AGS
APP GROWTH SUMMIT

Key Trends

2026 Trend Report

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Summary

In 2025, the mobile economy sits in a familiar paradox: obsessed with innovation, yet driven by slow-moving monetization shifts that feel inevitable rather than revolutionary. The long-rumored return of D2C payments has finally materialized, prompting modest growth in alternative SDK adoption, while many newer games approach the shift cautiously.

Globally, the app market continues to grow. Revenue is up over 20%, downloads are accelerating fastest in once-overlooked regions, and gaming settles into uneven, lower-intensity growth. Momentum shifts to unexpected markets like Argentina, the UAE, and Colombia, while traditional powerhouses such as India and South Korea lose ground.

Superapps reveal the clearest regional divide. Asia still defines the category; Latin America, the Middle East, and Africa adapt it to local realities; and Europe remains largely resistant to a single digital hub.

Together, these trends point to a larger truth: mobile's future is no longer about global platforms expanding everywhere, but about local markets building ecosystems that reflect how people actually live and pay.

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#1 Trends in Games

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Key Takeaways

Games market growth slows

Downloads continue to grow modestly, but revenue is largely flat, indicating weaker monetization momentum.

Downloads stable, revenue reshuffles

Download leaders remain largely stable, while revenue leaders shifted due to changes in monetization strength.

Core monetization is weakening

Action and RPG are declining in both downloads and revenue (Action −25% revenue, RPG −17% revenue), dragging the market down.

Strategy is strengthening its lead

Strategy is growing in tandem, with +15% downloads and +16% revenue, remaining the main revenue driver.

Casino: more audience, less money

Despite +16% download growth, revenue fell by −8%.

Hybridization of simple projects continues

Revenue growth in hypercasual is driven by hybrid-casual titles with stronger long-term retention and monetization, despite a slight decline in downloads.

Thesis: US retention grows faster than WW

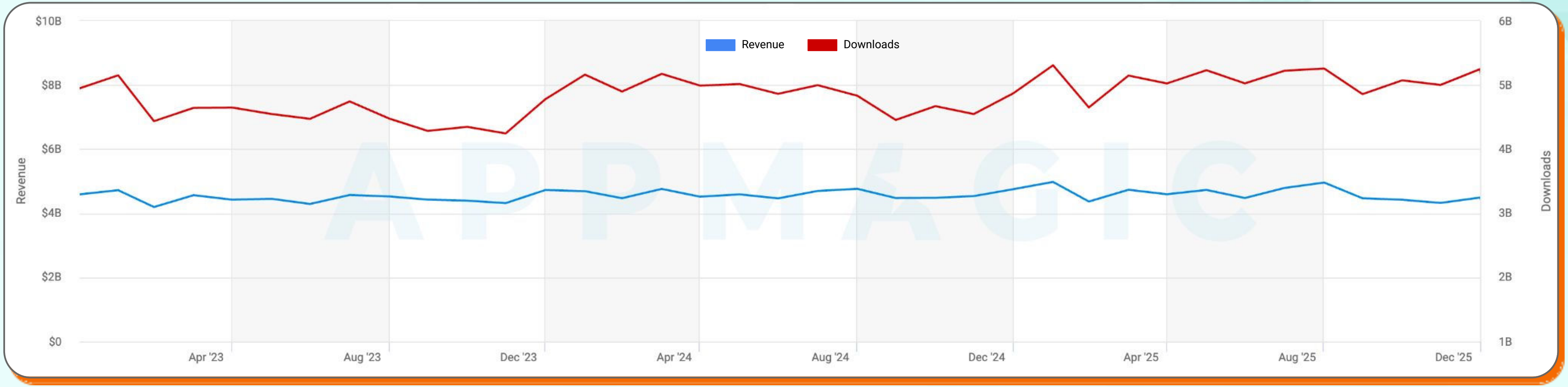
Retention is improving globally but more strongly in the US, especially at later stages, reinforcing the importance of long-term engagement and LiveOps for competitive performance.

D2C outpaces overall revenue

Among the US top-100, D2C revenue rose 46% YoY versus 24% across all apps, though growth slowed markedly after September.

Global Yearly trend

Trends in downloads and revenue for 2022–2025 (Worldwide)



Year-over-year growth in the games market has slowed.

Downloads increased by 4%, while revenue grew only marginally.

Dynamics of change in downloads and revenue for 2023–2025 (YoY)

Year	Rev	%	Dls	%
2023	$53.60B	-	54.78B	-
2024	$55.19B	2.97%	58.48B	6.76%
2025	$55.33B	0.24%	61.05B	4.39%

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Changes in the Largest Game Niches

Yearly trend

The top download genres show mostly modest growth with limited movement, while the top-grossing genres changed more noticeably, reflecting shifts in monetization strength rather than player demand.

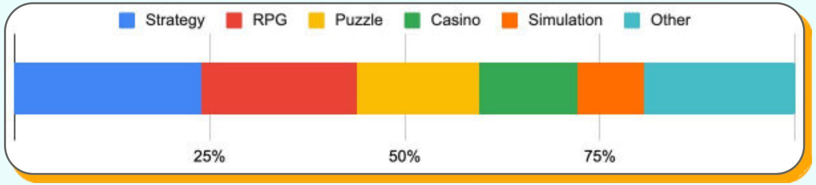
Changes in the top 5 highest-grossing niches, 2025

Genre	Revenue, 2024	Revenue. 2025	YoY Changes
Strategy	$11.42B	$13.26B	16.11%
RPG	$13.17B	$10.98B	-16.62%
Puzzle	$7.82B	$8.69B	11.11%
Casino	$7.51B	$6.94B	-7.55%
Simulation	$4.50B	$4.77B	6.11%

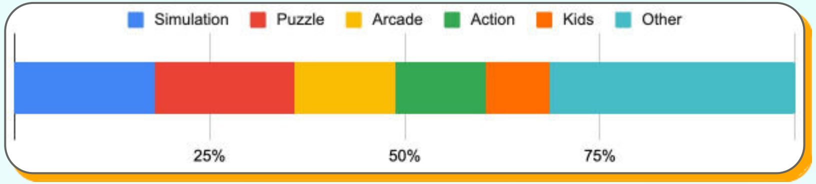
Changes in the top 5 highest-downloading niches, 2025

Genre	Dls, 2024	Dls, 2025	YoY Changes
Simulation	10.74B	10.98B	2.26%
Puzzle	10.30B	10.95B	6.27%
Arcade	7.52B	7.84B	4.36%
Action	7.20B	7.08B	-1.71%
Kids	4.75B	5.07B	6.78%

Revenue distribution across niches, 2025



Download distribution across niches, 2025



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Game Market Performance

Changes in Download and Revenue Dynamics Across Genres

Niche	Downloads 2024	Downloads 2025	%	Revenue 2024	Revenue 2025	%
Action	7.20B	7.08B	-1.71%	$1.73B	$1.31B	-24.53%
Adventure	959.44M	1.02B	6.75%	$742.24M	$719.12M	-3.11%
Arcade	7.52B	7.84B	4.36%	$670.68M	$753.20M	12.30%
Casino	1.48B	1.71B	15.61%	$7.51B	$6.94B	-7.55%
Game Collection	400.40M	659.52M	64.71%	$36.09M	$46.77M	29.58%
Geolocation	57.29M	54.38M	-5.08%	$835.14M	$738.22M	-11.61%
Kids	4.75B	5.07B	6.78%	$497.84M	$552.54M	10.99%
Party	875.79M	943.34M	7.71%	$325.22M	$272.65M	-16.16%
Puzzle	10.30B	10.95B	6.27%	$7.82B	$8.69B	11.11%
Racing	3.46B	3.31B	-4.52%	$407.76M	$360.98M	-11.47%
RPG	1.71B	1.55B	-9.18%	$13.17B	$10.98B	-16.62%
Shooter	2.79B	3.00B	7.54%	$2.87B	$3.28B	14.22%
Simulation	10.74B	10.98B	2.26%	$4.50B	$4.77B	6.11%
Sports	2.06B	2.09B	1.58%	$1.78B	$1.71B	-3.88%
Strategy	2.25B	2.59B	15.17%	$11.42B	$13.26B	16.11%
Tabletop	1.95B	2.21B	13.85%	$869.32M	$933.50M	7.38%

Hybridization of Simple Projects Continues

Trends in downloads and revenue for 2024–2025 (Worldwide) [AppMagic]

The hypercasual games niche continues to grow strongly in revenue despite a slight decline in downloads. This is primarily driven by higher long-term retention and the continued monetization development of hybrid-casual titles, which hold leading positions among the top-grossing hypercasual apps.

