



TÜRKIYE'S MOBILE GAMING LANDSCAPE 2026

grand

peak

follic

SPYKE

dream*

KEY TAKEAWAYS

TÜRKIYE OUTGROWS GLOBAL MOBILE MARKET

Türkiye continues growing despite global market stagnation. Turkish developers gained significant global market share.

PUZZLE GAMES DOMINATE TURKISH REVENUE

Puzzle generates nearly all of Turkish gaming revenue. Dream Games and Peak Games lead the segment.

TURKISH STUDIOS SHAPE GLOBAL TRENDS

Turkish developers strongly influence LiveOps and Hybridcasual trends. Successful concepts spread rapidly across the market.

ROYAL MATCH REDEFINED CASUAL LIVEOPS

Royal Match became a major LiveOps trendsetter. Lava Quest has quickly spread across the top Casual games.

INVESTOR INTEREST CONTINUES ACCELERATING

Investment activity surged after 2020. Global hits are making Türkiye a high-ROI gaming market.

HITS DRIVE RAPID STUDIO SCALING

Successful games quickly attract funding and acquisitions. Loom Games and Grand Games show rapid global scaling.

TÜRKIYE BUILDS A GAMING HUB

Türkiye continues to support mobile gaming through long-term government incentives and export programs.

TURKISH MARKET IS MATURING

Revenue growth continues, while download trends and overall market growth are gradually stabilizing.



WHAT IS

APPMAGIC

AppMagic is a market intelligence platform for growing companies across mobile and PC, acquired by Sensor Tower in May 2026.

With 20+ powerful tools and 500+ tags for a precise filtering of data, AppMagic provides access to a massive database of:

- 15M+ mobile apps
- 5M+ publishers
- 130K+ Steam titles
- 230M+ ad creatives
- 140 ad networks

It's a next-gen toolset designed to find actionable insights fast and easy... as if by magic!

GAMIGION

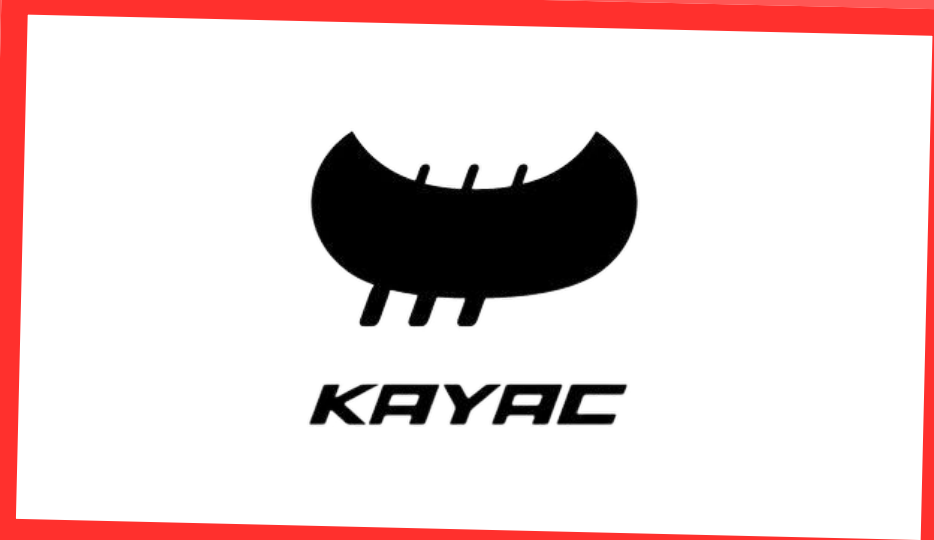
Gamigion is a leading mobile gaming content media platform with over 40,000 MAU.

Gamigion helps the industry with:

- Insights from 100+ industry experts
- Mobile Gaming Today newsletter
- Biggest mobile gaming jobs platform
- 100-level game deconstruction series
- Industry interviews, reports & breakdowns

Solid and no-BS content... as cool as our logo!

OUR CUSTOMERS



CONTENTS

For anyone following the mobile gaming market over the past few years, one thing is clear: Türkiye has grown into one of the industry's most influential gaming hubs.

To understand what's behind this rise—and what may come next—we explored the market from several angles, including overall dynamics, the investments and M&A activity fueling the ecosystem, the trends shaped by Turkish major hits, and the future outlook for the region.

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FUTURE OUTLOOK

Yep, another Turkish Gaming Report here. We know you saw many. That's exactly why we decided to save your time by giving the **ULTIMATE EDITION**. Grab your coffee or tea (Turkish, of course) and enjoy the read!

Ömer Yakabagi, Founder of Gamigion



METHODOLOGY

The report explores global trends based on AppMagic data for 2020–2026, as well as investment data available from public sources. The data covers the App Store and Google Play and does not include other app distribution sources.

KEY POINTS:

HOW DO WE BREAK DOWN THE MARKET?

All market analytics are based on AppMagic's core categorization you can explore [here](#).

HOW IS THE MARKET DATA CALCULATED?

Downloads and revenue estimates are calculated using app rankings in the Top Free and Top Grossing charts across all countries. For China, the analysis includes App Store data only.

WHERE DOES THE LIVEOPS AND MONETIZATION DATA COME FROM?

The report uses data from our Product Insights tools. LiveOps analysis is based on the behavior of non-paying Android users in the United States, while purchase distribution insights rely on AppMagic's internal analytics and cover the U.S. market only.

GLOBAL YEARLY TRENDS

KEY TAKEAWAYS

TÜRKIYE GROWS DESPITE GLOBAL STAGNATION

While the global market remained flat, Türkiye's mobile gaming revenue grew by 6% YoY, reaching \$347M.

DOWNLOADS DECLINE AS MARKET MATURES

Downloads fell by 4% to 1.8B. Growth now comes from monetization rather than new users.

MONETIZATION OUTPACES USER ACQUISITION

Revenue continues to grow despite declining installs, pointing to stronger monetization efficiency.

TOP GENRES CONTINUE TO GROW

Strategy, Casino, and Puzzle all show solid revenue growth. Puzzle growth is driven by scaling successful titles.

TURKISH DEV REVENUE UP 450%

Revenue increased from \$504M to \$2.76B over six years, growing 42% annually on average.

REVENUE CONCENTRATED IN THE PUZZLE GENRE

Puzzles generate nearly 97% of Turkish developers' revenue. Other genres contribute minimally.

TÜRKIYE GAINS GLOBAL MARKET SHARE

Market share grew from 1% to 5%. Türkiye is becoming a key global growth driver.

TURKISH DEV ECOSYSTEM IS EXPANDING

The number of Turkish developers grew 3.1x since 2020. The biggest spike occurred in 2022.

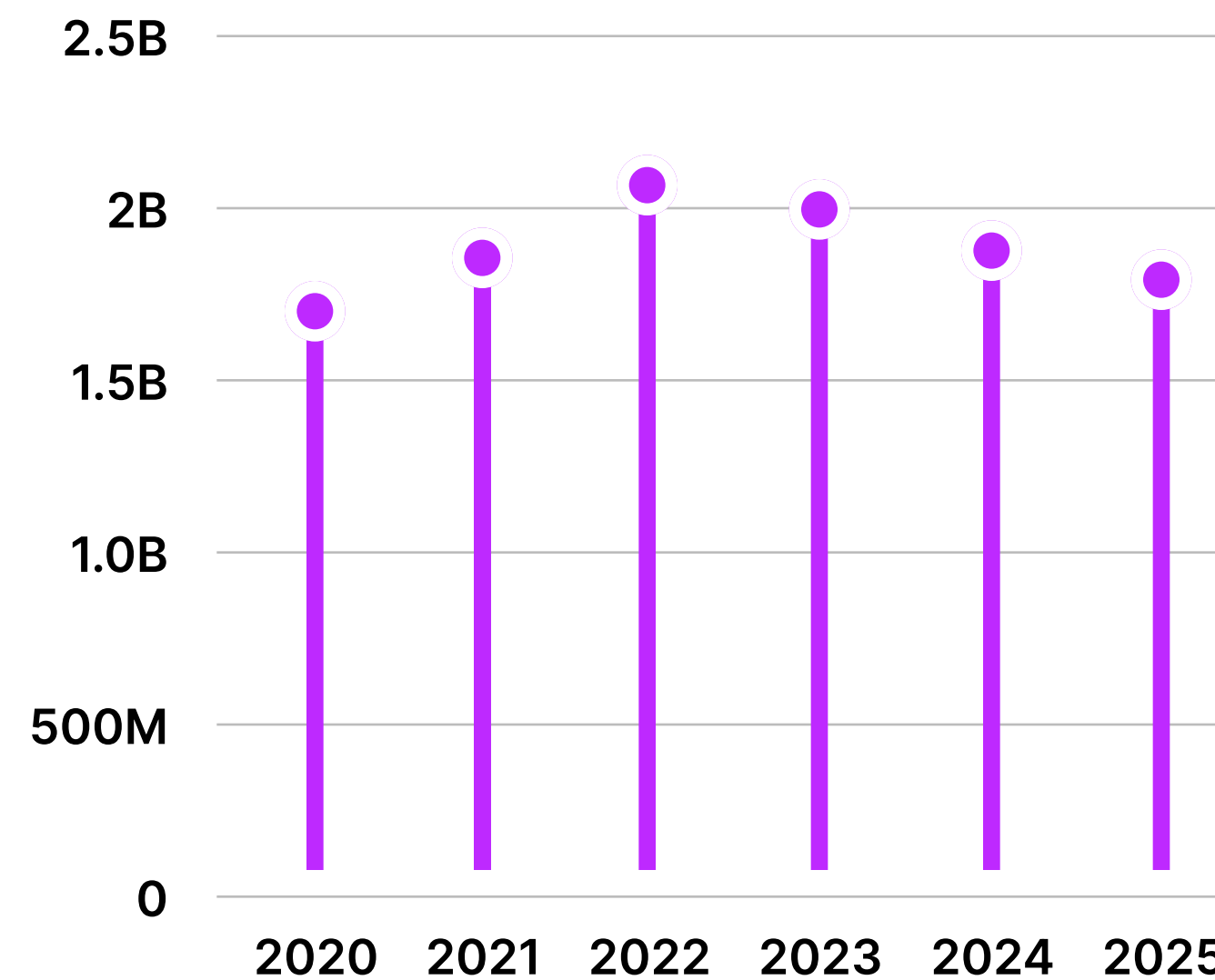
TÜRKIYE MOBILE GAMING MARKET EXPANDS

While the global market remains flat in revenue, the Turkish gaming market continues to grow: revenue increased by 6% YoY. 2025 became the most successful year to date, with the market generating \$347M for developers.

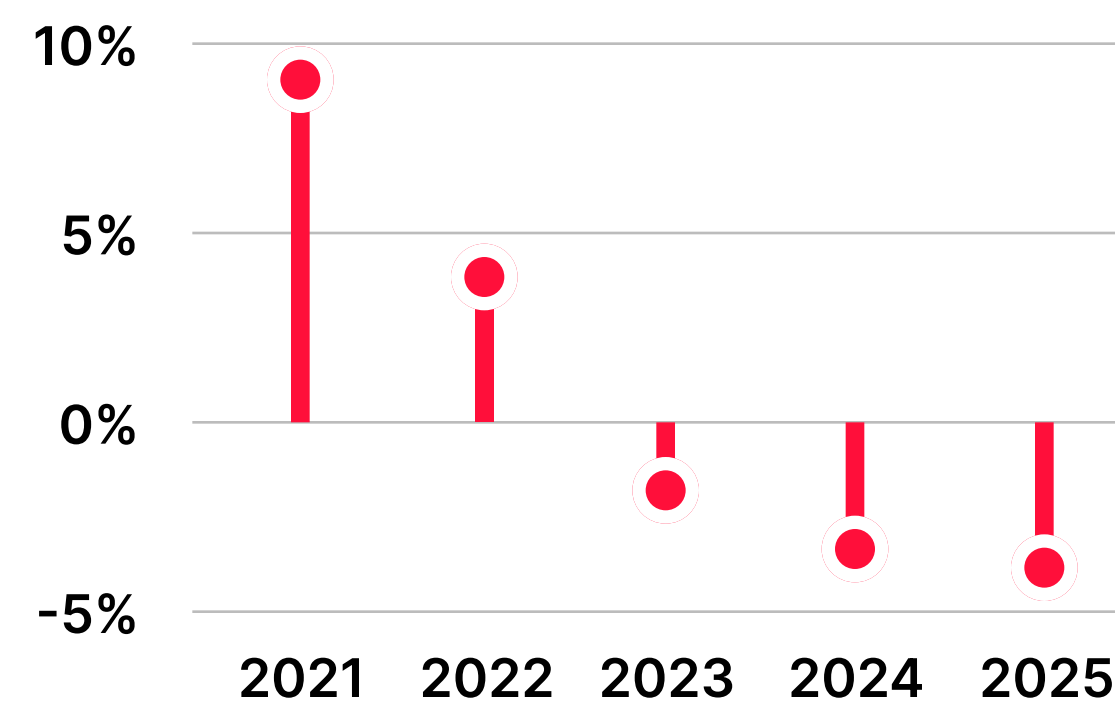
Downloads, unlike revenue, have been declining for several years. Compared to 2024, downloads fell by 4%, bringing the total volume down to 1.8B for the year.

Türkiye is evolving into an increasingly mature market, where studios drive growth by generating more value from their current user base.

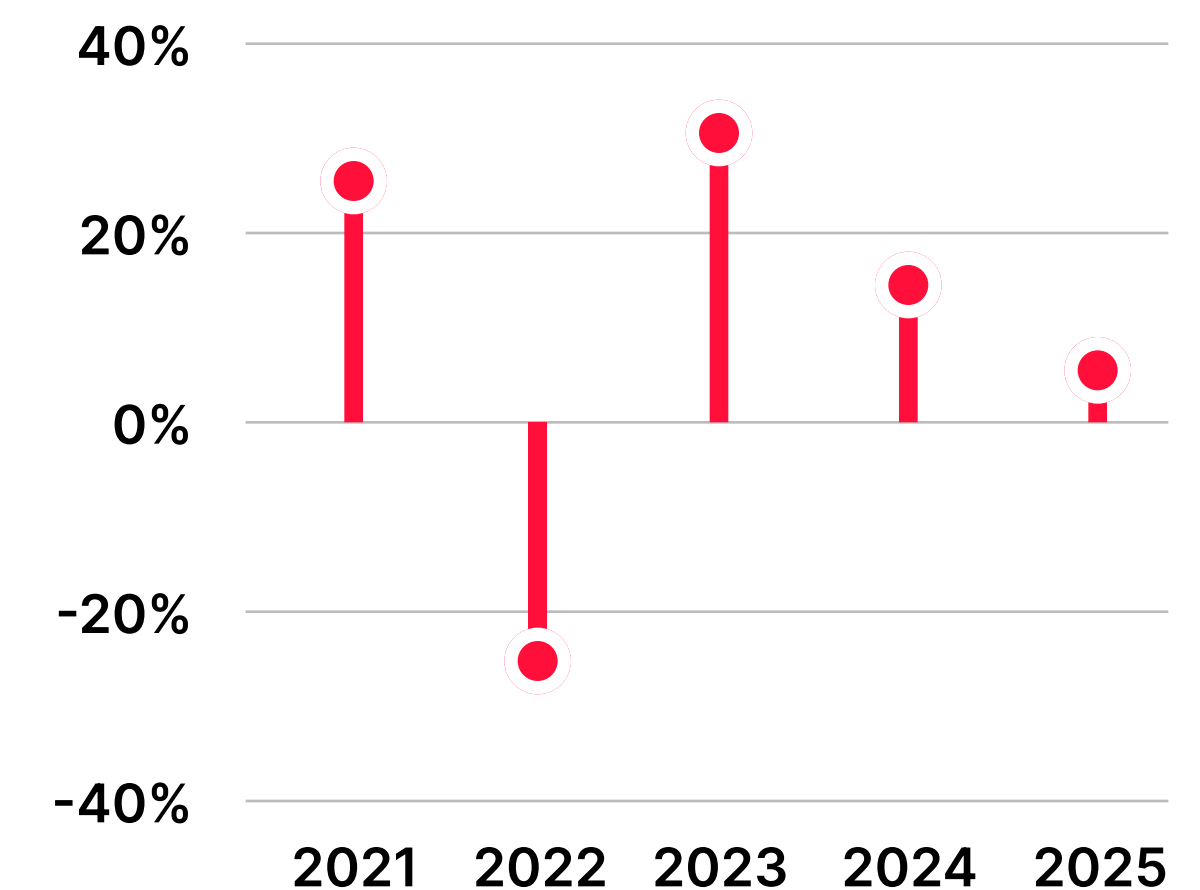
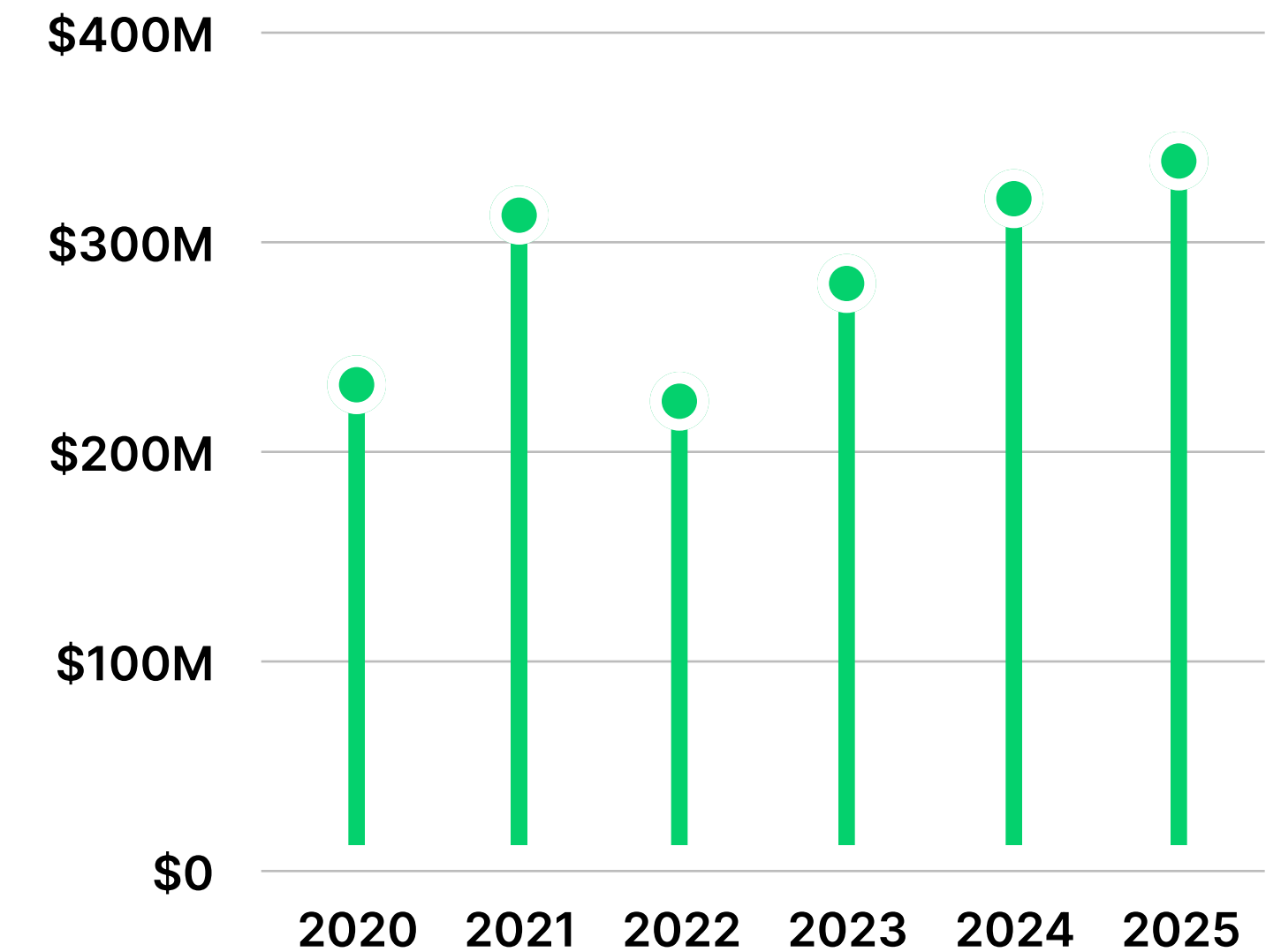
DOWNLOADS



YOY CHANGES



IAP REVENUE










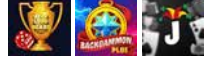

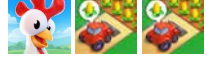

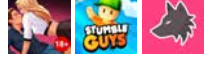




TOP 3 GENRES BY REVENUE KEEP GROWING

In the top grossing chart, Strategy and Casino have strengthened their spots with a solid YoY increase, up 9% and 7% respectively.

