

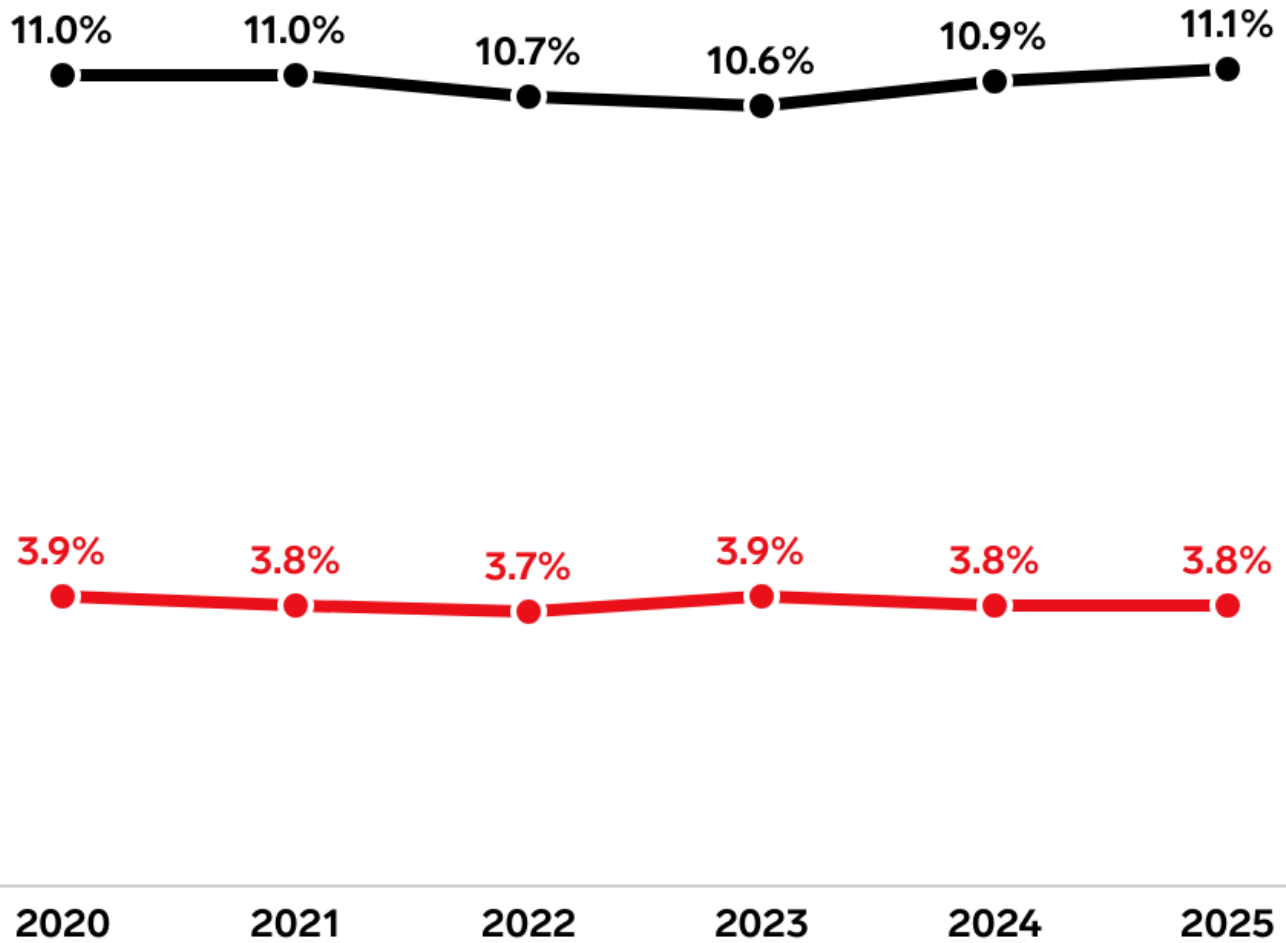
Gap between mobile gaming's ad revenues and usage hints at untapped potential

Article

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Time Spent in Mobile Games Outpaces Ad Spend

% of total mobile ad spend and mobile time spent



■ Mobile gaming ad revenues as % of total mobile ad spend

■ Time spent in mobile games as % of total mobile time spent

Note: excludes advertising on esports or gaming video content; includes advertisements placed within games on mobile devices only; ages 18+; includes all time spent using gaming platforms via internet-connected mobile devices

Source: eMarketer, H1 2023

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eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Key stat: US adults will spend 10.6% of their mobile time playing games this year, per our forecast. But we expect just 3.9% of US mobile ad spend will go to the category in 2023.

Beyond the chart:

- US mobile gaming ad revenues will reach \$6.67 billion this year, growing 12.0% over last year.
- Mobile games still rely on advertising for revenues, but in-app purchases will generate much more money and, by our estimates, exceed \$20 billion in the US this year.
- Hypercasual games like Candy Crush are particularly effective at driving ad revenues.

Use this chart:

- Evaluate mobile ad spend strategy.
- Determine how to prioritize mobile for gaming ads.

More like this:

- [Mobile still dominates the in-game ad landscape, but big changes are afoot](#)
- [Hollywood turns to gaming to expand franchises, but it's a rough transition](#)
- [7 trends affecting mobile advertising in 2023](#)
- [In-Game Advertising 2023](#) (Insider Intelligence subscription required)

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