.1M	$44.1M	-13.80%	1.6B	1.7B	4.51%
Party Games	$194.0M	$132.5M	-31.68%	443.2M	435.3M	-1.79%
Sports Games	$162.6M	$161.4M	-0.69%	534.9M	454.3M	-15.06%
Kids	$246.7M	$290.4M	17.71%	2.4B	2.6B	9.00%
Arcade	$251.0M	$315.3M	25.64%	766.1M	826.9M	7.94%
RPG	$287.0M	$347.1M	20.94%	140.6M	149.0M	5.97%
Adventure	$394.2M	$345.3M	-12.40%	772.6M	413.0M	-46.54%
Tabletop	$468.5M	$541.0M	15.47%	935.1M	1.1B	16.74%
Simulation	$1.1B	$1.1B	4.65%	2.4B	2.4B	0.88%
Puzzle	$4.1B	$4.6B	13.23%	3.5B	3.7B	4.67%
Casino	$4.7B	$3.9B	-15.51%	799.3M	866.2M	8.38%
Game Collection	$83	$37,924	45591.57%	-	617,617	-

Review of the Top Grossing H1 2025

In H1 2025, **most of the global top 100 grossing games came from Puzzle (32%) and Casino (41%)**, with all other genres making up just a quarter of the market.
Slots dominated within Casino (63%), while Match-3 led within Puzzle (50%).
Despite steady growth, Merge remained limited, accounting for only 8% of all the top-grossing games and 25% of the Puzzle genre.
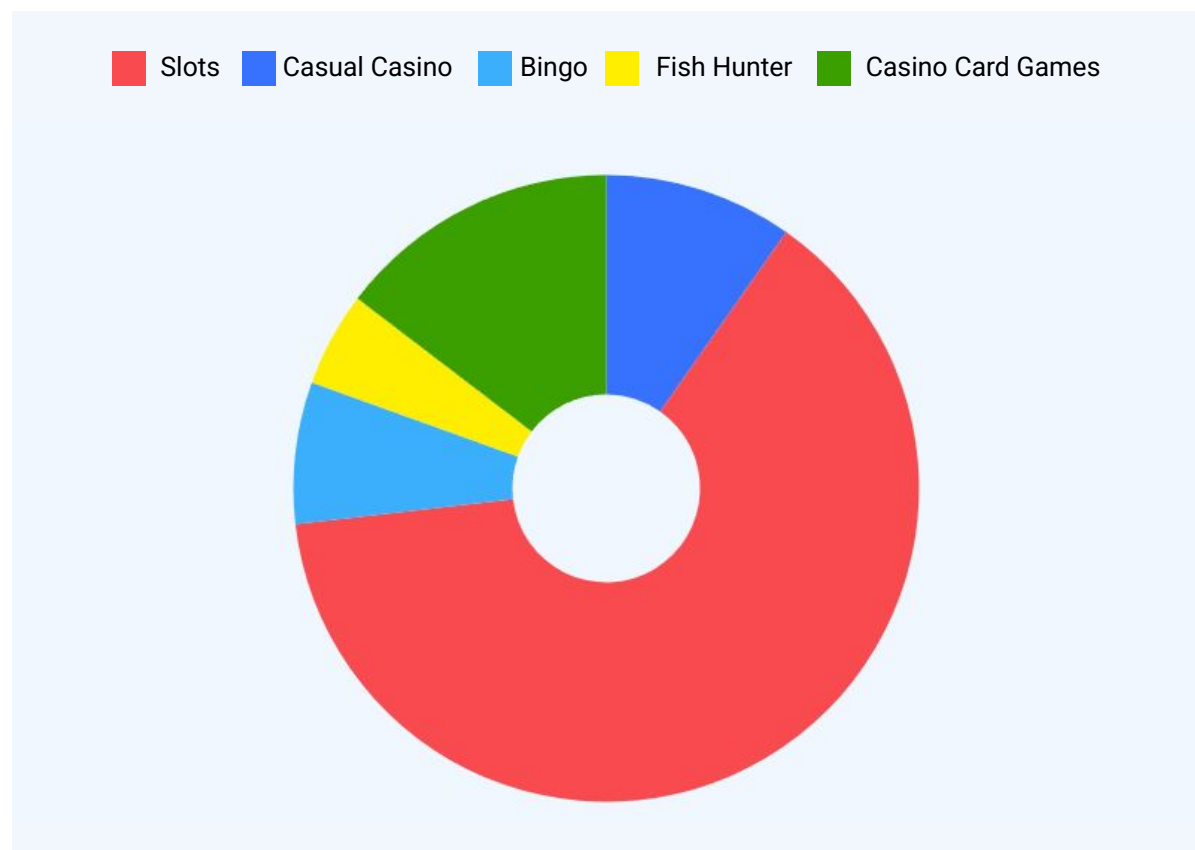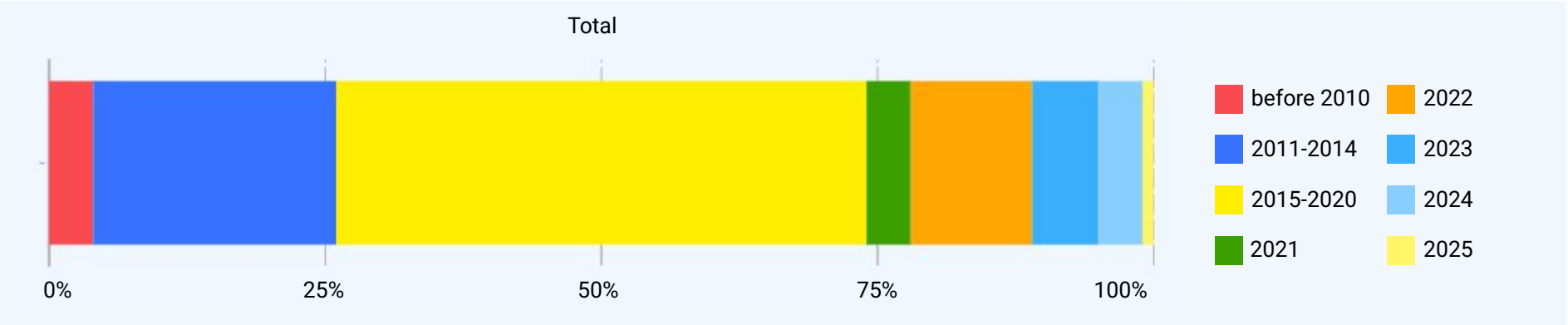
Casual

Legend: Casino, Puzzle, Simulation, Tabletop, RPG, Adventure, Party Games, Kids, Sports Games, Arcade

Puzzle

Legend: Merge, Match-3, Match-2 Blast, Match 3D, Chain Puzzle, Word Puzzle, Physics Puzzle

Casino

Legend: Slots, Casual Casino, Bingo, Fish Hunter, Casino Card Games

Despite market growth, **most revenue remains concentrated in older titles: 48%** of the top-grossing games in H1 2025 were released between 2015 and 2020, while only 11% came from the 2023–2025 releases. This highlights the lasting dominance of long-established games.

Total

Legend: before 2010, 2011-2014, 2015-2020, 2021, 2022, 2023, 2024, 2025

Half-year hybridization trend

Hypercasual games have been steadily evolving, introducing deeper mechanics to support long-term retention and enhance IAP monetization.

Since January 2025, **in-app revenue has seen a sharp increase, rising by 111% globally** compared to the previous year.

This growth has been driven by titles like:

Color Block Jam   All In Hole   *Screwdom*   Mob Control   *Pocket Champs*
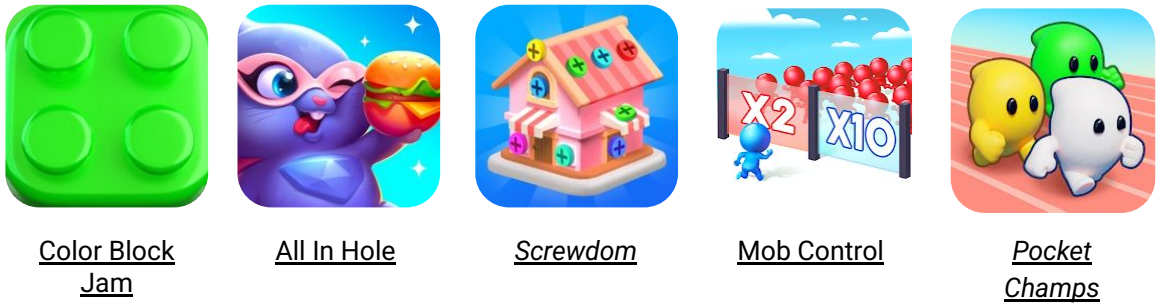
With downloads remaining relatively stable, the surge in revenue points to stronger player engagement and improved monetization. This shift reflects the ongoing move toward hybridization within the Hypercasual genre.

Dynamics of changes in the Hypercasual segment (WW)
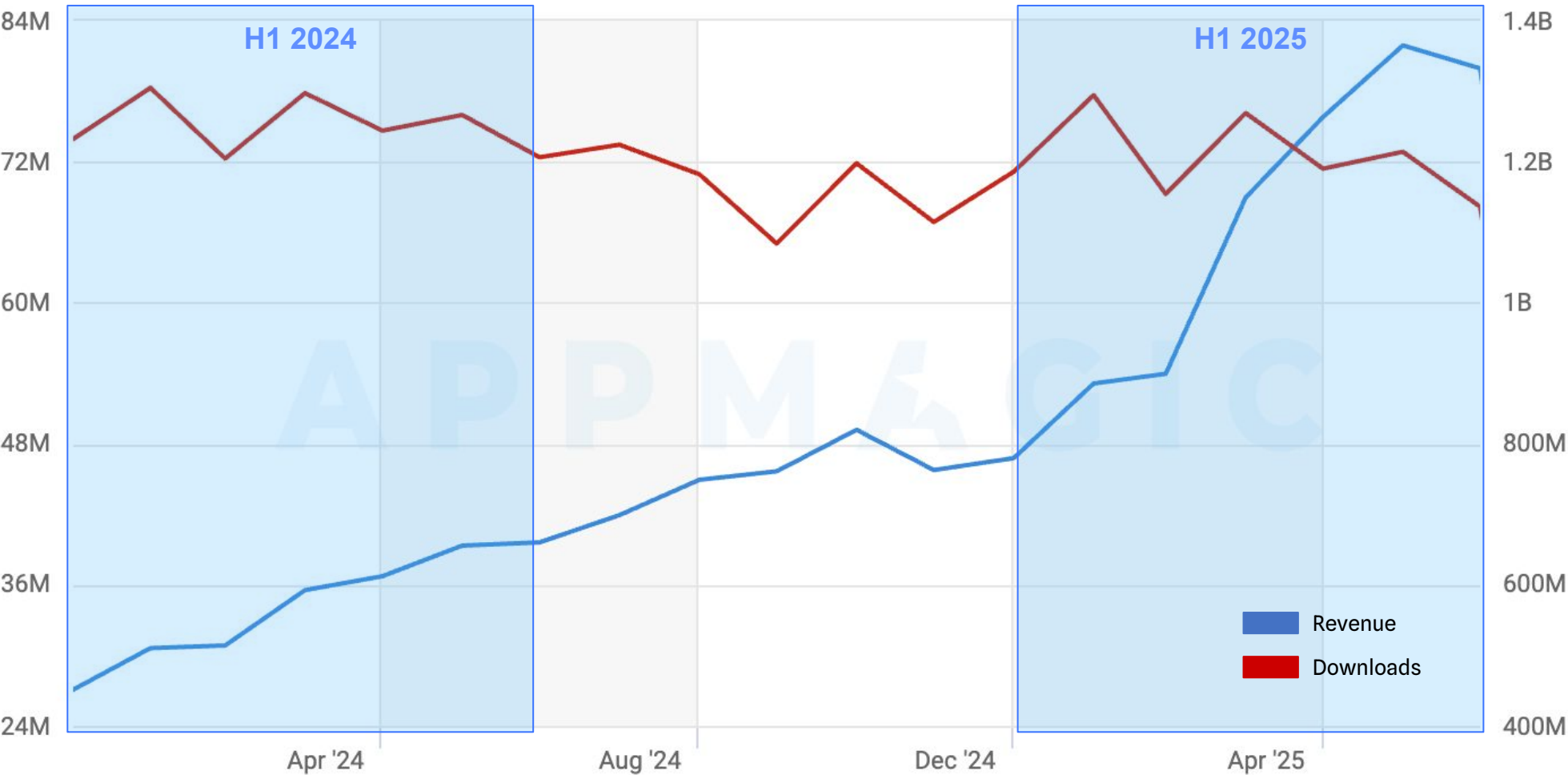
Changes in downloads and revenue compared to H1 2024

Period	Revenue	%	Downloads	%
H1 2024	107.5M	-	610.8M	-
H1 2025	227.9M	111.95%	612.5M	0.29%

What's next

Increasingly complex meta-game systems in Hypercasual titles and rapid growth of competitors are forcing developers to focus more on long-term user retention.

A key element of that is the effective use of LiveOps.

✳

In this report, we explore LiveOps through several lenses:

- **Overall trends**: to provide a holistic view of the market and identify common patterns across casual games

- **Puzzle and Casino**: to dive into the most profitable genres and highlight LiveOps practices specific to each of them

- **Hybridcasual**: to track early-stage LiveOps adoption in this emerging segment and identify its current direction

Casual LiveOps Overview

Key Takeaways

Number of LiveOps events is growing rapidly

On average, 10% more events were held in the Q2 compared to the Q1.

Casino is the most demanding LiveOps genre

The Casino genre hosts 1.6 times more events than the Casual segment on average.

Popular mechanics continue trending

The following mechanics showed steady growth: Lava Quest (up 29%), Win Streak (up 25%), and Digging (up 20%).

The end of the Fishing mechanic

Fishing mechanics failed to gain popularity and are no longer introduced in the new top games.

Plinko events: the ones to watch

The Plinko mechanic continues to gain popularity, especially in Puzzle and Casino games.

Race is Casual's top mechanic

Race is present in 70% of the top Casual games: an absolute record for LiveOps mechanics.

Some mechanics are more common in new events

The most popular mechanics in the new events were: Core Duplicates (6% of all events), Digging (5.6%), and Win Streak (5.2%).

Releasing new events is an essential part of any LiveOps

82% of games have launched at least one event this year.

IP collabs: a LiveOps essential

Over 25% of tracked top games featured at least one IP collaboration this year.

Few games remain that haven't celebrated holidays

96% of games have already celebrated at least one event this year.

Love, everybody!

Valentine's Day is the most popular short holiday, featured in 66% of Casual games.

Holiday and IP event schedules are inversely aligned

While holidays are mostly celebrated in January, February, and April, the number of IP-related events grows in April, May, and June.

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Scheduling trends

Since the beginning of the year, **the number of in-game events has been steadily rising.** As of now, May marks the peak, with an average of 97 events per game, representing a 15% increase compared to the January and February levels.

On average, 92 events are held monthly in the Casual segment. Despite their short duration, Hourly events still account for a smaller share across all segments compared to, for example, Daily events.

The highest event density is seen in the Casino genre, averaging 150 events per month per game, with a strong emphasis on Hourlies and Dailies.

In contrast, Puzzle games display a lower event density, with around 90 events per game per month, and tend to focus on Short and Daily events.

Unlike the overall trend, the Hybridcasual segment features significantly fewer events, averaging 57 per month. This low event density is largely due to the segment's lower long-term retention.

Average number of events per game

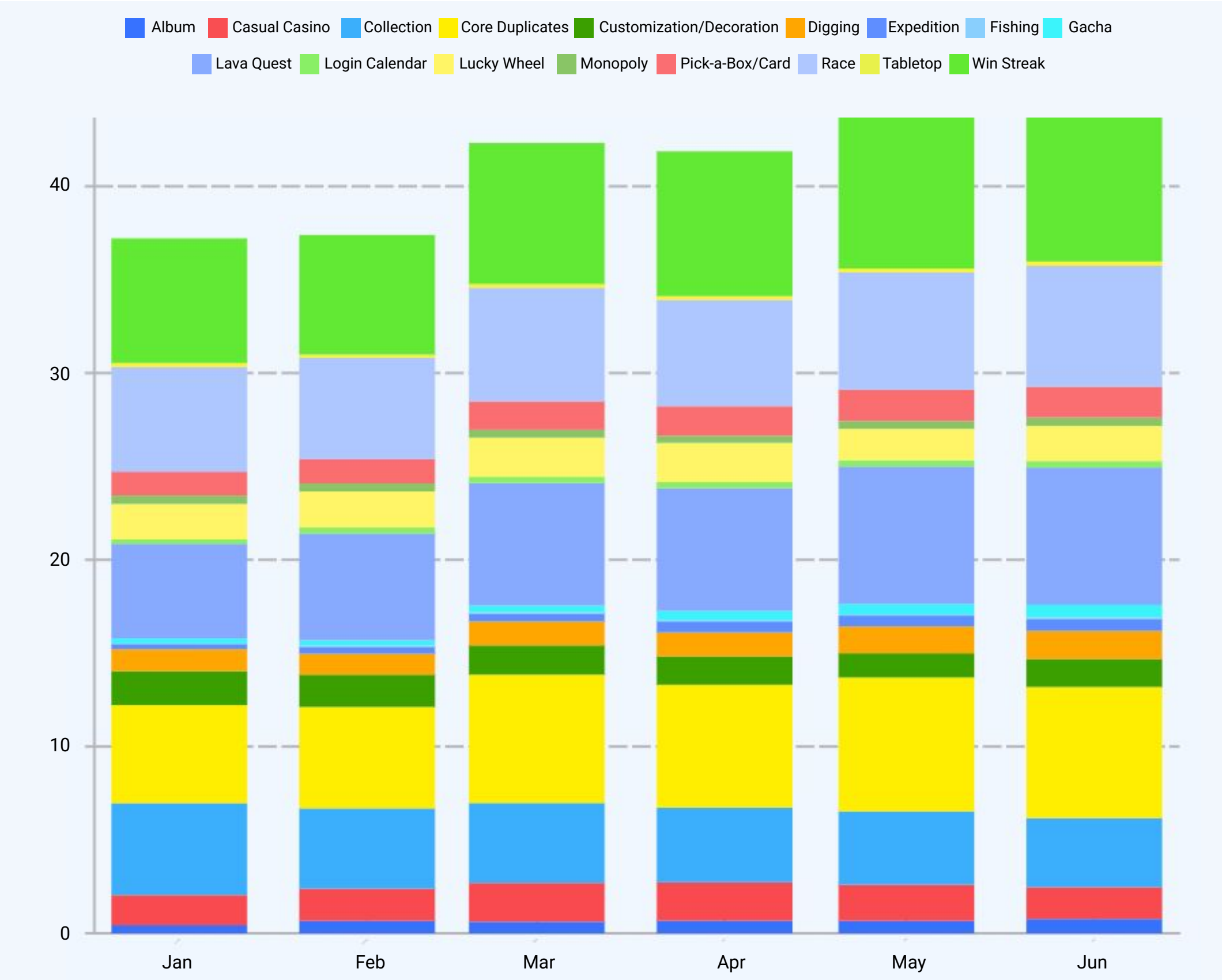**Average number of events per month by duration type per game**
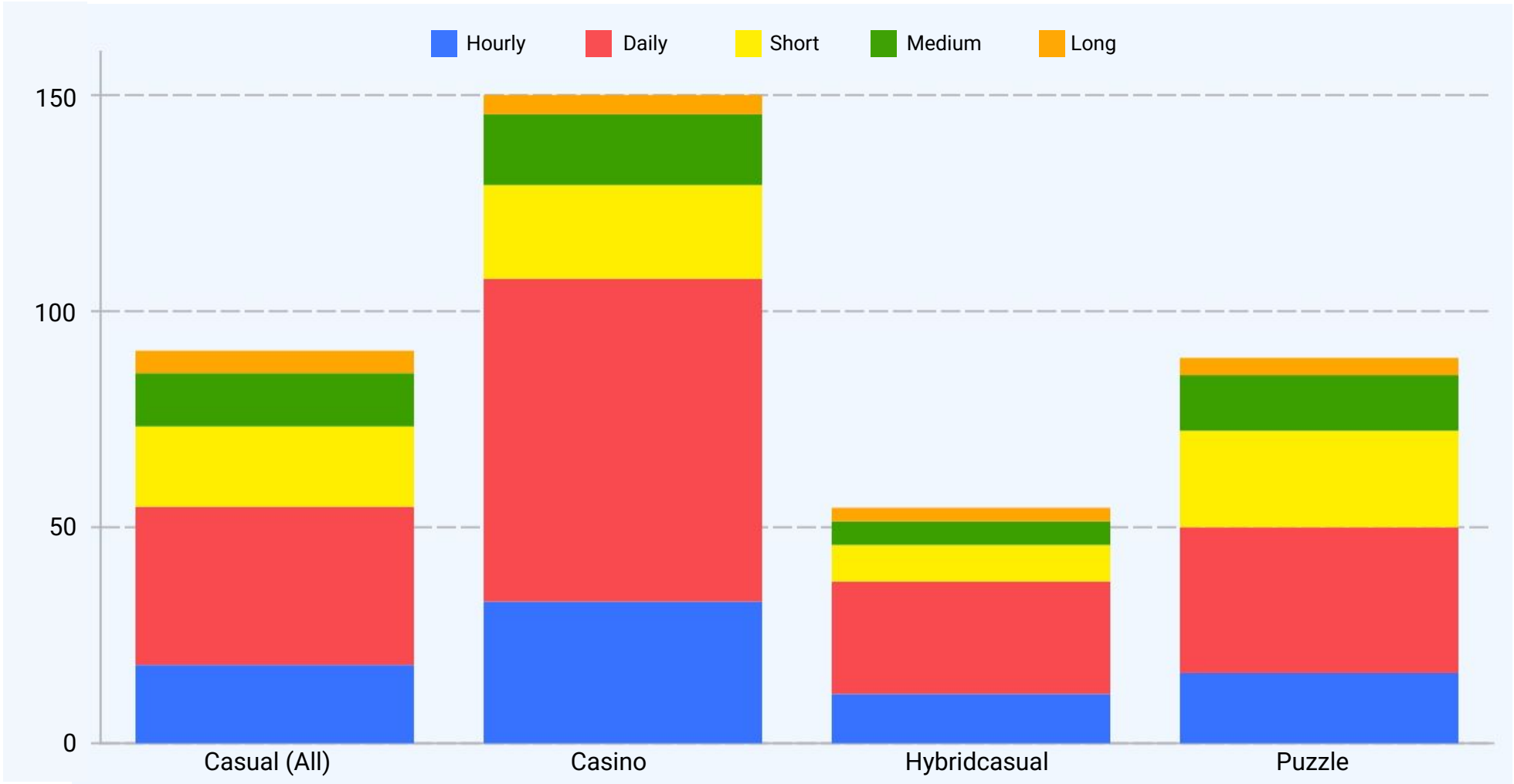
Trends in mechanics

In the first half of 2025, several well-established mechanics continued to gain popularity. Compared to the beginning of the year, **the following mechanics showed steady growth: Lava Quest (up 29%), Win Streak (up 25%), and Digging (up 20%).**

Some mechanics with low overall event density also saw certain development. **The number of Album events increased by 24%** compared to the beginning of the year. **Gacha and Expedition also experienced notable growth**, both increasing by **more than 50%**, although their overall presence in event schedules remains limited.

The number of events using the Collection and Customization / Decoration mechanics slightly declined (by 13% and 17% respectively), likely due to the end of the winter holiday season, during which these mechanics were more actively used.

Average number of mechanics in monthly schedules per game*

Legend: Album, Casual Casino, Collection, Core Duplicates, Customization/Decoration, Digging, Expedition, Fishing, Gacha, Lava Quest, Login Calendar, Lucky Wheel, Monopoly, Pick-a-Box/Card, Race, Tabletop, Win Streak

Months: Jan, Feb, Mar, Apr, May, Jun

*excluding events where mechanics are not listed

New events

The most popular mechanics in the new events were: Core Duplicates (6% of all events), Digging (5.6%), and Win Streak (5.2%).

Collection and Casual Casino mechanics also remained a popular choice for implementation.

Meanwhile, the **Fishing mechanic showed the weakest performance.** Although it still appears in some games' event schedules, it was not used in any new events. This likely reflects the fact that the trend around Fishing has failed to develop, largely due to limitations related to its setting and gameplay.

82% of games launched at least one new event during the first half of the year. The peak of new event releases occurred in February, while June was the quietest month, with 15% fewer events compared to the six-month average.
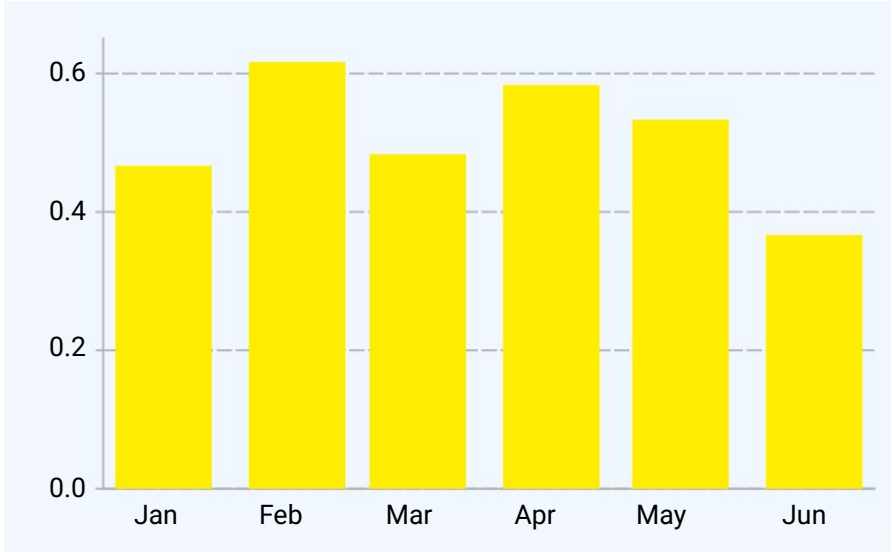
> **Core Duplicates** in our classification: Events with gameplay that is fully or almost identical to the core one.

