

# Bending it Like APAC

A sneak peek into the minds of iOS mobile gamers across India and Southeast Asia



## Home to the biggest mobile gamer base for good reason

The Asia-Pacific region's mobile gaming culture is booming - in terms of developers and consumers. The region shows diversity in who the gamers are and also what they play. Female gamers are rapidly making a dent in a traditionally male-dominated space. Casual, strategy, and arcade games are what keep them glued to their smartphones.

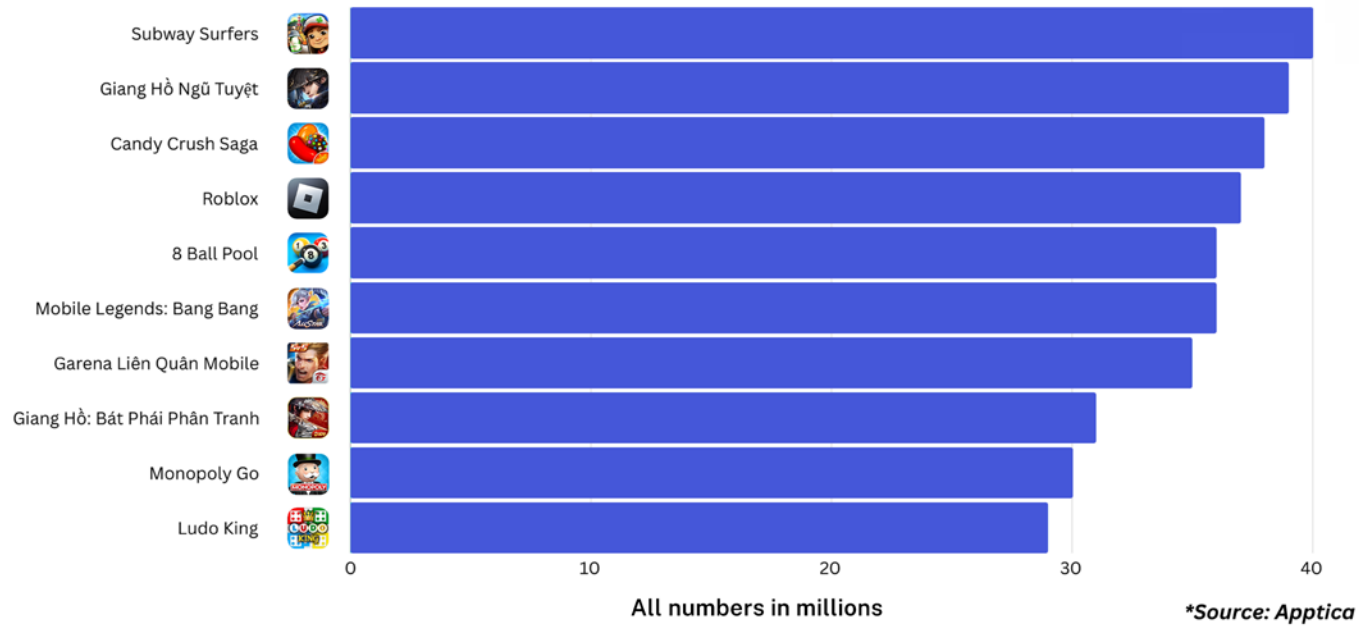
1.3 Billion

Mobile Users

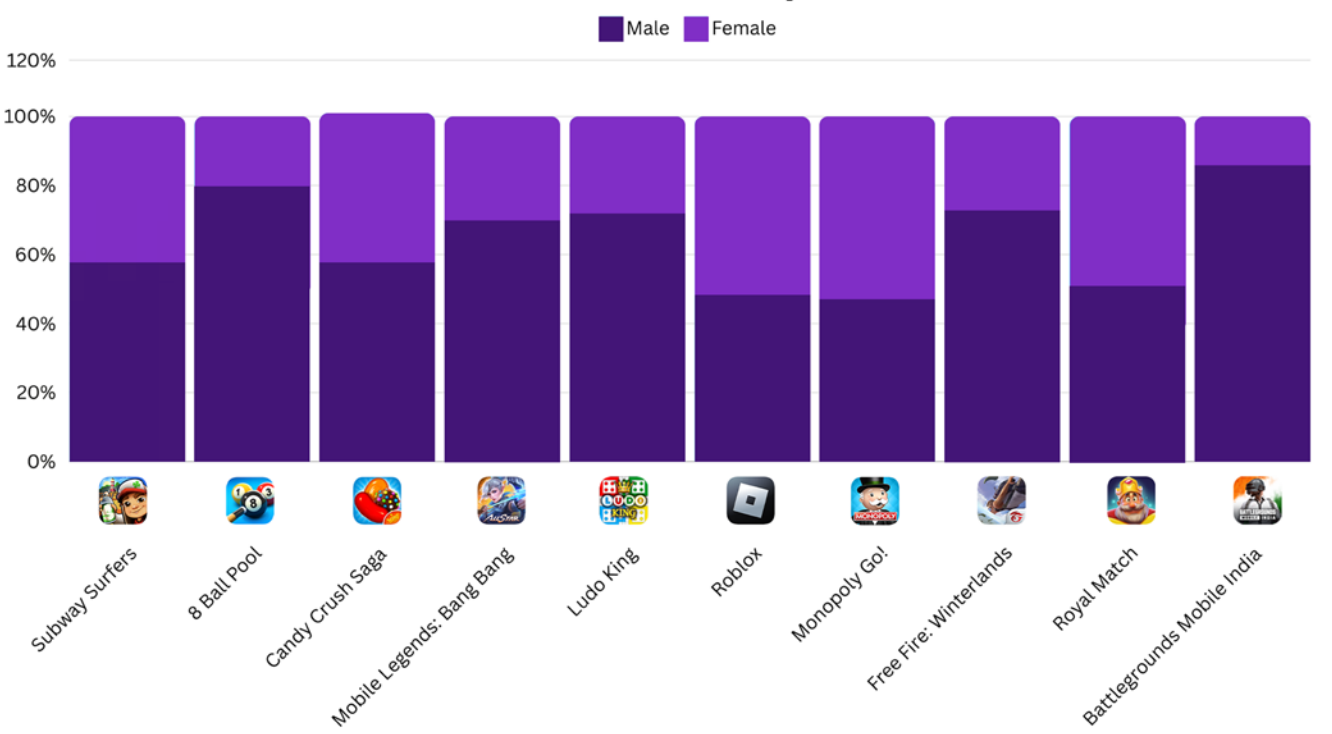
70 Billion USD

Mobile Gaming Market Revenue

### Top 10 favorite titles of APAC's Gamers



### Gender distribution among APAC's top titles



## Advertisers leading the gaming category in APAC by region

### India

- A23 Rummy : Indian Card Game** (Head Infotech India Private Limited)
