Monetization Report 2025

Gaming

Mobile

APPMAGIC

Contents

Monetization trends in:

Our customers

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

Methodology

This report is based on AppMagic data for the period from 2023 to 2025 for the sections dedicated to App Store and Google Play market overview. The sections focused on user payment behavior are based on the top 10 grossing Tier-1 West projects within their respective genres in the United States for 2024 and 2025.

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 and are processed using AppMagic's internal data to improve accuracy.

How are payment behavior metrics and D2C revenue calculated?

D2C revenue and payment metrics are calculated based on AppMagic's internal analytics and include data for the United States only.

This methodology makes it possible to capture overall market trends with a focus on paying countries and to compare user behavior across the two platforms.

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

Data recorded on October 22, 2025.

Global Monetization Trends

Key takeaways

Moderate market growth compared to last year

Overall revenue increased by 3.4%, driven mainly by the App Store (+5.4%), while Google Play showed a slight decline.

Market growth driven by select subgenres and regions

Overall revenue expansion is modest and concentrated in a few genres: Strategy, Simulation, and Hybridcasual.

Shift toward emerging markets

Main growth comes from countries with low bases and volatile currencies: LATAM, MENA, and Eastern Europe.

Revenue remains concentrated in key regions

Developed markets such as the US, Western Europe, and Japan show signs of slowdown or stagnation, yet continue to maintain high ARPPU levels.

Simple and Hybrid / Midcore games gain traction

In genres like Puzzle, Simulation, and Hybridcasual, simple and Hybrid formats continue to expand actively.

Revenue concentrated in top offers

More than 40% of revenue in each genre comes from the five largest offers within the ten biggest projects.

Revenue growth shifts toward the App Store

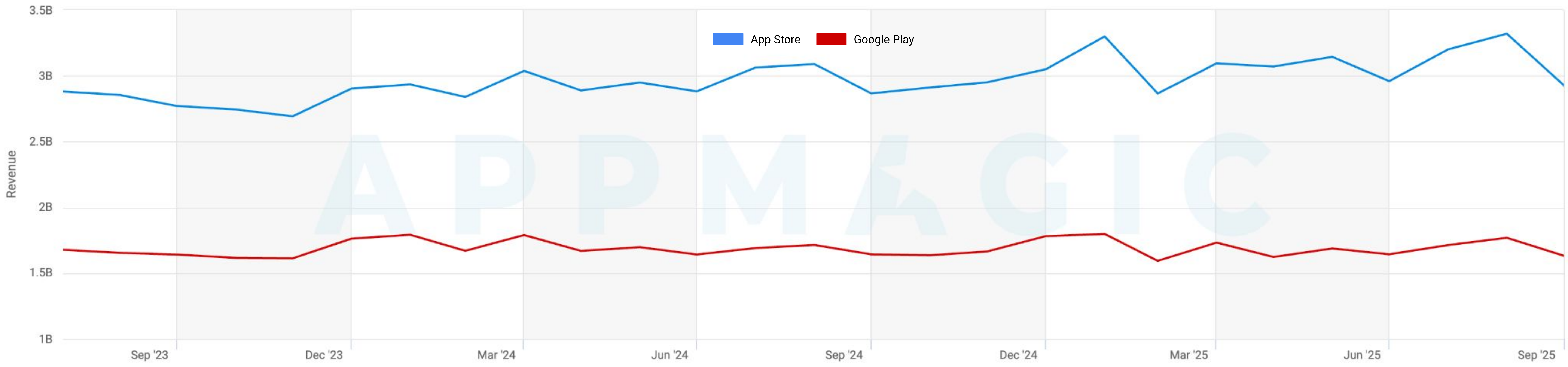
Across most genres, the App Store shows higher ARPPU, while on Google Play, purchase size stays flat despite higher transaction frequency.

Payment SDKs are gradually gaining traction

Monetization through D2C systems and alternative payment methods grew by 46% but is employed by 62% of top 100 games only.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



Compared to last year, the mobile games market has not changed dramatically, with overall growth of just 3.5%. Google Play showed minor revenue fluctuations (less than 1%), while the App Store demonstrated a 5.4% increase.

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	20.3B	20.3B	-0.12%
App Store	34.9B	36.8B	5.46%
Overall	55.2B	57.1B	3.41%

Key market changes

While **Midcore and Casual games showed only minor growth** (within 3%), a **strong change was observed in the Hypercasual segment,** which increased by 88% compared to last year.

The list of top countries remained the same as last year; however, the revenue trend differs:

- **Most Eastern markets (China, Japan, South Korea, Taiwan) experienced a decline (up to 15%)**, while Western countries (the United Kingdom, France, Germany, Canada) demonstrated growth.

The strongest revenue growth is observed in markets:

- **with a low base and high currency volatility**, such as **Latin America** (Argentina, Colombia) and **Russia** (where growth is linked to the gradual recovery of the market after previous restrictions);
- in the **Middle East (UAE, Saudi Arabia, Israel, Turkey)**, which is among the fastest-growing regions in terms of mobile revenue;
- in **Western Europe** (the United Kingdom and Ireland).

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Midcore	$30.1B	$31.9B	2.99%
Casual	$19.4B	$19.9B	2.26%
Hypercasual	$366.8M	$688.8M	87.80%

Top 10 countries by revenue

Country	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
United States	$18.9B	$18.2B	-3.47%
China	$11.3B	$10.3B	-8.54%
Japan	$8.5B	$7.9B	-7.09%
South Korea	$3.7B	$3.1B	-15.05%
Germany	$1.9B	$1.93B	1.78%
Taiwan	$1.9B	$1.6B	-13.57%
United Kingdom	$1.5B	$1.6B	9.68%
Canada	$1.1B	$1.1B	1.06%
Australia	$991.3M	$964.5M	-2.70%
France	$876.7M	$926.1M	5.63%

Top 10 countries by growth rate

Country	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
Argentina	$47.0M	$57.3M	21.97%
United Arab Emirates	$211.4M	$245.2M	16.00%
Russian Federation	$182.4M	$210.6M	15.50%
Colombia	$41.9M	$48.2M	14.97%
Saudi Arabia	$335.0M	$376.1M	12.26%
Turkey	$323.2M	$357.2M	10.54%
United Kingdom	$1.5B	$1.6B	9.68%
Israel	$162.9M	$178.7M	9.65%
Ireland	$75.8M	$81.4M	7.38%
South Africa	$110.3M	$117.9M	6.92%

Trend toward alternative payments: SDK use

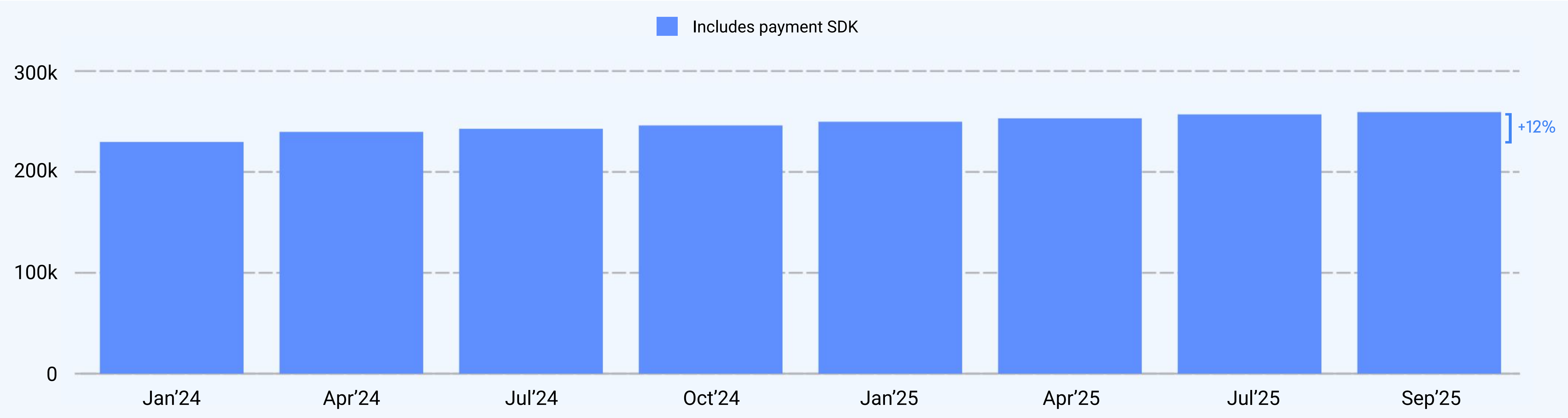
At the beginning of 2025, monetization through alternative payment systems and webshops began to gain traction. Major D2C and payment SDK providers, such as Xsolla, Yookassa, and OpenIAB, increasingly promoted these monetization models as a new industry trend.

By the start of Q4 2025, the number of games featuring payment SDKs had grown by 12%, but there was no major surge in integrations across all apps, and **growth remained steady.**

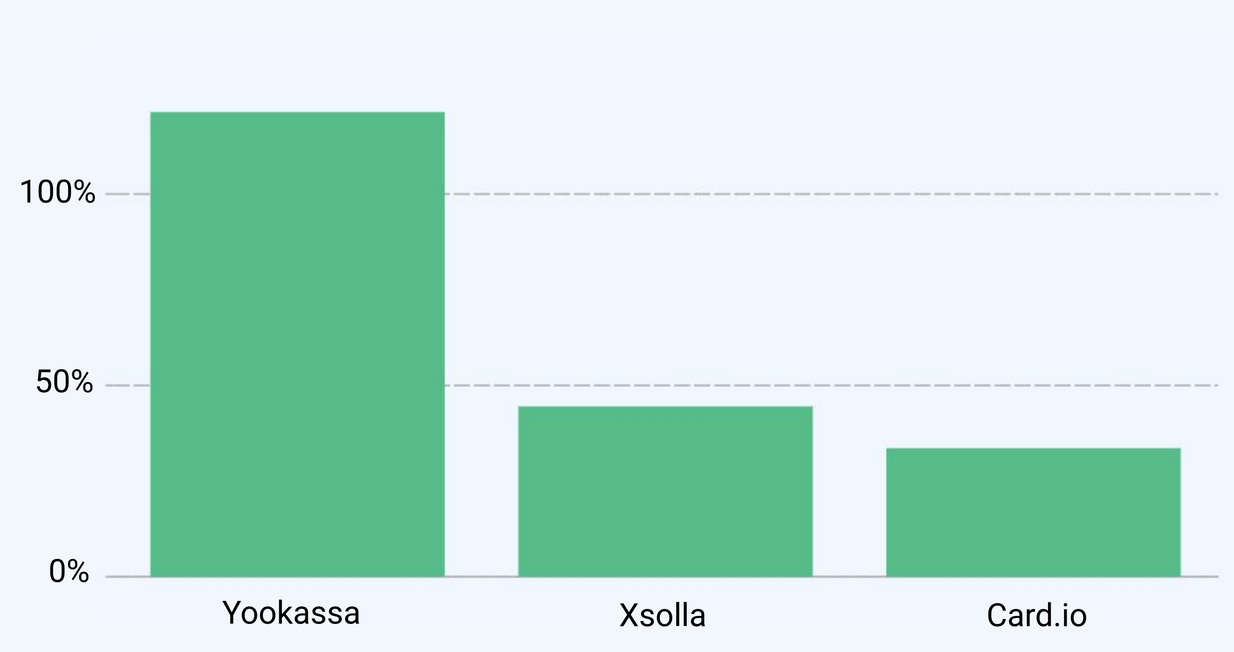
The strongest growth was observed for:
- Yookassa, Xsolla, and Card.io

The steepest decline, with more SDK removals than new installations, was seen in:
- Stripe, Paystack, and PayU.

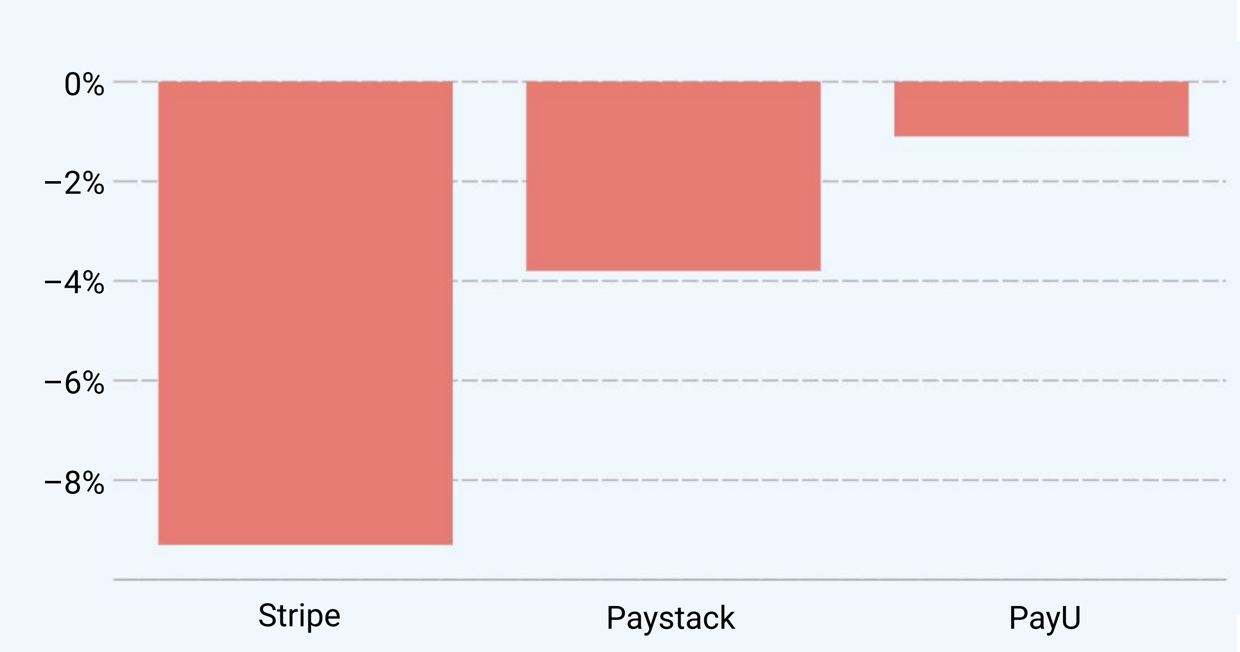
Games with payment SDKs by month



Top 3 fastest-growing SDKs since Jan 2024



Top 3 fastest-declining SDKs since Jan 2024



The dynamics of payment SDK installations and removals are based on AppMagic data and include over 850,000 games featuring any SDKs.
The analysis is based on 62 payment SDKs (Google Pay, Samsung Pay, Open In-App Billing (OpenIAB), Anjlab, Bolt, Alipay, PayPal, Card.io, Stripe, PayPal Braintree, and others).

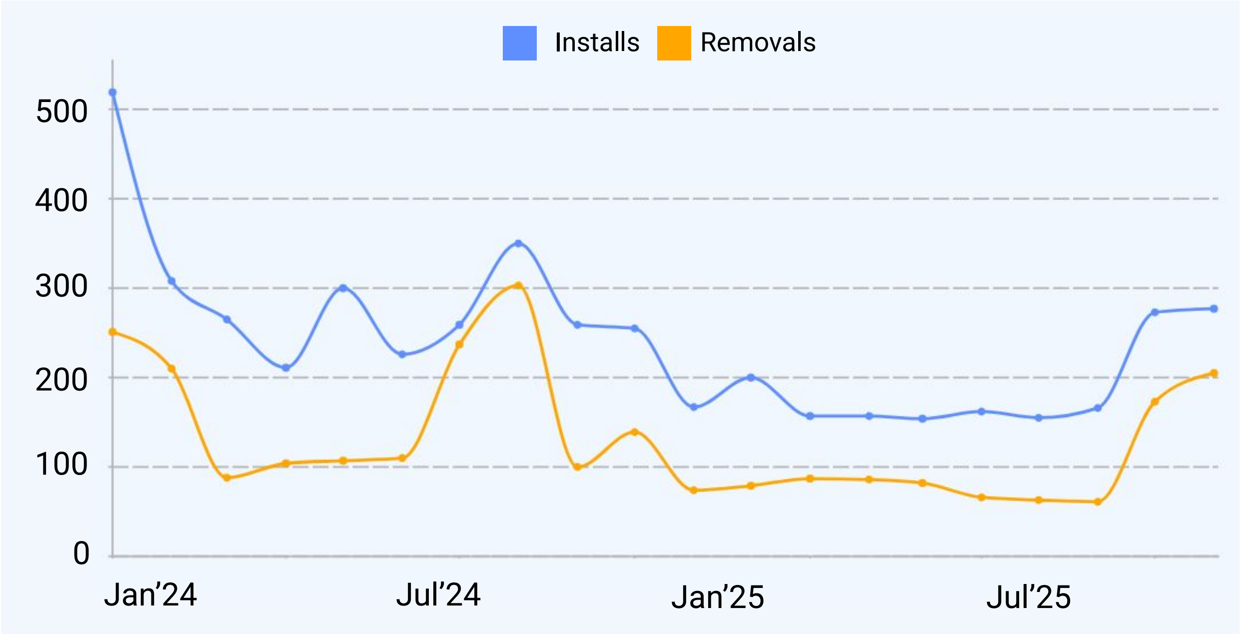
Trend toward alternative payments: SDK dynamics

A similar pattern can be observed across the most popular SDKs: the **period from June to August 2024 was marked by increased integration activity**, while the overall trend throughout 2025 has remained relatively stable.

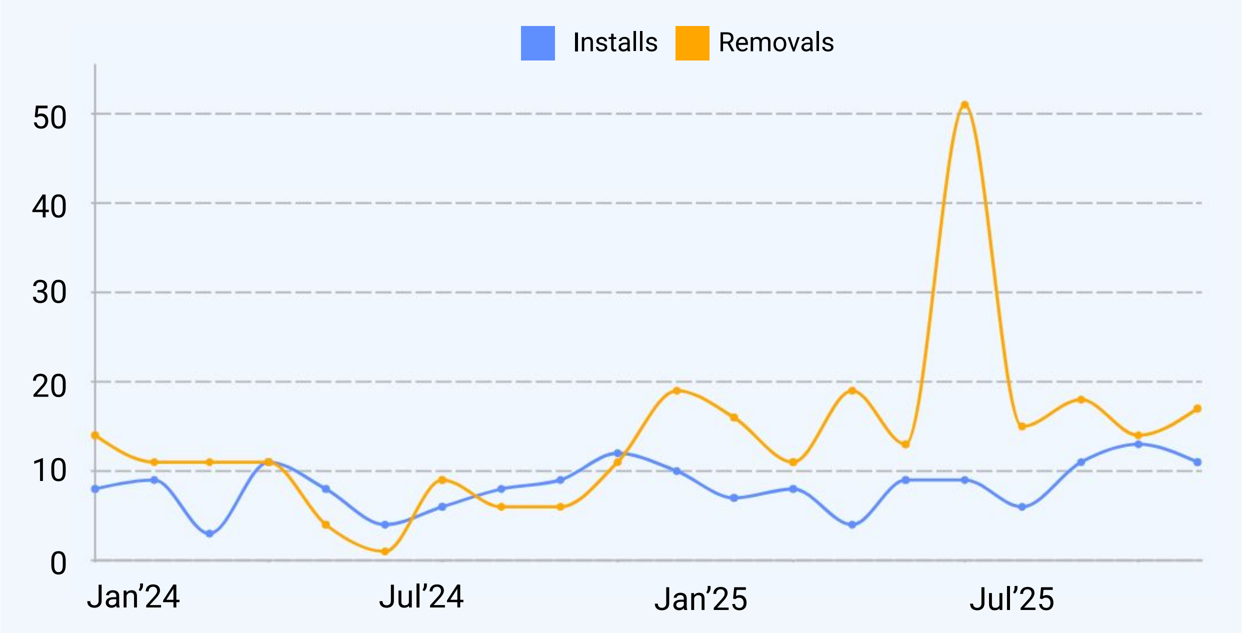
On average, **SDK installations still outnumber removals**, but each SDK behaves differently, and no consistent trend can be identified:

- For some SDKs, such as Yookassa, there are nearly no removals.
- A noticeable spike in Samsung Pay SDK removals occurred in summer 2025, likely due to Samsung's announcement that updates for Tizen devices would end on May 31, 2025, rather than the global shift toward alternative payment systems.

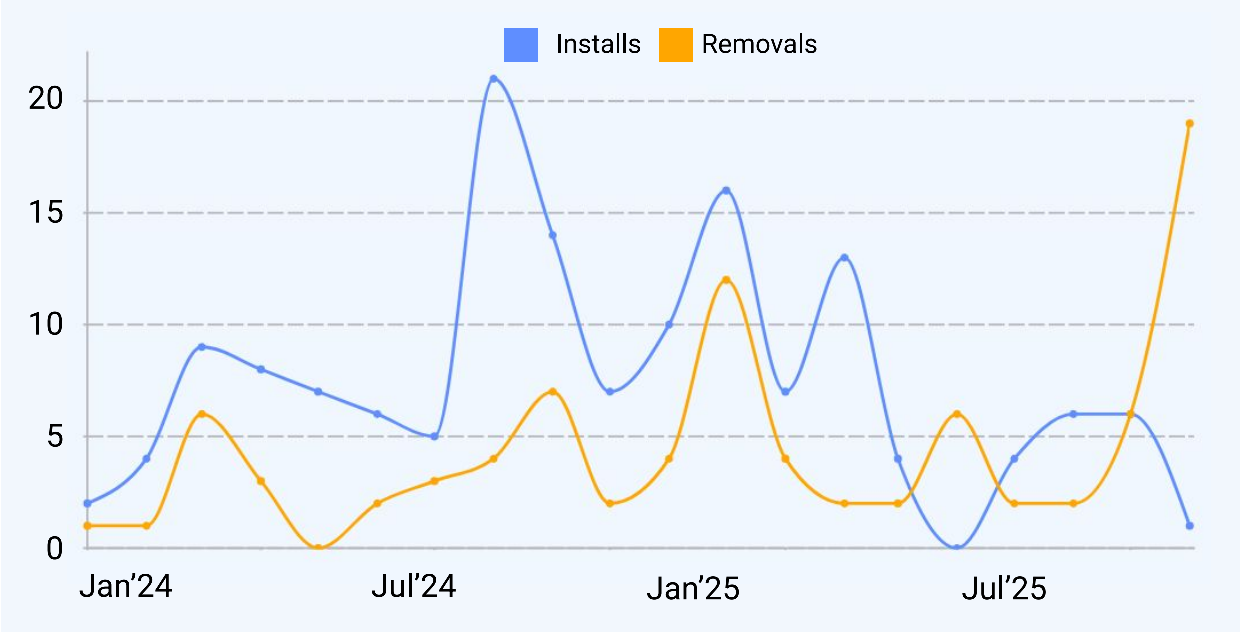
Google Pay



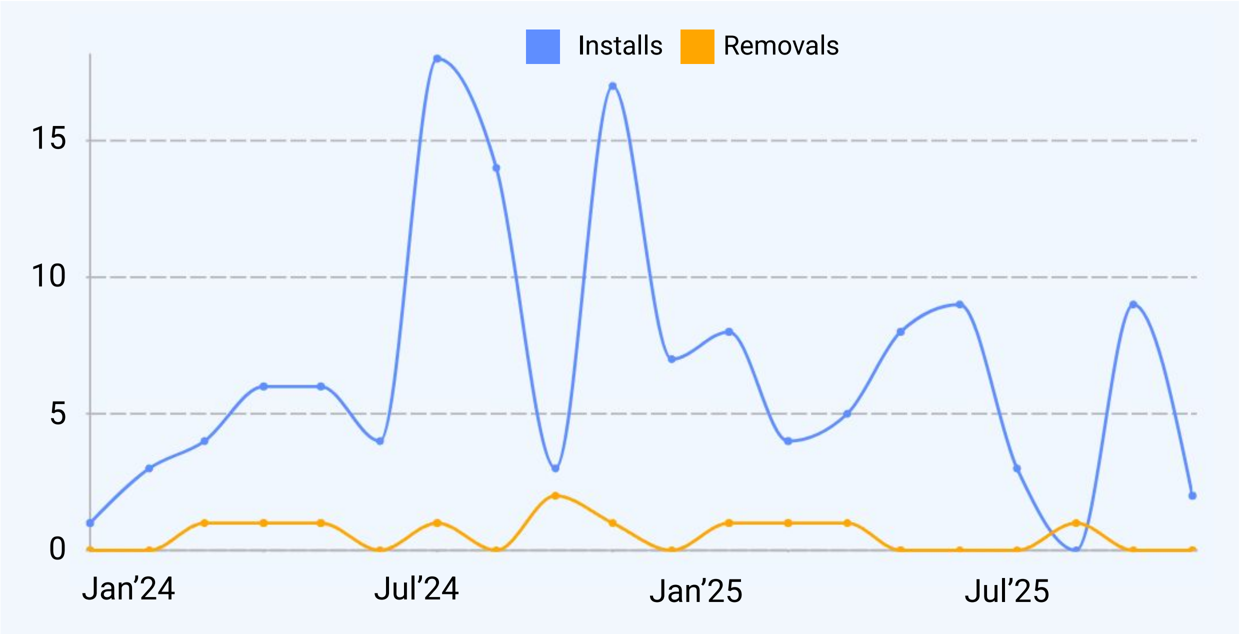
Samsung Pay



Xsolla



Yookassa



The dynamics of payment SDK installations and removals are based on AppMagic data and include over 850,000 games featuring any SDKs.