	Revenue	Dls
2024	$465.48M	14.69B
2025	$844.01M	14.10B
Yoy Changes	81.32%	-3.99%

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Changes in user retention

Worldwide, retention shows moderate growth.

Retention increased across all time horizons by around 3 to 10%.

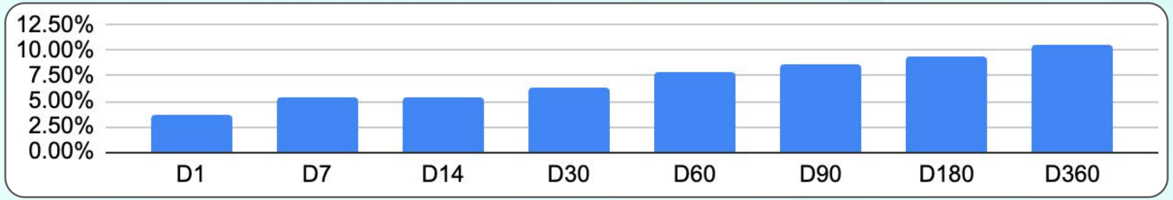
In the US, the increase is more pronounced, ranging from 6 to 17%, with the strongest gains concentrated in later-stage retention.

Why this matters:

The current trend suggests apps have become even more reliant on long-term retention and LiveOps, making it harder for games with weaker LiveOps to stay competitive.

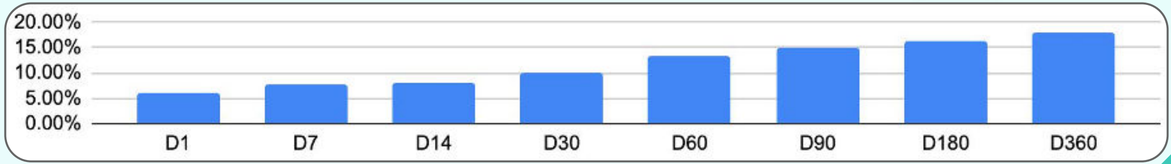
Average retention among the top 200 revenue-generating games in 2024/2025, WW

Year	D1	D7	D14	D30	D60	D90	D180	D360
2024	38.2	17.6	12.3	8.2	5.6	4.5	3.2	2.2
2025	39.6	18.6	12.9	8.7	6.0	4.9	3.5	2.5



Average retention among the top 200 revenue-generating games in 2024/2025, US

Year	D1	D7	D14	D30	D60	D90	D180	D360
2024	36.9	17.2	12.0	7.8	5.3	4.2	3.0	2.1
2025	39.2	18.6	13.0	8.6	6.0	4.8	3.5	2.5



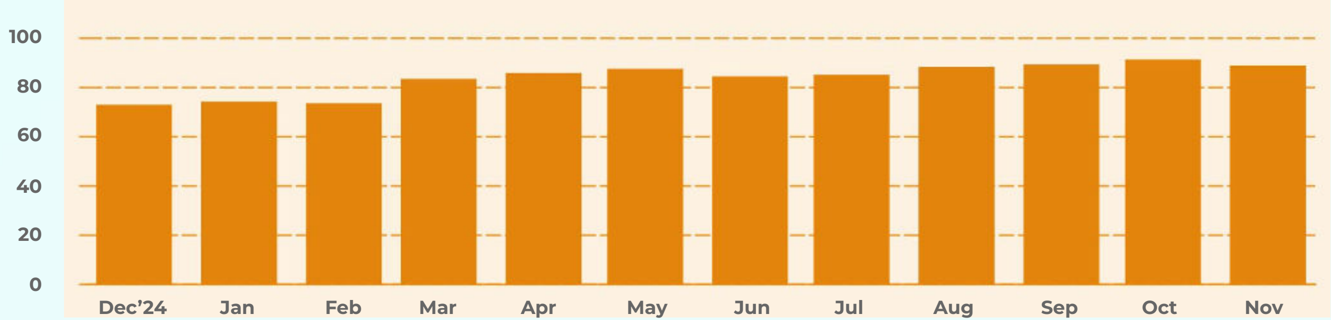
LiveOps event density is increasing

Since the beginning of the year, the number of LiveOps events has continued to grow: while early in the year, projects launched an average of 73 LiveOps events per month, by the end of the year, this figure came at as high as 89.

The growth has been gradual: despite a peak in October (91 events per game per month) driven by holiday activity and the return of LiveOps from the "quiet season," the trend remains stable at the moment—and upward in the year-over-year perspective.

Why this matters: Retention growth in both WW and the US is largely driven by LiveOps. The market is pushing developers to adapt and invest more in operating and optimizing existing titles.

The average number of LiveOps event launches per game per month



Regional Shifts

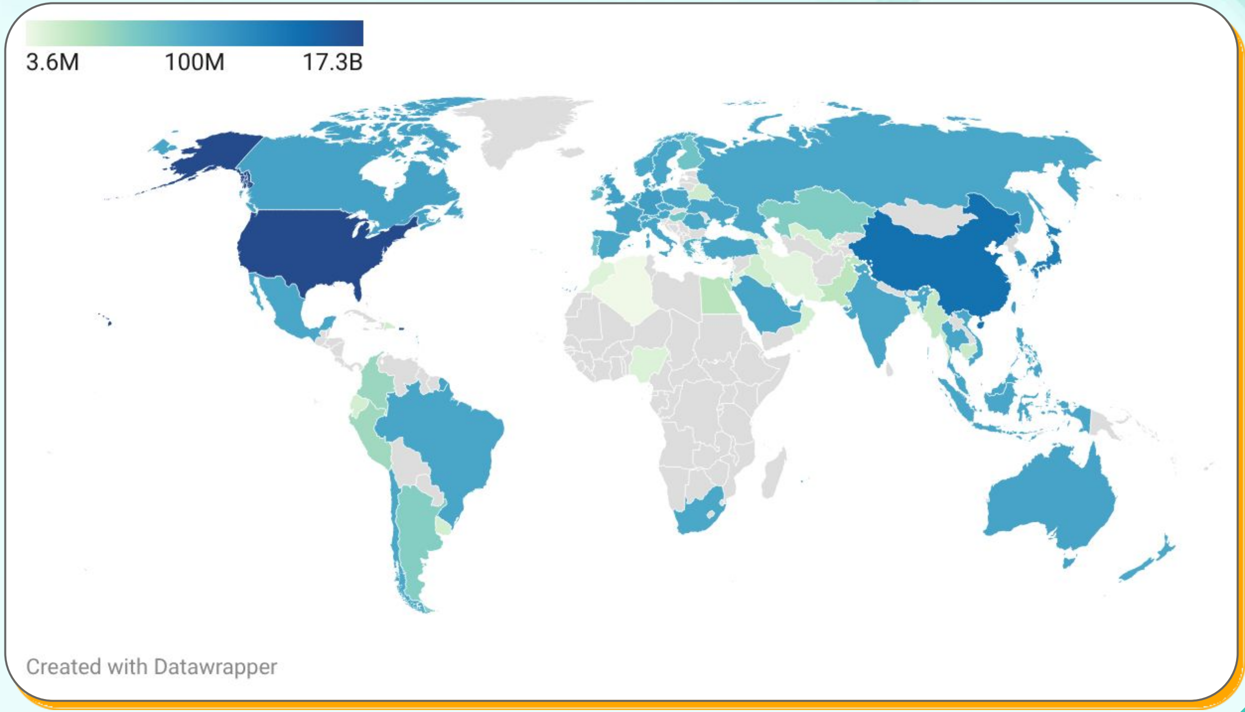
Revenue by Country, 2025

Leaders by revenue remain on top but are growing slowly.
The largest markets, the United States, China, Japan, and South Korea, are mostly showing stagnation or decline.

Europe looks more resilient.
Many European countries, such as Germany, France, and Italy, demonstrate moderate but consistently positive growth.