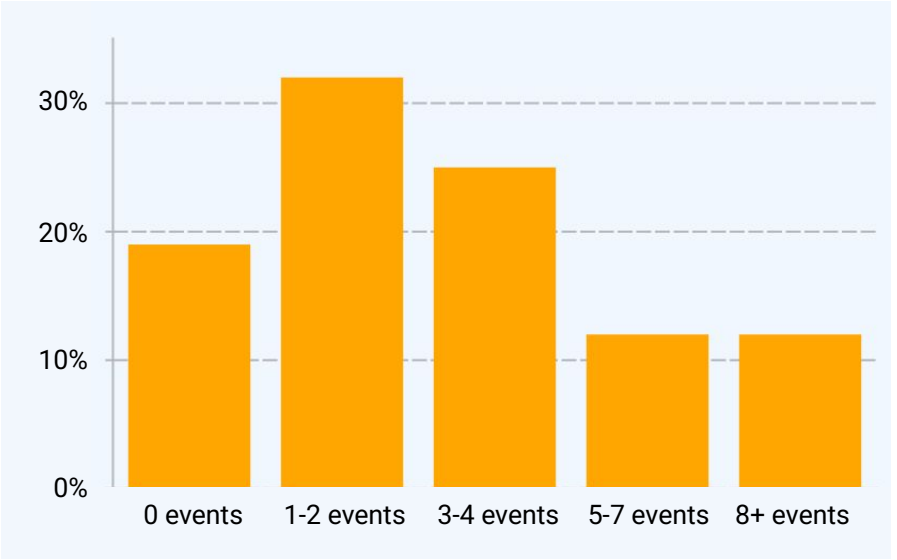## Distribution of mechanics across new events*
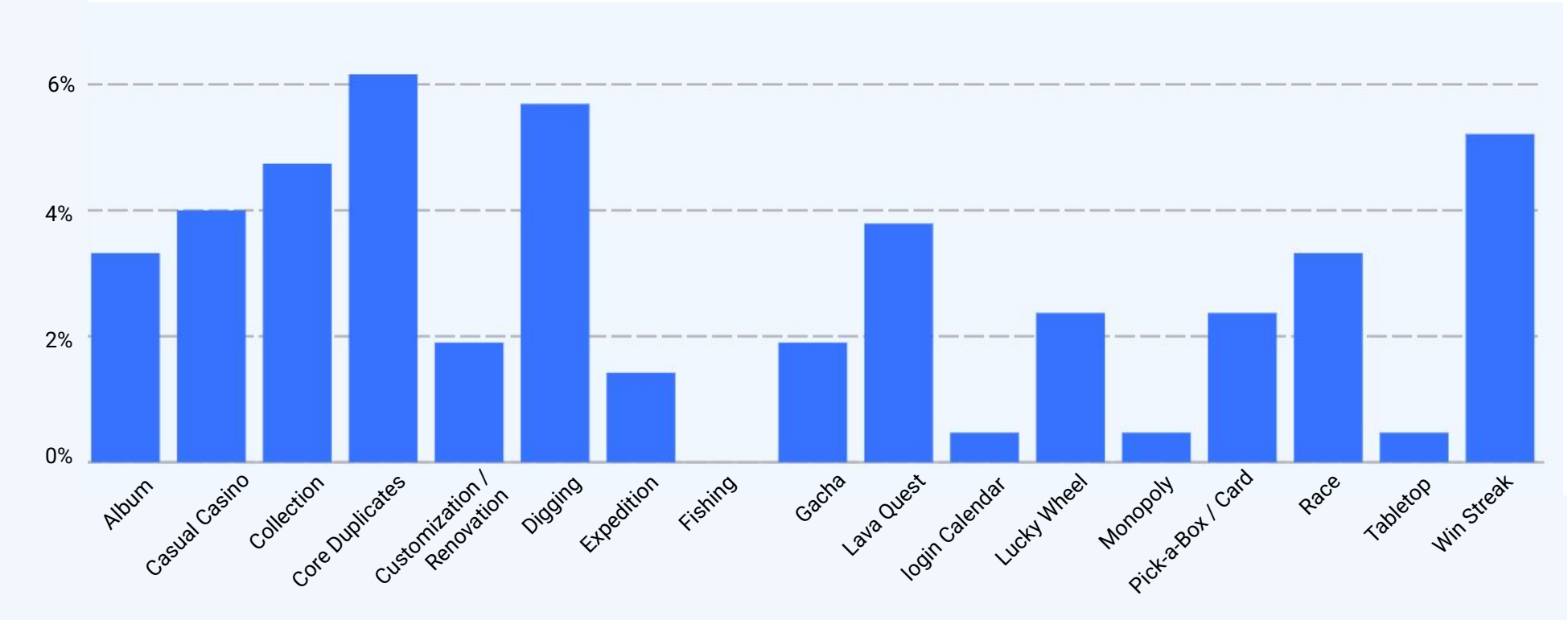
*excluding events where mechanics are not listed

Average number of new events by month

Project activity across new events

Trending mechanic: Digging

Although the **Digging mechanic was used in 43% of Casual games** during the first half of 2025, it **ranked among the top 3 mechanics introduced in new events** from January to June.

Primarily, this mechanic appeared in Blast, Solitaire, Merge, and Tile games, but it was also observed in Hybridcasual titles.

Typically, such events have a duration of up to one week, and monetization is driven by special boosters (to speed up progress), battle passes, and limited-time offers.

Digging in our classification: Events where players excavate tiles in a specific area to uncover items or rewards.

Representation of mechanics in H1 2025
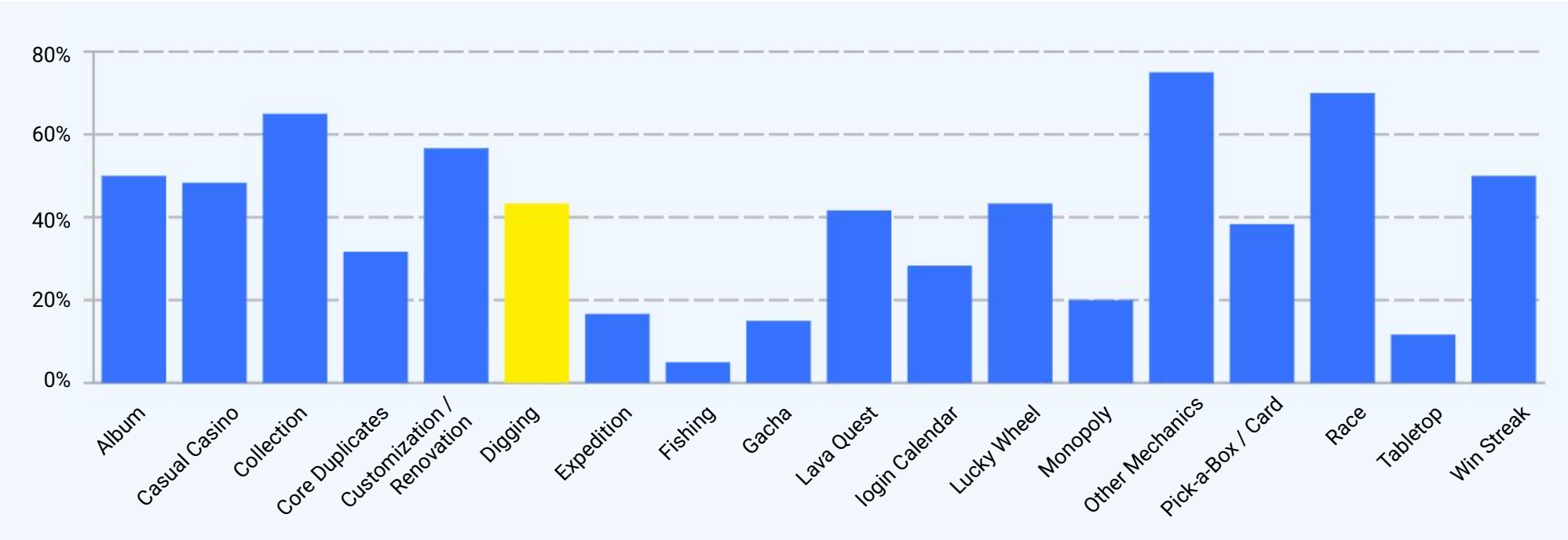
Want to know more about Digging events? Explore our LiveOps Features & Monetization with the LiveOps & Updates tool. Click here to learn more

Trending mechanic: Win Streak

The **Win Streak mechanic appeared in 50% of LiveOps events in Casual games** during the review period. It's important to note that the Win Streak mechanic requires a level-based system (either in the core gameplay or in events), which makes it difficult to implement in many games. Therefore, its actual popularity is higher than it might initially seem.

Despite this limitation, **the mechanic is gaining popularity, showing a 25% increase in launches** since the beginning of the year. Alongside Digging, it ranks among the top 5 most frequently introduced mechanics in new events.

Win Streak events often include a Leaderboard as a monetization driver. Their duration is usually just a few hours or spans from 1 to 3 days.

> **Win Streak** in our classification: Events where keeping or losing a win streak impacts event progression.

Representation of mechanics in H1 2025
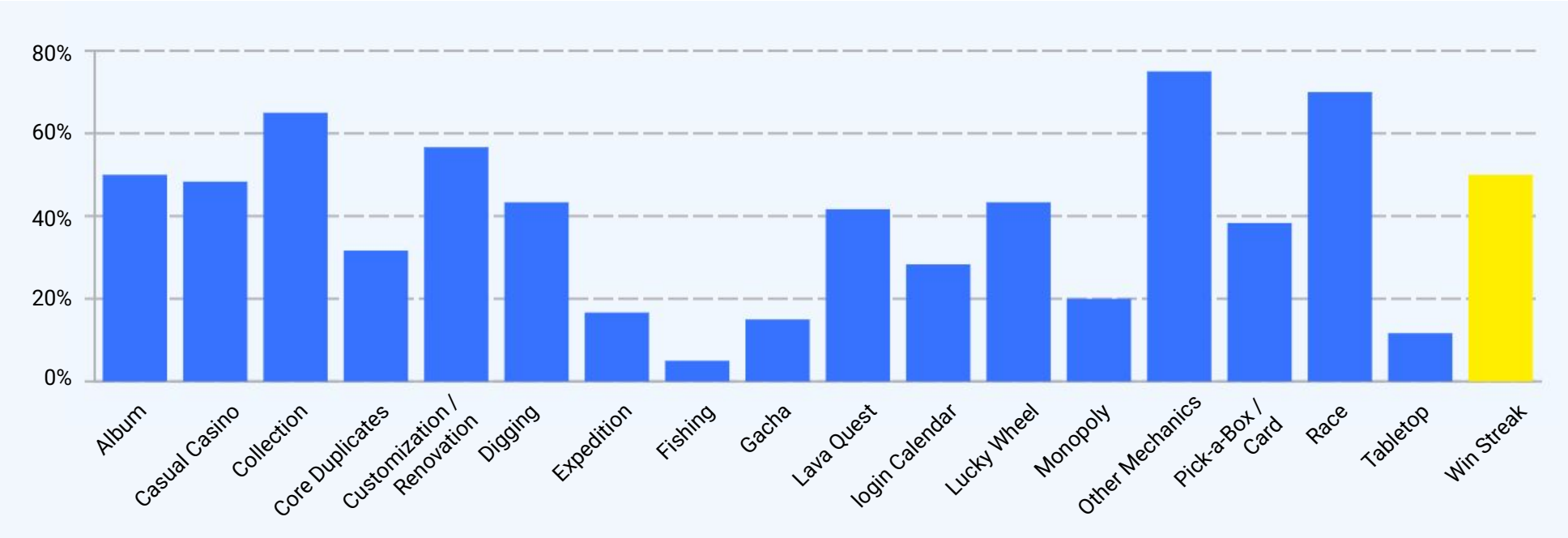
Trending mechanic: Lava Quest

Lava Quest mechanics have continued to gain popularity since last year. Since the beginning of this year, **the mechanic has appeared at least once in 41% of top Casual games.** Until recently, much like Win Streak, Lava Quest was found only in level-based games, but this year, it has also started appearing in games without clear level progression, such as Merge games like _Travel Town_ and _Alice's Dream_.

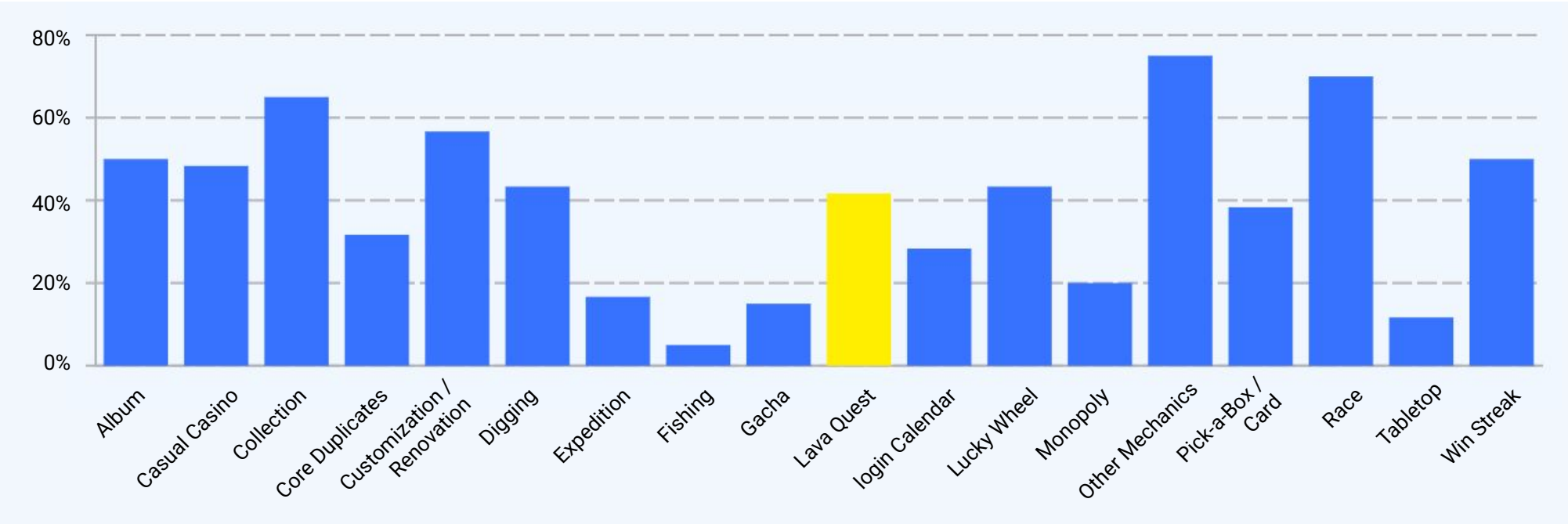Lava Quest events are most often limited to a single day, but there are exceptions. For example, the River Rush event in _Angry Birds Dream Blast_ runs for an entire week.

> **Lava Quest** in our classification: Events that feature passing consecutive stages with some kind of restriction (time constraint, mandatory win streak, etc.). A typical format would be a group competition where the prize fund is distributed among the players who successfully completed all stages.

Representation of mechanics in H1 2025

Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. An event was attributed to a specific month if it ran for at least one day on said month. The chart includes mechanics that appeared at least once in a game between January and June 2025.
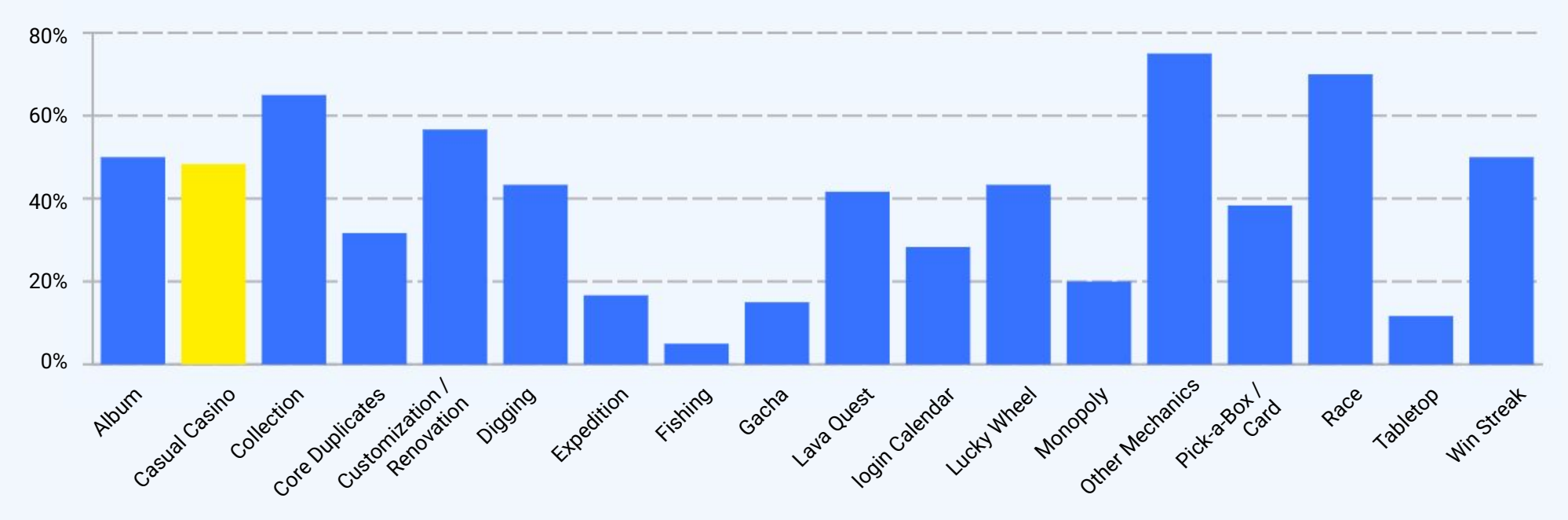
Mechanic to watch: Plinko

In the recent months, **the Plinko mechanic has been appearing much more frequently in Casual games' schedules**. As of now, **the mechanic is present in 11% of the games** in our database. Almost all games that use this mechanic have integrated it into their regular event rotation. It is mostly found in the Puzzle and Casino genres, although it also appears in Hybridcasual projects, such as *Survivor.io*.

The main advantage of the mechanic is that it is easy to monetize, thanks to the ability to sell extra attempts and additional bonuses, such as more rows or increased rewards for dropping balls.

The **Plinko** mechanic follows the conventions of the genre: the player gets a space to launch balls that bounce through a set of points in a random pattern and land in areas with specific random rewards. The more balls the player uses, the greater the potential reward, but also the higher the risk of losing currency to unsuccessful drops.

Representation of mechanics in H1 2025

APPMAGIC Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. The Plinko mechanic is currently not included in the AppMagic classification. Events featuring this mechanic are categorized under Casual Casino.
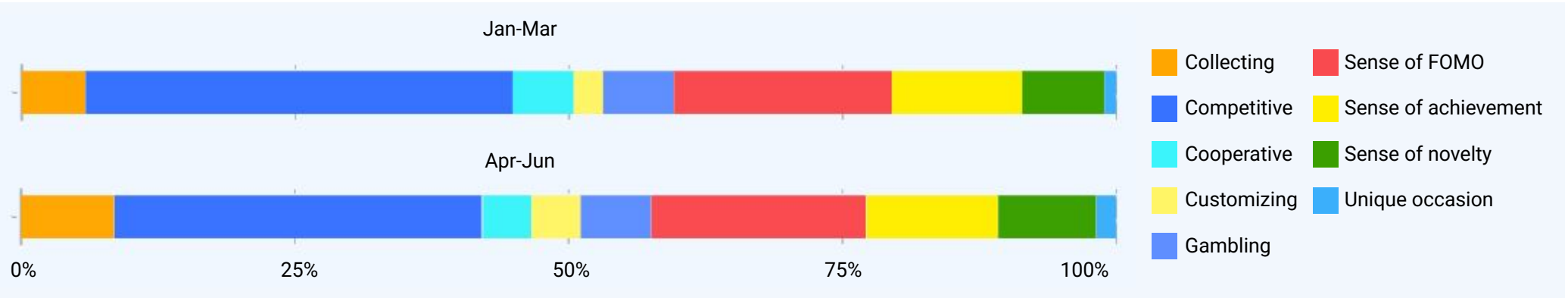
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User motivation

In the first quarter of 2025, event design was more focused on competitive motivation. Although the share of cooperative events was also higher during the holiday period compared to other times, it remained relatively low.

An opposite trend can be seen in events centered around collection and customization. Starting in March, their share began to increase.

Combined with the growing share of events aimed at long-term retention, this suggests that developers are shifting their focus toward preserving the audience acquired during the holiday season.

This trend is particularly interesting, as it contrasts with the overall mechanics trend: despite the growing popularity of mechanics like Lava Quest and Race, the presence of collection elements as a secondary motivation in event types like "Other Events" and "Core Duplicates" creates a misleading impression of reduced focus on competitive motivation.

By Motivation

Jan-Mar

Apr-Jun

Legend:
- Collecting
- Competitive
- Cooperative
- Customizing
- Gambling
- Sense of FOMO
- Sense of achievement
- Sense of novelty
- Unique occasion

By Impacting

Jan-Mar

Apr-Jun

Legend:
- K-factor
- Long-term retention
- Number of sessions
- Revenue
- Session length
- Short-term retention

By Goals

Jan-Mar

Apr-Jun

Legend:
- LiveOps engagement
- Main gameplay engagement
- Resource depletion
- Sense of community
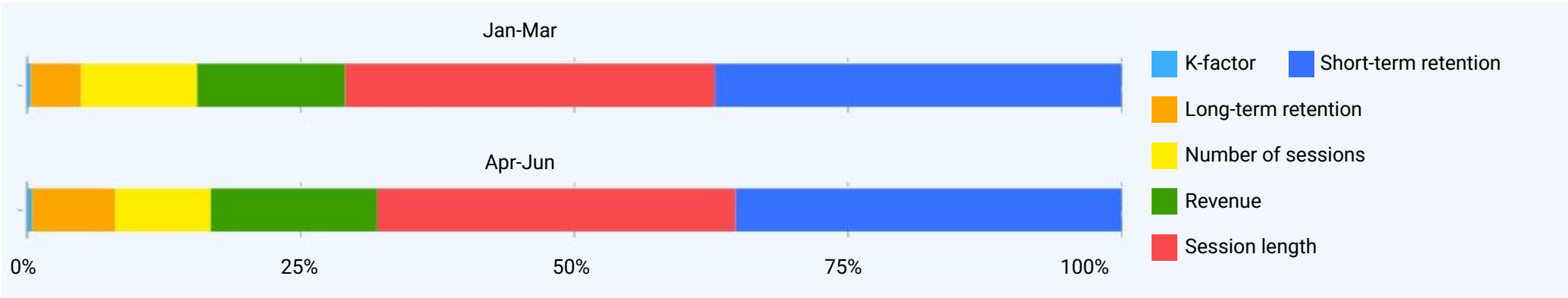
Monetization
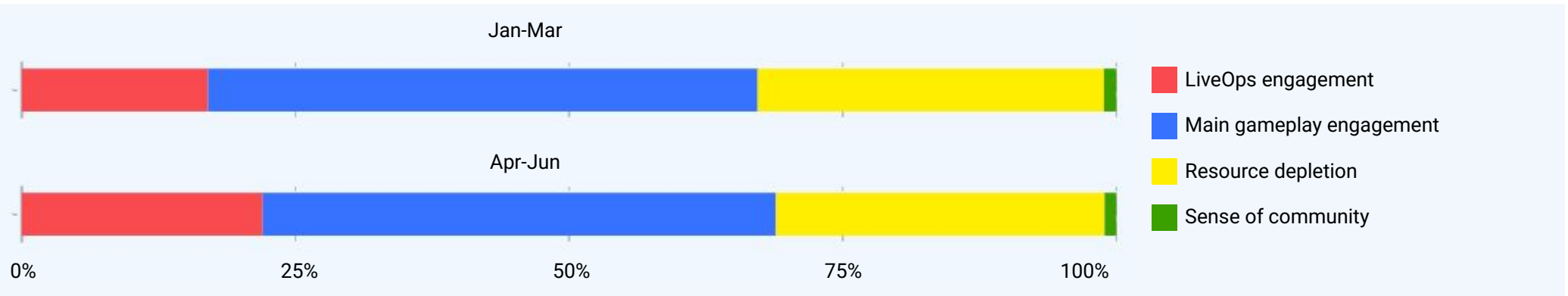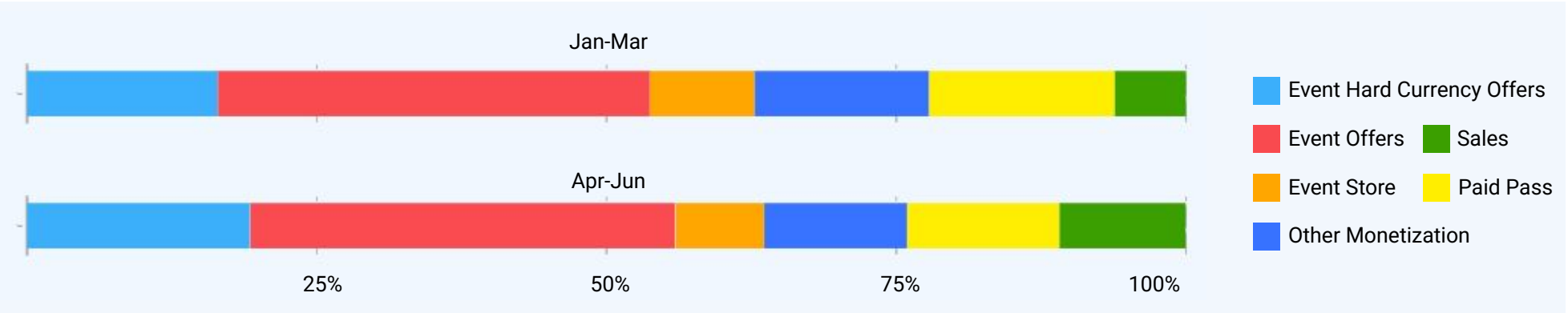
Starting in April, the share of **sale elements in events increased significantly: from 6% to 10%.**

Offers involving hard currency have also been gaining traction month by month. While they accounted for 15% of monetization in January, their share rose to 20% by May. At the same time, monetization through Paid Pass went somewhat down from 16% to 13%.