Trend toward alternative payments: D2C revenue in the top 100

Revenue from D2C sources for the top 100 grossing games (2025) in the US has grown significantly:

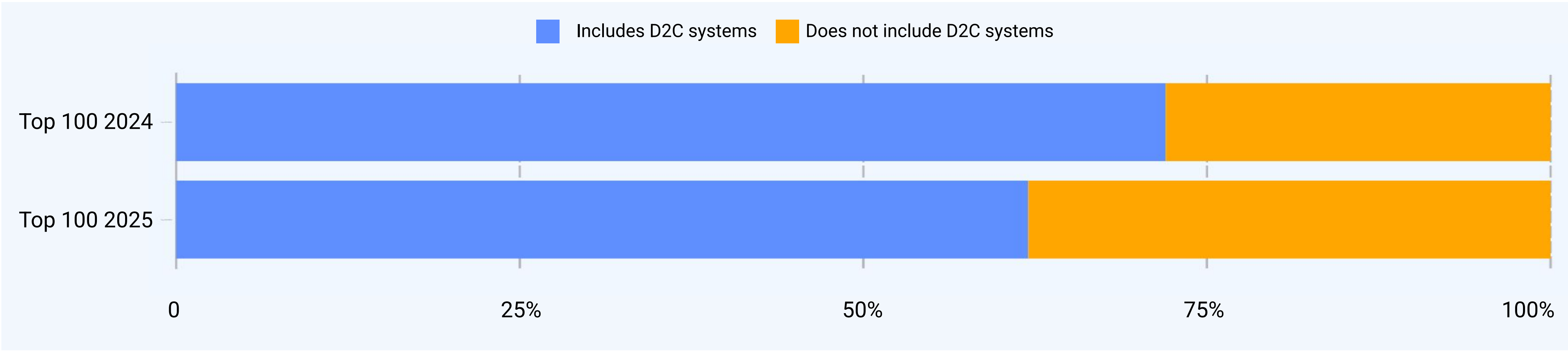
- Revenue from D2C systems is up 46% YoY, with a major boost in Sep–Oct 2025 when several of the top 100 apps enabled them.

However, the overall dynamics remain mixed: only 62% of the games in the grossing top 100 for the first half of 2025 generate D2C revenues, while in the 2024 top 100, this share was 72%. D2C serves as a stable tool for supporting revenue in older apps, while newcomers are in no hurry to integrate alternative payment systems.

As the mobile market matures, developers are shifting from rapid experimentation to building sustainable, long-term monetization ecosystems. We're seeing strong growth in off-store systems and SDK integrations that give studios more flexibility, transparency, and direct player relationships, all crucial for future-proofing revenue.

Chris Hewish, President, Xsolla

Percentage of games using D2C as of August 2025



D2C revenue dynamics in the top 100 grossing games, 2025 (US)

The analysis is based on the top 100 titles by revenue in the first half of 2024 and 2025 according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

What's next

Looking at global market trends helps capture the overall dynamics and understand where the mobile gaming segment is headed. However, each genre or subgenre behaves differently.

The rest of the report presents a number of current benchmarks by genre, as well as year-over-year changes and specific niche trends that can help developers refine and optimize monetization in their projects.

Monetization trends in:

Strategy

Strategy is a parent tag for games (usually war games) based on strategic management of units and/or cities as a key element of their gameplay.

Pokémon TCG Pocket

Whiteout Survival

Clash Royale

Key takeaways

The Strategy genre shows steady growth

Since mid-2024, several major new titles have contributed to a 20–28% increase in revenue on each platform.

Growth seen in both major and smaller subgenres

Strongest gains came from Card Battlers (+213%) and 4X Strategy (+26%)

Only one subgenre showed signs of decline

MOBA remains the only declining subgenre (–4.9%).

Asian publishers drive growth in the genre

Most revenue comes from Asian publishers, while new projects test unconventional, gradually deepening gameplay.

Strategy players reach record spending levels

By day 90, paying Strategy players in the US spend twice as much as Casino players, with ARPPU on the App Store now up to eight times higher than on Google Play.

Different spending models across platforms

On Google Play, growth comes from purchase volume, while on the App Store, larger payments (often $15+) drive ARPPU.

Hard currency drives top spending in Strategy games

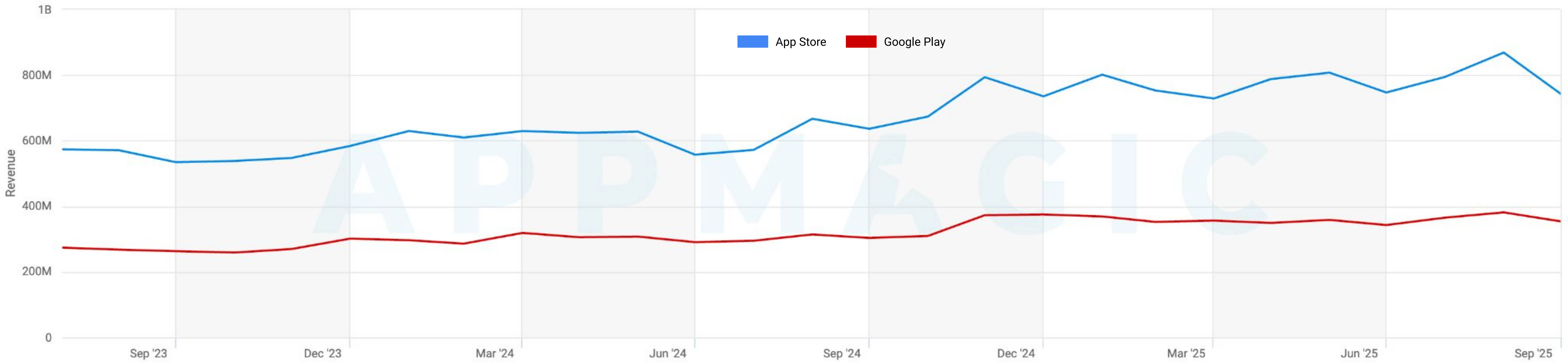
Most revenue comes from hard currency bundles, with $99 offers far more common among top purchases than in other genres.

High-priced offers expand in 4X Strategy games

In 2025, titles like *Whiteout Survival* and *Last War* raised the top offer price from $99 to $159.99 across both stores.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



The Strategy market has been actively growing since mid-2024.

Although the main increase was driven by several major titles, the overall growth trend remains smooth and consistent. Revenue has also grown evenly across platforms: while other segments typically show growth on a single platform only, the Strategy genre demonstrated a 20–28% increase on each.

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$3.5B	$4.3B	20.83%
App Store	$7.2B	$9.3B	27.87%
Overall	$10.8B	$13.5B	25.55%

Key market changes

The Strategy market has shown significant growth, largely **driven by several major releases in recent years that have been actively shaking up the subgenres of Card Battler, 4X Strategy, and Turn-Based Strategy**.

At the same time, **only one niche demonstrated a clear negative trend: MOBA**. The leading title, *Honor of Kings*, scraped together a minor uplift (within 1%), while the overall genre downsizing was brought about by declining performances of *Mobile Legends: Bang Bang US* and *Garena Liên Quân Mobile*.

Today, the **Strategy segment continues to grow steadily across both Western and Asian markets**. However, it has become more challenging to enter as more and more projects seek unconventional approaches to secure their audiences. For example, they disguise early sessions as popular simple games or titles from other genres, gradually deepening their gameplay over time.

Despite the strong interest of Western players in the genre, **the majority of revenue comes from Asian publishers and developers.**

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
Card Battler	$437.1M	$1.4B	213.12%
Strategy: Other	$32.2M	$58.2M	80.81%
Tactics	$773.5M	$980.6M	26.77%
4X Strategy	$5.4B	$6.9B	25.84%
Turn-Based Strategy	$15.5M	$17.9M	15.86%
Real Time Strategy	$1.0B	$1.2B	9.81%
MOBA	$2.2B	$2.1B	-4.97%

Revenue Growth Drivers:

Last War:Survival


Whiteout Survival


Pokémon TCG Pocket


Clash Royale


Top Heroes: Kingdom Saga

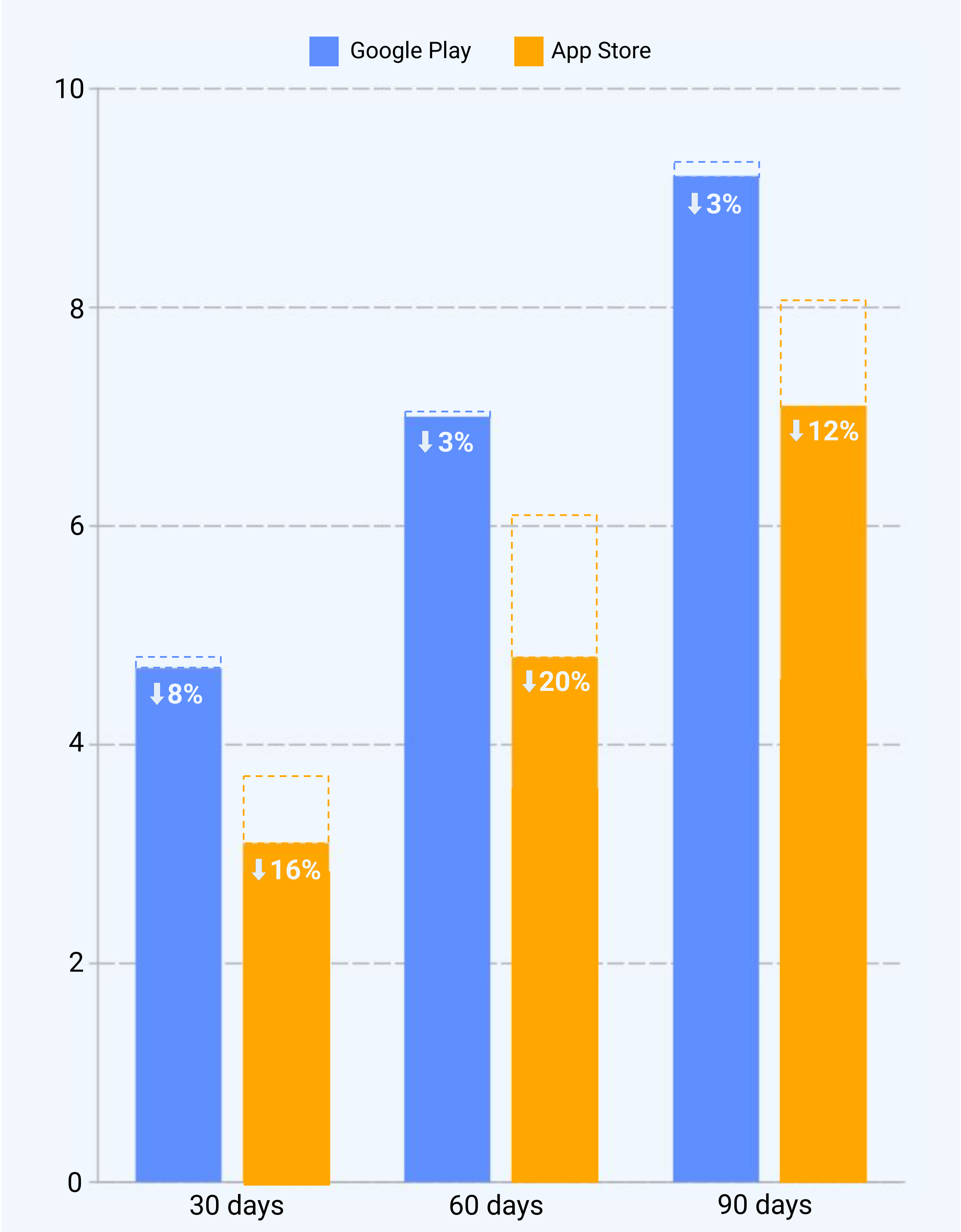
Key changes in payment behavior

Strategy games have always been a genre that requires significant player spending, but this year, the numbers are beating all possible records: **by day 90, paying users in the US spend twice as much as players in another traditionally high-spending segment, Casino.**

Historically, **ARPPU for paying users in the Strategy genre on the App Store has been 4–5 times higher than on Google Play.** However, **in 2025, with the genre's growth** and the emergence of new titles, this gap has widened even further, with up to eightfold differences at certain points in the user lifecycle.

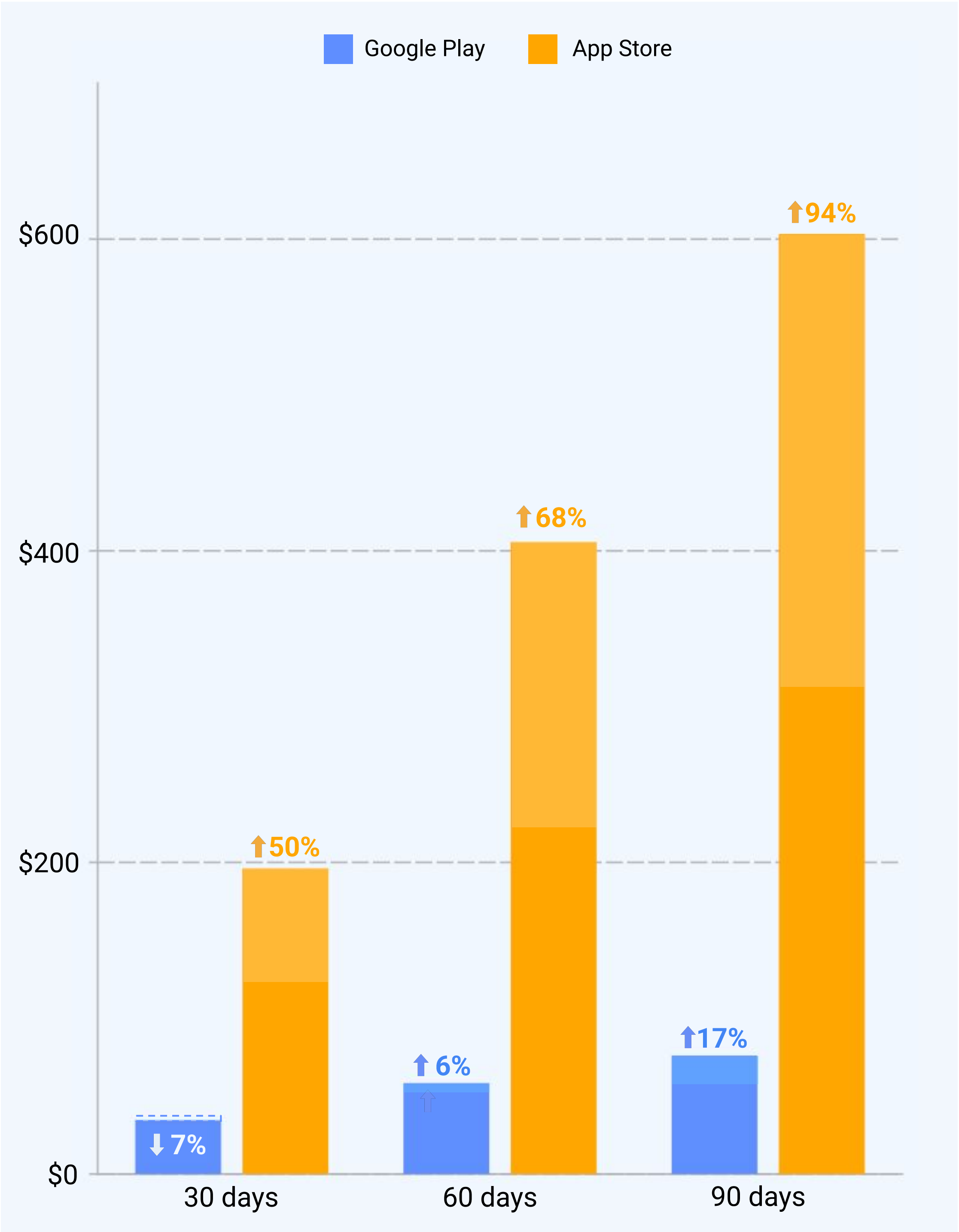
Interested in more monetization insights?
Analyze both permanent and time-limited monetization strategies using the **Monetization Intelligence** tool. Click here to learn more

Average Purchases per Paying User



YoY Changes

ARPPU



YoY Changes

The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Strategy genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Key changes in payment behavior

Overall, **Strategy follows the same trend as other genres:**

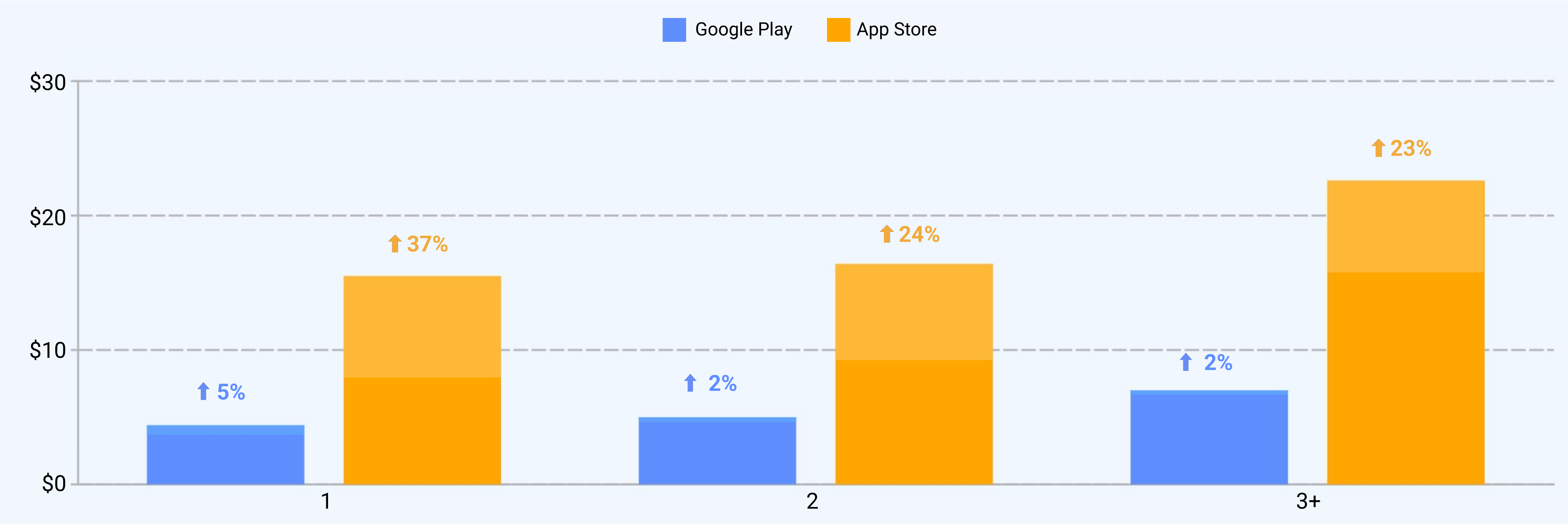
- **On Google Play, the main focus is on the number of purchases**, with the average transaction value typically not exceeding $7.
- **On the App Store, the focus is on payment size**: even the first purchase often exceeds $15, which drives ARPPU growth despite the decline in the number of purchases this year.

While the average transaction value on the App Store is rather high, the **most common in-game offers are priced at $4.99.**

In 2024, the vast majority of top-grossing Strategy games offered their players high-priced bundles capped at $99.

In 2025, several 4X Strategy titles, such as *Whiteout Survival* and *Last War*, have begun actively introducing higher-priced offers. Currently, the maximum offer price in these games on both the App Store and Google Play (US) is $159.99.

