



Niko Partners Report China Mobile Games Market

Published May 2019

China is worth about 25% of the world's mobile games market – and rising, and deserves the attention of games companies worldwide. China domestic mobile game revenue was \$15.63 billion in 2018, up 28.9% from the previous year, and revenue is forecast to reach \$25.49 billion by 2023. There were 598 million mobile gamers in 2018, rising to 728 million by 2023 with 95% of gamers in China playing mobile games. Although the regulations can be challenging, if a company is dedicated to developing a hit game that fits the rules and cultural gaming preferences, there is a strong chance that the effort will pay off in China. The report explains our analysis on where that growth will come from, which segments are hot now and growing, and what the impact on the holistic games industry will be.

What's included

- A comprehensive market model and 5-year forecast through 2023 by games segment
- Qualitative and quantitative analysis on gamer demand, spending, behavior, and usage for mobile games
- Trends analysis that formed our market size and forecast data
- Market share estimates for game publishers and Top 10 games lists
- Market size & forecast
- Growth drivers & trends
- Mobile esports
- Publishers & app markets
- Top games
- Mobile devices & hardware
- Financial transaction events
- Game approvals & regulations
- Analysis of our proprietary survey of Chinese gamers
- 90 slides with more than 50 data exhibits

About Niko Partners

We're a market research and consulting firm covering the Asia games market and its consumers. We provide qualitative and quantitative data collection and analysis, market models, forecasts, and strategic advisory services to give you the intelligence and answers you need to truly understand the region. We've helped game publishers, platforms, hardware makers, esports, payments providers, hedge funds, consulting firms, and consumer brands — in the West and in Asia — understand and succeed in the world's largest and fastest growing games markets.



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Data exhibits list

- China's mobile games market
- Market size & forecast
- Gamers & ARPPU
- Growth drivers
- Growth inhibitors
- % of gamers who compete in mobile esports
- Mobile esports live streaming platforms
- Time spent watching gaming videos
- Mobile esports tournaments
- PC to mobile game adaptations
- Mini games
- Battle royale
- Female gamers
- Cloud gaming
- Market share of mobile game publishers
- Market share of mobile game export revenue
- Leading app markets
- Most popular app stores
- Top mobile games – downloads
- Top mobile games – grossing
- Top mobile publishers by downloads & grossing
- Top mobile export games
- Top games by advertising
- Top games by streaming viewers
- Top mobile games
- Mobile devices and hardware
- Smartphone shipments
- Number of smartphones owned
- Smartphone brand preferences
- Smartphone purchase drivers
- Gamer satisfaction with smartphones
- Mobile emulator usage
- Mobile emulator hours per week
- Top mobile emulators
- Demographics
- Time spent gaming
- Increase in time spent gaming
- Gaming frequency
- Time spent by genre
- Genre preferences
- Most played games
- Payments
- Game discovery
- Game dislikes
- Motivations to try a new game
- Transaction events
- Game approvals