Puzzle leads in revenue growth with 26%. The key driver behind this growth was the expansion of many titles into the Turkish market, including [Gossip Harbor®: Merge & Story](#), [Royal Kingdom](#), and [Tasty Travels: Merge Game](#).

Declines across genres are usually tied to revenue drops of their biggest titles. For example, Action slowed down mostly because of [Brawl Stars](#), while the decline in Geolocation Games was linked to [Pokémon GO](#)'s continuous decrease in the Turkish market.


TAG	DOWNLOADS 2024	DOWNLOADS 2025	%	REVENUE 2024	REVENUE 2025	%	TOP GAMES
PUZZLE	316.1M	286.8M	-9.3%	\$41.0M	\$51.7M	26.1%	
RACING	113.9M	104.4M	-8.4%	\$2.0M	\$2.3M	15.8%	
KIDS	174.6M	160.9M	-7.8%	\$4.4M	\$5.0M	13.6%	
STRATEGY	68.4M	70.7M	-3.4%	\$86.1M	\$94.0M	9.2%	
CASINO	33.4M	33.0M	-1.2%	\$50.8M	\$54.1M	6.6%	
SHOOTER	83.0M	83.1M	0.2%	\$30.5M	\$31.8M	4.0%	
ADVENTURE	24.6M	27.2M	10.8%	\$2.6M	\$2.7M	3.0%	
ARCADE	278.5M	258.8M	-7.1%	\$3.8M	\$3.9M	2.9%	
RPG	22.6M	18.8M	-17.0%	\$30.2M	\$30.9M	2.2%	
TABLETOP	26.9M	32.6M	21.3%	\$6.3M	\$6.4M	1.0%	
SPORTS GAMES	67.0M	61.3M	-8.5%	\$27.8M	\$28.0M	0.9%	
SIMULATION	413.2M	403.7M	-2.3%	\$21.5M	\$21.1M	-2.1%	
GAME COLLECTION	10.4M	20.1M	92.8%	\$64.1K	\$62,7K	-2.3%	
PARTY GAMES	30.3M	32.0M	5.6%	\$2.2M	\$2.1M	-8.1%	
ACTION	261.6M	247.9M	-5.2%	\$15.3M	\$11.8M	-23.0%	
GEOLOCATION GAMES	826.7K	607.8K	-26.5%	\$3.1M	\$941.6K	-69.7%	

Explore changes in the gaming market with our new Period Comparison tool








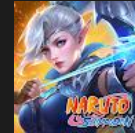

[CLICK HERE TO LEARN MORE](#)

MOBILE MARKET LEADERS IN TÜRKIYE, 2025

TOP DOWNLOADS

		DOWNLOADS	YOY		
1	 PUBG MOBILE	7.6M	1.2%	▲	1
2	 SUBWAY SURFERS	7.2M	-4.3%	▲	1
3	 BLOCK BLAST!	6.1M	47.6%	▲	9
4	 SHAWARMA LEGEND	5.0M	47.3%	▲	27
5	 BRAWL STARS	4.9M	-50.6%	▼	4
6	 SUPER BEAR ADVENTURE	4.8M	595.8%	▲	582
7	 2 3 4 PLAYER MINI GAMES	4.4M	-5.5%	▼	1
8	 HAY DAY	4.2M	43.9%	▲	44
9	 EA SPORTS FC™ MOBILE SOCCER 26	4.1M	-6.7%	—	—
10	 STICKMAN PARTY 234 MINIGAMES	4.1M	-2.3%	▲	1

TOP GROSSING

		REVENUE	YOY		
1	 PUBG MOBILE	\$17.3M	2.1%	—	—
2	 EFOOTBALL™	\$10.4M	11.1%	▲	1
3	 WHITEOUT SURVIVAL	\$10.0M	11.4%	▲	1
4	 ROYAL MATCH	\$8.9M	14.2%	▲	1
5	 LAST WAR: SURVIVAL	\$8.7M	50.4%	▲	4
6	 101 OKEY PLUS RUMMY BOARD GAME	\$8.2M	6.1%	—	—
7	 CANDY CRUSH SAGA	\$6.6M	0.7%	—	—
8	 BRAWL STARS	\$5.9M	-37.9%	▼	6
9	 MOBILE LEGENDS: BANG BANG.US	\$5.7M	-5.3%	▼	1
10	 EA SPORTS FC™ MOBILE SOCCER 26	\$5.2M	-0.6%	—	—

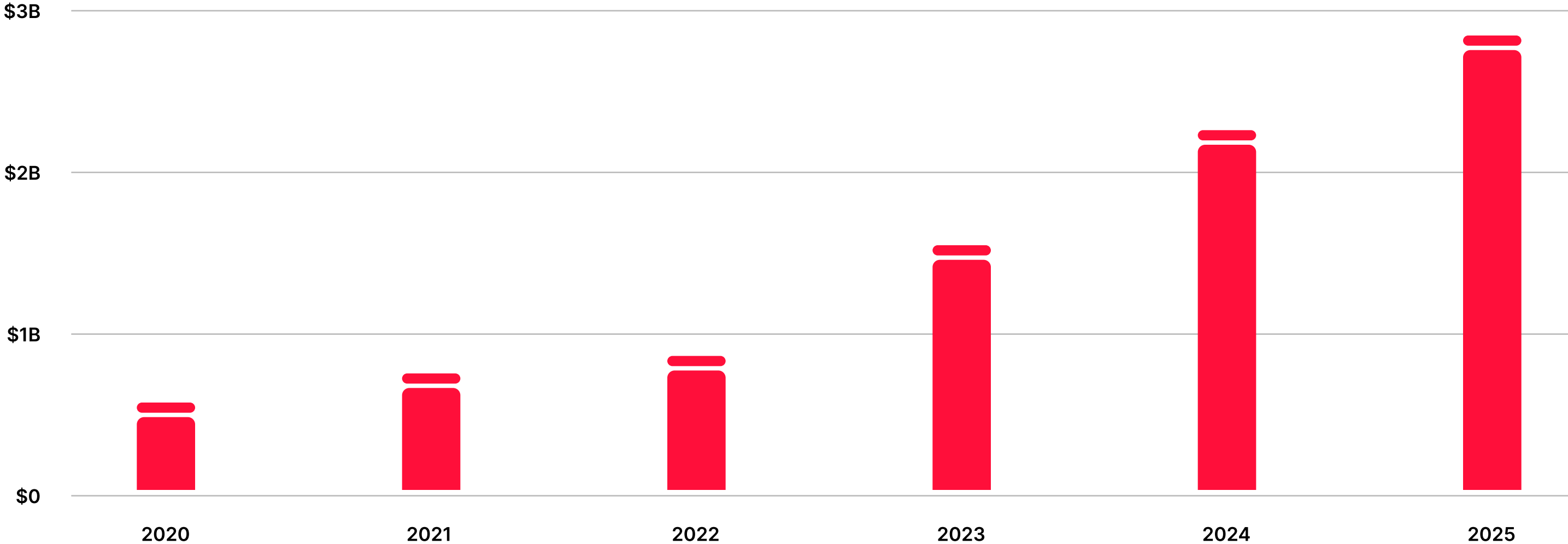
TURKISH DEV IAP REVENUE UP 450% IN 6 YEARS

Turkish developers' revenue keeps growing year over year: while mobile games generated \$504M for Turkish developers in 2020, this figure exceeded \$2.76B in 2025.

The average YoY revenue growth from 2020 to 2025 went up to 42%. At the same time, Türkiye's share of total market revenue reached 5% in 2025, compared to 1% back in 2020.

Türkiye stands out as one of the fastest-growing revenue drivers now, in contrast to a stagnating mobile market that grew by just 3% YoY in 2025.

IAP REVENUE CHANGES 2020-2026



YOY CHANGES

2020	2021	2022	2023	2024	2025
—	0%	23.18%	66.34%	63.86%	25.57%

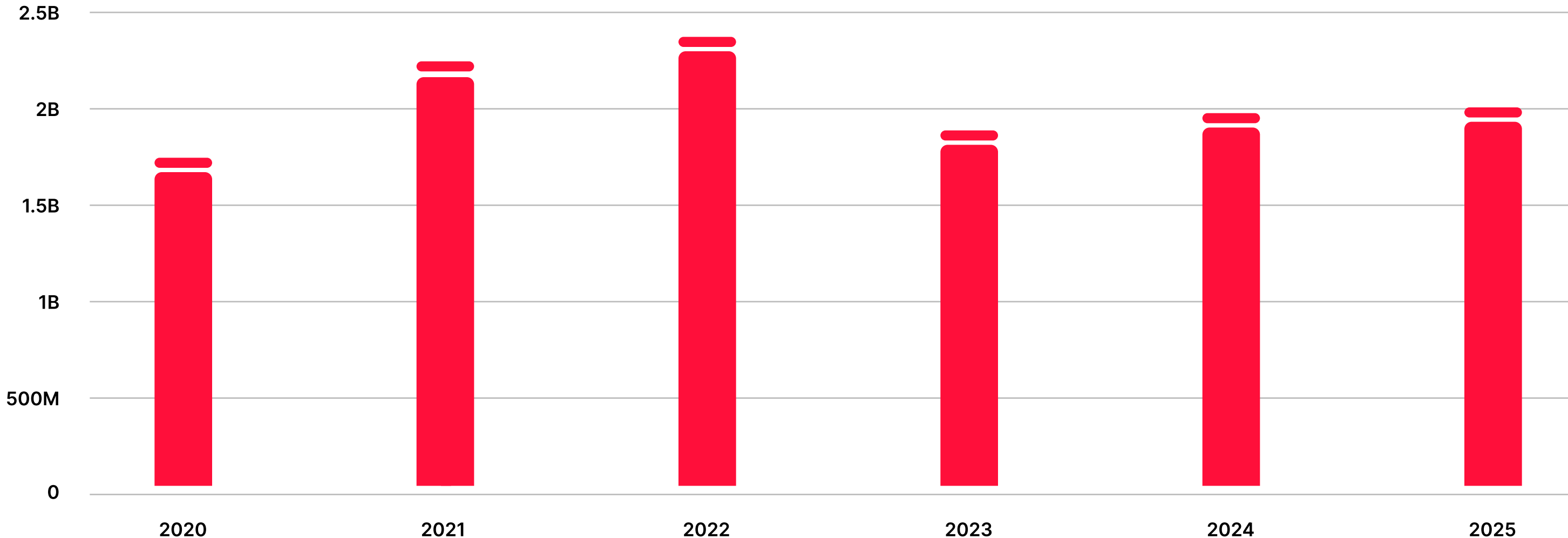
STALLED DOWNLOADS, RISING REVENUE

In 2021–2022, Turkish apps saw a sharp rise in downloads, driven primarily by [Rollic Games](#). Between 2020 and 2022, the company released more than 230 games and attracted nearly 1.8B users between them during the same period.

Then, the picture dramatically changed: as [Rollic](#) slowed down in downloads, the overall dynamic followed, with only slight growth returning in 2024 and 2025.

Despite the drop in downloads, revenue — both for [Rollic](#) itself and for many other developers—has continued to grow, showing that user acquisition volume does not always correlate directly with monetization.

DOWNLOADS CHANGES 2020-2026

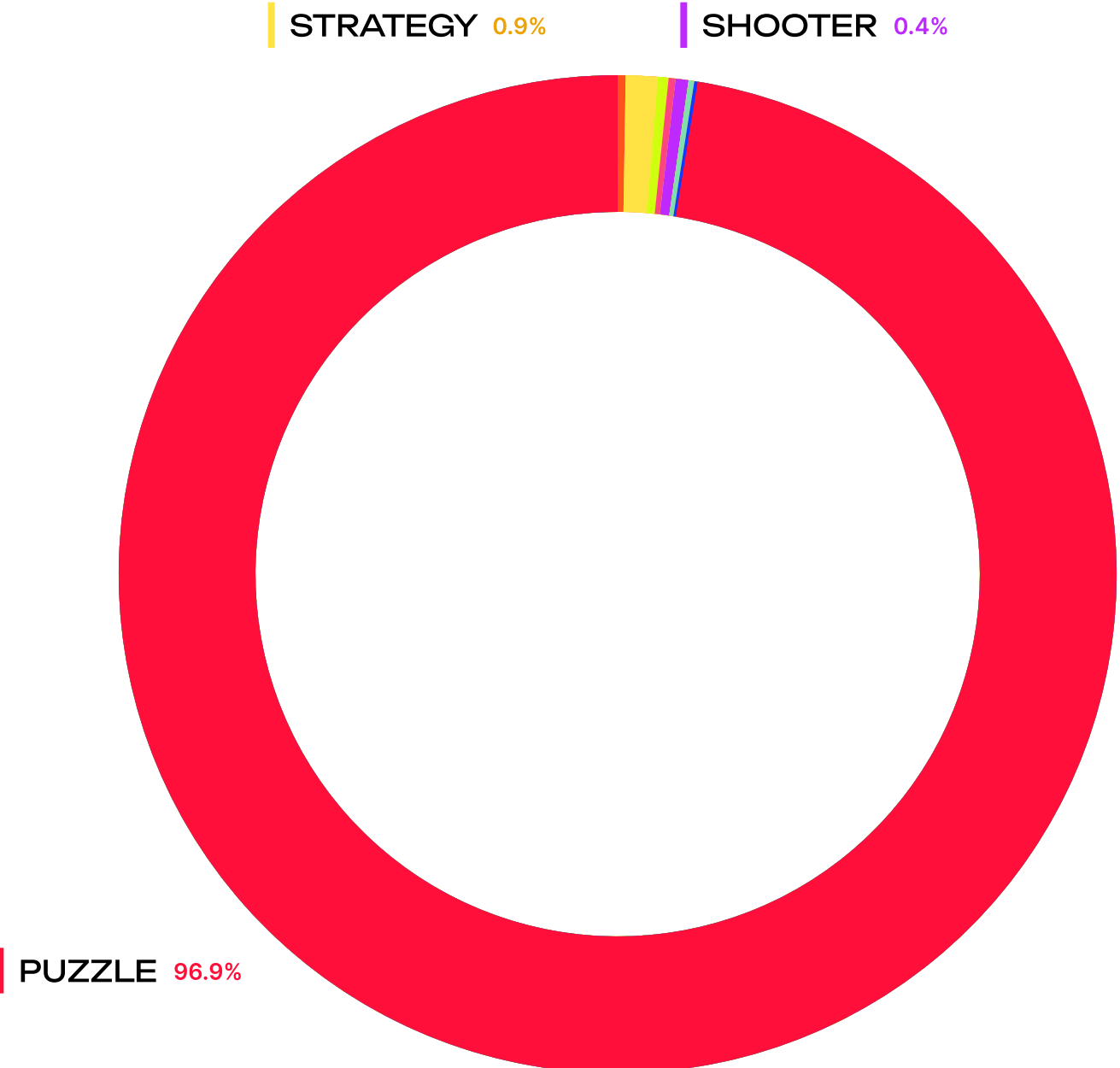


2020	2021	2022	2023	2024	2025
—	27.44%	6.68%	-20.14%	5.85%	0.45%

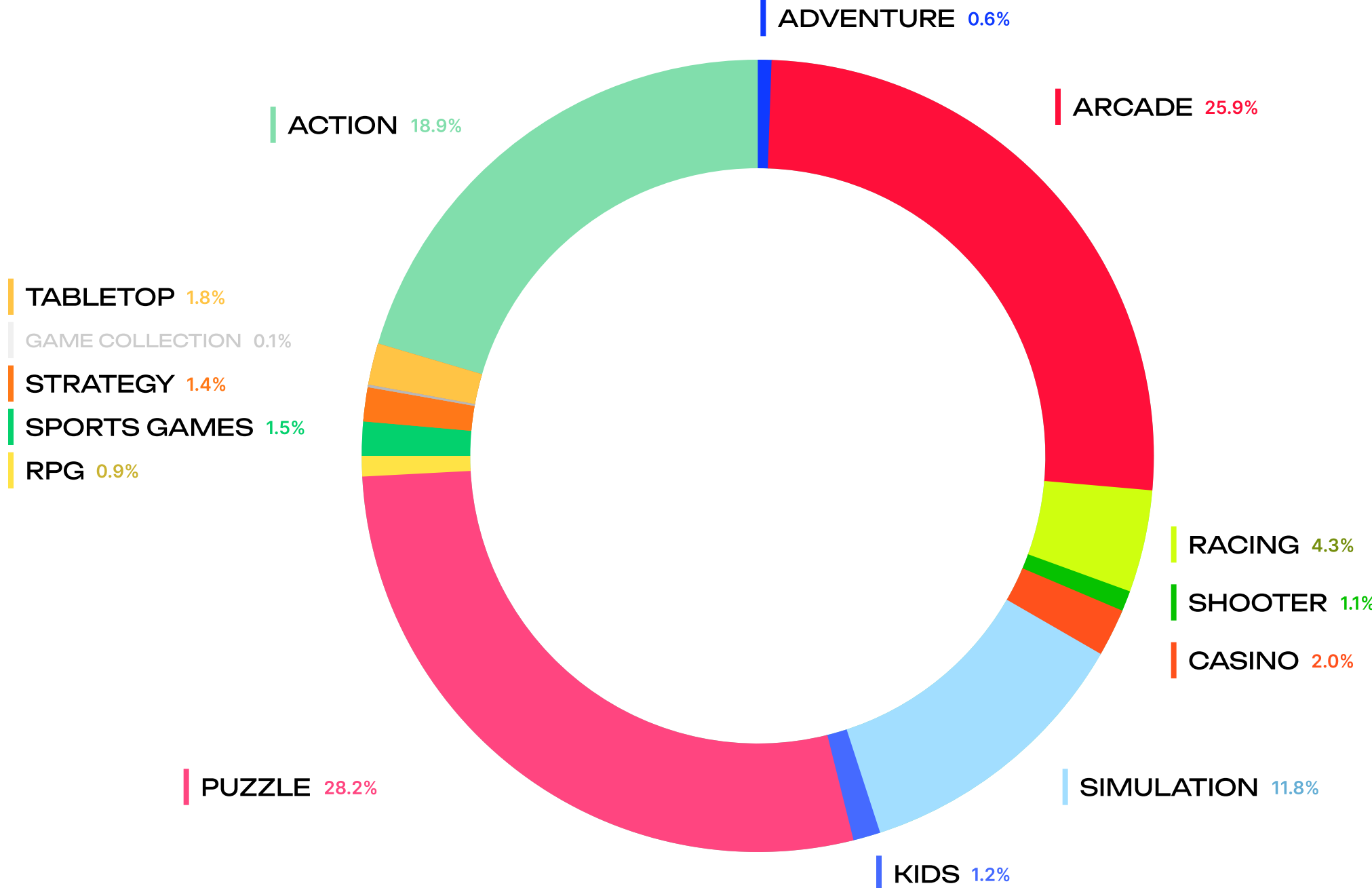
PUZZLE DRIVES 97% OF TURKISH DEV REVENUE

Although Turkish developers are currently active across a wide range of categories—including Puzzle, Action, Arcade, and Simulation—nearly 97% of the total revenue is generated by Puzzle games. Revenue outside this segment remains minimal. In fact, Strategy ranks second by revenue share, but accounts for only 0.9%.

