

Roblox as a strategic growth platform: what developers need to know

Tianyi Gu

[Roblox](#) has transcended its identity as a youth-focused game platform. With nearly **112 million daily active users (DAU)** and **a creator economy paying out US\$316 million in Q2 2025**, it has become a foundational entertainment ecosystem where Gen Z and Gen Alpha socialize, create, and play.

For anyone looking to reach these audiences, the question is no longer whether to engage with *Roblox*, but how.

This analysis, produced in partnership with [Gamefam](#), one of *Roblox*'s largest native studios and owner of [RoMonitor](#), the platform's leading analytics tracker, combines Gamefam's near-decade of platform expertise with Newzoo's games and research data to unpack what real success on *Roblox* requires.

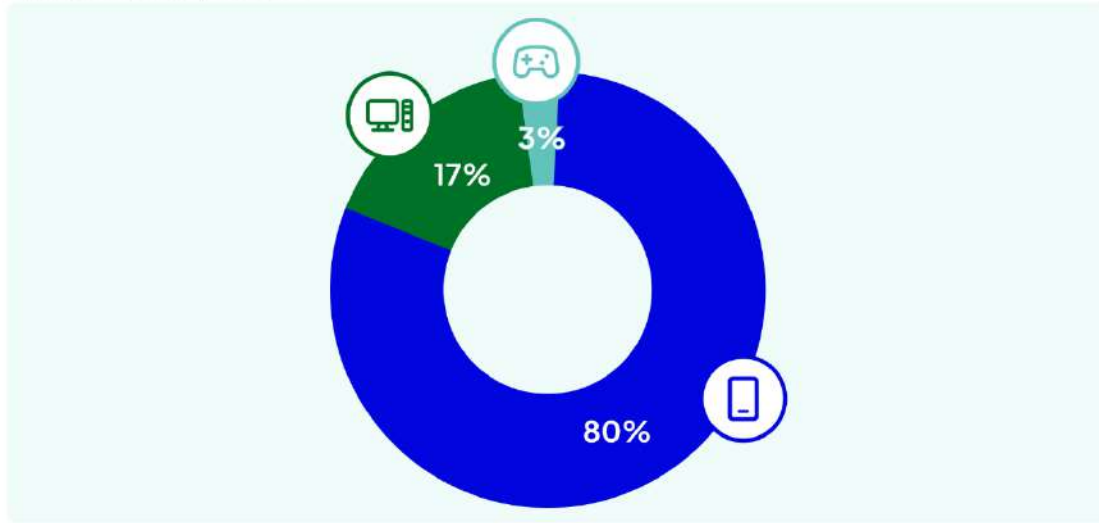
This special focus topic is featured in Newzoo's [Free Global Games Market Report 2025](#). Download the report to explore the full findings and discover how *Roblox* is reshaping player engagement and platform strategy across the industry.

A platform structurally different from what you know

At first glance, *Roblox* resembles mobile gaming:

Roblox daily active users (DAU) by platform

All platforms | Global | As of 2024



Source: Roblox 2024 Annual Report

- **80%** of daily active users (DAU) access the platform on mobile devices
- Monetization centers on cosmetics, Gacha, and vanity items
- Conversion rate of DAUs sits at **1.25%**, mirroring free-to-play (F2P) mobile benchmarks
- Daily bookings per user average **\$0.14**, aligning with typical mobile F2P metrics

However, according to Newzoo's [2025 Global Gamer Study](#), Roblox players are not siloed within the mobile platform. **Only 24% of Roblox players aged 10–65 play exclusively on mobile.** Many also engage with PC and console.

Newzoo's [Game Performance Monitor](#) shows that since PlayStation launch in October 2023, Roblox captures roughly **3% of PlayStation total playtime, accumulating 374 million hours in Q2 2025.**