These changes are largely driven by the need to burn through resources accumulated by players during numerous holiday events.

This is further supported by the shift in event focus. Since April, fewer events have targeted new users, while more emphasis has been placed on paying users, veterans, and dolphins, aiming to deplete their surplus currency reserves.

By Monetization

Jan-Mar

Apr-Jun

25%   50%   75%   100%

Legend:
- Event Hard Currency Offers
- Event Offers
- Event Store
- Other Monetization
- Sales
- Paid Pass

By Players

Jan-Mar

Apr-Jun

25%   50%   75%   100%

Legend:
- Casual
- Hardcore
- New
- Whales
- Veterans
- Paying

Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. The charts reflect the share of a specific tag relative to all event tags and do not represent the absolute number of events.

IP & Holidays

IP collaborations continue to gain popularity in the Casual segment: 25% of the games we track have featured at least one collaboration since the beginning of 2025.

On average, each game that featured at least one collaboration held 23 themed events over the six-month period, with event activity peaking in May.

The most saturated genre in terms of collaborations is Casino, with the highest number of IP collaborations and related events recorded.

Interestingly, **the trends for scheduling IP collaboration events and holiday-themed events move in opposite directions: while holidays are mostly celebrated in January, February, and April, the number of IP-related events grows in April, May, and June.**

Average number of IP events per game*
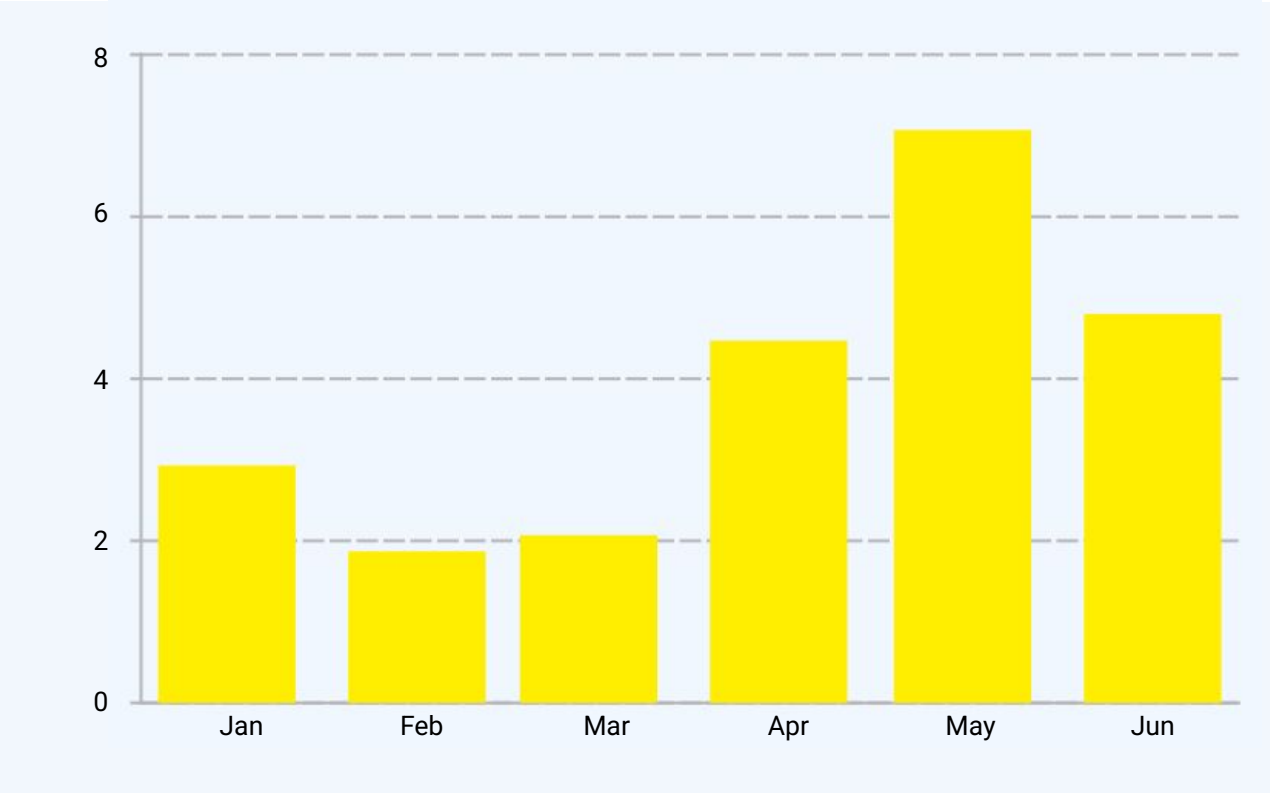
*for games that have featured at least one IP collaboration this year

Average number of holiday events per game

Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. A holiday/collaboration event was included in the chart if at least one day of its duration fell between January and June 2025.
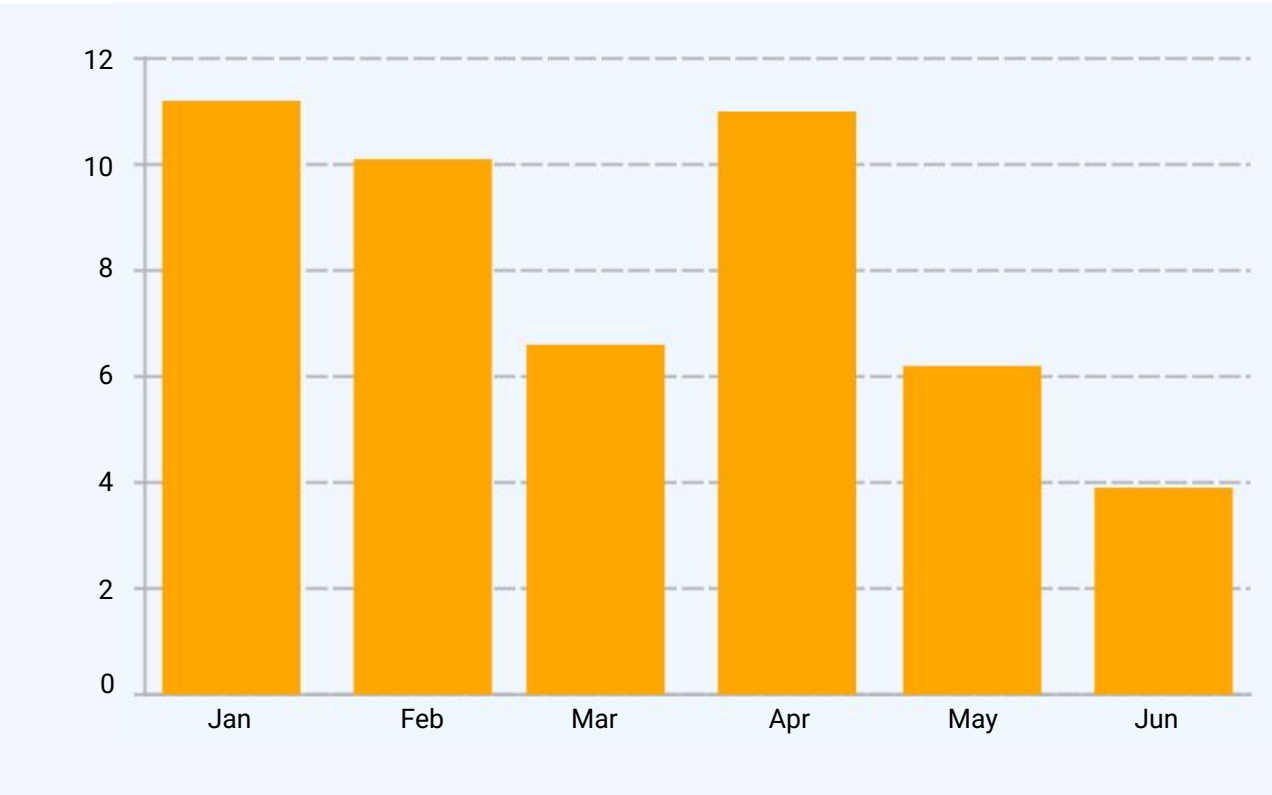
IP & Holidays

Games that celebrate holidays make up a significant majority: **over 96% of games launched holiday-themed LiveOps events this year.**

The most popular holidays were:

- Christmas and Winter Holidays (72%)
- Valentine's Day (66%)
- Easter (58%)

Local holidays gained notable traction as well:

- Chinese New Year (22%)
- Cinco de Mayo (19%)

Many games also acknowledged cultural and sporting events, such as:

- The Oscars (2%)
- Super Bowl (10%)

Most popular holidays in mobile games

Analysis includes events from mobile games in the Casual category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. A holiday/collaboration event was included in the chart if at least one day of its duration fell between January and June 2025.
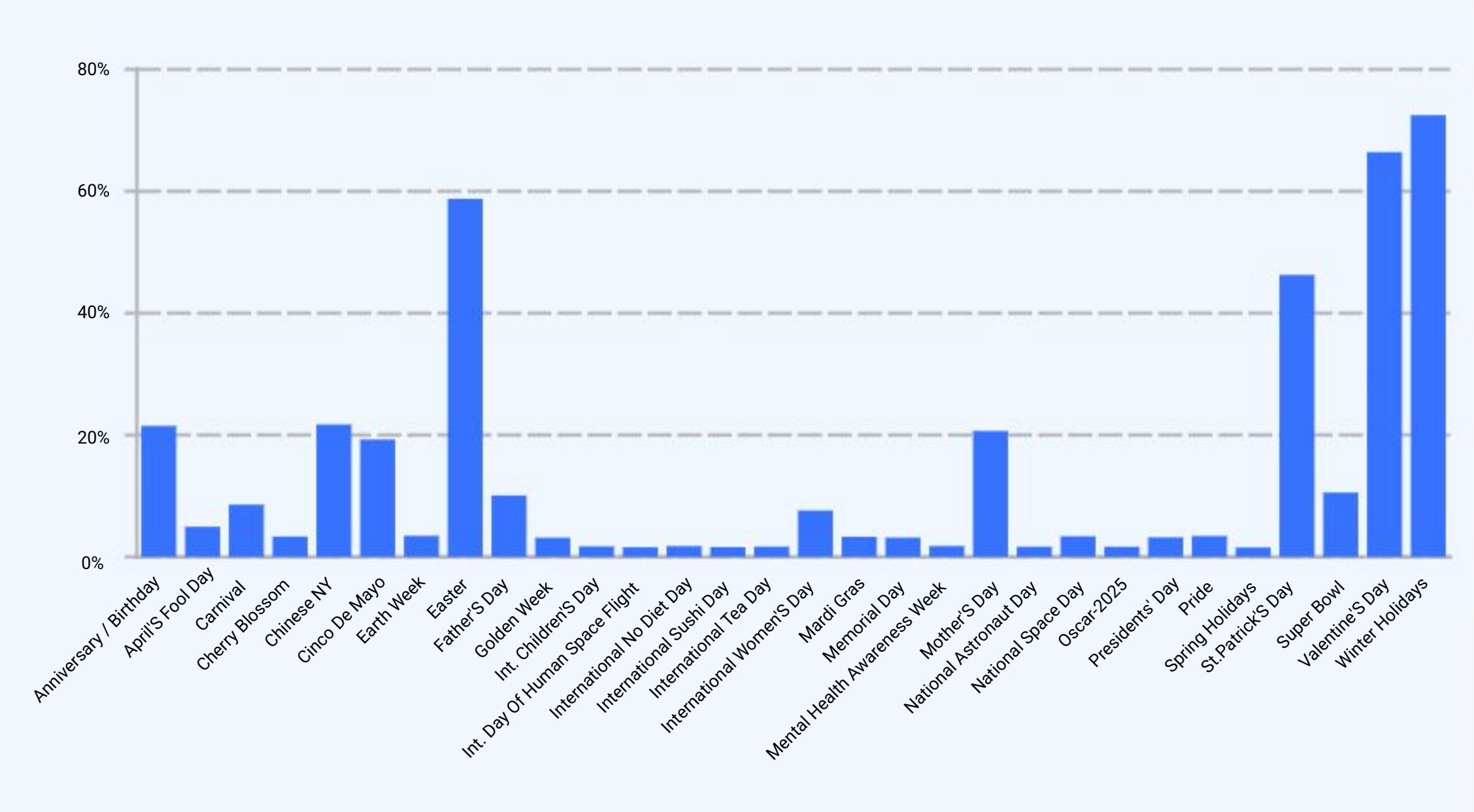
LiveOps in Puzzles

Puzzle is a parent tag for puzzle-solving games that challenge the player's wit and logic, problem-solving and strategic skills.

Gardenscapes

Matchington Mansion

Merge Gardens

Key Takeaways

Clear pattern in the segment's event scheduling

Short and Daily events peak on Fridays and weekends, while events of Medium duration are more common early in the week.

Some event duration types show month-on-month growth

Notable growth since the beginning of the year was recorded in Hourly events (+19%) and Daily events (+14%).

Puzzle mechanics follow overall trends

Top mechanics showed strong growth: Lava Quest (+34%), Digging (+31%), and Core Duplicates (+27%).

Digging has become significantly more popular

The Digging mechanic was chosen more often than any other for new in-game events.

Album mechanics are now present in 50% of Puzzle games

Albums have become a key part of the LiveOps strategy and continue to appear in the new games.

Mechanic to watch: Merge

The Merge mechanic has become more common in games and, for many, is now part of the regular event schedule.

Competitive elements are the foundation of the LiveOps

On average, 45% of LiveOps events in the genre include competitive elements.

There is always a reason to celebrate

Alongside major holidays, over 20% of games also celebrated less popular ones like Mother's Day.

Standard event schedule

The event schedule in the Puzzle genre remains relatively stable, with a strong focus on regular and seasonal events and only a limited number of experiments:

- The core of the schedule consists of Daily (1.4), Short (2.4), and Medium (2.3) events per day.
- On Fridays and weekends, the number of Short events increases (up to 2.8 per day), along with Daily events (up to 1.8 per day), while Medium events are more concentrated around weekdays, especially early in the week.
- Hourly events are less common in the genre.

Average schedule of events

Duration	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
One-time																															
Short	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0
Medium	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3
Long	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Irregular																															
Hourly	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Daily	0.1	0.0	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.2	0.3	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2
Short	0.2	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.6	0.6	0.3	0.4	0.4	0.2	0.2	0.3	0.2	0.2	0.4	0.5	0.4	0.4	0.5	0.4
Medium	0.3	0.2	0.2	0.3	0.3	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.5	0.4	0.2	0.2
Long	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Regular																															
Hourly	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.2	0.2	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.2	0.3	0.2	0.3	0.2	0.3	0.3	0.3	0.2	0.3	0.2	0.3	0.2	0.2
Daily	1.4	1.3	1.6	1.5	1.4	1.3	1.3	1.2	1.4	1.4	1.5	1.3	1.2	1.3	1.3	1.2	1.6	1.3	1.4	1.2	1.4	1.2	1.5	1.4	1.4	1.2	1.2	1.2	1.2	1.2	1.5
Short	1.8	2.3	2.5	2.4	1.8	2.1	1.9	1.8	2.5	2.6	2.4	1.8	2.0	2.1	1.8	2.3	2.8	2.3	1.9	1.9	2.0	1.8	2.4	2.6	2.3	1.7	2.0	2.1	1.8	2.2	2.5
Medium	2.1	1.4	1.6	1.4	2.2	2.1	2.2	2.3	1.7	1.6	1.5	2.2	2.2	2.2	2.3	1.8	1.8	1.5	2.4	2.3	2.2	2.2	1.7	1.7	1.5	2.2	2.2	2.2	2.0	1.4	1.5
Long	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Seasonal																															
Medium	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Long	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.4	1.3	1.4	1.3	1.4	1.3	1.4	1.3	1.4	1.3	1.4	1.4	1.3	1.3

Legend:
- ■ Weekday
- ■ Weekend day

Duration types are defined as follows:
Hourly: up to 1 hour
Daily: 1 in-game day
Short: 1–3 days
Medium: 4–10 days
Long: more than 10 days

The event schedule is affected by both the day of the week and the date within the month. To ensure more representative data, the analysis is based on a single month. For each combination of repeatability and duration, the average daily number of active events was calculated (for example, a 24-hour event could span two active days). Events that began in 2024 were also included if at least one day of their activity fell within the period from May 1 to May 31, 2025.

Trends in duration

Since February, there has been a clear upward trend in the number of events launched across Puzzle titles. This trend spans all event durations, from Hourly to Long.

The highest average growth compared to January and February was observed in:

- Hourly (+19%)
- Daily (+14%)
- Medium (+15%)

However, there is no clear growth pattern tied to any specific event duration.

For example, Short events increased by only 8% by the end of the first half of the year. This points to a broader trend of strengthening LiveOps across the entire event grid.

Average number of started events per game by month

Legend: Hourly, Daily, Short, Medium, Long

APPMAGIC
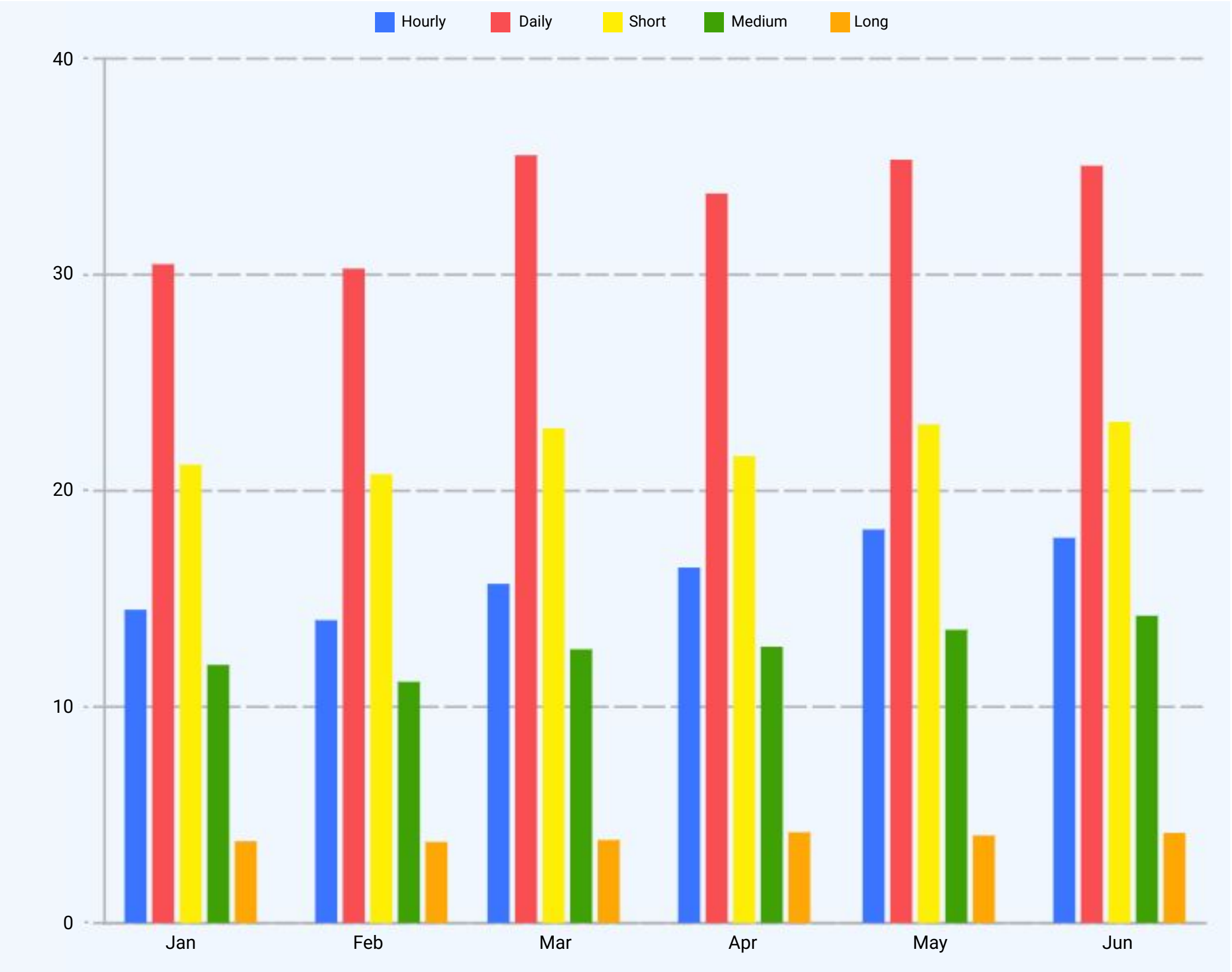
Trends in mechanics

The Puzzle category largely follows broader market trends. The most frequently used mechanics in this genre were Win Streak (10.9 events per game per month), Core Duplicates (10.2), and Lava Quest (8.6).

Some of the most popular mechanics also showed strong and consistent growth compared to the January–February averages:

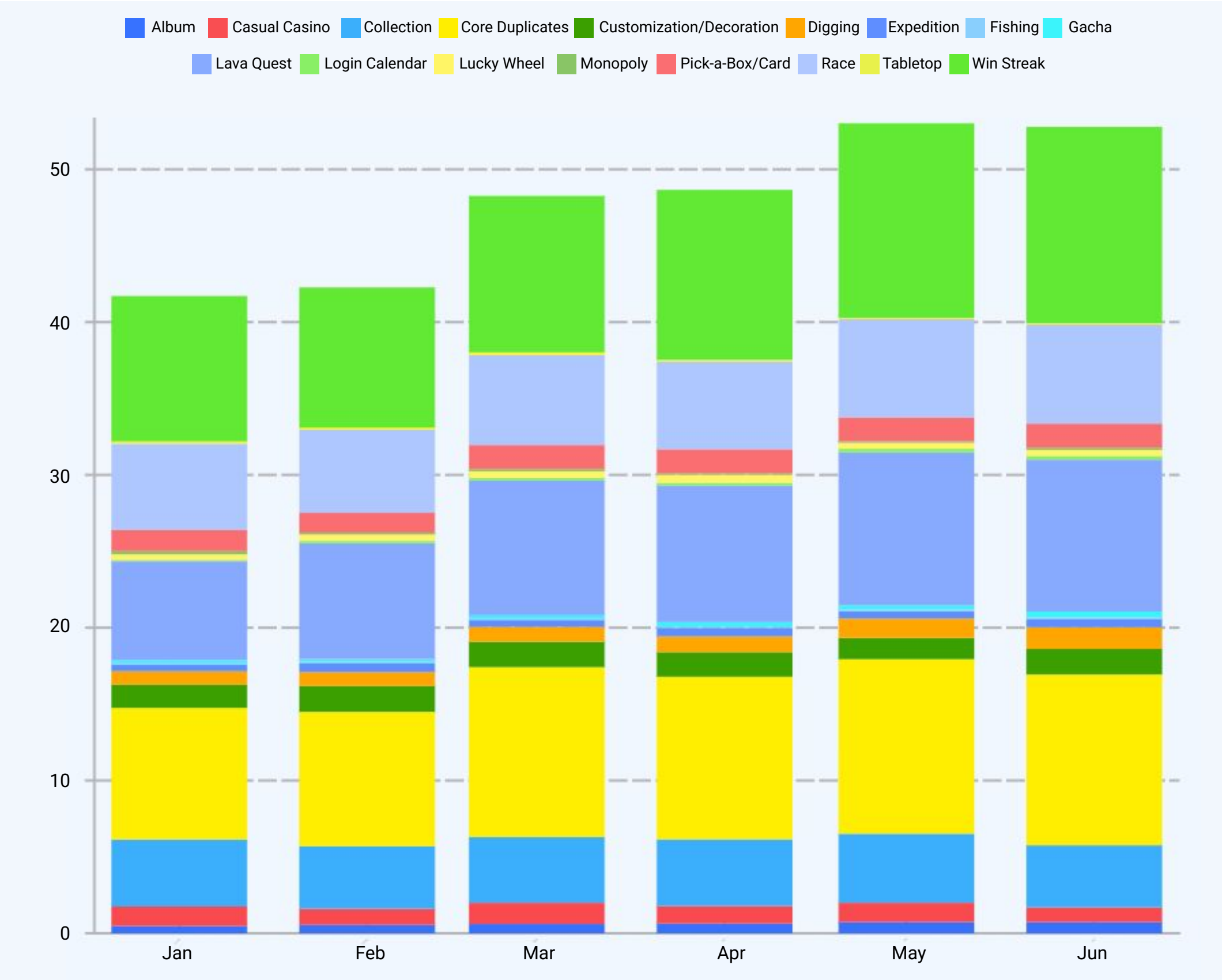- Lava Quest (+34%)
- Digging (+31%)
- Core Duplicates (+27%)

Among the less common mechanics in the genre, one also demonstrated a uptrend:

- Album (+30%)

Negative dynamics were observed in the following mechanics:

- Tabletop (-20%)
- Monopoly (-27%)

Average number of mechanics in monthly schedules per game*

Legend: Album, Casual Casino, Collection, Core Duplicates, Customization/Decoration, Digging, Expedition, Fishing, Gacha, Lava Quest, Login Calendar, Lucky Wheel, Monopoly, Pick-a-Box/Card, Race, Tabletop, Win Streak

*excluding events where mechanics are not listed

Analysis includes events from mobile games in the Puzzle category, based on AppMagic's taxonomy and LiveOps & Updates Calendar tool. An event was attributed to a specific month if it ran for at least one day on said month. This chart doesn't show absolute event numbers, as a single event may include multiple mechanics under the taxonomy and structure of the LiveOps & Updates Calendar. 34

New events

The first half of the year saw clear fluctuations in new event activity within the Casual Puzzle genre:

— **March and April marked the peak of event activity**, with an average of 0.55 new events per game in the genre.