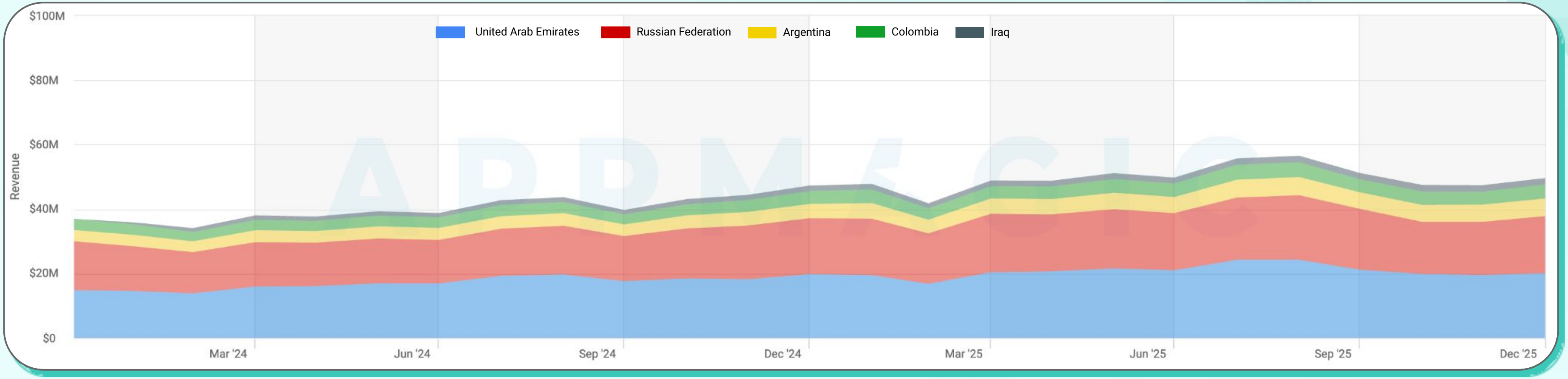
The US remains No. 1, but growth is minimal.
The US is still the largest market by a wide margin, yet sub-2% YoY growth suggests that performance is driven mainly by retention and LTV rather than user-base expansion.

Revenue distribution by country, 2025



Fast-growing Countries by Revenue

Revenue dynamics of the top 5 fastest-growing countries [AppMagic]



The fastest revenue growth comes from a mix of low-base expansion and improved monetization in established and premium markets.

One of the most notable markets is the UAE, where growth is driven by users' high purchasing power.

Percentage changes in the top 5 fastest-growing countries by revenue

Country	Growth, YoY
Iraq	35.05%
Argentina	33.16%
Colombia	23.53%
Russian Federation	22.42%
United Arab Emirates	20.10%

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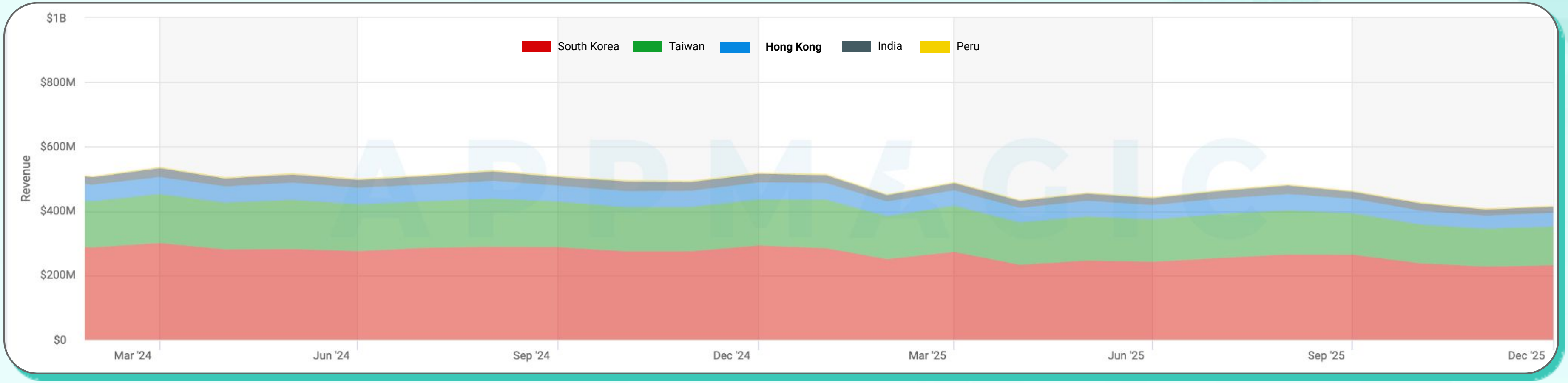
Fast-declining Countries by Revenue

Revenue dynamics of the top 5 fastest-declining countries [AppMagic]



Revenue declines are concentrated in saturated Asian markets and large scale-driven economies, highlighting pressure on monetization rather than user demand.

India remains massive by downloads but is declining in revenue, as monetization is not keeping pace with scale. In addition, regulatory restrictions in the country are also weighing on growth.

Percentage changes in the top 5 fastest-downloading countries by Revenue

Country	Decline, YoY
India	-16.88%
South Korea	-12.21%
Hong Kong	-11.33%
Taiwan	-9.01%
Peru	-8.40%

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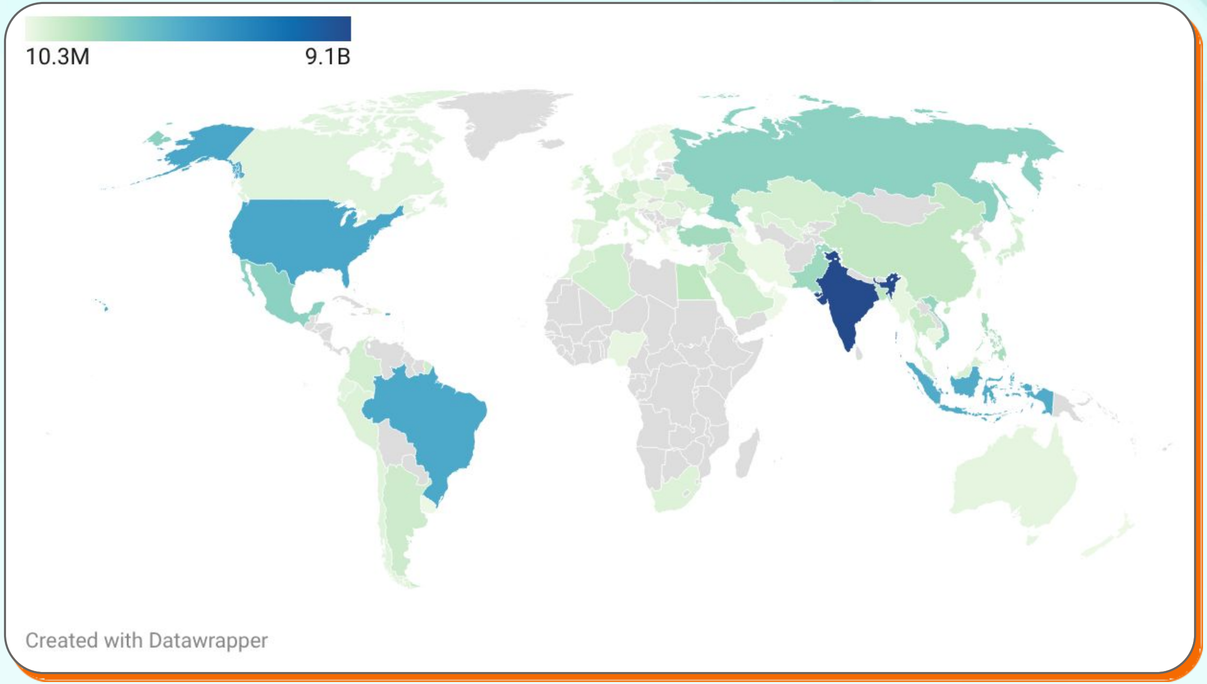
Downloads by Country, 2025

Global downloads are dominated by large, emerging markets, while mature markets contribute less volume but far more value.

Asia and emerging markets form the backbone of global downloads.
Most of the top countries are in Asia (India, Indonesia, Vietnam, Thailand, the Philippines, Pakistan) and other emerging markets (Brazil, Mexico, Turkey, Russia, Egypt).

