

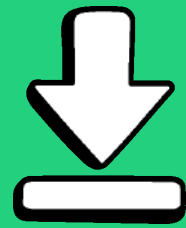


PC/Console Gaming Index

A look at the top games, publishers, and platforms in 2025 so far, and the winning strategies that led to their success.



PC/Console gaming market at a glance



1B+

**PC/Console Game
Downloads 2025 YTD**

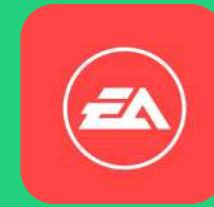
The PC/Console game industry continues to take player time and spend, across premium and free to play models.



Action

**The #1 PC/Console genre
by downloads 2025 YTD**

Action saw a huge year driven by indie and AA hits in R.E.P.O., Split Fiction, and Peak.



EA

**The #1 publisher by PC/Console
downloads 2025 YTD**

EA continues to hold the largest share of PC/Console by downloads with strong sports, IPs and franchises, along with two huge co-op hits.



Marvel Rivals

**The #1 PC/Console game
by downloads 2025 YTD**

NetEase's IP hero shooter saw a huge launch and the staying power to fight it out with incumbents.

Table of Contents

PC/Console Market Overview	04
PC/Console Publisher Review	11
Titles Shaping PC/Console Industry	20
Conclusion	34
About Video Game Insights and Sensor Tower	37

PC/Console Market Overview

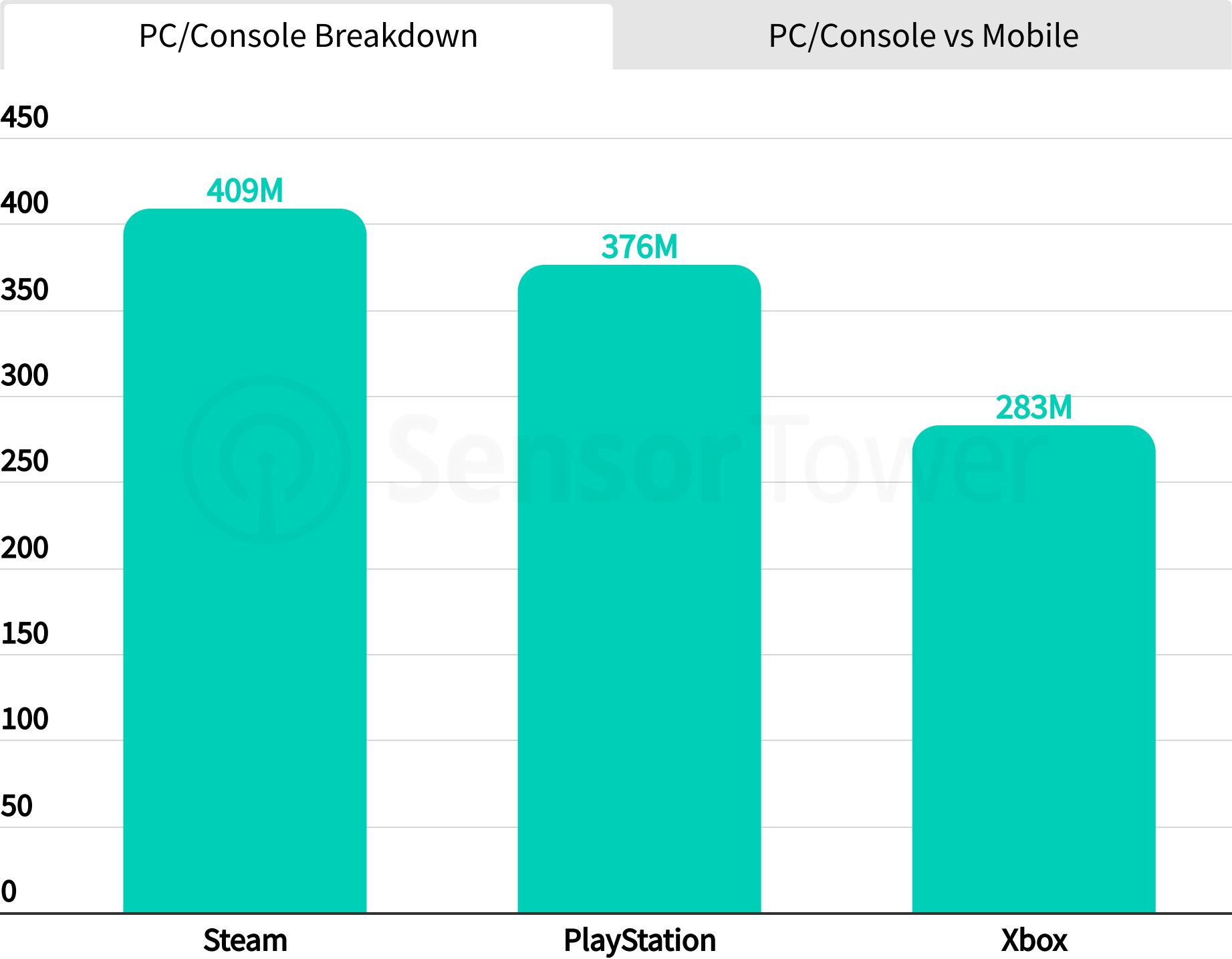
Steam is the top PC/Console platform by downloads volume.

Steam's continued dominance in PC digital game distribution is driven by its expansive library and regular sales events. PlayStation remains a strong performer, reflecting its status as the console leader and its strong international market penetration, while Xbox, though trailing in total downloads, maintains a substantial market presence focused around Game Pass and cross-platform accessibility.

PC/Console drives around 1/30th the downloads of mobile. However, PC/Console has a far larger premium market, and new downloads don't necessarily correspond to continued revenue in legacy live service games.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Worldwide gaming downloads by platform 2025 YTD



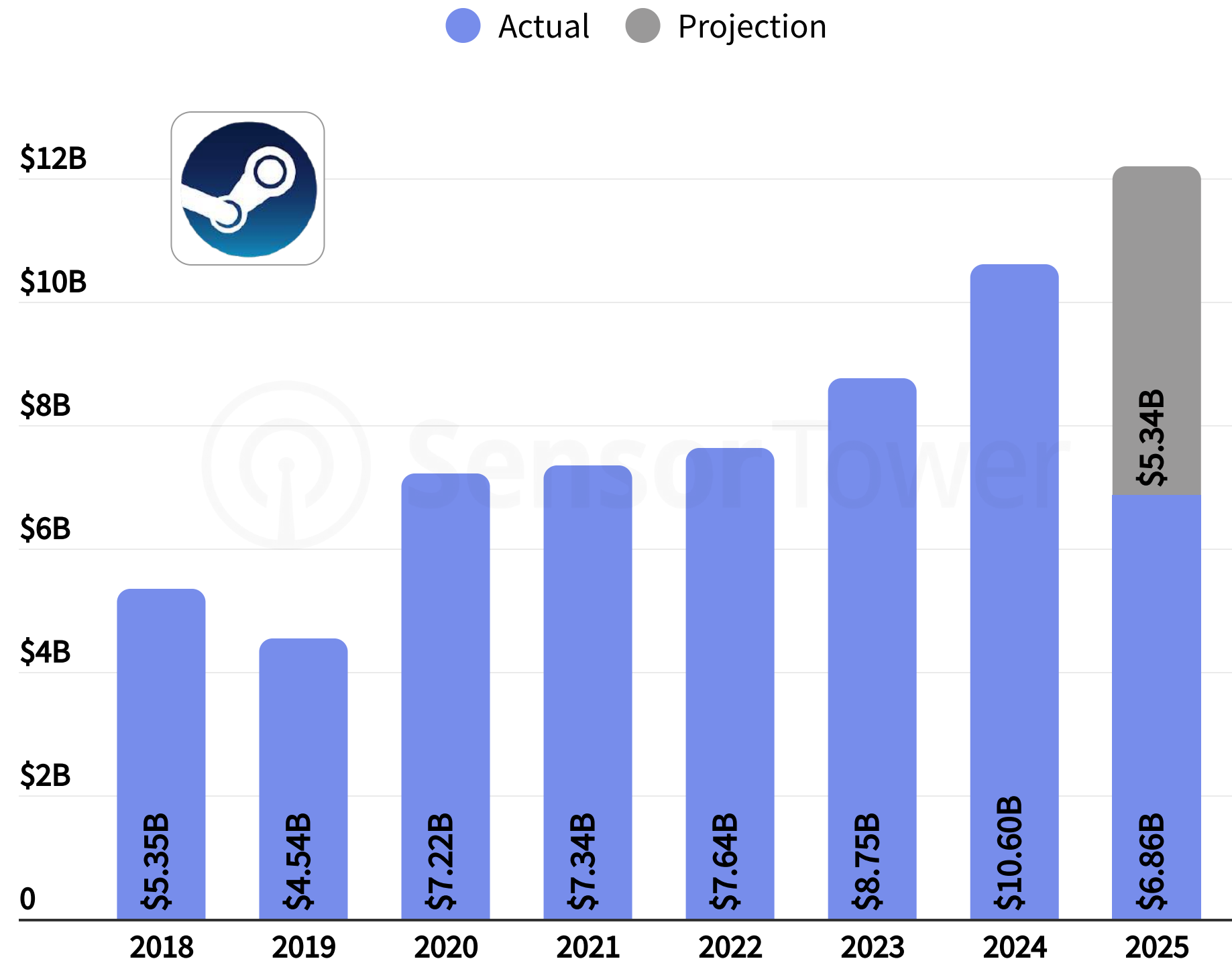
Steam is on track to have another record year.

Last year, Steam saw an all-time high revenue driven by premium games on its platform, topping \$10B. **Steam is currently up 15% for the same metric comparing 2025 YTD to the same time period 2024.** At this rate, Steam will top \$12B in game revenue in 2025.

This growth showcases the continuing trend of growth in PC gaming. 2025 has had several huge indie games only available on Steam like R.E.P.O. and Peak. For other games, many gamers prefer to play on PC. One example of this is Monster Hunter Wilds, which saw over 4x more downloads on Steam than PlayStation, despite consistent PlayStation branding on Monster Hunter Wilds ad creative.

Source: Video Game Insights, Sensor Tower
Note: 2025 YTD range is 1/1/25 - 8/3/25.

Total premium game revenue on Steam



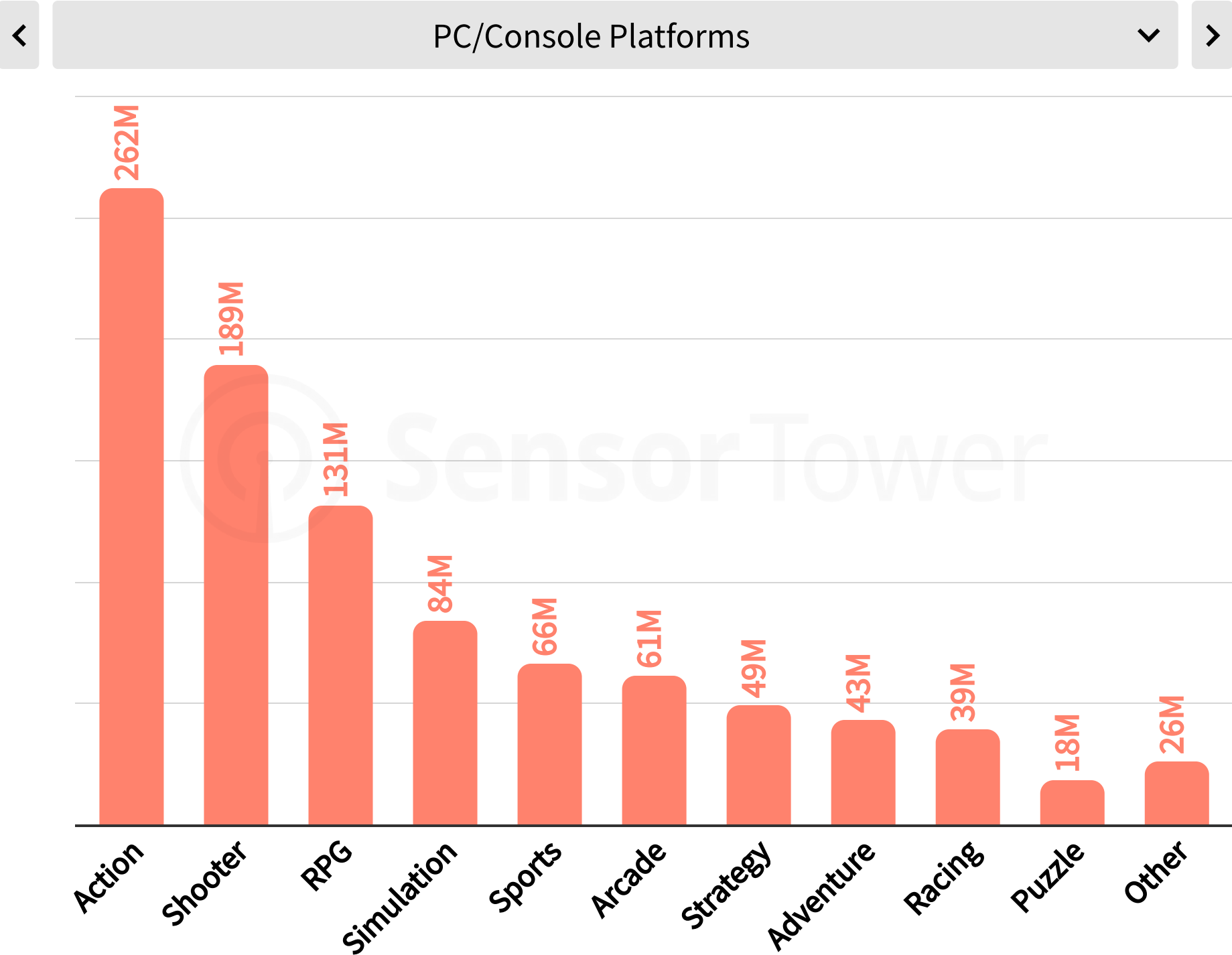
Action is the most popular PC/Console genre in 2025.

Action maintains its dominance as the most downloaded genre globally across all gaming platforms, with approximately 262 million downloads, significantly outpacing all other categories. Interestingly, the top performing action games this year were indie and AA games such as R.E.P.O., Split Fiction, and Peak. Shooter titles follow as the second most popular genre, registering 189 million downloads on titles like Marvel Rivals, while RPGs maintain strong momentum with 131 million propelled by Monster Hunter Wilds and Clair Obscur: Expedition 33.

The genre distribution clearly highlights a player preference for fast-paced, action-oriented content in the PC/Console market over casual experiences, a mirror image of mobile's genre downloads distribution. The distribution also signals opportunities for growth in less saturated genres.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

PC/Console gaming downloads by genre 2025 YTD



AAA Sports games bring in the most downloads on average.

