

Mobile Gaming - UK - February 2017

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“Although growth in mobile gaming revenue is expected to continue in 2017, opportunities for developers to enter the market are limited without a significant marketing spend, or the perfect storm of novel but accessible gameplay and familiar IP that Pokémon Go had.”

– **Mark Flowers, Consumer Technology Analyst**

This report looks at the following areas:

- **Mid-core games are the best at persuading mobile gamers to pay**
- **Can mobile devices capture the core gaming audience and replace handheld consoles?**

The mobile gaming market will continue to grow in 2017, but at a more modest rate than it has in recent years – the market grew 11% from 2014 to 2015 and 10% from 2015 to 2016. This is largely due to smartphone and tablet ownership plateauing at 81% and 61% respectively. The pool of potential users is no longer expanding as it did while smartphone and tablet adoption grew. Almost half of mobile devices users play games regularly, and these engaged users will drive revenue in 2017.

The market is extremely crowded, making it difficult for any game to make itself visible. Pokémon Go has stood out in 2016 as a game that managed to become visible in the crowded market without large marketing expenditure. The combination of novel gameplay and a familiar IP are the key factors behind the game’s success. Developers like Ubisoft and Square Enix are leveraging their popular core gaming IPs to make moves into the mobile gaming market and this trend is likely to continue as more developers look for a foothold.

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DID YOU KNOW?

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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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- The market
- Revenue growth continues in the UK mobile gaming market
 - Figure 1: value of overall mobile apps and mobile games app sales and in-app purchases from the iOS App Store and the Google Play Store in the UK, 2013-16
- Smart phone and tablet ownership static
- Console ownership on a decline
- Mobile gaming is a crowded market
- Core game developers are using established IPs to get into the mobile gaming market
- Factors in user retention
- Companies and brands
- Supercell launch Clash of Clans spinoff, Clash Royale
- Pokémon Go puts the 'mobile' in mobile gaming
- Nintendo brings its most famous IP to mobile devices with Super Mario Run
- Celebrities extend their brands in mobile games
- 2016 sees biggest mobile gaming championships to date
- Four developers account for 89% of marketing spend on mobile games
 - Figure 2: Total above-the line, online display and direct mail advertising expenditure on mobile games, 01/01/2016-01/01/2017
- TV accounts for 92% of mobile game marketing spend on traditional channels
 - Figure 3: Total above-the line, online display and direct mail advertising expenditure on mobile games, 01/01/2016-01/01/2017
- The consumer
- 45% of mobile device users play mobile games more than once per week
 - Figure 4: Mobile gaming frequency, October 2016
- Puzzle games the most popular genre of mobile game by far
 - Figure 5: Genres of mobile game played, October 2016
- Mid-core games hit the right balance between broad appeal and monetisation
 - Figure 6: Spending on mobile games by players of a genre, October 2016
- Four out of five female players do not spend money on any genre of mobile game
- Volume of players makes up for low download-to-spend ratio in casual genres
- No 'catch-all' way to motivate players to make in-app purchases
 - Figure 7: Reasons for making in-app purchases in mobile games, October 2016
- Mobile gaming sessions are often longer than 10 minutes
- Six in 10 players want simplicity from their mobile games
 - Figure 8: Attitudes to mobile games and mobile gaming, October 2016
- Attitudes of mobile gamers interested in core games on mobile devices

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Figure 9: Attitudes towards mobile gaming, by attitudes towards mobile gaming, October 2016

What we think

Issues and Insights

Mid-core games are the best at persuading mobile gamers to pay

The facts

The implications

Can mobile devices capture the core gaming audience and replace handheld consoles?

The facts

The implications

The Market – What You Need to Know

Revenue growth continues in the UK mobile gaming market

Smart phone and tablet ownership static

Console ownership on a decline

Mobile gaming is a crowded market

Core game developers are using established IPs to get into the mobile gaming market

Factors in user retention

Market Size

Revenue growth continues in the UK mobile gaming market

Figure 10: value of overall mobile apps and mobile games app sales and in-app purchases from the iOS App Store and the Google Play Store in the UK, 2013-16

Market Drivers

Smart phone and tablet ownership static

Console ownership on a decline

Figure 11: Ownership of static and portable games consoles, December 2013-September 2016

