

MONTHLY MOBILE GAME INDUSTRY REPORT

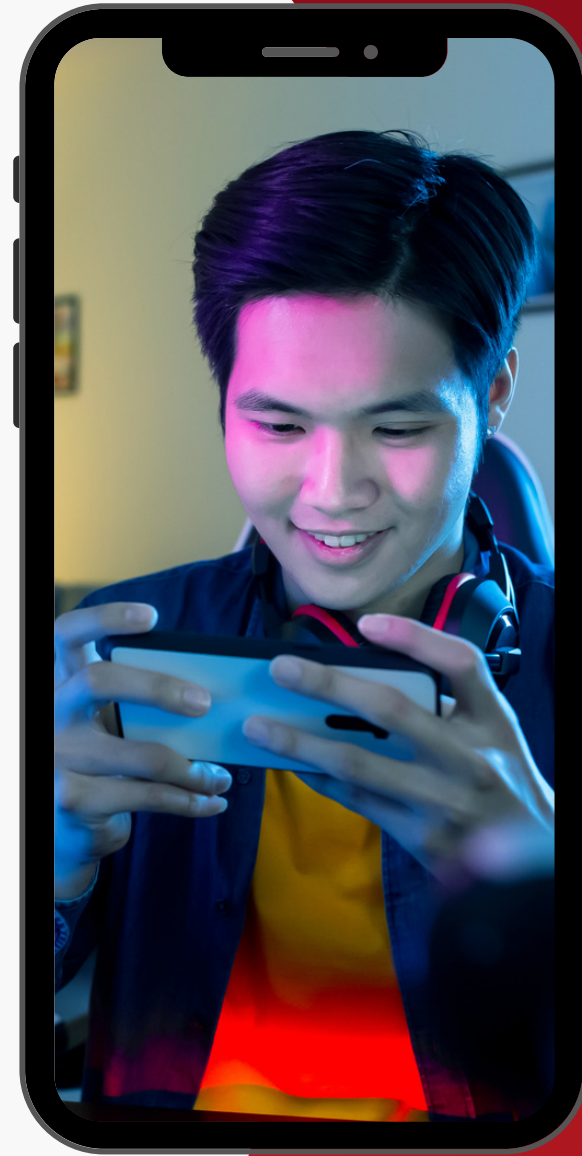
February 2022

MOBIDICTUM



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INDUSTRY REPORTS



Consumers in the US spent the most on money-themed games

U.S. consumers' spending on **money and treasure-themed** mobile games was the highest-grossing game theme in the U.S. in 2021, with revenue of **\$4.4 billion**.

The Animal-Insect theme saw the fastest revenue growth of all themes, with player spending reaching **\$26.5 million** in 2021 in the U.S., up nearly 10x year-over-year. The revenue for the Animal-Insect theme was led by ChengDu Starunion Interactive's The Ants: Underground Kingdom game, which only accounts for 89.6 percent of player spending.

The Fashion/Aesthetics/Hair theme was the second-fastest-growing theme in terms of revenue, generating **\$307 million in revenue**, with a 3.7x increase in player spending. Sports – Shooting/Hunting ranked third in this category, reaching \$18.5 million, an increase of approximately 3.3 times year on year.

You can view the full report [here](#).

Top growing themes in the US

- 1 - Animal - Insect - 904% growth
- 2 - Fashion - Aesthetics - Hair - 274% growth
- 3 - Sports- Hunting - 226% growth
- 4 - Sengoku - 215% growth
- 5 - Korean Culture - 165% growth
- 6 - Hyper-casual - 147% growth
- 7 - Family - Baby - 116% growth
- 8 - Waifu - 101% growth
- 9 - Driving - Aviation - 86% growth
- 10 - Survival - 71% growth

Top growing game settings in the USA

- 1 - Historical
- 2 - High Fantasy
- 3 - Sci-Fi
- 4 - Modern
- 5 - Cartoon Fantasy

You can view the full report [here](#).

Mobile game market generated \$7.4 billion in revenue in January 2022

The global mobile games market generated an estimated \$7.4 billion in player spending on the App Store and Google Play in January 2022. This represents a 7% year-over-year decline in revenue. The USA is the country with the highest income worldwide. The US generated \$2.1 billion in revenue, accounting for 28% of total revenues. Japan took second place with 19.3%, and China took third place with 17.8%. At this point, it is worth noting that Google Play is not used in China.