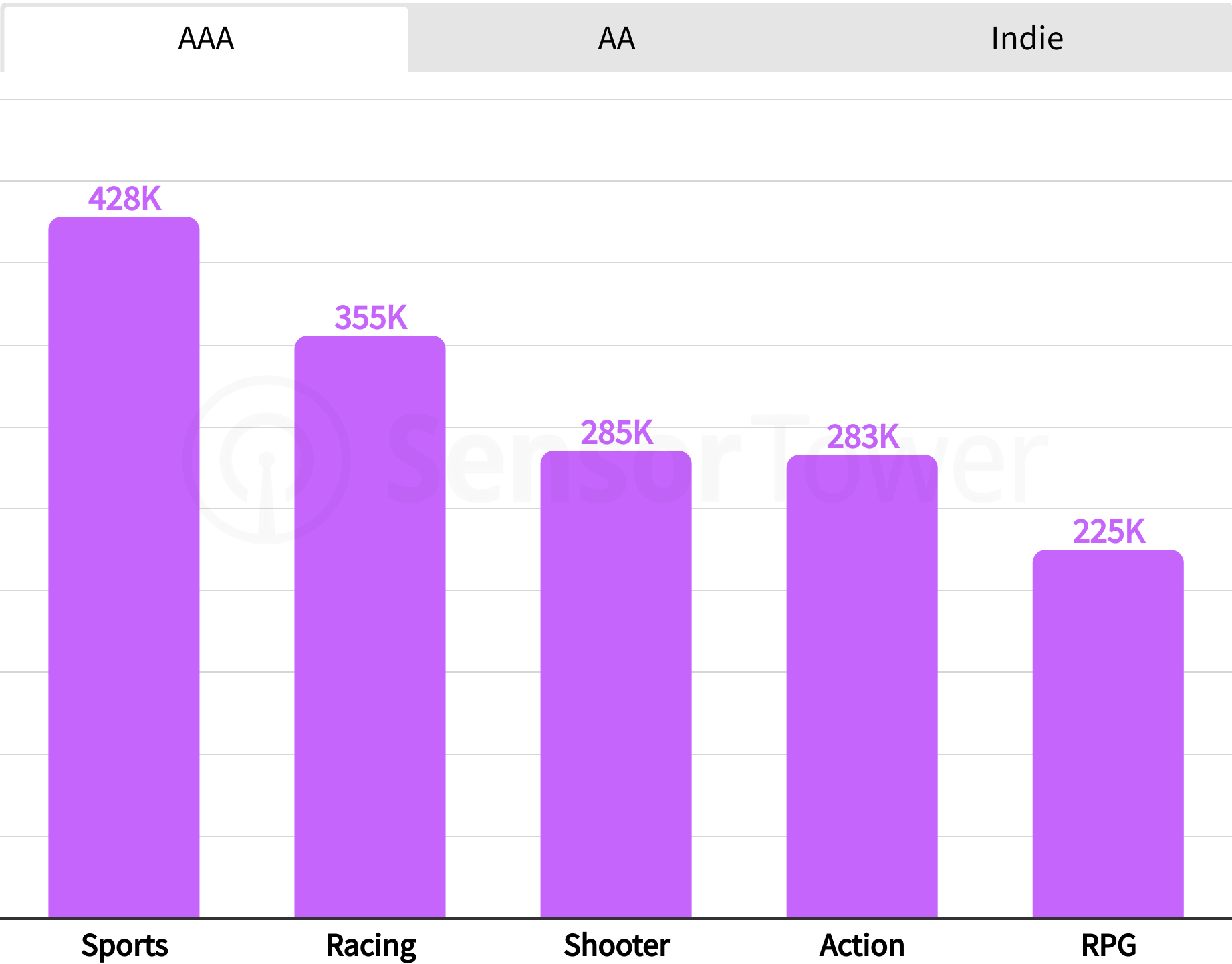
AAA Sports games tend to be virtual monopolies, with a single game taking over a single sport's audience, winner takes all. Examples include EA SPORTS FC, NBA 2K, and UFC. There have been some some fresh takes like REMATCH find success, however. Next highest is Racing, which is shared by a few different franchises, such as Forza, Need for Speed, and F1.

For AA games, Action and RPG are on top. The very best performing AA games this year have been RPGs, however, including Clair Obscur: Expedition 33, Kingdom Come: Deliverance II, and WUCHANG: Fallen Feathers.

Looking at Indie, shooters delivered outsized performance in the past year. Some top Indie shooters this year by downloads include Splitgate 2, High on Life, and Ready or Not.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Top genres by average downloads



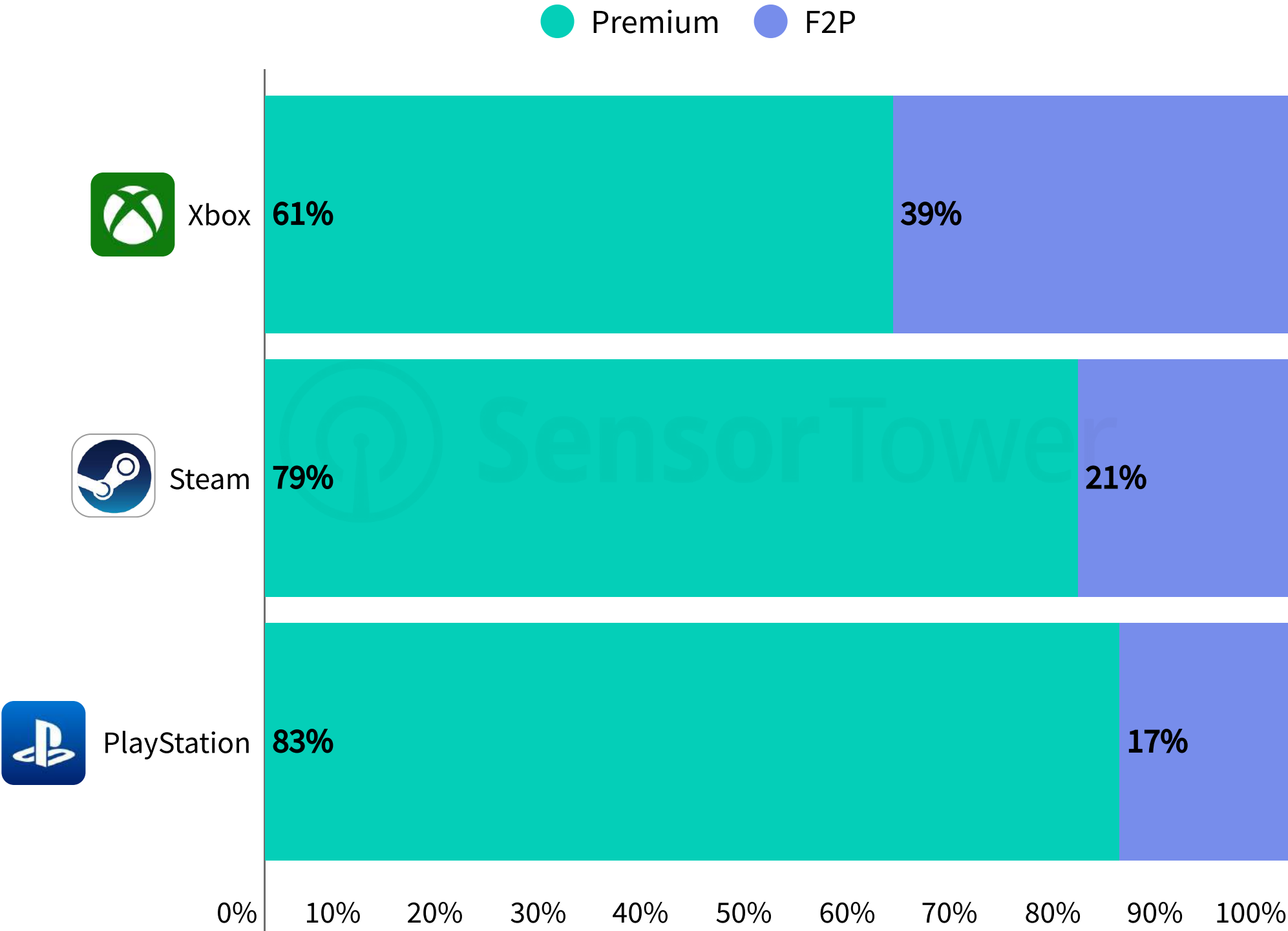
Xbox downloads lean towards free to play over premium games.

Xbox users demonstrate the strongest leaning toward F2P titles among PC/Console platforms, with 39% of total downloads falling under this category - influenced by a combination of Game Pass accessibility, cross-platform multiplayer titles, and a broader push toward service-based models.

In contrast, Steam users show a stronger preference for premium content, with 79% of downloads classified as paid titles, and just 21% attributed to F2P offerings. PlayStation exhibits the highest premium skew of all, with 83% of its downloads being premium games and only 17% F2P. In contrast, on mobile only 0.7% of downloads go to premium which underlines PC/Console as the undisputed platforms for premium content.

Source: Video Game Insights, Sensor Tower
Note: 2025 YTD range is 1/1/25 - 8/3/25.

PC/Console game downloads by F2P vs premium, 2025 YTD



Steam is the go-to home for Indie games.

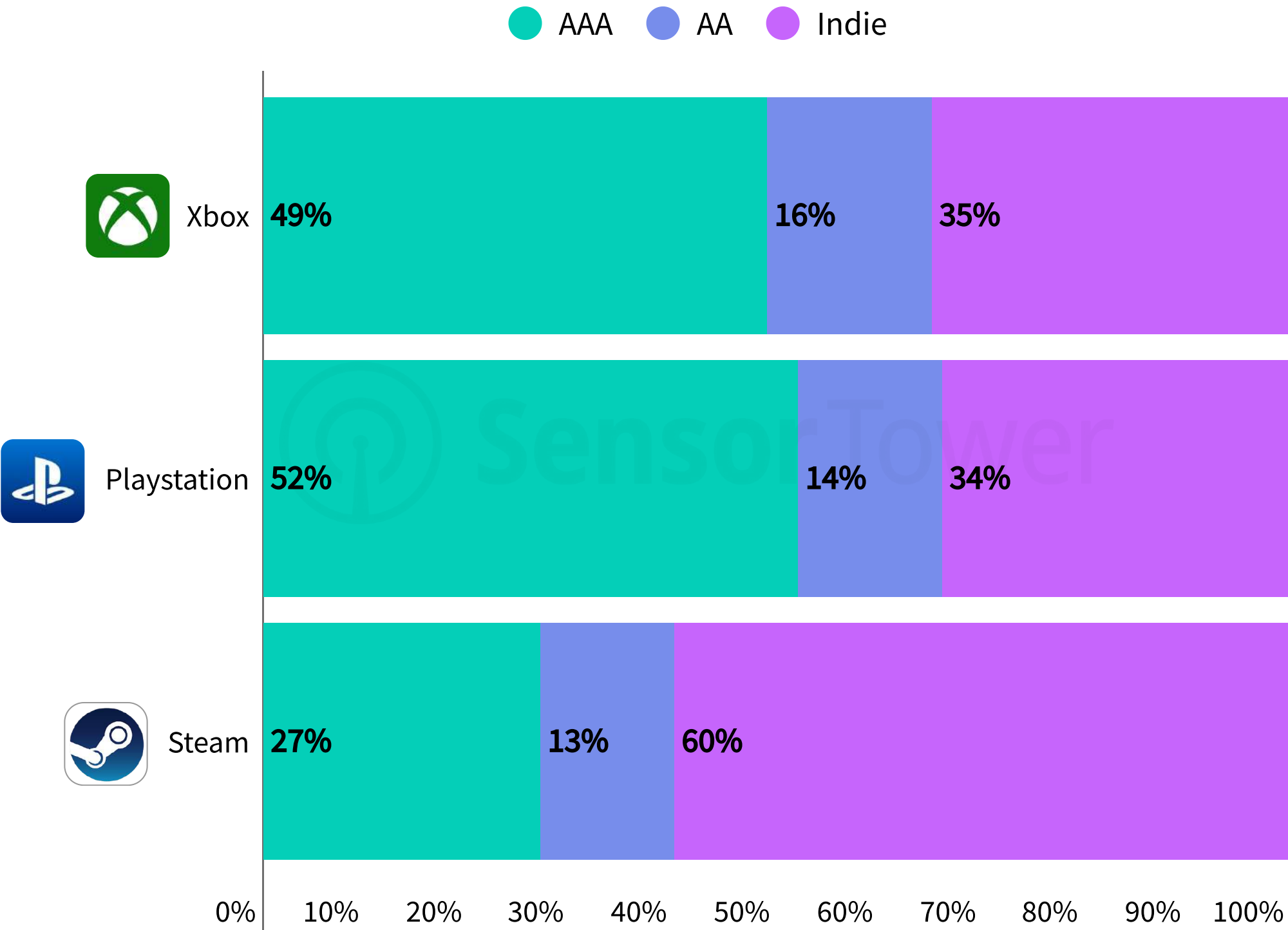
Steam remains the primary platform for indie games, with 60% of downloads coming from indie publishers. In contrast, indie titles account for only 35% and 34% of downloads on Xbox and PlayStation, respectively, highlighting Steam’s strong appeal and accessibility for smaller, independent developers.

AAA games dominate on PlayStation and Xbox, accounting for 52% and 49% of downloads respectively. This reflects the platforms’ emphasis on blockbuster franchises and major studio releases. Steam, by comparison, sees only 27% of its downloads from AAA publishers.

The AA segment holds a relatively consistent but smaller share across all three platforms, suggesting limited mid-tier representation in the broader digital ecosystem.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Worldwide PC/Console game downloads by publisher class 2025 YTD



PC/Console Publisher Review

Electronic Arts is the top publisher by PC/Console downloads 2025 YTD.