Average Purchase Value



YoY Changes

Most common offer prices

Google Play	Min Price	Avg Price	Median Price	Max Price
2024	$0.99	$8.98	$4.99	$99.99
2025	$0.99	$10.22	$4.99	$99.99
App Store	Min Price	Avg Price	Median Price	Max Price
2024	$0.99	$8.98	$4.99	$99.99
2025	$0.99	$9.90	$4.99	$99.99

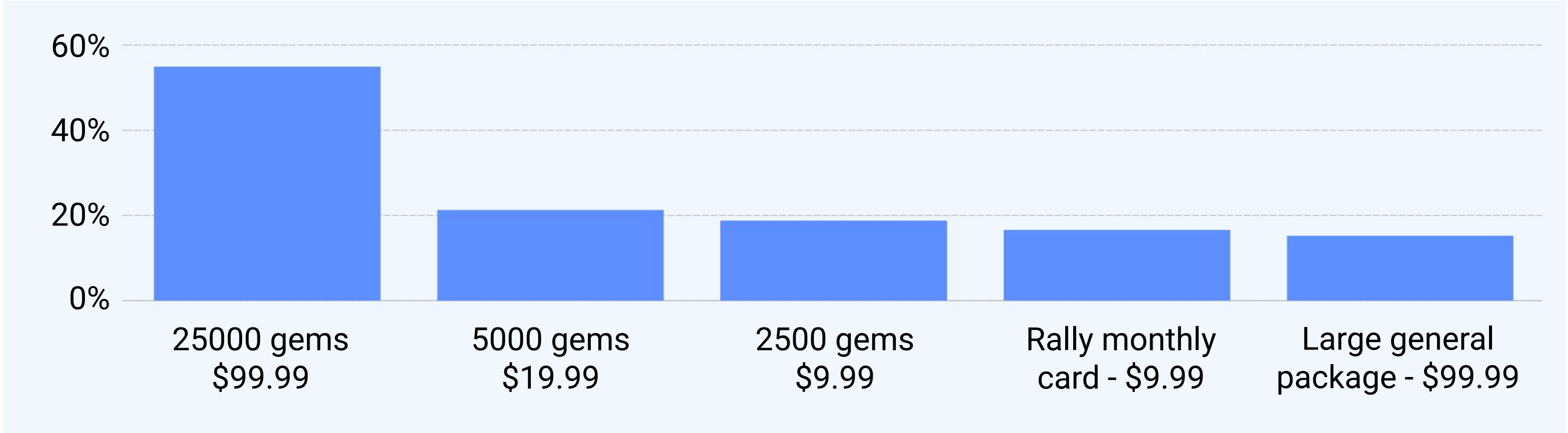
The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Strategy genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Most impactful offers

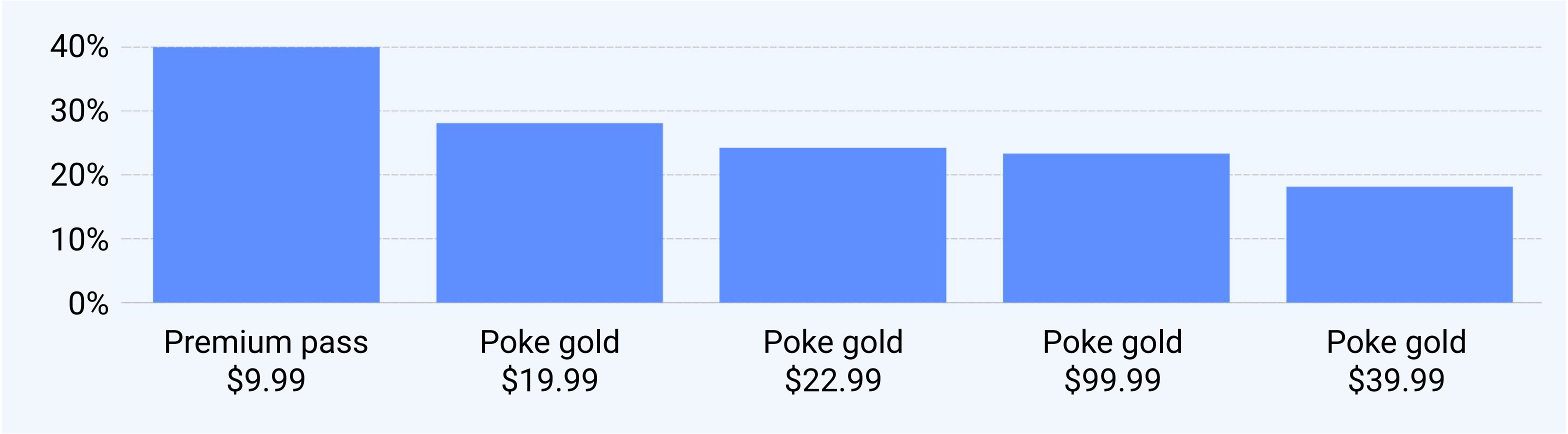
The Strategy market generates most of its revenue from hard currency bundles, which make up the core of top purchases in most Strategy games. Special packs, passes, or event-limited offers appear less frequently. Unlike other genres, however, offers priced at $99 are much more likely to rank among the top positions here.

Honor of Kings

Evony



Pokémon TCG Pocket



Mobile Legends

Puzzles & Survival

The information is based on AppMagic's internal analytics and is used in the new In-App Purchases Distribution tool.
The data reflects US-only dynamics over the past six months for the Google Play platform.

RPG

RPG is a parent tag for games where the player controls a character or characters of a certain class with different characteristics, whose abilities can be improved by leveling up and gaining experience.

Genshin Impact

Hero Wars: Alliance

Archero 2

Key takeaways

RPG market sees notable revenue decline

Revenue dropped by 13–16% across both platforms, with the steepest fall recorded in China (−25%).

Most RPG subgenres show double-digit decline

Most RPG subgenres have shrunk by 15–30%, while Tactical RPG and Roguelike grew with *Warhammer 40,000*, *GIRLS' FRONTLINE 2*, and *Archero 2*.

Google Play spending decline impacts RPG market

Average payments per user fell by up to 29%, with day 90 ARPPU down 42%, while the App Store maintained stable growth in high-spending markets.

Average check drops on Google Play

Average payment size decreased by 20–28%, reflecting weaker player spending.

App Store strengthens monetization

The average first-payment check rose to $17.9, showing higher player willingness to spend more.

Hard currency remains the core of RPG monetization

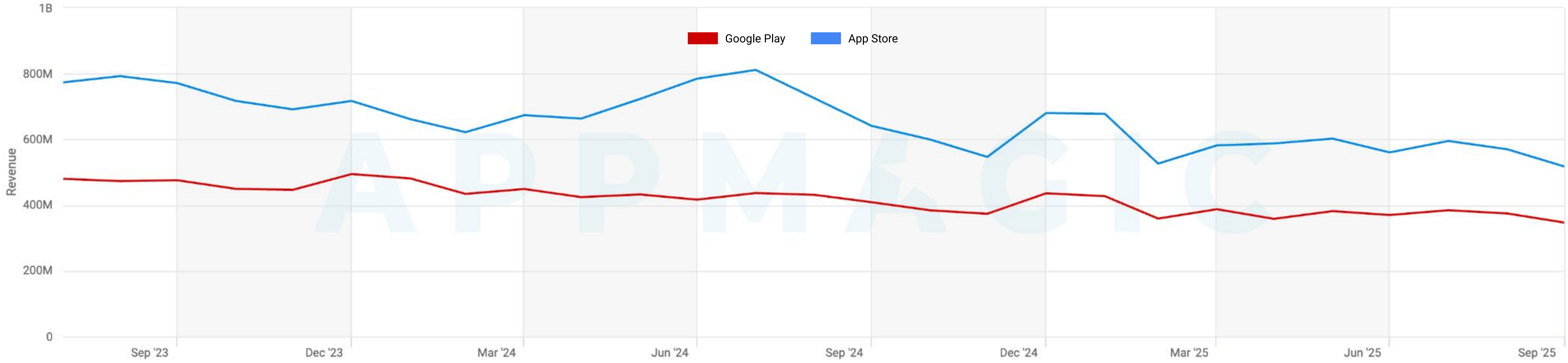
Most RPG revenue comes from hard currency, though battle passes and 30-day subscriptions also play a notable role for key titles.

Low-priced offers gain traction in Midcore RPGs

Titles like *Honkai: Star Rail* and *Zenless Zone Zero* tested $0.99–$4.99 bundles, effectively engaging low-spending users.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



The RPG market showed a significant year-over-year revenue decline, with drops of 13–16% recorded across both platforms.

Most of the decrease is attributed to the Eastern markets, with the largest decline observed in China (–25%).

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$5.3B	$4.6B	–13.60%
App Store	$8.4B	$7.0B	–16.44%
Overall	$13.7B	$11.6B	–15.35%

Key market changes

Most RPG subgenres showed a significant decline (from 15% to 30%) across all regions. However, for **some subgenres, the drop was not limited to Asian markets**:

- In the **Puzzle RPG** niche, *Empires & Puzzles* and *Best Fiends* recorded a notable decrease in Tier-1 West countries.
- The decline in the **Idle RPG** segment was facilitated by falling revenues from *AFK Journey* and *Legend of Mushroom*, while the recently launched *Capybara Go!* failed to sustain its initial momentum and continues to decline.
- The **Empire Building** niche also decreased due to revenue drops in *Isekai: Slow Life* and *King's Choice.*

Only two niches demonstrated visible growth:

- The **Tactical RPG** segment grew thanks to *Warhammer 40,000: Tacticus™* and the launch of *GIRLS' FRONTLINE 2: EXILIUM* (Tier-1 West), while in Asia, the main growth driver was *SD Gundam G Generation ETERNAL*.
- The **Roguelike** niche increased primarily due to *Archero 2* and *Mech Assemble: Zombie Swarm*.

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
Tactical RPG	$269.5M	$419.8M	55.79%
Roguelike	$294.8M	$371.9M	26.20%
RPG: Other	$25.1M	$25.3M	0.55%
Open World RPG	$624.5M	$613.2M	-1.82%
Team Battler	$3.9B	$3.3B	-14.39%
Idle RPG	$1.8B	$1.5B	-18.56%
MMORPG	$3.3B	$2.6B	-19.69%
Empire Building	$370.7M	$290.4M	-21.65%
Action RPG	$1.1B	$852.9M	-23.45%
Puzzle RPG	$949.9M	$682.2M	-28.17%

Revenue Growth Drivers:


Wuthering Waves


Archero 2


Capybara Go!


CookieRun: Kingdom

Zenless Zone Zero

Key changes in payment behavior

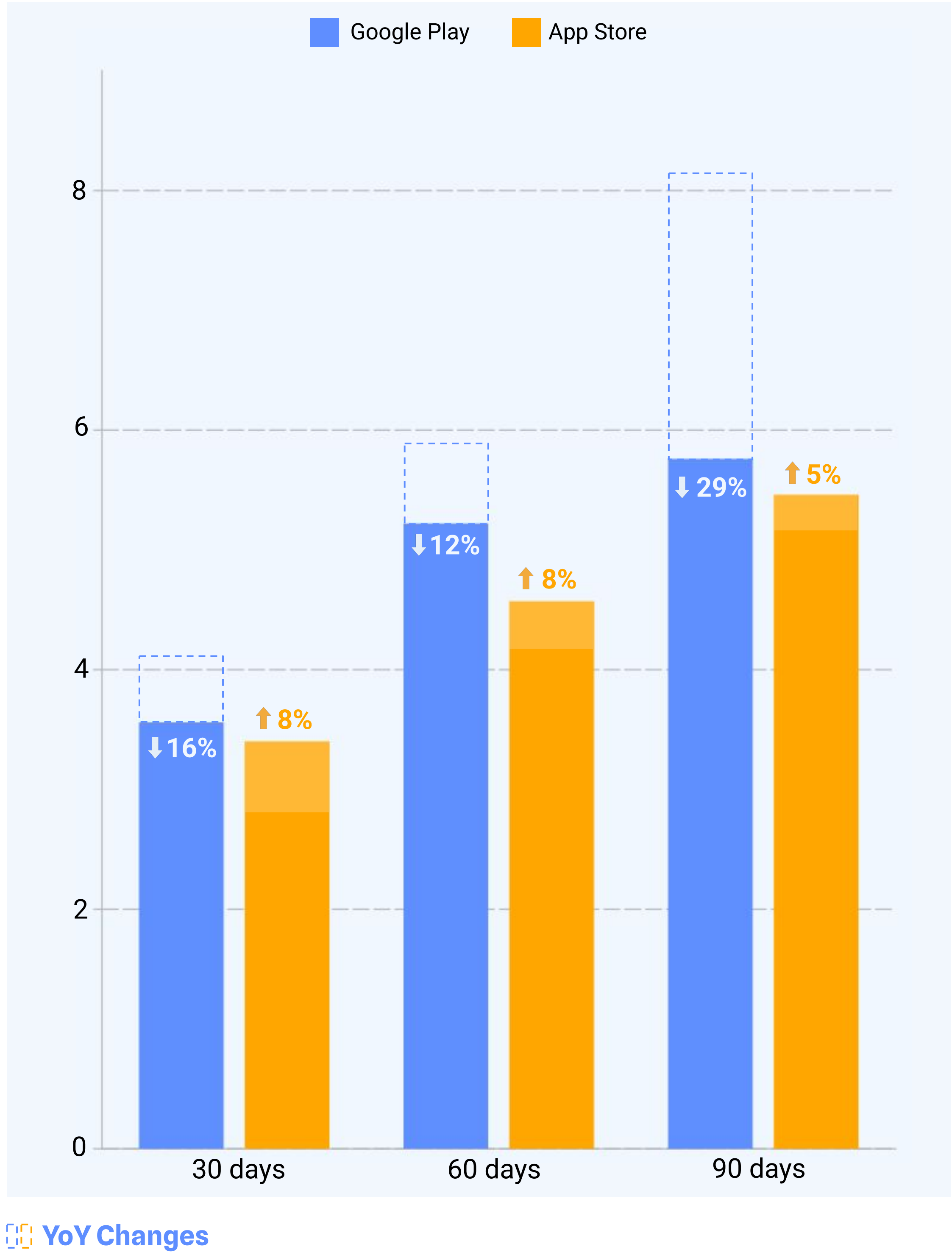
The most notable change in user behavior was observed on Google Play:

- While the **average number of payments per user decreased by 16–29%** across different lifetime stages, **the day 90 ARPPU dropped by 42%.**

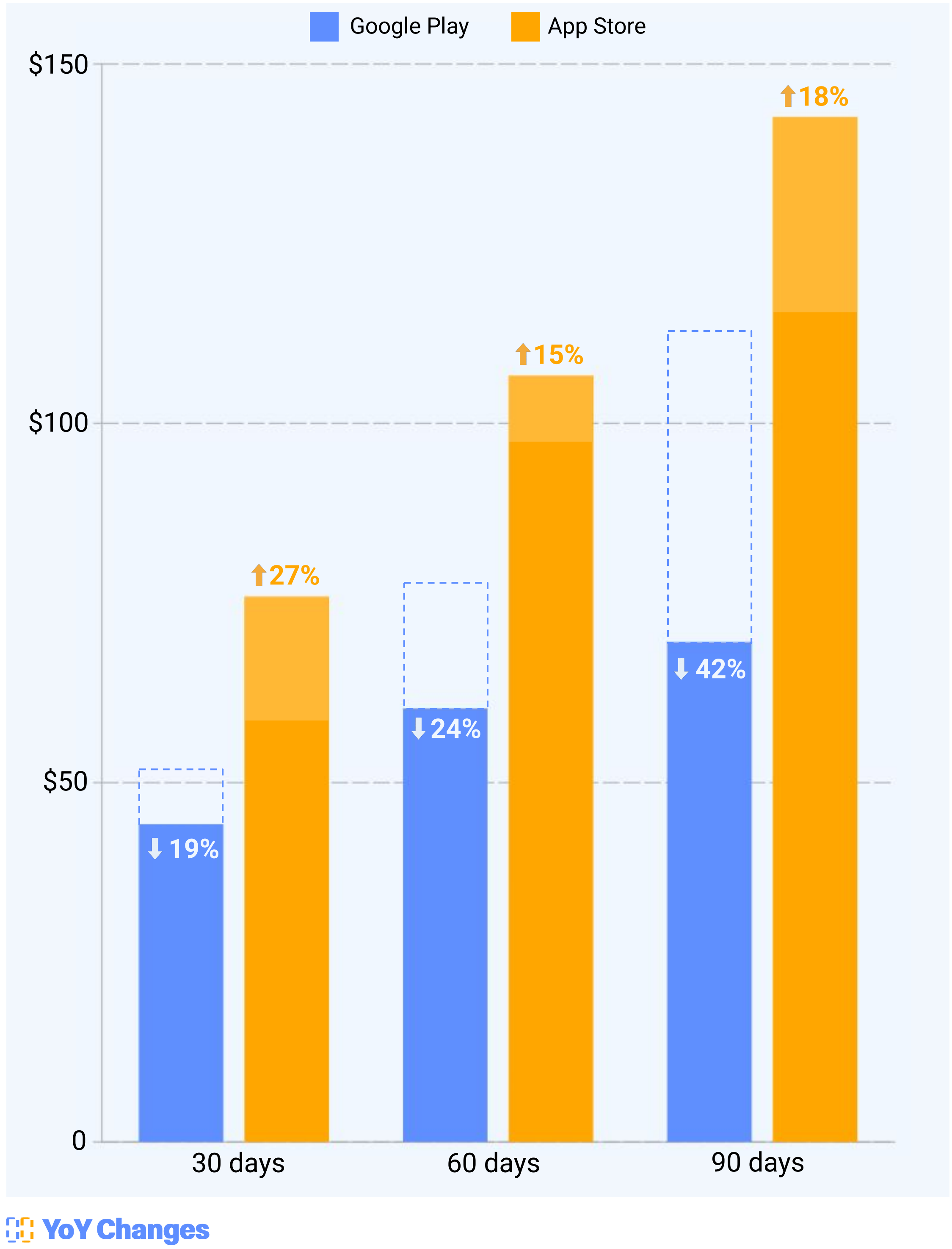
- These **changes reflect the overall negative trend in the niche** and are largely driven by the behavior of its leading titles, such as *Genshin Impact* and *Honkai: Star Rail*, **as well as the growing presence of simpler games in the top charts**, including *Legend of Mushroom* and *Archero 2.*

Meanwhile, the **App Store continues to show positive dynamics similar to other segments**, demonstrating a clear trend toward stronger monetization in high-spending countries.

Average Purchases per Paying User



ARPPU



The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the RPG genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Key changes in payment behavior

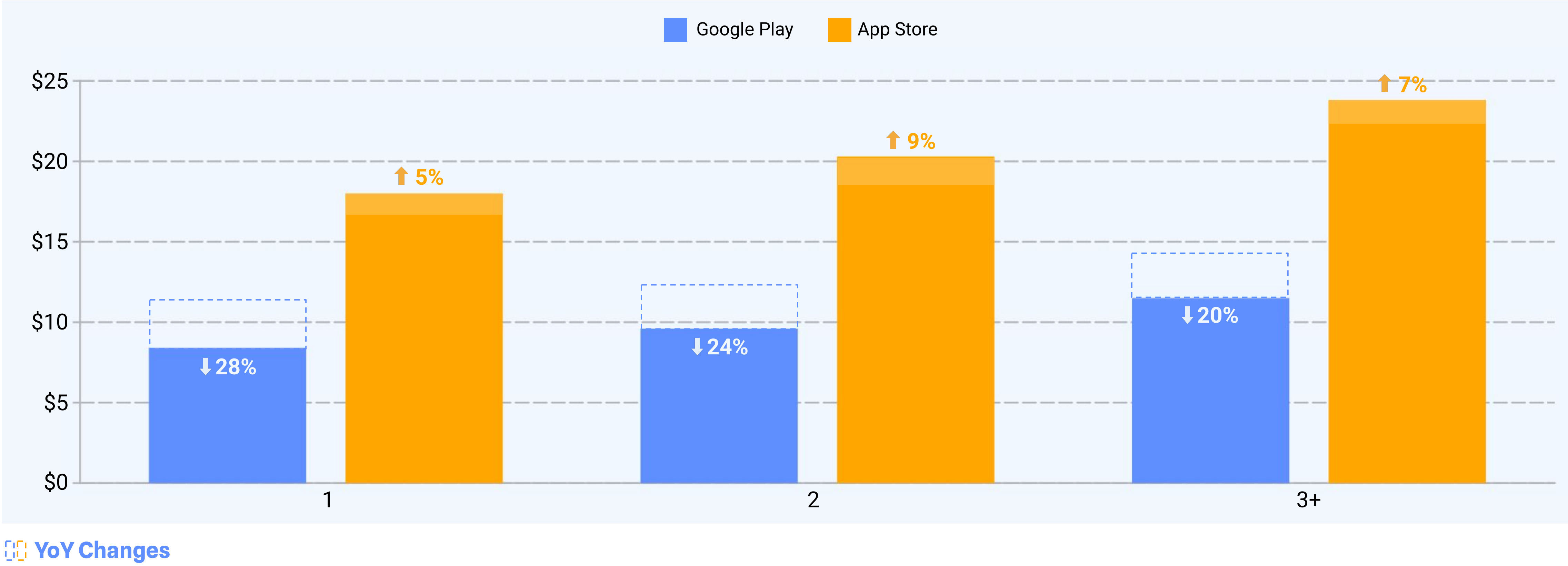
The negative shift in ARPPU on Google Play also led to a decrease in the average check size for both first and subsequent payments by 20–28%.

In contrast, the App Store saw the opposite trend, with the average check increasing significantly, which widened the gap between the two platforms. For instance, the current average first-payment check on Google Play is $8.3, while on the App Store it is $17.9.

One might expect this to result in changes to the average price of offers on Google Play, yet for top-grossing games, this metric has remained virtually unchanged. Both the average and median offer prices stayed at the same level, reflecting flexible pricing systems already established in the games.

Nevertheless**, some titles have been experimenting with lower-priced offers, which may signal the market's attempt to adapt to these changes.**

Average Purchase Value



Most common offer prices

Google Play	Min Price	Avg Price	Median Price	Max Price
2024	$0.99	$16.57	$9.99	$99.99
2025	$0.99	$15.62	$9.99	$99.99

App Store	Min Price	Avg Price	Median Price	Max Price
2024	$0.99	$16.57	$9.99	$99.99
2025	$0.99	$15.62	$9.99	$99.99

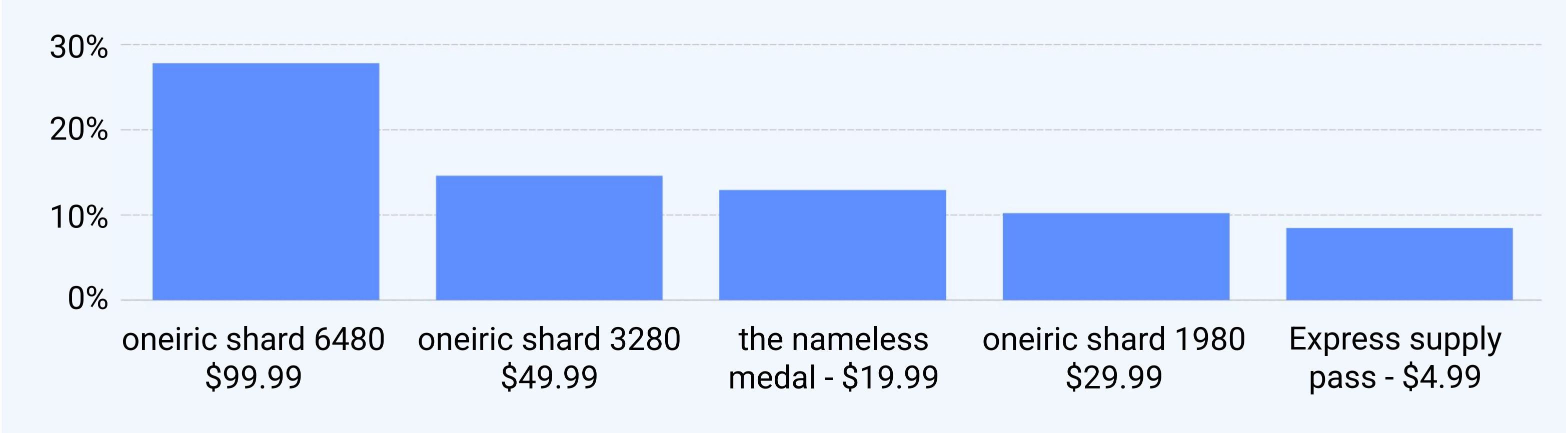
The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the RPG genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Most impactful offers

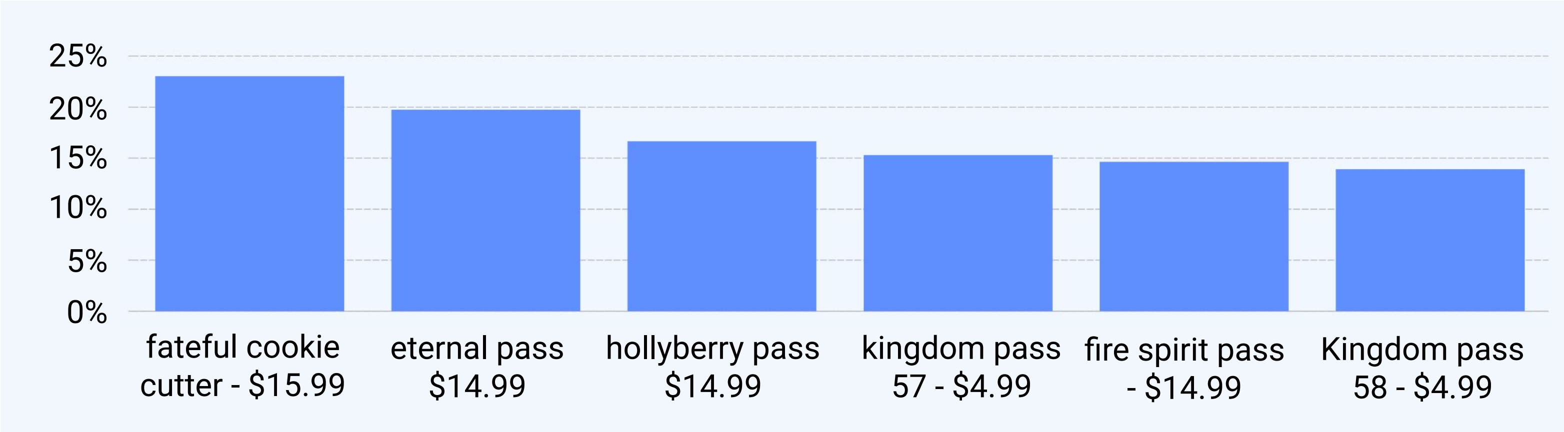
The core of monetization in RPGs, as is for many midcore games, is hard currency. However, in some titles, such as *CookieRun: Kingdom*, battle passes account for a significant share of revenue. In HoYoverse games, a key part of monetization is the 30-day subscription offer, which generates up to 10% of the project's total revenue.