REVENUE DISTRIBUTION BY GENRE (2025)













GENRE DISTRIBUTION BY NUMBER OF TITLES (2025)

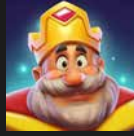


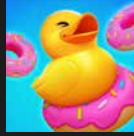


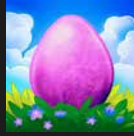

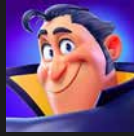



TÜRKIYE MOBILE MARKET LEADERS, 2025

TOP DOWNLOADS

		DOWNLOADS	YOY
1	 ROYAL MATCH	82.4M	-29.0%
2	 TRAFFIC RIDER	81.8M	-9.7%
3	 ROYAL KINGDOM	79.8M	+785.5%
4	 HUNTER ASSASSIN	69.7M	-15.1%
5	 COLOR BLOCK JAM	66.9M	+63,053.4%
6	 BRAIN TEST: TRICKY PUZZLES	62.4M	-20.4%
7	 WORDS OF WONDERS: CROSSWORD	43.4M	-26.8%
8	 BRAIN TEST ALL-STAR: IQ BOOST	37.2M	+133.6%
9	 FIND THE CAT - SPOT IT!	29.9M	+65.8%
10	 FIND HIDDEN OBJECTS - SPOT IT!	29.2M	+389.1%

TOP GROSSING

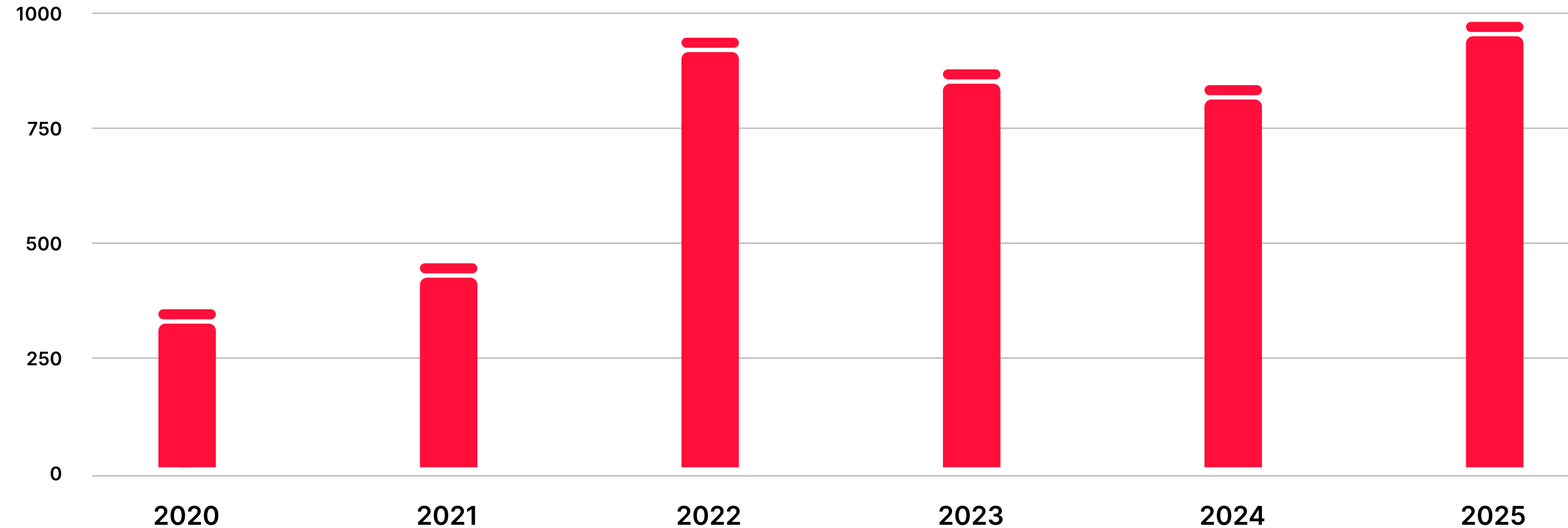
		REVENUE	YOY
1	 ROYAL MATCH	\$1.4B	-2.5%
2	 TOON BLAST	\$332.6M	+21.5%
3	 ROYAL KINGDOM	\$273.6M	+1,745.4%
4	 MATCH FACTORY!	\$203.0M	+23.97%
5	 COLOR BLOCK JAM	\$111.5M	+62,338.6%
6	 TOY BLAST	\$83.0M	-1.7%
7	 MERGE DRAGONS	\$66.5M	-14.9%
8	 MAGIC SORT!	\$45.0M	+1,503.2%
9	 MATCH VILLAINS	\$32.8M	+7,584.5%
10	 RAID RUSH: TOWER DEFENSE TD	\$23.1M	+94.0%

TURKISH DEVELOPERS HAVE GROWN SIGNIFICANTLY

Since 2021, the number of Turkish developers has been growing rapidly, reflecting fast market expansion.

The biggest spike occurred in 2022, with YoY growth reaching 2x. Overall, the number of developers has increased 3.1x compared to 2020.

NUMBER OF TURKISH DEVELOPERS BY YEAR



2020	2021	2022	2023	2024	2025
—	40.6%	105.5%	-1.7%	-7%	18.6%

TÜRKIYE MOBILE MARKET LEADERS, 2025

TOP DOWNLOADS

DOWNLOADS YOY

1	ROLLIC GAMES	172.2M	39.4%	▲	2
2	UNICO STUDIO	167.0M	-12.7%	▼	1
3	DREAM GAMES	162.2M	29.8%	▼	1
4	SKGAMES	103.6M	-3.5%	—	—
5	RUBY GAMES	83.6M	-18.4%	—	—
6	SKYLOFT	61.3M	-36.2%	—	—
7	FUGO GAMES	54.0M	-27.1%	—	—
8	PEAK GAMES	40.3M	0.0%	▲	6
9	OREON STUDIOS	39.4M	-9.5%	▲	2
10	YOLO GAME STUDIOS	39.2M	-4.5%	▲	3

TOP GROSSING

REVENUE YOY

1	DREAM GAMES	\$1.7B	14.9%	—	—
2	PEAK GAMES	\$619.7M	18.4%	—	—
3	ROLLIC GAMES	\$207.0M	137.5%	—	—
4	GRAM GAMES	\$70.4M	-16.5%	▲	—
5	GRAND GAMES A.Ş.	\$57.9M	1932.4%	▲	8
6	GOOD JOB GAMES	\$32.8M	7584.5%	▼	14
7	PANTEON	\$23.5M	94.7%	▲	1
8	SPYKE GAMES	\$17.3M	-41.9%	▲	3
9	LOOM GAMES	\$13.6M	—	▲	—
10	PAXIE GAMES	\$8.0M	112.8%	▲	2



WHY TÜRKIYE?



GÖRKEM TÜRK

LATON VENTURES

FOUNDING PARTNER

In recent years, Türkiye became the world's #1 mobile gaming market. What started with a few pioneering studios has evolved into a self-sustaining machine powered by elite talent, fast execution, and deep mobile-first expertise.

Puzzle and hybridcasual remain Türkiye's biggest strengths, driven by world-class iteration speed, product excellence, and marketing capability. As players become harder to impress, Turkish studios continue to prove that they can take both familiar and innovative mechanics and turn them into breakout global hits.

Now, the ecosystem is entering a new era shaped by AI and social systems. We believe Turkish gaming has entered a new cycle of value creation. Companies able to build platform businesses that generate multiple outcomes over time will flourish.

At Laton, we work closely with our portfolio companies to accelerate their growth and boost their hit-making potential through hands-on operational support and deep user acquisition expertise.



ALEXIS DE CHARENTENAY

GOOGLE

DIRECTOR, GLOBAL PARTNERSHIPS

Unicornland's gaming ecosystem isn't just growing; it's bullish, fearless, and operating on another level.

The secret recipe?

- The Talent Magnet: Top-tier graduates in Finance and Engineering are now choosing gaming as their first professional home.
- A Proven Track Record: From the legends like Peak and Dream to the new wave of innovators like Grand, Loom, and Loop.
- Support & Grit: A powerful mix of VC backing, government support, and relentless hard work.

INVESTMENTS

KEY TAKEAWAYS

6+ YEARS OF STRONG INVESTOR INTEREST

Investor activity has been on a steady rise since 2020, with the number of funding rounds increasing significantly.

TÜRKIYE EMERGED AS A HIGH-ROI GAMING MARKET

Strong global hits and relatively low development costs attract investors, offering scalable and efficient growth opportunities.

FUNDING ACCELERATED POST-2020

Annual deal count reached ~24 rounds. Investment volumes expanded rapidly across the ecosystem.

DREAM GAMES DOMINATES FUNDING LANDSCAPE

Its 2025 round exceeded all historical investments combined, setting a new benchmark for the market.

GROWTH REMAINS STRONG BEYOND DREAM GAMES

Even excluding Dream Games, investments grew 32x since 2020. The ecosystem shows broad-based expansion.

HIT-DRIVEN STUDIOS ATTRACT FUNDING

Studios like Spyke Games raise capital after each successful release. Performance directly fuels investment cycles.

PORTFOLIO VALUE OFTEN HIDDEN BY TRANSFERS

Studios like Good Job Games generate revenue before transferring titles. Developer accounts may underestimate real performance.

FOCUSED STRATEGY BEATS SCALE

Dream Games proves its success with just two titles, showing how deep investment in fewer products can drive massive returns.

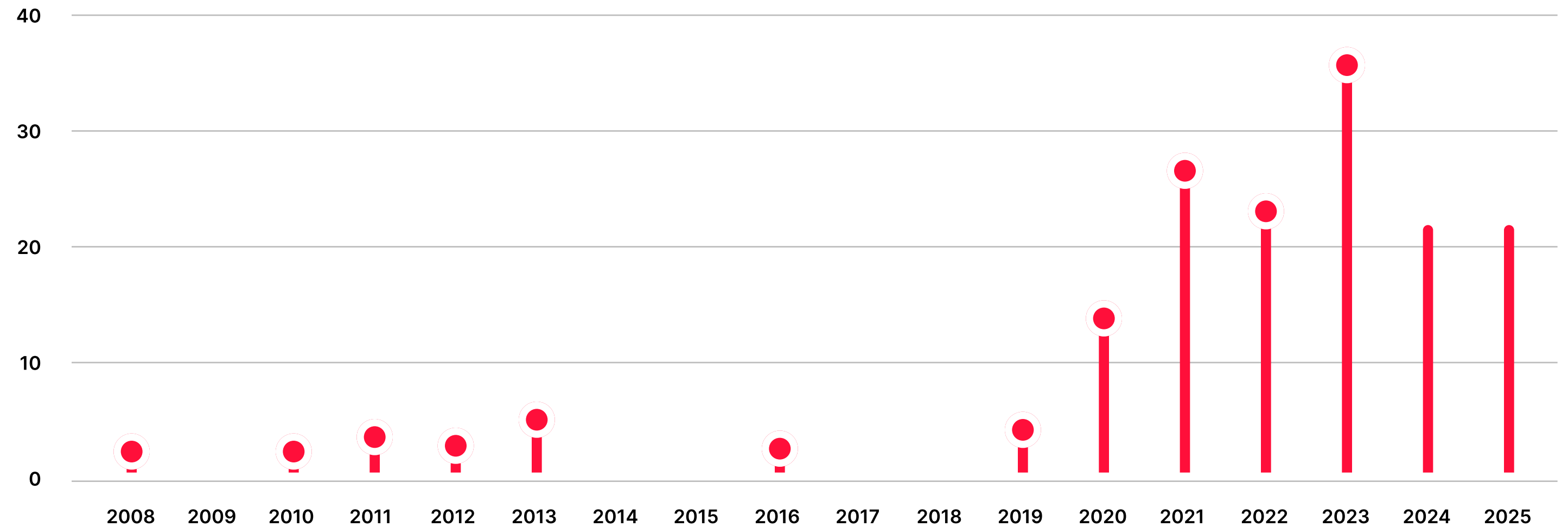
6+ YEARS OF STRONG INVESTOR INTEREST

Before 2020, investor interest in the Turkish market was modest: some companies did raise funding, but both the number of deals and the investment amounts remained relatively small.

Investments in Turkish mobile gaming scaled thanks to a strong track record of global hits and studios such as [Rollic](#) and [Dream Games](#). Combined with relatively low development costs, this created an attractive, high-ROI market for investors.

Today, companies announce an average of 24 funding rounds per year, highlighting growing investor interest.

NUMBER OF INVESTMENT ROUNDS FOR TURKISH DEVELOPERS, 2008-2025



The market is running hot, and everyone can feel it, but nobody wants to say it. Türkiye is not immune to gaming economics. We've seen the massive raises and the hockey-stick decks. What comes next is the washout. Some studios will shoot for the stars and crater trying. That correction will be painful, but it will also reset valuations to something rational.

Michail Katkoff, Founder of Deconstructor of Fun



DREAM GAMES' 2025 DEAL IS A RECORD FOR TÜRKIYE

Since 2009, Turkish developers have raised a total of \$3.6B in investments.

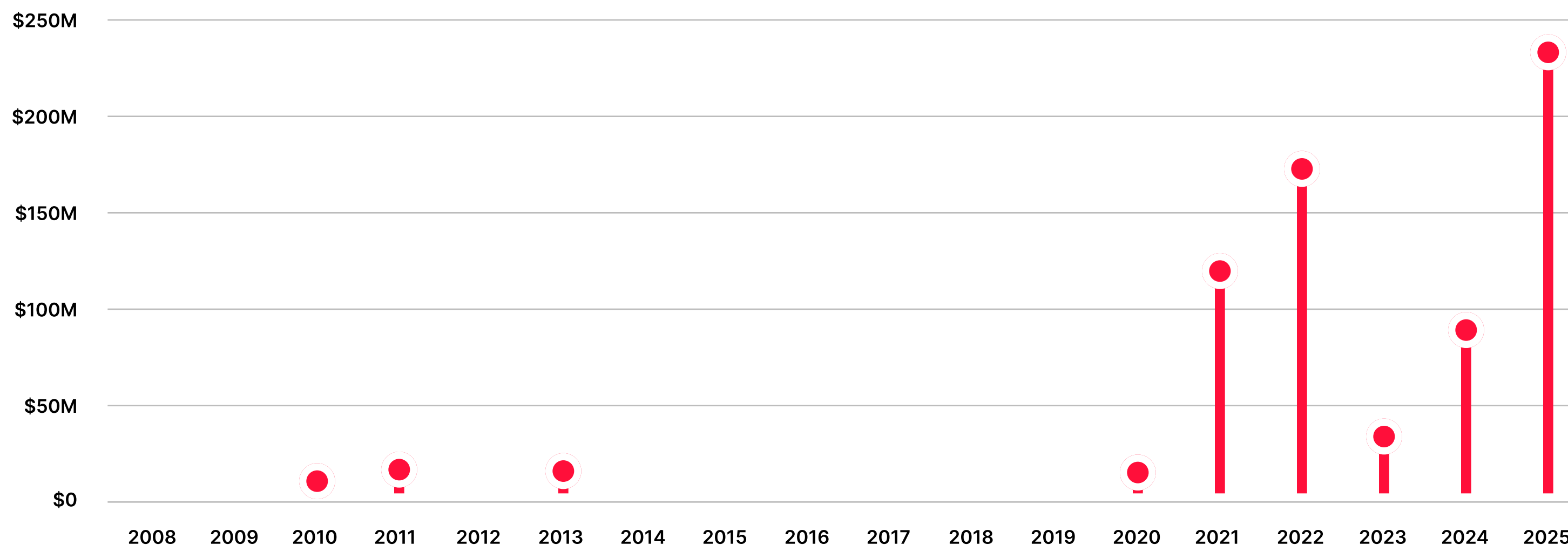
The largest investment round ever recorded for a Turkish mobile company was in 2025, when [Dream Games](#) raised \$2.5B. This figure is also larger than the combined total of all other funding rounds raised by Turkish mobile developers since 2009.

Yet the investment growth isn't driven solely by [Dream Games](#). Even excluding its funding, the market still shows a clear rising trend: in 2025 alone, total investments reached \$234.03M, which is 32 times higher than in 2020.

TOP 10 INVESTMENT ROUNDS SINCE 2008

COMPANY NAME	ANNOUNCEMENT DATE	MONEY RAISED
DREAM GAMES	01 MAY 2025	\$1.25B
DREAM GAMES	01 MAY 2025	\$1.25B
DREAM GAMES	18 JAN 2022	\$255M
DREAM GAMES	18 JAN 2022	\$255M
DREAM GAMES	30 JUN 2021	\$155M
DREAM GAMES	17 FEB 2021	\$50M
GOOD JOB GAMES	31 JUL 2025	\$60M
GRAND GAMES	11 MAY 2026	\$70M
LOOP GAMES	11 FEB 2021	\$60M
MANC	25 OCT 2022	\$50M
SPYKE GAMES	17 JAN 2022	\$55M

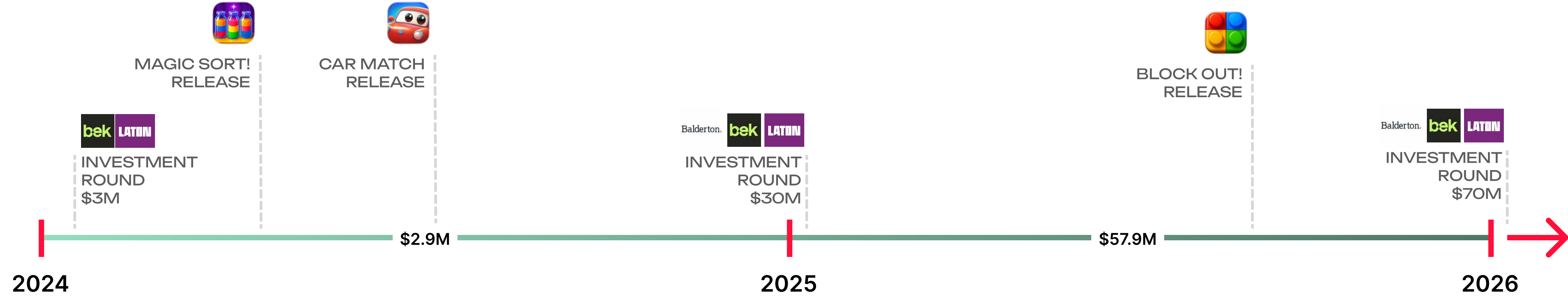
TOTAL FUNDING RAISED, EXCLUDING DREAM GAMES, 2008-2025



GRAND GAMES: THE NEXT UNICORN?

Founded in January 2024, [Grand Games](#) broke into the top-grossing charts in 2025. Although the first titles under the [Grand Games](#) publisher account were released only in 2024, their combined in-app revenue has already surpassed \$115 million and continues to grow. The studio released its biggest hit, [Magic Sort!](#), in April 2024. Despite several other successful releases, such as [Car Match](#) and [Block Out!](#), [Magic Sort!](#) remains the company's largest title to date.

[Grand Games](#) raised \$100 million in just 16 months. Since its founding, the studio has raised several investment rounds: \$3 million in 2024, \$30 million in 2025, and \$70 million in May 2026. In the latter two rounds, Balderton Capital was the lead investor.