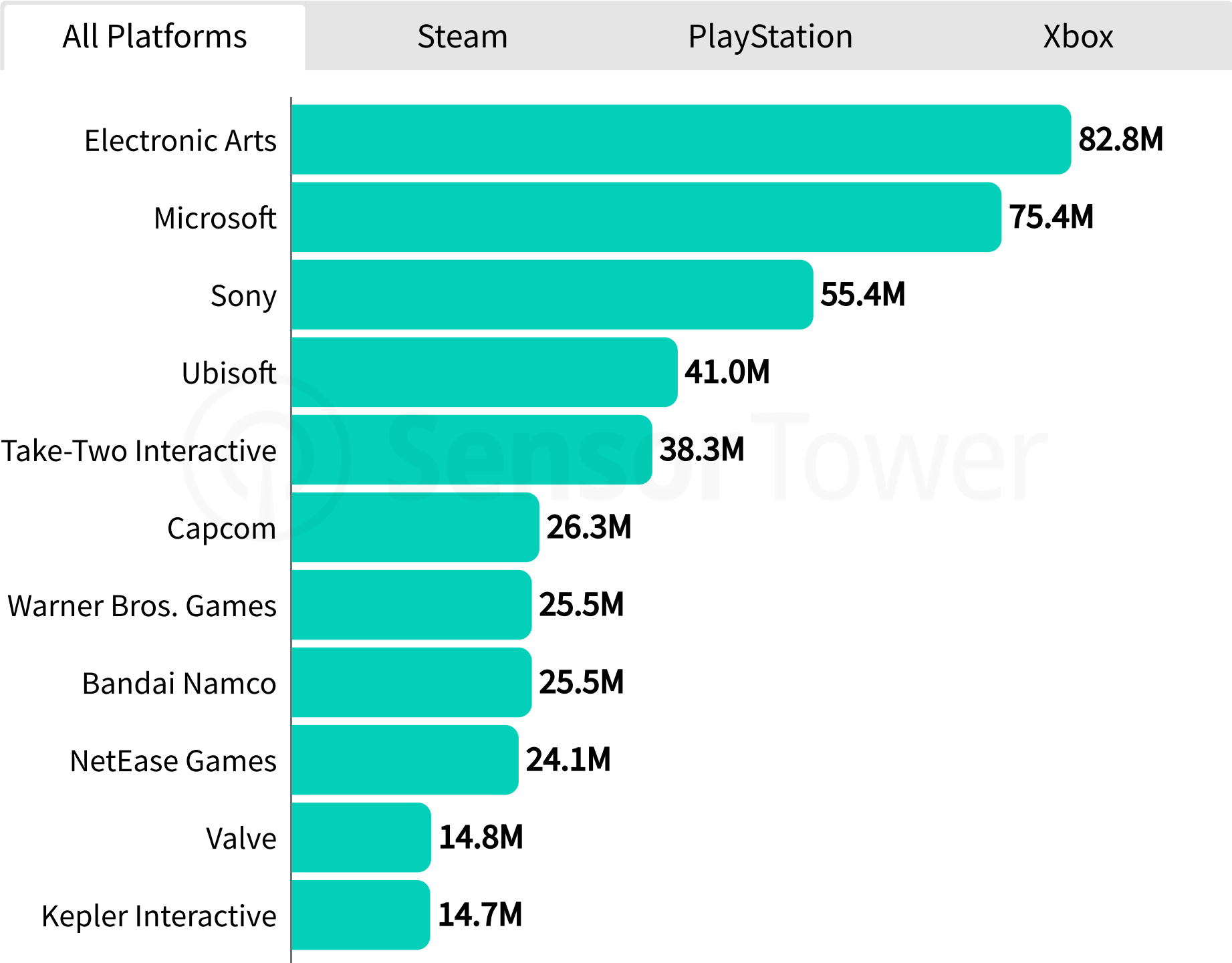
Electronic Arts' portfolio accounted for 82.8 million downloads; Microsoft follows closely with 71.4 million downloads, driven by its strong Xbox ecosystem and Game Pass integration. Meanwhile Sony ranks third with 55.4 million downloads with content from its diverse studio ecosystem.

In terms of platform dominance, both Microsoft and Sony's first party lead downloads on the Xbox and PlayStation respectively. Console skews heavily towards these three largest publishers while Steam is much more evenly split.

Capcom, Warner Bros, Bandai Namco, and NetEase each took over 24 million downloads. Kepler Interactive hit #11 on this ranking due to strong performances from Rematch and Clair Obscur: Expedition 33 (both were included in Game Pass)..

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Worldwide PC/Console game downloads by publisher 2025 YTD



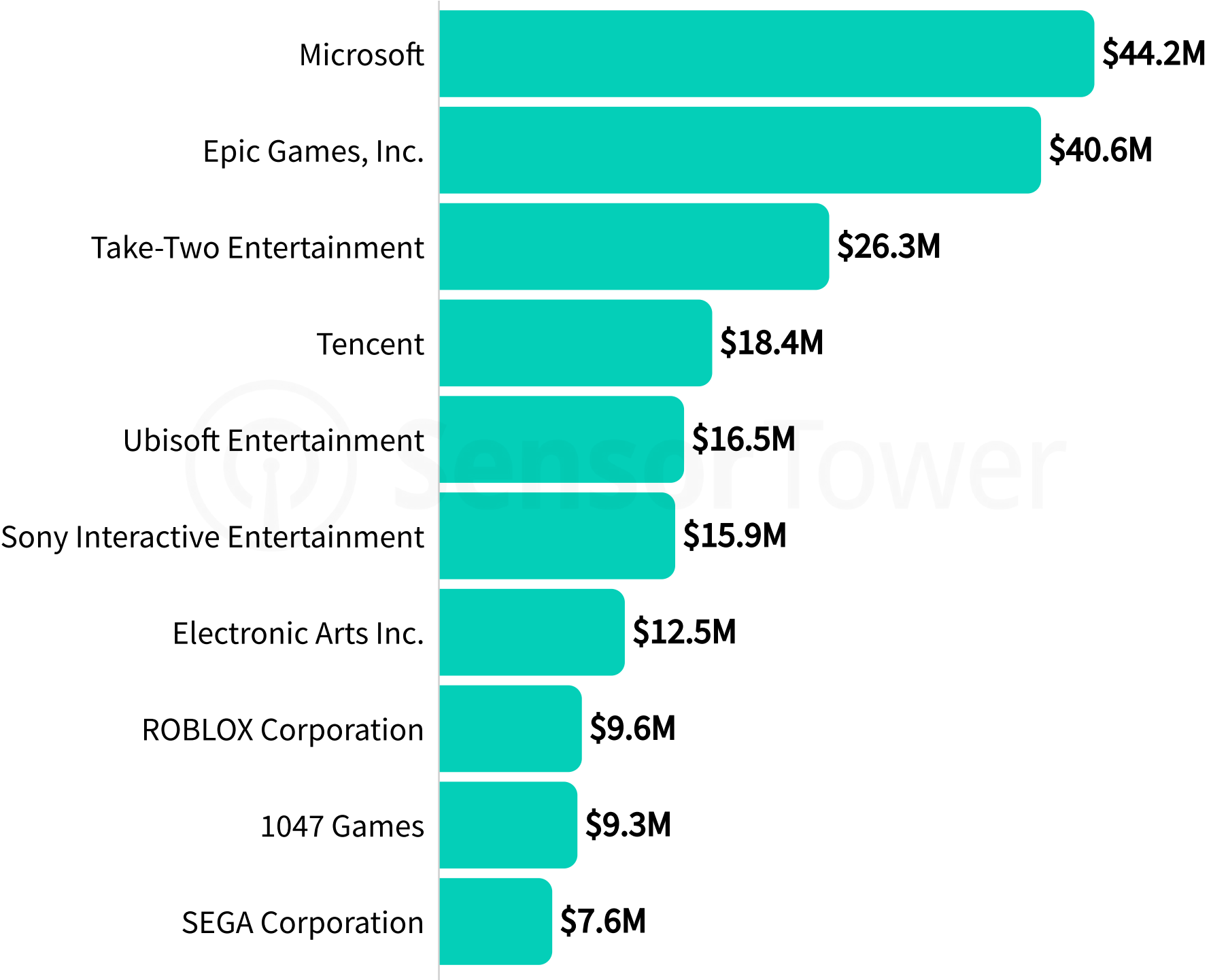
Microsoft spent the most on US PC/Console game ads 2025 YTD.

Microsoft puts significant ad spend into its numerous franchises, including Call of Duty, World of Warcraft, and The Elder Scrolls (particularly Oblivion IV Remastered this year). In contrast, the vast majority of Epic Games' PC/Console game budget goes to Fortnite. Take-Two also supported several franchises with ad spend, including Grand Theft Auto Online and Civilization VII, and is currently gearing up for the releases of NBA 2K26 and Borderlands 4.

Interestingly, some of the largest publishers by units sold are further down this list. In particular, EA doesn't seem to spend as much on campaigns for their sports franchises considering these series' sheer sales volume. It seems audiences of entrenched franchises like EA SPORTS FC can be reached and activated without using ads.

Source: Pathmatics, Sensor Tower
Note: 2025 YTD range is 1/1/25 - 8/3/25.

Top publishers by US ad spend 2025 YTD



Top publishers are diversified, but with specializations.

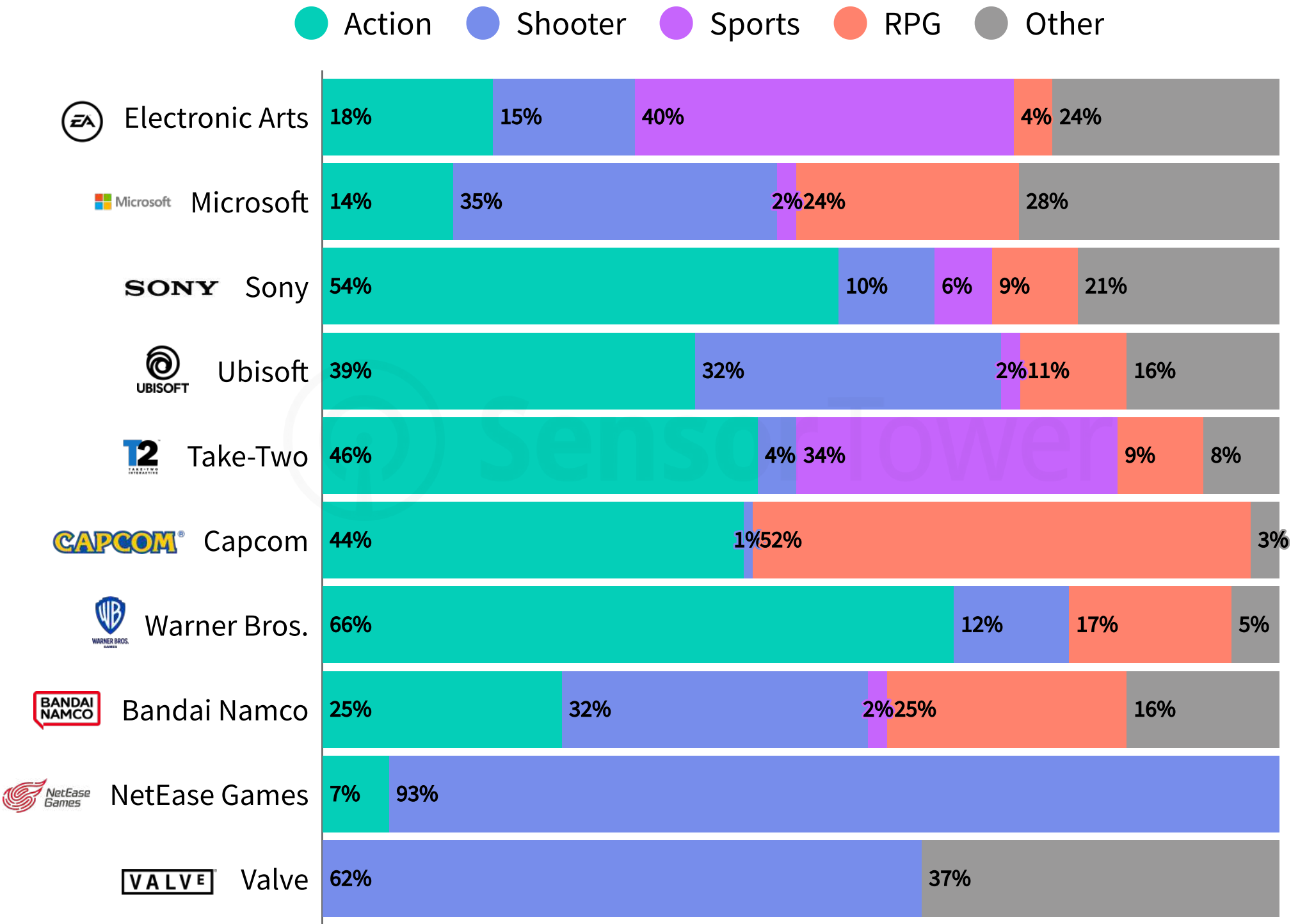
Electronic Arts stands out for its dominance in the sports genre, which accounts for 40% of its downloads as well as its dependency on the enduring successes of EA FC, UFC, and Madden. Microsoft shows the most balanced genre spread, though shooter games comprise its largest segment at 35% thanks to Call of Duty, followed by RPG titles at 24%, driven by The Elder Scrolls IV: Oblivion Remastered and Avowed.

Sony's strategy of focusing on blockbuster cinematic, story-driven experiences is reflected in 54% of its downloads focused on action games, due to long tail hits like God of War: Ragnarok and new successes like Stellar Blade.