- Zupee: Play Real Money Games** (Cashgrail Private Limited)
- RummyCircle - Rummy Card Game** (PLAY GAMES24X7 PVT. LTD.)
- Travel Town - Merge Adventure** (Magmatic Games Ltd)
- Candy Crush Saga** (King)

### Indonesia

- Travel Town - Merge Adventure** (Magmatic Games Ltd)
- Vegas Live Slots Casino** (PlayDog Soft Co., Ltd)
- MONOPOLY GO!** (Scopely, Inc.)
- Matchington Mansion** (Magic Tavern, Inc.)
- Royal Match** (Dream Games)

### Malaysia

- Coin Master** (Moon Active)
- MONOPOLY GO!** (Scopely, Inc.)
- Honkai: Star Rail** (COGNOSPHERE PTE. LTD.)
- Vegas Live Slots Casino** (PlayDog Soft Co., Ltd)
- Royal Match** (Dream Games)

### Philippines

- Coin Master** (Moon Active)
- MONOPOLY GO!** (Scopely, Inc.)
- Vegas Live Slots Casino** (PlayDog Soft Co., Ltd)
- Tongits Kingdom-Fun Card Game** (Stotsenberg Leisure Park and Hotel C)
- Matchington Mansion** (Magic Tavern, Inc.)