RAID

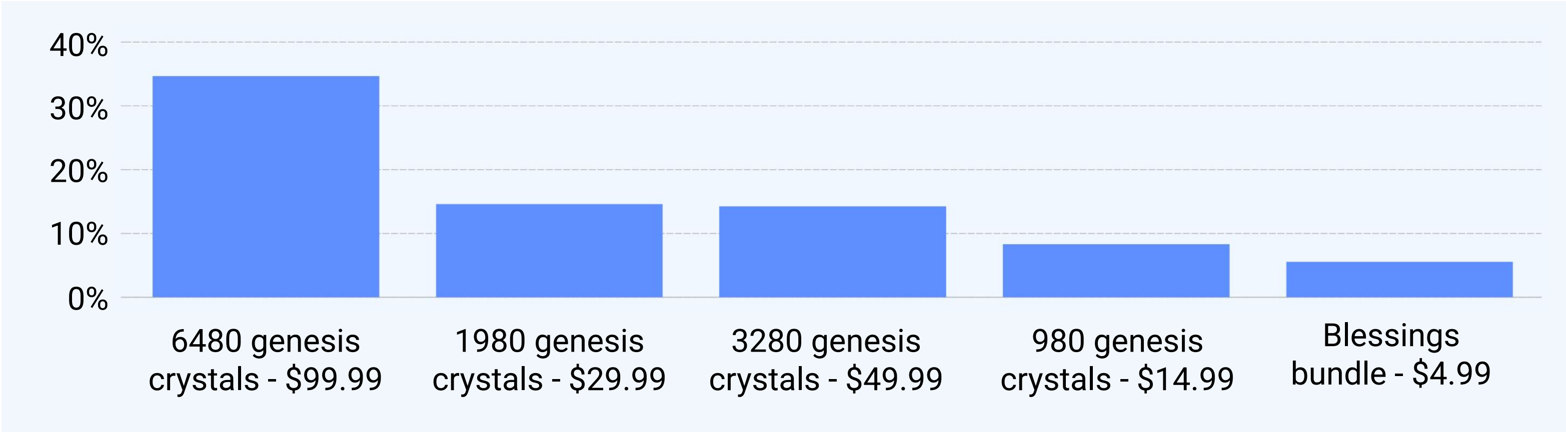
Honkai Star Rail



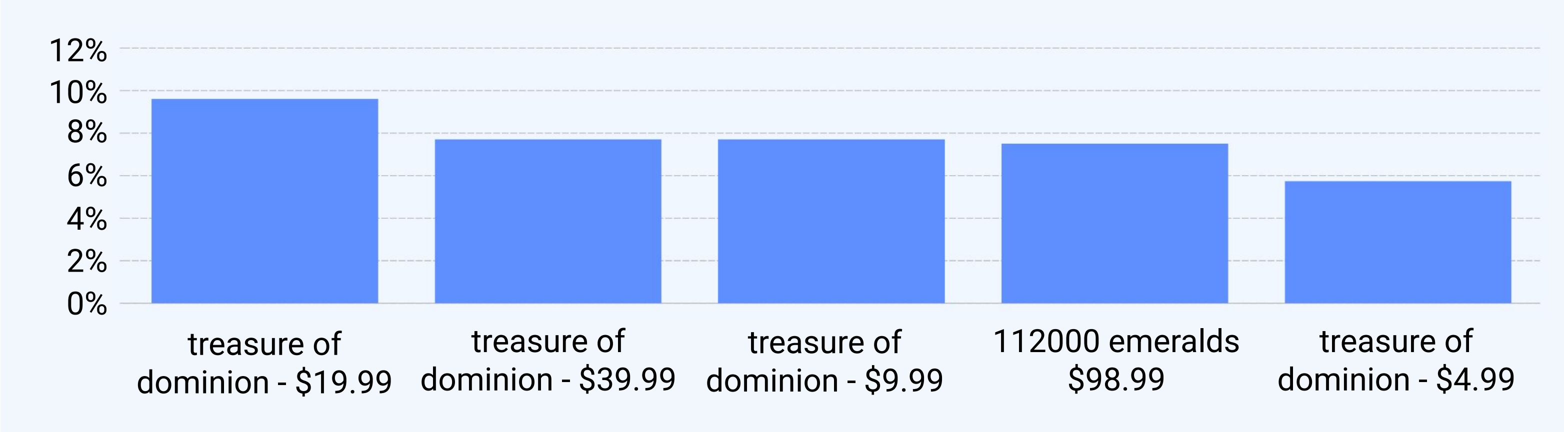
CookieRun: Kingdom



Genshin Impact



Hero Wars



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The data reflects US-only dynamics over the past six months for the Google Play platform.

Offers trend: low-priced offers

This year, many Midcore projects have been experimenting with low-priced offers during various in-game events.

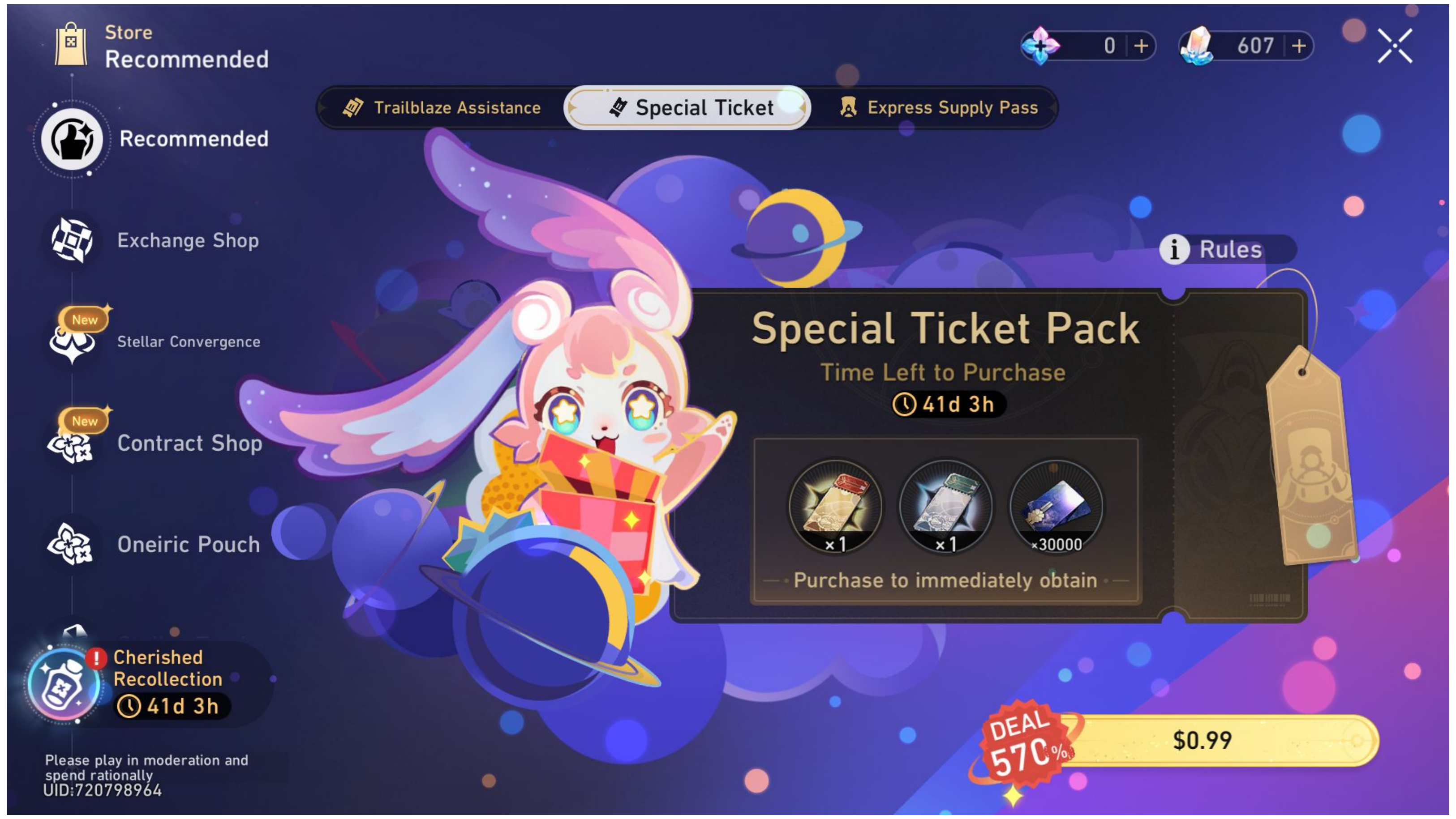
For example, during its anniversary celebration, *Honkai: Star Rail* introduced both high-priced bundles and low-cost offers priced at $0.99 and $4.99, which until recently was quite uncharacteristic for this publisher. An offer in a similar price range was also introduced in *Zenless Zone Zero* for a limited time.

Although low-priced offers are often designed to boost conversion rather than maximize revenue per purchase, many of them performed strongly during events, accounting for a significant share of total revenue.

Amidst the decline in the average spend of first-time and repeat purchases on Google Play, such offers may become an effective way to monetize low-spending users.

Game	Offer	Price	% of revenue	% of purchases
Honkai: Star Rail	Trailblaze assistance pack Special ticket pack	$4.99 $0.99	3% <1%	13% 12%
Zenless Zone Zero	Hollow navigator supply	$2.99	3%	16%

*The data on low-priced offer shares of total revenue and total purchases is presented for the month.



Puzzle

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

Gardenscapes

Gossip Harbor®: Merge & Story

Toon Blast

Key takeaways

Puzzle market shows strong overall growth

Revenue rose by 15%, with the App Store leading (+18%) while Google Play showed more moderate dynamics

Tier-1 countries drive performance

The strongest gains came from the UK (+28%) and Ireland (+24%), while the US showed a moderate increase (+10%)

Simple and Hybrid Puzzles drive growth

Overall market revenue grew by 14%, driven by simple subgenres like Block Puzzle (+911%!) and Hybridcasual projects expanding their share

Merge remains the only growing complex niche

Merge games rose by 61%, led by *Gossip Harbor* and *Travel Town*, while Find the Difference declined by 42%

Monetization metrics show slight decline

ARPPU fell across both platforms, and App Store users made fewer purchases, especially in the older top-ranking titles.

Average check rises for the App Store

First-time and repeat purchase values rose by up to 46%, driven by older games and Merge titles like *Gossip Harbor* and *Travel Town*.

Monetization strengthens across platforms

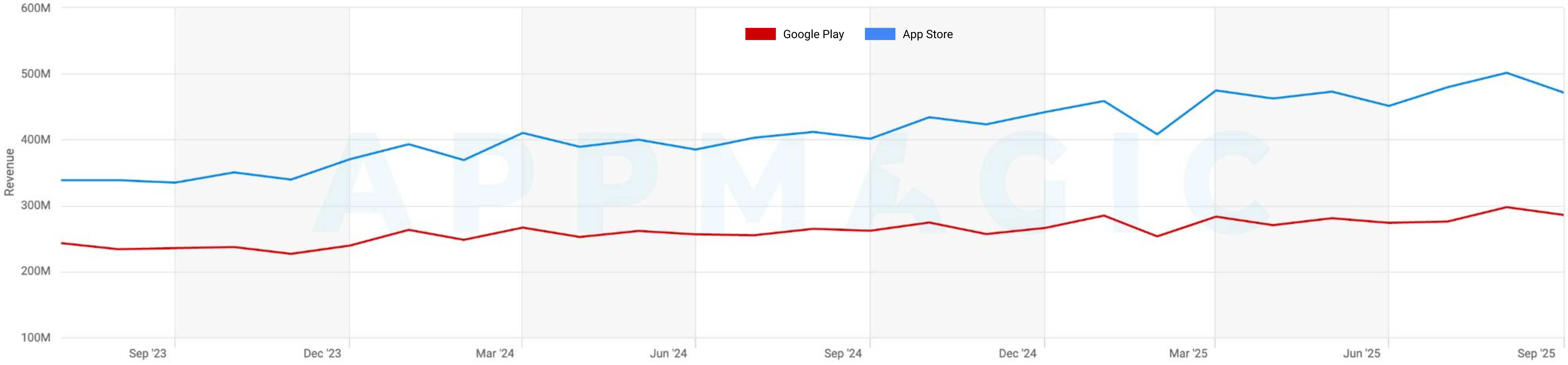
While Google Play remains focused on purchase frequency, both stores show an increase in average bundle prices.

Customizable offers expand into the Puzzle genre

Once a Midcore feature, customizable offers are now common in *Merge Mansion*, *Merge Cooking*, and *Triple Match 3D*.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



The Puzzle market showed significant growth (+15%), with the strongest increase recorded on the App Store (+18%), while Google Play demonstrated more moderate dynamics.

The highest revenue growth was observed in Tier-1 countries, particularly the United Kingdom (+28%) and Ireland (+24%), while the United States showed a less expressed increase (+10%).

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$3.0B	$3.3B	8.90%
App Store	$4.6B	$5.5B	18.54%
Overall	$7.7B	$8.8B	14.72%

Key market changes

While the overall market revenue grew by a solid 15%, some subgenres showed truly impressive growth:

- **The trend toward simple Puzzle games continues to develop:** Block Puzzle grew by 911%, while Sort Puzzle, Fill & Organize, and similar subgenres showed growth between 60% and 150%. **The main share of the market's growth comes from Hybridcasual titles, which continue to expand their revenue.**

- **Among the more complex Casual niches, only Merge demonstrated a notable increase in revenue**, reaching 61%. Currently, two Merge-2 titles, *Gossip Harbor* and *Travel Town*, have secured positions in the top 10 grossing chart.

The steepest decline was seen in the Find the Difference subgenre, which dropped by 42% compared to last year.

Revenue Growth Drivers:


Gossip Harbor


Travel Town


Royal Match


Royal Kingdom


Matching Story

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	
Block Puzzle	$15.4M	$156.0M	911.00%
Fill & Organize	$1.1M	$3.0M	175.35%
Sort Puzzle	$92.7M	$231.0M	149.14%
Merge	$897.6M	$1.5B	61.36%
Physics Puzzle	$127.2M	$205.2M	61.34%
Sudoku	$3.2M	$3.9M	24.42%
Trivia	$40.0M	$48.8M	22.09%
Draw Line Puzzle	$995,173	$1.2M	22.08%
Puzzle: Other	$30.6M	$36.8M	20.39%
Nonogram	$8.7M	$9.9M	13.27%
Logic Puzzle	$31.6M	$35.6M	12.69%
Coloring	$36.4M	$40.0M	9.87%
Minesweeper	$314,584	$332,328	5.64%
Match-3	$4.4B	$4.6B	4.13%
Word Puzzle	$257.5M	$265.4M	3.09%
Connect Puzzle	$5.6M	$5.6M	0.86%
Jigsaw Puzzle	$8.8M	$8.8M	-0.17%
Match-2 Blast	$440.8M	$439.8M	-0.22%
Math Puzzle	$2.0M	$1.9M	-4.85%
Maze	$1.8M	$1.7M	-6.18%
Match 3D	$343.8M	$310.3M	-9.73%
Brick Breaker	$26.8M	$21.9M	-18.33%
Chain Puzzle	$128.7M	$104.4M	-18.88%
Bubble Shooter	$79.3M	$63.8M	-19.59%
Match-3: Tile	$115.1M	$79.6M	-30.87%
Find The Difference	$3.8M	$2.2M	-42.56%

Key changes in payment behaviour

Despite the growth of the Puzzle market on both the App Store and Google Play, **the main drivers of this increase were low-spending subgenres such as Sort Puzzle, Fill & Organize, and Merge.**

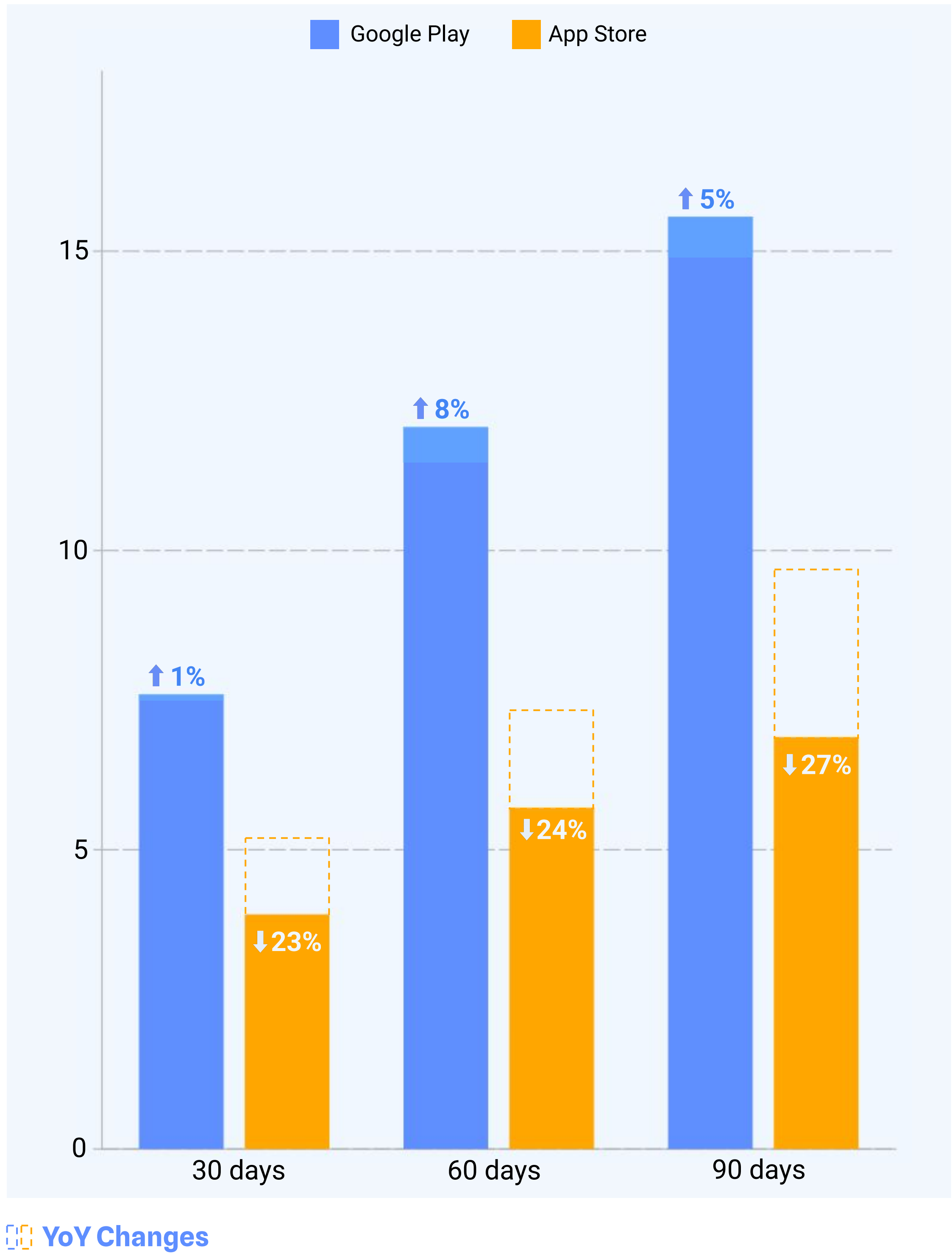
The dominant subgenre in the top 10—Match-3—showed only a slight revenue growth of around 5%. For this reason, the **performance of the top titles in the segment paints a picture that is different from the overall market trend**:

- **ARPPU on both the App Store and Google Play showed a slight decline.**

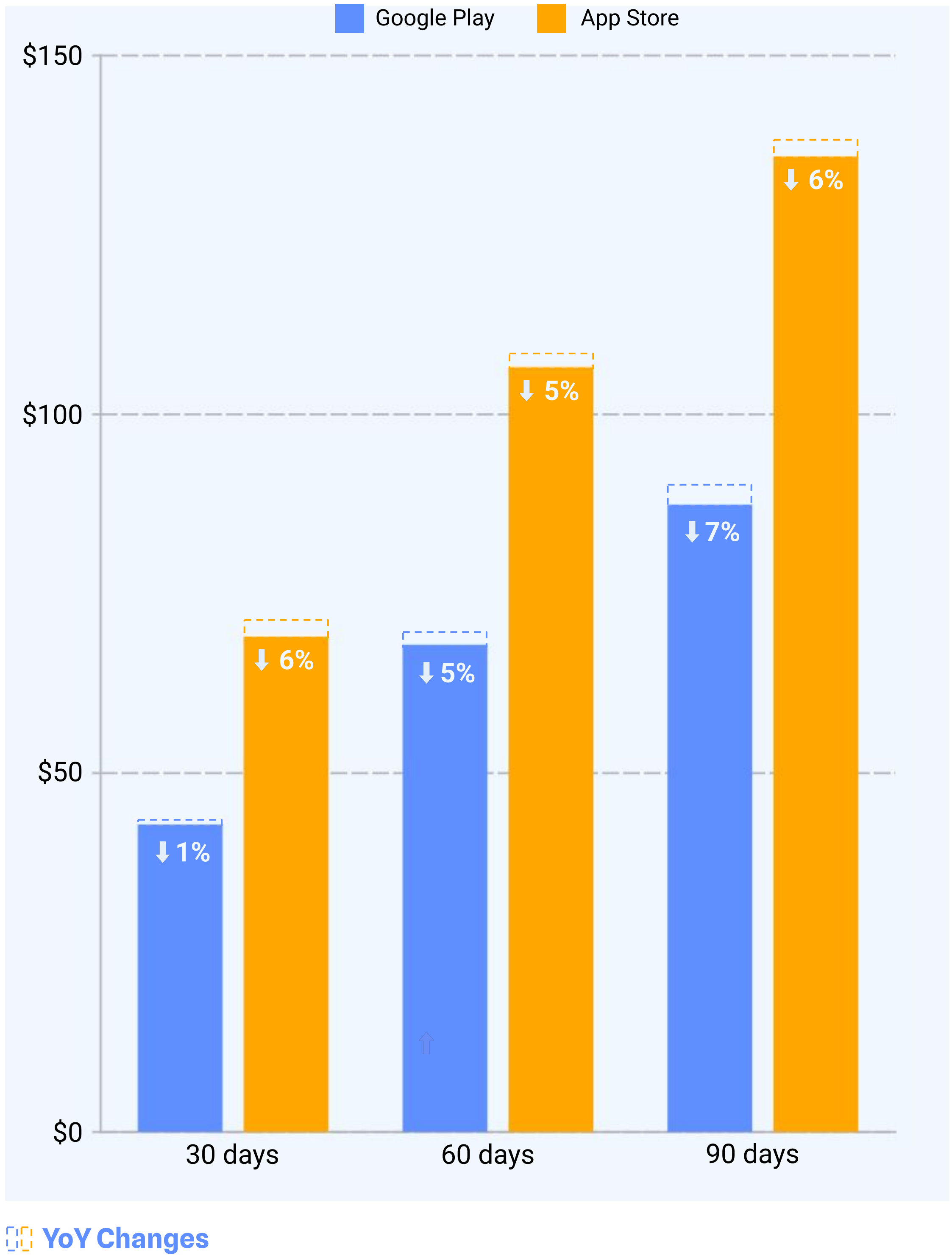
A decrease was also recorded in the average number of purchases per paying user on the App Store, primarily driven by player behavior in the older top-ranking games.