Overall, while most top publishers exhibit a degree of genre diversification, distinct patterns of specialization are evident.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Top PC/Console publishers genre breakdown



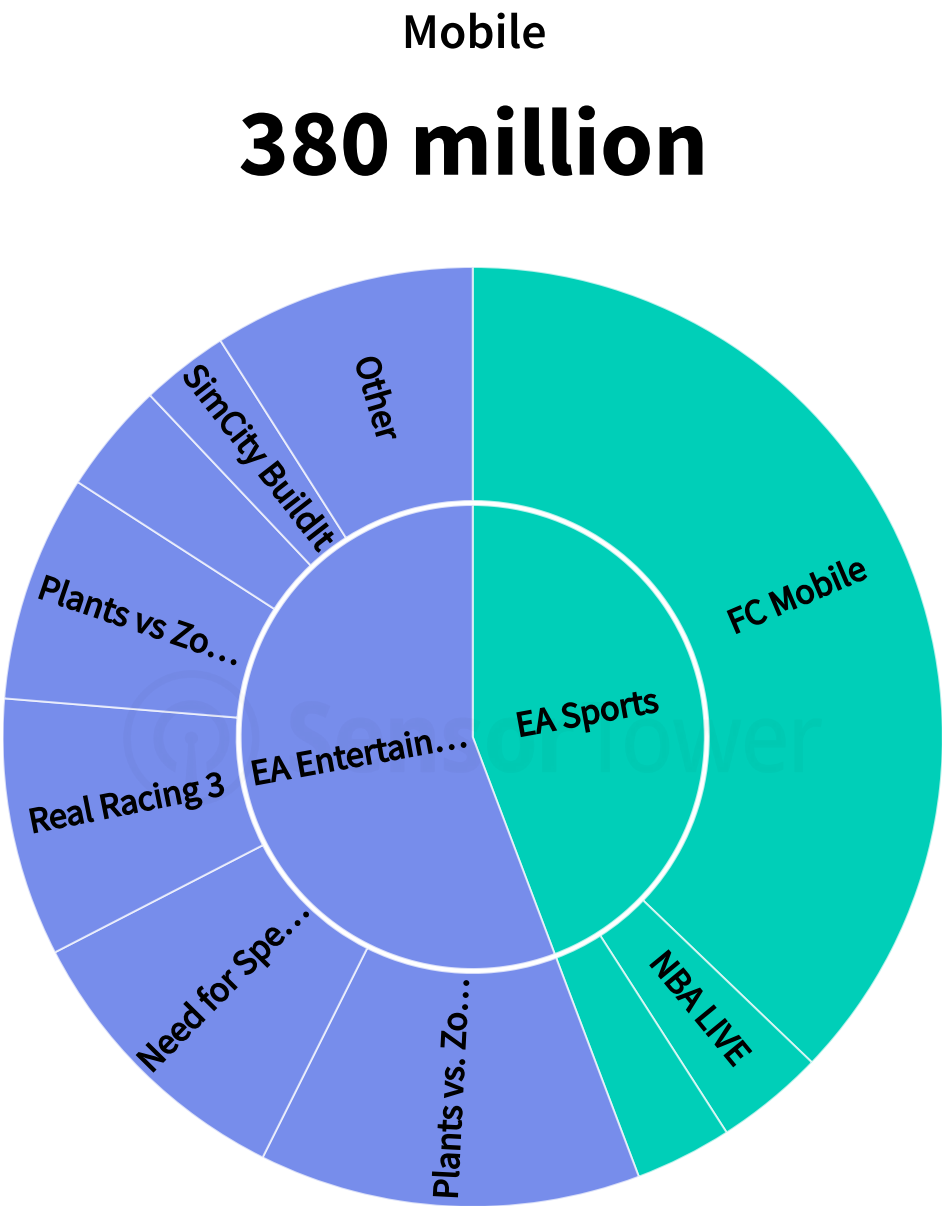
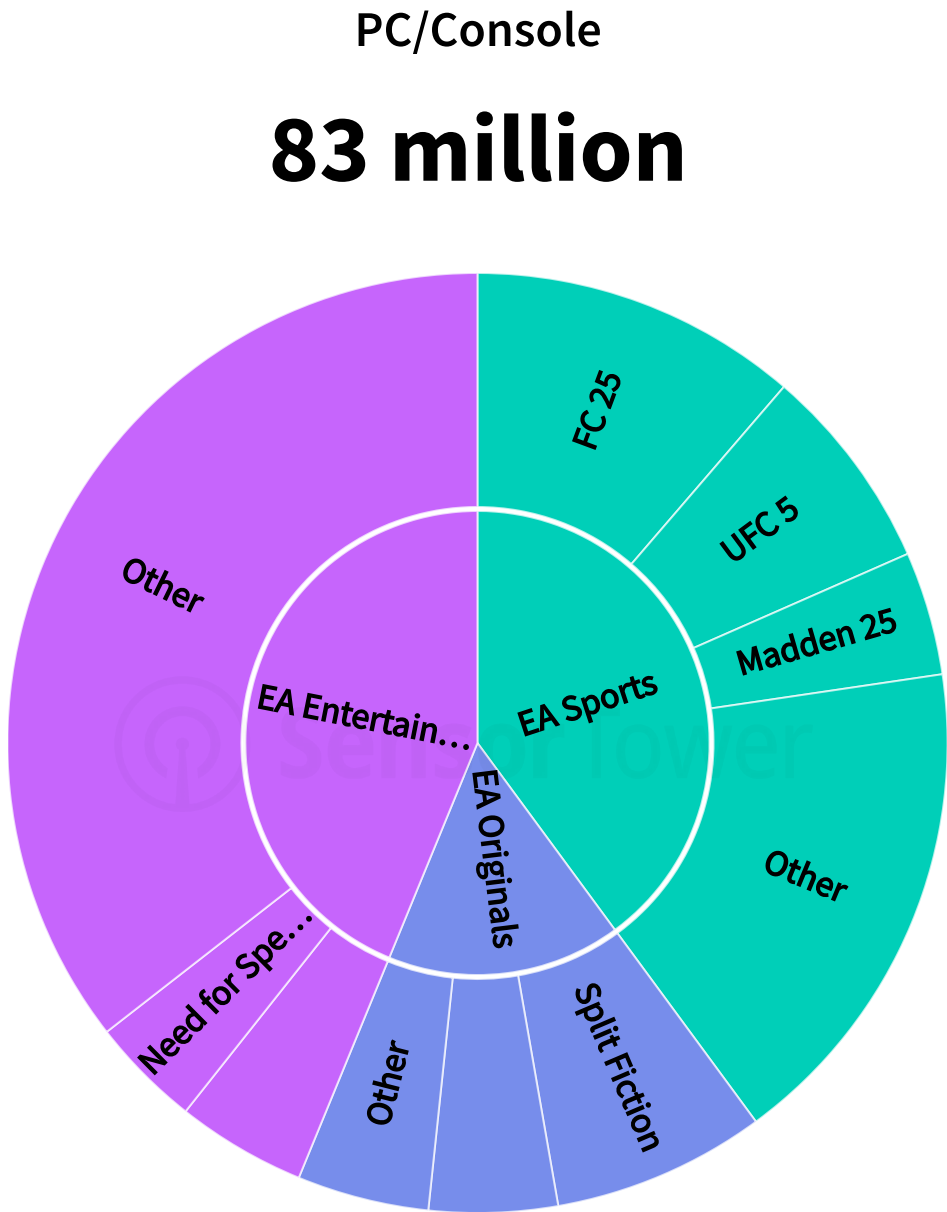
EA drove 2025 downloads with sports, IP, co-op.

Electronic Arts (EA)'s strategy has three pillars: EA Sports, with games like FC, Madden, and UFC leading the way, its franchises and IP games like Star Wars: Jedi Survivor and Need for Speed Hot Pursuit Remastered, and its new AA entrants under EA Originals. This year, EA saw significant success in the co-op space with Split Fiction and It Takes Two.

Year to date, EA continues to lead among PC/Console publishers in total downloads with a combined figure of 463 million downloads across PC/console and mobile. The majority of the figure, 380 million downloads—is driven by mobile gaming, with PC/Console downloads accounting for 83 million. Though it's not an apples to apples comparison, with most downloads in mobile being free to play, the split highlights EA's strong presence in the mobile space.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Electronic Arts game downloads 2025 YTD
Mouse over charts below for full text



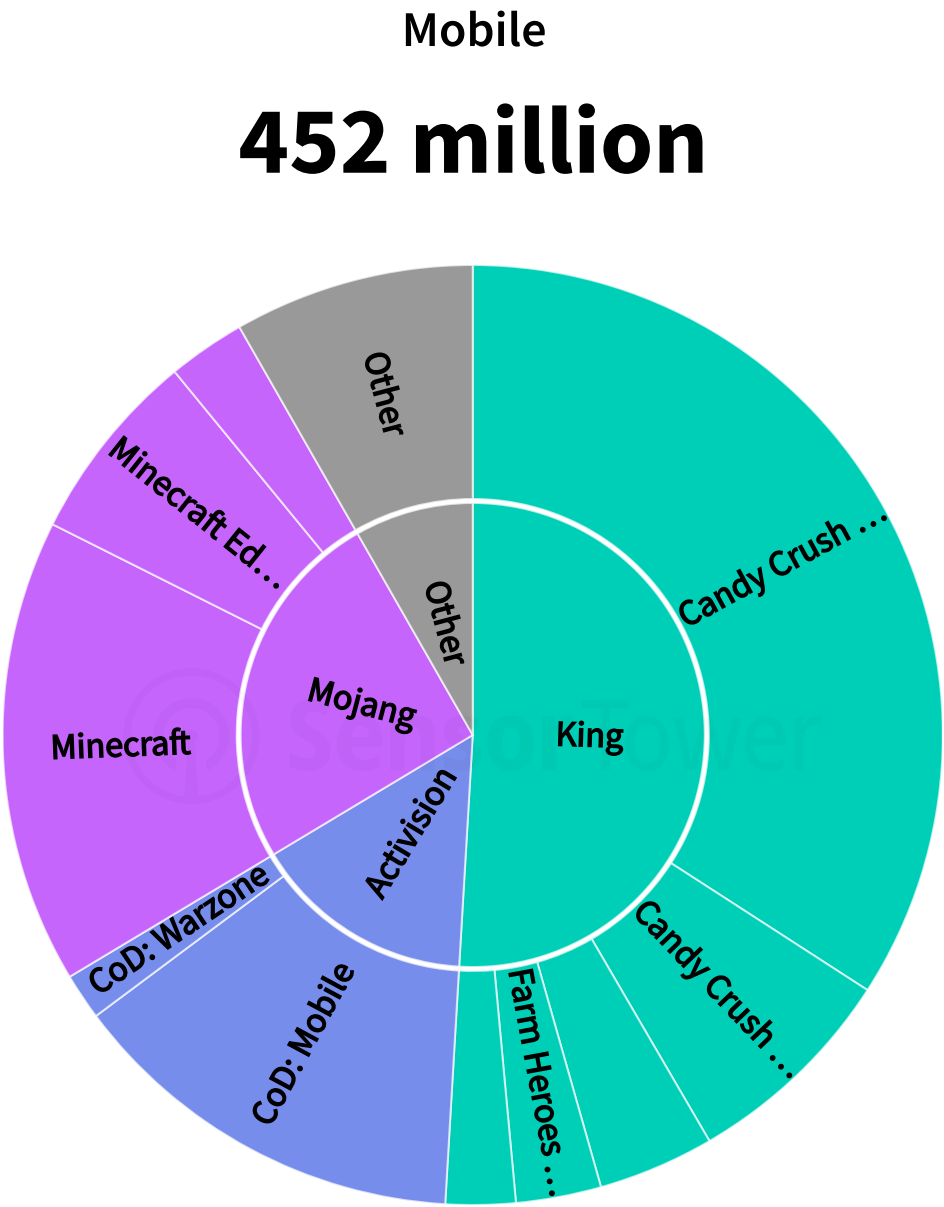
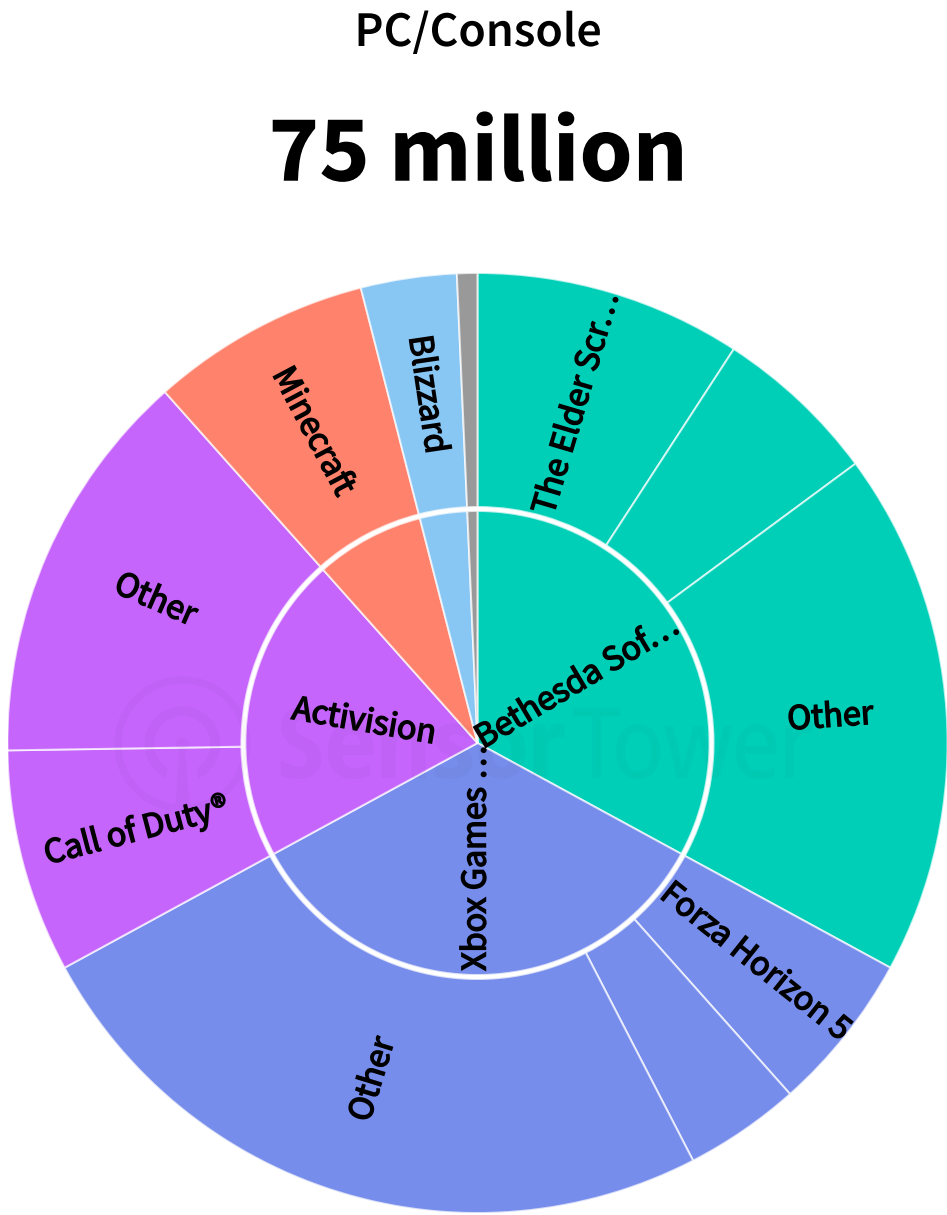
Microsoft's performance is driven by acquired franchises.

Microsoft's performance in gaming is focused onto several huge franchises. Call of Duty and Minecraft are the two cross-platform hits, both massive on PC/Console and mobile alike. Outside of these two, Bethesda Softworks's RPGs form a core of Microsoft's PC/Console new downloads alongside Xbox Games Studio's portfolio. On mobile, King makes up more than half of their game downloads thanks to the Candy Crush franchise. And while Blizzard doesn't show up in these charts as much due to its PC heavy presence and its own launcher outside of Steam, World of Warcraft continues to be the largest MMORPG in the world -- and the only one players willingly subscribe to.