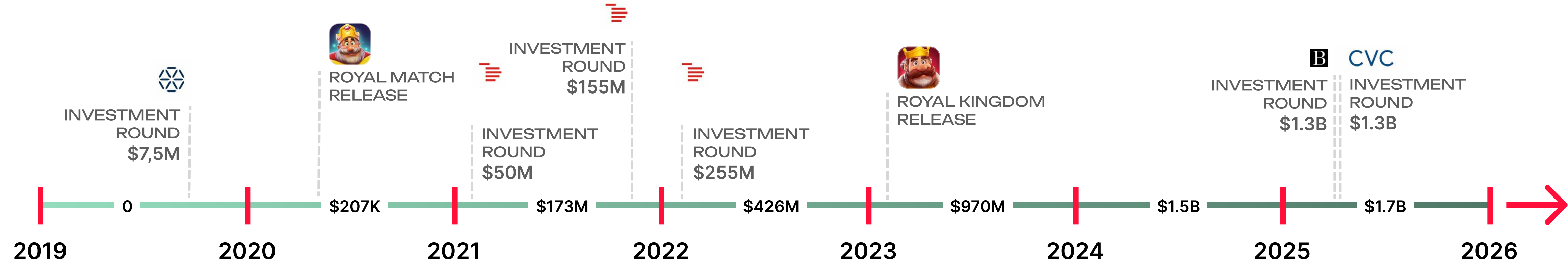
We believe great products are built when the teams behind them have real ownership. This philosophy coupled by our platform model enables us to create repeatable success

Bekir Batuhan Çelebi, Founder of Grand Games



\$5.2B+ IAP REVENUE FROM TWO DREAM GAMES TITLES

Dream Games has taken a path very different from the classic “growth through deals” strategy. Instead of scaling through a broad portfolio like other major companies, **Dream Games** focuses on its two flagships **Royal Kingdom** and **Royal Match**, which together have generated more than \$5.2B in IAP revenue since launch. Since 2019, the studio has raised several funding rounds, each larger than the last and peaking in 2025. On May 1, 2025, the company announced a new \$2.6B funding round, an absolute record for Turkish developers at the time.



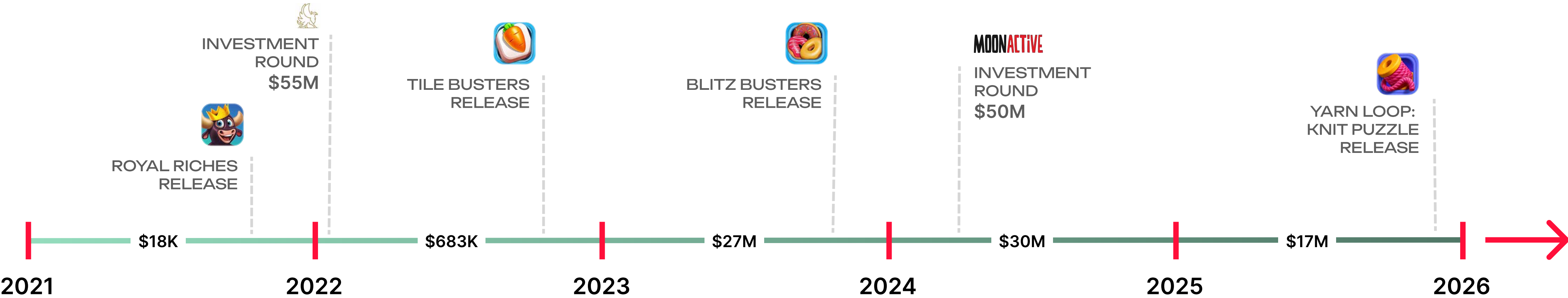
3 UNICORNS IN TURKISH GAMING ECOSYSTEM, “PEAK, DREAM & LOOM GAMES.”
 ONLY 1 INVESTOR WAS IN ALL THREE: AKIN BABAYIGIT.

SPYKE GAMES: GROWTH DRIVEN BY HITS AND INVESTMENT

Spyke Games (formerly Combo Games) first gained recognition with the release of **Royal Riches** in September 2021. While the game did not become the studio's biggest hit, it likely helped secure a \$55M investment round led by Griffin Gaming Partners in January 2022.

The studio's most successful title so far is **Tile Busters**, released in September 2022, which has generated nearly \$60M in revenue from in-app purchases alone. After two successful launches in 2022 and 2023, **Spyke Games** raised another major investment in 2024—a \$50M round from **Moon Active**.

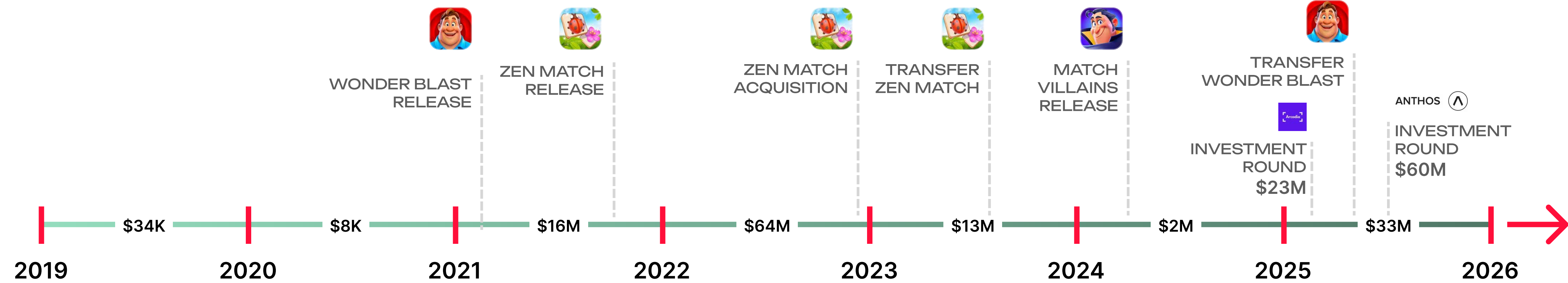
In 2025, the studio released its latest hit, **Yarn Loop: Knit Puzzle**, which has already generated \$15M and continues to grow its audience.



GOOD JOB GAMES: HIDDEN REVENUE BEHIND TRANSFERS

Good Job Games might look like a one-hit studio, as its current developer account features only one major 2025 release: Match Villains. However, the company has a much broader track record. In early 2022, the studio launched Wonder Blast, which later moved to Fugo Games in May 2025. Before the transfer, the title had already generated more than \$2.6M in IAP revenue.

A similar story happened with Zen Match. Released in November 2020, the game was acquired by Moon Active in December 2022 and later transferred to Moon Active's developer account in June 2023, after generating more than \$92M in revenue under Good Job Games' developer account. A studio with this level of scale naturally attracted investor attention. In 2025 alone, Good Job Games secured two additional funding rounds worth \$23M and \$60M.



OTHER INVESTORS PARTICIPATING IN THE FUNDING ROUNDS:



WHY TÜRKIYE?



ENIS HULLI

E2VC

GENERAL PARTNER

Türkiye didn't accidentally become a mobile gaming powerhouse. Over the last decade, some of the country's best talent chose games over everything else.

That created a flywheel:

Founders → Exits → Talent → Capital → Repeat.

Today, more than half of all mobile gaming investments in the region happen here. Puzzle remains our unfair advantage. And with some of the best technical talent, Türkiye's dominance in Puzzle is far from over. But the next decade is about reinvention: new mechanics, new genres, new categories.

Good news? Türkiye will probably keep producing a gaming unicorn every year! That's exactly why we reserved \$30M to back Turkish gaming companies over the next 3 years.



İSMET GÖKŞEN

LUDUS VENTURES

GENERAL PARTNER

Türkiye's mobile gaming ecosystem is one of the most attractive early-stage investment opportunities we've seen globally. What makes it exceptional isn't just the hits, it's the compounding effect. Each successful studio produces the next wave of talent, and that talent is increasingly choosing to build here rather than leave.

Until recently, the Turkish gaming ecosystem was primarily known for its strong seed and pre-seed pipeline, with limited visibility into repeatable later-stage outcomes. That perception is now shifting. TaleMonster Games' \$30M round, Good Job Games' \$60M Series A, Grand Games' \$70M Series B round confirm that funding is increasingly backing teams with proven traction and global ambition, and that early-stage momentum is no longer the endpoint, but a starting point for sustained, venture-scale growth. The ecosystem is no longer defined by the number of new studios, but by its ability to scale early success into globally competitive companies.

The foundations are stronger than ever, the talent pool keeps deepening, and the studios emerging today are building for a much bigger stage.

At Ludus Ventures, we've had a front-row seat to this transformation since 2021 — with over 25 investments and 3 exits to date, backing companies like Paxie Games, Fortune Mine Games, TaleMonster Games, and Playable Factory. We were early believers in Türkiye's gaming journey, and our long-term conviction has only grown stronger. The best is still ahead, and we intend to be part of it.

MERGERS & ACQUISITIONS

KEY TAKEAWAYS

PEAK GAMES SET RECORD EXIT BENCHMARK

The \$1.9B Zynga deal remains the largest exit in Türkiye. It defined the ceiling for future M&A deals.

FULL ACQUISITIONS DOMINATE TURKISH M&A

Most deals involve full buyouts rather than partnerships. This reflects strong consolidation by global players.

ROLLIC GAMES DROVE CONSOLIDATION WAVE

After being acquired, Rollic Games actively bought smaller studios. It became the main consolidator in 2021–2022.

PUBLISHER SUCCESS RELIES ON EXTERNAL STUDIOS

Rollic Games' top-grossing titles were developed by third-party teams. External production plays a key role in scaling.

LOOM GAMES ACHIEVED RECORD-FAST SCALING

Loom Games reached a \$1B+ valuation in under a year, marking one of the fastest growth cases in mobile gaming.

HITS DRIVE RAPID ACQUISITIONS

Pixel Flow!'s success quickly led to Scopely's acquisition. Strong early performance drives immediate investor interest.

PEAK GAMES SUSTAINED GROWTH AFTER MAJOR EXIT

Despite post-acquisition decline, Peak Games recovered with new hits. It remains a long-term market leader.

NEW HITS CAN REVIVE MATURE STUDIOS

Match Factory! reversed Peak Games' revenue decline. Successful launches can significantly extend studio lifecycle.

PEAK GAMES: RECORD EXIT IN TÜRKIYE

On June 1, 2020, [Peak Games](#) was acquired by [Zynga](#) for \$1.9B. This remains the largest exit in the history of the Turkish gaming market.

Nearly all major deals involving Turkish studios have followed the same pattern: full acquisitions rather than partnerships.

One of the most active companies in this space was [Rollic Games](#), which made the highest number of deals with several smaller companies in 2021–2022, both in Türkiye and internationally.

ACQUIREE NAME	ACQUIRER NAME	ANNOUNCEMENT DATE	DEAL VALUE	DEAL TYPE
PEAK GAMES CARD GAME STUDIO	ZYNGA	07 NOV 2017	\$100M	FULL ACQUISITION
GRAM GAMES	ZYNGA	30 MAY 2018	\$250M	FULL ACQUISITION
MASOMO	MINICLIP	AUG 2019	-	FULL ACQUISITION
PEAK GAMES	ZYNGA	01 JUN 2020	\$1.9B	FULL ACQUISITION
ROLLIC	ZYNGA	OCT 2020	\$180M	MAJORITY STAKE (LATER FULL ACQUISITION)
UNCOSOFT	ROLLIC	29 APR 2021	-	FULL ACQUISITION
CREASAUR ENTERTAINMENT	ROLLIC	11 NOV 2021	-	FULL ACQUISITION
ZEROSUM	ROLLIC	11 NOV 2021	-	FULL ACQUISITION
BYTETYPERS	ROLLIC	11 NOV 2021	-	ACQUI-HIRE
ALICTUS	SCIPLAY	01 MAR 2022	\$100M	FULL ACQUISITION
FUNMOTH GAMES	FUNVERSE GAMES	APR 2022	-	FULL ACQUISITION
PAXIE GAMES	DOUBLEU GAMES	26 DEC 2024	VALUATION \$67M	FULL ACQUISITION
LOOM GAMES	SCOPELY	FEB 2026	VALUATION > \$1B	MAJORITY STAKE
ZEN MATCH (BY GOOD JOB GAMES)	MOON ACTIVE	DEC 2022	VALUATION > \$150M	GAME ACQUISITION

Türkiye has become our number one market as we just completed our 10th M&A sellside deal there. Every time we think there may be a slowdown, something like Loom Games comes along!

What stands out vs other markets is the hunger, work ethic and business sense that founders in Türkiye possess. All the founders are very competitive (sometimes maybe too much so ;) and with an ecosystem that's now flourishing, talent going into the sector and support from the government, we don't see any slowdown in the market. We remain very excited about how Türkiye will innovate beyond some of the genres it's been dominating in to date and continue to punch above its weight.

Long live Türkiye Gaming!

Affan Butt, Founding Partner at Aream & Co.



ROLLIC GAMES PEAKED IN 2025

In August 2020, [Rollic](#) was acquired by [Zynga](#) for \$180M, after which the company actively pursued acquisitions of smaller studios, including [ByteTyper](#), [Zerosum](#), and [Creasaur Entertainment](#). [Rollic](#) followed this approach through the end of 2022, publishing mainly Hypercasual projects.

Interestingly, the publisher's biggest hits today are games developed by external studios. Its top-grossing titles by IAP revenue—including [Twisted Tangle](#), [Screw Jam](#), [Color Block Jam](#), and [Knit Out](#)—were all released in 2023 and later, while originally developed by external teams like [Dalak Games](#), [Gybe Games](#), [Super Blast](#), [Quok](#), and others.



First the obvious: Türkiye is the mobile gaming capital of the world. Not a contender. The capital. Peak Games, Dream Games, Rollic, Grand Games.

It's a dynasty!

Michail Katkoff, Founder of Deconstructor of Fun



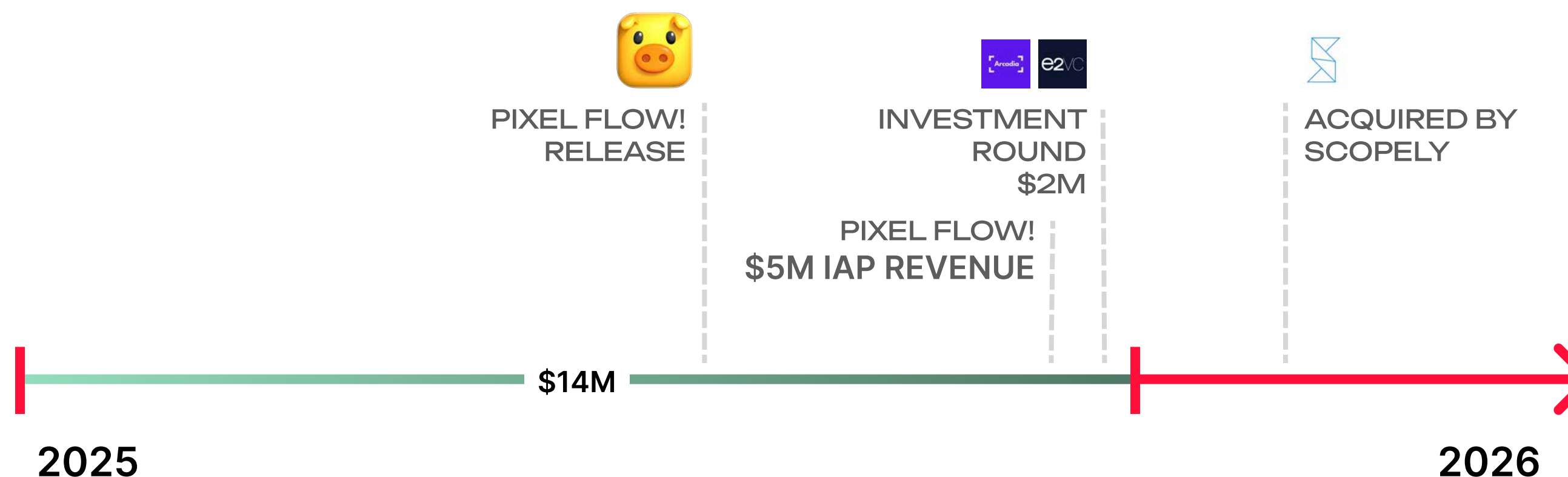
LOOM GAMES: FROM LAUNCH TO UNICORN IN <12 MONTHS

Founded in 2025, [Loom Games](#) reached a valuation of over \$1B in less than a year. To date, the revenue from its title [Pixel Flow!](#) has exceeded \$77M.

This is especially remarkable given that the developer's small portfolio with only two games, [Pixel Flow!](#) and [Ropeland](#), with the latter generating less than \$1K in IAP revenue.

The studio's rapid rise quickly attracted industry attention. In February 2026, [Scopely](#) announced the acquisition of [Loom Games](#). While the deal value was not disclosed, the company's valuation had already surpassed \$1B.

TIMELINE



Türkiye continues to prove that it is one of the world's leading hubs for mobile game innovation. The combination of deep game-making expertise, entrepreneurial ambition, and a track record of creating global hits has built an ecosystem that consistently produces exceptional companies and talent.

Our decision to invest in Loom Games and welcome the team into Scopely's studio ecosystem was driven by what we saw firsthand in the creators of Pixel Flow!: outstanding product instincts, rapid iteration, and the ability to build an experience that quickly resonated with players at scale. Loom's success is a reminder that some of the industry's most exciting new ideas continue to emerge from Türkiye.

Rob Ricca, SVP Corporate Development, Scopely



BEHIND TÜRKİYE'S LATEST UNICORN



KÜBRA GÜNDOĞAN

LOOM GAMES

CO-FOUNDER & CEO

What made Pixel Flow!'s success truly remarkable was not just the scale it achieved, but the originality of the experience it delivered to players. With mechanics that appeared simple on the surface yet offered meaningful depth, combined with strong player satisfaction and organic growth, the game quickly stood out within its category.

Loom's story carries an important message for the Turkish gaming ecosystem: lasting success comes not from following trends, but from creating original experiences that players genuinely connect with. Pixel Flow! became a powerful example of how bold product decisions, rapid iteration, and a player-first mindset can resonate on a global scale.

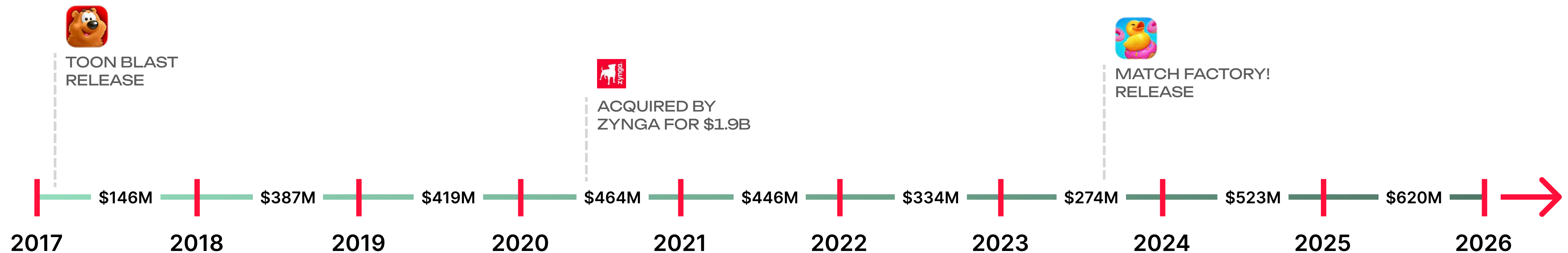
More importantly, this success has changed the industry's perception of what is possible. Teams emerging from Turkey are no longer aiming simply to build successful games; they are striving to create products that define categories and become global benchmarks. Pixel Flow! has become one of the strongest symbols of this vision, inspiring a new generation of entrepreneurs and game developers to think bigger and aim higher.

PEAK GAMES GREW AFTER ZYNGA ACQUISITION

Peak Games is one of the most successful mobile developers globally, best known for Toy Blast (2015) and Toon Blast (2017). As of April 2026, the combined IAP revenue of these two titles alone has exceeded \$3.4B.

One year after the studio's record-breaking acquisition by Zynga, Peak's IAP revenue began to decline in 2021. However, Peak managed to reverse the trend with the launch of a new hit, Match Factory!, which has already generated more than \$432M in revenue by now.