— June was the quietest month, with only 0.2 new events per game, which can largely be attributed to preparations for summer activities often launched in the second half of summer.

— On average, most **Casual Puzzle games released one to two new events per game over a six-month period.**

— Digging (9.6%) emerged as the most frequently integrated, closely followed by Win Streak (8.6%).

— A notable portion of new events leaned on the well-established Core Duplicates mechanic, which accounted for 7.5% of all releases.

— Meanwhile, mechanics such as **Expedition, Fishing, Monopoly, and Tabletop were entirely absent from new events during this period.**

Distribution of mechanics across new events*
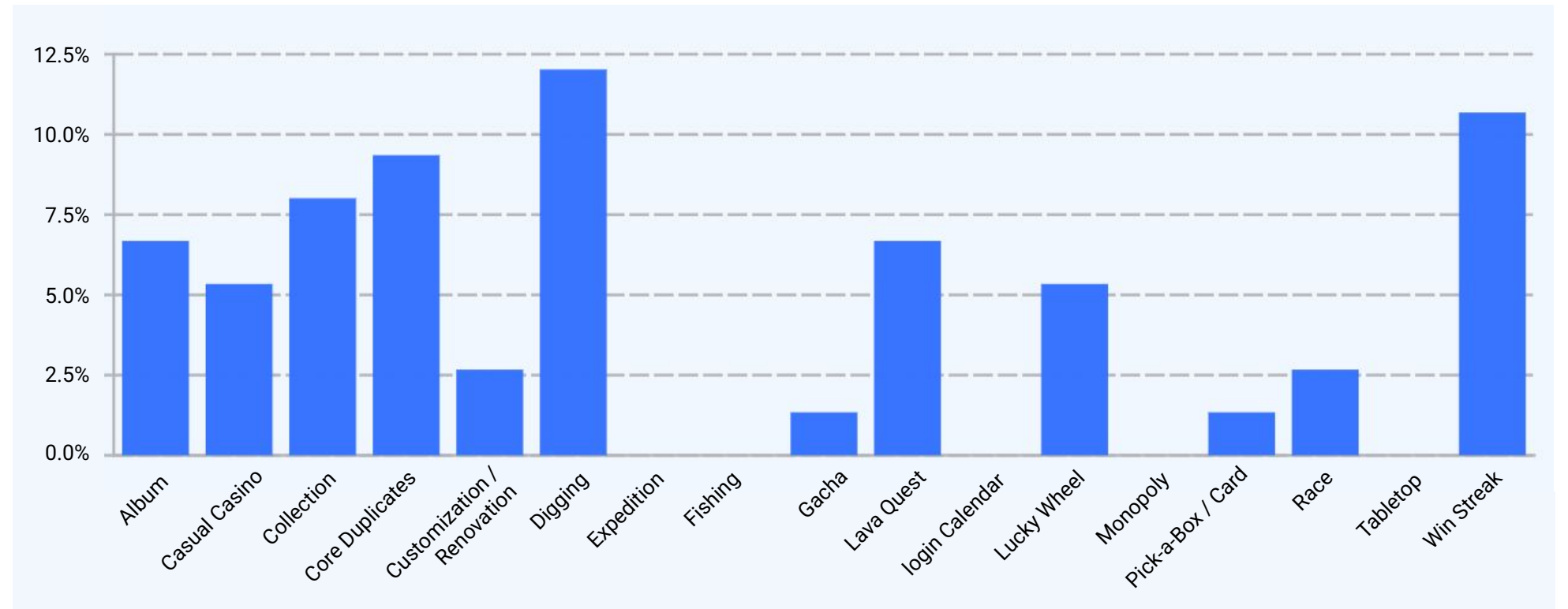
*excluding events where mechanics are not listed

Average number of new events by month
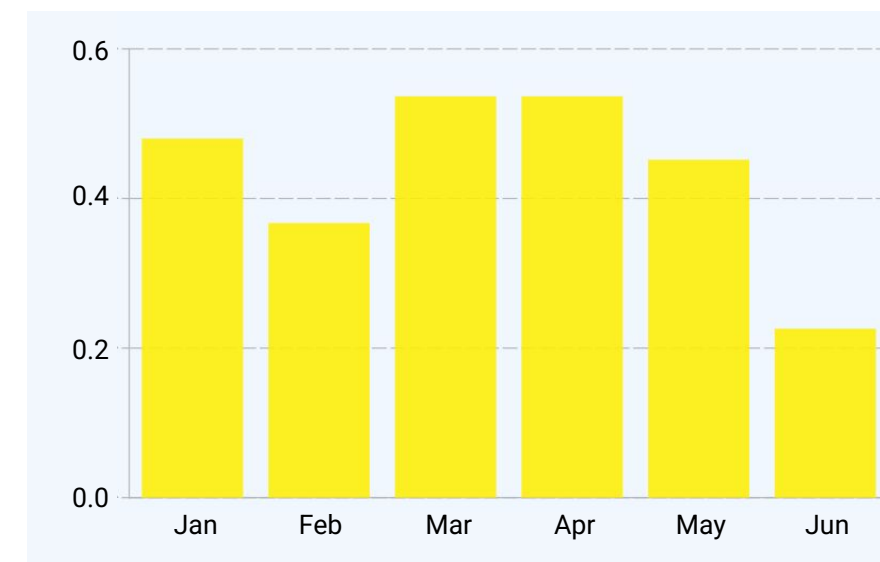
Project activity across new events
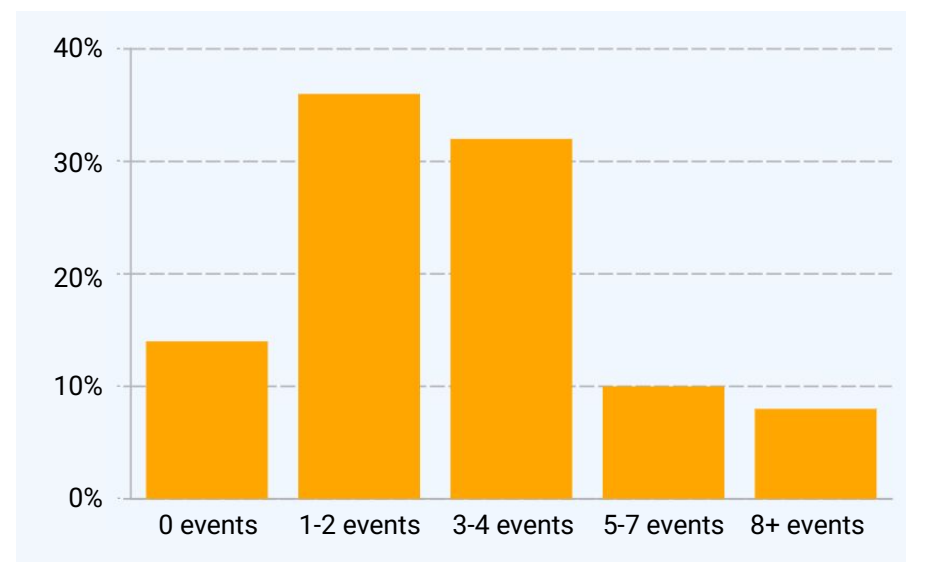
Trending mechanic: Album

The Album mechanic has been spreading across the genre and is now at the peak of its popularity: 50% of top Puzzle games feature it and regularly use it in seasonal events.

Initially popularized in the Merge genre, it is now common across all Puzzle types, including competitive titles like _Match Masters_, where it ties into other events and supports monetization.

It has become a must-have for Puzzle games, and its influence is expanding into other genres like Casino, proving its versatility.

> **Album** in our classification: Events that feature completing an album with collectibles (e.g., cards, stickers, etc.).

Representation of mechanics in H1 2025
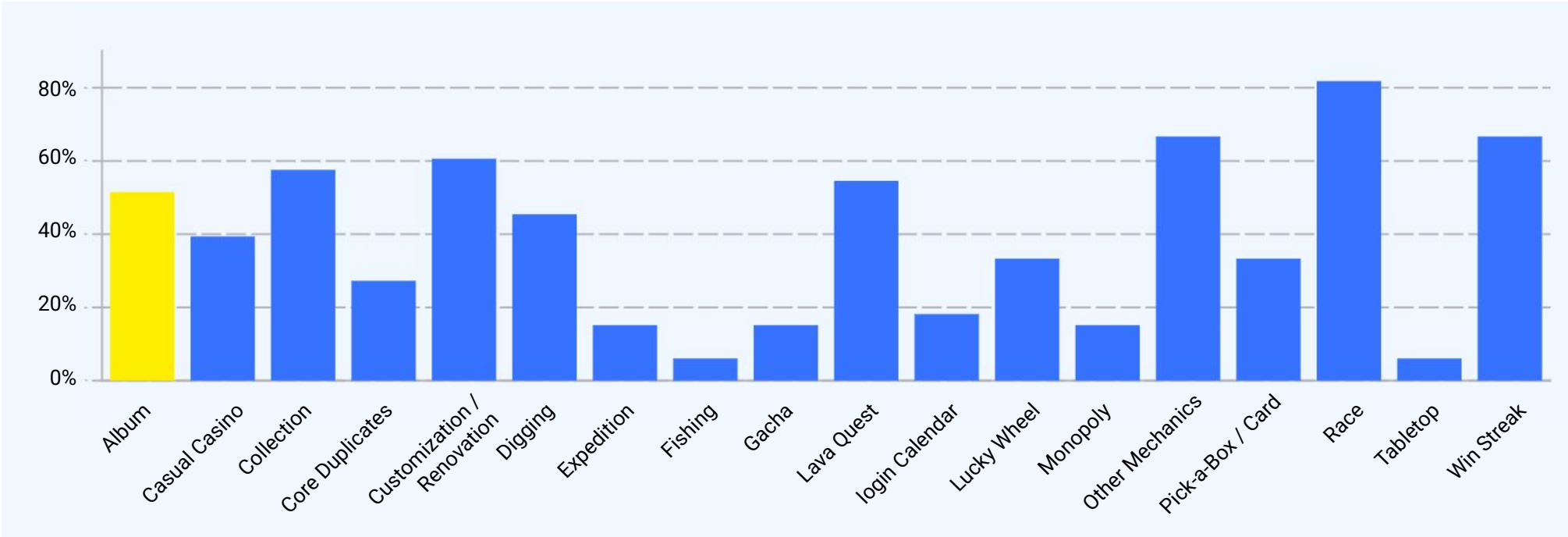
Mechanic to watch: Merge

In the first half of the year, **the Merge mechanic was actively introduced into other Puzzle games as the core event gameplay**:

— With its simple, meditative style and no risk of failure, it offers players a break from the pressure of the main game.

— While leaderboards are usually a separate mode, the main goal is still to encourage core level progression.

— Monetization typically relies on hard currency and energy, with some events also featuring leaderboards.

Developers are experimenting with event duration, which currently ranges from 1–3 days to over 10, suggesting the optimal length is yet to be defined.

Merge mechanics are not currently featured on the LiveOps & Updates calendar and are categorized under Other Mechanics as of this point, since the proportion of Merge events remains small.

> The **Merge-2** event mechanic replicates the core gameplay of classic Merge-2 titles. On a special board, players combine items to complete orders and earn rewards. Such mergeable items are usually obtained by progressing through levels in the main game.
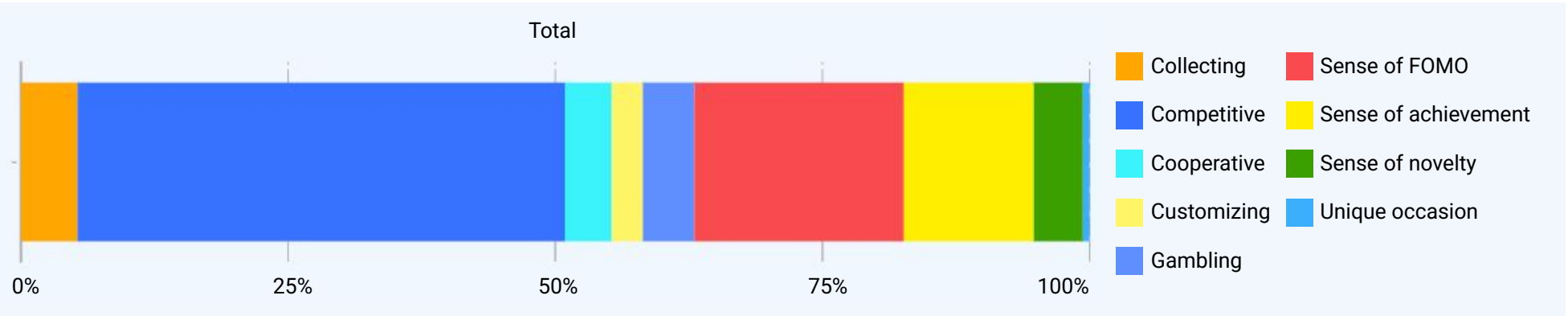

Representation of mechanics in H1 2025
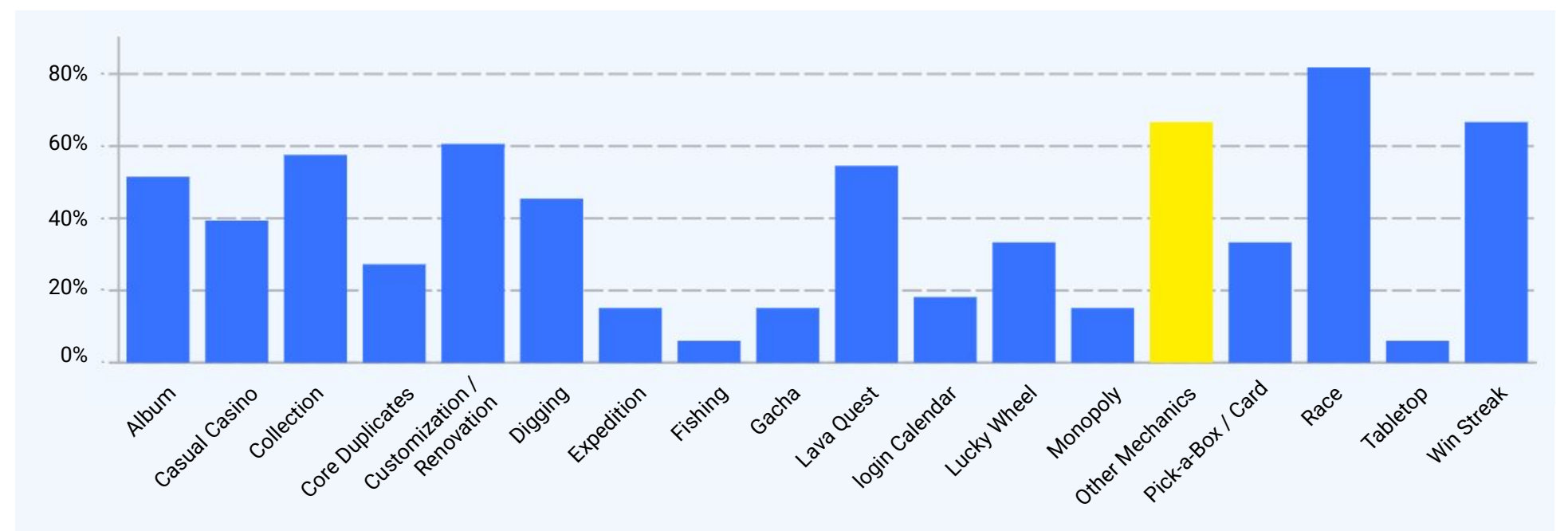
User motivation

In the Puzzle segment, most LiveOps events are designed to deepen player engagement with the core gameplay:
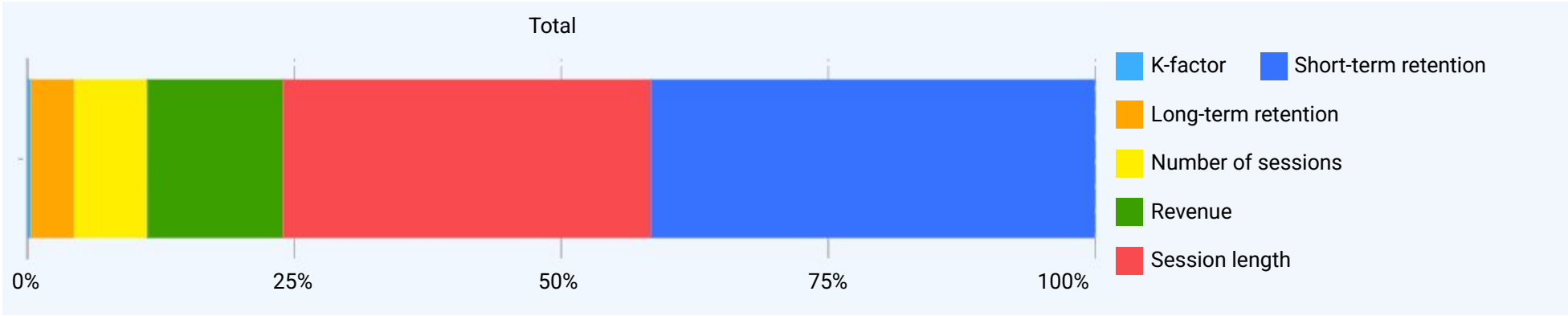
— **Competitive events occur slightly more often than in the broader Casual genr**e, making up 45% of all events compared to 37% across the market. This is largely due to the high frequency of short races and leaderboard challenges featured in the LiveOps calendars.

— At the same time, there are noticeable differences from overall Casual trends. For example, **events focused on creating a sense of novelty appear only 4% of the time in Puzzle games**, compared to 8% in the general Casual segment. This is likely because Puzzle games tend to rely on familiar mechanics with minor variations, adding diversity to gameplay while reducing the risk of player rejection.
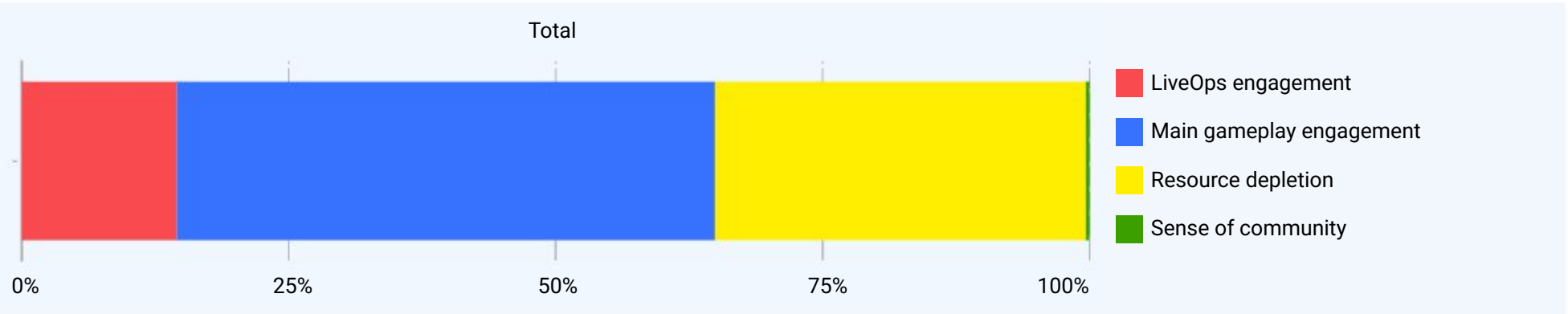
By Motivation

Total

Legend:
- Collecting
- Competitive
- Cooperative
- Customizing
- Gambling
- Sense of FOMO
- Sense of achievement
- Sense of novelty
- Unique occasion

0%   25%   50%   75%   100%

By Impacting

Total

Legend:
- K-factor
- Long-term retention
- Number of sessions
- Revenue
- Session length
- Short-term retention

0%   25%   50%   75%   100%

By Goals

Total

Legend:
- LiveOps engagement
- Main gameplay engagement
- Resource depletion
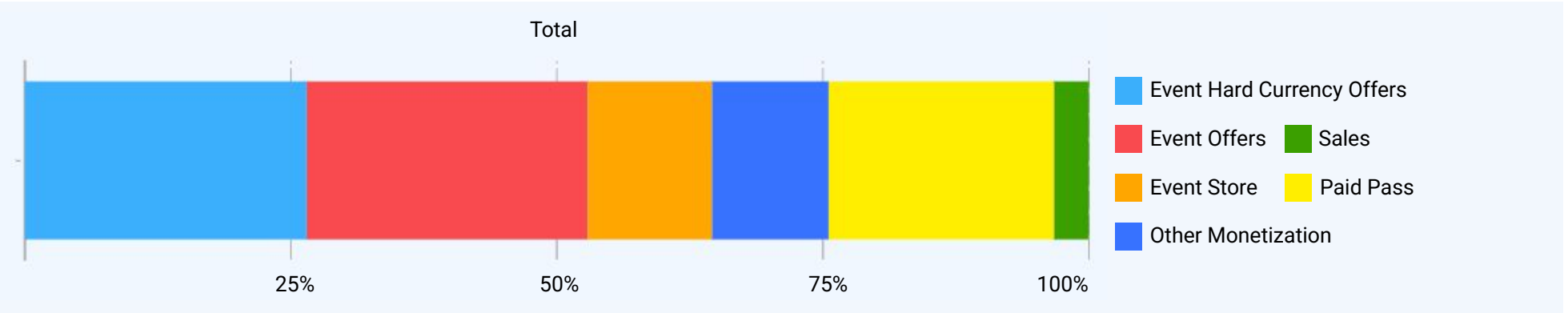- Sense of community

0%   25%   50%   75%   100%

Monetization

With Puzzles, the **majority of event calendars are geared toward hardcore players** (those with high long-term retention) and paying users, while events specifically targeting whales remain limited, making up only about 3%.
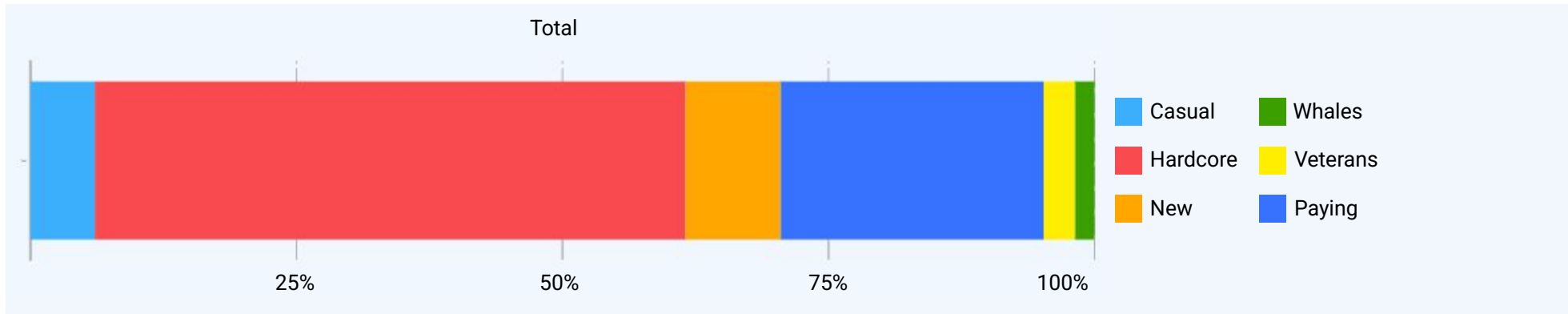
Most events can be completed with minimal spending, and the most common monetization strategy involves event-specific offers and purchases made with hard currency.

Unlike the broader trend in the Casual genre, Paid Pass monetization is used more frequently in Puzzles: that is, about 1.5 times more often than average. In addition to being used in long-running events, Paid Passes are also commonly applied in shorter events lasting 3 to 7 days.

By Monetization

Total

25% | 50% | 75% | 100%

- Event Hard Currency Offers
- Event Offers
- Sales
- Event Store
- Paid Pass
- Other Monetization

By Players

Total

25% | 50% | 75% | 100%

- Casual
- Whales
- Hardcore
- Veterans
- New
- Paying

Interested in more monetization insights?
Analyze both persistent and time-limited monetization strategies of competitors using the Monetization Intelligence tool. Click here to learn more

IP & Holidays

Holidays remain a major driver for LiveOps in the Puzzle segment, with 90% of games celebrating at least one event in H1 2025:

— Winter Holidays (Christmas, New Year) were the most common, with 75% of games running their events well into January. On average, New Year celebrations lasted 42 days per game.

— Valentine's Day was the most widely celebrated short holiday, featured in 65% of games.