Year to date Microsoft has recorded a total of 452 million game downloads, split between 75 million PC/console downloads and 377 million mobile downloads. Mobile downloads account for 83% of total downloads.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Microsoft game downloads 2025 YTD
Mouse over charts below for full text



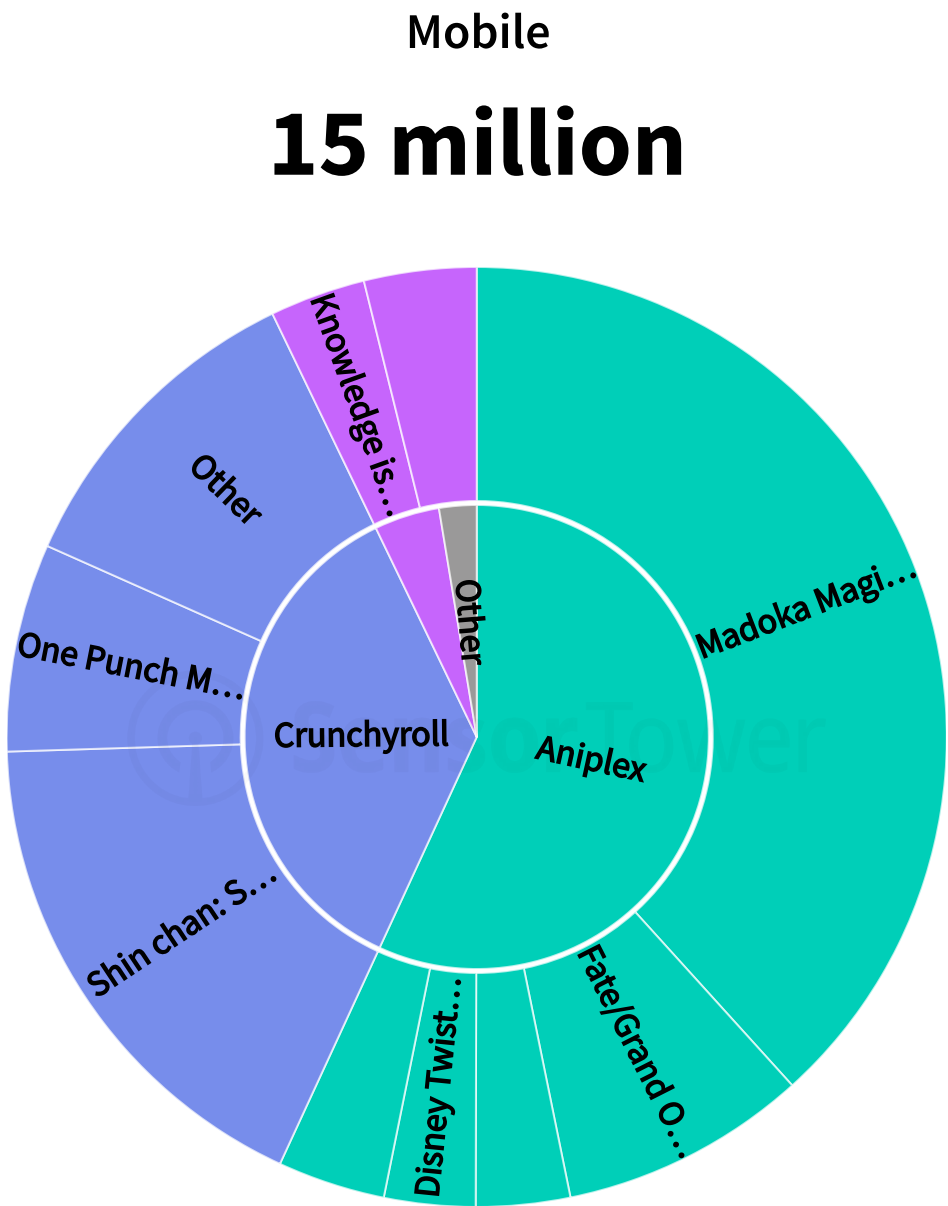
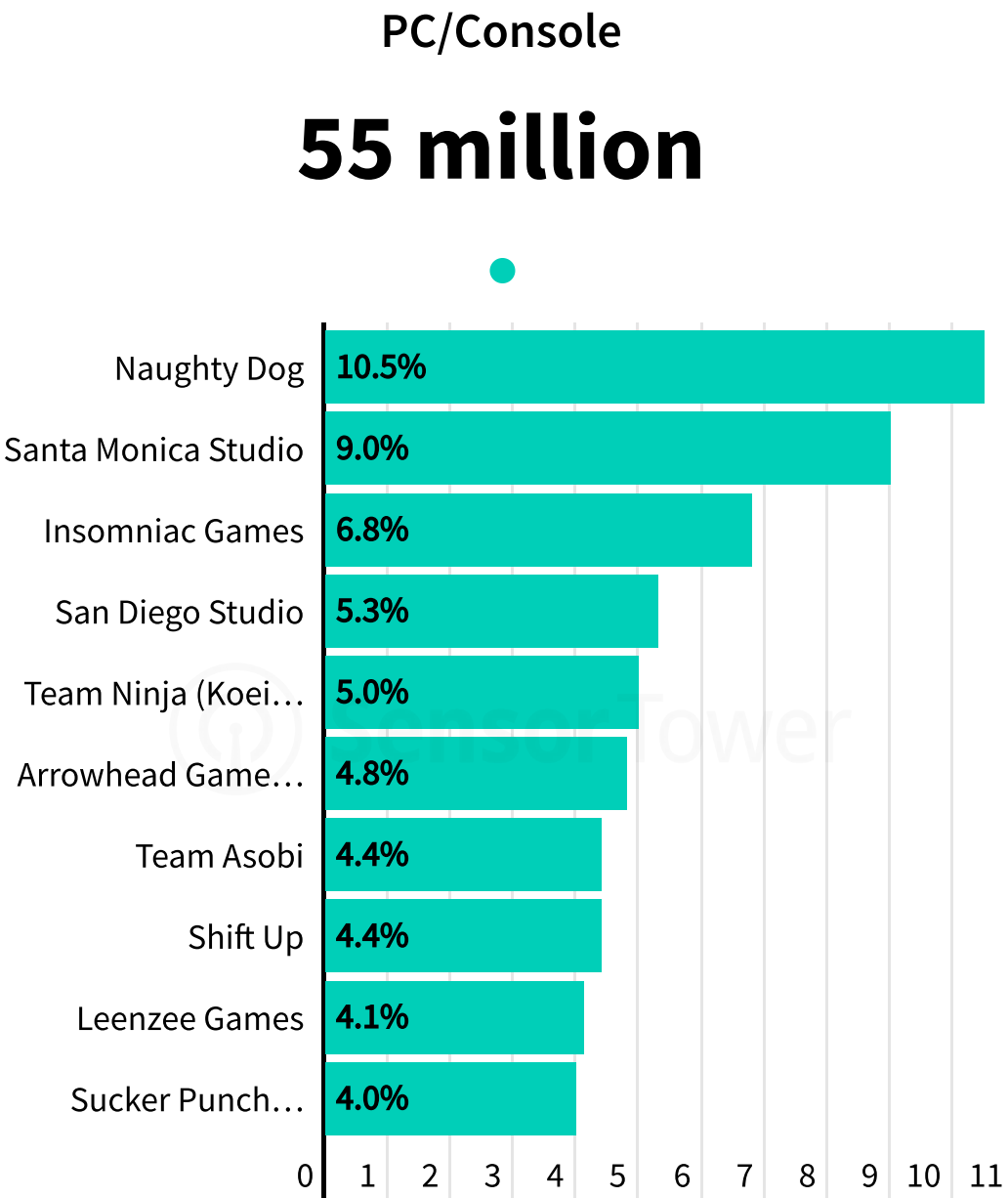
Sony's strategy focuses on its studio ecosystem.

Sony focuses on traditional PC and console with its impressive collection of studios and IPs. Sony recorded 70 million total game downloads in 2025 so far with PC and console accounting for 55 million. On PC and console, Sony's downloads are led by its internal studios, with Naughty Dog (10.5%), Santa Monica Studio (9.0%), and Insomniac Games (6.8%). Compared to Microsoft, Sony looks to be less dependent on single publishers like Activision, King, or Mojang, and their huge franchises.

On mobile, Sony leans toward anime-focused titles published by Aniplex and Crunchyroll. Sony owns both Aniplex and Sony Pictures; Crunchyroll is a joint-venture between these two Sony owned entities. Both produce anime IP games, but Aniplex is more focused on games that drive in-app purchase revenue like Madoka Magic Magia Exedra and Fate/Grand Order, while many of Crunchyroll games are gated behind their premium subscriptions.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Sony game downloads 2025 YTD
Mouse over charts below for full text



Kepler, Deep Silver are the top AA publishers; semiwork is #1 for indie.

Kepler Interactive and Deep Silver have been the standout AA publishers of 2025 so far propelled by outstanding performances on PC and console.

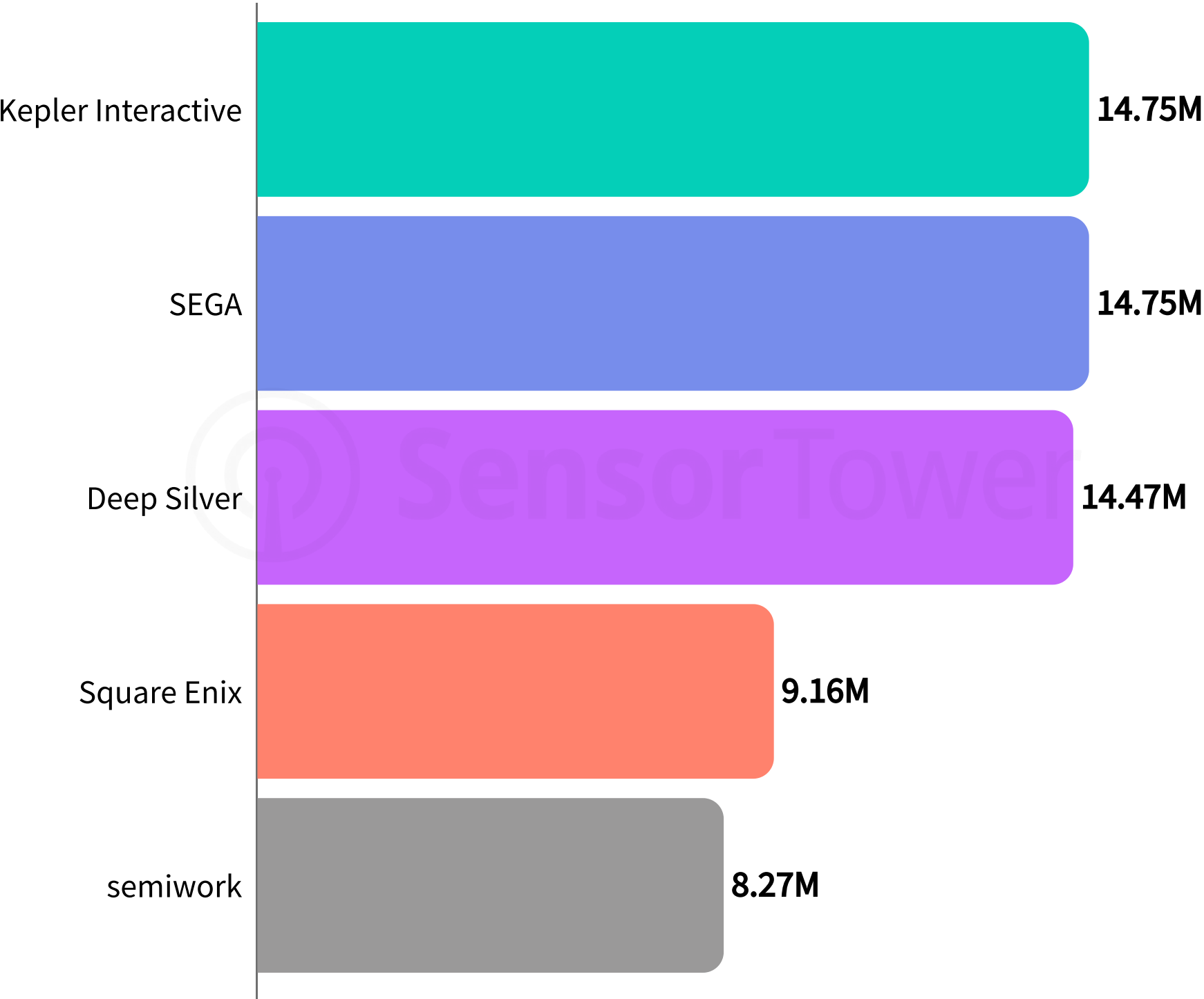
Kepler 's success is led by two standout titles: Clair Obscur: Expedition 33 and Rematch, which together account for the bulk of Kepler's download activity. Kepler Interactive is notable for its unique practice of having its studios hold equity in Kepler itself, aligning studio and publisher interests.

Deep Silver has the strong performance of Kingdom Come: Deliverance II, a game on the verge of AAA, alongside PAYDAY 3 and Dead Island 2 releases to thank for a strong year.

The top indie publisher is semiwork, who is just below Square Enix in PC/Console downloads through the monster performance of indie hit R.E.P.O. alone.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Top publishers by PC/Console game downloads 2025 YTD:
Publishers ranked #11 - #15



American and Japanese publishers dominate.

American and Japanese publishers account for more than half of all PC and console game downloads globally.