Today, despite the decline in revenue from its core titles in 2021–2022, Peak one of the key leaders in the mobile Puzzle market and continues to push the segment's growth.



TURKISH INVESTORS

LEADING TURKISH INVESTORS

APY VENTURES

NUMBER OF INVESTMENTS: 98
EXITS: 1

APY Ventures is a Türkiye-based VC firm investing in early-stage technology and gaming startups, supporting the growth of the country's emerging gaming ecosystem.



ARCADIA GAMING PARTNERS

NUMBER OF INVESTMENTS: 18
EXITS: 1

Arcadia Gaming Partners is a venture capital fund investing in mobile game companies, with portfolio studios including Vento Games, TaleMonster Games, and Good Job Games.



BOĞAZIÇI VENTURES

NUMBER OF INVESTMENTS: 74
EXITS: 1

Boğaziçi Ventures is one of Türkiye's leading VC firms, actively investing in gaming and technology startups and supporting studios in scaling globally.



E2VC

NUMBER OF INVESTMENTS: 11
EXITS: 1

e2vc is one of the most prominent and respected venture capital funds in the region, with Loom Games, Circle Games, and Mission Control Games in its portfolio.



LATON VENTURES

NUMBER OF INVESTMENTS: 8
EXITS: 0

Laton Ventures is a Türkiye-based gaming VC firm investing in early-stage mobile game studios and helping founders scale globally.



LUDUS VENTURES

NUMBER OF INVESTMENTS: 23
EXITS: 3

Ludus Ventures is one of Türkiye's most active early-stage gaming investors, backing startups founded by ex-investor of Rollic Games.



ARCADIA HAS BEEN ACTIVELY INVESTING SINCE 2025

Arcadia Gaming Partners is a founder-led venture capital firm investing in mobile game companies.

Since 2025, the firm has actively invested in mobile gaming studios, including [Good Job Games](#), [TaleMonster Games](#), and [Vento Games](#).

Arcadia has acted as the lead investor in several deals, including [TaleMonster Games](#), which raised \$30 million in October 2025, and [Vento Games](#), which secured \$4 million in March 2026.

RECENT INVESTMENTS

ORGANIZATION NAME	ANNOUNCEMENT DATE	MONEY RAISED
MISSION CONTROL GAMES	APR 15, 2026	\$4M
VENTO GAMES	MAR 3, 2026	\$4M
MONEYTIME	JAN 18, 2026	\$3M
LOOM GAMES	DEC 10, 2025	\$2M
IRON GAMES	NOV 4, 2025	\$4M
TALEMONSTER GAMES	OCT 3, 2025	\$30M
BIGGER GAMES	JUN 16, 2025	\$25M
TALEMONSTER GAMES	MAY 14, 2025	\$7M
STUDIO42	MAY 14, 2025	\$3.6M
GOOD JOB GAMES	FEB 12, 2025	\$23M

Arcadia Gaming Partners was named the most active gaming investor globally, just one year after being founded.

[CLICK HERE TO LEARN MORE](#)

WHY TÜRKIYE?



AKIN BABAYIGIT

ARCADIA GAMING PARTNERS

MANAGING DIRECTOR

Türkiye has a unique combination of macroeconomic advantages and characteristics that are particularly well suited to mobile gaming.

On the macro side, the country has a young, highly educated, and deeply technical workforce. At the same time, economic volatility has made careers that generate revenue in dollars especially attractive, drawing some of the country's brightest talent into globally oriented technology businesses.

There are also factors that are specific to gaming. Turkish entrepreneurs are uniquely positioned to master marketing and user acquisition; there is a natural commercial instinct that has been shaped over centuries of trade and commerce. At the same time, Türkiye has a rich culture of storytelling and creativity. As an example, Türkiye is the world's second-largest exporter of TV series after the U.S, demonstrating its ability to create content that resonates across borders.

Mobile gaming itself is also a perfect fit for the Turkish talent profile. It has relatively low barriers to entry, and it sits at the intersection of analytics and creativity. I often describe it as what happens when a movie studio and a hedge fund have a baby. Success requires both artistic intuition and scientific rigor.

Perhaps the most important factor is cultural. Türkiye is a highly Darwinian society. When entrepreneurs see success, talent and capital quickly follow. In the 2010s, the success of companies like Trendyol led to an explosion of e-commerce startups. Today, following the success of Peak, Dream Games, Loom Games, and others, gaming has become one of the most attractive sectors in the country.

This creates a powerful flywheel. The top graduates from the best Turkish universities increasingly choose to join gaming companies or start gaming studios of their own. That has been tremendously positive for the ecosystem.

At the same time, as a country, we should aspire to channel this talent into a broader set of frontier technologies. Gaming has proven that Türkiye can build world-class technology companies. The next challenge is to apply that same entrepreneurial energy to fields such as AI and defense technology.

BOĞAZIÇI BACKS TURKISH GAMING

Boğaziçi Ventures is also among Türkiye’s active investors in gaming and technology startups. The fund has supported gaming companies such as [Fiber Games](#), GameDev.ist, and GameChanger Worldwide, contributing to the broader growth of the country’s mobile gaming ecosystem.

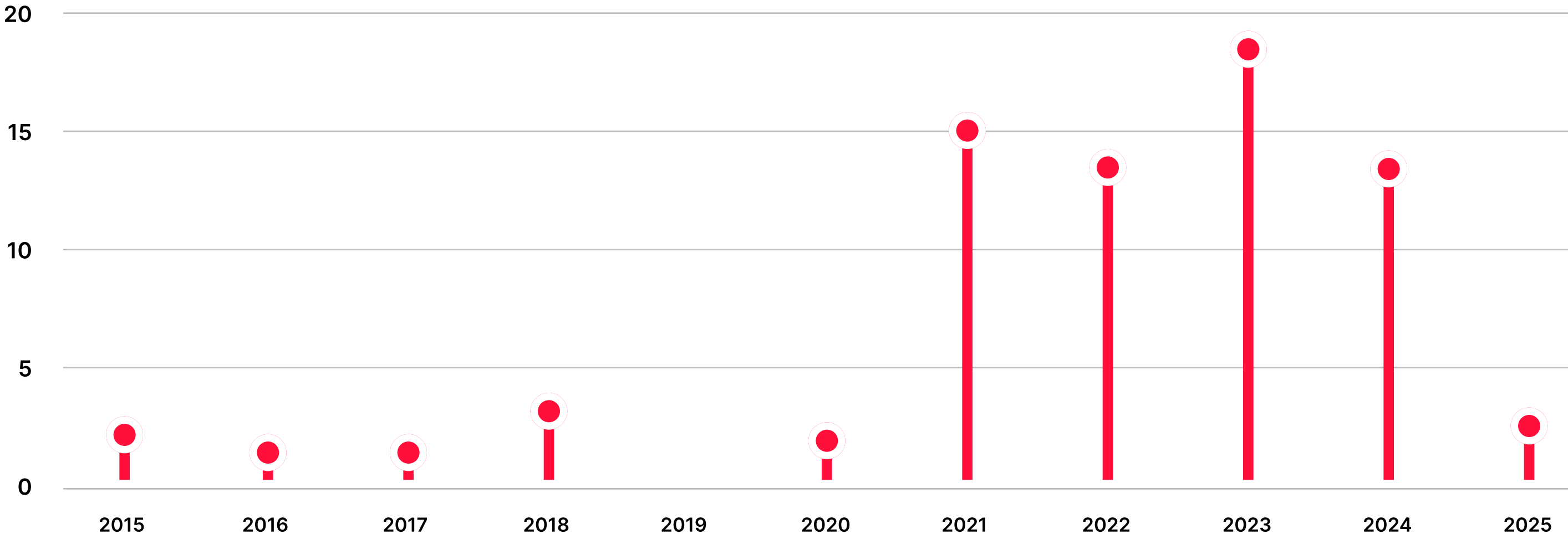
The fund significantly increased its investment activity between 2021 and 2024, reflecting strong investor interest in Turkish gaming startups during the market’s rapid expansion.

While Boğaziçi Ventures has recently expanded into AI and broader technology sectors, gaming remains one of its core focus areas.

RECENT INVESTMENTS

ORGANIZATION NAME	ANNOUNCEMENT DATE	MONEY RAISED
LUCIDA AI	APR 15, 2026	\$5.4M
IDEANOTE	JUL 26, 2025	-
ONO	JAN 3, 2025	\$275K
GAMEDEV.IST	JAN 1, 2025	-
GAMECHANGER WORLDWIDE	DEC 11, 2024	-
BUDDY PERFORMANCE	OCT 18, 2024	\$175K
FIBER GAMES	OCT 15, 2024	\$571K
ARTIWISE	SEP 13, 2024	\$750K
MAGFI	SEP 3, 2024	\$1.1M
ONO	SEP 1, 2024	\$220K

NUMBER OF INVESTMENTS BY YEAR



LATON VENTURES BOOSTS GRAND GAMES

Laton Ventures is a Türkiye-based early-stage fund focused on mobile gaming startups. The fund has invested in studios such as [Grand Games](#), [Pine Games](#), Craft Games, and Antihero Studios, making it one of the key investors behind Türkiye's new wave of gaming companies.

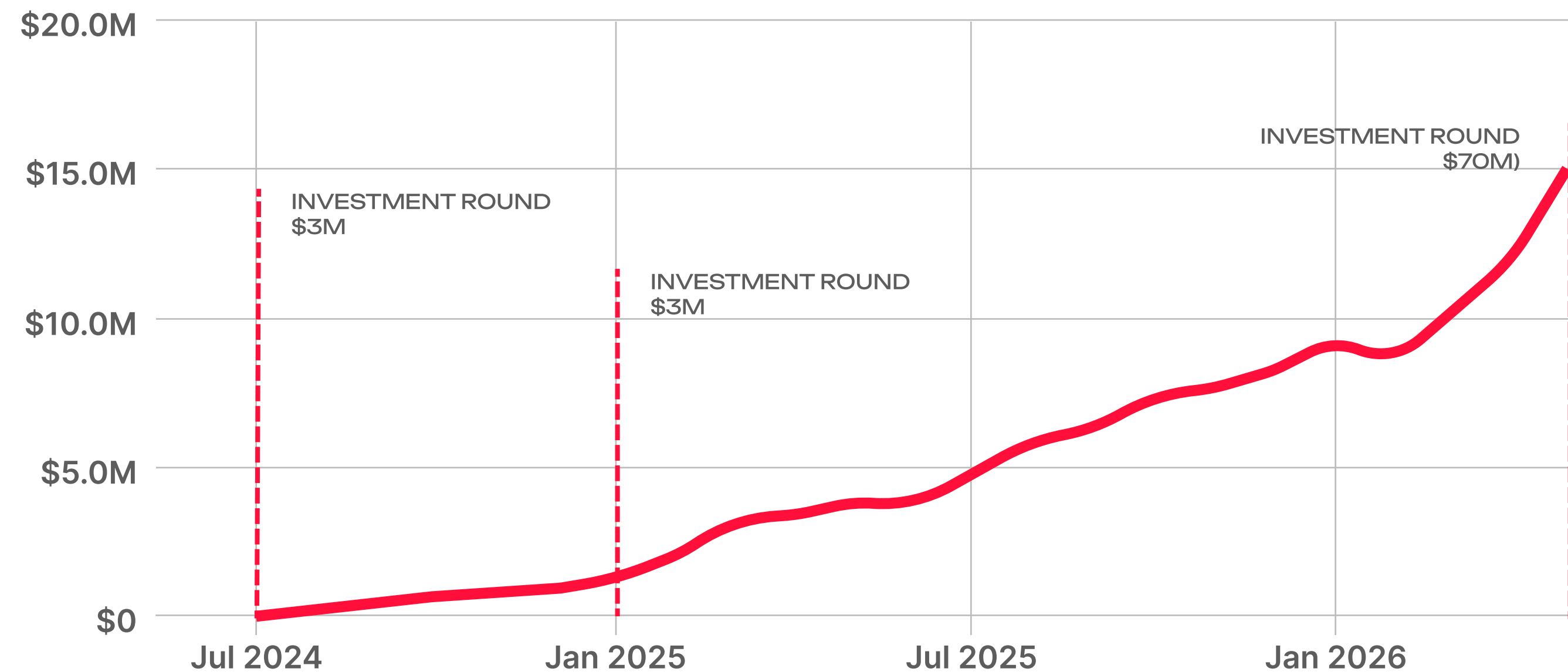
One of its biggest success stories is [Grand Games](#).

In early 2025, [Grand Games](#) raised more than \$30M, and in May 2026 secured an additional \$70M in funding, raising a total of \$100M in just 16 months and becoming one of the largest gaming investment cases in Türkiye in recent years.

RECENT INVESTMENTS

ORGANIZATION NAME	ANNOUNCED DATE	MONEY RAISED
GRAND GAMES	MAY 11, 2026	\$70M
ANTIHERO STUDIOS	MAR 3, 2026	\$4.5M
BORN	SEP 10, 2025	\$15M
SURPASS GAMES	FEB 26, 2025	\$1.5M
GRAND GAMES	JAN 9, 2025	\$30M
GRAND GAMES	JUL 15, 2024	\$3M
PINE GAMES	JAN 16, 2024	\$2.3M
LAYER AI	DEC 31, 2023	\$1.8M

GRAND GAMES IAP REVENUE MONTHLY TREND



LUDUS POWERS TURKISH GAMING STARTUPS

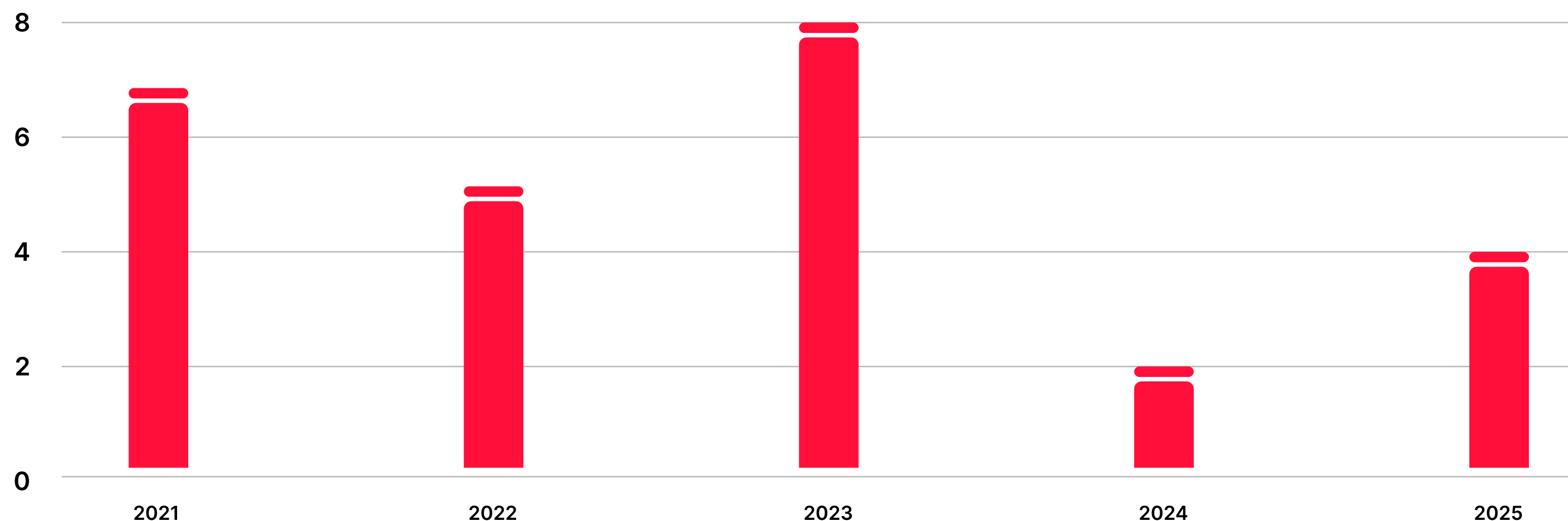
Ludus Ventures is one of Türkiye’s leading early-stage gaming investors, actively backing mobile game startups. The fund has built a strong portfolio across casual and Hybridcasual games, investing in studios such as [Mage](#), [Alpaka Games](#), and [Talemonster Games](#).

Ludus remained highly active in 2025, reflecting continued investor confidence in Türkiye’s mobile gaming market. The fund has also completed several notable exits, including [Playable Factory](#), [Gleam Games](#), and [Paxie Games](#).

RECENT INVESTMENTS

ORGANIZATION NAME	ANNOUNCEMENT DATE	MONEY RAISED
TARK GAMES	JUL 9, 2025	\$2.5M
TALEMONSTER GAMES	MAY 14, 2025	\$7M
ALPAKA GAMES	MAY 9, 2025	\$2.3M
PLAYABLE FACTORY	FEB 6, 2025	-
MAGE	APR 17, 2024	\$3.5M
MIDAS GAMES	MAR 29, 2024	\$1M
WINDTRIBE	SEP 29, 2023	\$1M
SHAPESXR	AUG 9, 2023	\$8.6M
FORTUNE MINE GAMES	JUL 17, 2023	\$2M
SPEKTRA GAMES	JUN 5, 2023	\$1.3M

NUMBER OF INVESTMENTS BY YEAR



WHY TÜRKIYE?



TRACY PHAN

VIETNAM GAMING EVANGELIST

It's fascinating to see how far Türkiye's gaming ecosystem has come over the past few years.

It's a little intimidating if you see Turkish studios as competitors. Also incredibly encouraging, especially for those of us building and scaling products from Vietnam!

Lots of familiar ingredients at play: relentless work ethic, speed of execution, strong technical talent, and the ability to innovate despite constraints...



MEHMET ÖZER HOBEEK

FORTUNE MINE GAMES

CO-FOUNDER & CHIEF GROWTH OFFICER

Türkiye has become a strong base for building global mobile game companies. From a studio perspective, the combination of talent, speed and accumulated know-how gives teams here a real advantage.

At Fortune Mine Games, we are focused on turning that advantage into a repeatable platform for building and scaling live-service mobile games. By investing in our internal tech, analytics and LiveOps capabilities; we aim to move fast, learn fast and scale efficiently. We believe Türkiye will continue to produce globally relevant gaming studios and we're excited to be part of that journey.

**TRENDS..
FROM TÜRKIYE**

KEY TAKEAWAYS

ROYAL MATCH SHAPES CASUAL LIVEOPS

Royal Match remains one of the market's main LiveOps trendsetters. New mechanics quickly influence the broader Casual market.

LAVA QUEST BECAME THE INDUSTRY STANDARD

The Lava Quest mechanic spread rapidly after its 2024 launch. Similar events exist in over half of the top Casual and Hybridcasual games today.

COMPLEX LIVEOPS DRIVES MARKET ATTENTION

Royal Match runs over 150 LiveOps events monthly. Even small updates attract attention from competitors and publishers.

CLASSIC MECHANICS STILL GENERATE REVENUE

Royal Match introduced the Journey Offer in 2025. The feature quickly reached an 11% share of total revenue.

"SAVE THE KING" TREND STILL STRONG

Dream Games' "save the king" creative remains highly influential. Major Casual publishers continue adapting and evolving it.

TÜRKIYE LEADS HYBRIDCASUAL INNOVATION

Turkish studios became major drivers of Hybridcasual growth. Many successful concepts originated from Türkiye.

ROLLIC GAMES CONTINUES DEFINING MARKET TRENDS

Rollic shifted toward deeper Hybridcasual experiences with stronger LiveOps. Its recent hits continue spawning clones and competitors.

SUCCESSFUL CONCEPTS SPREAD EXTREMELY FAST

After Rollic launched *Knit Out*, similar knit-themed games rapidly appeared. Fast concept replication remains a core Hybridcasual trend.