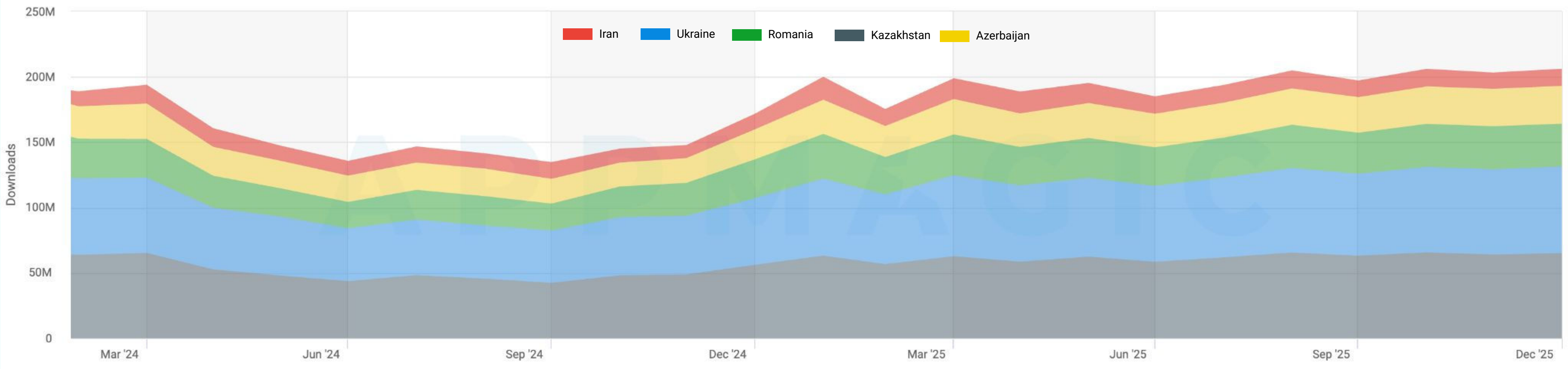
LatAm and MENA make an important but less stable contribution, with several countries already showing signs of slowdown or decline.

Downloads distribution by country, 2025



Fast-growing Countries by Downloads

Downloads dynamics of the top 5 fastest-growing countries [AppMagic]



Eastern Europe and CIS are a key growth cluster.

Ukraine, Iran, Azerbaijan, and Kazakhstan are relatively low-ARPU markets, but they are seeing rapid expansion in their user bases. Download growth there reflects audience expansion rather than immediate revenue gains.

Percentage changes in the top 5 fastest-downloading countries by downloads

Country	Growth, YoY
Ukraine	27.90%
Iran	25.11%
Azerbaijan	23.54%
Romania	23.43%
Kazakhstan	18.71%

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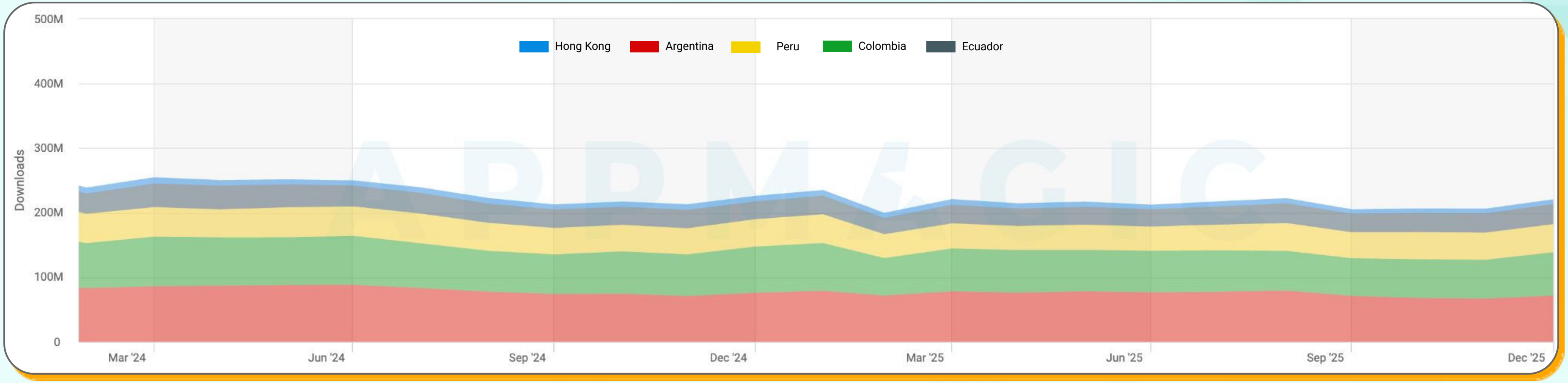
Fast-declining countries by Downloads

Downloads dynamics of the top 5 fastest-declining countries [AppMagic]



LatAm is showing a structural slowdown.

Market growth has stalled, and the region now appears saturated, with a clear year-over-year decline. Argentina is an example of a shift from volume-driven to value-driven growth. It is among the fastest-growing countries by revenue, yet downloads are declining. Declining downloads in these countries signal market maturity and a shift toward monetization rather than weakening demand.

Percentage changes in the top 5 fastest-downloading countries by downloads

Country	Decline, YoY
Colombia	-10.05%
Ecuador	-9.83%
Hong Kong	-9.45%
Peru	-8.91%
Argentina	-8.45%

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Monetization & Payments

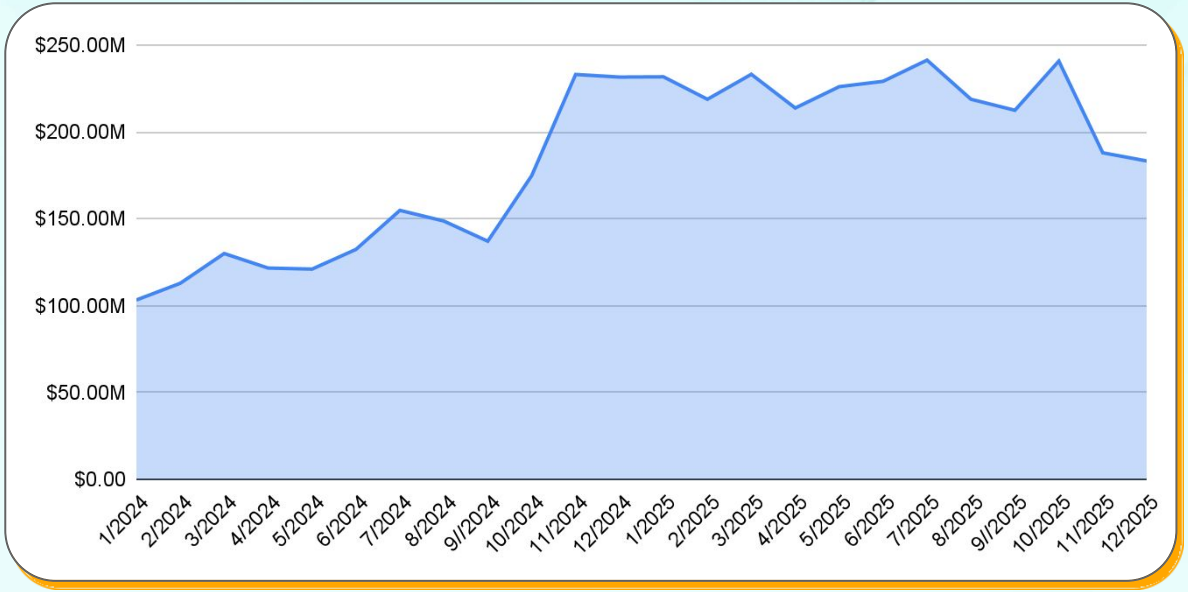
D2C Revenue is Gaining Traction

D2C revenue grew by 46% YoY among the top 100 highest-grossing projects in the US.

Growth peaked before the fall, while from September onward the pace slowed significantly.

Across all apps, revenue increased by only 24%.

D2C revenue dynamics for top-100 gaming apps, 2024–2025, US



#2
Trends
in Apps

Key Takeaways

The app niche is growing rapidly

The app market showed strong year-over-year growth in both downloads (+12%) and revenue (+19%).

Generative AI: Rapid growth and intensifying competition

Compared to last year, Generative AI downloads grew 177% and revenue 274%, showing explosive growth, but the difficulty of entering the niche has also increased.

Google services as the main growth driver of the Tool niche

While Google's apps were the main drivers of revenue growth in absolute terms, the Tools niche also expanded thanks to a wide range of other apps with very different use cases.

Revenue reshuffles, downloads stay stable

Revenue growth is being driven by shifting monetization dynamics in a few fast-rising niches, whereas user demand remains concentrated in established, mass-scale niches.

Several niches are becoming less concentrated

Finance, Lifestyle, News & Magazines, and Health & Fitness show moderate revenue growth, stable or growing downloads, and declining oligopoly levels in revenue and/or downloads.

US retention rises, global flat

Retention gains are concentrated in the US, where revenue growth outpaces downloads, signaling rising LTV driven mainly by existing users.