— Valentine's Day, St. Patrick's Day, and Easter often last up to three weeks.
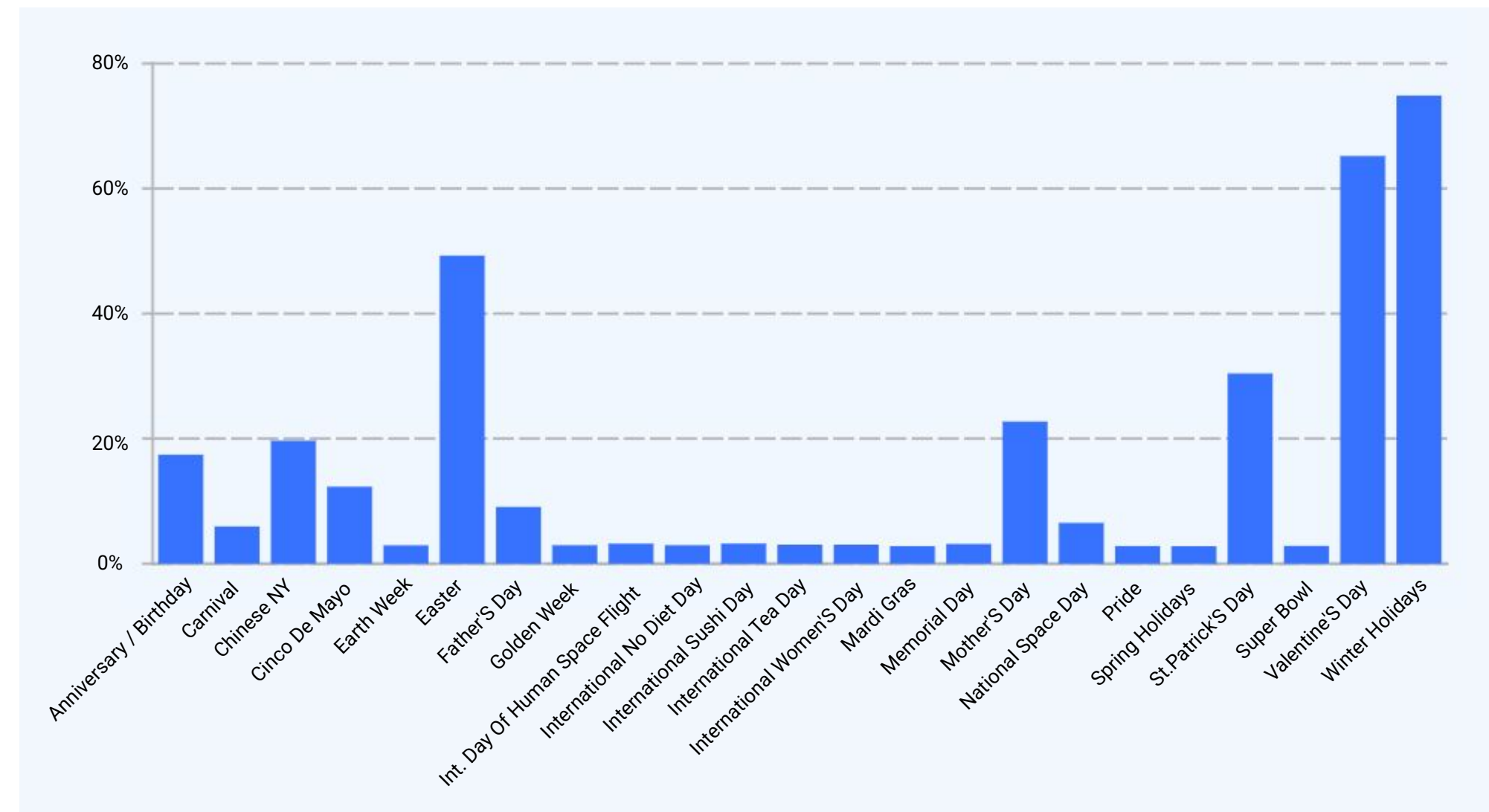
— Only 2–3% of games acknowledged national holidays like Father's Day or Earth Day, which remain rare.

Holiday-themed events still account for just 2.5% of all LiveOps, showing the Puzzles' focus on regular, proven formats.

Average number of holiday events per game
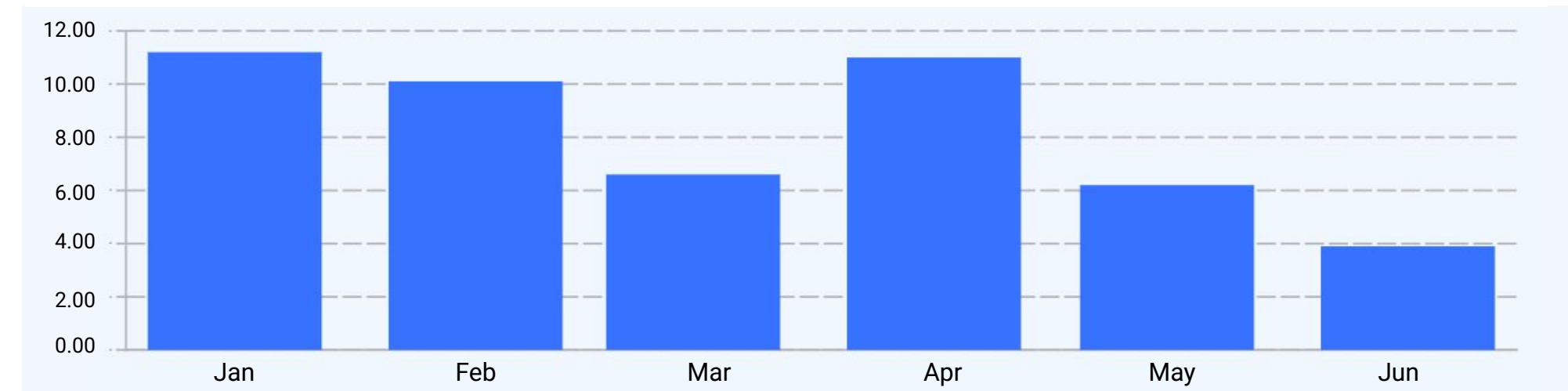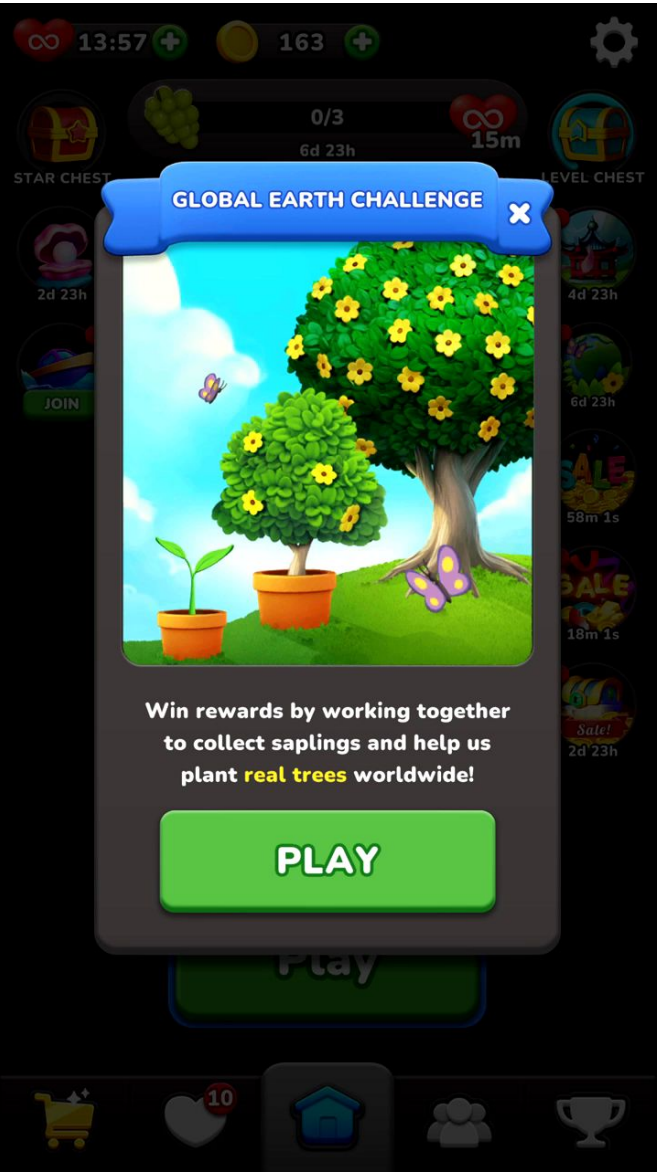

Most popular holidays in mobile games

IP & Holidays

January was the peak month for IP collaborations; however, only 12% of the top Puzzle games launched one at all this year. Here are some of them:

Triple Match 3D	LINE Bubble 2	Match Masters	LINE: Disney Tsum Tsum
April 25 - May 01	**Jan 24 - Jan 29**	**Jan 23 - Jan 29**	**Feb 3 - Feb 27**

LiveOps in Casino

Casino refers to games that combine core casino mechanics with a deeper meta layer typical for Casual games, such as renovation, town building, etc.

Monopoly GO!

Coin Master

Dice Dreams

Key Takeaways

Casino is the most LiveOps-intensive genre

On average, top games run over 10 events simultaneously for effective retention and monetization.

Event schedule density continues to grow

On average, the number of Daily and Short events has increased by 33% since the beginning of the year.

Emerging mechanics differ from the overall Casual trend

These have shown the strongest growth since the start of the year: Pick-a-Box / Card (+50%), Win Streak (+38%), and Casual Casino (+36%).

Casual Casino is the top pick for new events

Casual Casino, including Pinball, Plinko, Slots, and other mechanics, is a particularly popular choice for new events.

Casino launches new events more often than other genres

Nearly 30% of the top games introduced over 8 new events in the past six months.

Casino games are hardly focused on new players

Over half of the events target active paying users, while less than 10% are aimed explicitly at new players.

The Monopoly mechanic is not used in new events

In H1 2025, none of the top games introduced new events featuring the Monopoly mechanic.

Casino games use every possible occasion for events

The Casino genre celebrates lesser-known holidays more often than others, such as Presidents' Day, Father's Day, and Earth Day.

IP collaborations are especially popular in the genre

Over 50% of the top games in H1 2025 launched at least one IP collaboration event.

Standard event schedule

In the Casino segment, there is frequent experimentation with event scheduling: irregular events appear more often in the calendar than the regular ones.

Peaks in activity for Daily and Short events often occur in the middle of the week. Unlike in the Puzzle genre, for example, Saturdays in Casino games often have lower event density than other days.

Regular Medium-length events maintain a steady presence throughout the entire month, averaging between 1.0 and 1.4 events per day. Long Seasonal events run with virtually no interruptions, indicating long-term campaign formats, with around 1.9 events per day.

Average schedule of events

Duration	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
One-time																															
Daily	0.3	0.2	0.4	0.2	0.5	0.2	0.2	0.6	0.2	0.1	0.0	0.1	0.1	0.1	0.2	0.4	0.0	0.2	0.4	0.3	0.2	0.4	0.2	0.1	0.0	0.2	0.2	0.2	0.2	0.1	0.4
Short	0.2	0.3	0.3	0.6	0.4	0.2	0.2	0.6	0.5	0.5	0.3	0.2	0.5	0.5	0.2	0.4	0.4	0.4	0.1	0.2	0.2	0.1	0.3	0.4	0.2	0.1	0.3	0.4	0.4	0.3	0.3
Medium	0.3	0.3	0.4	0.3	0.3	0.1	0.4	0.5	0.6	0.7	0.6	0.5	0.6	0.5	0.8	0.8	0.8	0.4	0.2	0.3	0.4	0.6	0.6	0.6	0.5	0.4	0.3	0.4	0.6	0.7	0.7
Long	0.2	0.2	0.2	0.2	0.3	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Irregular																															
Hourly	0.1	0.3	0.2	0.3	0.3	0.1	0.1	0.4	0.4	0.2	0.2	0.0	0.1	0.1	0.3	0.2	0.3	0.0	0.2	0.1	0.2	0.2	0.2	0.0	0.0	0.1	0.3	0.0	0.4	0.2	0.3
Daily	2.7	2.8	2.8	2.8	2.7	3.1	3.1	2.7	3.4	2.1	3.0	2.5	2.7	2.4	2.3	2.3	1.6	2.7	1.8	2.4	2.8	2.1	1.9	1.7	2.3	2.4	2.5	2.6	1.8	1.7	1.4
Short	1.4	1.6	1.3	1.3	1.8	2.2	2.6	1.7	1.7	1.3	1.2	1.8	2.0	2.0	2.0	2.1	1.6	2.0	1.3	2.0	2.0	1.6	1.5	1.2	1.9	2.2	1.5	1.5	0.9	1.0	0.9
Medium	1.5	1.4	1.4	1.5	1.3	0.9	0.9	1.5	1.4	1.4	1.1	1.2	1.0	1.5	1.6	1.6	1.5	1.4	1.1	1.2	1.5	1.3	1.3	1.4	1.6	1.6	1.4	1.4	1.5	1.2	1.1
Regular																															
Hourly	0.8	0.5	0.5	0.5	0.6	0.4	0.6	0.4	0.3	0.7	0.3	0.9	0.5	0.5	0.7	0.4	0.5	0.6	0.4	0.7	0.5	0.6	0.6	0.7	0.5	0.8	0.7	0.5	0.4	0.4	0.8
Daily	0.6	0.9	0.8	0.9	0.9	0.6	1.1	0.5	0.6	0.9	0.8	0.9	0.6	1.1	0.5	0.5	0.8	0.9	0.7	0.7	0.6	0.5	0.5	0.8	0.7	0.8	0.8	0.9	0.5	0.9	0.6
Short	0.7	0.7	0.7	0.9	0.9	0.7	1.1	0.7	0.7	0.8	0.9	1.0	0.8	1.1	0.5	0.6	0.7	1.0	0.8	0.8	0.6	0.3	0.4	0.5	0.6	0.5	0.4	0.6	0.5	0.6	0.7
Medium	1.3	1.3	1.2	1.2	1.2	1.2	1.2	1.4	1.4	1.3	1.4	1.4	1.3	1.2	1.2	1.2	1.5	1.5	1.4	1.4	1.2	1.1	1.0	1.1	1.2	1.2	1.3	1.4	1.5	1.3	
Long	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.1	0.1	0.1
Seasonal																															
Medium	0.2	0.2	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.3	0.3	0.3
Long	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.8	1.8	1.8	1.8	1.8	1.9	1.9	1.9	2.0	1.9	2.0	2.0	2.0	2.0	2.0	2.0	1.9	1.9	2.0	2.0	2.0	2.0

■ Weekday
■ Weekend day

Duration types are defined as follows:
Hourly: up to 1 hour
Daily: 1 in-game day
Short: 1–3 days
Medium: 4–10 days
Long: more than 10 days

The event schedule is affected by both the day of the week and the date within the month. To ensure more representative data, the analysis is based on a single month. For each combination of repeatability and duration, the average daily number of active events was calculated (for example, a 24-hour event could span two active days). Events that began in 2024 were also included if at least one day of their activity fell within the period from May 1 to May 31, 2025.

Trends in duration

The peak of event activity for Casino titles occurs in April, with Daily events standing out the most:

– **In the Casino genre, the focus on Daily events is significantly higher than in other genres**. On average, each game currently runs 74 Daily events per month, which is 2.2 times more than in the Puzzle genre, for example.
 – There is also a clear trend of increasing event volume toward the end of Q1 2025: in April, the average number of Daily events per game rose to 100 in one month, reaching its peak.

Only **Daily and Short events showed growth compared to January and February (an average increase of 33%)**, while **Long and Hourly events declined by 4% and 7% respectively.**

Interested in more schedule insights?
Explore competitors' event schedules, updates and LiveOps features with the LiveOps & Updates tool.
Click here to learn more

Average number of started events per game by month

Legend: Hourly, Daily, Short, Medium, Long
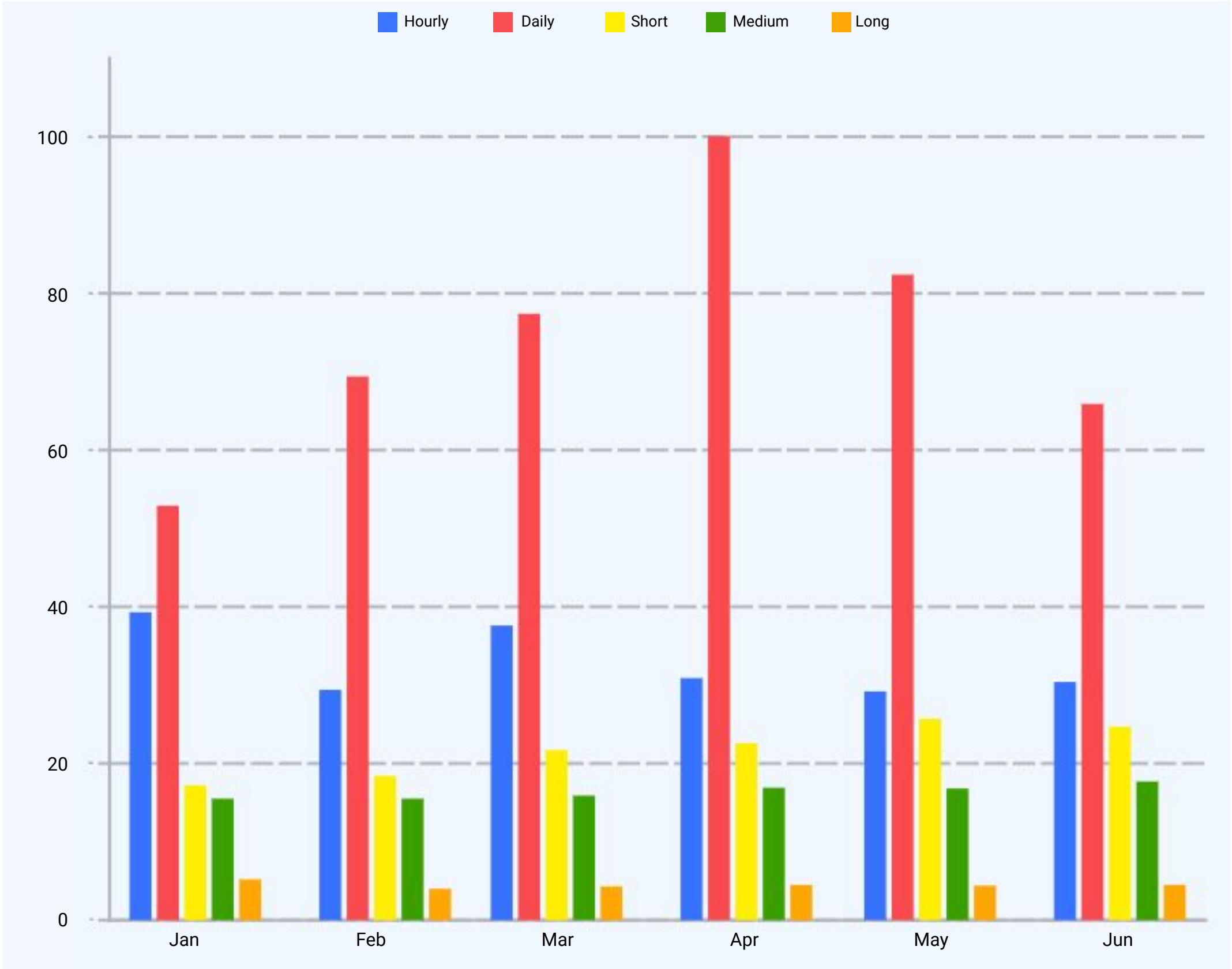
Trends in mechanics

In line with the overall trend across the Casual supergenre, **several mechanics demonstrated notable and steady relative growth since the beginning of the year:**

- Pick-a-Box / Card (+50%)
- Win Streak (+38%)
- Casual Casino (+36%)

Events featuring the Fishing mechanic were not observed at all, while the Expedition mechanic showed some presence but remained limited.

Some mechanics showed inconsistent behavior. For example:

– In February, use of Albums increased somewhat, mainly due to relaunches of existing events rather than new ones.
 – The Collection mechanic was active in January but declined by 24% after February, likely due to the end of the New Year holiday season.

Average number of mechanics in monthly schedules per game*

Legend: Album, Casual Casino, Collection, Core Duplicates, Customization/Decoration, Digging, Expedition, Fishing, Gacha, Lava Quest, Login Calendar, Lucky Wheel, Monopoly, Pick-a-Box/Card, Race, Tabletop, Win Streak
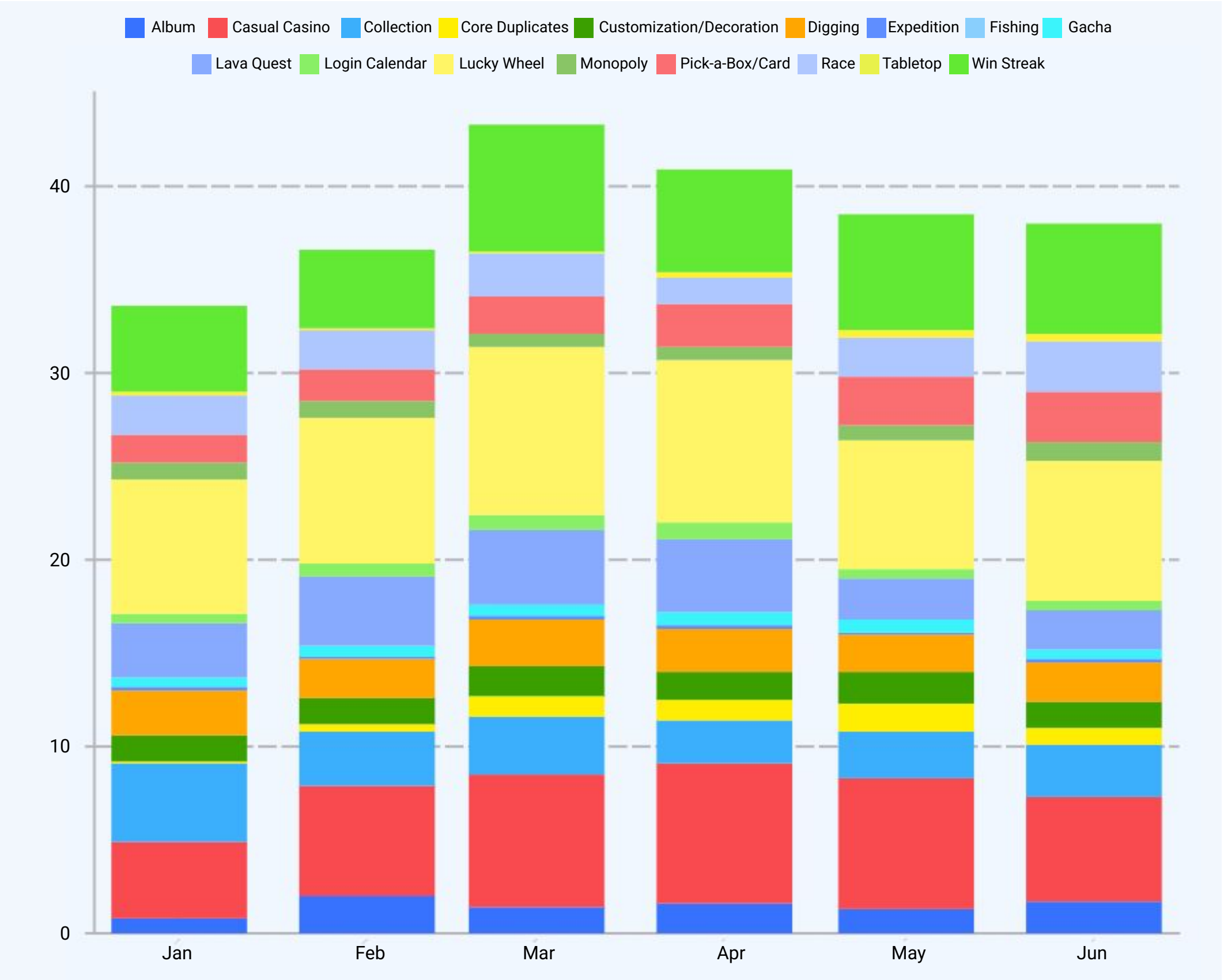
New events

Casual Casino games actively expanded their LiveOps in H1 2025:

- **92% of titles launched at least one new event; over 40% introduced five or more**
- On average, each game featured 5.3 new events. February was the most active month (1.6 events per game), and March the least (0.6)

Top mechanics:

- Casual Casino (25%)
- Pick-a-Box / Card (11%)
- Core Duplicates (8%)

Mechanics like Expedition, Album, Fishing, and Monopoly weren't introduced in new events.