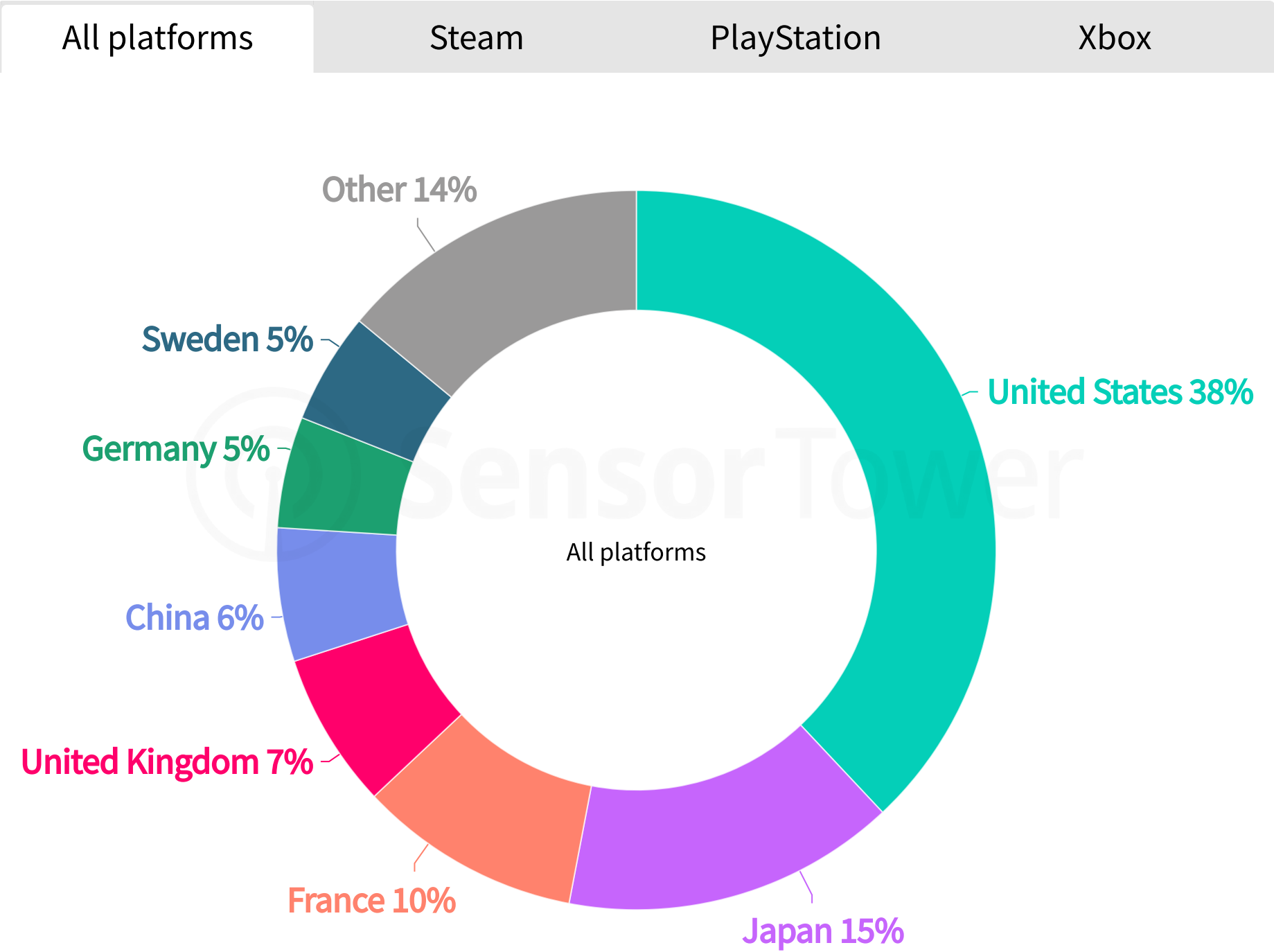
US publishers' dominance is exacerbated on Xbox, where they claim over half of all downloads, reflecting Xbox's historically US first strategy. In contrast, Japanese publishers take 22% of downloads on PlayStation, underscoring Sony's innate studios and relationships with other large Japanese publishers.

Steam is slightly more diverse, with American and Japanese publishers taking 48% of share.

European countries also saw a strong showing in 2025 so far, especially France, home of Ubisoft. China took #5, with NetEase making a huge impact with Marvel Rivals this year.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

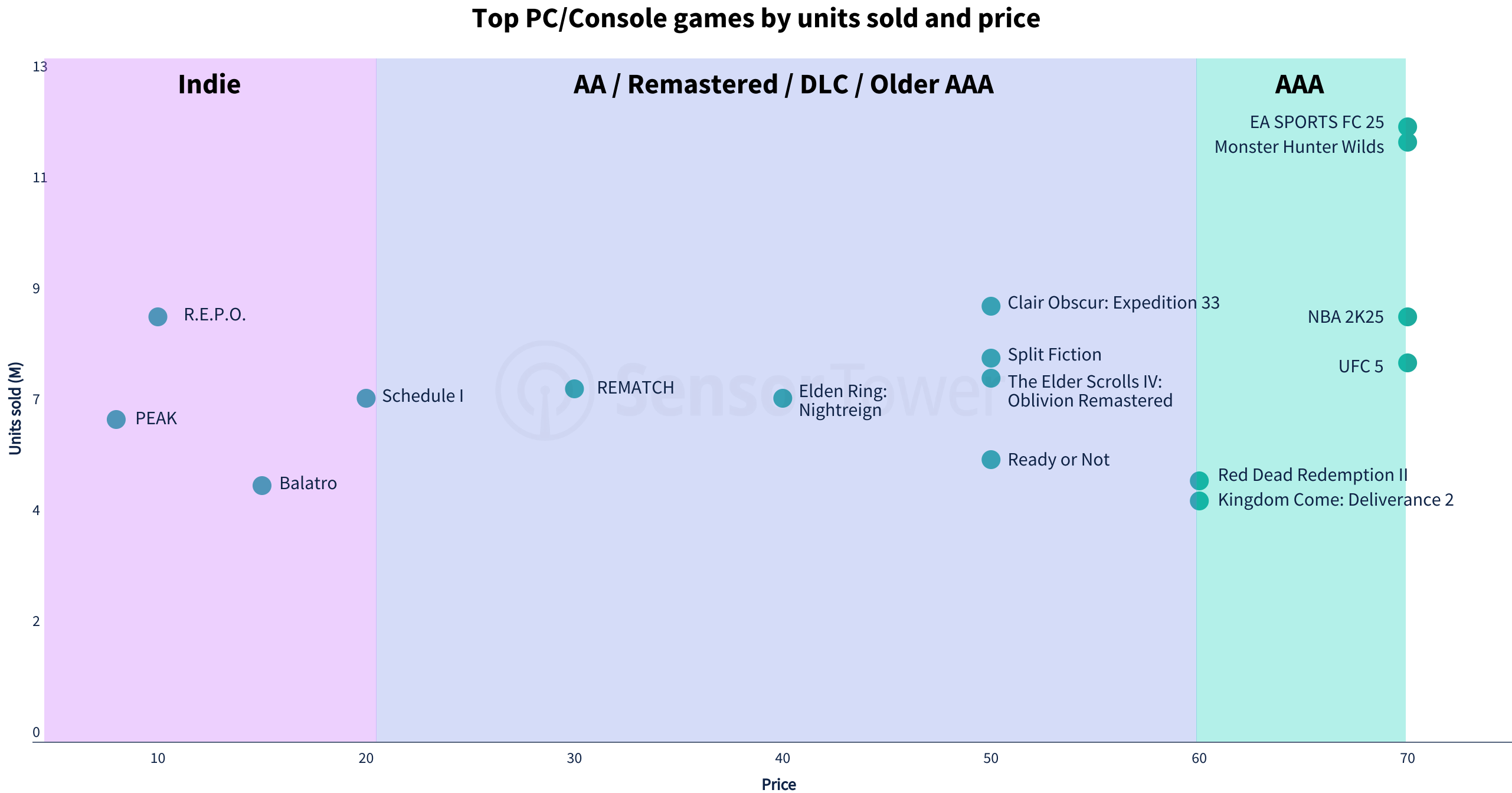
PC/Console game downloads by publisher HQ country 2025 YTD



Titles Shaping PC/Console Industry

EA SPORTS FC 25 is the top selling PC/Console game of 2025 so far.

EA Sports FC 25 has been sold 12 million times this year. Monster Hunter Wilds is the only non sports AAA game to crack the top ranks, with NBA 2k25 and UFC 5 doing well in the rankings as well. Kepler Interactive's Clair Obscur: Expedition 33 is the clear AA winner of the year so far, garnering universal acclaim. EA's co-op adventure Split Fiction isn't far behind. Oblivion Remastered's performance was strongly driven by Game Pass inclusion from day 1. R.E.P.O. is the top Indie game by units sold this year, but Schedule I sold 80% of the units at double the price. Peak's performance is comparable to R.E.P.O., but at a lower price point. Red Dead Redemption II continues to show strong performance despite a 2018 release and no visible ad spend, with sales pushing the price down to \$15.



Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Platform strategy heavily affects what games find success on them.

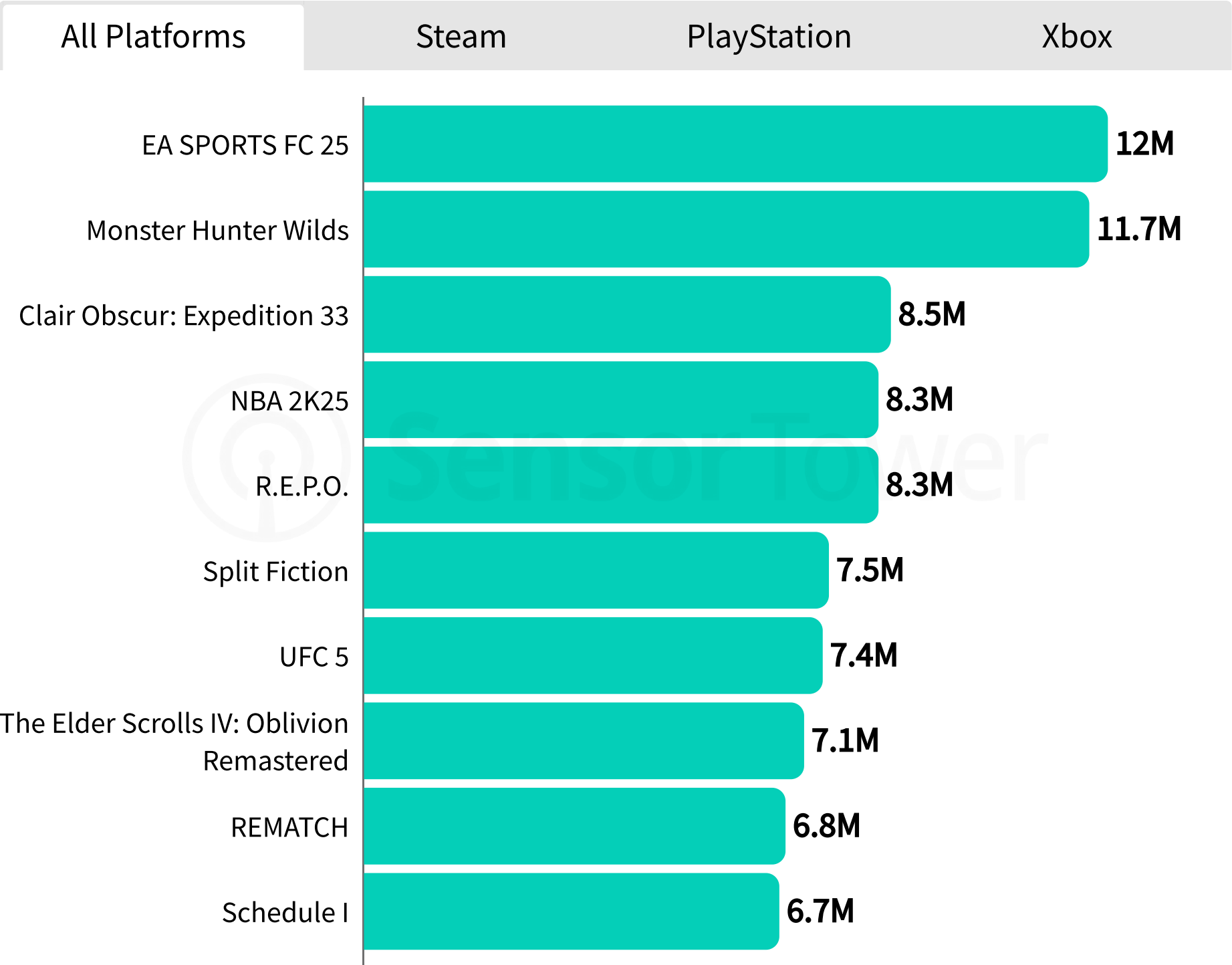
Steam's accessibility to and affinity for small creators allows games like R.E.P.O. to top its premium charts. Monster Hunter Wilds is #2, but #3 and #4 are both Indie games, and #5, #7, #8 and #10 are all AA games.

The top three games for PlayStation are all sports games with international appeal: EA SPORTS FC 25, NBA 2K25 and UFC 5. PlayStation has made decades long efforts to penetrate international markets like Europe and South America, pushing these international sports games to the top of its rankings.

Xbox's top games are filled by Xbox Game Pass games. Interestingly, REMATCH has managed to beat out EA SPORTS FC 25 in pure units sold so far.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Top premium games by downloads 2025 YTD



Players continue to play live service legacy games in unrivalled numbers.

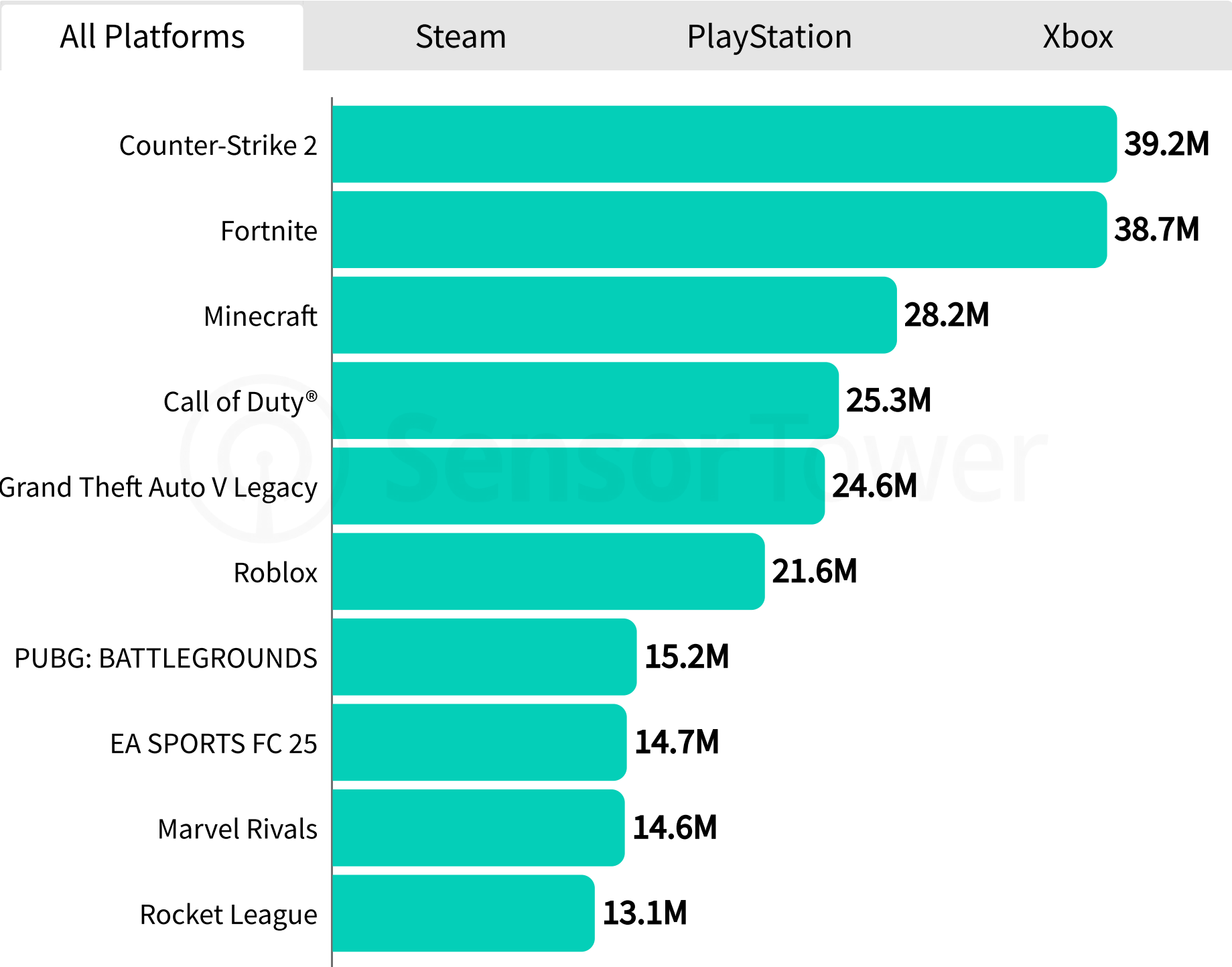
These figures do not include players using platforms and launchers outside of Steam, Xbox, and PlayStation.

