**Hyper casual games- trends and success patterns**

Spending time is now much more entertaining and fascinating with the growth and advancements in the gaming sector. Hyper casual games are a prominent aspect of the gaming industry. This stress reliever, easy to play, and a tap away gaming are highly engaging and attractive for a huge amount of population around us. The app rankings are dominantly conquered by most of the hyper-casual games available.

The merge of the simple mechanics and attractive UI for the hot topic provides a giant growth statistics and easy access without any tutorial requirements for the hyper-casual games.

Easy accessibility actually is so easy with this ‘tap to play’ game!

Most of the tech giants and big forums are now investing in the hyper-casual gaming industry because of their growth statistics and the market boost.

**Facts and stats of success pattern**

The hyper-casual game market is boosting continuously with the passing time. This has been proved to be one of the most successful gaming industries with a high revenue generation and a huge amount of Daily average users. Below are a few statistics from the trusted sources representing the success of hyper-casual games in the global market:

1. **According to Google:**
2. 2019’s first half experienced annual growth in hyper-casual game downloads by 26%.
3. Goldman Sachs invested $200 million in Voodoo, Zynga brought gram games for $250 million and AppLovin launched Lion Studios over the past year of 2019.
4. **gameanalytics.com:**
5. Traffic in hyper-casual games is about 26,000 DAU (Daily Average Users).
6. Hyper casual games experience about 43 million sessions per year.
7. **inmobi.com:**
8. 53% of global users of Bottle Flip game are between 26 to 45 years old and 55% of Wordscapes app users are between 46 to 75 years old.
9. California or Texas consists of the highest number of players.
10. Hyper casual games provide an average income of $50,000 to $100,000 to the staff involved.

**Trends changes with time.**

Every month, there is a new mechanism trend on-going, and this changes every now and then. The upcoming and changing trend shows tremendous growth in the hyper-casual gaming market. There is a wide range of mechanisms in which these hyper-casual game developments are carried out and marks their success pattern. Let us have a look at the various available, mechanisms for the hyper-casual game development:

1. **Timing mechanism** – These games revolves around precision in the taps. You need a perfect timing for each tap, a wrong move and you are dead!
2. **Puzzle mechanism** - Logical thinking and mystery solving is the idea behind the puzzle mechanics. Roller Splat by Voodoo is an example of this type where no time limit is there, one just needs to solve the straight-forward puzzles.
3. **Merging mechanism** – Combinations are done to solve the levels and upgrade to the next ones. With each up-gradation, a new feature or character gets unlocked, making the games more satisfying.
4. **Stacking mechanism** – Such mechanics using games like Tetris work around various mechanisms in which an object falls, it can be rotated, and below on the screen, they are to be stacked up. Once these stacks don’t blast and reach up to a certain height, the game is finished!
5. **Swerving mechanism** – Movements and balancing on a track are the concepts involved in these types of hyper-casual gaming mechanics. The phone screen is moved left or right for the balancing of the characters, falling from the track leads to the ending of the game.
6. **Resizing mechanism** – Jelly Shift is an example of the hyper-casual game development with resizing mechanics. In this type, the object is to be resized differently to pass through the various obstacles.
7. **Turning mechanism** – Unlike the swerving mechanism, not just the movement is responsible for the playing of these games. In these games, according to the change in the track’s directions, the object’s direction is to be manually changed for the winnings.
8. **Pushing mechanism** – Clearing the area is the pushing mechanism’s concept. The player needs to swipe away other players or objects from the map area of his territory.
9. **Agility or dexterity mechanism** – Unlike the timing mechanism, these games are not about tapping at the right time. In these games, a time limit is going on in the screen clock and one needs to reach a higher score in that time span, surviving all the obstacles.
10. **Direction mechanism** – Sand Balls and Happy Glass are examples of this mechanics. The desired objects are to be transferred to the final location by carving their way out in the sand or mud.
11. **Rising and falling mechanism** – The object in the Rising and falling mechanism either rises or falls from a series of obstacles, overcoming them to move forward.
12. **Growing mechanism** – Just like the snake games, in this type of game, the character gulps in the objects to merge with it and hence enlarging its size.
13. **Color matching** **mechanics** – This game enhances a player’s ability to distinguish between the colors and the objects. Similar colors are to be merged to move on to the next level.
14. **Tidying mechanism** – This is for the people who love neatness in everything. The object is cleared or peeled to come with its better version.

Each of these mechanisms carries a wide range of games with them. And, every now and then, they switch the trends for user attractions.

**Hyper casual gaming future**

Google experts came up with a list of steps that can help the hyper-casual game owners meet the desired success in the near future. According to Mingjuan Wei, there are several methods that can be opted, these are:

* Collaborations with few competitors and other giants for the ad monetization.
* Perfections with each involved mechanisms and attractiveness and creativity in the user interfaces.
* Analyze the market stability and growth rate for the mechanisms before releases.

Social relationships and development skills are the most important aspects of the success rates of this gaming industry.