Some rare mechanics appeared in specific games, for example:

- Spin Capital in _Slotomania_ (Renovation and Idle Tycoon)
- Coin Café in _Coin Master_ (Cooking)

Distribution of mechanics across new events*
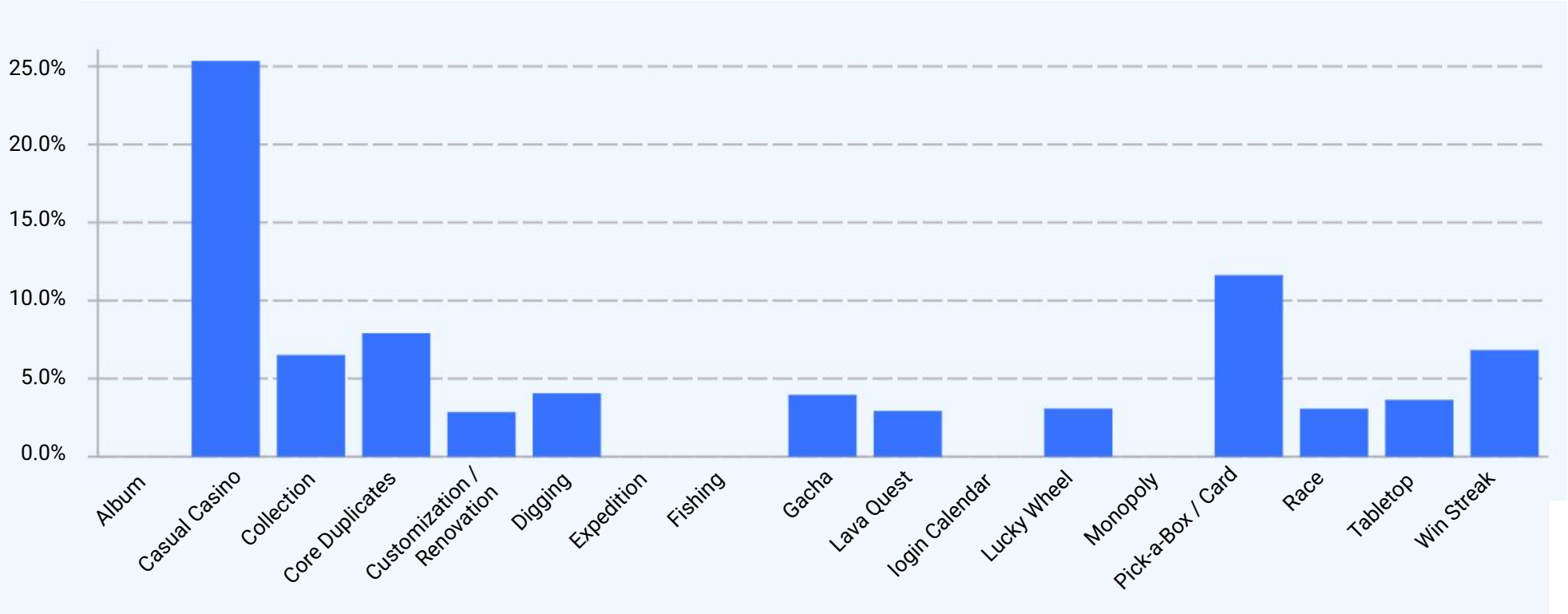
*excluding events where mechanics are not listed

Average number of new events by month
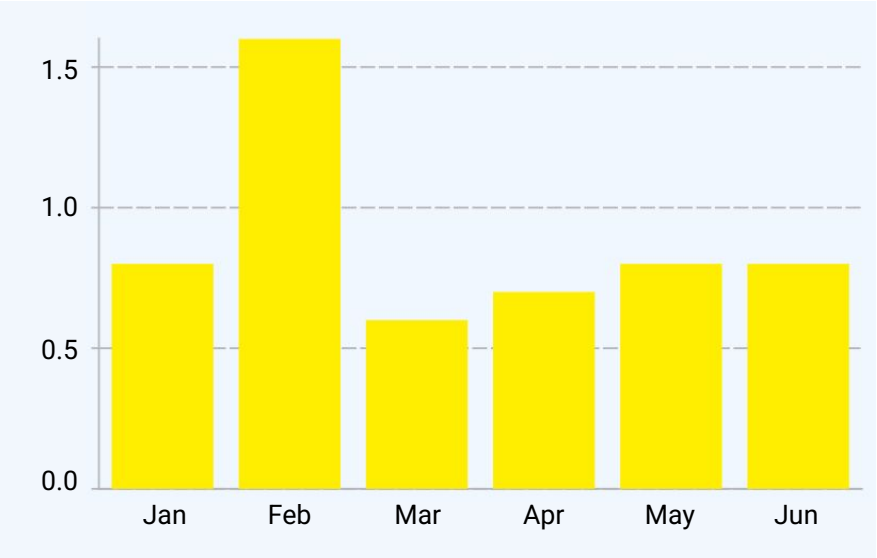
Project activity across new events
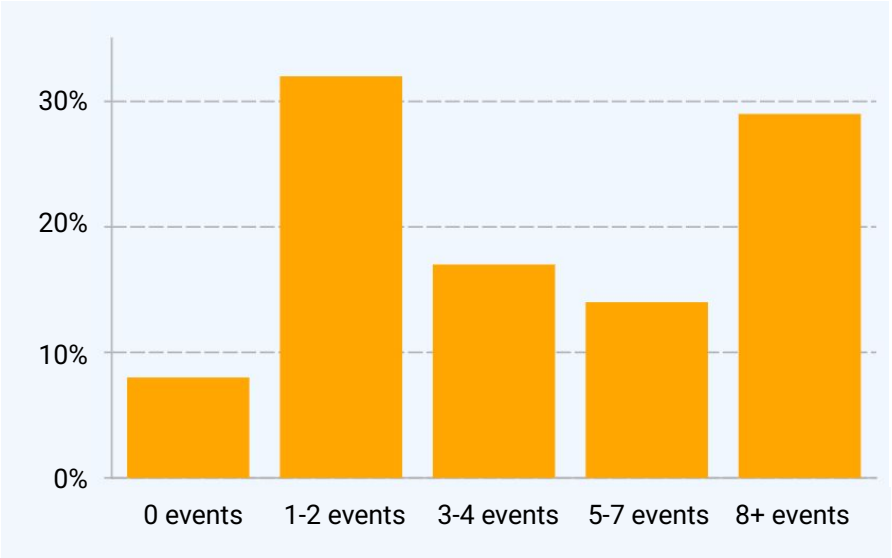
Trending mechanics: Casual Casino

The Casual Casino mechanic was featured in 88% of LiveOps events within the Casual Casino segment during the first half of the year. Its popularity is primarily driven by the target audience, as players receive an experience similar to the core gameplay they are already familiar with.

However, events often introduce mechanics that differ from the core loop—for example, claw machines (_Slotomania_) or lottery (_Bingo Bash: Live Bingo Games_), among others.

These mechanics are typically accompanied by event shops or special offers, and their duration is usually short, ranging from 1 day to 1 week.

Casual Casino in our classification: Events with simplified Casino mechanics excluding real-money gambling that cannot be classified as Lucky Wheel, Tabletop, Monopoly, or Gacha (e.g., Slots, Plinko, Lotto, Coin Pushers, etc.).

Representation of mechanics in H1 2025
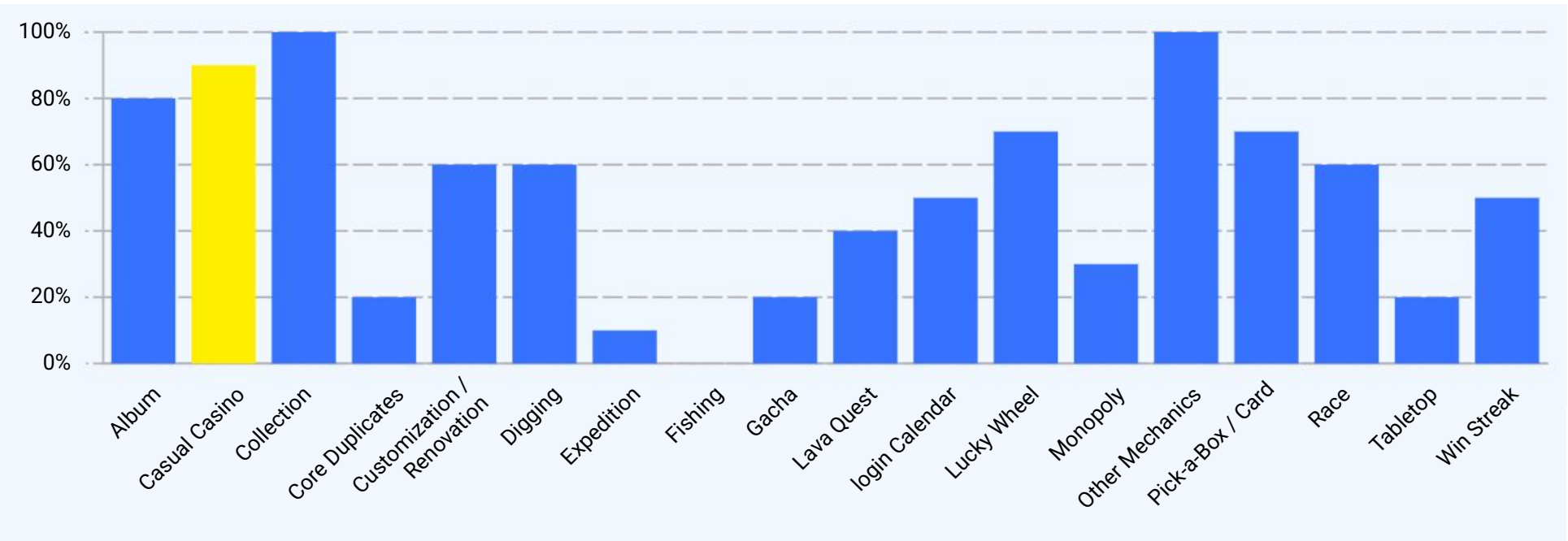
Trending mechanic: Pick-a-Box

The Pick-a-Box mechanic appeared in 70% of popular Casino games in the first half of 2025. It is often a standalone activity, with attempts earned through core gameplay or events, but it is also commonly embedded in longer formats like Album events to drive engagement.

Monetization varies:

- Some games offer extra attempts via hard currency or battle passes.
- Many also include a risk element where players open boxes sequentially and may lose rewards if they hit an empty one.

Pick-a-Box in our classification: Events where players choose one container with random items or rewards from a set.

Representation of mechanics in H1 2025
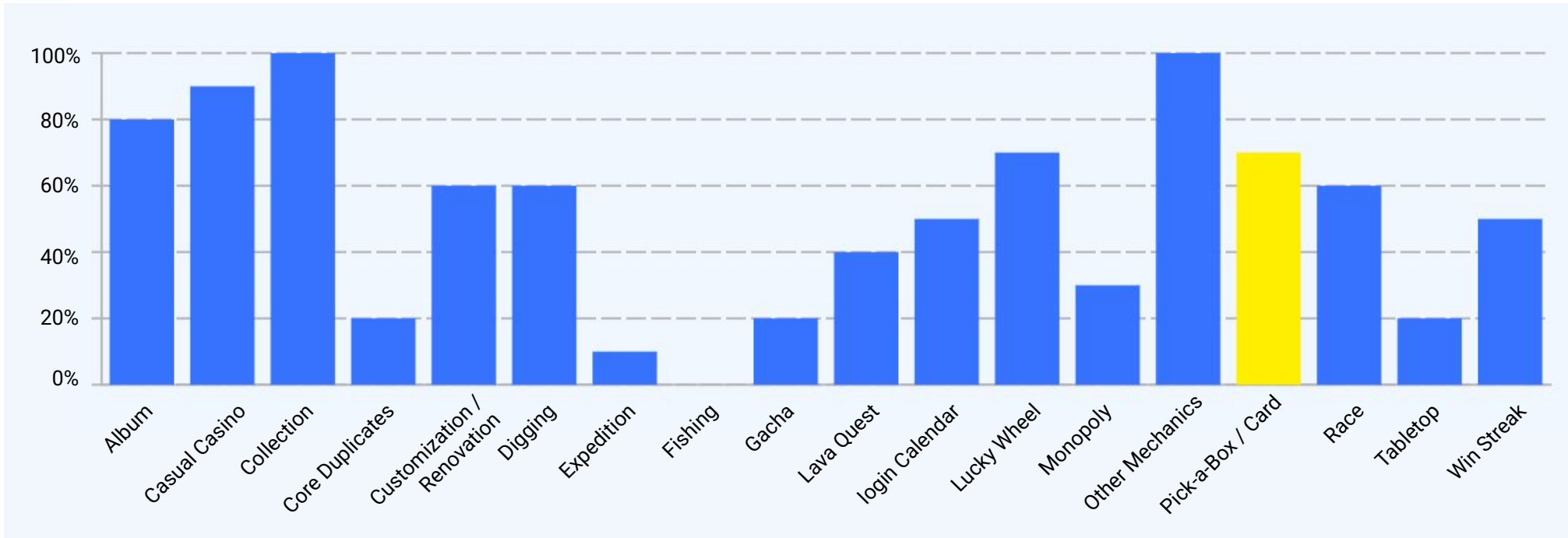
User motivation

Casual Casino is a genre highly demanding in terms of currency burn. Within a single session, the user is expected to repeatedly win currency, creating the feeling of growing their wealth, and then lose it all. It's no surprise that the largest share of event goals is focused on core game retention and resource depletion, accounting for 23% of all events.

Events in Casual Casino are primarily designed to drive short-term retention and session length. They encourage users to go through multiple cycles of earning and spending resources within a single session, ultimately increasing the chance of converting them into payers.

This focus is also reflected in the high share of events aimed at keeping players engaged in the core gameplay.

Unlike the Puzzle genre, which rarely offers new player experiences, **Casual Casino games tend to experiment more frequently with formats and mechanics, with around 15% of events introducing new or unusual gameplay elements.**
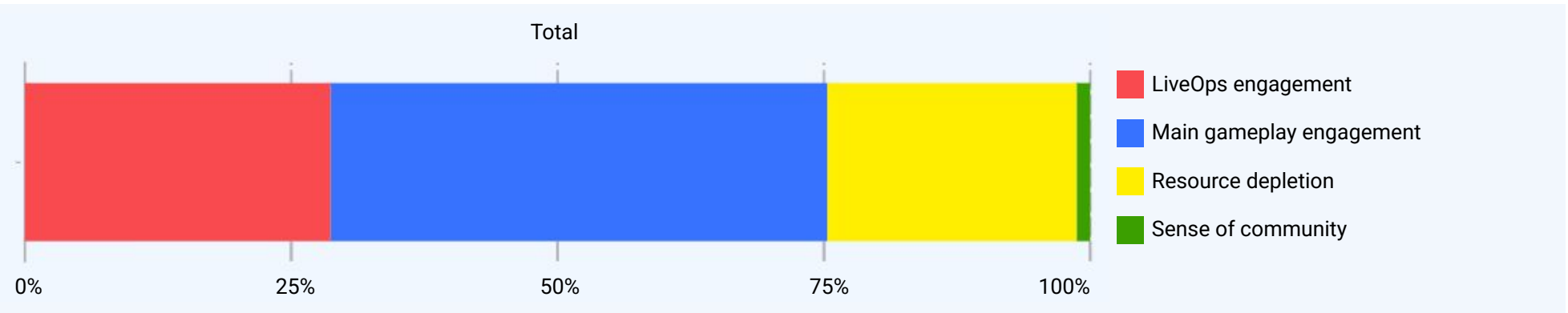
By Motivation

Total

Legend:
- Collecting
- Competitive
- Cooperative
- Customizing
- Gambling
- Sense of FOMO
- Sense of achievement
- Sense of novelty
- Unique occasion

0%   25%   50%   75%   100%

By Impacting

Total

Legend:
- K-factor
- Long-term retention
- Number of sessions
- Revenue
- Session length
- Short-term retention

0%   25%   50%   75%   100%

By Goals

Total

Legend:
- LiveOps engagement
- Main gameplay engagement
- Resource depletion
- Sense of community

0%   25%   50%   75%   100%

Monetization

The largest share of events in Casual Casino titles is aimed at paying users. This distribution stands out significantly from all other genres and is more than twice the average share of events for paying players in the Casual genre overall.
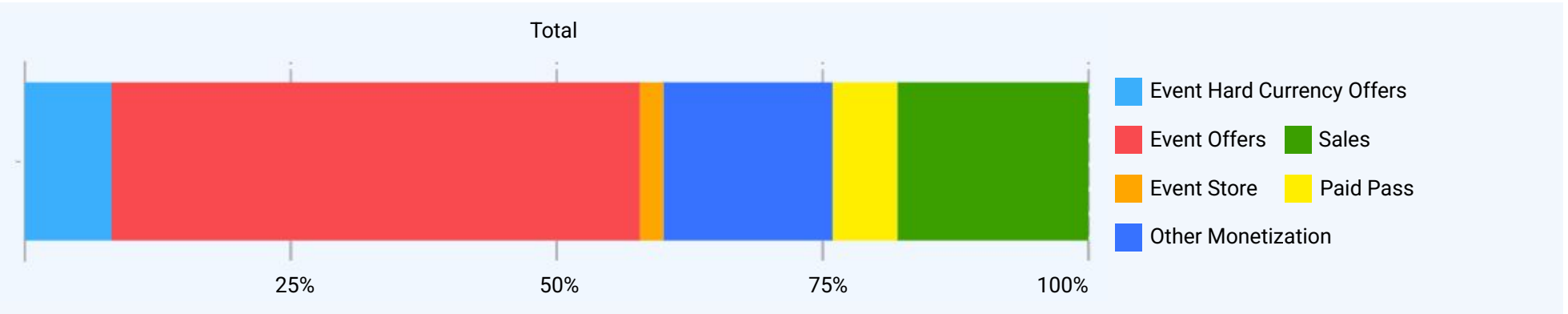
At the same time, **Casino games have virtually no events targeting Casual users. Instead, the focus is heavily placed on veterans and hardcore players**, as retaining and monetizing this audience forms the core of the game's economy.

Monetization is primarily driven by special offers, which are often triggered dynamically to create a sense of urgency or fear of missing out, or are available throughout the entire duration of an event. The share of events using Paid Passes is much lower than in other genres, largely due to the high number of event offers featured in LiveOps calendars in this category.

Sales events are also launched more frequently in Casino games than in other genres.

Altogether, these strategies help accelerate the circulation of in-game currency and keep users engaged in the core gameplay loop.

By Monetization

Total

Event Hard Currency Offers	
Event Offers	Sales
Event Store	Paid Pass
Other Monetization	

25%   50%   75%   100%

By Players

Total

Casual	Whales
Hardcore	Veterans
New	Paying

25%   50%   75%   100%
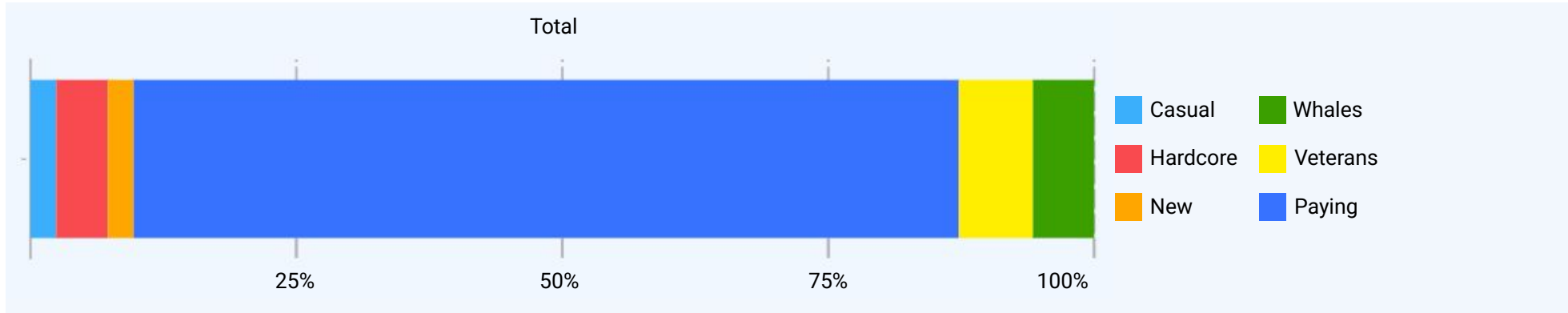
IP & Holidays

Casino games are significantly more holiday-driven than other genres, with over 97% of games featuring holiday content in some form.

The share of time-limited holiday events is also much higher than average, at 8% compared to 2% in other genres.

Games in this genre actively celebrate a wide range of holidays, including the Super Bowl, Mother's Day, International Women's Day, and Cinco de Mayo.

Casino games are leading the way in IP collaborations: near 50% of the popular Casino games we track have launched at least one collaborative event.

The number of collaborations is steadily growing. Despite a temporary dip in February, May reached a peak. In January, IP collaborations accounted for less than 2% of all events, while in May, the same share exceeded 6%.

Solitaire Grand Harvest recorded the highest number of IP collaboration events among all analyzed games, with a total of 138 events.

Average number of holiday events per game
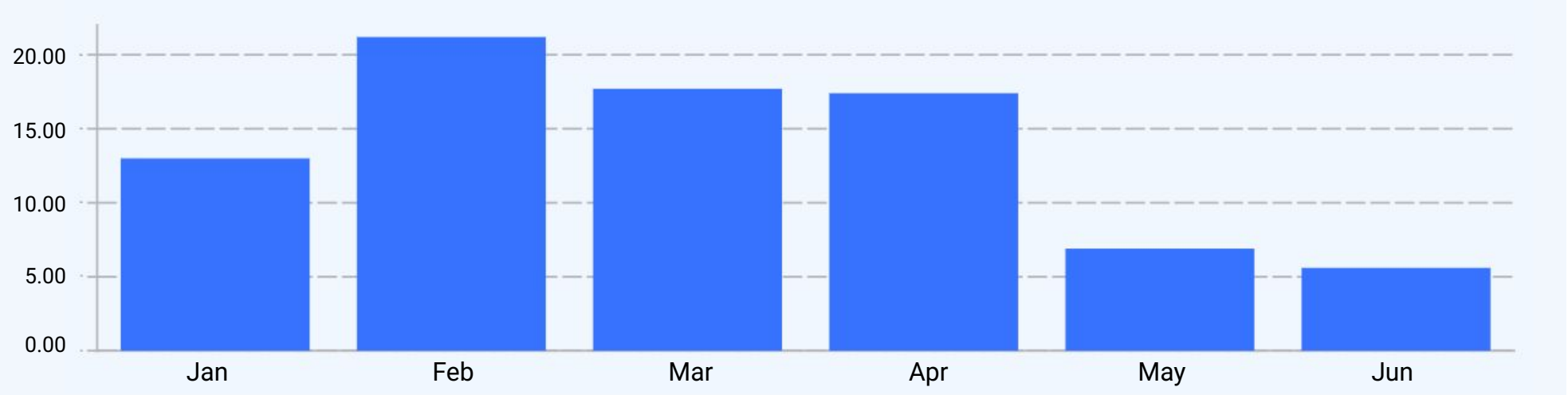
Most popular holidays in mobile games
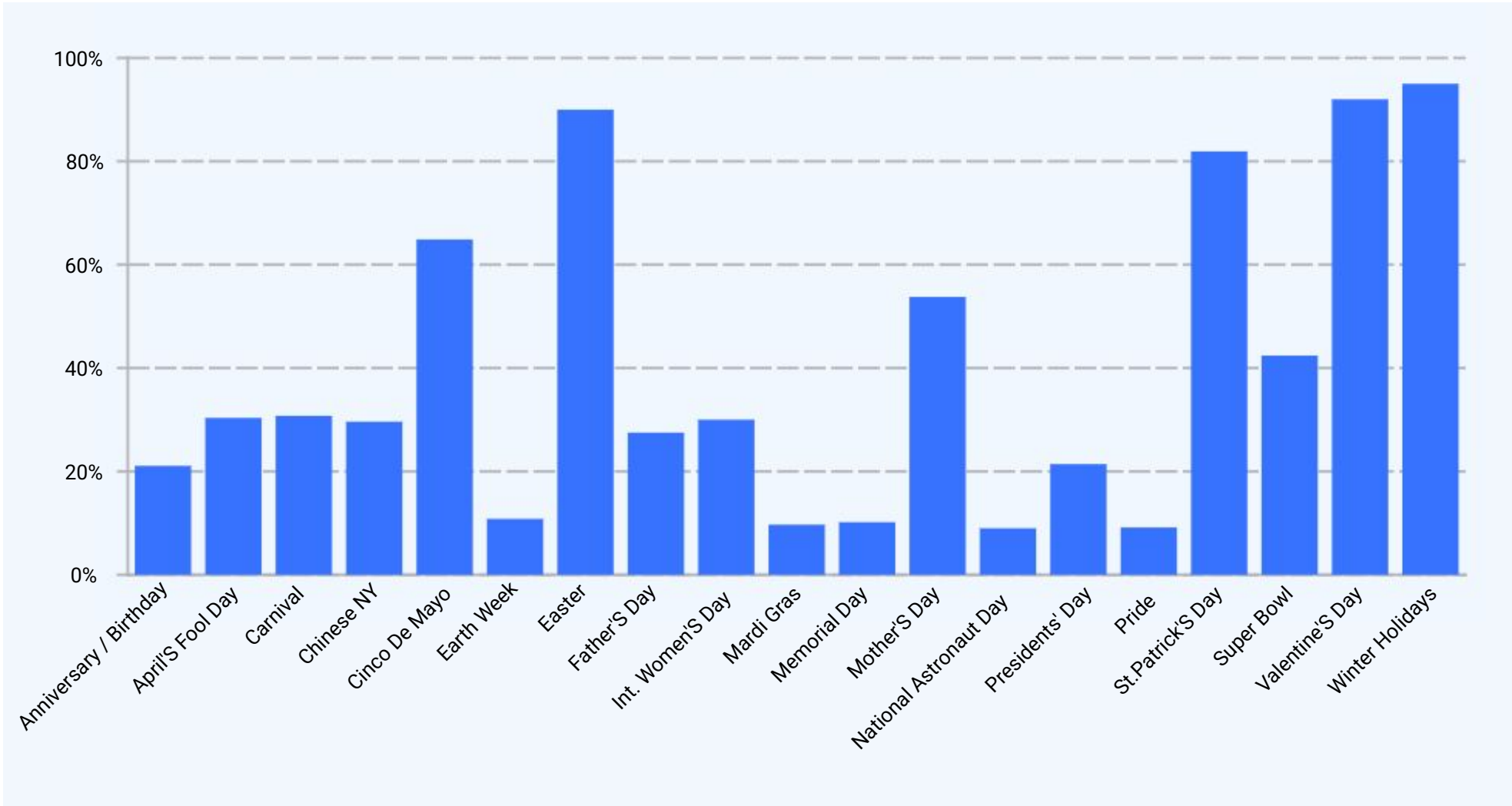
IP & Holidays

IP collaborations are significantly more common for Casino games than for other Casual genres.

Jackpot Party - Casino Slots

Slotomania™ Slots Casino Games

Bingo Blitz™ - Bingo Games

Eggy Party

LiveOps in Hybridcasual

Hybridcasual games combine intuitive, easy-to-learn gameplay with depth added through progression systems, unlockable content, and monetization features such as ads and in-app purchases.

Survivor.io

Color Block Jam

Capybara Go!

Key Takeaways

LiveOps focus is growing, but schedules stay steady

Few experiments appear in schedules, with the focus centered on Daily and Medium-length events.

Number of events is growing slowly

The highest growth was recorded in Daily and Hourly events (around 18%).

Race is a top mechanic in the genre

Over 40% of all events and 60% of games feature the Race mechanic.

Genre follows overall trends in mechanics

The most consistent growth was seen in Win Streak (+13%), Race (+10%), and Lava Quest (+21%) mechanics.

LiveOps keeps the player focused on the core game

Over 50% of events are aimed at main gameplay engagement.

Event complexity is higher than it seems

Most events can't be completed within the given timeframe without active play or spending.

Holiday events remain rare

The genre celebrates only the most popular holidays, ignoring niche and local occasions.

IP collaborations are extremely rare in the genre

Only a few top games have participated in IP collaborations, but these can last up to a year.

Standard event schedule

In a typical Hybrid Casual schedule, Daily and Medium events form the core of the calendar, with a consistent presence of 1.0–1.5 events per day. Event activity generally peaks at the beginning of the month and ahead of weekends, especially on Fridays.

Short events appear in bursts during high-engagement periods but remain secondary in volume. Long Seasonal events run throughout the entire month and are likely tied to pass systems or collection-based progression.

Irregular and one-time events contribute minimally, indicating a limited amount of experimentation despite the growing focus on LiveOps in the genre.

