

# Mobile Gaming - US - 2022

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## This report looks at the following areas:

- Key players in the mobile gaming market
- Who plays mobile games and how their spending has trended over recent years
- How gamers discover mobile games and their reaction to gaming advertising
- Gamer segments most likely to be influenced by mobile gaming advertising
- Gamers' attitudes toward mobile gaming and opportunities for enhancing coverage

Video game players are mobile gamers: all adults who played video games in the last three months played on mobile. Meanwhile, 80% of console gamers also played on mobile. Mobile gaming is incredibly ever-present in gamers' lives, and many top games have mobile versions for gamers on the go. Globally, spending in mobile gaming declined in the first half of 2022 vs 2021 as gamers have returned to real-world activities; however, downloads have grown.

Mobile gaming, and mobile advertising, is in the midst of a wide-reaching change to the way consumers' data and privacy is tracked. As Apple and Google continue to fine-tune their approaches, the outcome of these changes will become more apparent in years to come. However, mobile gaming is largely switching away from tracking installs and conversions to focusing more on user sessions and spending. This user engagement focused approach should create better games that players want to play longer, and ones in which they're more inclined to spend and engage with ads.

Gamers are largely enjoying the entertainment provided by mobile games, all gamer segments present a degree of spending, indicating the mobile games industry are doing well satisfying each of them. However, financially struggling gamers display the highest instances of high-value spending on mobile. With



"Mobile gaming is for everyone, it's always on hand and provides entertainment for the widest audience of gamers. Advertising and monetization strategies are changing, but it looks like the mobile gaming industry is moving in a positive direction for consumers and brands."

- **Brian Benway, Gaming and Entertainment Analyst**

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in-game spending and loot box legislation becoming something of a growing concern, the industry would do well to consider the negative psychological impact of over-aggressive monetization.

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- **Mobile gaming Explorers more interested in industry news sources**

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