### Singapore

- MONOPOLY GO!** (Scopely, Inc.)
- Coin Master** (Moon Active)
- Vegas Live Slots Casino** (PlayDog Soft Co., Ltd)
- Royal Match** (Dream Games)
- Candy Crush Saga** (King)

### Vietnam

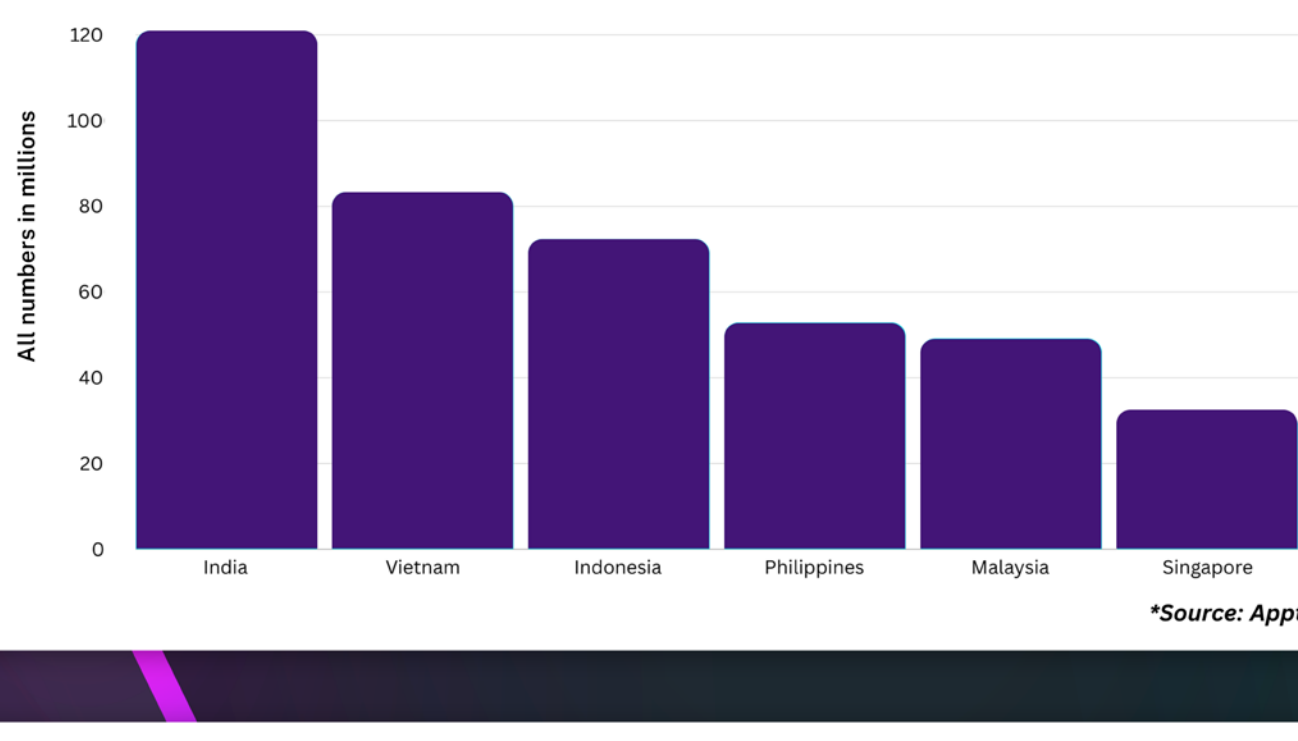
- Candy Crush Saga** (King)
- Travel Town - Merge Adventure** (Magmatic Games Ltd)
- Honkai: Star Rail** (COGNOSPHERE PTE. LTD.)
- Age of Z (عصر الزومبي)** (Hong Kong Ke Mo software Co., Limit)
- Lucky Farm & Slots** (Fernando Beldasa)