Average schedule of events

Duration	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
One-time																															
Daily	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2
Short	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Long	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irregular																															
Daily	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0
Short	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.2	0.3	0.2	0.2	0.2
Medium	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.3	0.3	0.3
Long	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Regular																															
Hourly	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Daily	1.2	1.2	1.2	1.3	1.2	1.5	1.2	1.5	1.5	1.3	1.3	1.0	1.3	1.0	1.2	1.0	1.2	1.2	1.2	1.2	1.0	1.2	1.2	1.2	1.2	1.0	1.3	1.0	1.0	1.2	1.2
Short	0.2	0.7	1.0	0.8	0.2	0.5	0.7	0.3	1.0	1.0	0.8	0.2	0.2	0.5	0.2	0.7	1.0	0.8	0.3	0.5	0.5	0.2	0.8	1.0	0.8	0.3	0.3	0.5	0.2	0.8	1.0
Medium	1.0	1.2	1.2	1.0	0.8	0.8	0.8	0.7	1.0	1.0	0.8	0.8	0.8	0.7	0.7	0.8	1.0	0.8	0.8	0.7	0.7	0.5	0.7	0.7	0.7	1.2	1.0	1.0	1.0	0.8	0.8
Seasonal																															
Long	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.5	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8

■ Weekday
■ Weekend day

Duration types are defined as follows:
Hourly: up to 1 hour
Daily: 1 in-game day
Short: 1–3 days
Medium: 4–10 days
Long: more than 10 days

The event schedule is affected by both the day of the week and the date within the month. To ensure more representative data, the analysis is based on a single month. For each combination of repeatability and duration, the average daily number of active events was calculated (for example, a 24-hour event could span two active days). Events that began in 2024 were also included if at least one day of their activity fell within the period from May 1 to May 31, 2025.

Trends in duration

Although the event calendar i**n Hybridcasual games is significantly less dense than in other genres**, it is also gradually developing at a comfortable pace:

— **The segment primarily focuses on short-format events.** On average, each title features 16 Hourly events per month (about half as many as in the Casino genre) and 25 Daily events (3.5 times fewer than in Casino).

— Since the beginning of the year, there **has been noticeable growth in both Daily and Hourly events (around 18%).**

— The peak for Daily event growth occurred in May, while Hourly events saw a slight decline over the same period.

The structure of Long events in Hybridcasual games is currently the closest to Puzzle and Casino:

— On average, Hybridcasual titles run 3 Long events per month per game, compared to the Casino's 4.

Average number of started events per game by month
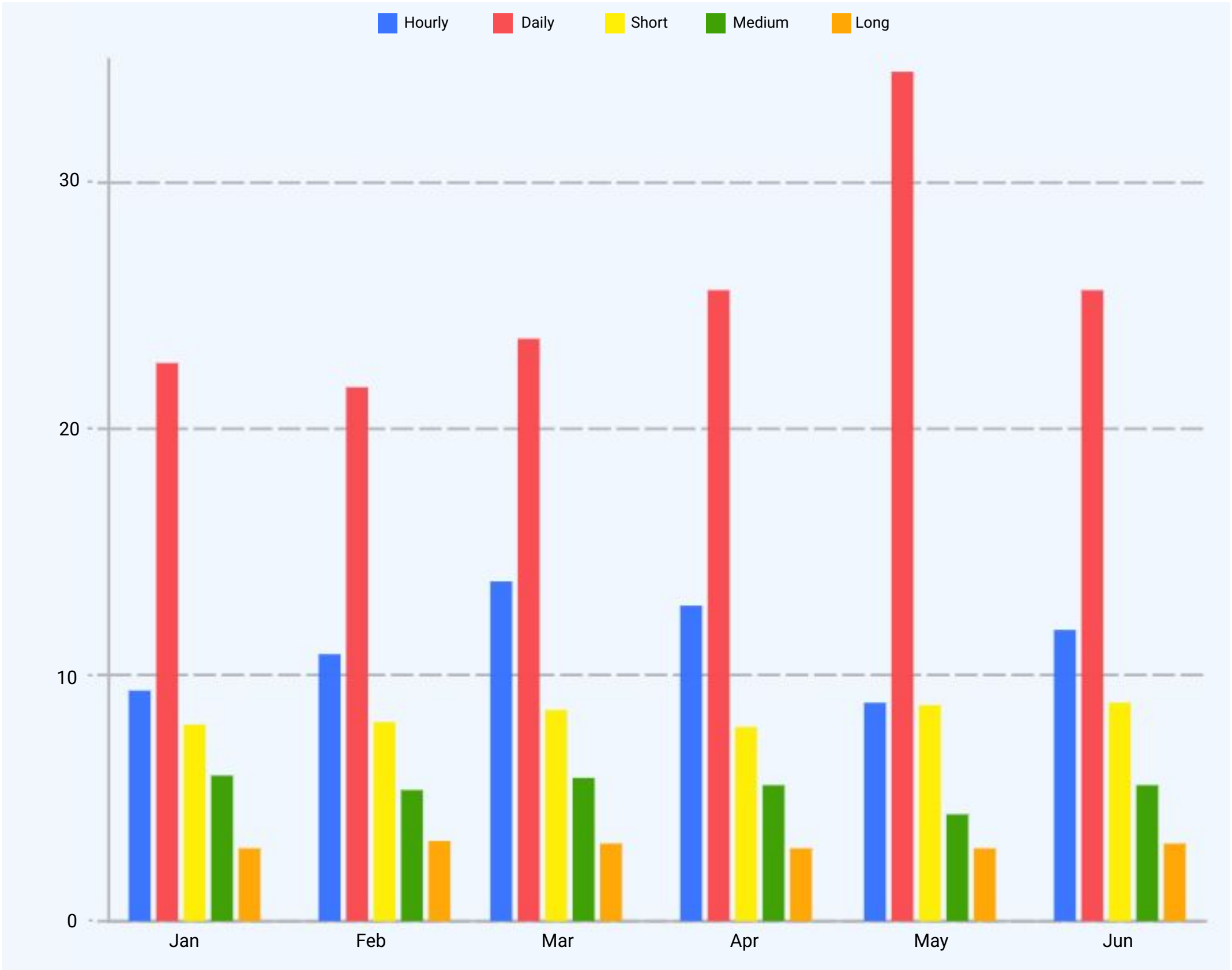
Trends in mechanics

In the Hybridcasual segment, **the most prominent mechanics are Race** (an average of 13 events with this mechanic per game per month, making it the most popular in the segment), Lava Quest (10 events), and Win Streak (4 events).

These mechanics also demonstrated steady growth. Compared to the beginning of the year, the number of these events grew convincingly:
— Win Streak (+13%)
— Race (+10%)
— Lava Quest (+21%)

Among the less common mechanics, Digging also showed consistent growth: the number of events with it increased by 65% compared to the beginning of the year.

Some mechanics, such as Collection, Casual Casino, and Pick-a-Box / Card, which are frequently used in the Casino and Puzzle genres, are barely present in the Hybridcasual segment.

Average number of mechanics in monthly schedules per game*

Legend: ■ Album ■ Casual Casino ■ Collection ■ Core Duplicates ■ Customization/Decoration ■ Digging ■ Expedition ■ Fishing ■ Gacha ■ Lava Quest ■ Login Calendar ■ Lucky Wheel ■ Monopoly ■ Pick-a-Box/Card ■ Race ■ Tabletop ■ Win Streak
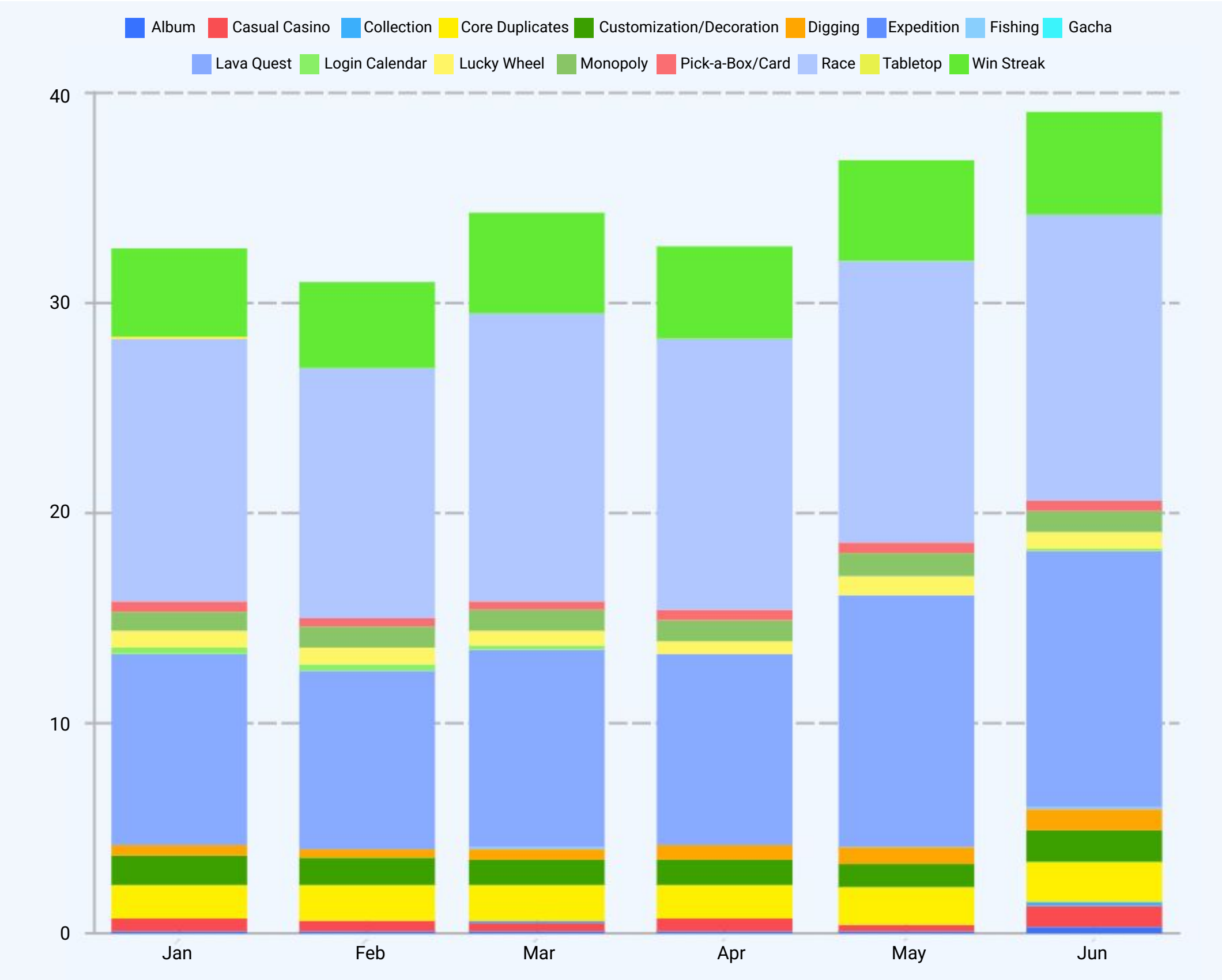
***excluding events where mechanics are not listed**

New events

Hybridcasual games introduced new events during the period; however, overall activity remained significantly lower compared to other genres.

June was the most active month, with 0.46 new events per game. This number was the closest to the Puzzles' figure, which averaged 0.5 events per game per month.

Over 70% of games launched at least one new event, while most Hybridcasual titles introduced only 1 to 2 new events during the entire period. Unlike other segments, games rarely released 5 or more events, which also indicates a slower pace of LiveOps development in the genre.

The most common mechanics used for new events were Win Streak (featured in 27% of new events), Lava Quest (19%), and Race (19%), which aligns precisely with the mechanics trend outlined earlier.

Distribution of mechanics across new events*
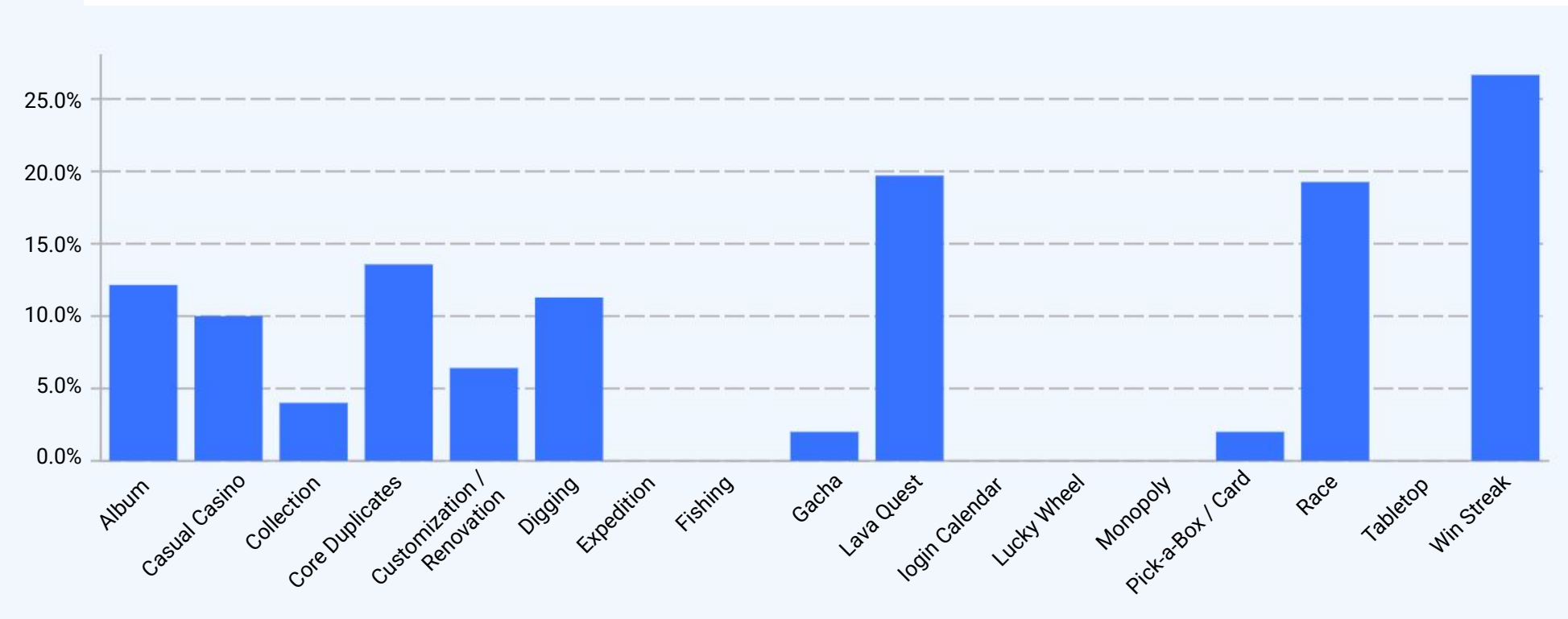
*excluding events where mechanics are not listed

Average number of new events by month
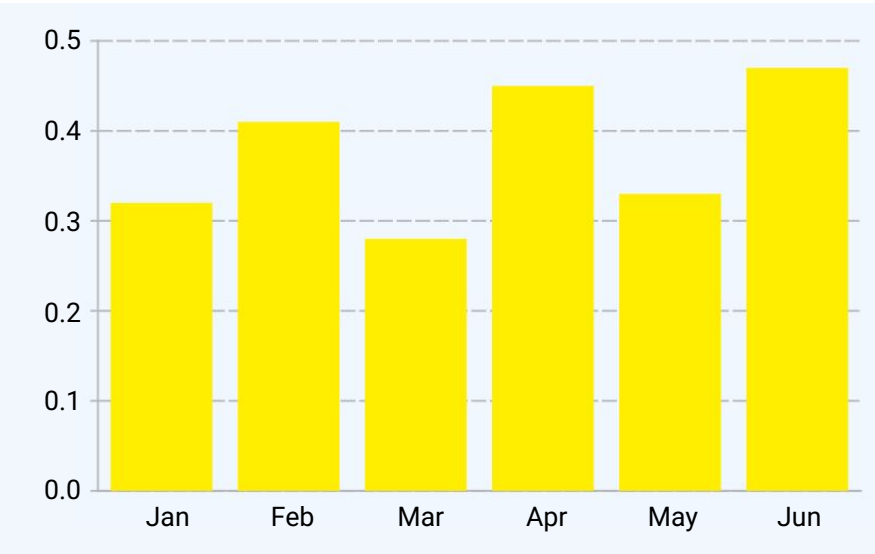

Project activity across new events
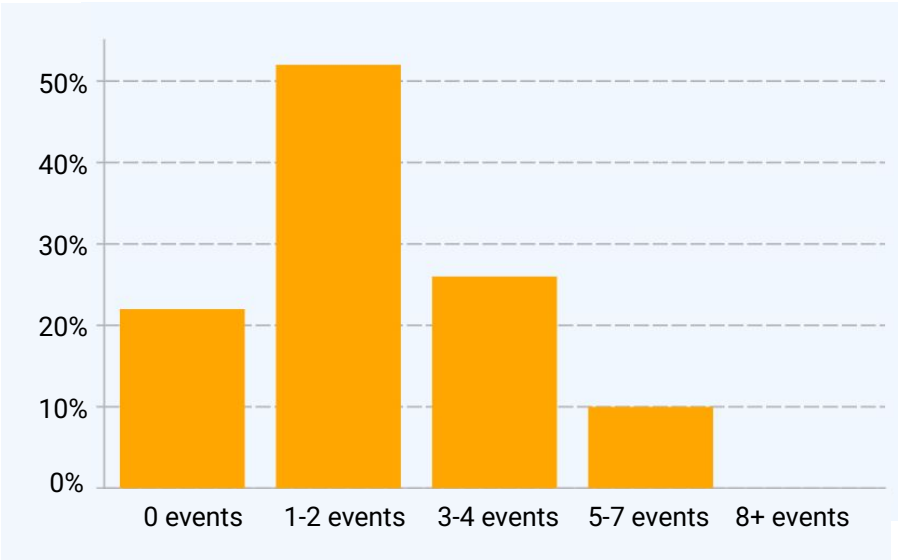
Trending mechanic: Race

At the moment, **the Race mechanic is present in 60% of Hybridcasual games and continues to be actively used in their LiveOps**. Its popularity comes from easy monetization and short duration.

Most Race events last just a few hours or up to one day. This makes them a natural fit for the Hybridcasual genre, where long-term retention is low and monetization often relies on leaderboards and milestone rewards. Unlike other genres, Hybridcasual games rarely use special offers to speed up player progress in this event type.

> **Race** in our classification: Events that feature leaderboards visualized as a race with a start and a finish, with players advancing along by achieving event goals.

Representation of mechanics in H1 2025
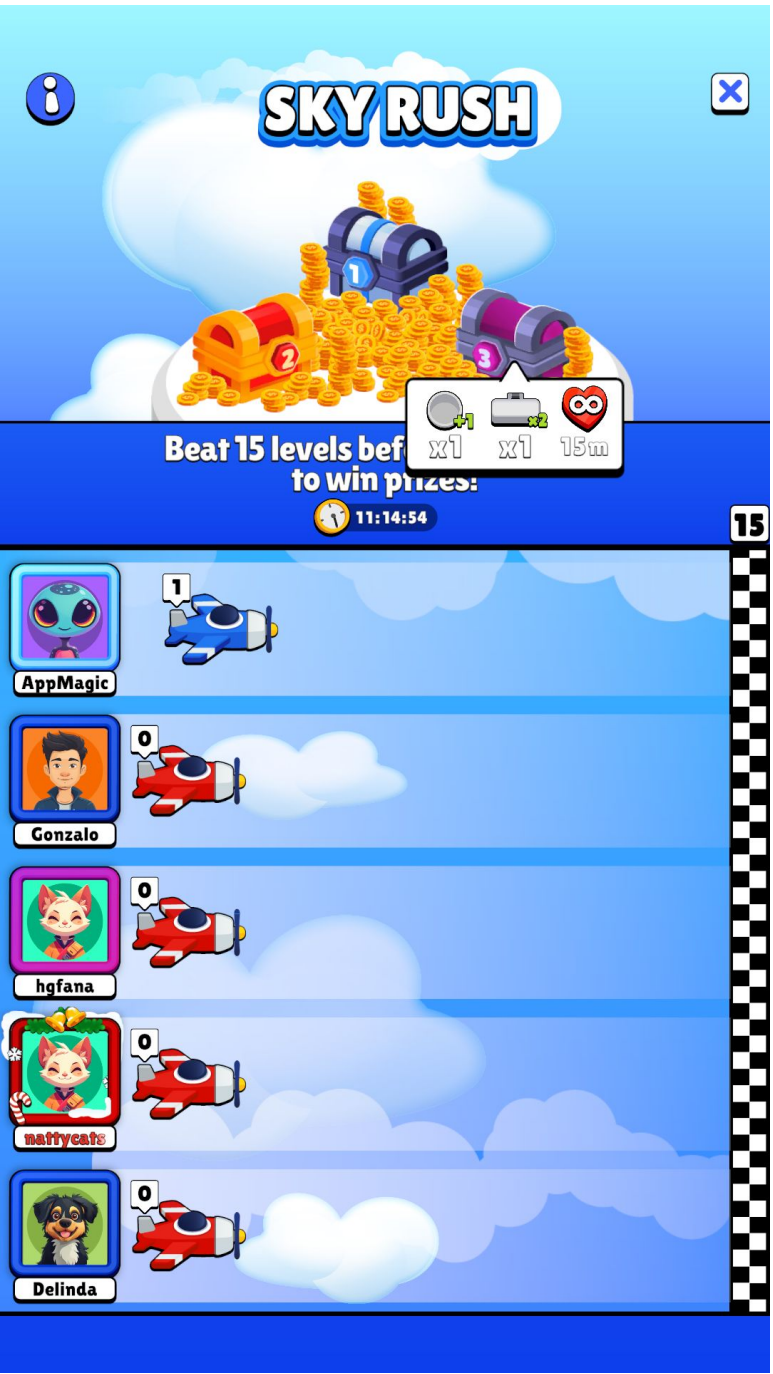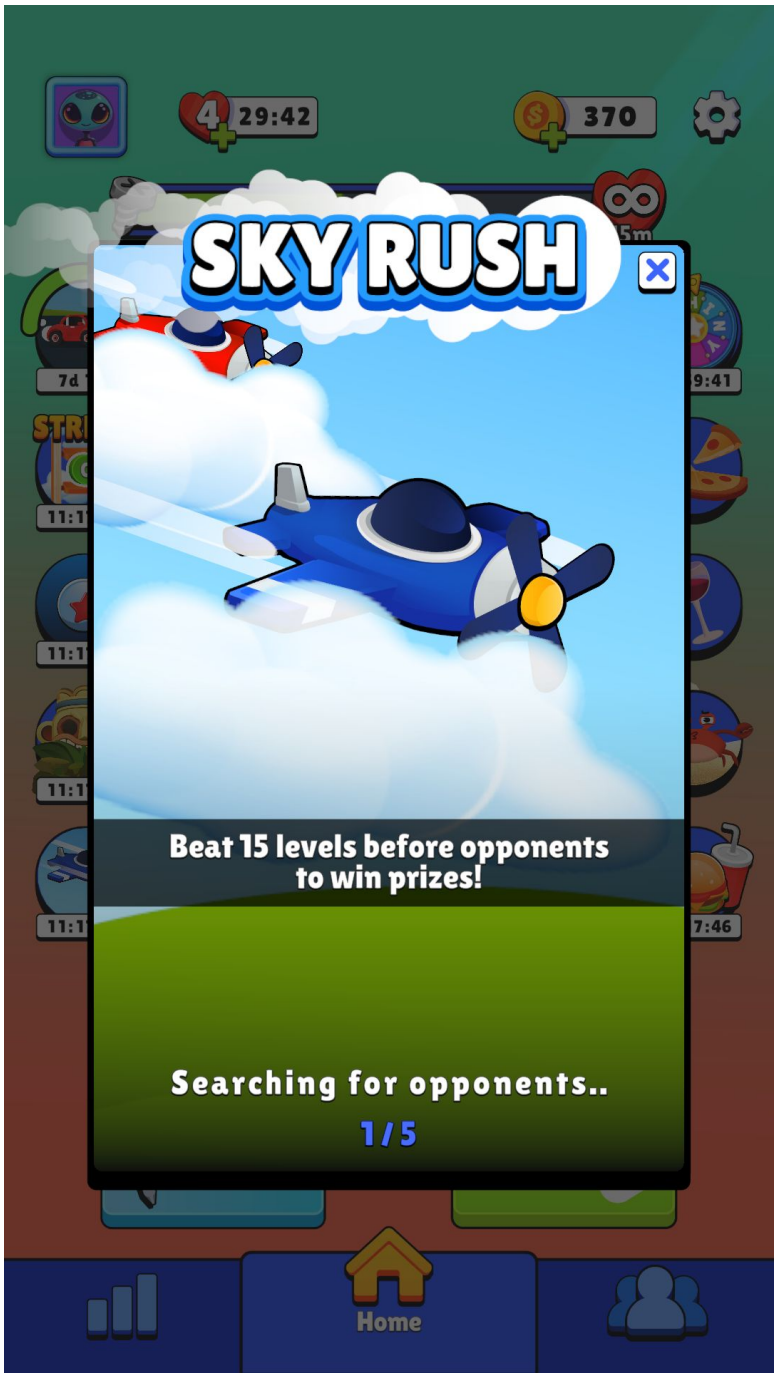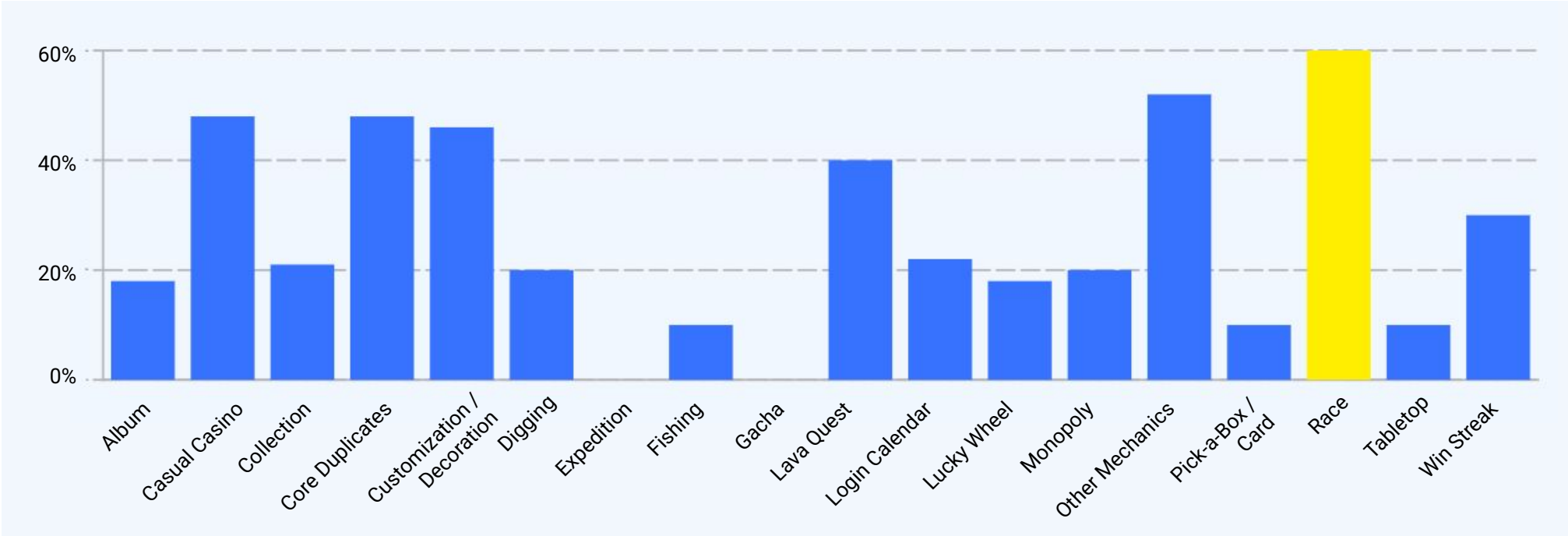
User motivation