Revenue concentrates in mature markets

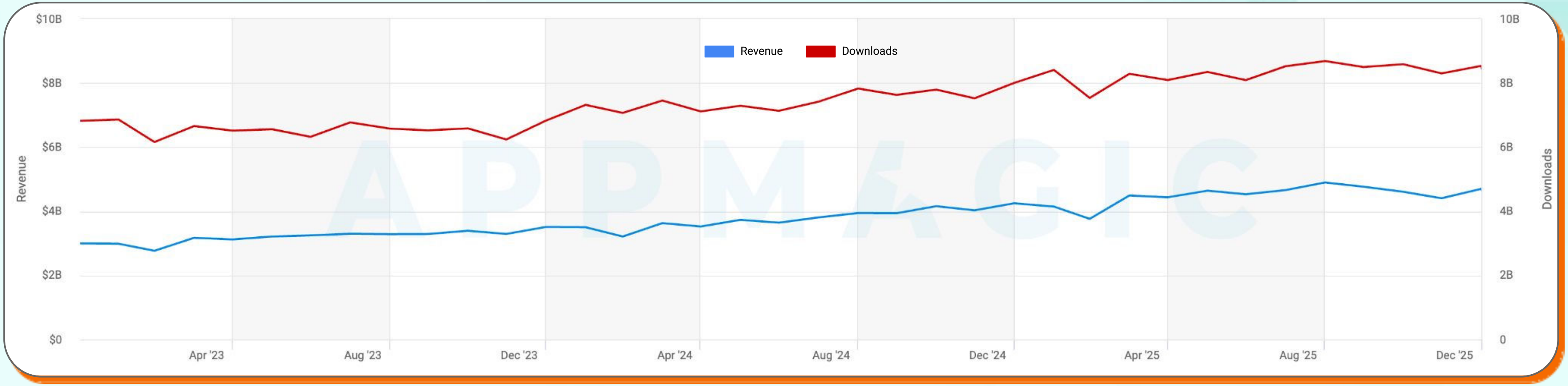
The US leads by a wide margin, and the fastest revenue growth comes from monetizable markets like Spain, Italy, France, and the UAE.

Downloads grow in emerging markets

The largest download markets are relatively stable, while the biggest relative download gains come from price-sensitive countries, with minor declines concentrated in LatAm.

Global Yearly Trend

Trends in downloads and revenue for 2022–2025 (Worldwide)



The app market showed strong year-over-year growth in both downloads (+12%) and revenue (+19%).

The largest niches, such as Entertainment and Tools, contributed the most to this growth. Generative AI also saw a sharp rise, having been rapidly expanding since 2023.

Dynamics of change in downloads and revenue for 2023–2025 (YoY)

Year	Rev	%	Dls	%
2023	$38.57B		78.58B	
2024	$45.36B	18%	89.56B	14%
2025	$54.03B	19%	99.87B	12%

Changes in The Largest App Niches

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Yearly Trend

The top 5 highest-grossing niches changed year over year: while Photo & Video previously rounded out the top 5, Books & Reference now takes that spot, and Generative AI has moved into the top 4.

In contrast, the top 5 download niches saw only minor shifts. Despite strong growth in Entertainment, Tools remains the leader.

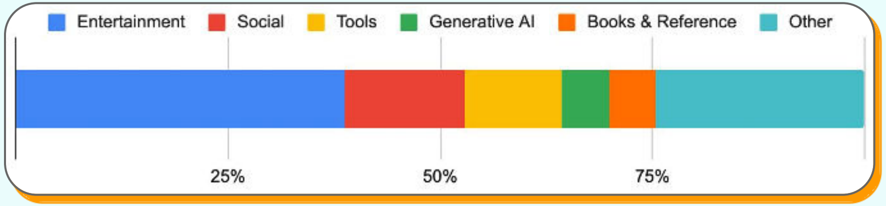
Changes in the top 5 highest-grossing niches, 2025

Niche	Revenue, 2024	Revenue, 2025	YoY Changes
Entertainment	$17.8B	$21.0B	11%
Social	$7.0B	$7.6B	9%
Tools	$5.1B	$6.2B	22%
Generative AI	$805.7M	$3.0B	275%
Books & Reference	$2.9B	$3.0B	3%

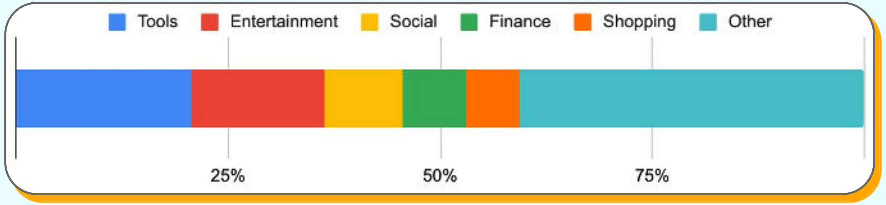
Changes in the top 5 highest-downloading niches, 2025

Niche	Dls, 2024	Dls, 2025	YoY Changes
Tools	$19.4B	$20.7B	7%
Entertainment	$14.2B	$15.7B	11%
Social	$9.2B	$9.2B	0%
Finance	$7.1B	$7.5B	5%
Shopping	$6.3B	$6.3B	1%

Revenue distribution across niches, 2025



Download distribution across niches, 2025



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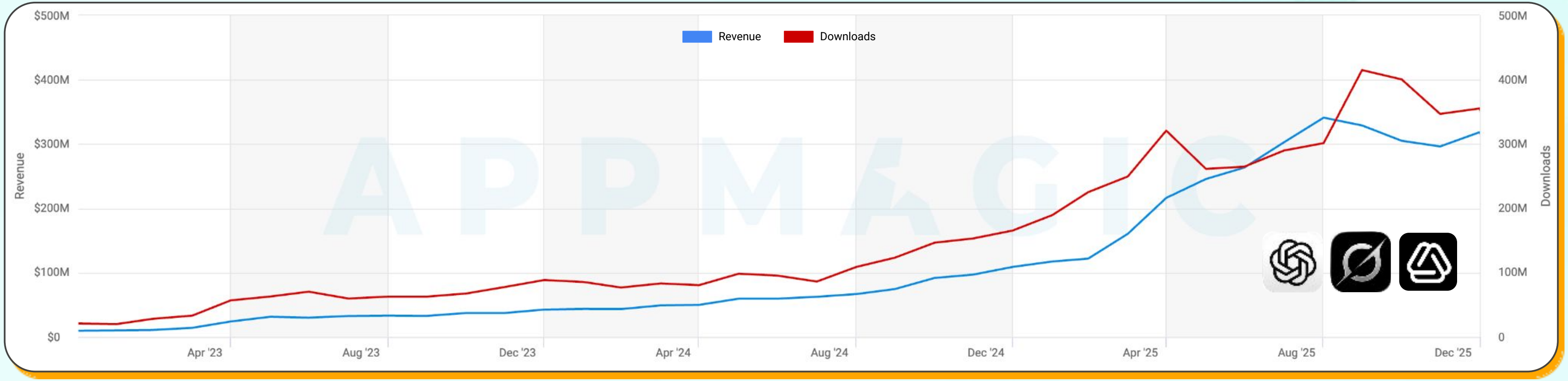
Generative AI: Rapid growth and intensifying competition

Trends in downloads and revenue in Generative AI niche for 2023–2025 (Worldwide)

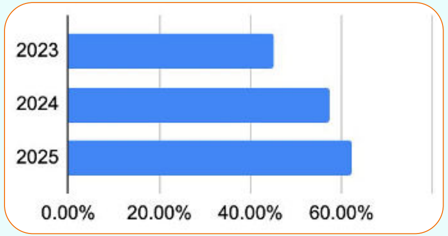


An 86% oligopoly index indicates an extremely concentrated market dominated by top players.

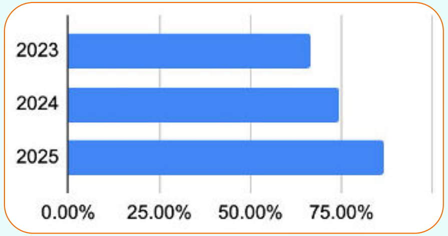
Compared to last year, Generative AI downloads grew 177% and revenue 274%, showing explosive growth.

At the same time, the market is becoming more concentrated: the top 10 highest-grossing apps increased their revenue share from 74% in 2024 to 86% in 2025.