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

Average Purchases per Paying User



ARPPU



Key changes in payment behaviour

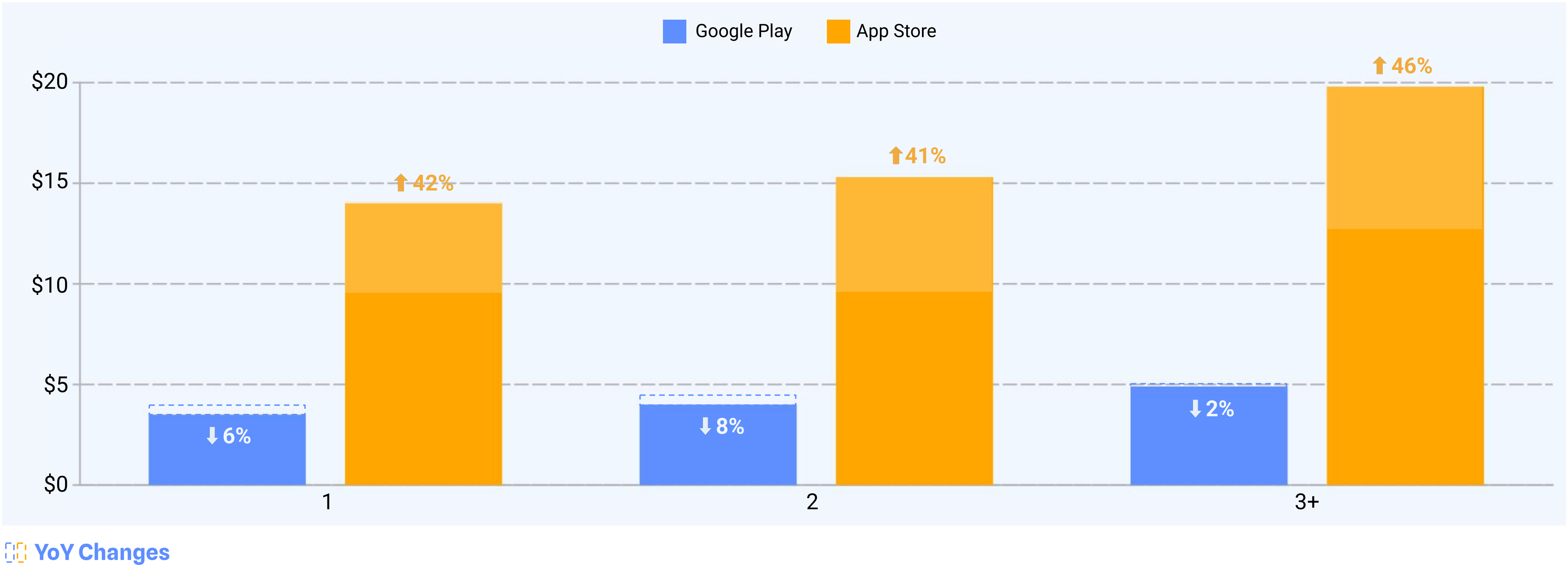
Users have started purchasing more expensive offers on the App Store:

- **The average checks for both first-time and repeat purchases on the App Store show significant growth—up to 46%** —depending on the purchase order. This increase was driven by both older projects and by the continued growth and monetization improvements of Merge titles such as *Gossip Harbor* and *Travel Town*.

- **The effect is less noticeable on Google Play, which remains more focused on purchase frequency** rather than transaction size.

Nevertheless, the trend toward stronger monetization is also evident in the average offer price: on both the App Store and Google Play, the average price of bundles has increased.

Average Purchase Value



Most common offer prices

Google Play	Min Price	Avg Price	Median Price	Max Price
2024	$0.49	$5.40	$1.99	$99.99
2025	$0.99	$5.69	$1.99	$99.99

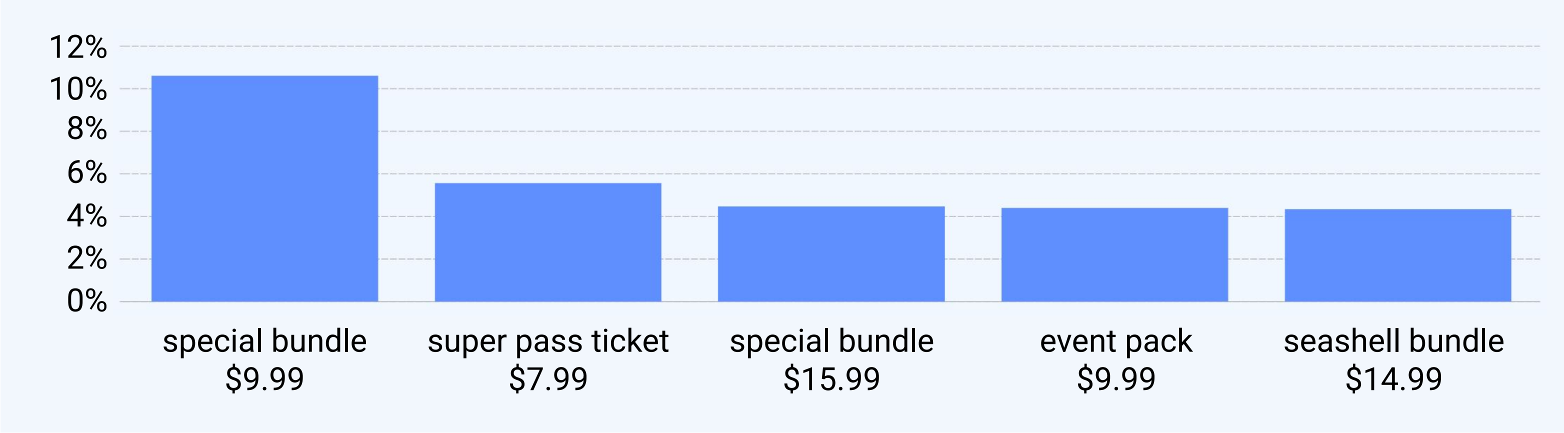
App Store	Min Price	Avg Price	Median Price	Max Price
2024	$0.25	$5.40	$1.99	$99.99
2025	$0.39	$6.05	$1.99	$99.99

APPMAGIC The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Puzzle genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Most impactful offers

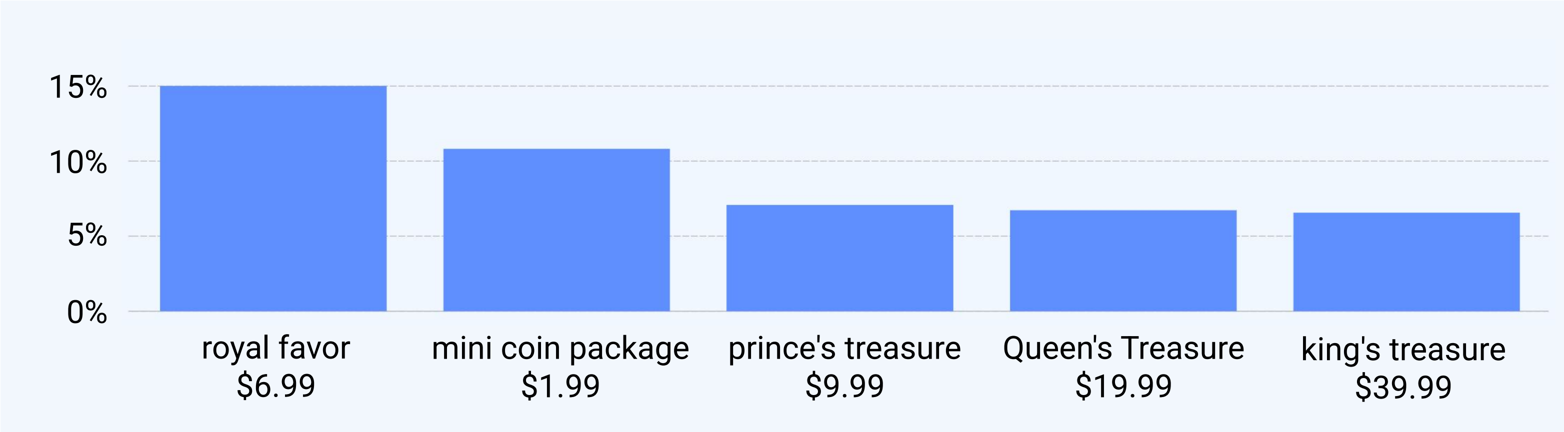
Although hard currency packs and bundles are often among the top purchases in Puzzle games, the main source of revenue comes from special offers tied to LiveOps events. Most of these offers fall within the mid-price range of $6–15, while items priced at $50 or higher rarely appear among the top purchases.

Gossip Harbor



Project Makeover

Royal Match



Candy Crush Saga

Royal Kingdom

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The data reflects US-only dynamics over the past six months for the Google Play platform.

Offer trends: customizable offers

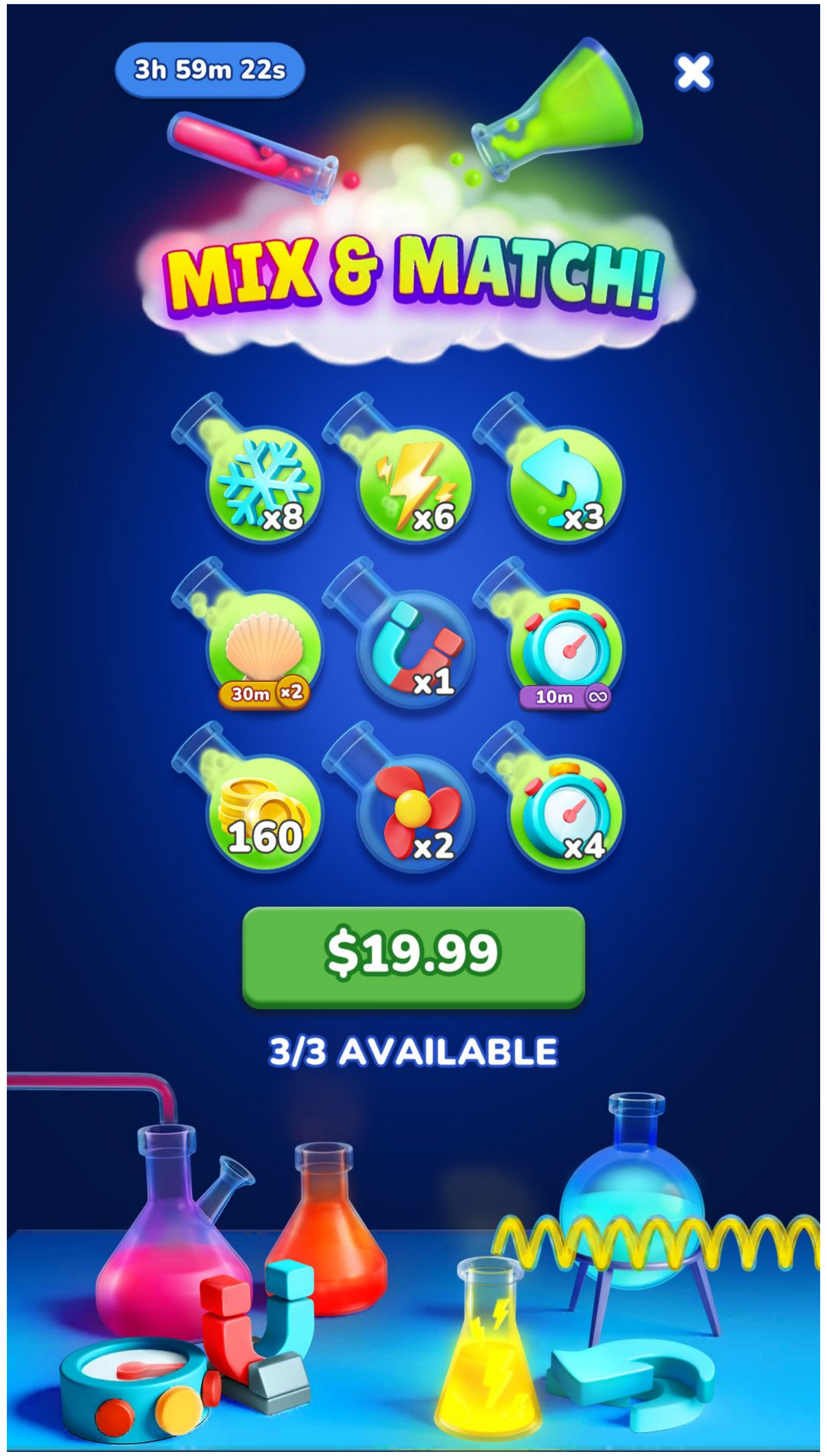
Customizable offers (special deals where players can choose the content they find the most appealing) have long been established in Midcore games and are regularly used by developers as part of ongoing LiveOps activities. Gradually, **Casual games, including Puzzles, have begun to adopt this practice and adapt it to their own contexts.**

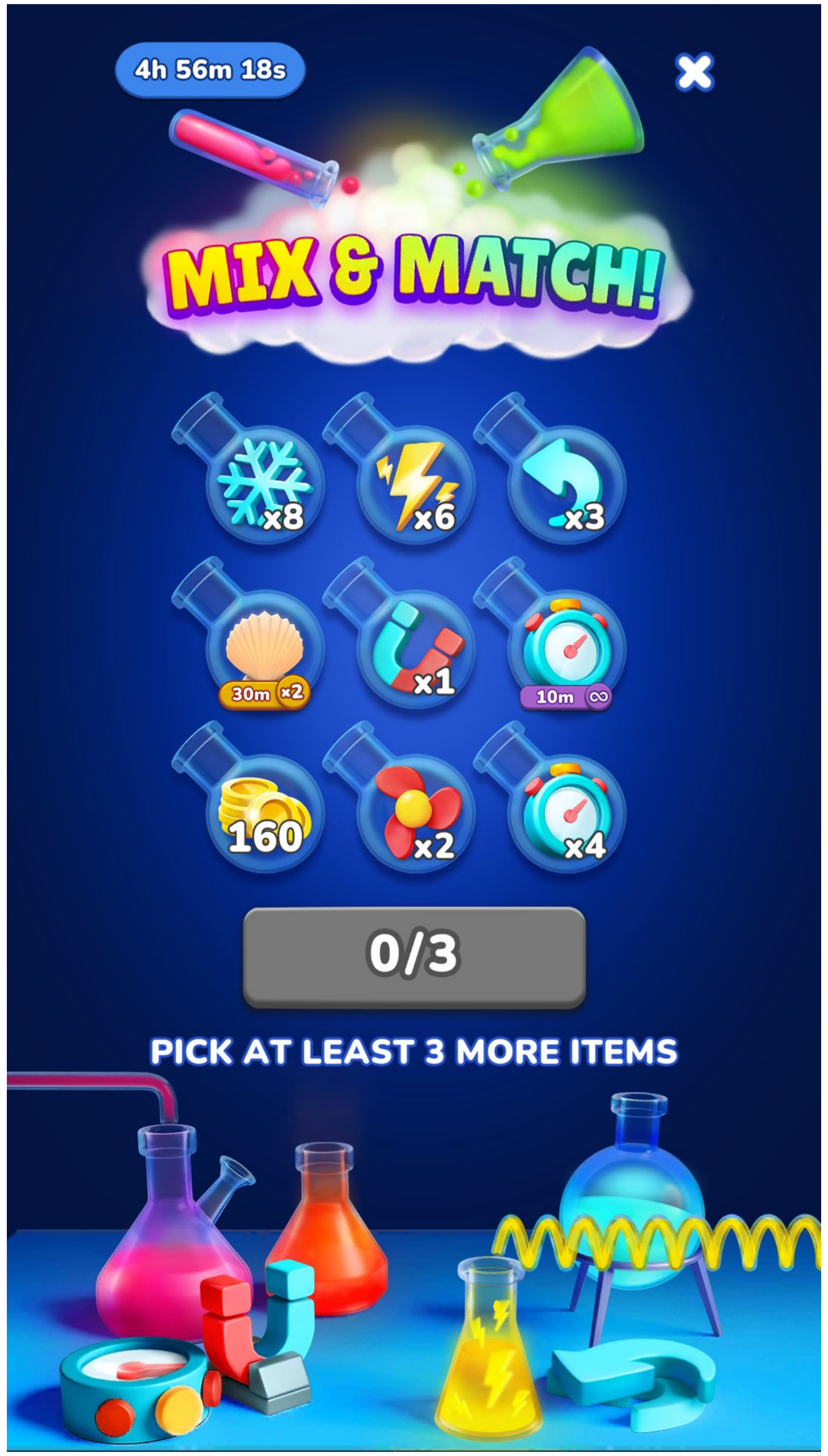
Games like *Merge Mansion* and *Merge Cooking* have each launched this type of offer at least once, while for *Match Masters* and *Triple Match 3D*, customizable offers have become a cornerstone of their monetization calendars: they recur regularly with minor variations and ongoing experiments.

***Triple Match 3D* has been running this type of offer every week** for a long time without changing its visual design, yet the offer continues to show similar performance with each launch:

Game	Offer	Price	% of revenue	% of purchases*
Triple Match 3D	Mix & Match	$2.99 – $27.99	7.3%	5%

*The data on customizable offer shares of total revenue and total purchases is presented only for the days when the offer was active.





Casino

Casino is a parent tag for all the titles imitating real-life casino games or other games of chance played with cards, dice, equipment, slot machines, etc.

MONOPOLY GO!

Coin Master

Lightning Link Casino Slots

Key takeaways

Casino revenue continues to decline

Revenue fell by about 7.5% on each platform, with the sharpest drop in the US (−11%) and slight growth in the UK (+5%) and Germany (+10%).

Major Casino subgenres face notable decline

Mahjong, Slots, and Coin Looter revenues fell by 8–12%, making Casino the only major segment with a clear drop.

Emerging niches offset part of the decline

Plinko, Crush, and Domino drove modest recovery within the segment.

Google Play shows sharp drop in user spending

Top projects saw ARPPU and purchase frequency fall by up to 50%, causing the overall decline in Casino revenue metrics.

App Store maintains stronger performance

ARPPU grew by 25–40%, supported by titles like *Monopoly GO!* and *Quick Hit Slots*, which continue to show positive dynamics.

App Store average payment size continues to grow

Average checks rose by 28–46%, pushing the average offer price to nearly $20.

Gap between platforms widens

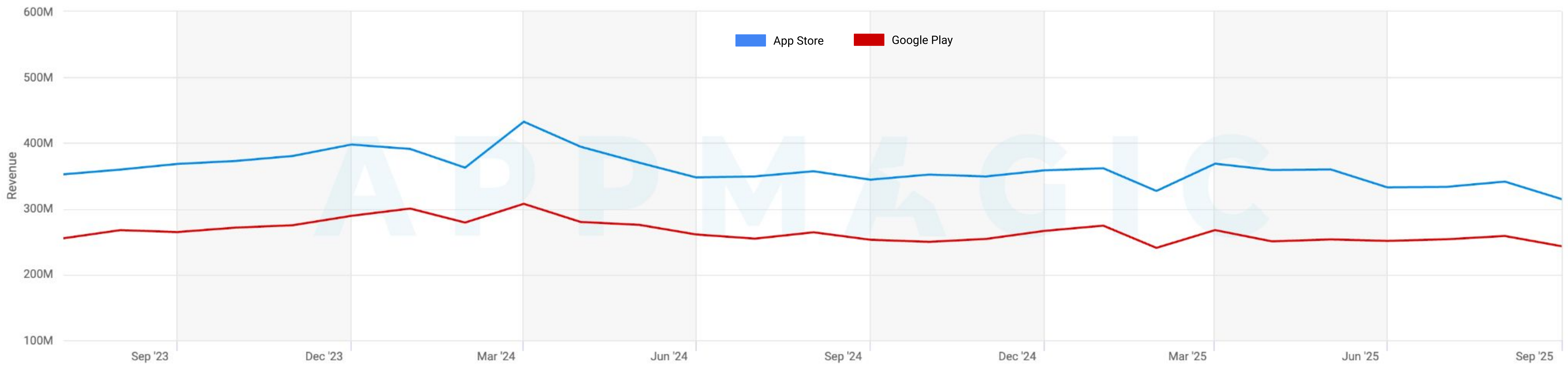
Google Play metrics remained flat, further increasing the disparity with the App Store.

Frequent LiveOps offers drive Casino monetization

While coin packs remain core, some titles feature over 300 offers in six months, with revenue spread evenly across them.

Yearly trend

Trends in revenue for 2023-2025 (worldwide) by platform



Casino revenue declined significantly compared to last year, with drops of around 7.5% on each platform.

The main decrease came from Tier-1 countries: revenue in the United States fell by 11%, while some markets showed slight growth, including the UK (+5%) and Germany (+10%).