A large share of events in this genre focuses on competitive motivation (37%), which is often implemented through short-term events primarily aimed at increasing session length and creating a sense of FOMO.
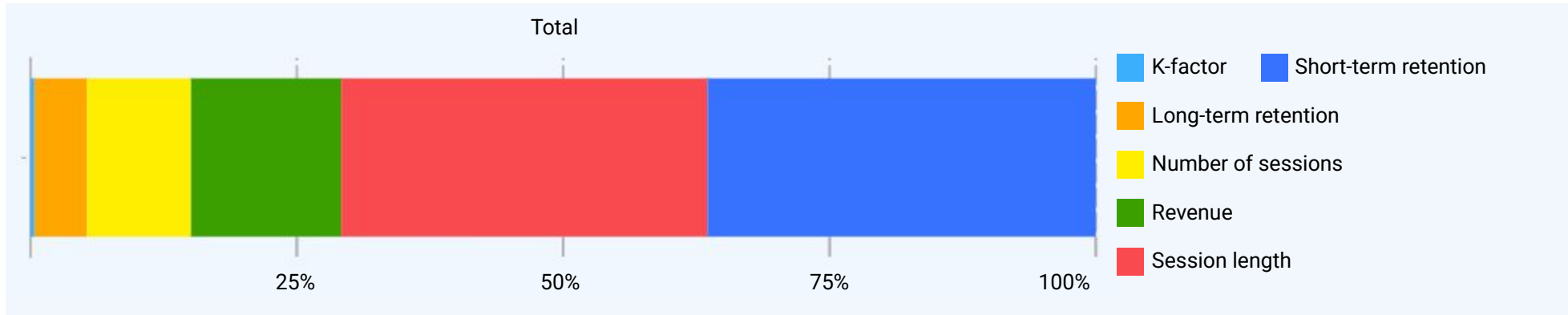
Unlike other genres, **significantly fewer events are built around collection or achievement goals, as the main focus is on short-term retention.**

Most events are designed to support retention within the core gameplay, since event-based engagement can divert players' attention from the main game, which serves as the primary source of monetization in the early stages of user experience.
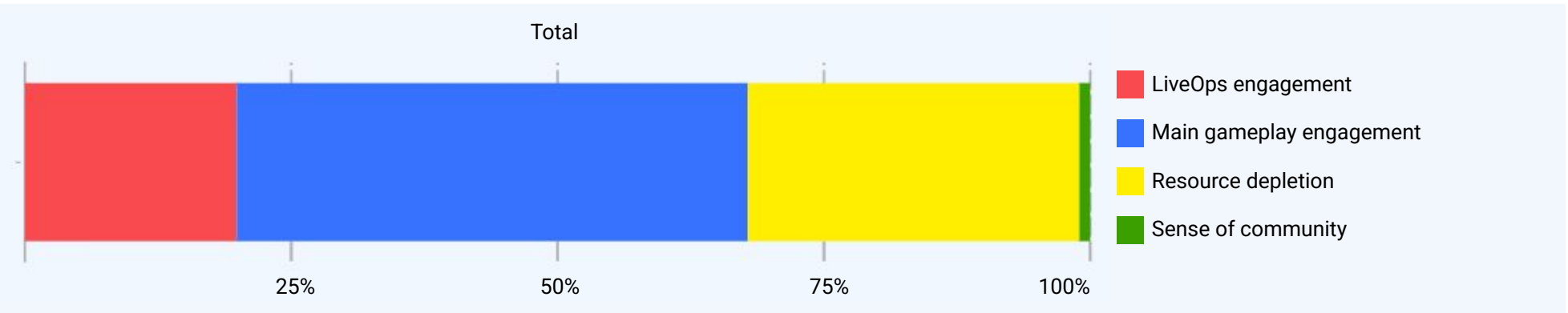
By Motivation

Total

25% 50% 75% 100%

- Collecting
- Competitive
- Cooperative
- Customizing
- Gambling
- Sense of FOMO
- Sense of achievement
- Sense of novelty
- Unique occasion

By Impacting

Total

25% 50% 75% 100%

- K-factor
- Long-term retention
- Number of sessions
- Revenue
- Session length
- Short-term retention

By Goals

Total

25% 50% 75% 100%

- LiveOps engagement
- Main gameplay engagement
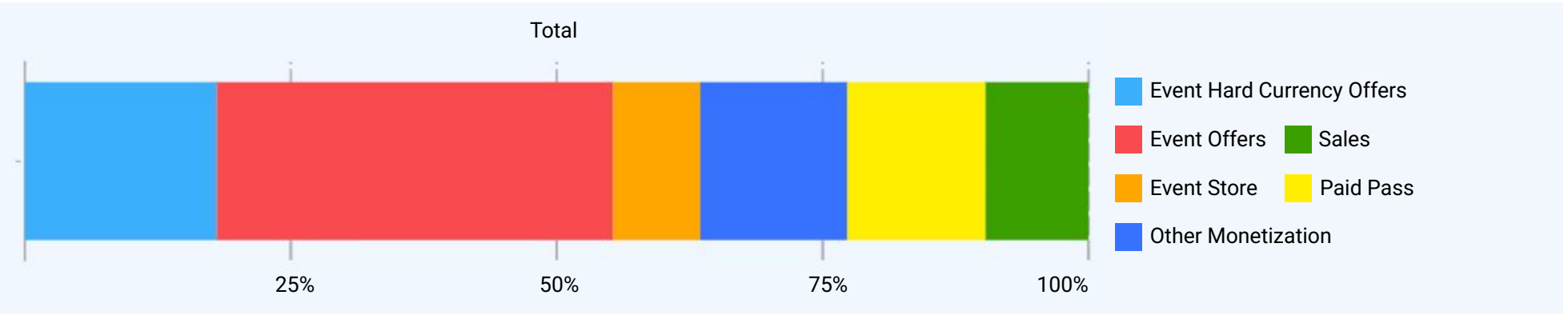- Resource depletion
- Sense of community
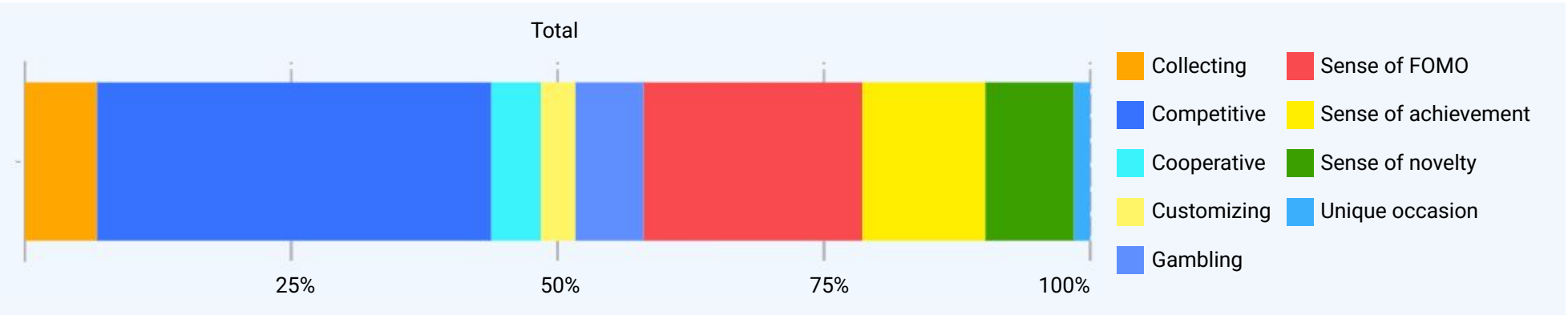
Monetization

Unlike, for example, the Casino segment, where a large share of monetization comes from event offers, **Hybridcasual monetization is simpler, with the largest portion coming from hard currency.**
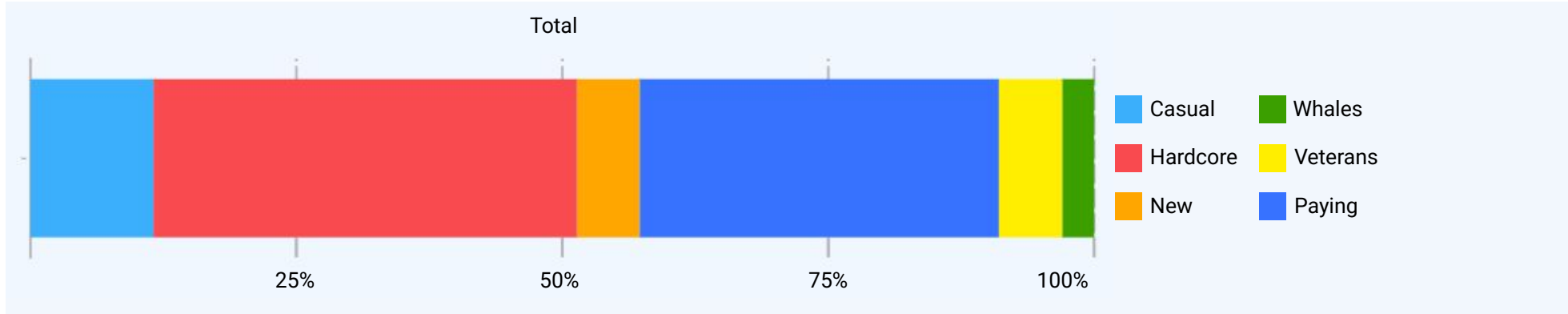
Events are usually designed to be accessible to casual players, but only hardcore players are able to complete them. These are users who are willing to spend hours or even days progressing through seemingly simple but tightly balanced events, or users who are ready to pay to speed up their progress.

The segment features virtually no events targeting whales (players who spend large amounts), as relatively low long-term retention makes such events impractical to implement.

By Monetization

Total

25%   50%   75%   100%

- Event Hard Currency Offers
- Event Offers
- Event Store
- Other Monetization
- Sales
- Paid Pass

By Players

Total

25%   50%   75%   100%

- Casual
- Hardcore
- New
- Whales
- Veterans
- Paying

IP & Holidays

Many holidays continue to be overlooked in the Hybridcasual segment. Although holidays are celebrated in 97% of its top games, during the first half of 2025, games only acknowledged the most widely celebrated occasions from the Casual space, such as New Year, Christmas, and Easter.

Unlike the overall trend, **Valentine's Day is less popular in Hybridcasual games.** Despite being frequently used for monetization, it appeared across in-game events in only 29% of titles.

Overall, the share of holiday-themed events was minimal. Only 2% of all the events were holiday-related, while the rest followed a regular LiveOps schedule.

Average number of holiday events per game
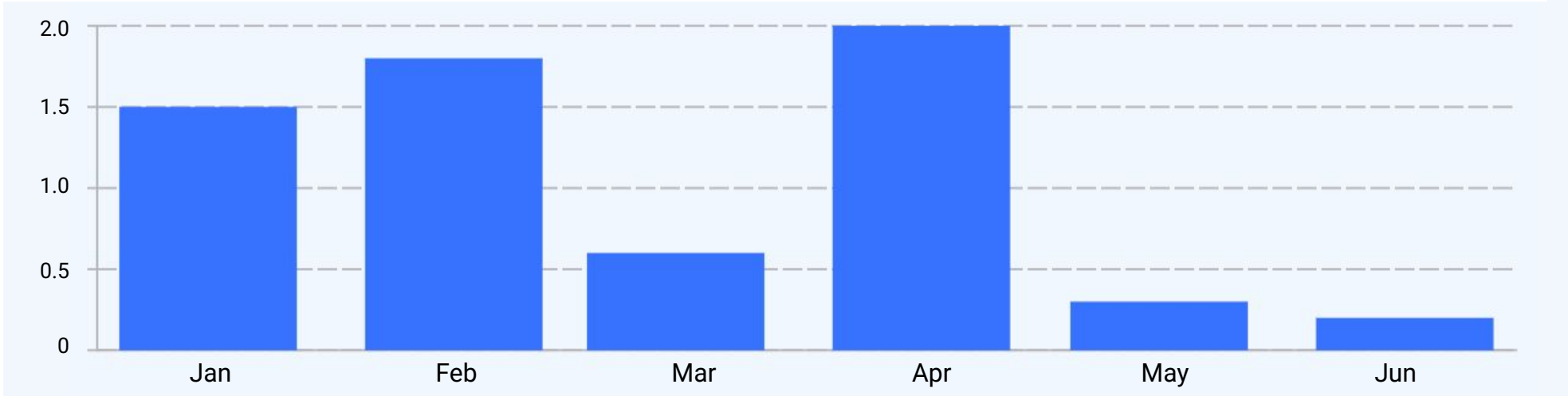
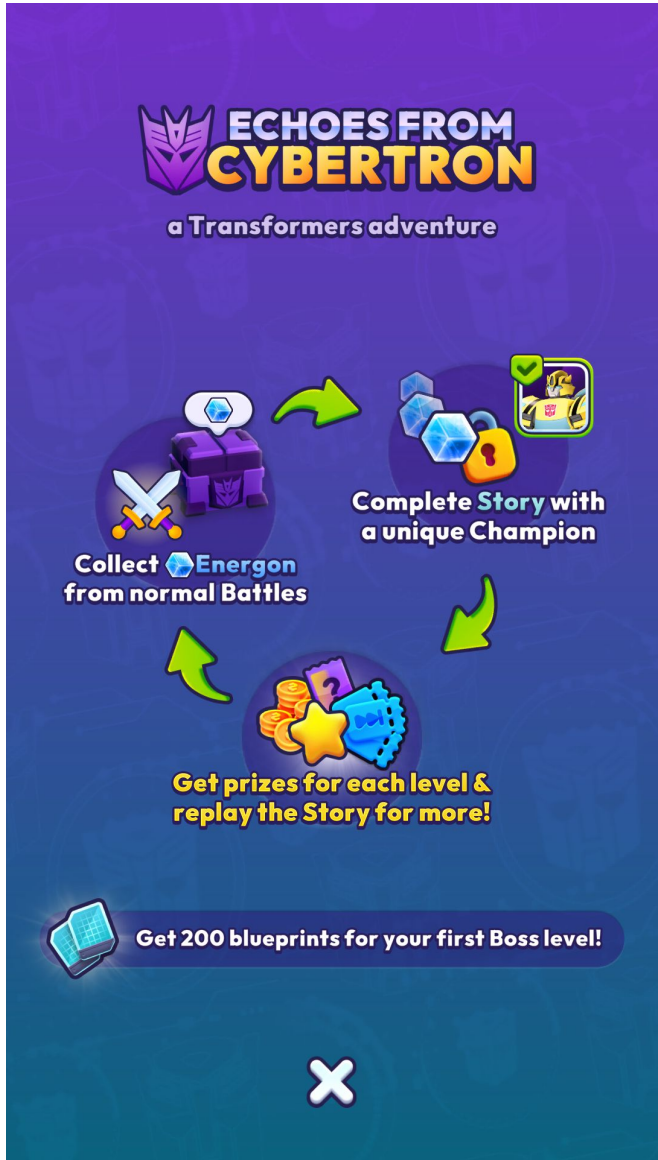**Most popular holidays in mobile games**
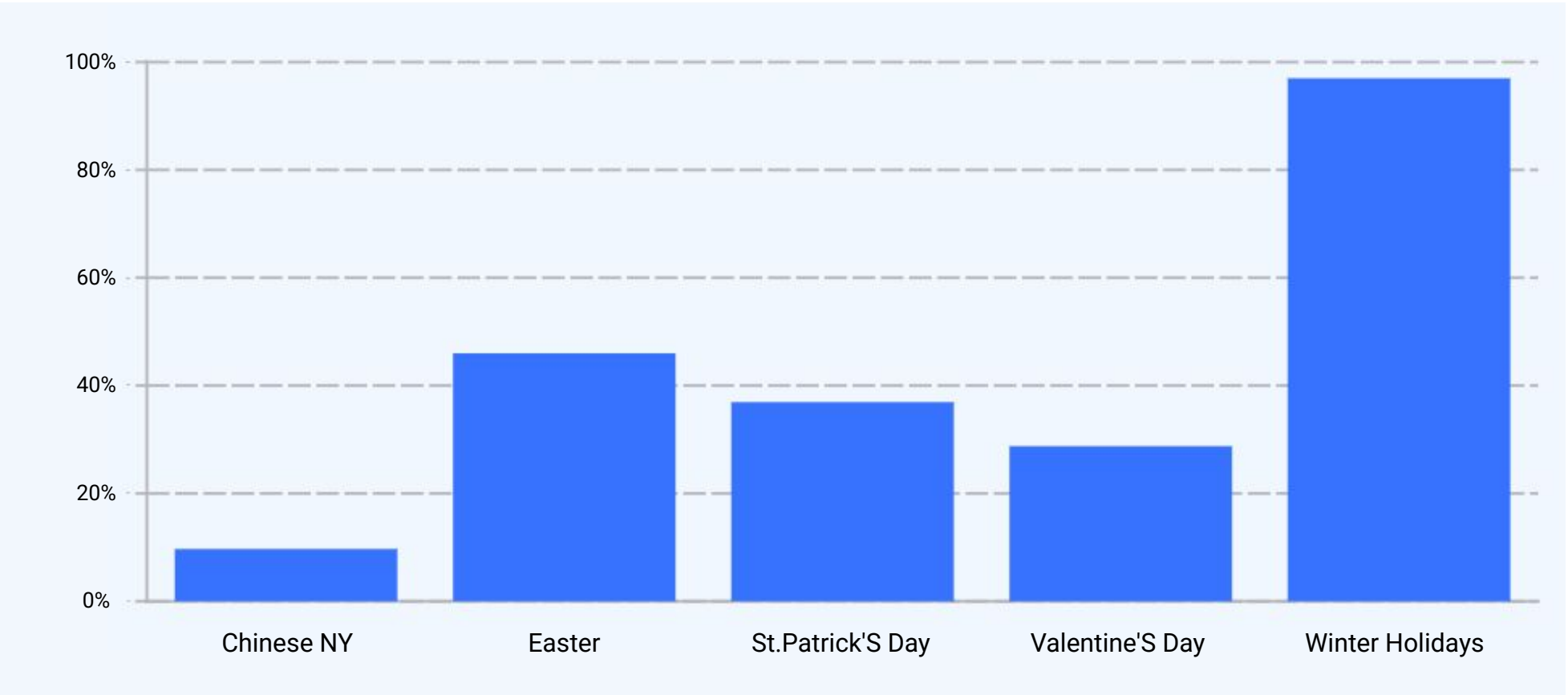
IP & Holidays

IP collaborations have also reached the Hypercasual segment, although their share remains limited, with events being rare. Here are a few examples:
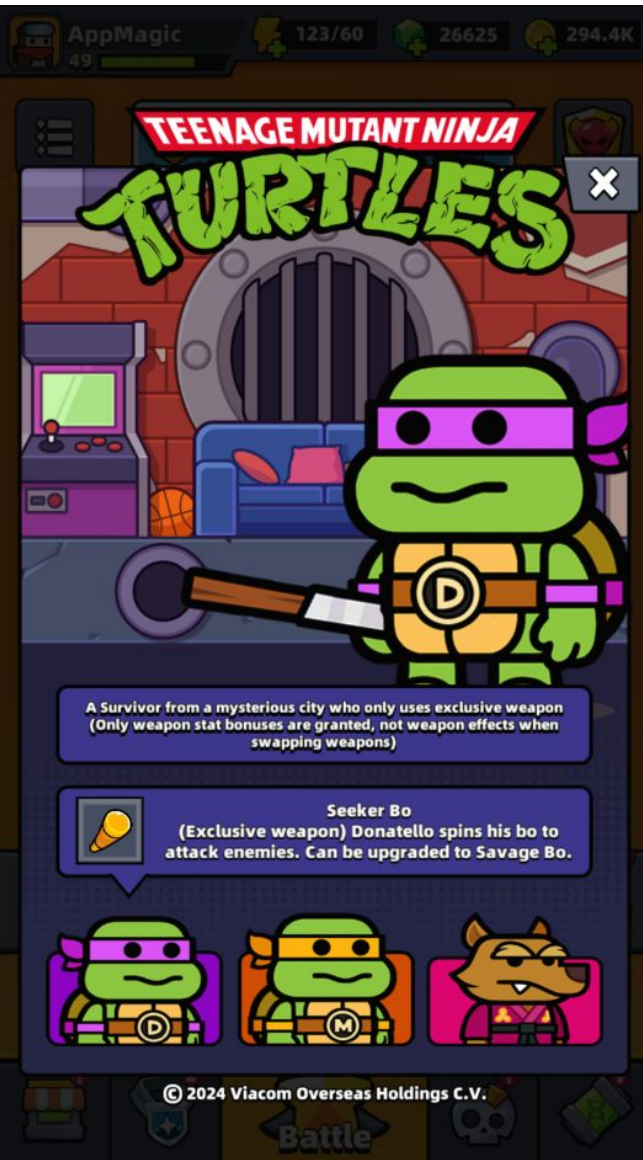
Mob Control

Oct 2024 – May 2025

 X **TRANSFORMERS**

Survivor.io

Feb 11 – Feb 25

 X **TEENAGE MUTANT NINJA TURTLES**

Want to know more about collaborations? Explore competitors' IP collaborations using our LiveOps Advanced Search tool.

[Click here to learn more](#)

Our partners on LiveOps

Maxim Kozhnov
Azur Games
CRO

For Azur Games, LiveOps is the most effective way to stay aligned with our players. Tracking trends like the rise of Race mechanics or the decline of Fishing events helps us adjust in real time. It's not just about keeping up, but about making smart, timely decisions. Observing how other studios organize their events gives us a broader perspective and turns guesswork into strategy.

Tatiana Kondratyeva
Play Pack
CEO

As a small startup, we don't have the resources to conduct thorough market research ourselves. AppMagic fills that gap perfectly. It provides us with fast, reliable insights into trends, genres, and monetization strategies. This allows us to focus on creating great games. From the idea stage to dealing with LiveOps, AppMagic has helped us prioritize what truly matters and avoid costly mistakes.

Oleg Nalimov
AppQuantum
Executive Producer

AppMagic addresses our Market and LiveOps analysis needs by customizing its platform based on our feedback. Rapid improvements keep us ahead of market shifts, while the user-friendly deep research tool streamlines trend analysis and inspires both the improvement of our current projects and the creation of new ones, effectively enhancing our strategic decisions.

Testimonials

Mike Koh
Google APAC
Principal Analytical Consultant

Our team leverages AppMagic daily to extract actionable insights that fuel growth for our key customers. Its intuitive interface and efficient workflow optimize productivity, while powerful LiveOps intelligence tools deliver critical insights for game operations.

Juha Lindell
Play Ventures VC
Director of Platform

AppMagic has been invaluable in helping us master LiveOps by surfacing high-level patterns - how many overlapping events top games run, how they pace activity across the week, and the balance between weekday and weekend events so we can extract proven frameworks without getting bogged down in granular detail. Without it, we simply couldn't manually track and deconstruct every event, capture recordings, and note precise timings across dozens of games. Instead, AppMagic's fast, intuitive tools let us focus our limited time on the most promising event formats and make data-driven decisions. For anyone outside the top tier that can afford full internal deconstruction, it levels the playing field and empowers smarter, more impactful LiveOps strategies.

What is AppMagic?

AppMagic is a one-stop shop solution for analyzing the mobile apps market, providing access to data on 14 million apps and 4.6 million publishers to help you stay ahead of the competition, identify growth opportunities, and boost your revenue.
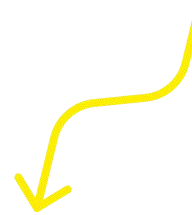
We simplify complex data into actionable insights with an intuitive interface. Whether you're a developer, marketer, or publisher, AppMagic empowers you to make informed decisions that drive success.

A next-gen toolset, it is designed to find actionable, quality insights fast and easy… as if by magic!

APPMAGIC

Any questions?
We are always happy to chat!

reports@appmagic.rocks

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