Oligopoly index for the top 10 highest-grossing apps



Oligopoly index for the top 10 most-downloaded apps



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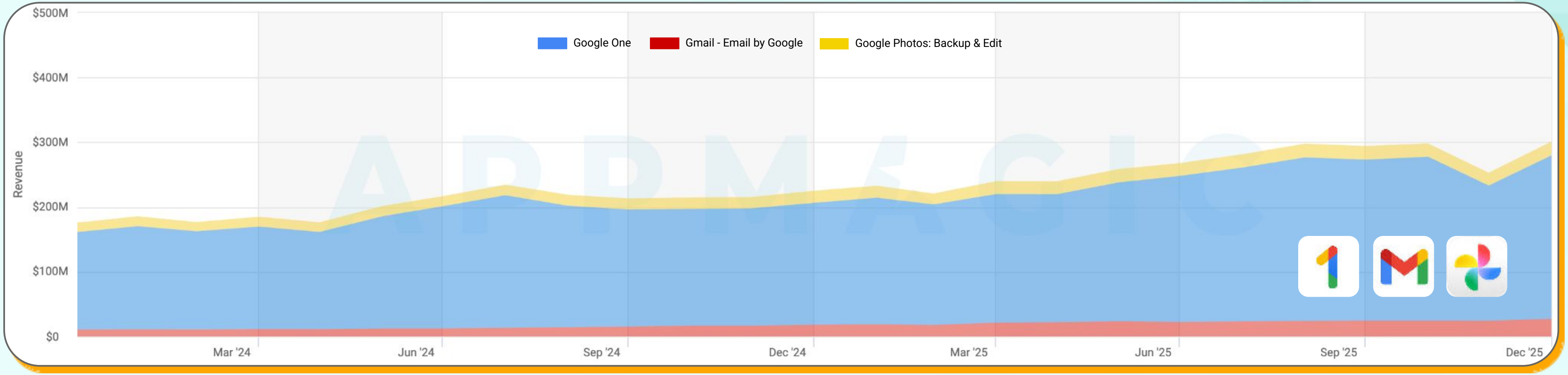
Tools: Google services as the main growth driver of the niche

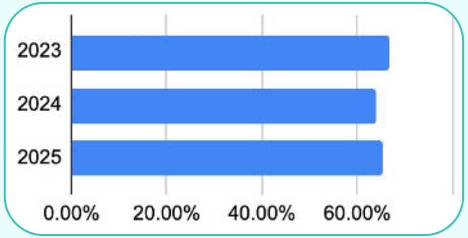
Revenue dynamics of the top three highest-grossing apps in the Tools category, 2024–2025 [AppMagic]



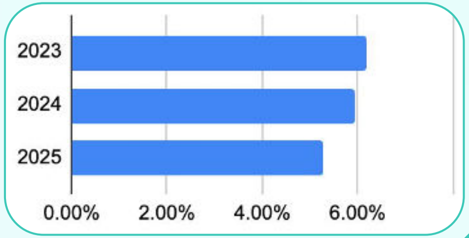
While Google's apps were the main drivers of revenue growth in absolute terms, the Tools niche also expanded thanks to a wide range of other apps with very different use cases.

Over the past two years, the difficulty of entering the niche has remained largely unchanged. On average, the Tools niche is highly competitive, with the top 10 apps accounting for 64 to 66% of total niche revenue.

Oligopoly index for the top 10 highest-grossing apps



Oligopoly index for the top 10 most-downloaded apps



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App Market Performance

Changes in Download and Revenue Dynamics Across Niches

Niche	Revenue 2024	Revenue 2025	Growth	DLs 2024	Dls 2025	Growth
Auto & Vehicles	$80.22M	$89.05M	11.01%	832.96M	1.03B	23.82%
Books & Reference	$2.91B	$3.00B	3.00%	1.13B	1.31B	15.95%
Business	$1.01B	$1.23B	21.71%	2.30B	2.60B	13.12%
Education	$1.37B	$1.49B	8.21%	2.32B	2.72B	17.34%
Entertainment	$17.83B	$20.97B	17.61%	14.15B	15.69B	10.87%
Finance	$175.55M	$212.18M	20.86%	7.13B	7.47B	4.74%
Food & Drink	$67.90M	$87.36M	28.66%	2.00B	2.39B	19.42%
Generative AI	$805.69M	$3.02B	274.50%	1.30B	3.62B	177.82%
Graphics & Design	$394.96M	$495.15M	25.37%	923.72M	1.07B	16.24%
Health & Fitness	$2.08B	$2.13B	2.41%	2.93B	3.38B	15.21%
Lifestyle	$616.96M	$789.29M	27.93%	2.75B	3.44B	25.18%
Navigation	$575.50M	$639.07M	11.05%	1.55B	1.77B	14.21%
News & Magazines	$433.97M	$446.93M	2.99%	604.35M	650.12M	7.57%
Personalization	$134.58M	$128.80M	-4.30%	2.59B	2.94B	13.54%
Photo & Video	$2.11B	$2.66B	26.10%	5.41B	5.65B	4.37%
Productivity	$919.99M	$1.07B	16.32%	2.12B	2.54B	19.39%
Shopping	$363.02M	$586.45M	61.55%	6.27B	6.31B	0.61%
Social	$6.98B	$7.58B	8.60%	9.24B	9.21B	-0.30%
Sports Apps	$1.10B	$950.97M	-13.46%	1.25B	1.52B	21.36%
Tools	$5.14B	$6.19B	20.58%	19.38B	20.66B	6.64%
Travel	$146.54M	$154.19M	5.22%	2.76B	3.07B	11.34%
Weather	$113.28M	$117.24M	3.49%	633.35M	857.15M	35.34%

Changes in the Oligopoly Index Across Niches

	Oligopoly index (top 10 apps downloads)			Oligopoly index (top 10 revenue-generating apps)		
Niche	**2023**	**2024**	**2025**	**2023**	**2024**	**2025**
Auto & Vehicles	19.81%	15.37%	12.38%	56.42%	48.92%	48.58%
Books & Reference	16.45%	15.38%	11.41%	59.73%	61.18%	63.31%
Business	44.76%	40.92%	37.92%	90.07%	89.46%	89.64%
Education	19.04%	21.10%	21.08%	53.24%	54.56%	55.47%
Entertainment	19.46%	16.17%	13.93%	56.40%	57.00%	58.45%
Finance	11.12%	9.94%	8.38%	65.30%	56.91%	54.72%
Food & Drink	18.13%	18.44%	19.54%	76.63%	74.05%	74.82%
Generative AI	45.20%	57.21%	62.19%	66.48%	74.52%	86.41%
Graphics & Design	52.41%	45.58%	45.94%	84.21%	85.23%	87.73%
Health & Fitness	11.82%	11.67%	10.57%	42.25%	39.48%	37.07%
Lifestyle	13.61%	11.89%	10.48%	39.80%	40.82%	41.96%
Navigation	37.65%	32.96%	28.42%	65.51%	65.76%	66.50%
News & Magazines	26.32%	22.66%	17.40%	53.29%	52.50%	51.20%
Personalization	13.30%	13.28%	13.26%	50.58%	52.98%	51.82%
Photo & Video	28.45%	26.79%	22.02%	42.23%	50.17%	60.23%
Productivity	34.28%	34.75%	29.94%	67.47%	66.86%	66.14%
Shopping	27.32%	28.49%	22.10%	89.65%	94.73%	96.87%
Social	44.87%	44.98%	34.73%	42.31%	45.39%	47.31%
Sports Apps	23.39%	16.95%	14.99%	70.20%	68.49%	62.09%
Tools	6.17%	5.94%	5.27%	66.80%	63.85%	65.47%
Travel	22.61%	22.13%	21.58%	79.68%	79.49%	79.35%
Weather	20.96%	21.91%	19.50%	63.19%	61.21%	58.01%

Changes in User Retention

Compared to last year, average retention among top apps worldwide has remained largely unchanged, with only minor fluctuations.

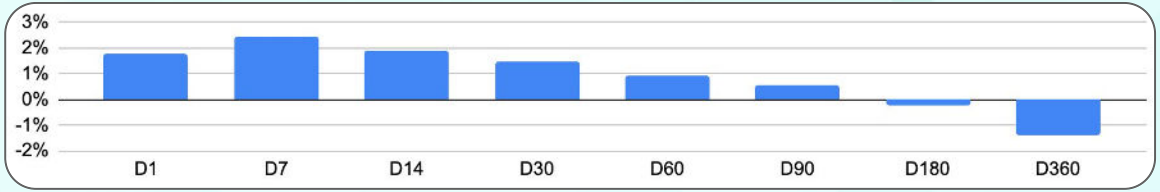
More noticeable changes are seen in the US: day 7 retention and later cohorts increased slightly, by around 2 to 5% depending on the day.

