

Following unprecedented pandemic growth, US mobile gaming continues upward climb

Article

The forecast: Mobile app gaming has managed to hold on to its pandemic-driven success and then some, reversing our previous predictions that time spent gaming with mobile apps would

decline in the US after 2020.

Dive deeper:

- Following a **15.9%** increase in 2020, time spent gaming via mobile apps grew by **1.2%** in 2021 —or approximately **30 seconds**—in daily average time.
- Gaming app time will make up around **13%** of all US app time in 2022 and will remain above **12%** for the foreseeable future.
- Higher engagement is driven by increased overall time spent with smartphones, as well as increased gaming app adoption among older smartphone users.
- **Roblox** and **Discord** drive gaming platform growth, especially among Gen Z users, while games like **Pokémon Go** and **Candy Crush** remain popular across generations

Looking ahead: US time spent gaming via mobile app will continue a slow but steady increase in years to come, evidencing gaming's increased popularity is more than just a pandemic phase.