Counter-Strike 2 is the largest game by average MAU in 2025, with all of its players on Steam. Coming in second is Fortnite on console alone. Minecraft and Roblox also do not have launch through Steam, yet make a good showing on this list based on console performance only. Six games in this top 10 have huge mobile presences: Fortnite, Call of Duty, Minecraft, Roblox, PUBG, and EA SPORTS FC.

The only 2025 launch on this list is NetEase's Marvel Rivals, at #9.

Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Top games by MAU 2025 YTD



Fortnite saw the most PC/Console ad spend.

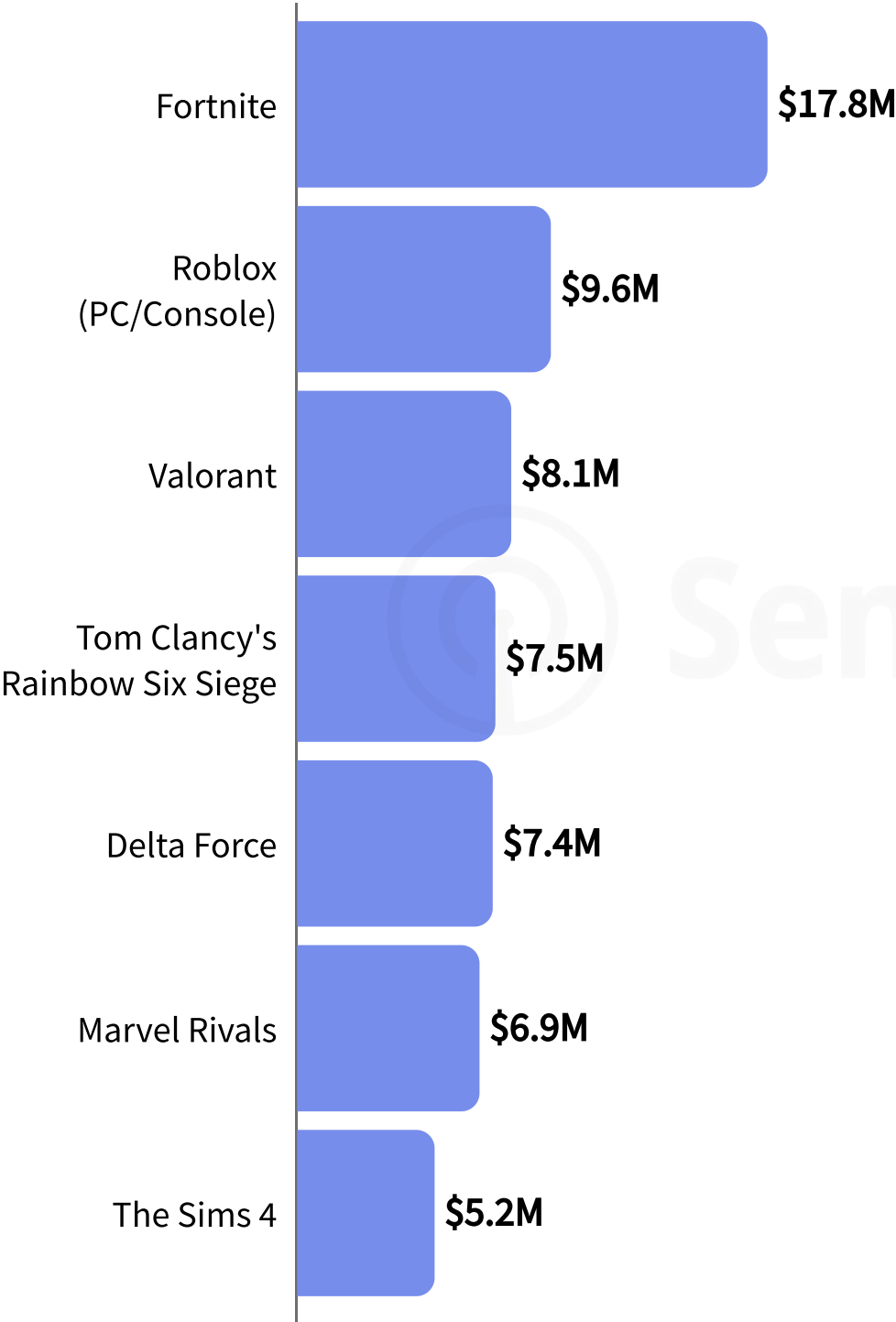
Fortnite's ad spend is nearly 2x the next closest game, Roblox.

The three top premium games by PC/Console ad spend in the U.S. were Splitgate 2, Assassin's Creed Shadows, and Civilization VII -- three 2025 releases. Minecraft is the top non-new release premium game to receive ad spend support, highlighting its unique status as a premium game whose player base behaves in many ways like a free to play live services game player base.

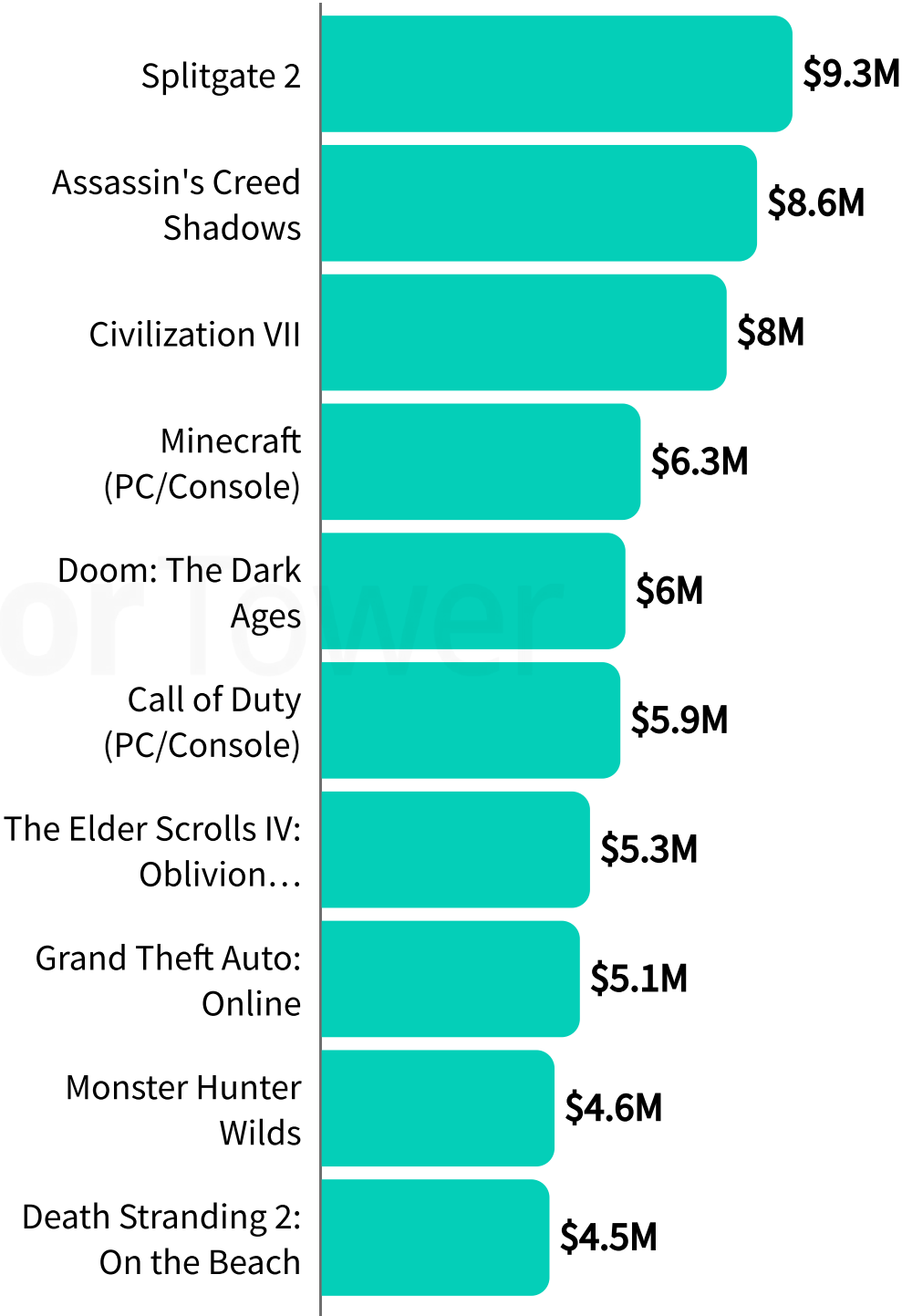
Monster Hunter Wilds is #9 here, in contrast to its #2 rank in premium units sold, behind EA SPORTS FC 25, which doesn't appear on this list at all. Both games' primary markets lie outside the U.S.

Source: Pathmatics, Sensor Tower
Note: 2025 YTD range is 1/1/25 - 8/3/25.

Top free-to-play PC/Console games by US ad spend 2025 YTD



Top premium PC/Console games by US ad spend 2025 YTD

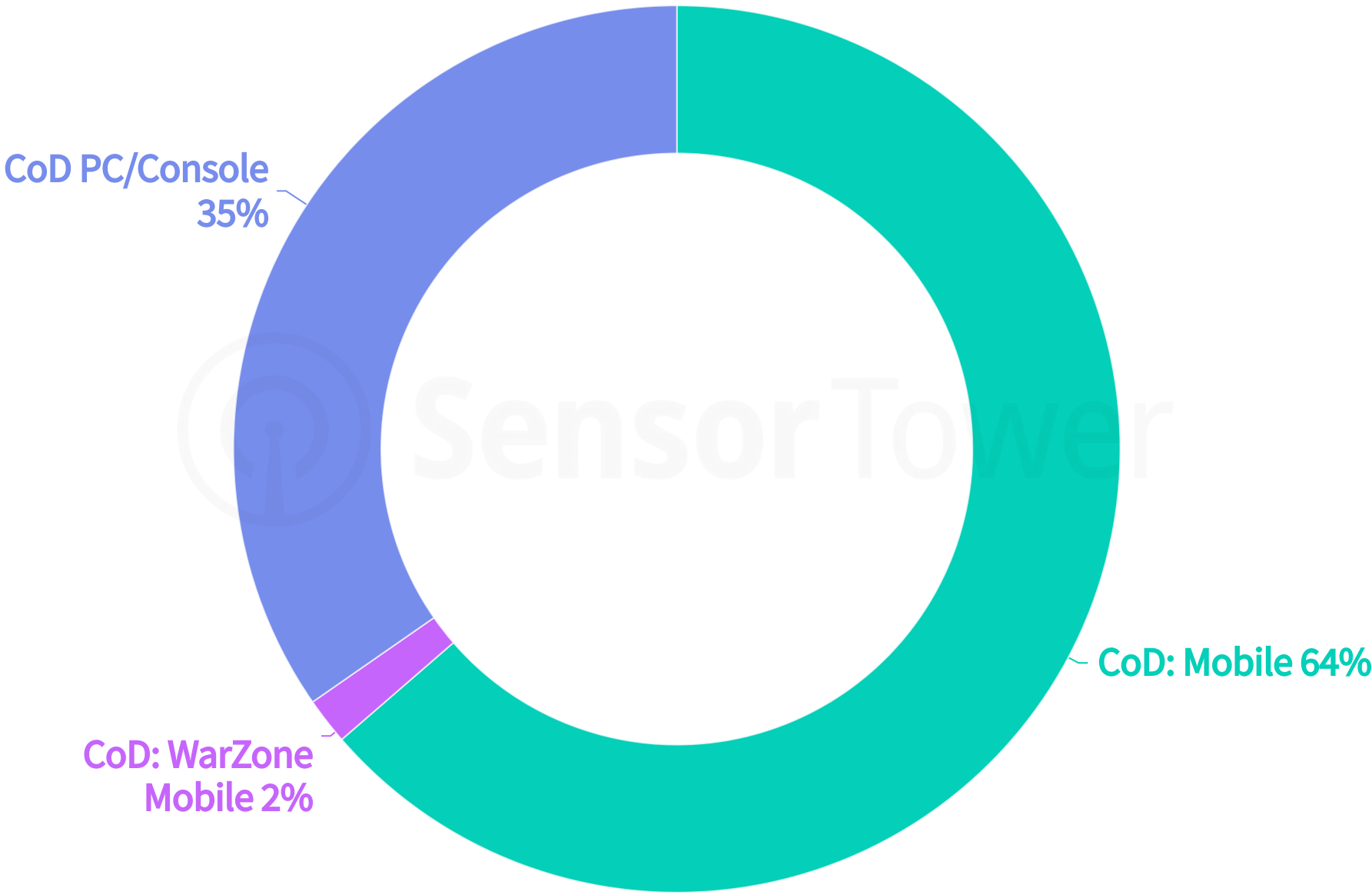


Call of Duty has significantly more players on mobile than console.

The Call of Duty franchise has a well established player base on mobile, with 64% of its average daily active users (DAU) coming from Call of Duty Mobile. On the other end of the scale, PC and console accounts for 35% of the daily active user base, while Call of Duty: Warzone Mobile (which was recently sunset) contributes 2%.

While Call of Duty on PC and console remains core to the franchise's legacy and revenue generation, it is apparent that mobile is instrumental in driving daily user interaction as well as brand visibility.