Why this matters:

Compared to last year, revenue in the US grew by 13.50%, while downloads increased by only 3.94%. Most of the revenue is coming from existing users rather than new ones. With retention continuing to improve, the lifetime value of users in highly monetizable markets, particularly the US, may end up exceeding current projections.

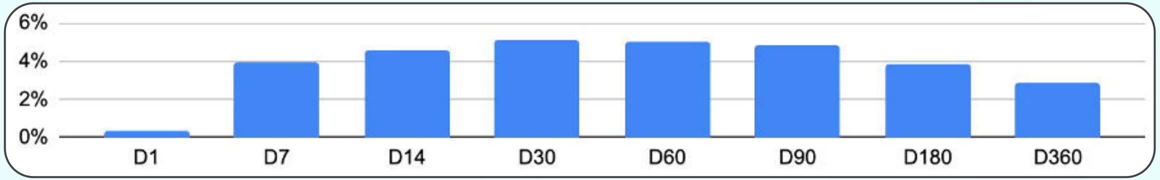
Average retention among the top 200 revenue-generating apps in 2024/2025, WW

Year	D1	D7	D14	D30	D60	D90	D180	D360
2024	27.7	15.2	11.8	9.0	7.1	6.3	5.0	4.1
2025	28.2	15.5	12.1	9.2	7.2	6.3	5.0	4.1



Average retention among the top 200 revenue-generating apps in 2024/2025, US

Year	D1	D7	D14	D30	D60	D90	D180	D360
2024	28.3	14.1	10.7	7.9	6.2	5.4	4.4	3.6
2025	28.4	14.7	11.2	8.3	6.5	5.7	4.6	3.7



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Regional Shifts

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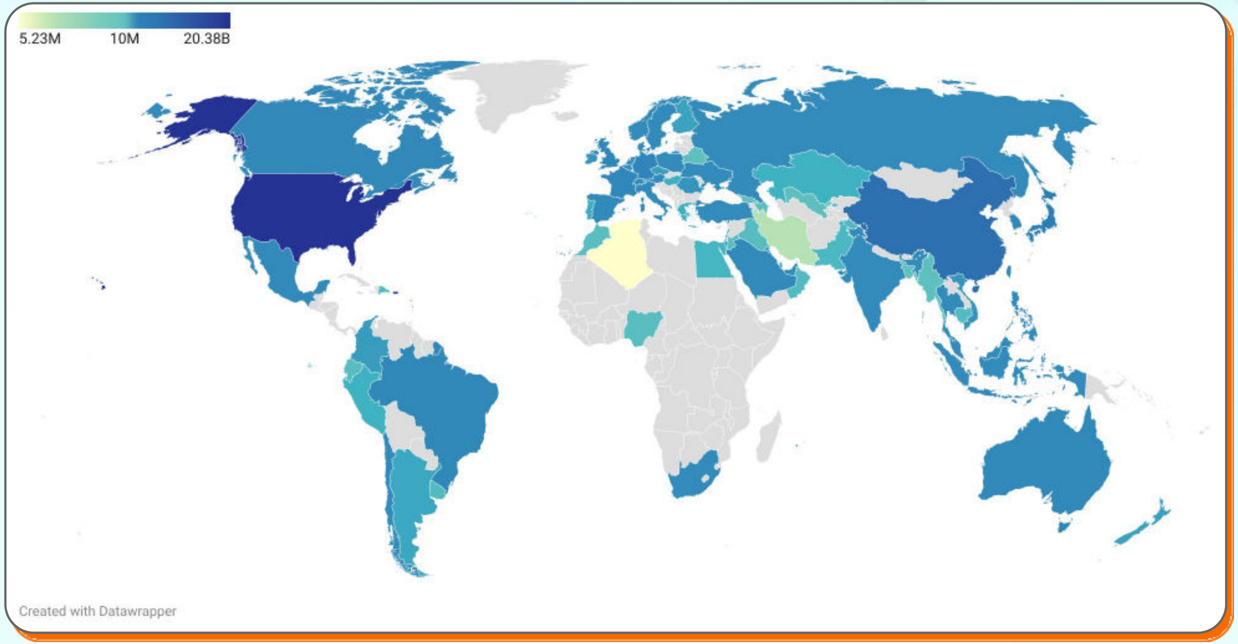
Revenue by country, 2025

The US remains the undisputed revenue leader. In 2025, US revenue reached $20.4B, making it the largest market by a wide margin.

Asia remains large but is growing at a moderate pace. China and Japan strengthened their positions as the 2nd and 3rd largest markets by revenue, reaching $7B and $4.4B respectively. Revenue growth across niches is slowing, suggesting these markets are likely approaching saturation.

Revenue distribution by country, 2025



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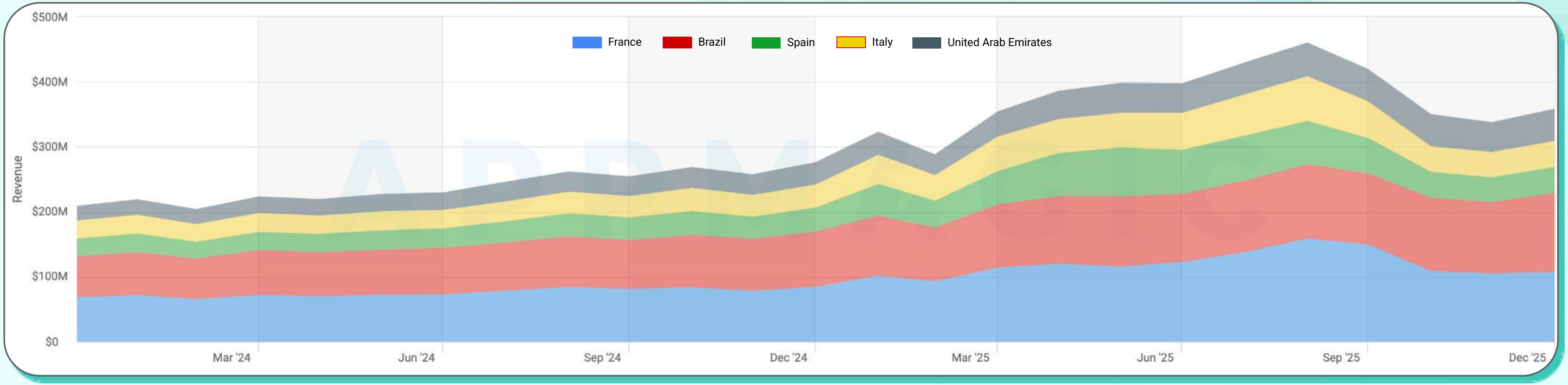
Fast-Growing Countries by Revenue

Revenue dynamics of the top 5 fastest-growing countries [AppMagic]



The highest year-over-year relative revenue growth is driven by mature, highly monetizable markets (Spain, Italy, France, and the UAE).

However, there is one exception: revenue is also growing in Brazil, driven by increased traffic acquisition at scale in past years, placing it fifth among the fastest-growing countries.