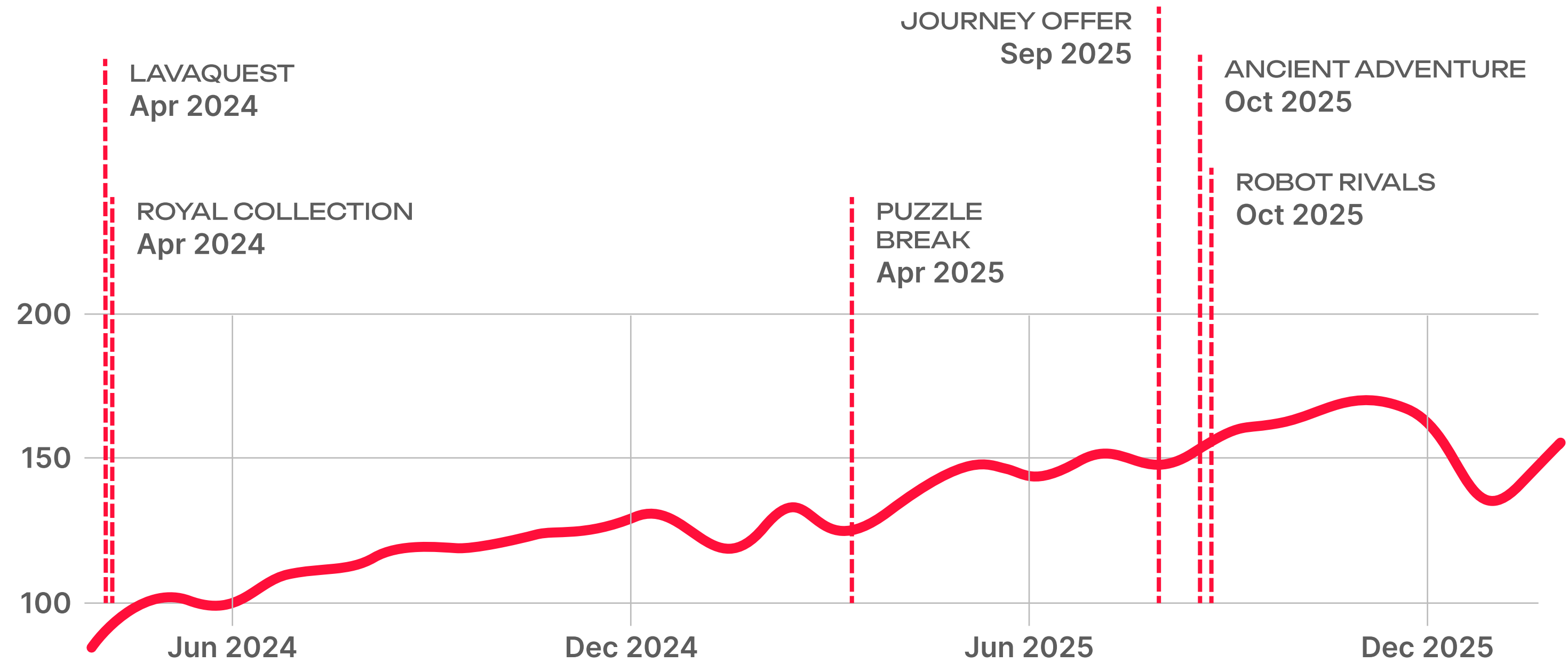
ROYAL MATCH LEADS CASUAL LIVEOPS

For several years now, [Royal Match](#) has remained among the market's most closely watched games.

The Lava Quest mechanic, introduced in April 2024, quickly spread across the top Casual titles and has since become one of the most widely adopted mechanics in the Casual genre.

And this is far from the only example.

Today, [Royal Match](#) runs more than 150 LiveOps events every month. While the team rarely introduces completely new mechanics, any new event format added to such a complex LiveOps schedule immediately becomes something worth watching.



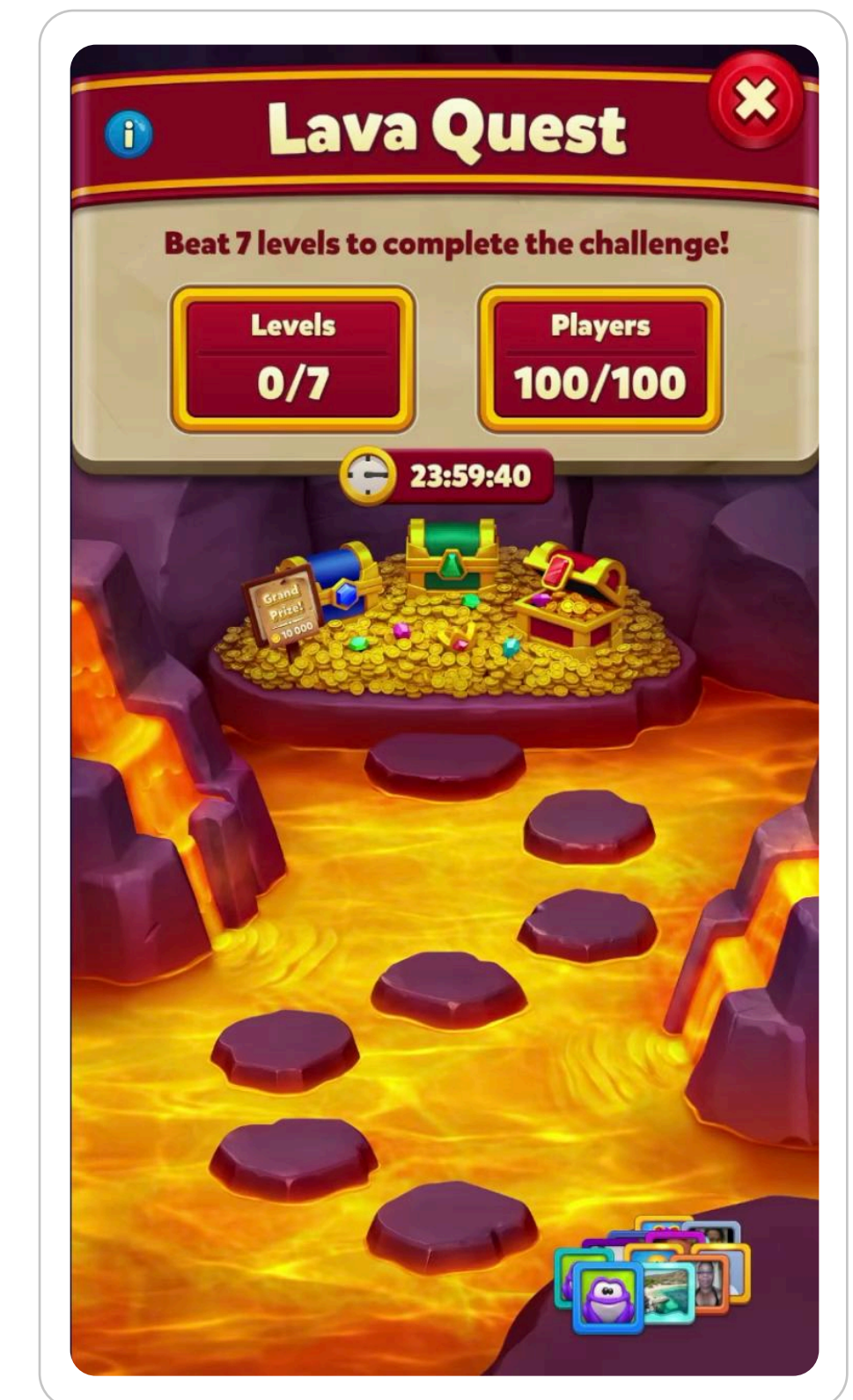
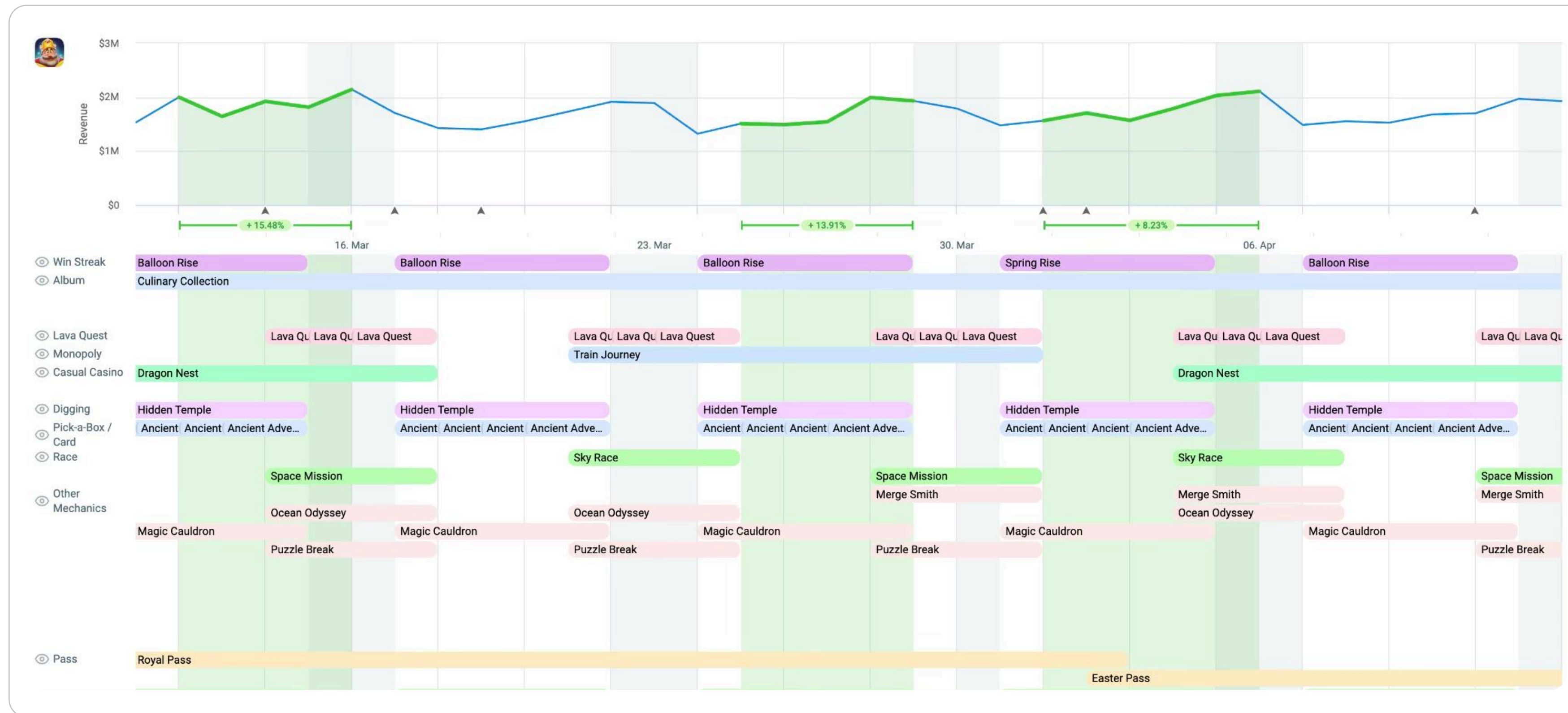
Research competitors' LiveOps using the LiveOps & Updates Calendar tool!

[CLICK HERE TO LEARN MORE](#)

LAVA QUEST CHANGED LIVEOPS

By introducing Lava Quest—an event where players must complete several stages in sequence under a time limit—[Royal Match](#) triggered a wave of copies and adaptations. The name Lava Quest itself became a generic term. Today, this type of event is present in more than 50% of all top Casual and Hybridcasual games, and the mechanic continues to spread and evolve.

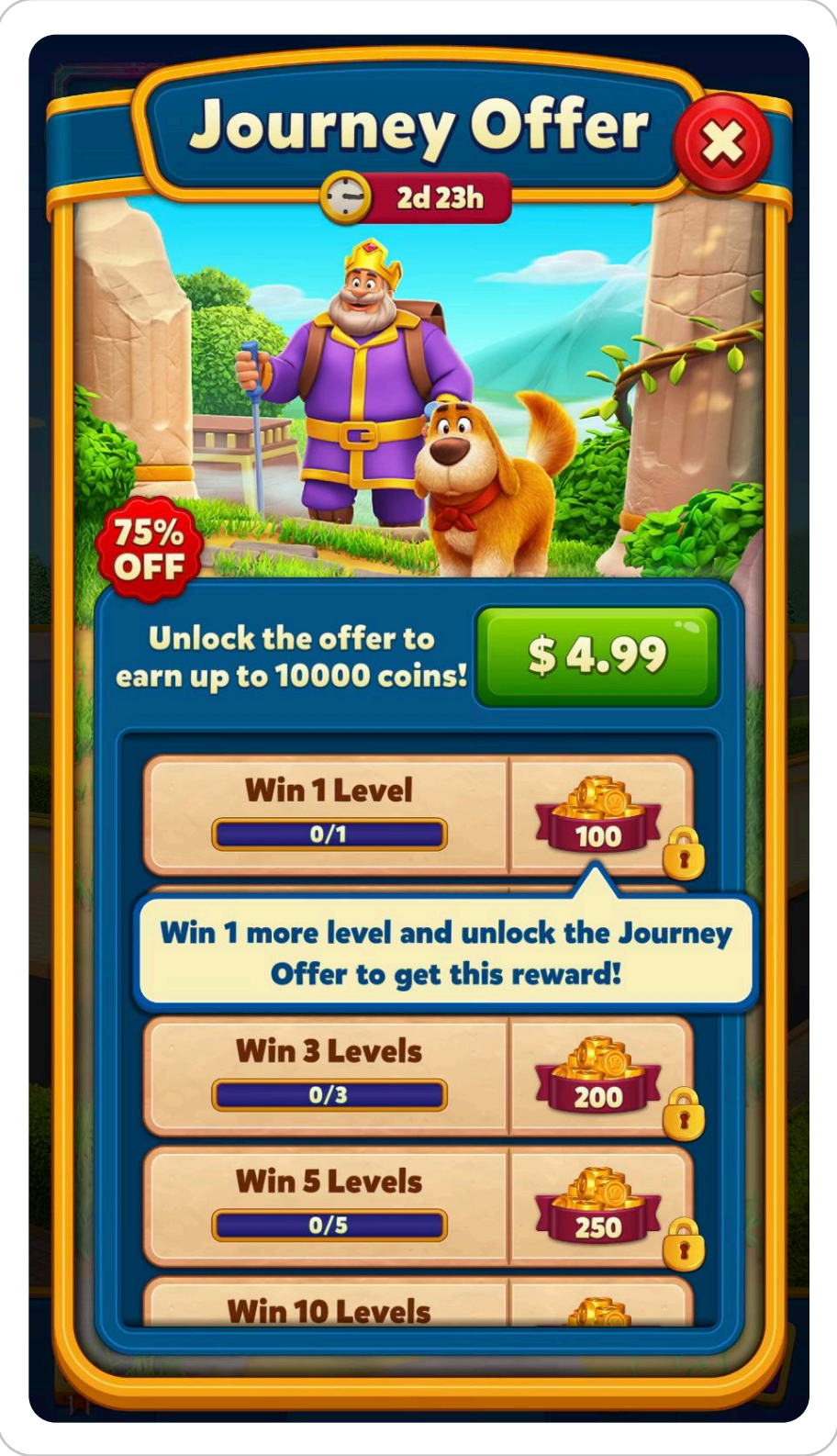
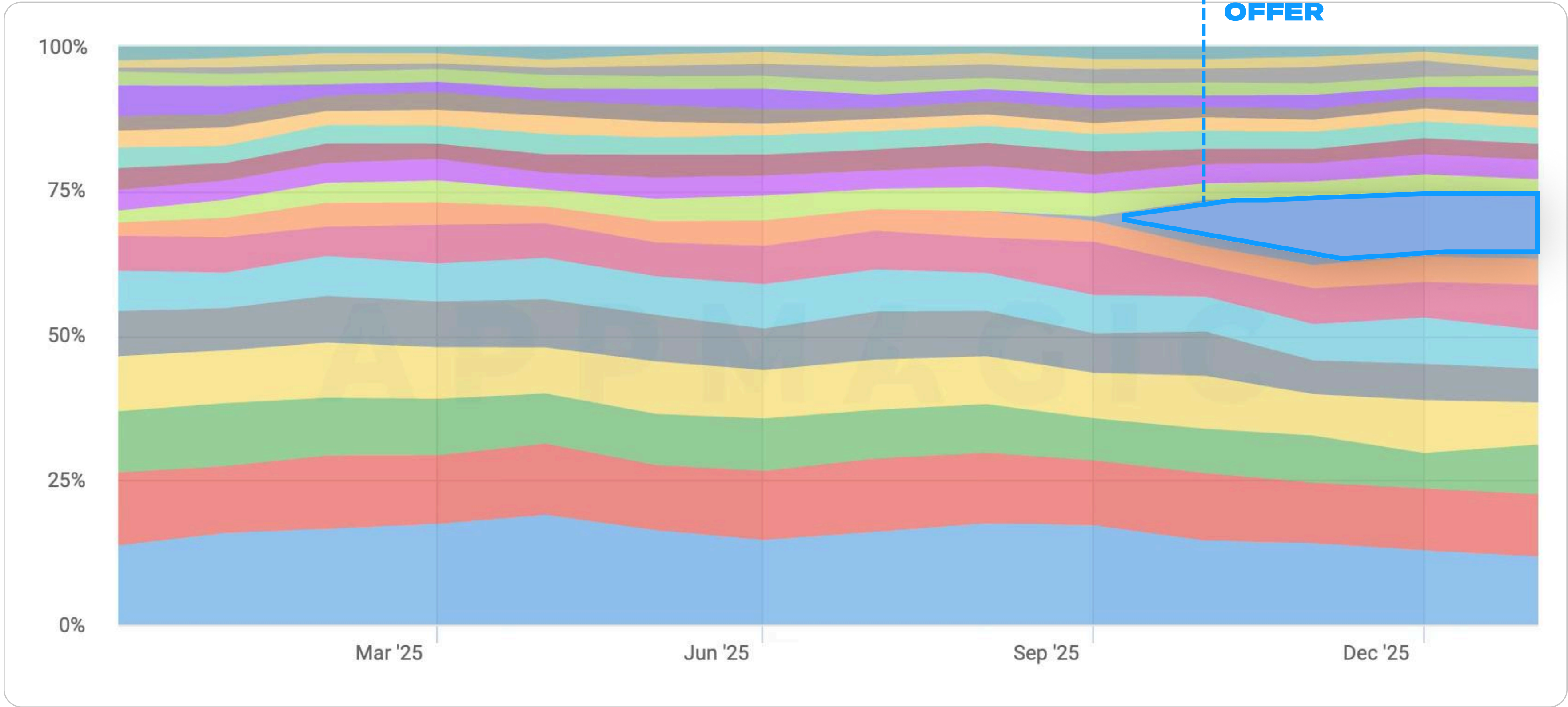
LIVEOPS & UPDATES CALENDAR — ROYAL MATCH



OLD CONCEPTS, NEW EXECUTION: ROYAL MATCH

In September 2025, Royal Match introduced the Journey Offer, a Growth Offer shown on the defeat screen after a failed level. While this mechanic was already common across the market, this was its first implementation in Royal Match. The impact was immediate: the feature quickly reached 8% of payments and 11% of total revenue, largely replacing Royal Favor.