Games with the highest total revenue:

- 1- PUBG Mobile
- 2- Honor of Kings
- 3- Genshin Impact
- 4- Candy Crush Saga
- 5- Roblox
- 6- Coin Master
- 7- Three Kingdoms Tactics
- 8- Lineage W
- 9- Garena Free Fire
- 10- Umamusume: Pretty Derby

Top games by App Store revenue:

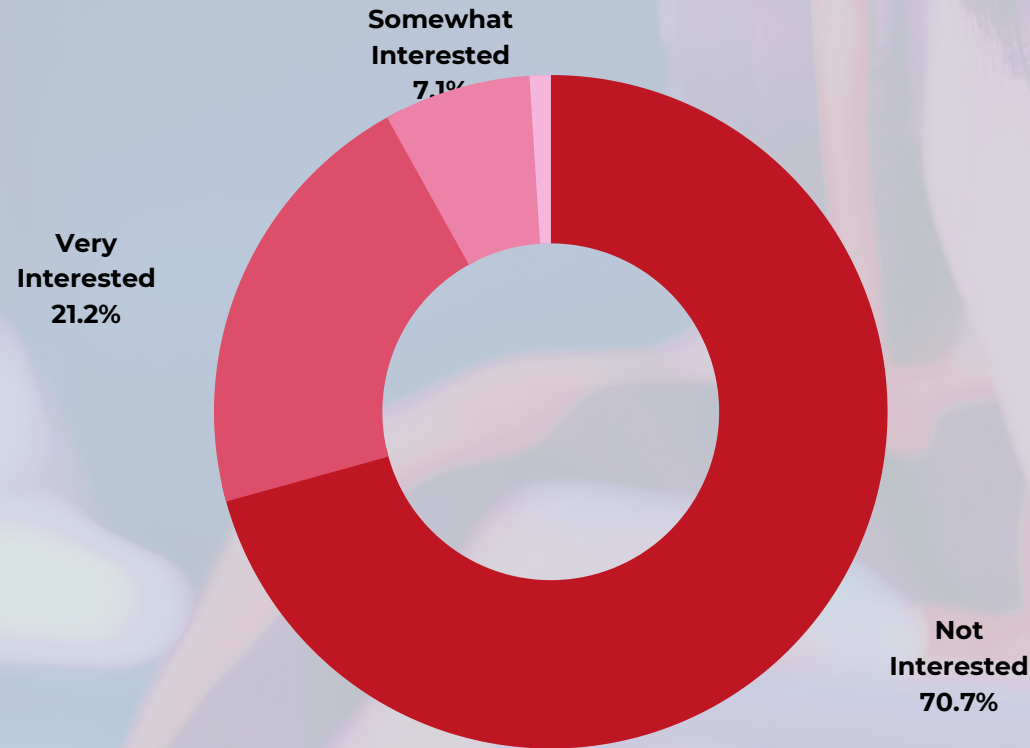
- 1- Honor of Kings
- 2- PUBG Mobile
- 3- Genshin Impact
- 4- Roblox
- 5- Three Kingdoms Tactics
- 6- Fantasy Westward Journey
- 7- Candy Crush Saga
- 8- League of Legends: Wild Rift
- 9- Monster Strike
- 10- Umamusume: Pretty Derby

Top games by Google Play revenue:

- 1- Coin Master
- 2- Candy Crush Saga
- 3- Lineage W
- 4- Genshin Impact
- 5- Roblox
- 6- Garena Free Fire
- 7- PUBG Mobile
- 8- Pokemon GO
- 9- Evony
- 10- Clash of Clans

You can view the full report [here](#).

70% of video game developers are not interested in NFTs



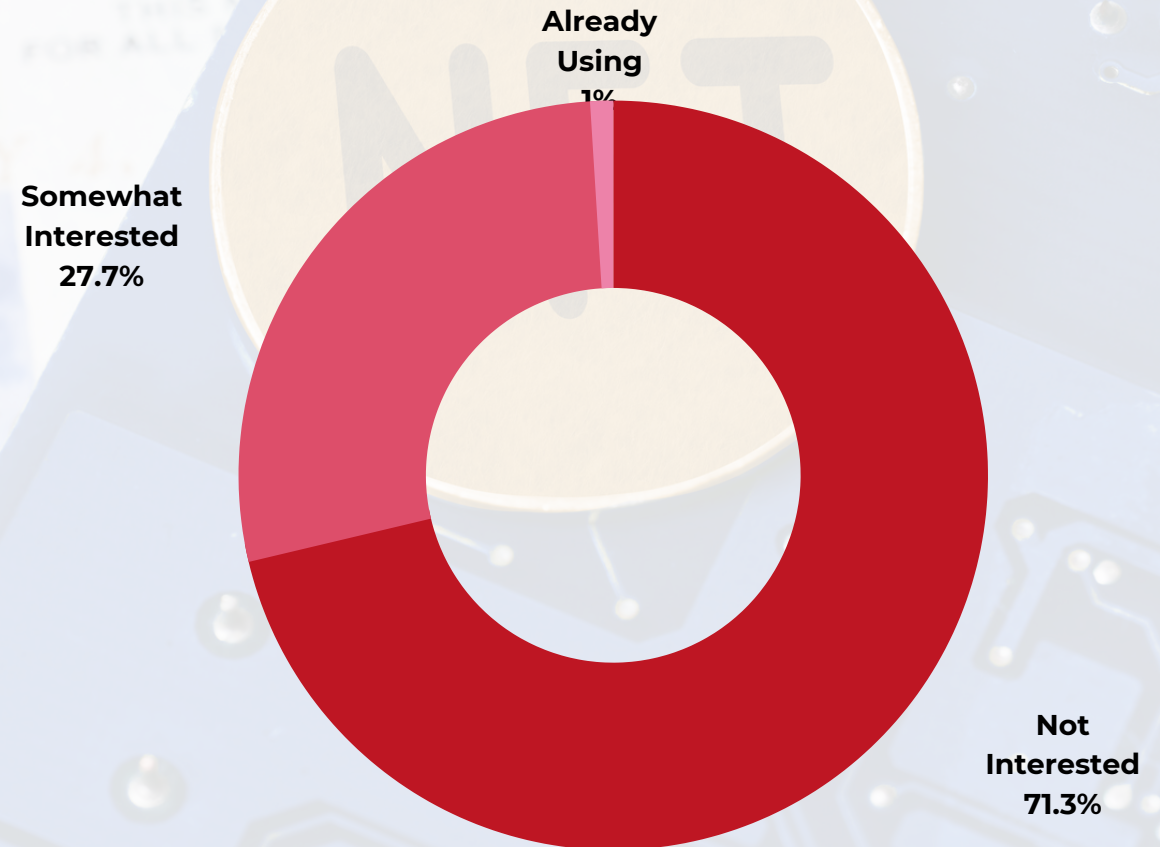
According to data compiled by SafeBettingSites.com, video game developers lack the media attention given to NFT games. 70% of game developers are not interested in using NFT mechanics in their games. NFTs still have minimal application in the game industry.

