

Smartphone and Tablet Gaming - UK - April 2014

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“Mintel data strongly imply that in recent years, smartphone usage was exceptionally high for many activities – including gaming – not because consumers instinctively enjoyed carrying out the activities on their phones, but because the small-screened devices were the best available option for portable computing.”
– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Has smartphone growth stalled?
- What percentage do freemium players contribute to revenue?

The smartphone and tablet gaming market remains in a state of growth, as usage continues to increase year on year even as the spread of the “freemium” mechanic lowers the initial investment for many games to zero. However, whilst the market is healthy, unlimited growth is by no means assured; smartphone penetration has stalled, and whilst tablet usage is still increasing, the risk is that former smartphone gamers will simply transfer their behaviour over to tablets.

This report examines the likely evolution of mobile device gaming over the years leading on from 2014, along with the devices that consumers play games on, the amount of time they spend playing per device, the types of games that they play on each device, and factors that would make them play games more.

This report examines the sale and play of smartphone and tablet games. These are games developed as applications and sold through application stores on the connected devices.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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