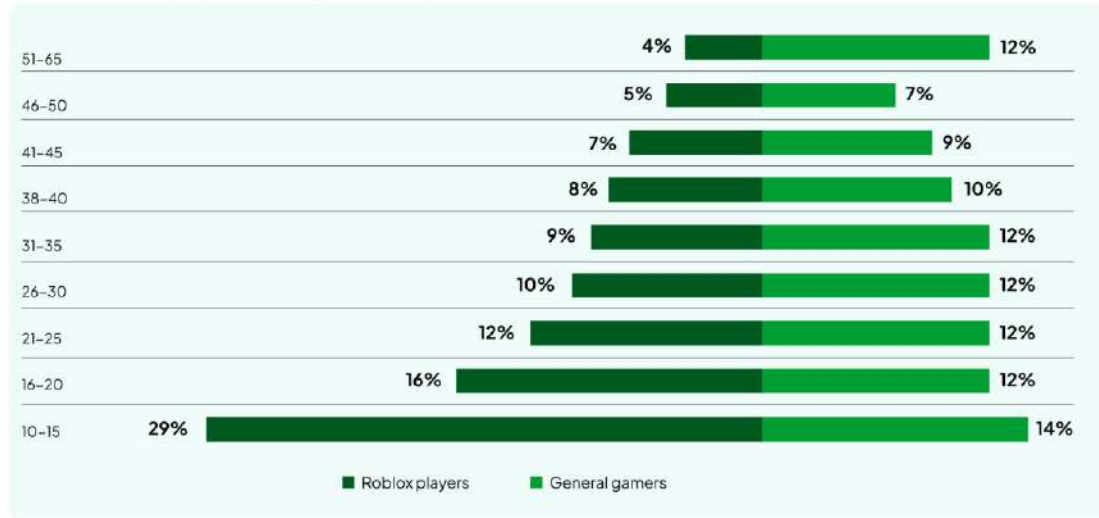
This cross-platform engagement opens doors for traditional developers to connect with audiences both within and beyond the platform.

Who's playing and how they're engaging

Roblox is well-known for younger players, but the audience is maturing strategically.

Age distribution of Roblox players vs. general gamer population

Base: People who played Roblox/games on any device (past 6 months)



Source: Newzoo Global Gamer Study 2025 (Global weighted average across 36 markets) | Q: Age range. Base: Roblox players (n=17,710), total players (n=59,634).

While the platform still over-indexes on pre-teens and teens compared to the general gaming population, the fastest-growing segment is now the **13+ demographic**:

- **54%** year-over-year growth in the 13+ demographic vs. just **22%** growth among players under 13 (Q2 2025)
- This cohort brings higher spending power, greater independence, and more sophisticated content expectations

Dive into detailed session patterns, engagement metrics, and platform behavior comparisons in the [free Global Games Market Report](#).

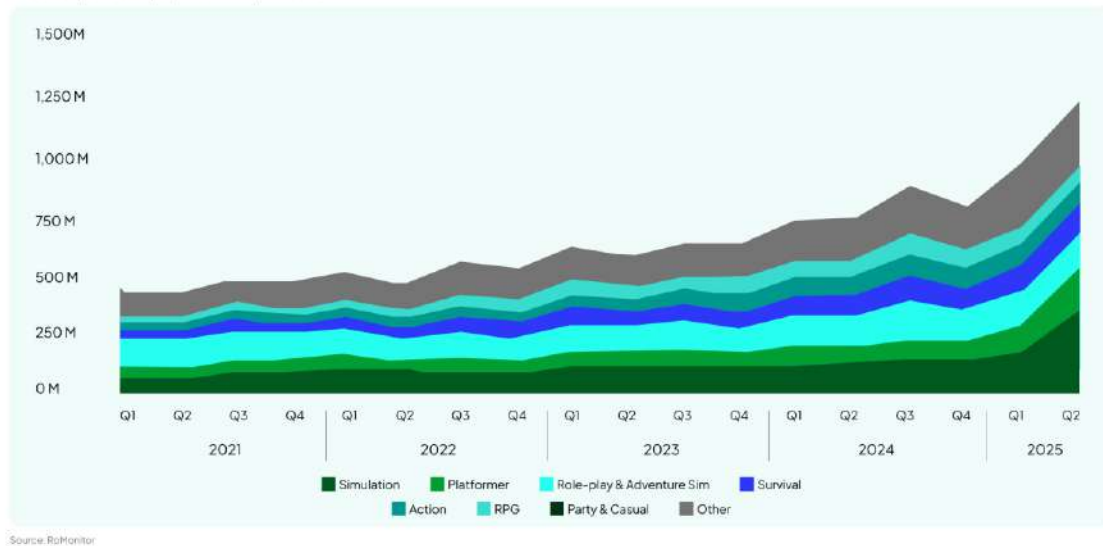
Genre landscape: where Roblox overlaps with other platforms