REVENUE DISTRIBUTION BY OFFER

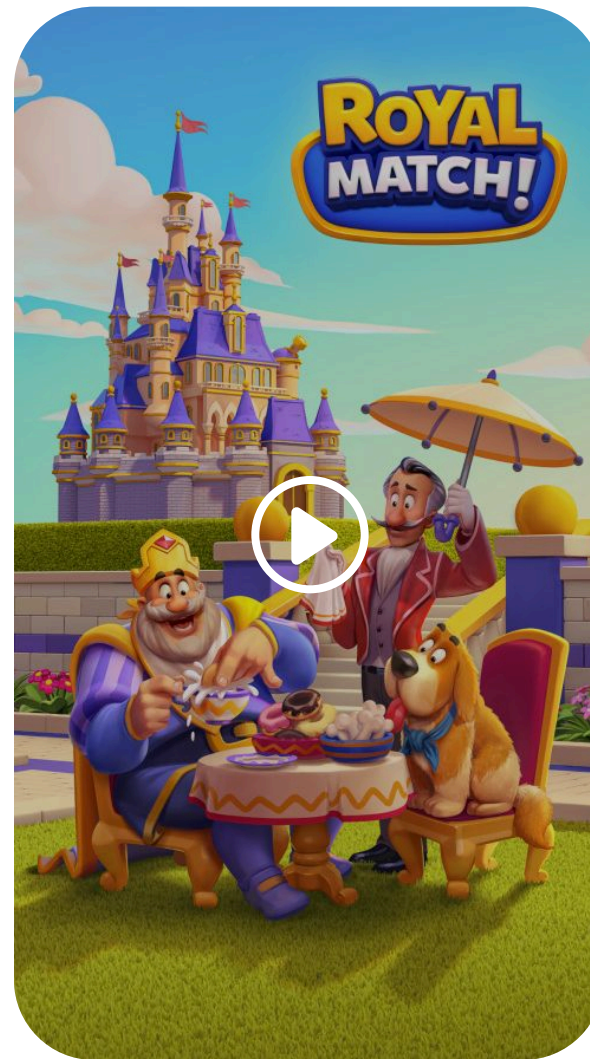


THE “SAVE THE KING” CREATIVE TREND

Türkiye's leading creative trend is undoubtedly the “save the king” concept introduced by [Dream Games](#) back in 2021.

This creative concept has proven so iconic that it remains highly relevant and continues to evolve. [Dream Games](#) itself keeps experimenting with new variations, swapping out opening hooks and puzzles, while preserving the core idea: save the king.

The concept has been widely adopted by major players, including [Peak Games](#) in [Toon Blast](#) and [Match Factory!](#), as well as titles like [Candy Crush Saga](#) and [Gossip Harbor](#). Even now, it's still going strong.



[Royal Match](#)



[Match Factory!](#)



[Candy Crush Saga](#)

While Dream Games refined the formula with Royal Match, its roots go back even earlier, including Peak-era Toon Blast Save Me Creatives from 2020! By today, the concept had evolved from a single game's winning ad format into an industry-wide playbook, adopted by titles such as Match Factory, Toon Blast, Candy Crush Saga, Gossip Harbor.

Why?? It works! No other option. Look at how Match Factory or Match Villains started jumping on this trend.

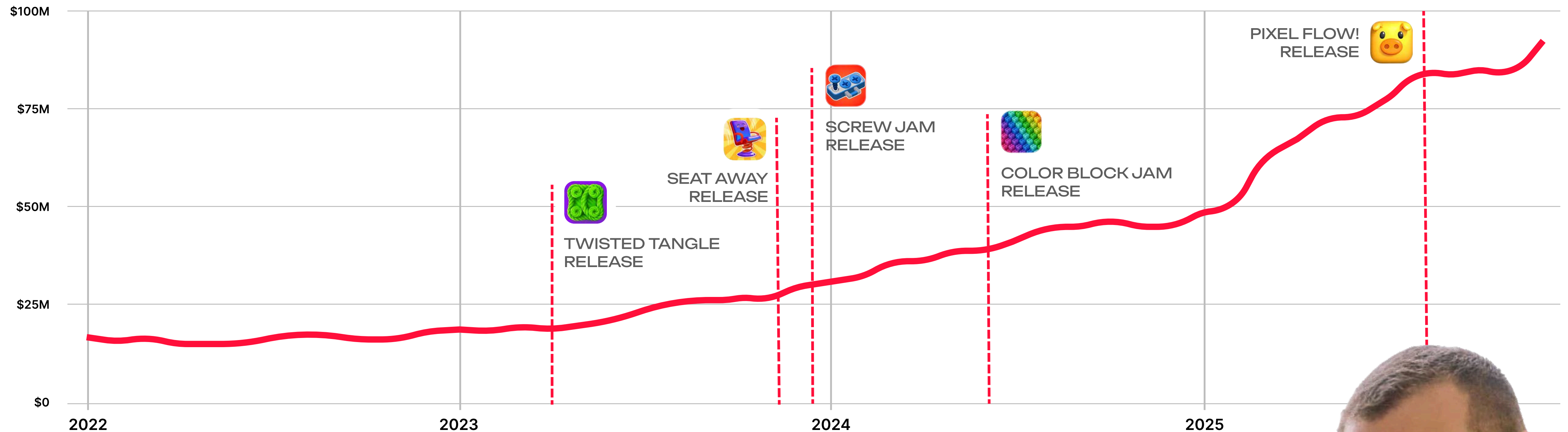
Matej Lančarič



TÜRKIYE IS A HYBRIDCASUAL TRENDSETTER

In recent years, Türkiye has secured its position among the main growth drivers of the Hybridcasual market. Many influential releases came from Turkish developers, and their most successful concepts continue to be copied and reimaged across the industry.

MONTHLY HYPERCASUAL GAMES REVENUE



Turkish mobile game companies continue to thrive mainly thanks to their rigorous methodological approach to new games creation and unmatched puzzle genre expertise. By now you can clearly see this is not an accident but a clearly defined strategy, that only they know how to execute. Only one big challenge now remains in their way to global domination - creating hits outside of puzzle genre

Jakub Remiar



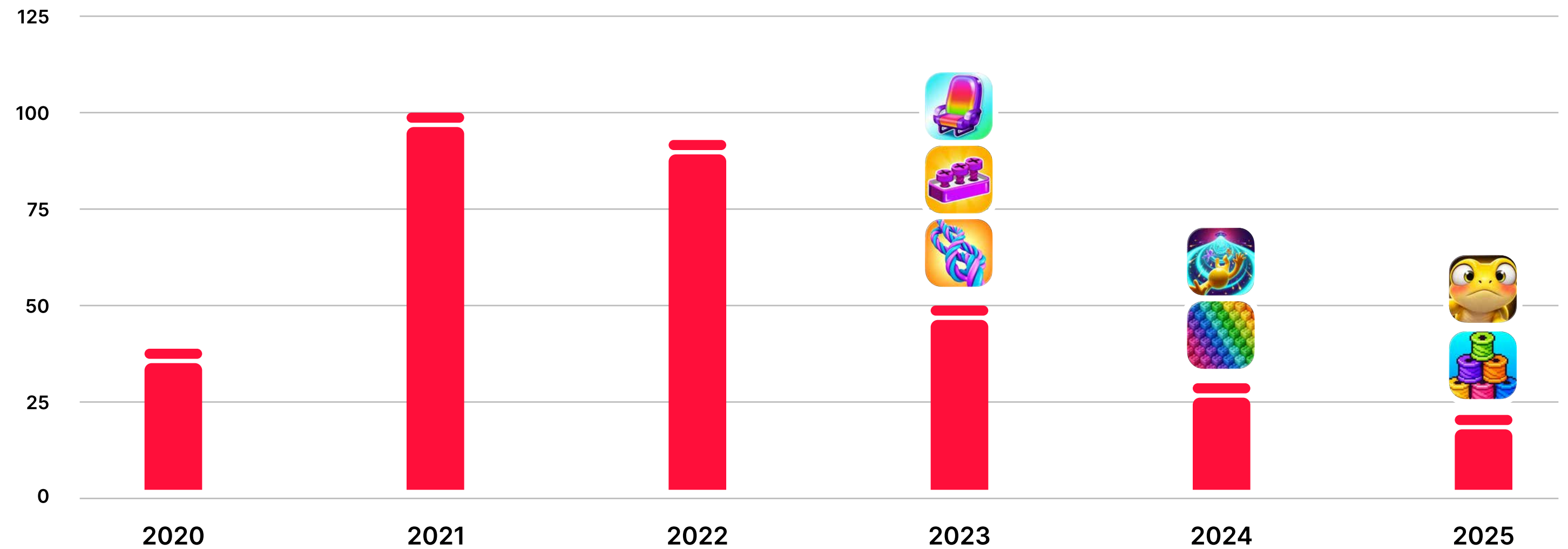
ROLLIC HAS BEEN SHAPING HYBRIDCASUAL TRENDS

Since 2022, [Rollic Games](#) has clearly shifted its focus toward the Hybridcasual segment.

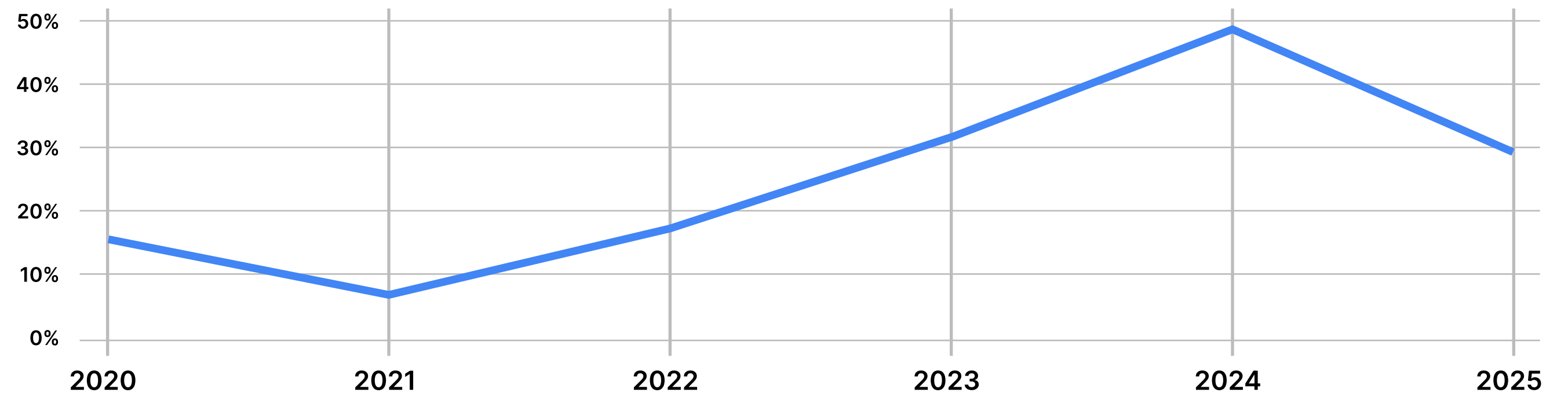
The developer stayed true to its strategy of releasing games with diverse gameplay mechanics, but its newer titles feature deeper LiveOps systems and more advanced monetization. Meanwhile, the number of releases has decreased. This approach pays off: [Color Block Jam](#), [Screw Jam](#), [Twisted Tangle](#), [Seat Away](#), and [Knit Out](#) all became category hits and still hold strong market positions. Each of these titles has also spawned dozens of clones.

This approach has helped [Rollic](#) remain one of the leading Hybridcasual publishers while continuing to shape market trends.

NUMBERS OF RELEASES BY YEAR



SUCCESS RATE*



*The percentage of games that generated more than \$100k in the first six months after release

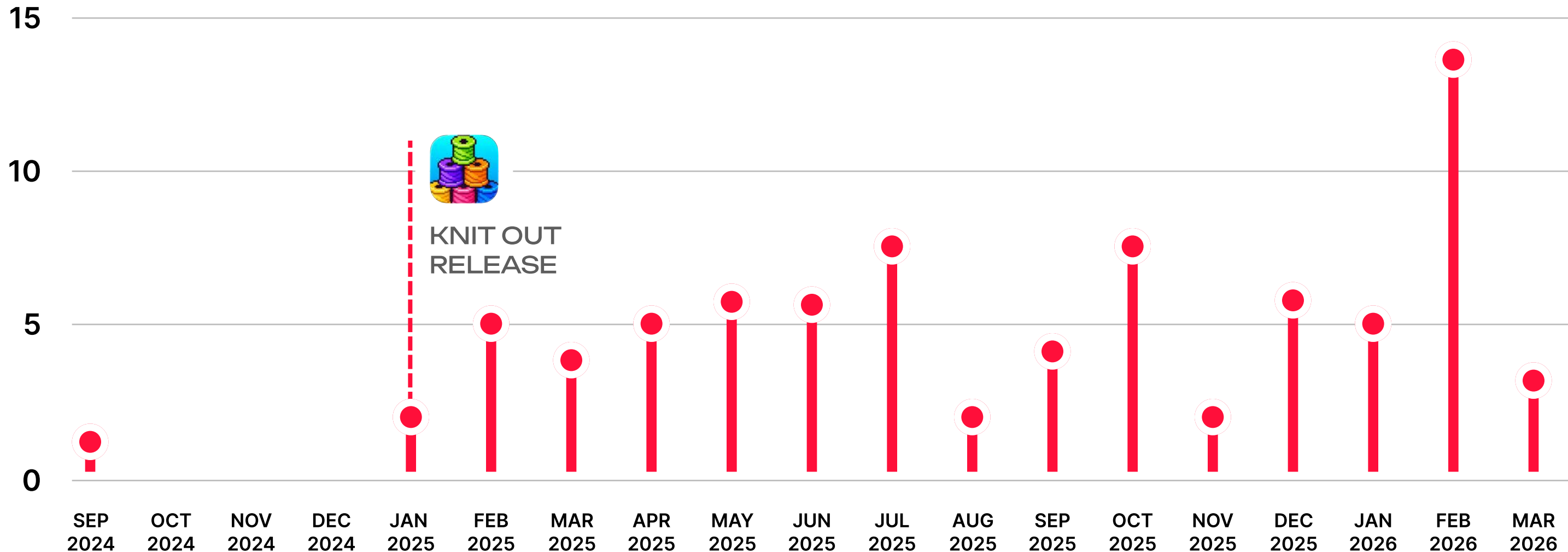
ROLLIC'S CONCEPTS ARE ACTIVELY BEING COPIED

In early 2025, [Rollic](#) released its latest hit, [Knit Out](#).

Back then, the studio was among the first to bring the knitting theme to the market. After the game's release, the number of games that used the "knit" keyword in their ASO significantly grew, even though there were no titles featuring this keyword from October to December 2024.

The trend remains highly relevant in 2026, as new titles with similar concepts continue to launch even now.

NUMBER OF RELEASES WITH THE WORD "KNIT" IN THE TITLE OR DESCRIPTION BY MONTH



Explore your competitors using the powerful capabilities of the Advanced Search tool!

[CLICK HERE TO LEARN MORE](#)

WHY TÜRKIYE?



GÖKHAN UZMEZ

GAME INDUSTRY ANALYST

Türkiye's mobile gaming ecosystem has proven something remarkable over the last few years: build fast, scale faster, learn continuously, reimagine, and ship stronger titles through consistent trend-setting games and updates. This ambition not only created a multi-billion dollar industry within the country and contributed significantly to the national economy, but also inspired thousands of developers and many emerging ecosystems around the world.

At this point, I believe Türkiye's ability to create and scale Puzzle games is inevitable. The next step is exploring new genres with patience, creativity, and the same reimagination mindset that helped shape the hybrid casual movement.

Our data-driven growth mentality, combined with ambitious and hard-working teams, brought us this far, and shall carry us even further in the years ahead.



GÜR CAN AVCI

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MANAGING PARTNER

Almost every country in the world supports innovation. But the number of countries that have managed to get their studios ready for international competition by subsidizing user-acquisition costs in the global mobile app/games market can be counted on one hand. Türkiye — already carrying the confidence that comes from having the talent — has spent the last few years building an ecosystem that sets out to make the hard part easier. Game engines, off-the-shelf toolkits and generative AI have made the development side increasingly accessible; but the real source of differentiation now lies in distribution, scaling and live-ops. Türkiye's UA incentives reach exactly that hard point — the capital it takes to break into the global market. Add to this the rising user-acquisition costs of the post-ATT/SKAN era, and the value of these incentives turns into a lever that gives studios more shots on goal and a longer runway in the global arena.

Did leaders like Peak, Rollic or Dream get where they are through incentives? No. But these champions have handed enormous confidence to the Turkish entrepreneurs coming up behind them, while sending the state a "we can grow even bigger" message framed from exactly the right perspective. What Türkiye backs is not a particular champion, but the very probability of a champion emerging; success is individual, yet scaling the attempt behind that success is a public policy choice — and over the next five years, seeing new champions emerge will become the ordinary course of things.

FUTURE OUTLOOK

TÜRKIYE IS BUILDING A LONG-TERM MOBILE GAMING HUB

Türkiye has positioned mobile gaming as one of its key digital export industries through long-term government support programs operated by the Ministry of Trade of the Republic of Türkiye.

Support expanded rapidly alongside the rise of companies like Peak Games, Rollic Games, and Dream Games, helping Turkish mobile gaming studios scale globally and reduce operational costs.

[CLICK HERE TO LEARN MORE](#)

Key benefits for mobile gaming companies:

- 60–70% reimbursement of user acquisition and digital marketing spend
- Refunds for App Store / Google Play commissions
- Support for analytics and marketing tools
- Tax benefits for tech exporters

Long-term strategy:

- Ongoing government support for mobile gaming and digital export companies
- Expanded programs in 2026

During the first five months of 2026, 71% of all startup investment in Türkiye was directed toward Gaming Ventures.

The number of active game startups has reached 744, while Loom Games achieved a billion-dollar valuation exit within just six months, and Grand Games secured the largest funding round of the year during the same period. These developments clearly demonstrate the gaming sector's role as a key growth engine and highlight its significant potential.

We expect the new funding and financing programs introduced by our Ministries of Trade and Industry & Technology to further accelerate growth across high value-added technology sectors, particularly gaming and artificial intelligence.

A. Burak Dağlıoğlu

President at Investment and Finance Office of the Presidency of the Republic of Türkiye



50% REIMBURSEMENT ON YOUR APPMAGIC SUBSCRIPTION

Türkiye's incentive program supports local game development and technology companies by offsetting the cost of tools used in production, marketing, and analytics.

We're proud to confirm that AppMagic is an approved, eligible service under the program.

Companies can receive 50% back on eligible expenses—up to 2.5 million TRY per year (~\$55,000 USD)—meaning you can spend up to 5 million TRY on AppMagic and other qualifying tools and recover half of it.

Talk to our team to find out how to make the most of this opportunity.

[REQUEST YOUR DEMO](#)



THE VISION FOR THE NEXT CHAPTER

Game Developers Association of Türkiye was founded in 2013 and brings together Türkiye's leading game studios.

Over the past decade, TOGED has been one of the driving forces behind the sector's growth from a promising local scene into one of Europe's top game development ecosystems.

The association works across three main areas:

- In public affairs, TOGED works closely with the Ministries of Industry and Trade and has been directly involved in shaping the support packages that helped grow the sector.
- Kristal Pikel, the annual Turkish Game Awards, brings industry together to recognize the best work from Türkiye.
- On the international side, TOGED organizes participation in Gamescom & GDC and holds Türkiye's seat in the EGDF.

Building what's next altogether.



When we founded TOGED in 2013, a game development sector exceeding three billion dollars seemed like a distant ambition. Over the past decade, working closely with our Ministries of Industry and Trade, we helped shape support packages that made a real difference for studios across the country.

That government commitment, paired with the remarkable success of our entrepreneurs and talent, turned into something rare: an industry that went out and competed on the global stage, and won. The goal now is to keep going, scale what's working, move into new verticals, and reach the next phase with the kind of backing that puts a ten-billion-dollar service export target within reach.