# The state of iOS mobile gaming app in the present

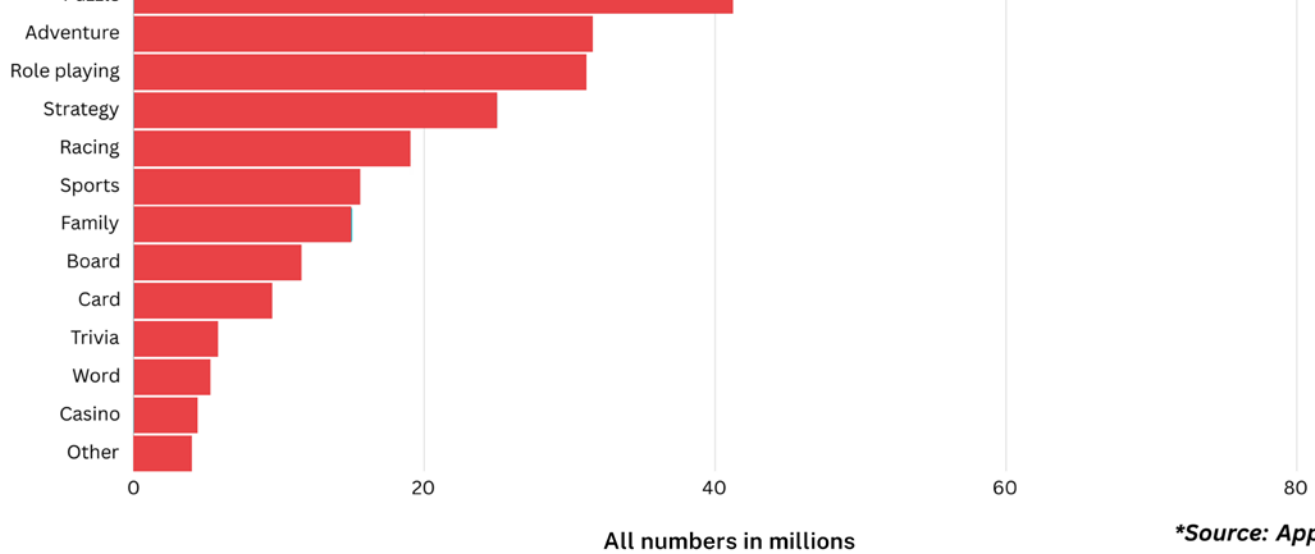
India, Indonesia, Malaysia, Philippines, Singapore, and Vietnam together scored 410.87 million iOS downloads from January to December 2023, contributing to USD 1.19 billion in-app revenue.

## iOS mobile game downloads by country



\*Source: Apptica

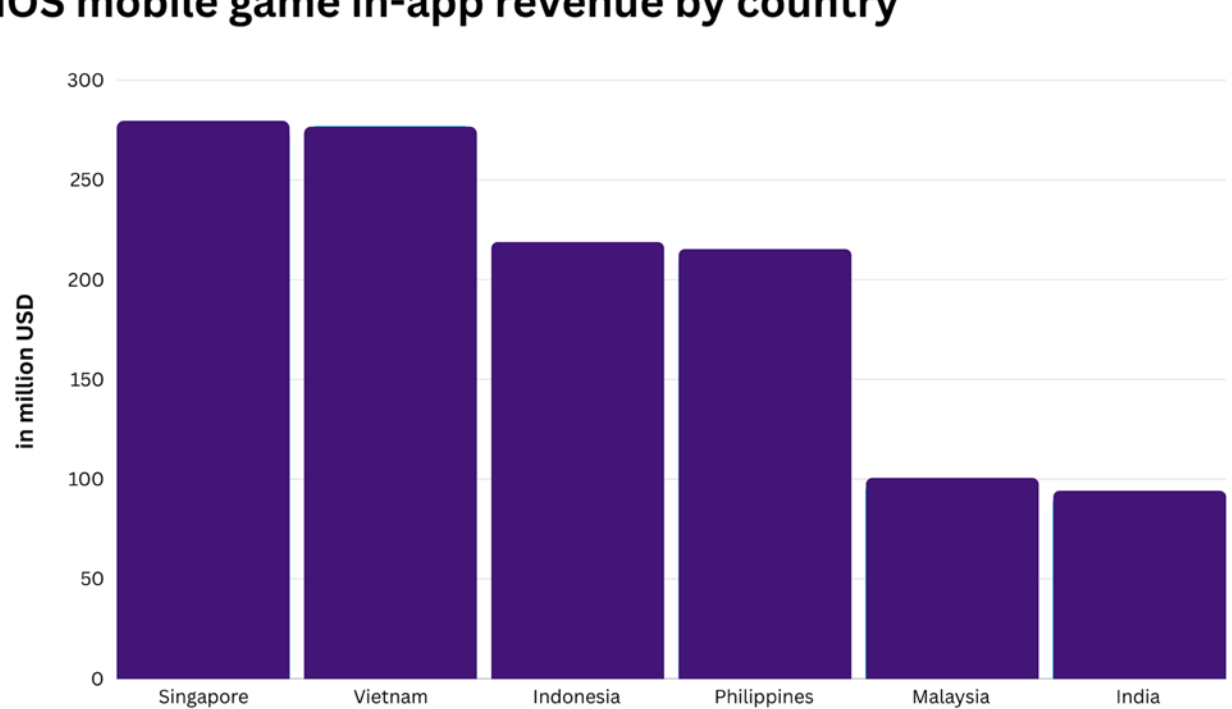
## iOS mobile game downloads by category