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$3.3B	$3.1B	-7.49%
App Store	$4.5B	$4.2B	-7.60%
Overall	$7.8B	$7.2B	-7.55%

Key market changes

The Casino market is one of the few major segments where revenue has declined significantly compared to last year. Notable drops were recorded in large subgenres such as Mahjong, Slots, and Coin Looter, ranging from 8% to 12%.

Meanwhile, growing markets like Plinko and Crush, despite showing strong growth, still represent only a small share of the overall segment.

The Domino niche also showed significant growth, driven by *Higgs Domino Global*.

Despite the overall negative trend, several major titles demonstrated strong positive revenue dynamics.

Revenue Growth Drivers:

Dice Dreams™

Animals & Coins

Texas Hold'em Poker: Pokerist

Carnival Tycoon

Jackpot Friends™ Slots Casino

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
Plinko	$77k	$888k	1061.09%
Crash	$1k	$4k	729.54%
Casino Domino	$7.9M	$13.7M	72.98%
Casino: Other	$55.6M	$70.6M	26.94%
Okey	$28.8M	$34.3M	19.08%
Keno	$5.0M	$5.9M	17.44%
Roulette	$7.6M	$8.4M	10.82%
Bingo	$382.2M	$389.9M	2.01%
Casino Card Games	$738.2M	$749.4M	1.52%
Coin Looter	$2.4B	$2.2B	-8.38%
Slots	$3.0B	$2.6B	-10.66%
Mahjong	$204.0M	$180.1M	-11.72%
Fish Hunter	$376.2M	$325.6M	-13.45%
Scratch Cards	$835,712	$681,431	-18.46%
Coin Pusher	$2.6M	$2.1M	-19.31%
Claw Machine	$23.8M	$18.3M	-23.09%
Pachinko	$1.2M	$750,045	-39.66%

The data is based on AppMagic's taxonomy. Revenue figures reflect IAP earnings solely, excluding income from ads and alternative revenue sources.

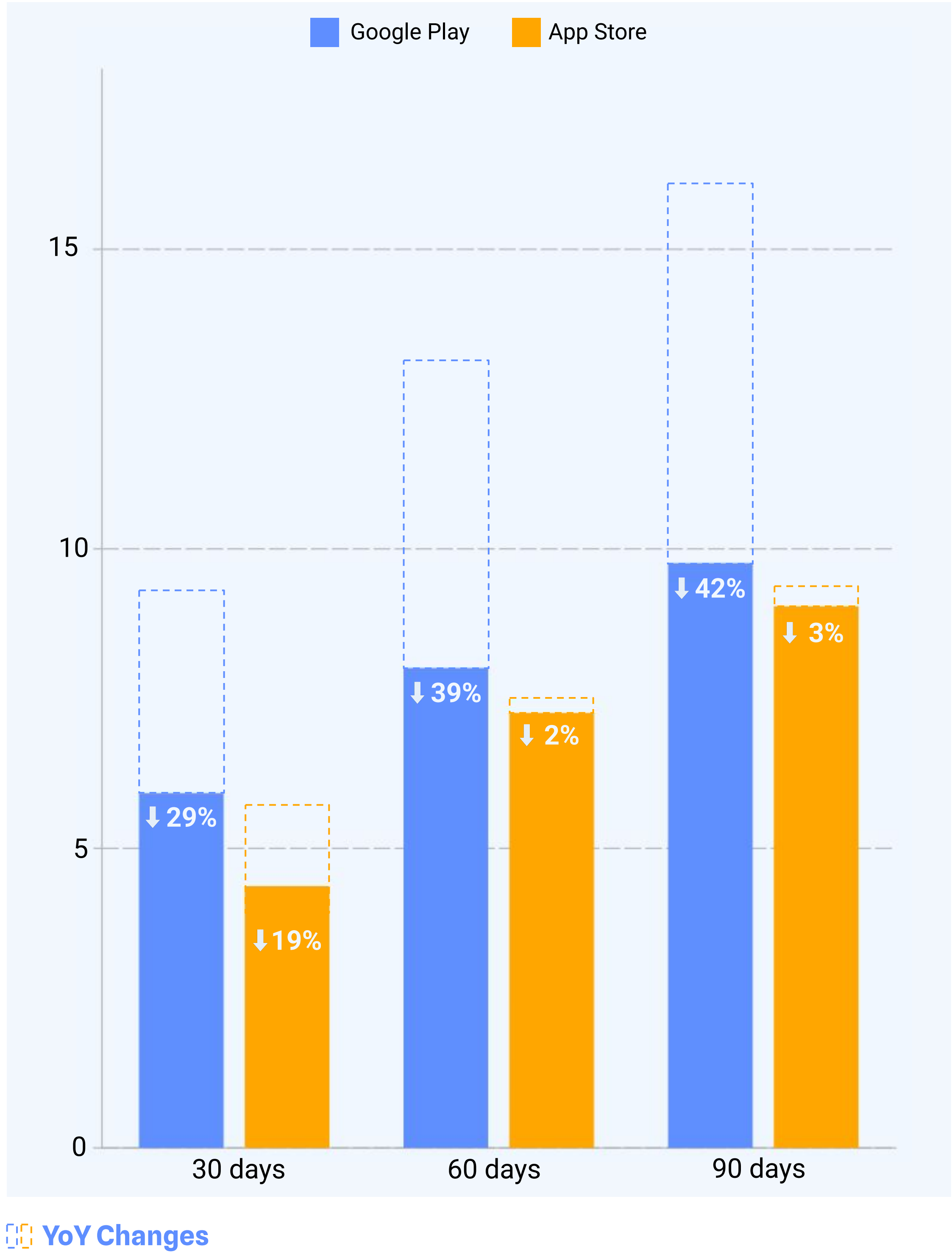
Key changes in payment behavior

The significant decline in revenue metrics on Google Play is also a result of falling user payment indicators: **many top titles in 2025 showed a substantial decrease in both ARPPU and the average number of purchases per paying user—by up to 50%.**

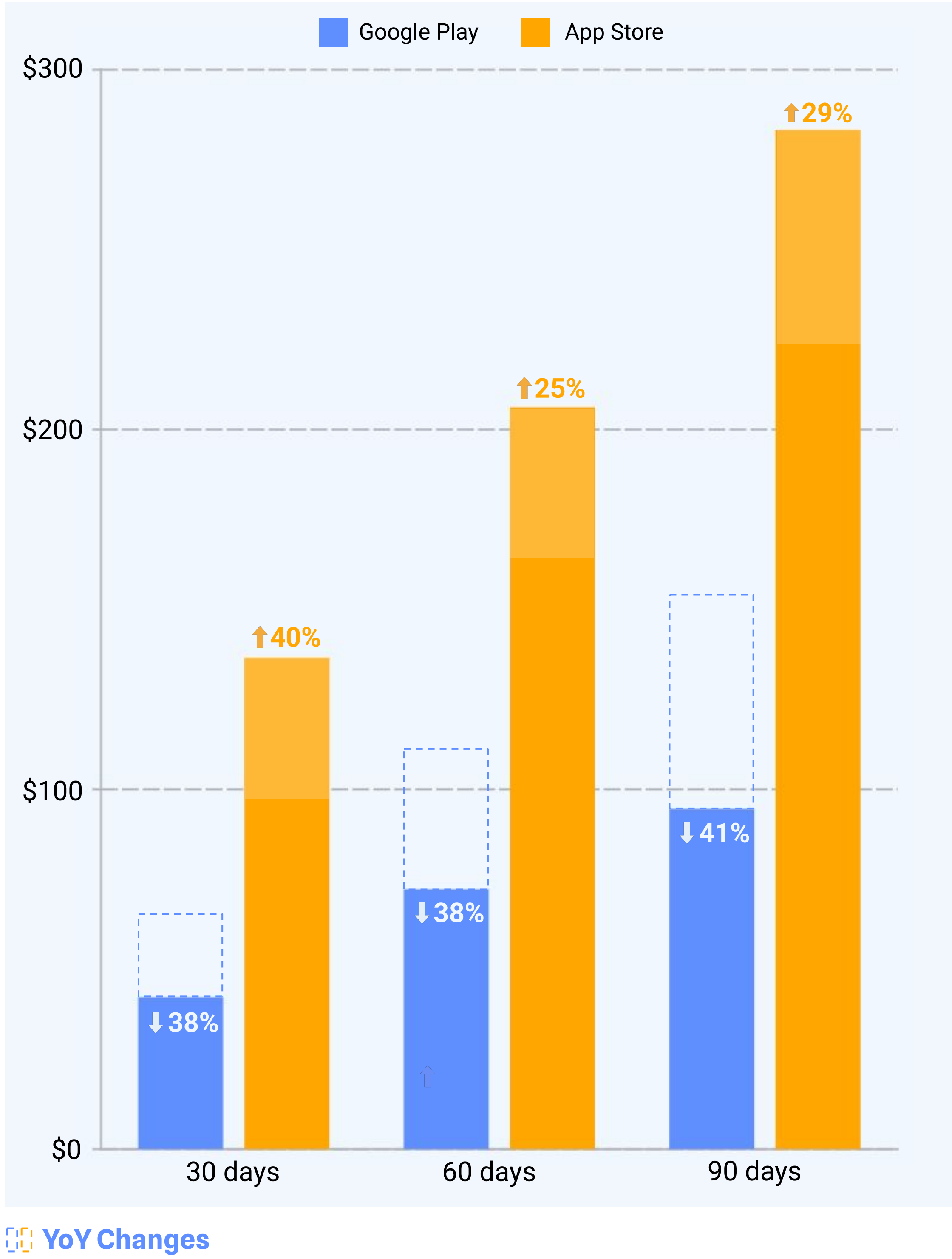
The trend on the App Store, however, is different from that of Google Play: its overall decline has been far less pronounced, especially in the US, and the **ARPPU has, in fact, increased by 25–40%** depending on the user's lifetime. Nevertheless, some games stand out from the general trend:

- *Monopoly GO!*, despite an overall decline in revenue performance, **demonstrated ARPPU growth on both the App Store and Google Play.**
- A new top 10 grossing title, *Quick Hit Slots*, **is showing positive year-over-year dynamics** and has become one of the key drivers behind the ARPPU boost in the segment.

Average Purchases per Paying User



ARPPU



The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Casino genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

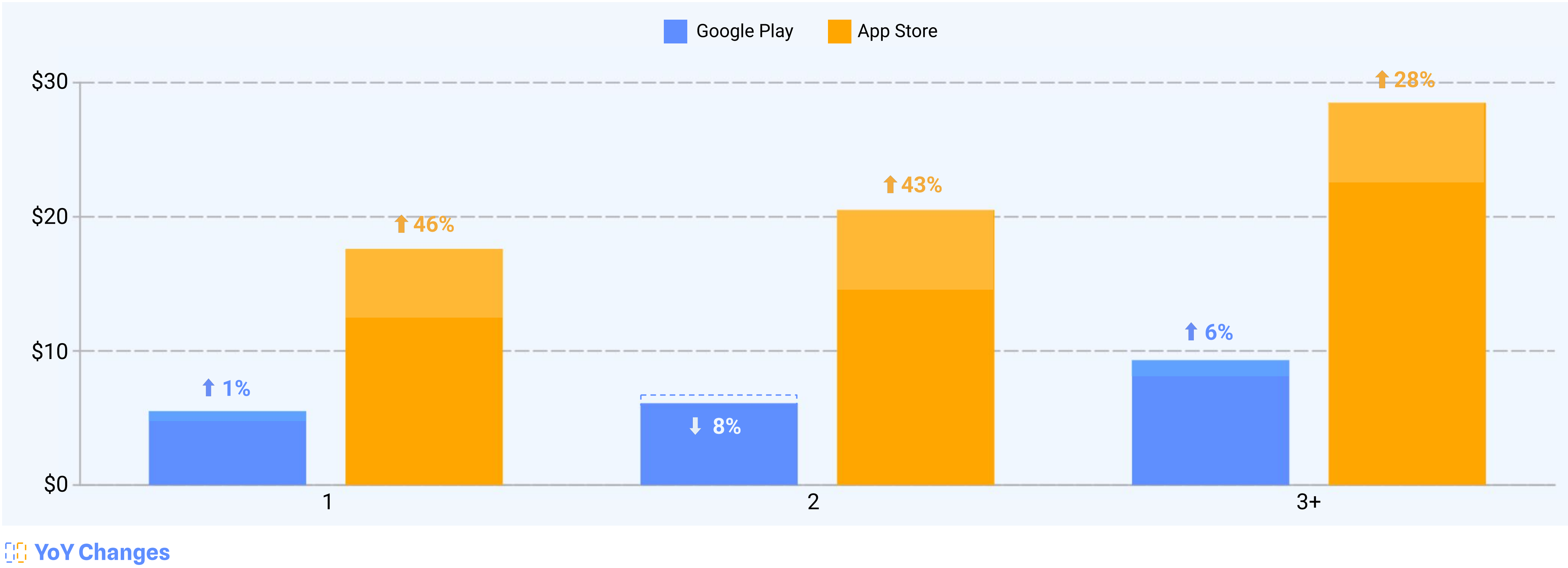
Key changes in payment behavior

An important driver of ARPPU growth on the App Store was the increase in users' average payment size, which rose by 28–46% depending on the payment order. **Alongside the average payment value, the average offer price also increased**: while previously it was around $17 on both platforms, it has now approached $20.

Despite the clear upward trend on the App Store, **metrics for Google Play have remained almost unchanged.**

As a result, **the gap between Google Play and the App Store in key metrics has widened further.**

Average Purchase Value



Most common offer prices

Google Play	Min Price	Avg Price	Median Price	Max Price
2024	$0.49	$17.34	$9.99	$249.99
2025	$0.49	$20.22	$9.99	$399.99

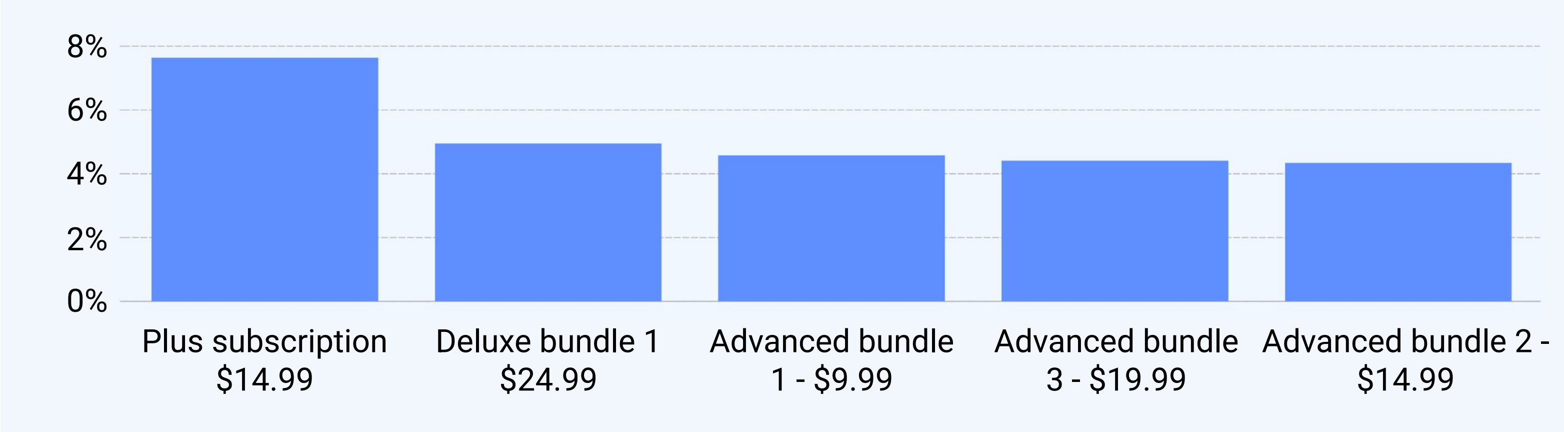
App Store	Min Price	Avg Price	Median Price	Max Price
2024	$0.49	$17.24	$7.99	$299.99
2025	$0.49	$19.65	$9.99	$399.99

The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Casino genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

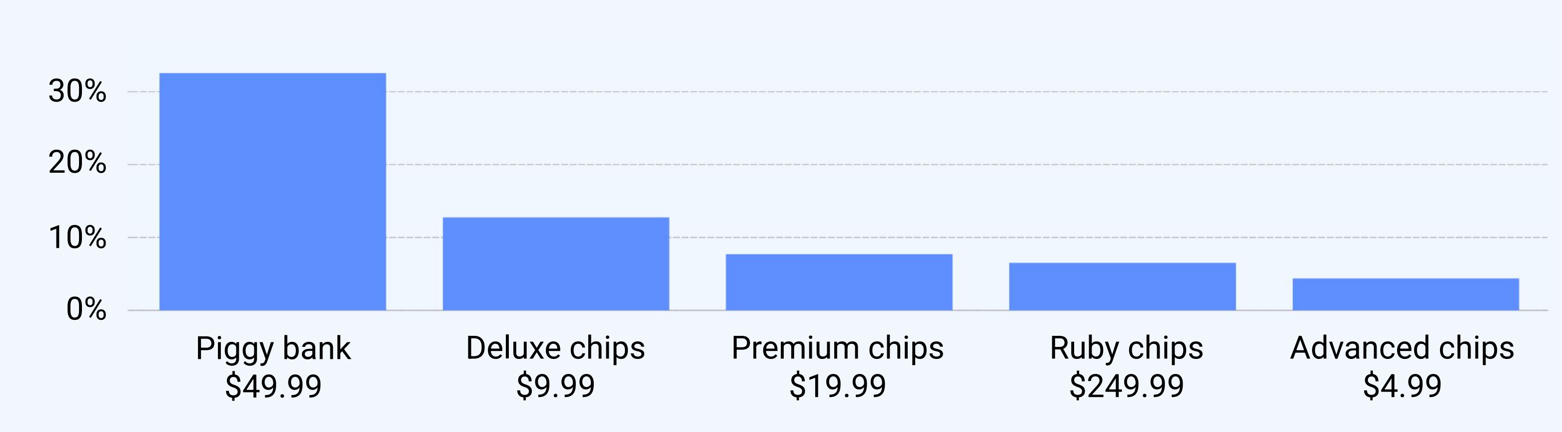
Most impactful offers

In the Casino segment, most games monetize through coin packs, but regular monetization offers closely tied to LiveOps play a key role as well. In some titles, the number of offers over a six-month period can exceed 300, with revenue distributed almost evenly across them.

Bingo Blitz



Big Fish Casino



Coin Master

Monopoly Go

Quick Hit Slot

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Simulation

Simulation is a parent tag for games that recreate typical real-world situations and activities and usually allow players to control characters (usually people), enterprises, cities, and worlds freely.

Roblox

Township

Love and Deepspace

Key takeaways

Simulation market shows steady growth

Revenue grew by 11% in 2025, mainly driven by the App Store, while the gap with Google Play widened to nearly 39%.

Simulation market shows polarized performance

Growth was led by Sandbox (+26%), Dating Sim (+41%), and Life Sim (+14%), while Job Simulator and Animal Simulator more than doubled their revenues.

iOS users spend more despite fewer payments

In 2025, ARPPU on iOS grew by up to 10%, while the number of payments fell by 20–30%, driven by long-standing titles like *Roblox* and *Township*.

Android shows weaker spending dynamics

ARPPU remained flat after day 60, and early-stage metrics dropped by up to 10%, widening the iOS–Android gap from 30% to 40%.

Average payment size rises across platforms

First and repeat purchase values grew by 17–27% on Google Play and 47–52% on the App Store, while offer prices increased only slightly.

Shift toward higher-value spenders

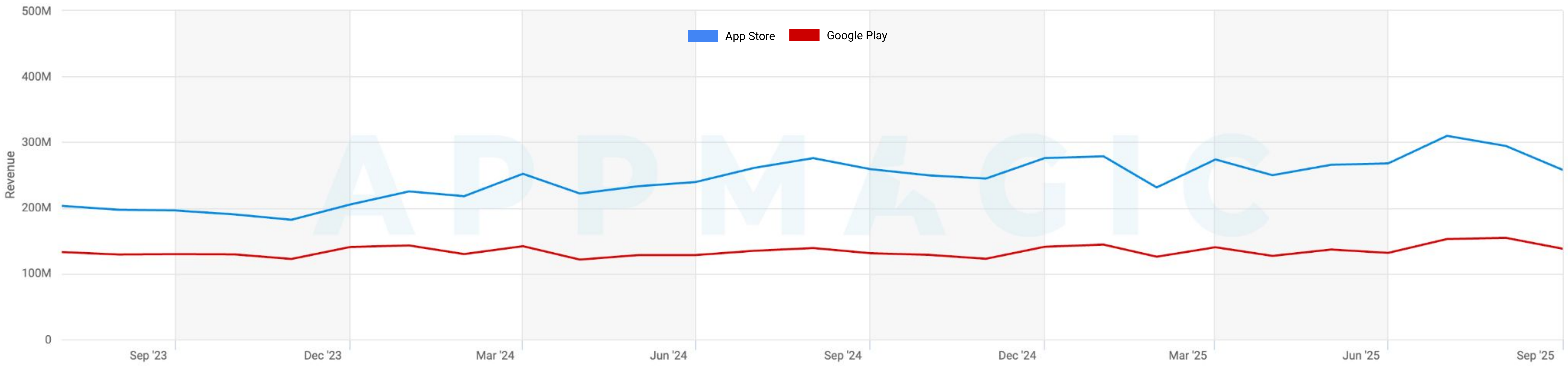
Top titles now focus on users who pay less often but spend more, a strategy already showing stronger results on the App Store.

Revenue concentrated in top offers

Over 40% of income comes from the top five purchases, mostly hard currency packs, while passes and special bundles contribute minimally.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



In 2025, the **Simulation market shows steady growth: +11% compared to the same period last year.** At the same time, the main revenue increase came from the App Store.

Since the end of 2023, the gap between App Store and Google Play revenues has continued to widen: while, in the beginning of 2024, Google Play revenue was 34% lower than the App Store, by 2025, the average gap at the start of the year has reached nearly 39%.

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$1.59B	$1.6B	3.35%
App Store	$2.8B	$3.2B	15.79%
Overall	$4.4B	$4.8B	11.24%

Key market changes

In 2025, the Simulation market shows a clear polarization of revenue dynamics:

- The strongest growth came from Sandbox (+26%), which remains the main driver of the segment, while Dating Sim (+41%) and Life Sim (+14%) also demonstrated significant momentum.

- At the same time, smaller subgenres, such as Job Simulator (+107%) and Animal Simulator (+106%), recorded explosive growth, highlighting the potential of experimental formats within the segment.

- By contrast, several traditional subgenres, including Fishing Simulator (−40%), Breeding (−13%), and Home Design (−10%), showed revenue declines.

Revenue Growth Drivers:

Roblox | Love and Deepspace | Umamusume: Pretty Derby | Township | Minecraft: Dream it, Build it!