Ali Erkin

President of Game Developers Association of Türkiye

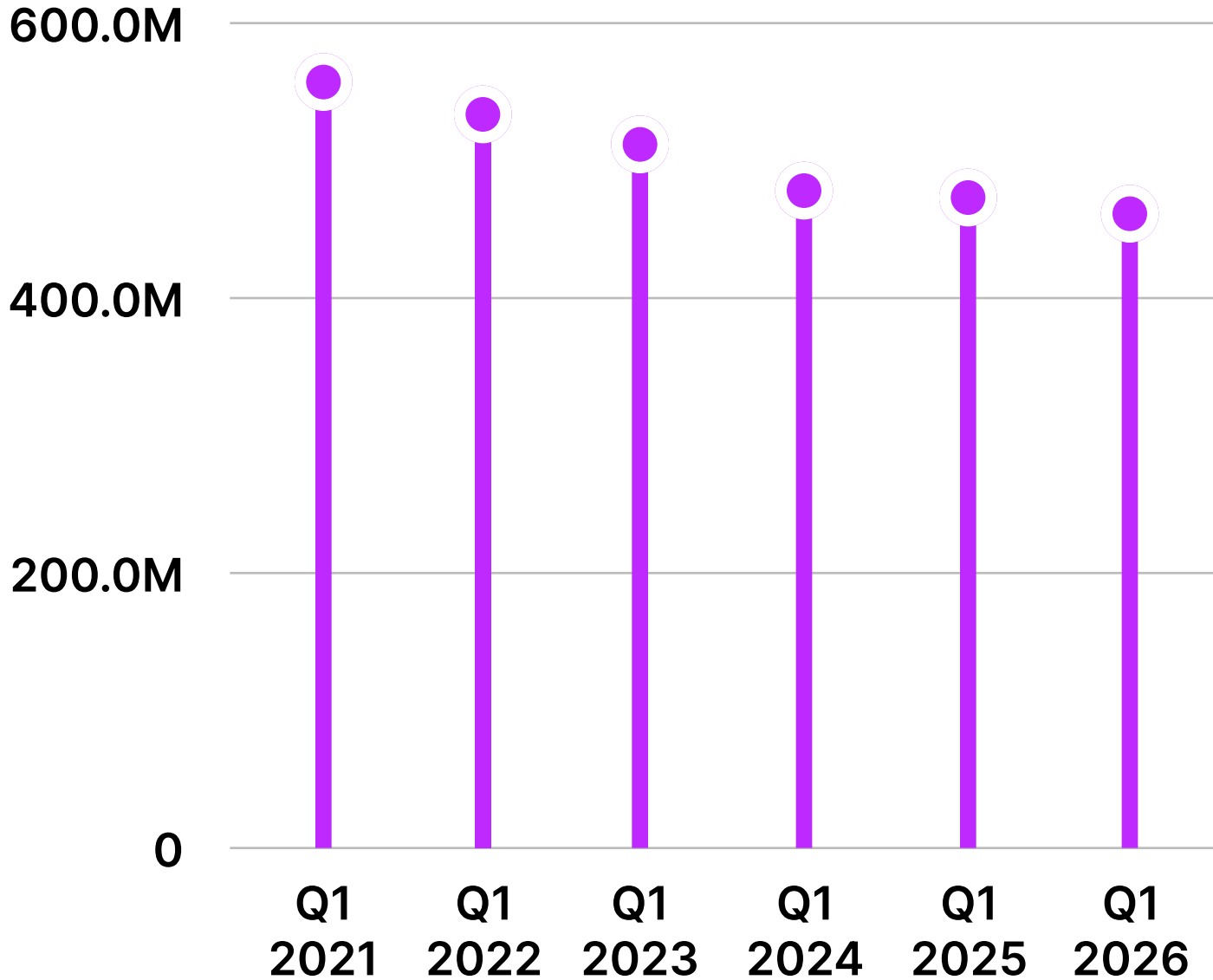
TURKISH GAMING MARKET IS MATURING

Mobile gaming revenue in Türkiye keeps growing in Q1 2026 compared to the same period last year, although the pace of growth has started to slow.

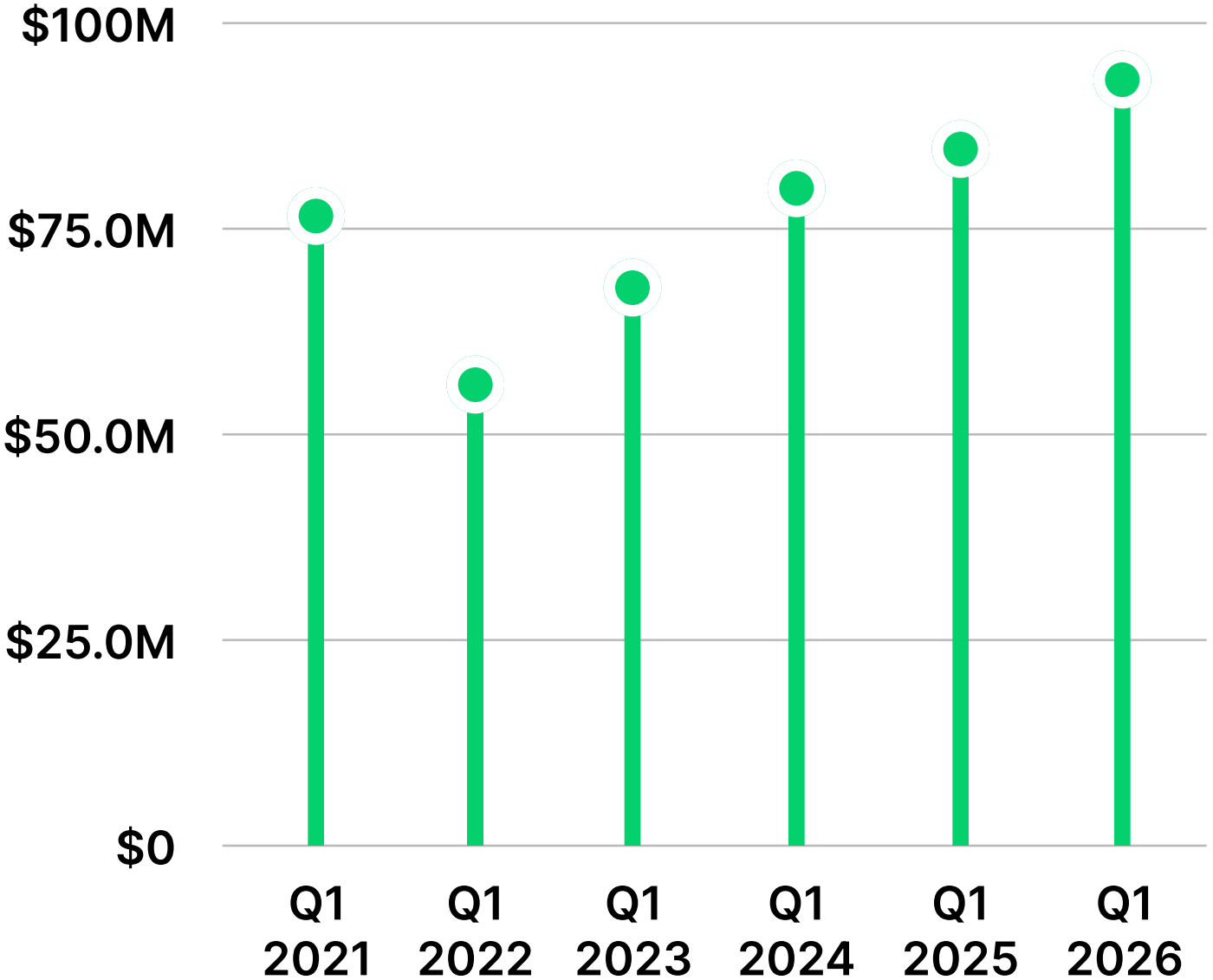
At the same time, downloads saw a slight year-over-year decline, but the gap versus previous years has also begun to narrow.

Türkiye’s gaming market is gradually entering a more mature stage, with both downloads and revenue starting to stabilize.

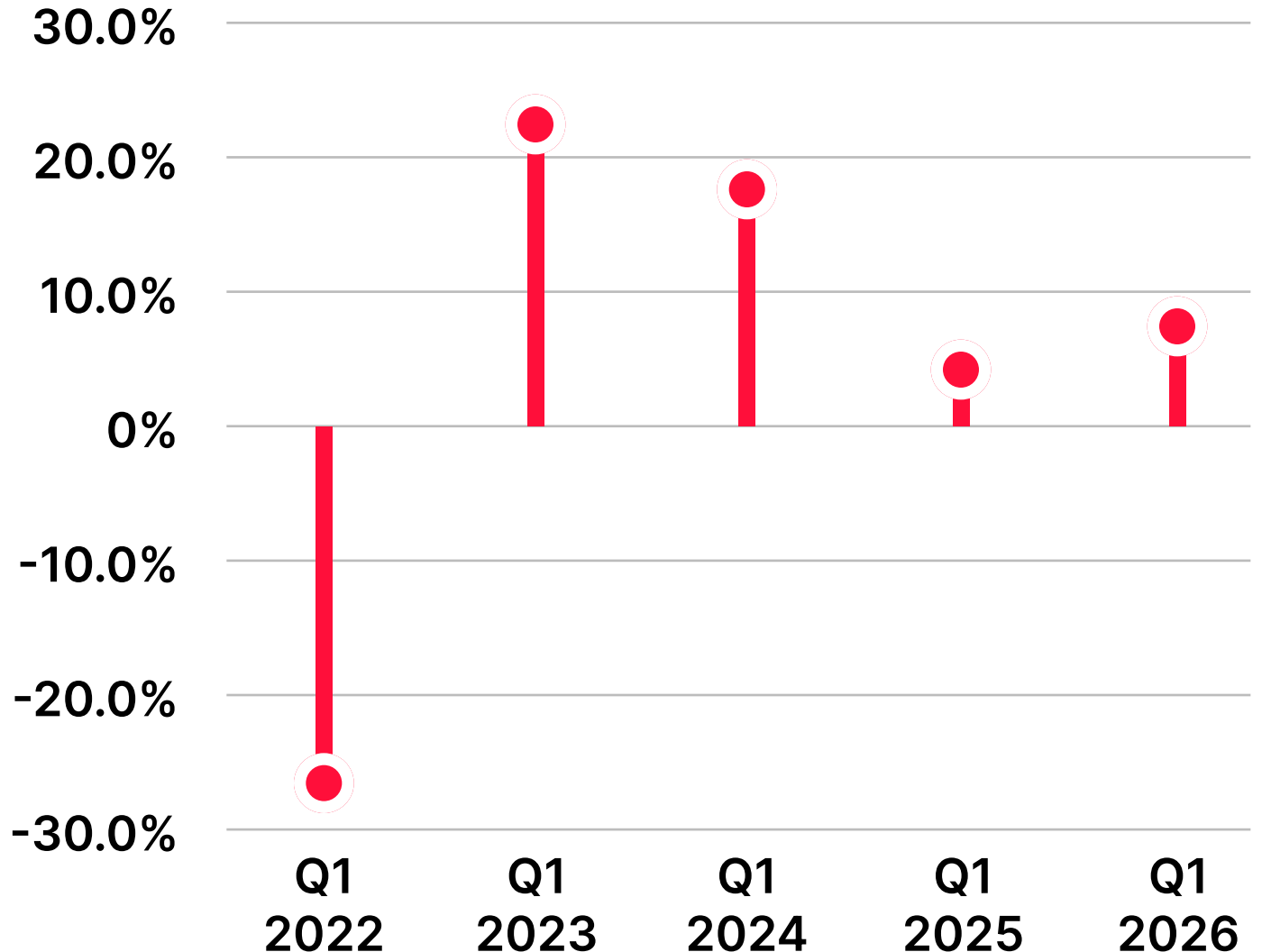
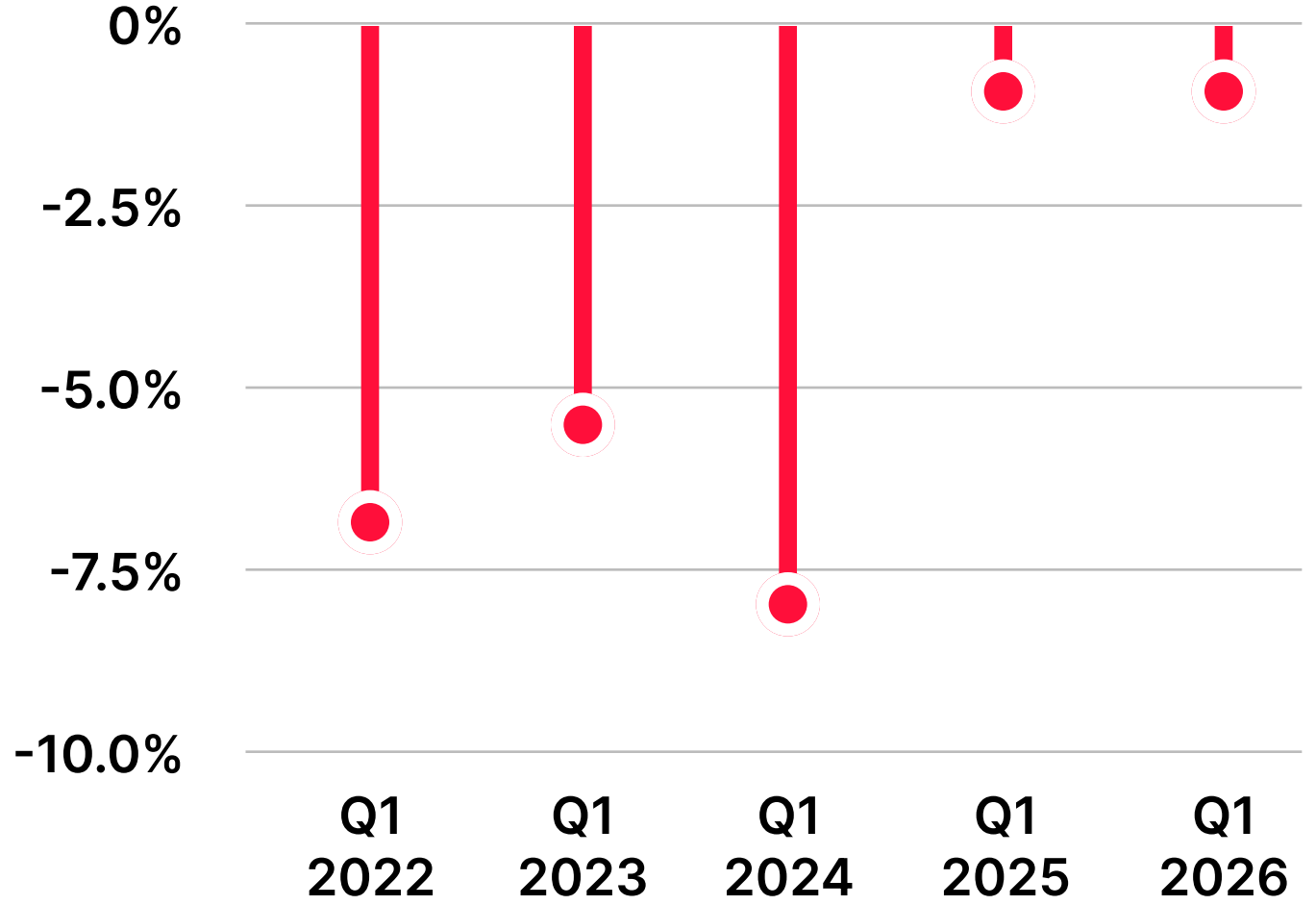
DOWNLOADS



IAP REVENUE



YOY CHANGES



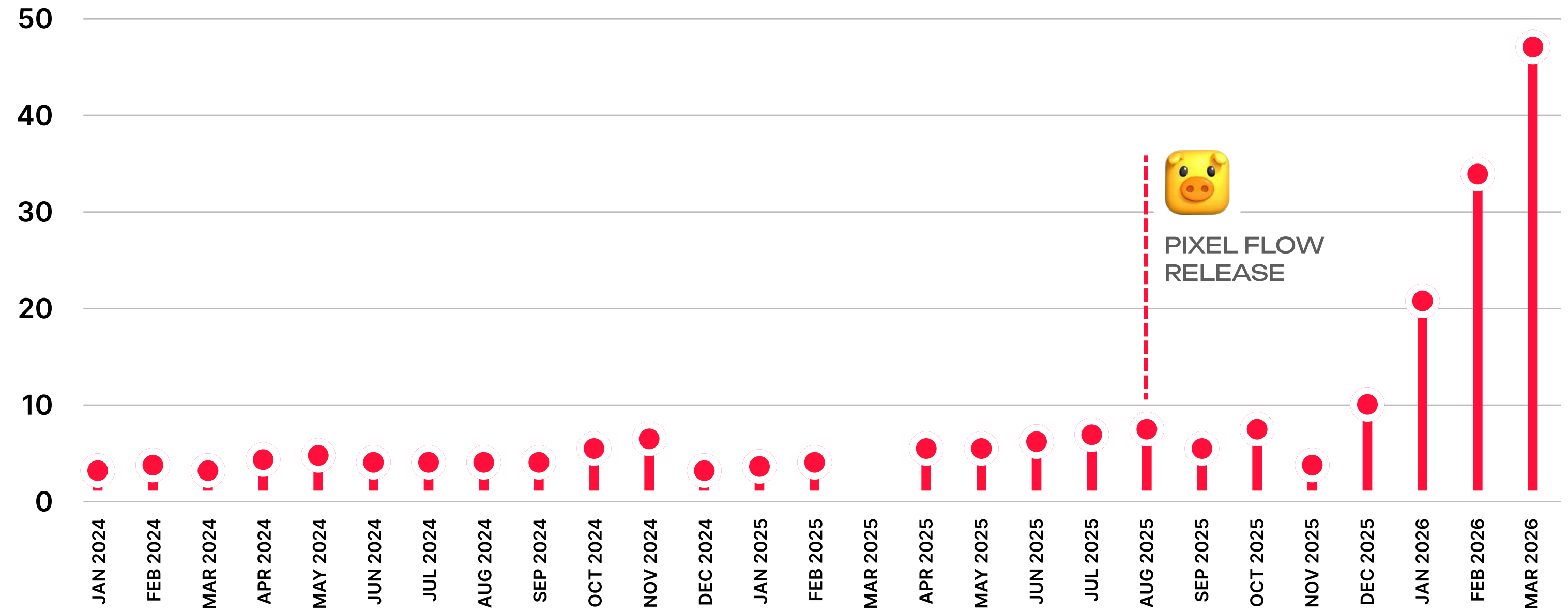
PIXEL FLOW! RESHAPED HYBRIDCASUAL TRENDS

In early Q2 2026, [Pixel Flow!](#) rapidly approached \$100M in IAP revenue and maintained the #1 Top Grossing position among Hypercasual games for several consecutive months, drawing significant market attention.

Since December 2025, the market has seen a clear and sustained wave of games mirroring [Pixel Flow!](#)'s core concept and visual style.

However, despite the growing number of similar releases, none of them came close to the original title's breakout success so far.

NUMBER OF RELEASES WITH THE WORD "PIXEL" IN THE TITLE OR DESCRIPTION BY MONTH



Every generation has a handful of companies that redefine what's possible for an industry.

They create a ripple effect, attracting talent, capital, and ambition. Loom Games became ONE; reinstating confidence not just in building global mobile gaming businesses, but in pushing the boundaries of gameplay itself.

Enis Hulli, General Partner at e2vc



WHY TÜRKIYE?



ERKAY UZUN

UNICO STUDIO

CO-FOUNDER

What's Next here? It won't be built by the founders who experienced the gold rush. It will be built by those who grew up after it.

The AI-born generation is entering a much tougher market. High CPIs, saturation, intense competition, capital constraints, and more. That pressure is creating a different kind of founder: disciplined, product-focused, resilient, and globally minded.

These founders are AI-native. They don't see AI as a tool to add later. They're building companies around it from day one, using it across production, analytics, LiveOps, creative development, and decision-making. Small teams can now achieve what once required entire departments just a few years ago.

Türkiye's first generation proved that world-class gaming companies can be built here. The next generation has the opportunity to prove something even bigger: that globally significant companies can be built faster, leaner, and smarter than ever before, even though the barrier to success has never been higher. Excited for what's next.

**ANY QUESTIONS?
WE ARE ALWAYS HAPPY
TO CHAT!**

reports@appmagic.rocks