Mobile gaming is a crowded market

Core game developers are using established IPs to get into the mobile gaming market

Figure 12: GAMEVICE physical control modules for iPhone

Factors in user retention

Rewarding daily/regular play

Figure 13: Daily play bonus in Pokémon Go

Encouraging player investment

Breaking repetitiveness

In-game limited-time events

Mobile games and eSports

Companies and Brands – What You Need to Know

Supercell launch Clash of Clans spinoff, Clash Royale

Pokémon Go puts the 'mobile' in mobile gaming

Nintendo brings its most famous IP to mobile devices with Super Mario Run

Celebrities extend their brands in mobile games

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- 2016 sees biggest mobile gaming championships to date
- Four developers account for 89% of marketing spend on mobile games
- TV accounts for 92% of mobile game marketing spend on traditional channels

Launch Activity and Innovation

- Supercell launch Clash of Clans spinoff, Clash Royale
Figure 14: Clash Royale gameplay
- Pokémon Go puts the 'mobile' in mobile gaming
Figure 15: Pokémon Go gameplay
- Nintendo brings its most famous IP to mobile devices with Super Mario Run
Figure 16: Super Mario Run gameplay
- Celebrities extend their brands in mobile games
- 2016 sees biggest mobile gaming championships to date
- Sea Hero Quest is a mobile game helping dementia research
Figure 17: Sea Hero Quest gameplay

Advertising and Marketing Activity

- Four developers account for 89% of marketing spend on mobile games
Figure 18: Total above-the line, online display and direct mail advertising expenditure on mobile games, 01/01/2016-01/01/2017
- TV accounts for 92% of mobile game marketing spend on traditional channels
Figure 19: Total above-the line, online display and direct mail advertising expenditure on mobile games, 01/01/2016-01/01/2017
- Nielsen Ad Intel coverage

The Consumer – What You Need to Know

- 45% of mobile device users play mobile games more than once per week
- Puzzle games the most popular genre of mobile game by far
- Mid-core games hit the right balance between broad appeal and monetisation
- Four out of five female players do not spend money on any genre of mobile game
- Volume of players makes up for low download-to-spend ratio in casual genres
- No 'catch-all' way to motivate players to make in-app purchases
- Mobile gaming sessions are often longer than 10 minutes
- Six in 10 players want simplicity from their mobile games
- Attitudes of mobile gamers interested in core games on mobile devices

Mobile Gaming Frequency

- 45% play more than once per week
Figure 20: Mobile gaming frequency, October 2016
- Women more likely than men to play mobile games

Genres Played

- Puzzle games the most popular genre of mobile game by far
Figure 21: Genres of mobile game played, October 2016
- Players generally stick to one or two mobile gaming genres

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Figure 22: Repertoire of genres played, October 2016

Spending on Mobile Games

Mid-core games hit the right balance between broad appeal and monetisation

Figure 23: Spending on mobile games by players of a genre, October 2016

Four out of five female players do not spend money on any genre of mobile game

Volume of players makes up for low download-to-spend ratio in casual genres

Figure 24: Proportion of mobile gamers spending money on genres of mobile game, October 2016

Players who spend money on mobile games also more open to advertising

Figure 25: Mobile gaming behaviours, by spending on mobile games, October 2016

Figure 26: Number of genres mobile gamers spent money on, October 2016

Increase in core games creates more potential to attract high spenders

Figure 27: Attitudes to mobile gaming, by spending on mobile games, October 2016

Reasons for In-app Purchases

No 'catch-all' way to motivate players to make in-app purchases

Figure 28: Reasons for making in-app purchases in mobile games, October 2016

Mobile Gaming Behaviours

Mobile gaming sessions are often longer than 10 minutes

Figure 29: Relative frequency of mobile gamer behaviours, October 2016

Players more likely to download new game than delete existing ones

Mobile gamers are open to opt-in advertising

In-app purchases more likely to be habitual than one-offs

Attitudes towards Mobile Gaming

Six in 10 players want simplicity from their mobile games

Figure 30: Attitudes to mobile games and mobile gaming, October 2016

Attitudes of mobile gamers interested in core games on mobile devices

Figure 31: GAMEVICE physical controls for iPad Pro

Figure 32: Attitudes towards mobile gaming, by attitudes towards mobile gaming, October 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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