Contents

Revenue 3
Penetration 5
Usage 7
Games in the USA 9
Genres 12
Gender Demographics 14
Player Motivations 17
Mobile games are growing in popularity. How do they compare with traditional gaming platforms?
In 2019 mobile games make up 45% of total video game revenue.¹

In 2018 mobile games generated approximately $70 billion.²

The App Store generated $14.6 billion from mobile games in Q1 2019.³

Smartphone and tablet games revenue is growing 10.2% year over year.⁴

Mobile games are expected to make up 51% of the global games market in 2020.⁵

In 2018 mobile games generated approximately $70 billion
Penetration

Half of all mobile devices in the world are used to play games.
There are 2.71 billion smartphone users in 2019.\(^6\)

Games account for 25% of active iOS apps and 21% of active Android Apps.\(^7\)

62% of smartphone owners install a game within a week of getting their phone.\(^8\)

There are now 2.2 billion mobile gamers worldwide.

Mobile games account for 33% of app installs and 10% of app time.\(^9\)

Mobile games are on track to reach 60% market share in consumer app spend in 2019.\(^10\)
In the USA, the average mobile gamer spends 24 minutes each day playing mobile games. How does this compare to heavy gamers?
### Number of Games Played

<table>
<thead>
<tr>
<th></th>
<th>Per day</th>
<th>Per month</th>
<th>Time spent per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>1.3</td>
<td>3.6</td>
<td>24 min</td>
</tr>
<tr>
<td>Light</td>
<td>1.0</td>
<td>2.2</td>
<td>2 min</td>
</tr>
<tr>
<td>Heavy</td>
<td>1.7</td>
<td>5.2</td>
<td>62 min</td>
</tr>
<tr>
<td>Core</td>
<td>2.3</td>
<td>6.5</td>
<td>142 min</td>
</tr>
</tbody>
</table>

**Light Gamers**
Bottom 40 percent of players based on time spent playing.

**Heavy Gamers**
Top 40 percent of players based on time spent playing.

**Core Gamers**
Top 20 percent of players based on time spent playing.

### Number of Sessions Played

<table>
<thead>
<tr>
<th></th>
<th>Per day</th>
<th>Per month</th>
<th>Session length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>4.3</td>
<td>133.6</td>
<td>5 min 35 sec</td>
</tr>
<tr>
<td>Light</td>
<td>0.6</td>
<td>17.1</td>
<td>3 min 32 sec</td>
</tr>
<tr>
<td>Heavy</td>
<td>10.6</td>
<td>328.4</td>
<td>5 min 53 sec</td>
</tr>
<tr>
<td>Core</td>
<td>16.6</td>
<td>514.4</td>
<td>6 min 3 sec</td>
</tr>
</tbody>
</table>

Plinq Mobile Games 2019
Games in the USA

The USA is the largest video games market in the world.¹³
77% Smartphone penetration.\textsuperscript{14}

203 million Mobile gamers.\textsuperscript{17}

$37 billion Video game revenue.\textsuperscript{15}

8 Number of games that the average person has on their phone.

$9.8 billion Mobile game revenue.\textsuperscript{16}

$54.97 Mobile game average revenue per player.\textsuperscript{18}
Genres

Puzzle and arcade games dominate the mobile game charts. Who are the key players?
57% of mobile players play puzzle games.\(^{21}\)

35% of mobile players play action games.\(^{20}\)

56% of mobile players play arcade games.\(^{19}\)

31% of mobile players play racing games.\(^{22}\)

Playrix (Gardenscapes), Rovio (Angry Birds) and Scopely (Yahtzee with Buddies) make the most addictive mobile games.\(^{23}\)

In 2017 Match 3 games (Candy Crush) had an average of 30 million monthly active users, more than any other genre.\(^{24}\)

In 2018, Slots, Match 3 and turn based RPG games were the highest grossing mobile game genres.\(^{25}\)
Gender
Demographics

Half of all mobile gamers are women. But do they play the same games as men?
69% of match 3 game players are female,

69% of farm and family simulation players are female,

42% of casual puzzle players are female,
94% of racing game players are male,
93% of first-person shooter players are male,
75% of platformer players are male.
Men and woman prefer different games. But why do they choose one genre over another?
Men and woman have different motivations for playing games.

The most common primary motivations for men are competition and destruction. The most common primary motivations for women are completion and fantasy.

For young gamers, competition is most popular, and it’s almost 50% more frequent than the next most popular motivation (destruction). Among 36+ gamers, competition drops from 1st to 9th place. Fantasy and completion are most common.  

<table>
<thead>
<tr>
<th>Competition</th>
<th>Duels, matches, high on rankings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destruction</td>
<td>Guns, explosives, chaos, mayhem</td>
</tr>
<tr>
<td>Discovery</td>
<td>Explore, tinker, experiment</td>
</tr>
<tr>
<td>Power</td>
<td>Powerful character, gear, stats</td>
</tr>
<tr>
<td>Completion</td>
<td>Get all stars, complete all missions</td>
</tr>
<tr>
<td>Fantasy</td>
<td>Being someone or somewhere else</td>
</tr>
<tr>
<td>Excitement</td>
<td>Fast-paced, action, surprises, thrills</td>
</tr>
<tr>
<td>Challenge</td>
<td>Practice, high difficulty missions</td>
</tr>
<tr>
<td>Design</td>
<td>Individuality, customization</td>
</tr>
<tr>
<td>Community</td>
<td>Being on team, chatting, interacting</td>
</tr>
<tr>
<td>Story</td>
<td>Elaborate plots, interesting characters</td>
</tr>
<tr>
<td>Strategy</td>
<td>Thinking ahead, making decisions</td>
</tr>
</tbody>
</table>
References

17. https://techjury.net/stats-about/mobile-gaming/
Want to know more about games, the industry, and how to leverage this new communication medium?

Contact us
hello@plinq.co