Percentage changes in the top 5 fastest-growing countries by revenue

Country	Growth, YoY
Spain	72.83%
Italy	62.81%
United Arab Emirates	57.31%
France	56.76%
Brazil	44.19%

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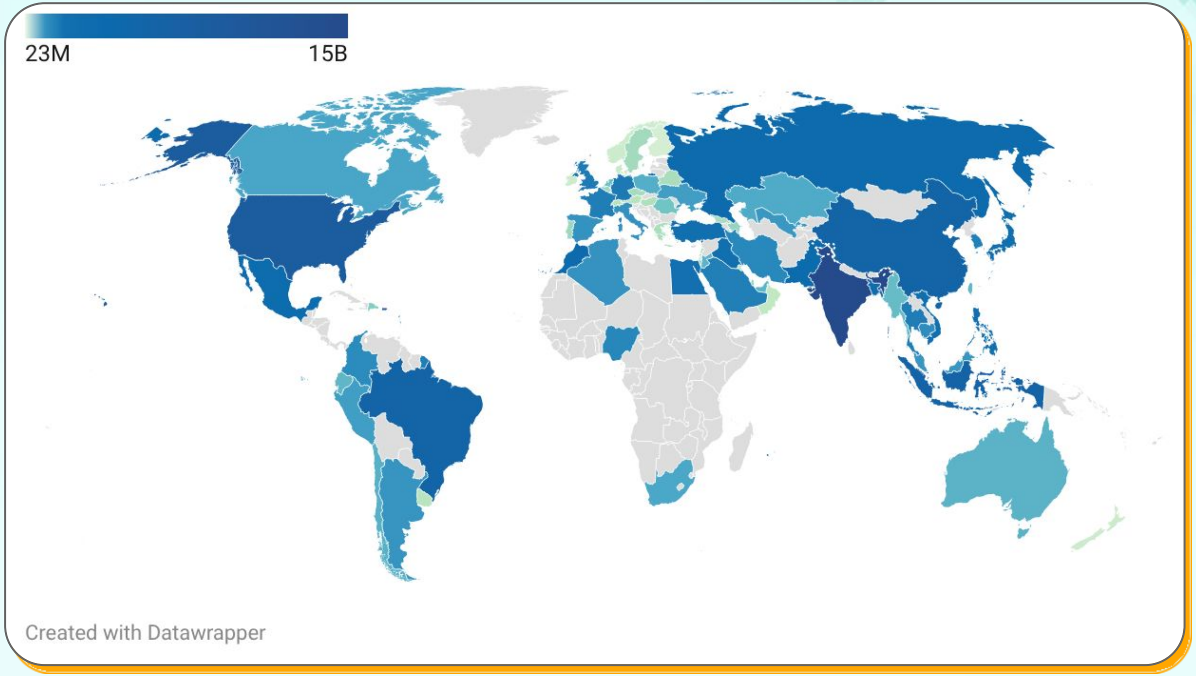
Downloads by country, 2025

The US and India strengthened their positions. India remains the largest market by downloads (15B), while the US continues to gradually solidify its standing, reaching 8.88B downloads in 2025.

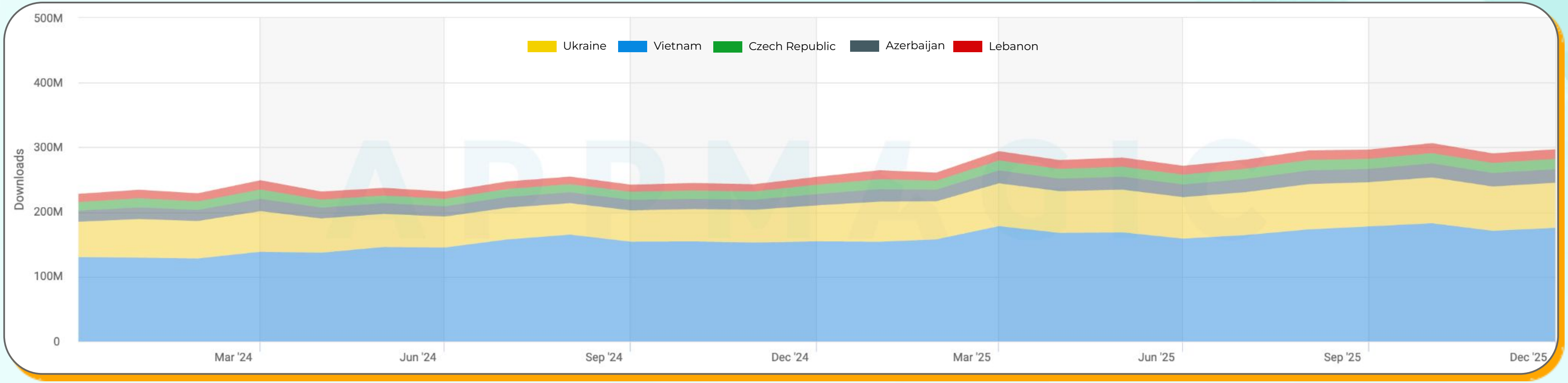
Brazil and China remain in the top group but shifted positions. Brazil stays in the top 5, though growth is modest (+1.6%), and China also remains with moderate growth (+5.4%). Indonesia shows steady growth and retains its place in the top 5.

Why this matters. Top download markets are approaching saturation: Brazil, China, and Indonesia remain in the top 5, but growth is moderate. CPI in these countries is likely to rise faster than organic demand.

Downloads distribution by country, 2025



Fast-Growing Countries by Downloads



In relative terms, the fastest-growing countries year over year were Ukraine, Azerbaijan, the Czech Republic, Lebanon, and Vietnam.

Download growth is driven by emerging and price-sensitive markets, reflecting expanding user demand rather than immediate monetization.

Percentage changes in the top 5 fastest-downloading countries by downloads

Country	Growth, YoY
Ukraine	25.31%
Azerbaijan	19.89%
Czech Republic	19.55%
Lebanon	17.54%
Vietnam	15.11%

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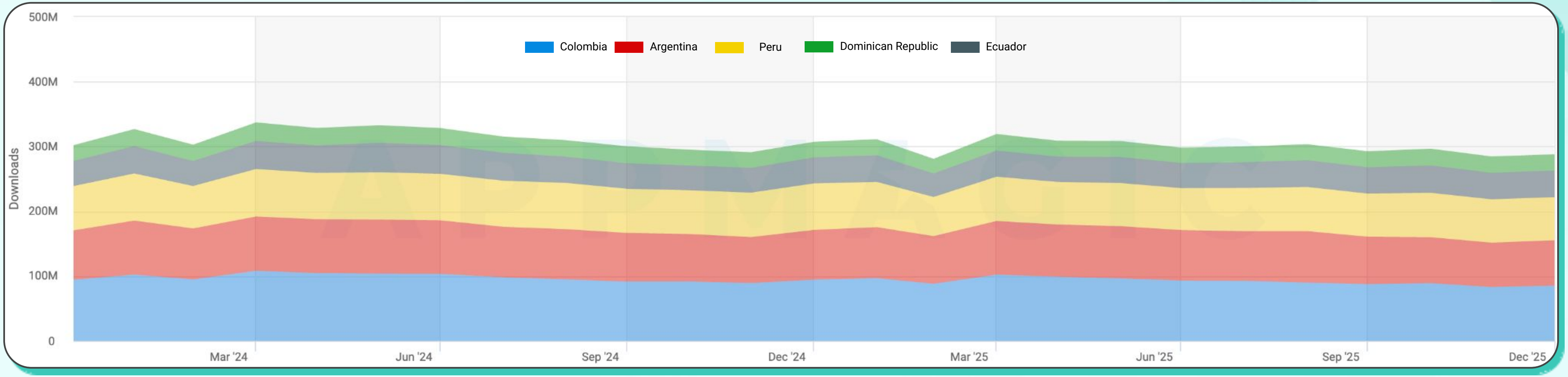
Fast-Declining Countries by Downloads



LatAm is the key risk region: for a long time, it was seen as a resurgent growth trend, but current signals suggest the market is becoming saturated.

At this stage, the negative changes are relatively minor, and in some markets, such as Ecuador, they are negligible.

Percentage changes in the top 5 fastest-downloading countries by downloads

Country	Decline, YoY
Colombia	-6.24%
Peru	-5.61%
Dominican Republic	-4.60%
Argentina	-3.54%
Ecuador	-2.86%

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#3 Opportunities & Risks for 2026

Opportunities & Risks for 2026

2026 will be a year of LTV optimization rather than large-scale growth. Projects that succeed will be those capable of managing long-term retention, LiveOps complexity, and value-driven monetization in mature and semi-mature markets. Those still relying on volume-driven growth and simple scaling models are likely to fall behind.

Global

- LatAm is approaching saturation. Slowing download growth makes UA scaling more challenging, shifting future growth toward more precise monetization of already acquired audiences.

Gaming

- Shift from growth to retention. As the games market slows, long-term retention requirements increase, making LiveOps and engagement of existing users the primary drivers of LTV.
- Monetization pressure in Casino and RPG. Casino and RPG are losing revenue despite stable or growing downloads. There is a growing risk that traditional monetization models in these genres are being displaced by D2C and web shops, but adoption is lagging behind market needs.
- D2C remains an option, not a standard. While the channel is growing, it is not universally adopted: for large projects it serves as a meaningful revenue lever, while for smaller teams it often remains a limited incremental uplift.

Non-Gaming

- Rising oligopolization in high-growth niches. In Generative AI and several app categories, growth is increasingly captured by top players rather than the market as a whole. Entering “hot” niches is becoming more difficult—an effect that could later replicate in gaming as well.

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