Revenue Dynamics, YoY

Subgenre	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	%
Job Simulator	$7.0M	$14.5M	107.12%
Animal Simulator	$4.0M	$8.3M	106.19%
Simulation: Other	$28.4M	$55.6M	96.00%
Dating Sim	$4162M	$588.4M	41.38%
Sandbox	$1.1B	$1.4B	26.90%
Life Sim	$116.3M	$133.2M	14.54%
Vehicle Simulator	$46.3M	$49.6M	6.96%
Tycoon/Management	$82.9M	$88.5M	6.76%
Fashion & Dress Up	$149.3M	$153.4M	2.73%
Farming	$906.1M	$918.2M	1.34%
Citybuilder	$96.5M	$93.5M	−3.18%
Time Management	$147.1M	$135.6M	−7.85%
Idol Training	$646.8M	$592.9M	−8.33%
Virtual Pet	$30.2M	$27.6M	−8.78%
Satisfaction	$4.2M	$3.9M	−9.38%
Home Design	$87.8M	$78.8M	−10.21%
Breeding	$86.8M	$75.4M	−13.12%
Fishing Simulator	$70.0M	$41.8M	−40.26%

Key changes in payment behavior

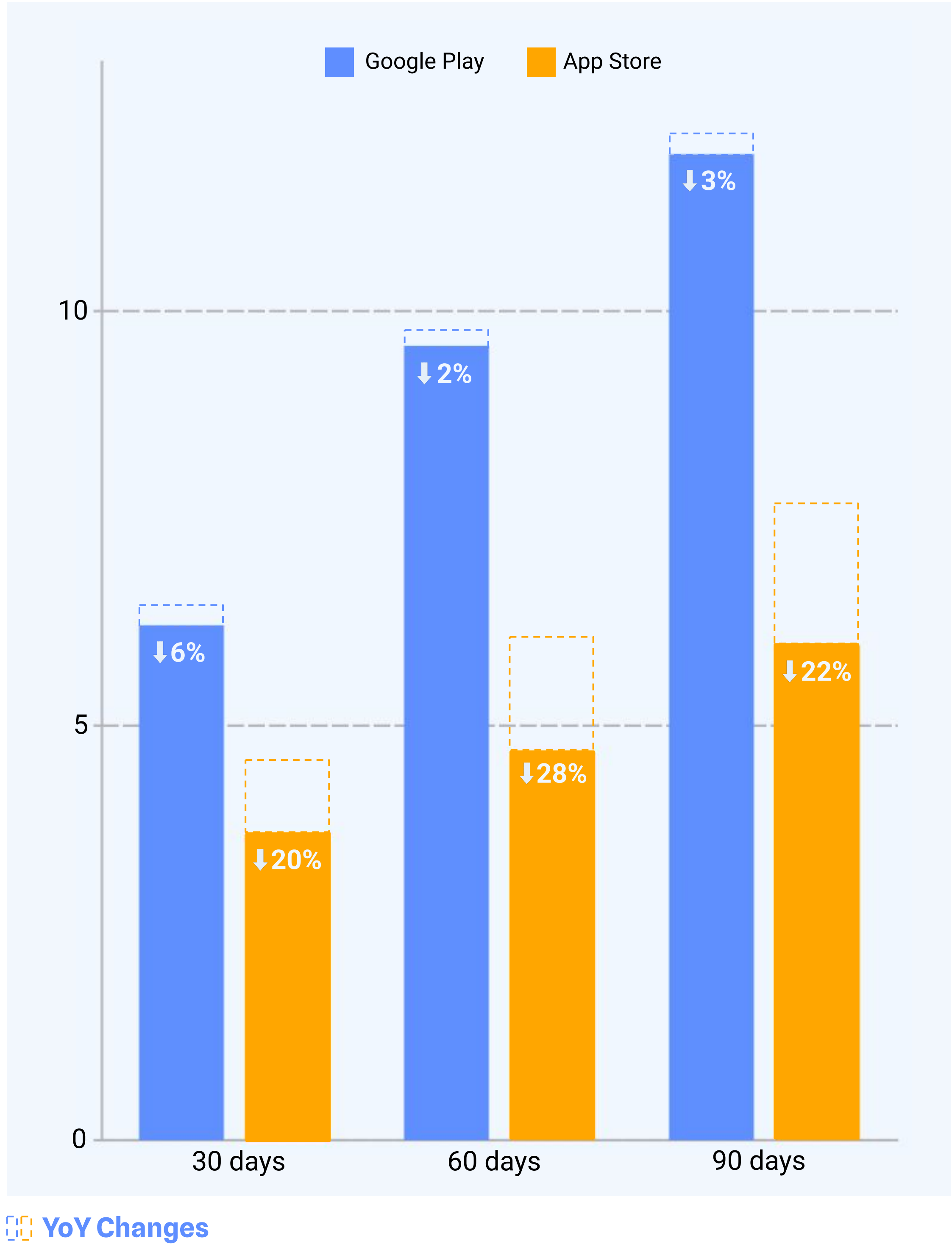
User behavior in the segment on iOS in 2025 has changed significantly more than on Google Play, with users spending more: from the start of the user's lifecycle up to day 90, ARPPU grew across the entire period by up to 10%, while the number of payments, on the contrary, decreased by 20–30%.

These changes were not driven by new projects in the top grossing charts. Key titles like *Roblox* and *Township* show dynamics similar to the overall trend.

Android showed an overall negative trend: ARPPU after day 60 did not change significantly, but short-term metrics (up to day 30) showed a noticeable decline (up to 10%).

Overall, the **ARPPU gap between iOS and Android compared to last year has widened**: while the day 60 ARPPU in 2024 across the segment was on average 30% lower than on iOS, in 2025 the gap is already around 40%.

Average Purchases per Paying User



ARPPU

The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Simulation genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Key changes in payment behavior

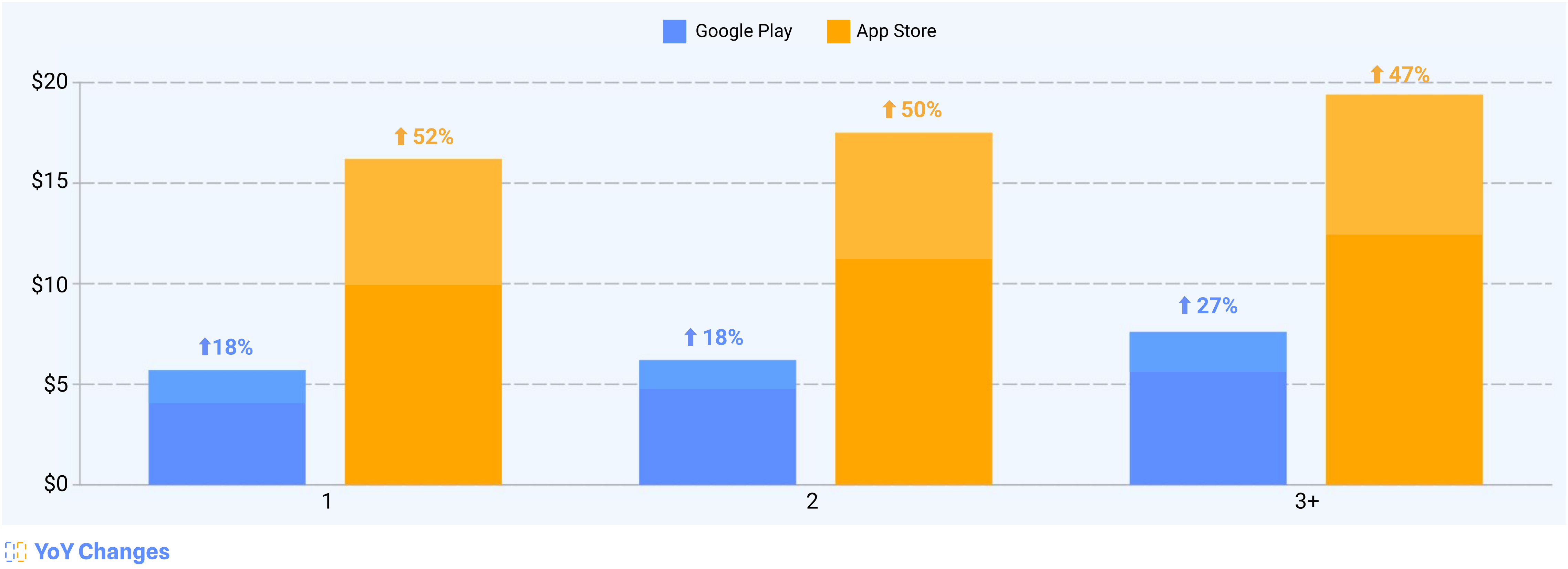
The most notable change occurred primarily regarding the average payment amount:

- **Both on the App Store and Google Play, there is a clear positive trend**: the average check for both first and subsequent payments increased by 17–27% on Google Play and by 47–52% on App Store.

At the same time, no significant changes in the pricing policies of in-game offers have been observed: the average offer price grew by about 10% on each platform, while the median price remained unchanged.

As a result, **the top 10 market titles in 2025 mostly follow the strategy of attracting users who pay less frequently but spend more.** At the moment, this user acquisition strategy has shown a noticeable positive effect on the App Store, while on Google Play, it is yet to fully unfold.

Average Purchase Value



Most common offer prices

Google Play	Min price	Avg price	Median price	Max price
2024	$0.99	$6.34	$4.99	$99.99
2025	$0.74	$6.84	$4.99	$99.99

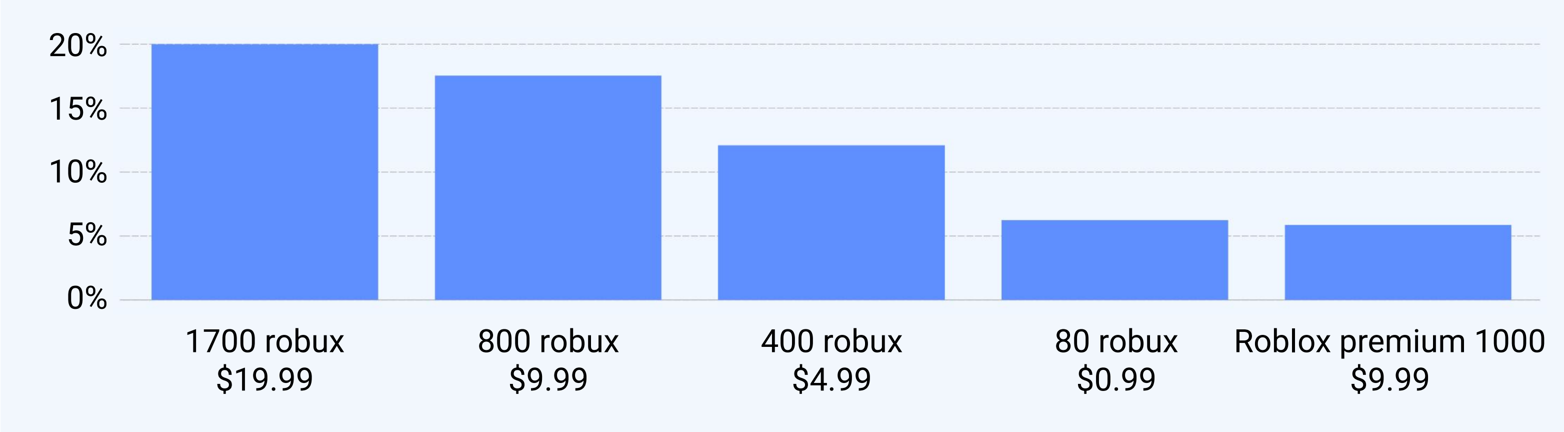
App Store	Min price	Avg price	Median price	Max price
2024	$0.99	$6.94	$4.99	$99.99
2025	$0.99	$7.80	$4.99	$99.99

The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Simulation genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Most impactful offers

In most games, over 40% of revenue comes from the top 5 highest-grossing offers. The core of revenue is driven by hard currency packs, while special offers, passes, and other types of bundles almost never break into the top revenue contributors:

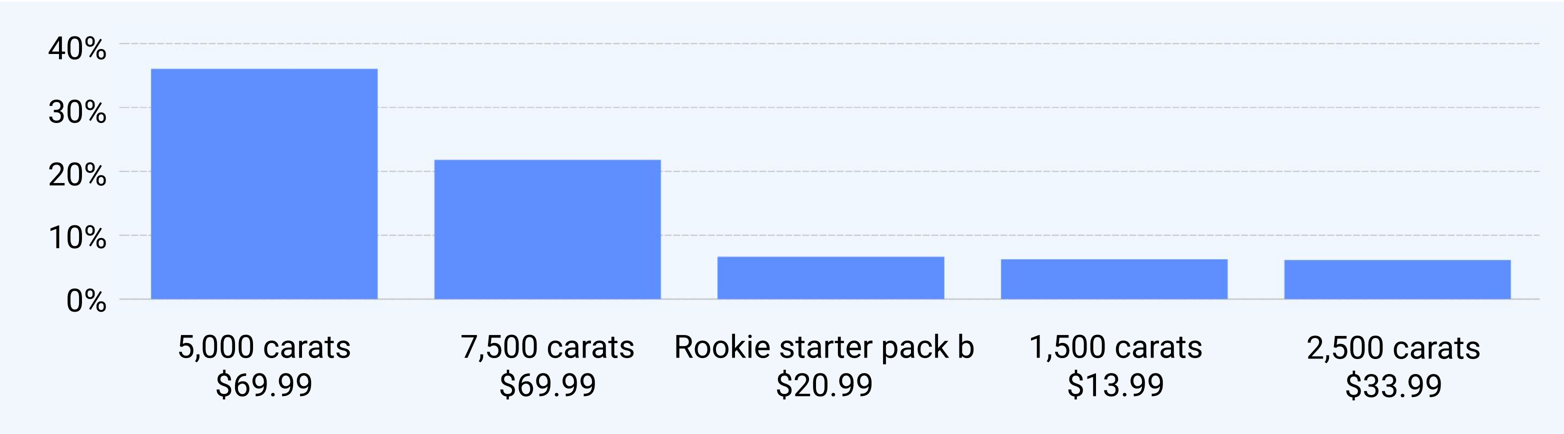
Roblox



Design Home

Township

Umamusume: Pretty Derby



Hay Day

?

Is your competitor missing from the list?
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Contact us: gera@appmagic.rocks

The information is based on AppMagic's internal analytics and is used in the new In-App Purchases Distribution tool.
The data reflects US-only dynamics over the past six months for the Google Play platform.

Hybridcasual

Hybridcasual is a parent tag for games that combine intuitive, easy-to-learn gameplay with added depth through progression systems, unlockable content, and monetization features like ads and in-app purchases.

Survivor!.io

Color Block Jam

All in Hole: Black Hole Games

Key takeaways

The Hybridcasual market keeps growing

IAP revenue has increased by 84% on the App Store and by 93% on Google Play.

Top-grossing games rely on complex monetization systems

Most top-grossing titles feature complex monetization systems and generate significant IAP revenue.

Paying users are now spending more

By day 90, the share of App Store (US) payers with ARPPU over $100 rose from 22% in 2024 to 32% in 2025, which highlights stronger purchasing power.

The market remains vibrant

Despite the oligopoly index rising from 41% to 43%, top titles still change regularly, and overall market growth remains strong.

ARPPU growth accelerates across stores

US App Store users increased spending by up to 71% in the first 90 days, while Google Play saw 31–43% growth driven by more purchases per payer.

Checks rising on the App Store, declining on Google Play

App Store users increased their average check by 30%, while it fell slightly on Google Play, mainly due to shifts in top titles rather than pricing changes.

Low-priced packs drive most revenue

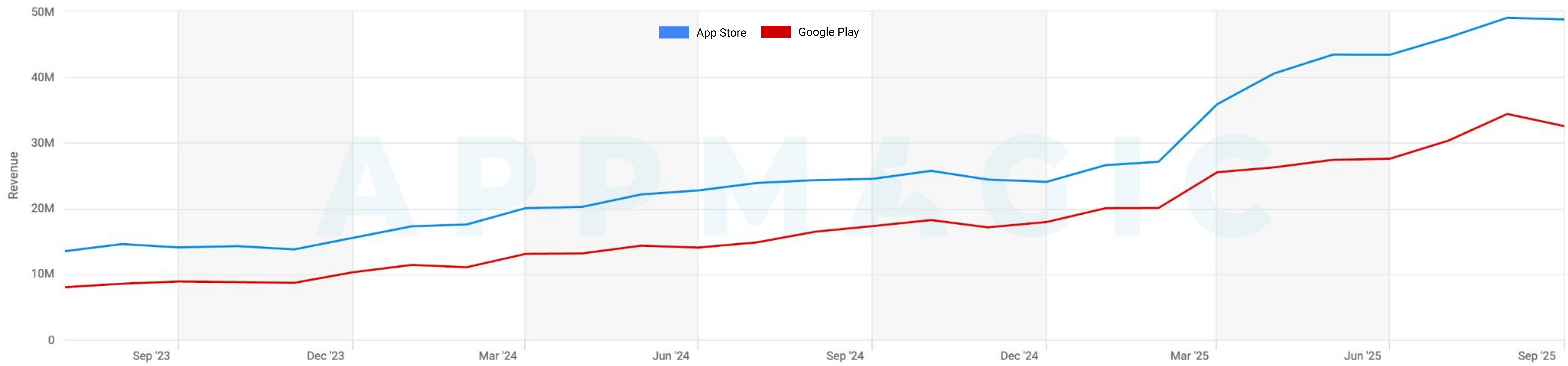
Most revenue comes from low-priced currency packs and failure-triggered offers, while no-ads deals lag behind ad-skip tickets.

Season Pass becomes the new standard

By mid-2025, nearly all top Hybridcasual games featured a Season Pass, which has become a standard element for the new releases.

Yearly trend

Trends in revenue for 2023–2025 (worldwide) by platform



Since early 2025, the **Hybridcasual market has shown strong IAP revenue growth: +93% on Google Play and +84% on the App Store.**

This was driven not only by rising downloads, but also by more complex gameplay and monetization, which boosted the prevalence of Hybridcasual titles. Today, **Hybridcasual games dominate the top grossing charts, and the upward trend shows no signs of slowing.**

	Oct 2023 – Sep 2024	Oct 2024 – Sep 2025	YoY Changes
Google Play	$153.5M	$297.5M	93.88%
App Store	$236.3M	$435.2M	84.15%
Overall	$389.8M	$732.7M	87.98%

 The data is based on AppMagic's taxonomy. Revenue figures reflect IAP earnings solely, excluding income from ads and alternative revenue sources.

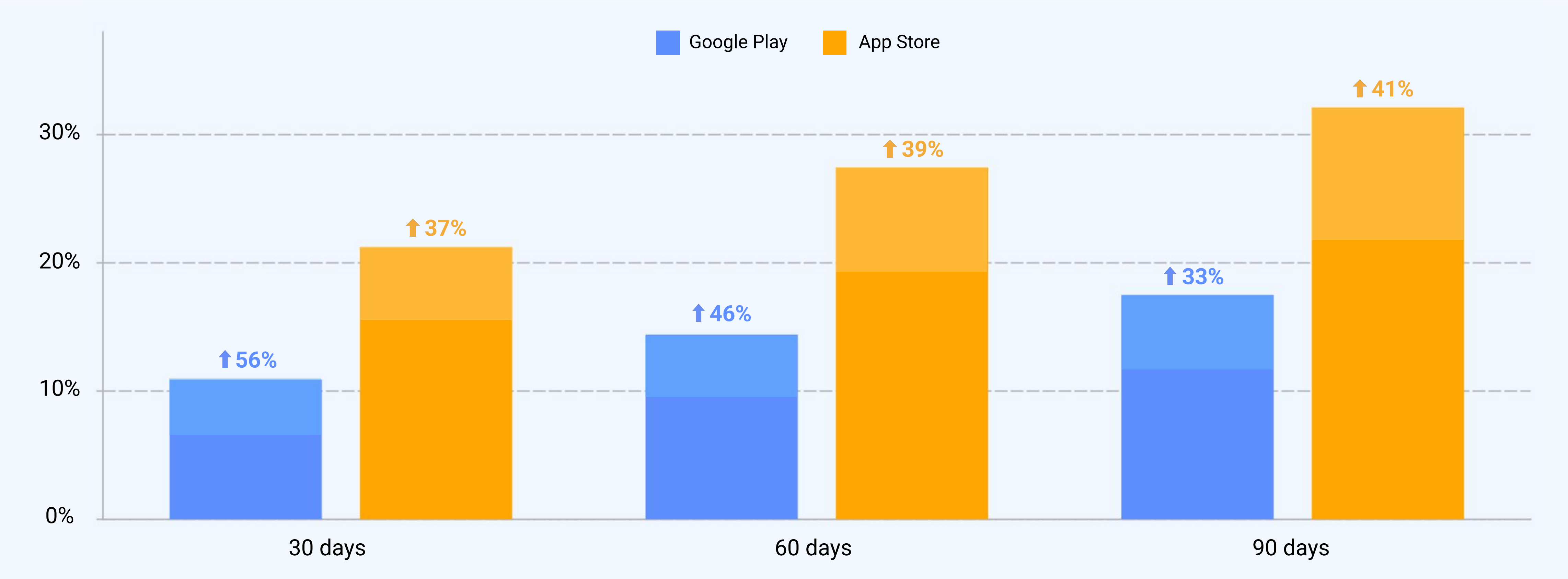
Key market changes

Growth in IAP revenue within the segment is driven not only by the number of games, but also by their quality and the purchasing power of users:

- **Paying users are now spending more**
  In 2024, by day 90 of lifetime, only 22% of paying users on the App Store (US) had an ARPPU above $100, while in 2025, this figure grew to 32%, showing a significant increase in purchasing power across the niche.

- **Entering the segment has become more difficult**
  The oligopoly index for the top 10 revenue-generating apps rose from 45% to 51%, making it slightly harder for new titles to break into the top. However, the regular turnover within the top grossing chart also indicates that the niche remains dynamic and continues to provide opportunities for newcomers to experiment.