Based on RoMonitor data, five genres dominate *Roblox* by average daily visits between Q1 2021 and Q2 2025:

1. **Roleplay & Avatar Sim** (116 million)
2. **Simulation** (110 million)
3. **Platformer** (70 million)
4. **Survival** (70 million)
5. **Action** (59 million)

Average daily visits per quarter by genre

Roblox | Global | Q1 2021 – Q2 2025



Curious how this stacks up against PC, console, and mobile? The [Global Games Market Report](#) breaks down genre rankings across all major platforms using data from Newzoo's [Game Performance Monitor](#), [AppTweak](#), and [RoMonitor](#).

While *Roblox*'s genre mix resembles mobile gaming, key differences define its success:

- **Simulation** stands out as the only universal genre across platforms, but on *Roblox*, it's lighter, loop-driven, and idle-friendly.
- **Roleplay & Avatar Sim**, *Roblox*'s top genre, has no direct equivalent elsewhere. It blends social storytelling, avatar expression, and co-play—entirely multiplayer by design.

- **Action** games exist across all platforms but differ fundamentally. *Roblox* action is anime-inspired and ability-based, trading realism for accessibility and pace.

Successful *Roblox* genres share common traits, they are:

- Social and trend-driven
- Creative and expressive
- Goal-oriented but low-skill
- Low friction with minimal onboarding

These traits reflect how *Roblox* functions more like YouTube or TikTok than a traditional games platform. Discovery is driven by trends and social momentum rather than game mechanics. The platform sees thousands of new games ship daily, meaning visibility is scarce, and attention is fragmented. This fundamental shift has major implications for developers:

- **Cultural fluency** matters more than graphical fidelity
- **Rapid iteration** beats protracted production cycles
- **Speed to market** outweighs depth of content

What it takes to succeed on Roblox

Roblox's discovery systems and cultural dynamics favor creators with native platform fluency. Newzoo data and Gamefam insights show that traditional development pipelines often underperform without adaptation to these fast iteration cycles.

Increasingly, established studios are collaborating with *Roblox*-native teams to bridge that gap—a model that has yielded stronger visibility and retention across recent launches.

- Newzoo's analysis of Gamefam data and recent platform launches highlights how success on *Roblox* often follows a different development rhythm than

traditional AAA pipelines. Iteration speed and cultural resonance tend to drive visibility more than graphical fidelity.

- Traditional teams building standalone experiences frequently encounter structural friction. The platform's algorithm rewards fast adaptation and trend fluency over production scale.
- Collaborations between established publishers and *Roblox*-native creators are becoming a dominant model for gaining traction. Examples include co-developed IP activations and licensing partnerships within existing high-traffic experiences.
- Data indicates that publishers entering through limited activations, such as branded events or content partnerships, often see faster learning cycles and lower risk before committing to standalone builds.

Want deeper tactical insights from Gamefam, including scoping, production, and iteration strategies? [Download our latest Global Games Market Report.](#)

Roblox as a youth engagement strategy, not just a publishing platform

Given these challenges, how should traditional studios approach *Roblox*? The most successful strategy treats *Roblox* less as a standalone publishing channel and more as a strategic testing ground for IP experimentation, community building, and creative R&D with younger audiences.

This approach recognizes *Roblox*'s unique position. It rivals YouTube and TikTok in cultural relevance for Gen Z and Gen Alpha. Success on *Roblox* translates to brand affinity and long-term audience cultivation with cohorts who will age into your core platforms. Rather than viewing native partnerships as a compromise, treat them as the most effective pathway to achieving these strategic goals.

Roblox's evolution from youth platform to entertainment ecosystem presents clear opportunities for traditional developers, but capturing them requires adapting to the platform's native language. The developers who succeed will be those who

recognize that *Roblox* operates by different rules and adjust their strategies accordingly.

Want more?

This analysis is the **second Special Focus Topic** featured in the [Free Global Games Market Report 2025](#). The next topic for exploring **post-launch content strategies** will be released in November.

[Subscribe to our newsletter](#) to be notified when new topics go live. Our team would be happy to help you with custom analysis or insights tailored to your business.