

# MOBILE GAMING – US – 2023

Mobile gaming presents great opportunities, but new regulations and tough competition require knowledge of the latest trends and strategies to ensure success.



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# Mobile Gaming - US - 2023

## This report looks at the following areas:

- Defined mobile gaming segment by both motivation and device/frequency
- Mobile trends impacting the video game industry
- Who plays mobile games and how their spending has trended over recent years
- How changes to games affects churn and what changes demographics are willing to tolerate
- Lifespan of mobile games on player devices and which demographics will quit a game first
- Players preferences for mobile gaming including who sees mobile as their primary gaming device
- Player attitudes toward mobile game discovery, spending and privacy in the gaming space



Mobile gaming presents great opportunities, but new regulations and tough competition require knowledge of the latest trends and strategies to ensure success.

## Overview

67% of adults played video games on their mobile devices in the past three months, and mobile is known as the widest spread gaming option globally. The Apple brand leads as the go-to product of choice with 54% of players, while Samsung branded mobile products follow at 44%. However, from an operating system perspective, Android is the more widely adopted with 57% of gamers using a form of Android OS, compared to 54% for iOS.

The mobile gaming industry's revenue is expected to increase by +0.8% in 2023 despite policy changes implemented by Apple and Google that have impeded user acquisition, indicating

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that the industry will remain resilient despite the constraints. A surge in mobile advertising expenditure in Q1 2023 further demonstrates the industry's strength and stability.

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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Global video game market size
- Market predictions
- Opportunities

## CONSUMER INSIGHTS

### Consumer fast facts

#### Spending on mobile games

- In-game spending rebounds from last year's declines
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### Launch activity and innovation

- A titanium gaming-powerhouse, movie-camera phone?
- Spooky gaming franchise turns to new interactive narrative streaming series on mobile just in time for Halloween

### Marketing and advertising

- Mobile games own the "Fastest to reach 150 million downloads" list
- \$60 prices will shock gamers used to freemium
- Unity's pricing blunder is a sign of deep disfunction within the game engine company's business model

### Opportunities

- Popular mobile titles may be primed to grow into broader transmedia franchises
- Players flock to mobile games with console quality
- Niantic continues to specialize in location data-based gaming revenue

## THE MARKET

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