

What's next for the mobile gaming industry?

Article

The news: The mobile gaming segment saw declines in 2022 as gamers moved from casual to more complex hybrid-casual titles. We can expect continued consolidation and multi-platform releases in 2023, per [SensorTower](#).

- Inflation had a significant **[impact on the mobile games market](#)**, affecting user acquisition costs, revenue per install, and consumer spending habits.
- Hybrid-casual games, which blend the ease of use with more complex features like character collection, progression, and download packs, had a **14% increase in downloads in 2022**.

- **Action games registered a 13% YoY increase in downloads.** Key titles in this category include shoot-em-ups like **Survivor.io** and action sandbox games like **School Party Craft**, which features crafting elements like **Roblox**.

What's next for 2023: The mobile game industry is expected to see more growth in **AAA titles** as publishers invest in quality that can compete with premium console and PC games.

- **Call of Duty: Mobile, Genshin Impact, and League of Legends: Wild Rift**, are some examples of successful mobile iterations of console and PC games.
- There will be more multiplatform releases as developers use cloud gaming and cross-play features to reach wider audiences and increase retention.
- **Developers will continue to focus on casual and mid-core games that offer deeper gameplay and monetization.**
- Cloud gaming will continue to grow as more mobile games offer multiplayer options and cross-platform compatibility.

The opportunity: Today's premium smartphones are powerful and capable enough to run more demanding mobile games, and their always-connected features will help drive up engagement.

- Portable console makers like **Nintendo** and **Steam** might consider adding 5G capability to their devices to enable ubiquitous access and true mobile gaming to compete with **iPhones** and **Android** flagships.
- Carriers and service providers can lean into the popularity of mobile gaming by looking at gaming-specific data plans or by investing in cloud-gaming infrastructure.

Mobile App Store Spending and Downloads in Europe, by OS, 2021-2026

billions

	2021	2022	2023	2024	2025	2026
Spending						
Android	\$8.6	\$8.3	\$9.5	\$10.7	\$11.9	\$13.2
iOS	\$9.8	\$11.1	\$13.4	\$15.6	\$18.1	\$20.7
Total	\$18.4	\$19.4	\$22.9	\$26.3	\$30.0	\$33.9
Downloads						
Android	20.2	19.8	20.1	20.5	20.9	21.3
iOS	7.2	7.7	8.0	8.3	8.6	8.9
Total	27.4	27.5	28.1	28.8	29.5	30.2

Note: gross revenues from user spending on premium apps and in-app content; includes cut taken by Apple and Google; excludes revenues from in-app advertising; excludes third-party Android stores; numbers may not add up to total due to rounding

Source: Sensor Tower, "2022-2026 Mobile Market Forecast," June 13, 2022

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