% of payers spending $100+ by day 30 / 60 / 90 of their lifetime



Oligopoly Index (for the Top 10)

2024: 44%

2025: 51%

Key changes in payment behavior

The strongest ARPPU growth was recorded on the App Store:

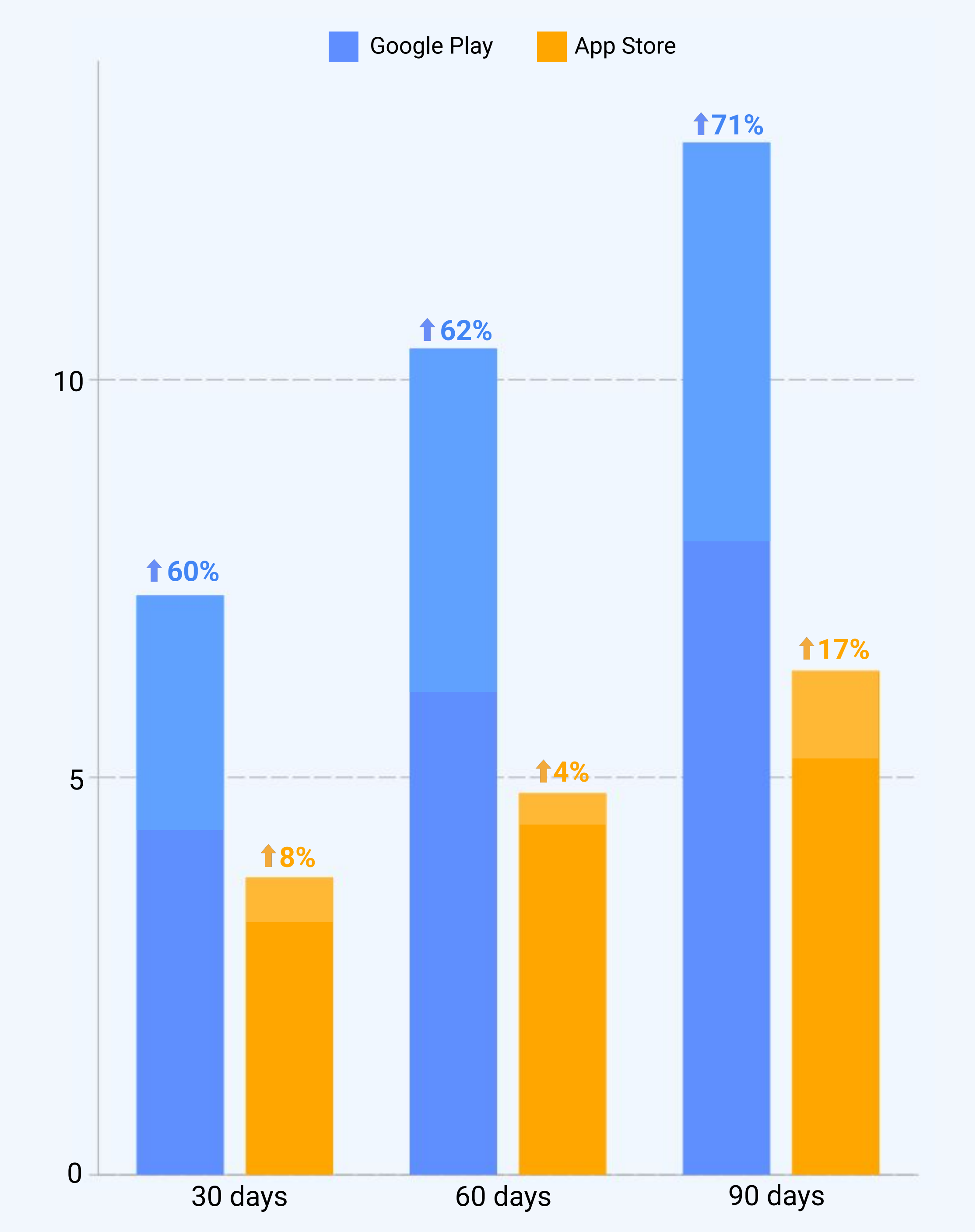
- US users started spending 44–71% more during their first 90 days of lifetime.
- At the same time, this ARPPU increase was driven less by the number of purchases per paying user.

Google Play also shows positive but more modest dynamics:

- ARPPU grew by 31–43% across different user lifetime days.
- Here, however, the growth was primarily driven by an increase in the number of purchases per paying user, which rose by 60–71%.

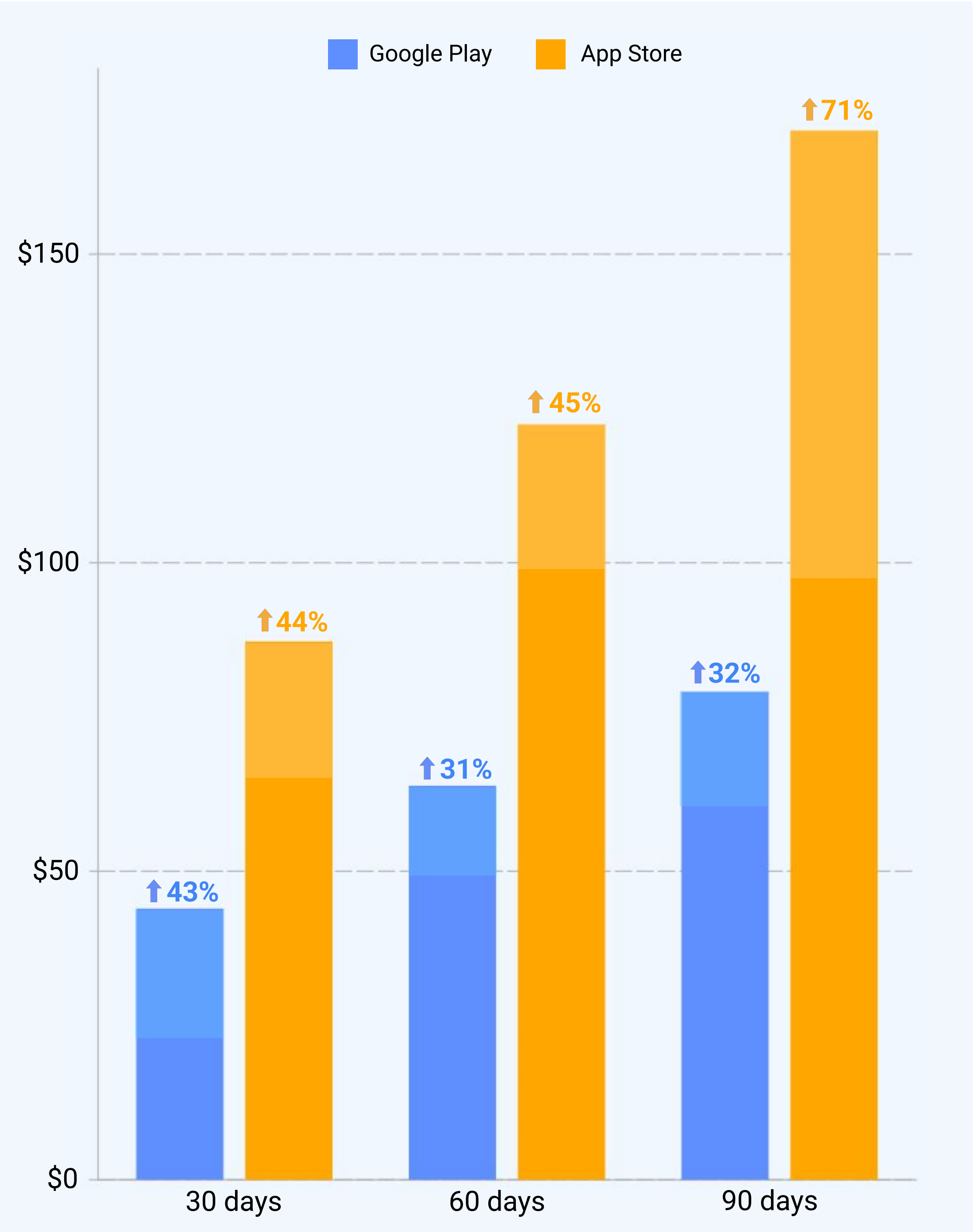
Interested in more monetization insights? Analyze both permanent and time-limited monetization strategies using the **Monetization Intelligence** tool. [Click here to learn more]

Average Purchases per Paying User



YoY Changes

ARPPU



YoY Changes

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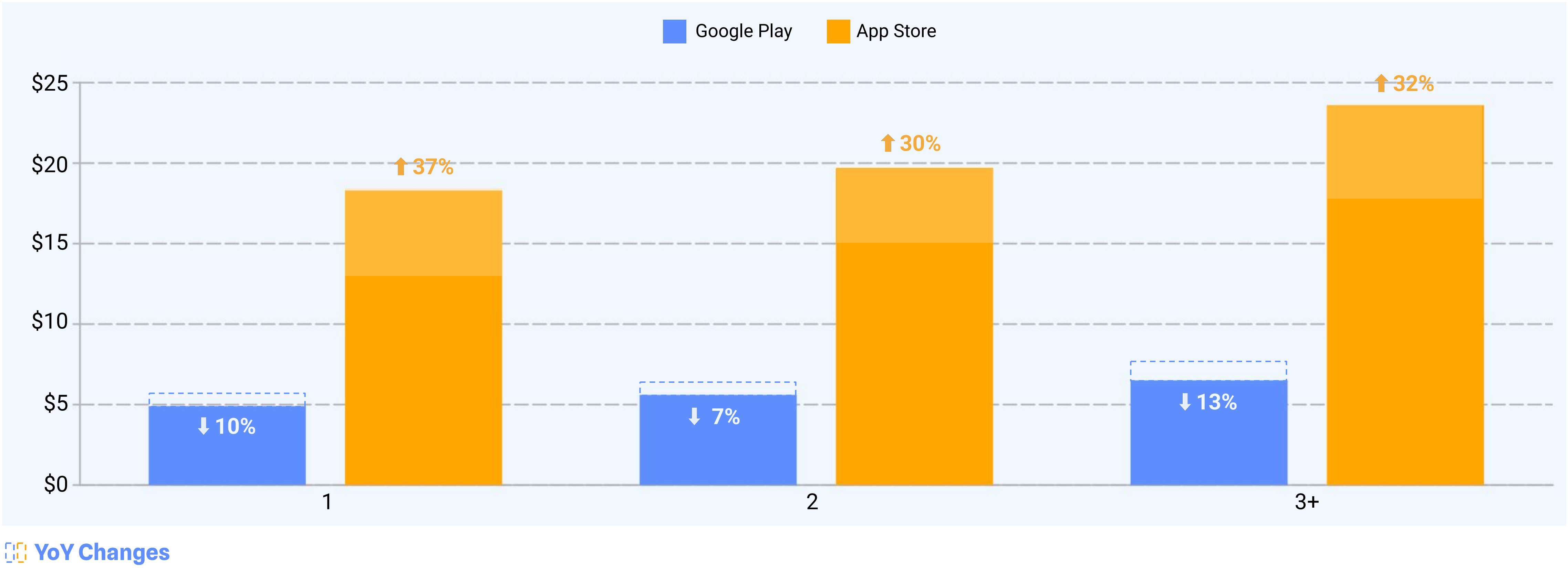
Key changes in payment behavior

The main changes in user spending occurred **on the App Store: on average, users began paying 30% more, while the average check on Google Play has shrunk** somewhat.

Shifts in metrics are observed both in games that maintained their top positions and in newly released titles.

The **average price of in-game offers also decreased slightly on both platforms;** however, these changes are primarily driven by shifts in the top games rather than by adjustments within existing titles.

Average Purchase Value



Most common offer prices

Google Play	Min price	Avg price	Median price	Max price
2024	$0.99	$7.29	$4.99	$99.99
2025	$1.99	$6.32	$4.99	$99.99

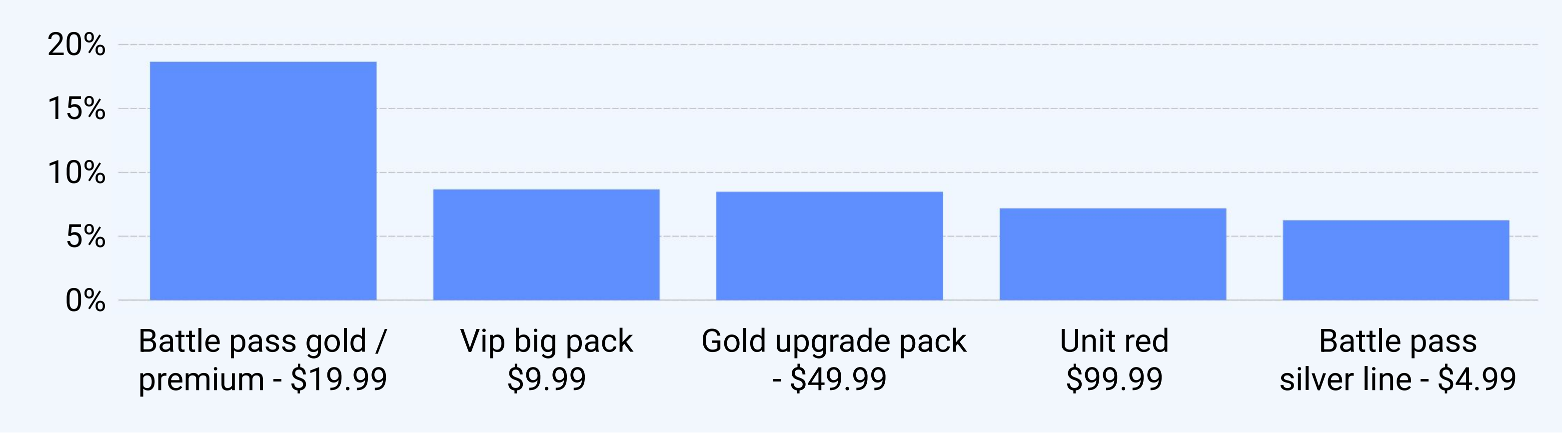
App Store	Min price	Avg price	Median price	Max price
2024	$0.99	$7.28	$4.99	$99.99
2025	$0.99	$6.32	$4.99	$99.99

The analysis is based on the top 10 titles by revenue in the first half of 2024 and 2025 within the Hybridcasual genre according to AppMagic's taxonomy. The data reflects the US dynamics only and does not represent performance in other countries.

Most impactful offers

The main share of revenue in Hybridcasual titles comes from low-priced hard currency packs and offers shown to players after level failures. Despite the heavy use of ads in this genre, no-ads offers rarely reach the top, giving way to ad-skip tickets.

Tower War



Color Block Jam

Mob Control

Screwdom

All In hole

?

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The data reflects US-only dynamics over the past six months for the Google Play platform.

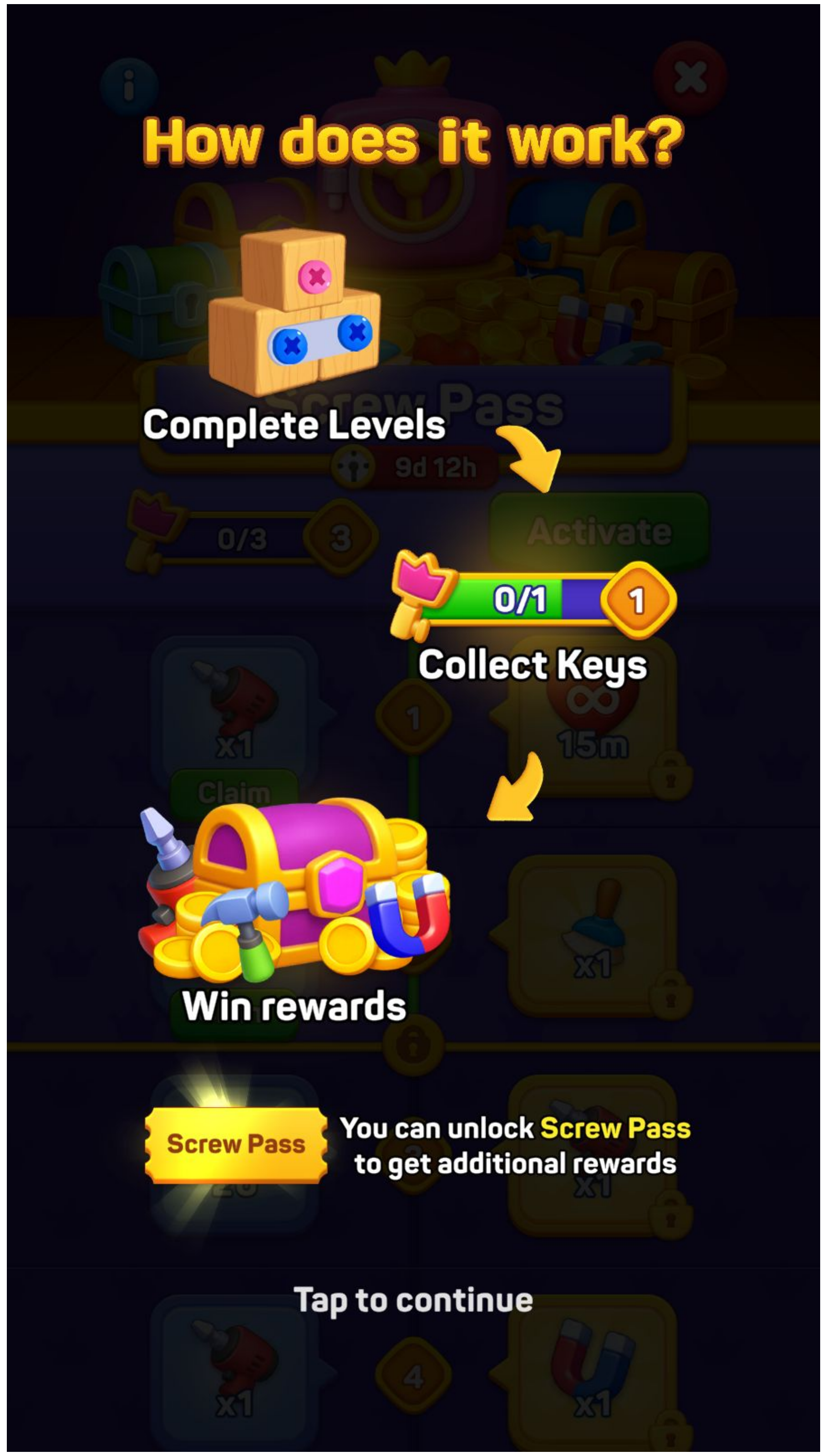
Offer trends: season pass

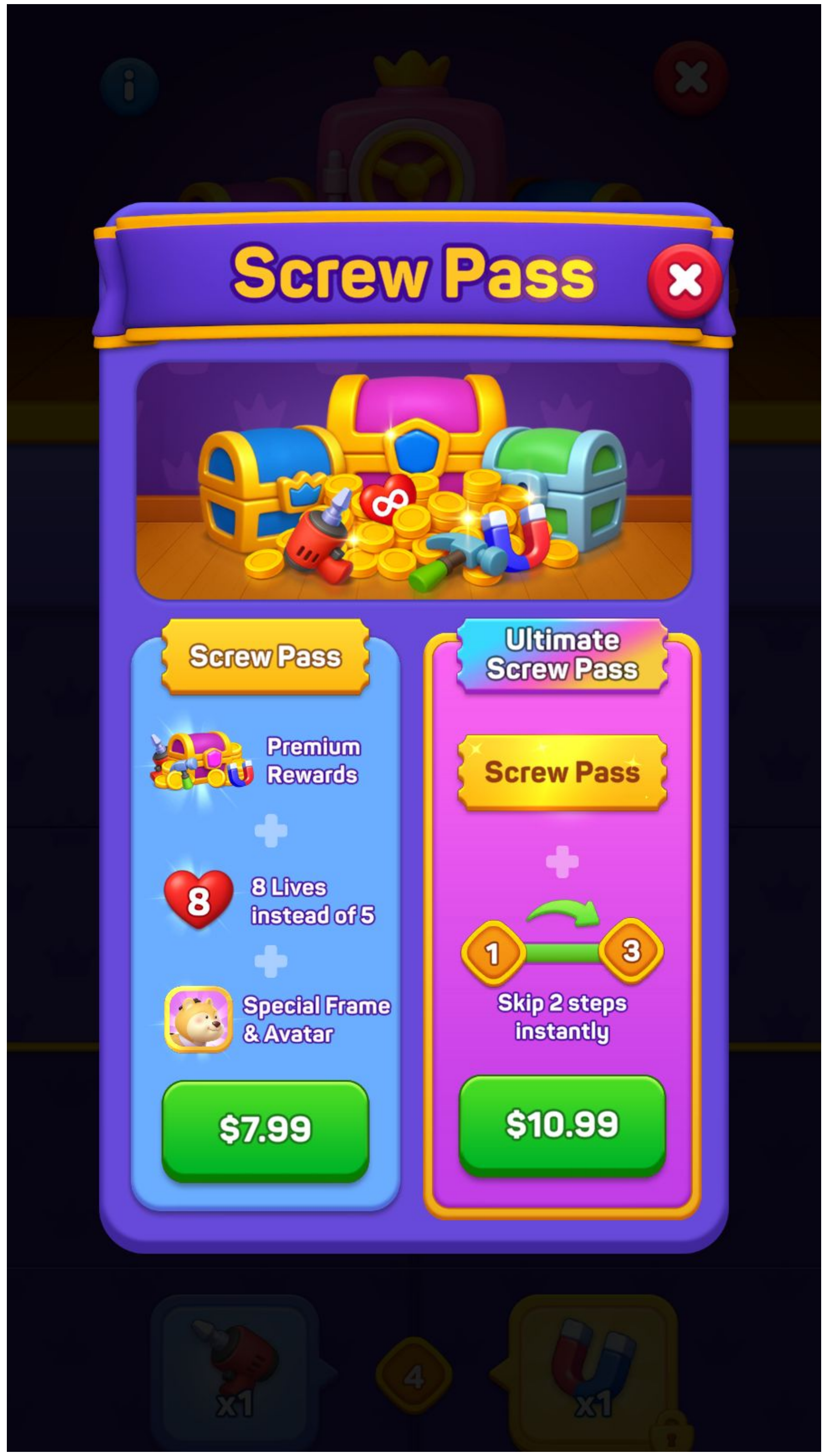
The Season Pass has become an integral part of Hybridcasual games. Thus, in June 2025, one of the leading Hybridcasual developers, Rollic, added a Season Pass to most of its games, such as *Knit Out* and *Hole People*, while *Coin Sort* received its pass right with its launch.

Thus, the **Season Pass has become standard for the segment** and is now present in its most popular titles:

Game	Offer	Price	% of revenue
Color Block Jam	Block Pass	$9.99	1%
Screwdom	Screw Pass Ultimate Screw Pass	$7.99 - 13.99 $9.99 - 16.99	2% 1%
All in Hole	Treasure Pass Treasure Pass	$9.99 $14.99	4% <1%
Mob Control	Season Pass	$4.99 - 10.99	11%
Hole People	Golden Pass	$6.99	6%

***The data on season pass shares of total revenue and total purchases is presented for the month.**





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.

Pedro Ramos

Game Data Scientist & Game Designer

AppMagic is an outstanding platform if you need reliable data to generate effortless market investigations and draw various comparisons from growth to performance, making it a perfect fit for a vast range of users (from high-level decision-makers to growth teams and designers). As a Game Data Scientist and Designer, I rely on AppMagic to dive deep into product performance, exploring my hunches and hypotheses, and ultimately gain the clarity I need to confidently steer my projects in the right direction. Their teams' commitment to listening and evolving alongside their users, paired with the seamless, user-friendly interface of their platform, makes them an indispensable tool to navigate the mobile gaming landscape.

Juha Lindell

Play Ventures VC

Director of Platform

AppMagic is invaluable in helping us put our mobile investment strategy into effect, offering deep insights into market trends as well as performance and functional excellence of individual players. Its fast, intuitive tools make tracking retention, monetization, and performance metrics effortless, empowering us and our portfolio companies to make data-driven, impactful decisions. AppMagic's rapid feature updates and robust taxonomy set it apart, providing us with the intelligence needed to stay on top of a fast-moving, dynamic industry.

Michal Korek

Advisor

AppMagic's monetization tool is my go-to when working on offers. It provides a clear breakdown across genres and offer types, with plenty of references from top games. Super useful for both insights and UX/UI inspiration. Overall, it's an outstanding tool that makes my research faster, sharper, and much more actionable.

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.

Seohee Kwon

Supercent

Director of Publishing

AppMagic's insights allow us to track market trends, analyze competitor strategies, and adapt quickly to changes in the hypercasual gaming landscape. Their data empowers our team to stay agile and deliver games that resonate with players globally.

What is AppMagic?

AppMagic is a one-stop shop solution for analyzing the Mobile and Steam app markets, providing comprehensive insights to help you stay ahead of the competition, identify growth opportunities, and maximize 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!

Any questions?
We are always happy to chat!

reports@appmagic.rocks