\*Source: Apptica

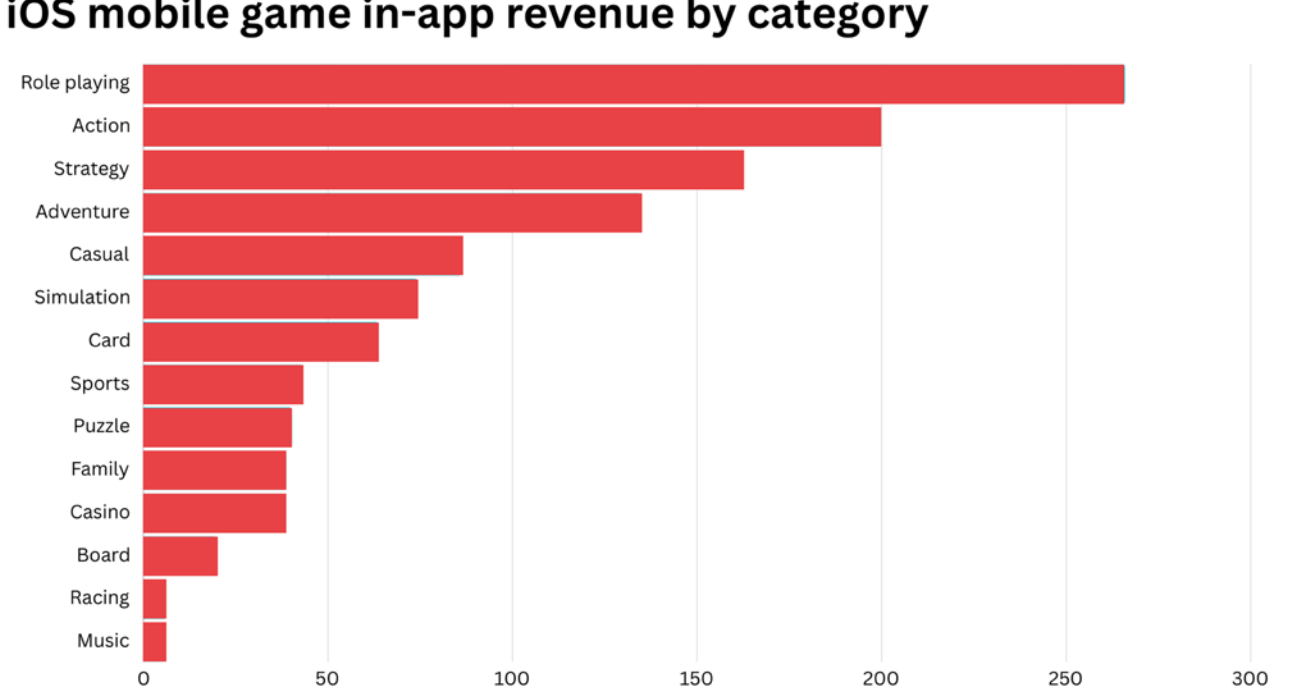
Furthermore, 42% of all IAP revenue and higher Day 30 retention is witnessed from premium iOS users. Advertisers therefore should look at focusing their ad spends more on Apple Search Ads to leverage high-quality acquisition opportunities.

