

24 Mobile F2P Industry Statistics Every Publisher Should Know

This is an extra resource to go along with the original article:

[Mobile F2P Gaming Trends of 2019](#)

1. In 2017, the market value of global mobile content was 59.8 billion U.S. dollars and is expected to reach 74.4 billion in 2019. (Capcom, 2017)
2. United States was the top country for mobile game session shares, taking up 20% of the share, followed by India with 13% of shares. (Techcrunch, 2017)
3. In 2020, the number of mobile phone gamers in the U.S. is expected to grow by 9% from 2017's record of 192.2 million mobile phone gamers. (IAB (Trends), 2016)
4. 72.3% of mobile users in the U.S. are mobile phone gamers. (IAB (Trends), 2016)
5. United States was the top country for mobile game session shares. (Techcrunch, 2017)
6. Tablet gaming revenue is expected to generate 42.3% more in 2021 (IDATE DigiWorld, 2017)
7. Apple App Store had a gross mobile games revenue of \$8 billion in Q3 of 2017 compared to Google Play's \$4.5 billion. (eMarketer, 2017)
8. 55.7% of the U.S. population play mobile games. The number is expected to reach 63.7% in 2020. (IAB (Trends), 2016)
9. In the U.S. mobile gamers average of 1.3 games per day and 3.6 games monthly. (Verto Analytics, 2016)
10. 58% of games on Google Play use Ads as a monetization model as of December 2016. (Appfigures, 2016)
11. 64% of the freemium mobile gamers claim to have made at least one in-app purchase. 19% claim to have made two purchases. 6.5% claim to have made more than five. (VentureBeat, 2016)

12. 54% of mobile gamers say that they'd rather watch video ads if this leads to in-game rewards. 11% prefer making in-app purchases. 18% of prefer to pay up front. (Gamasutra, 2016)
13. 63.2% of game developers say rising user acquisition costs are the largest threat to their mobile games business. (mobyaffiliates, 2017)
14. 30% of the mobile game industry revenue generated by premium children's games in the U.S. is from in-app purchases. 69% comes from upfront purchases. (SuperData Research, 2015)
15. 63% of children in the United States play games on a mobile device. (NPD Group, 2015)
16. 39% of PlayStation players and 35.5% of Xbox players say they would play mobile versions of their games if they were available. (AYTM, 2016)
17. 23% of U.S. gamers who own smartphones/tablets say they have an average of 3-5 paid games on their devices. 18% have 6-10 paid games. 21% have 1-2 paid games. (Statista, 2017)
18. Mobile gaming use is dominated by two demographics: Females (63% of gamers) and consumers aged 65 and older (23% of gamers). (Tapjoy)
19. Females are more willing than males to pay for mobile games. (Delta DNA)
20. The smallest portion of gamers are between 13 and 17 years-old (8%). (Tapjoy)
21. 29% of game developers see app store promotion as most important when it comes to growing their game audience. (mobyaffiliates, 2017)
22. 56% of mobile gamers reporting playing mobile games 10+ times a week. 19% of gamers report playing mobile games 6-9 times every week (Tapjoy).
23. 2.9% of game developers see traditional display advertising as the least important method of growing game audience. (mobyaffiliates, 2017)
24. The most popular type of mobile games played by U.S. gamers are puzzle, board games, card games, and game shows. (Entertainment Software Association, 2016)