- According to data found in Statista, where more than 2700 developers were surveyed, 70% of game developers stated that they do not intend to use NFT in their games. 21% of developers said they were 'somewhat interested' in using NFT in their games.

You can view the full report [here](#).

72% of video game developers do not consider using cryptocurrencies in their games

Developers' unresponsiveness to NFT is also present in cryptos. 72% of developers said they would not use any cryptocurrency in their games in the survey. Cryptogame data is quite similar to that of NFTs. 21% of developers are "somewhat interested" in having cryptocurrencies in their games, while 6% are "very interested." Only <1% of developers have currently created crypto-economics in their game.



You can view the full report [here](#).

Top-Gaining Gaming Companies in the Third Quarter of 2021

- 1 - Tencent - \$8.3 billion
- 2 - Sony - \$4.3 billion
- 3 - Apple - \$3.6 billion
- 4 - Microsoft - \$2.9 billion
- 5 - Google - \$2.8 billion
- 6 - NetEase - \$2.4 billion
- 7 - Activision Blizzard - \$1.9 billion
- 8 - Electronics Arts - \$1.88 billion
- 9 - Nintendo - \$ 1.6 billion
- 10 - SEA Group - \$1.1 billion

- This year was marked by acquisitions in the game industry. Of course, the most significant acquisition so far has been the Microsoft-Activision Blizzard deal.
- According to Newzoo's data, Microsoft ranked 4th in gaming revenue with \$2.9 billion in the third quarter of 2021. Sony was second with \$4.3 billion. However, when Microsoft's revenue was combined with that of Activision Blizzard, it totaled \$4.8 billion, allowing Microsoft to overtake Sony in Q3 2021.

You can view the full report [here](#).

Top 10 Hyper-casual Games in Q4 2021

Top 10 downloaded games in the fourth quarter of 2021:

- 1- Race Master 3D - 47 million
- 2 - Cookie Carver: Life Challenge - 46 million
- 3 - Count Masters - Stickman Clash - 37.6 million
- 4- Money Run 3D - 35.28 million
- 5 - Bridge Race - 34.441 million
- 6 - Yes or No?! - Food Pranks - 34,440 million
- 7- 456 Survival Game - 33.41 million
- 8- Hair Challenge - 33.24 million
- 9 - Pull the Pin - 33 million
- 10 - Merge Animals 3D - Mutant race - 32.5 million

- The hyper-casual market **grew by 13.5%** compared to the third quarter, with total downloads reaching **4.58 billion** in the last three months of 2021.
- Race Master 3D became the most downloaded game of the quarter with 47 million downloads.

You can view the full report [here](#).

Season ticket system was used in half of the most money-making mobile games

- Sensor Tower researched the top paying games and monetization methods. According to the report, Ad Removal was the most widely used method. On the other hand, the common monetization mechanic of the most revenue-generating games was determined as the Season Pass.
- Half of the games that make the most money use the Season Pass system. On the other hand, some changes are taking place in the mobile gaming world with crypto mining, blockchain, and NFTs. These new monetization methods are now integrated into some games. Blockchain technologies are in demand because they can enable both the developer and the player to make money. According to the Sensor Tower report, titles such as Mobile Legends Bang Bang, Thetan Arena, and MIR4 are among the games that use these systems.

You can view the full report [here](#).

Monetization mechanics used in some of the high-income games

	Ad Removal	Gacha	Season Pass	Subscription	Live Ops
Pubg Mobile	✗	✗	✓	✓	✓
Honor of Kings	✗	✗	✓	✓	✓
Genshin Impact	✗	✓	✓	✓	✓
Candy Crush Saga	✗	✗	✓	✗	✓
Garena Free Fire	✗	✗	✓	✓	✓
Rise of Kingdoms	✗	✓	✓	✓	✓
Homescapes	✗	✗	✓	✗	✓
Call of Duty Mobile	✗	✗	✓	✗	✓

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CONTRIBUTORS



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