## iOS mobile game in-app revenue by country



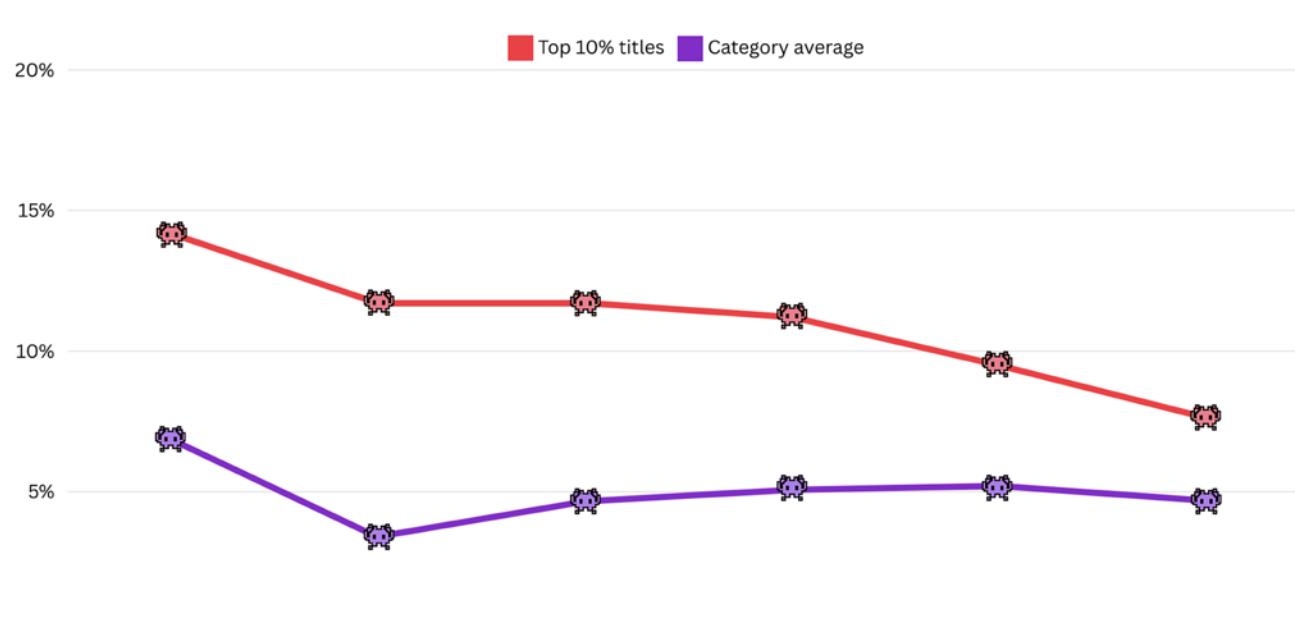
\*Source: Apptica

## iOS mobile game in-app revenue by category



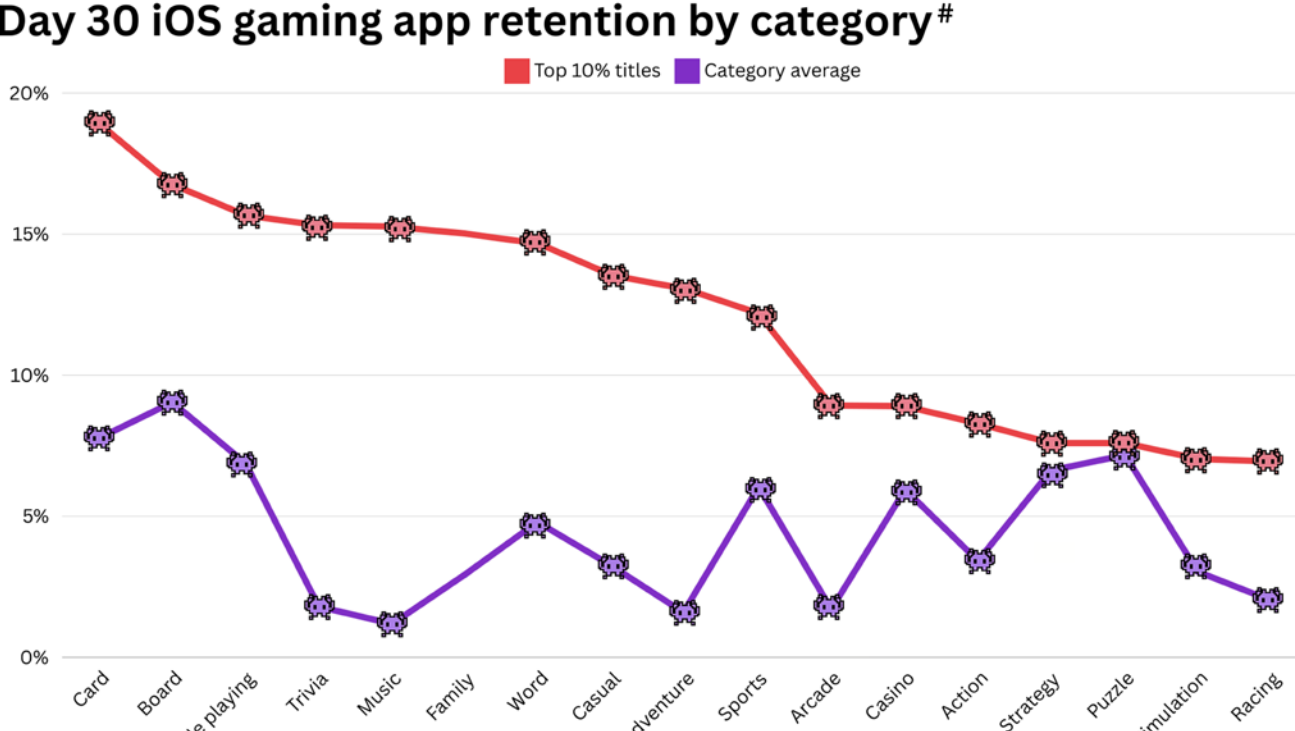
\*Source: Apptica

## Day 30 iOS gaming app retention by country #



\*Source: Apptica

## Day 30 iOS gaming app retention by category #



\*Source: Apptica

#The numbers are running through a beta stage, they might slightly differ in a final variant.

## Analysis

India leads the download statistics with users loving their mobile games. Singapore and Vietnam are rapidly growing as profitable mobile gaming markets in the region. It is interesting to note how high retention is a key priority of gaming advertisers who are scaling their App Store rankings.

Categories to watch out for: Action, role-playing, casual, strategy, and simulation.

\*As observed by Apptica from January - December 2023

## The state of paid iOS mobile gaming app marketing

App Store Optimization propels organic download velocity. But with Apple Search Ads, App Store-level paid campaigns have been a game changer for mobile gaming apps. Keyword-led targeting offers a privacy-first environment, to target high-intent, high-value users that help to continually garner high conversions while reducing acquisition costs.

4%

Average Tap-through-Rate on App Store ads

64%

Average conversion rate

**Category:** Card

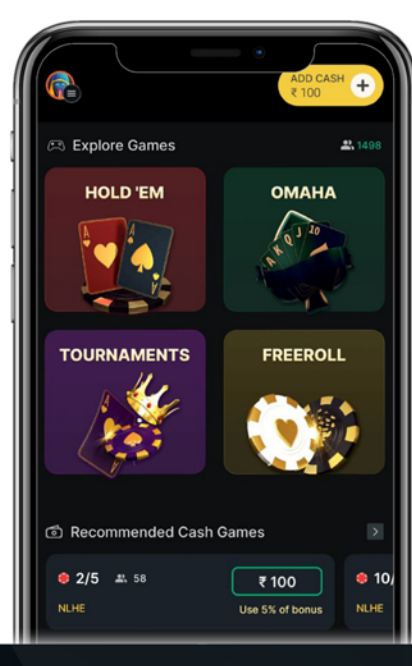
**Campaign:** Brand, category, and competitor

**Impact:**

42% growth in installs

81% install-to-first deposit ratio

60% reduction in CAC



**Category:** Multiplayer

**Campaign:** Brand, competitor, and local language keyword targeting

**Impact:**

43.5% growth in installs

60% jump in impressions

66% reduction in CAC

**Category:** Card

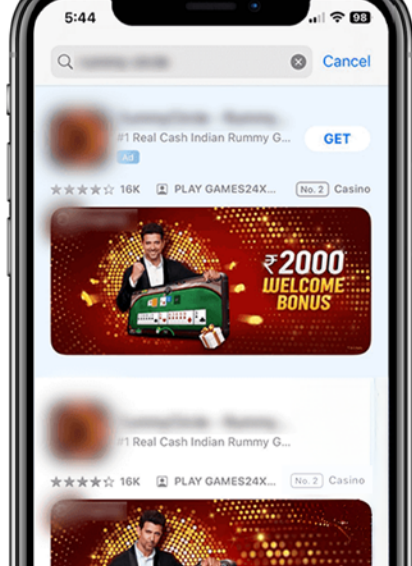
**Campaign:** Category and competitor

**Impact:**

10X growth in first deposits

6.8X growth in installs

37% reduction in CAC



## About Newton

Scale your iOS app growth with a performance - focused marketing platform, powered by a GEN AI keyword recommendations tool, market intelligence, automated bid optimization, full-funnel custom analytics & outcome-oriented client support.

hello@newtonco.ai | newtonco.ai

## About Apptica

Comprehensive Data Provider, Ad Intelligence & App Analytics Tool that helps mobile businesses grow by providing access to insights and market analytics. Our algorithms collect data from 11 million apps and 3.7 million App Store and Google Play publishers in 37 countries and 29 large ad networks.

marketing@apptica.com | apptica.com