Call of Duty average daily active users share by platform 2025 YTD

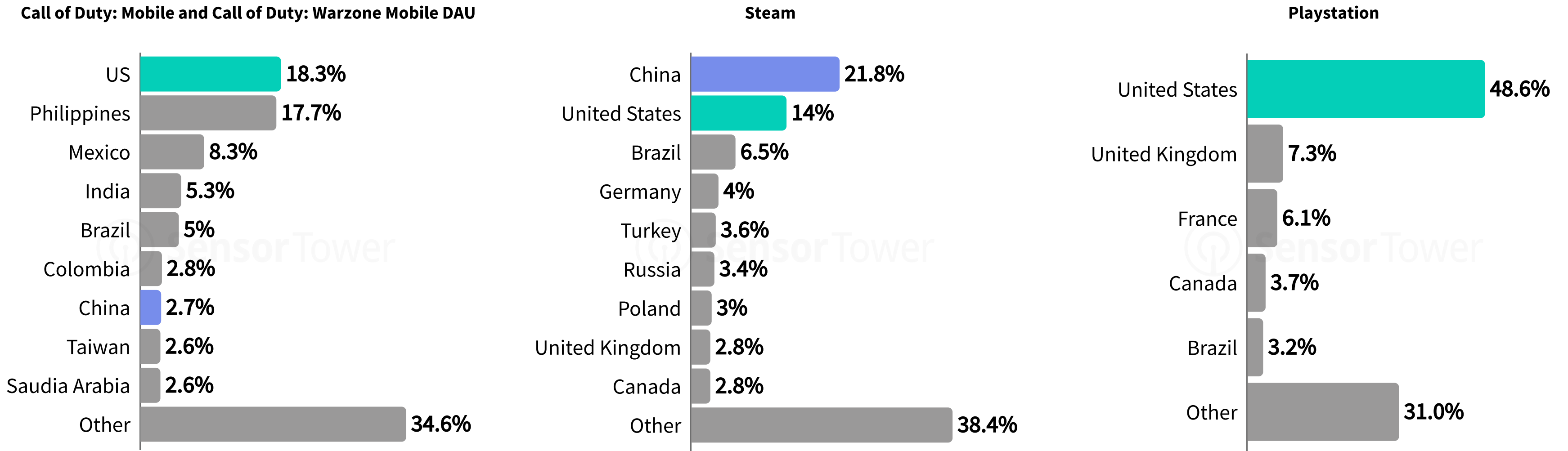


Source: Video Game Insights, Sensor Tower
Note: Downloads include free-to-play, games included as part of subscription services like Game Pass, as well as premium units sold. 2025 YTD range is 1/1/25 - 8/3/25.

Call of Duty is US heavy on mobile and PlayStation, but on Steam China has the most players.

It's no surprise that the top country by active users for mobile Call of Duty titles and Call of Duty titles on PlayStation is the US. However, China is the top country on Steam, despite accessibility and stability issues. It's also interesting to look at secondary markets for mobile vs PC/Console: CoD's mobile titles have almost as many players in the Philippines as they do in the U.S., and the next top countries are all T2 markets. PlayStation players outside of the U.S. are likely to be in T1 Western markets like the U.K. and France, while Steam is a mix, with Brazil at #3 and Germany at #4.

Call of Duty users by platform, country 2025 YTD

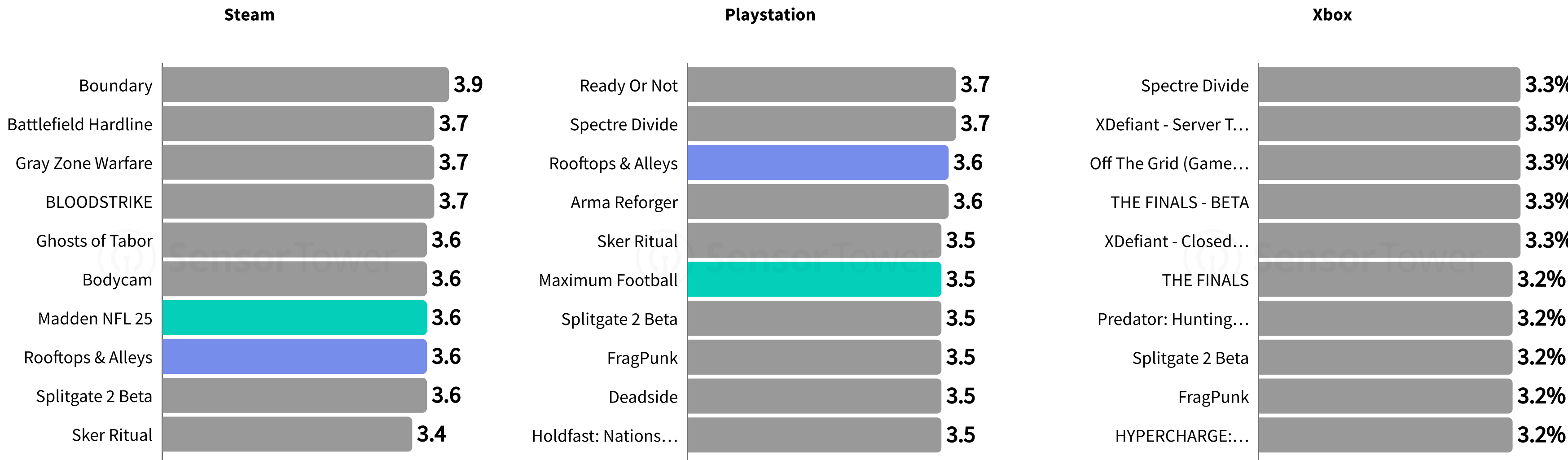


Source: Video Game Insights, Sensor Tower
Note: 2025 YTD range is 1/1/25 - 8/3/25.

Call of Duty players are likely to play other shooters, American football games, and Rooftops & Alleys.

The games listed below show which games Call of Duty players on each platform are most likely to also own. Most of these games are shooters, and many of them are shooters that attempted a fresh take on the genre in one way or another. Also present are two American football games: Madden NFL 25 and Maximum Football, a new release touting more freedom and control over the team. Also present on two of the lists is Rooftops & Alleys: The Parkour Game, another new launch, but in the platformer genre. Perhaps navigating urban environments in mechanically difficult ways is the common thread?

Top games overlapping with Call of Duty by overlap index
Overlap index indicates how likely a Call of Duty player is to own another game

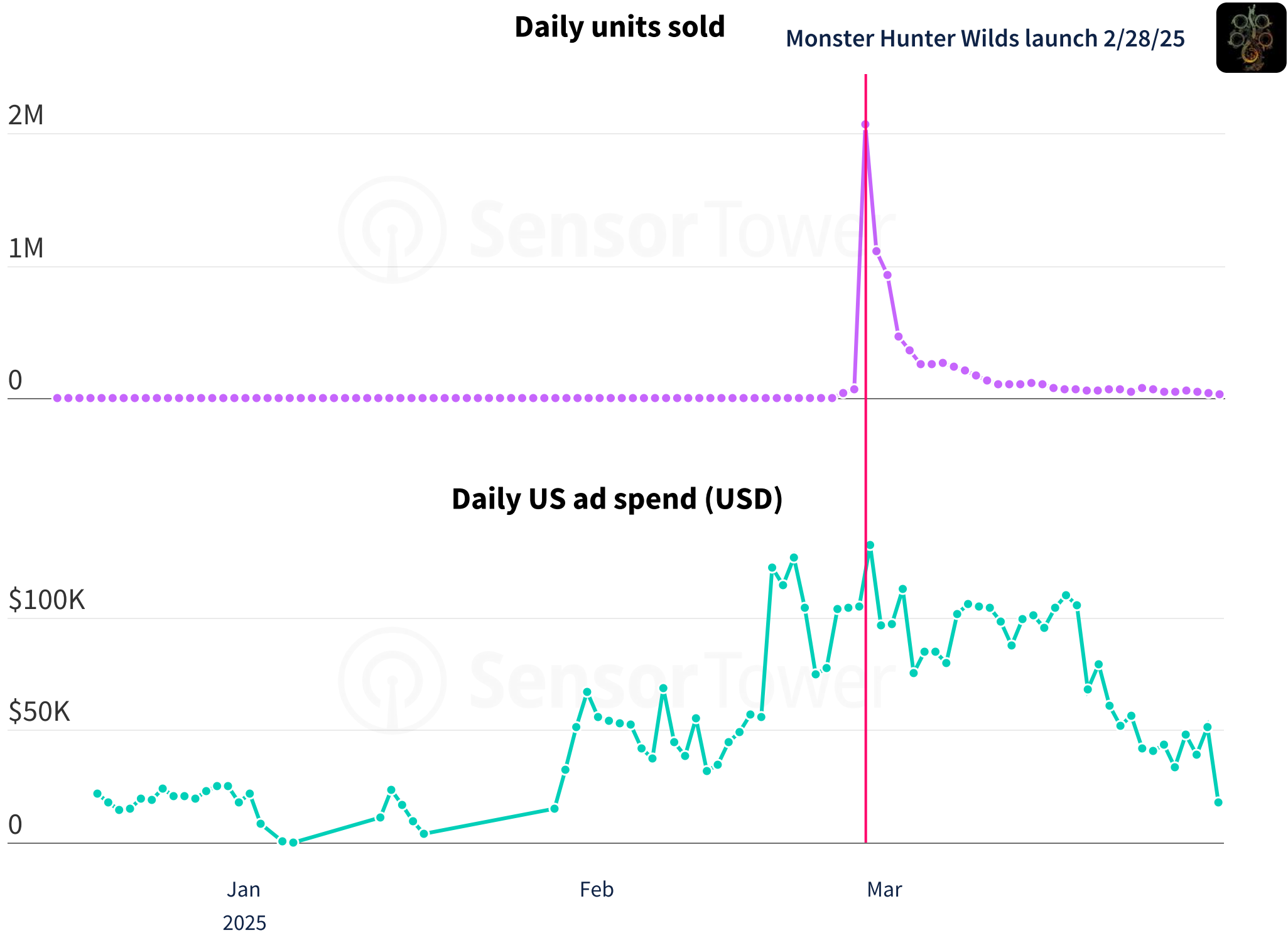


Monster Hunter Wilds campaign ramped up one month prior to launch.

Monster Hunter Wilds has been the top AAA game of the year outside of the sports genre by units sold. The games' sales are concentrated around launch, as is the case with many hyped AAA games, with over 2 million daily units sold on launch day and around 30,000 per day a month after release. Ad spend ramped down about three weeks past launch, when daily units sold were around 60k.

Source: Video Game Insights, Pathmatics

Monster Hunter Wilds



Monster Hunter Wilds ad creative strategy shifted to gameplay post-launch.

Pre-launch, the top creative in US focused on pets, showing a woman taking a picture of her cat, then recreating herself and her cat via customization tools in the game. The top creative in Japan focused on cooking, showing a man cooking in real life, then in game. Post-launch, the top creatives in both countries focused on epic gameplay, with the US creative incorporating footage of people playing the game. Each top creative, except for the top creative in Japan post-launch, incorporated PlayStation branding at the beginning and ending of the ads. The top creative in Japan post-launch featured Capcom branding at the end of the creative instead. Despite this, Monster Hunter Wilds' top platform by downloads was Steam, with nearly 4x downloads on Steam vs PlayStation.



Source: Pathmatics, Sensor Tower

Monster Hunter Wilds shifted from TikTok to OTT post-launch in US.

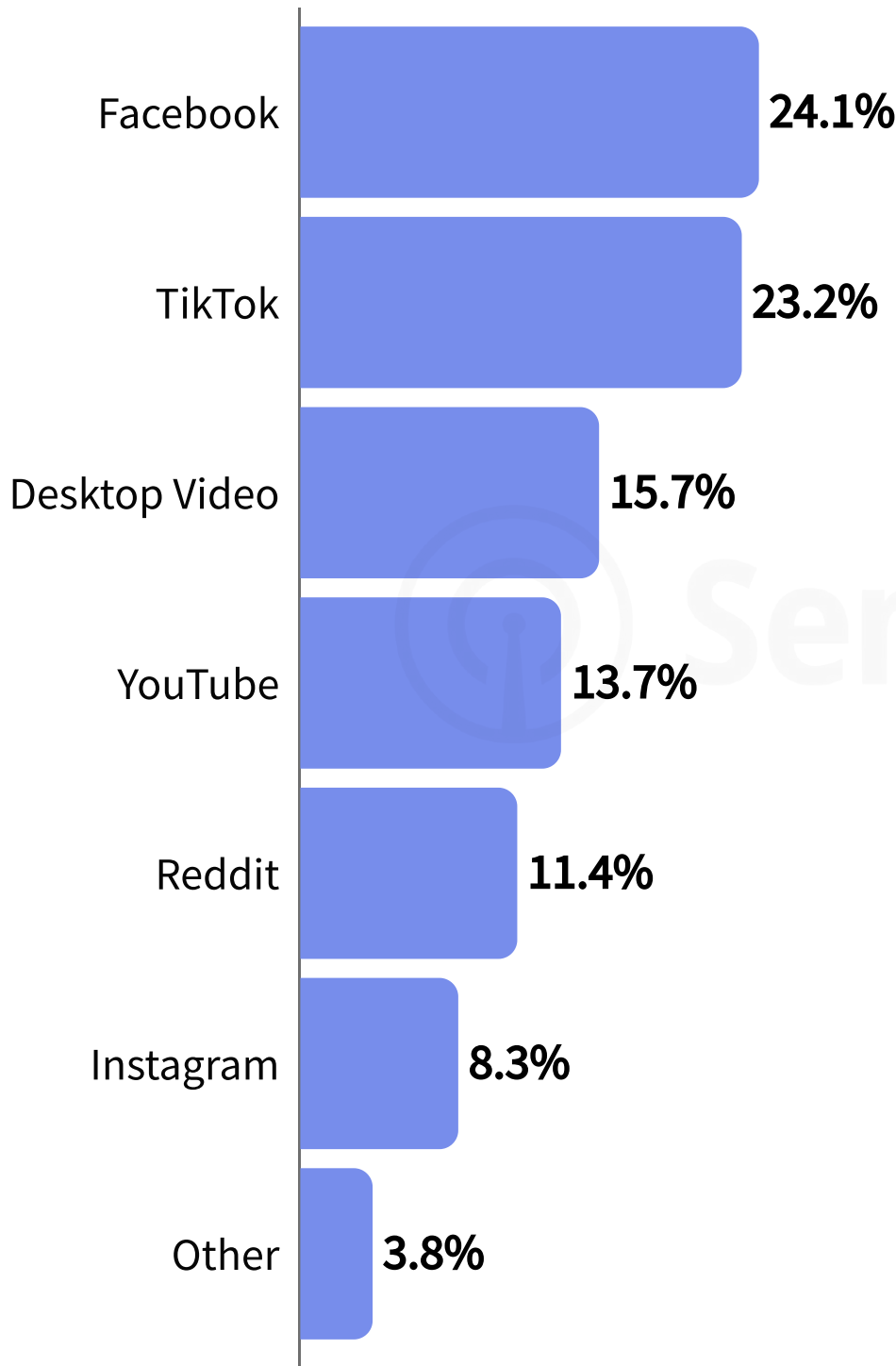
Facebook was the top US channel pre and post-launch. Pre-launch, the top Facebook creative promoted pre-orders, while post-launch the top creative showcased accolades.

TikTok moved from #2 to #7 post-launch, reflecting the platform's affinity for hyped up trends like a game launch over sustained engagement. Pre-launch, the top Monster Hunter Wilds creative on TikTok (seen on previous slide) focused on pets and customization, while the top creative post launch focused on gameplay

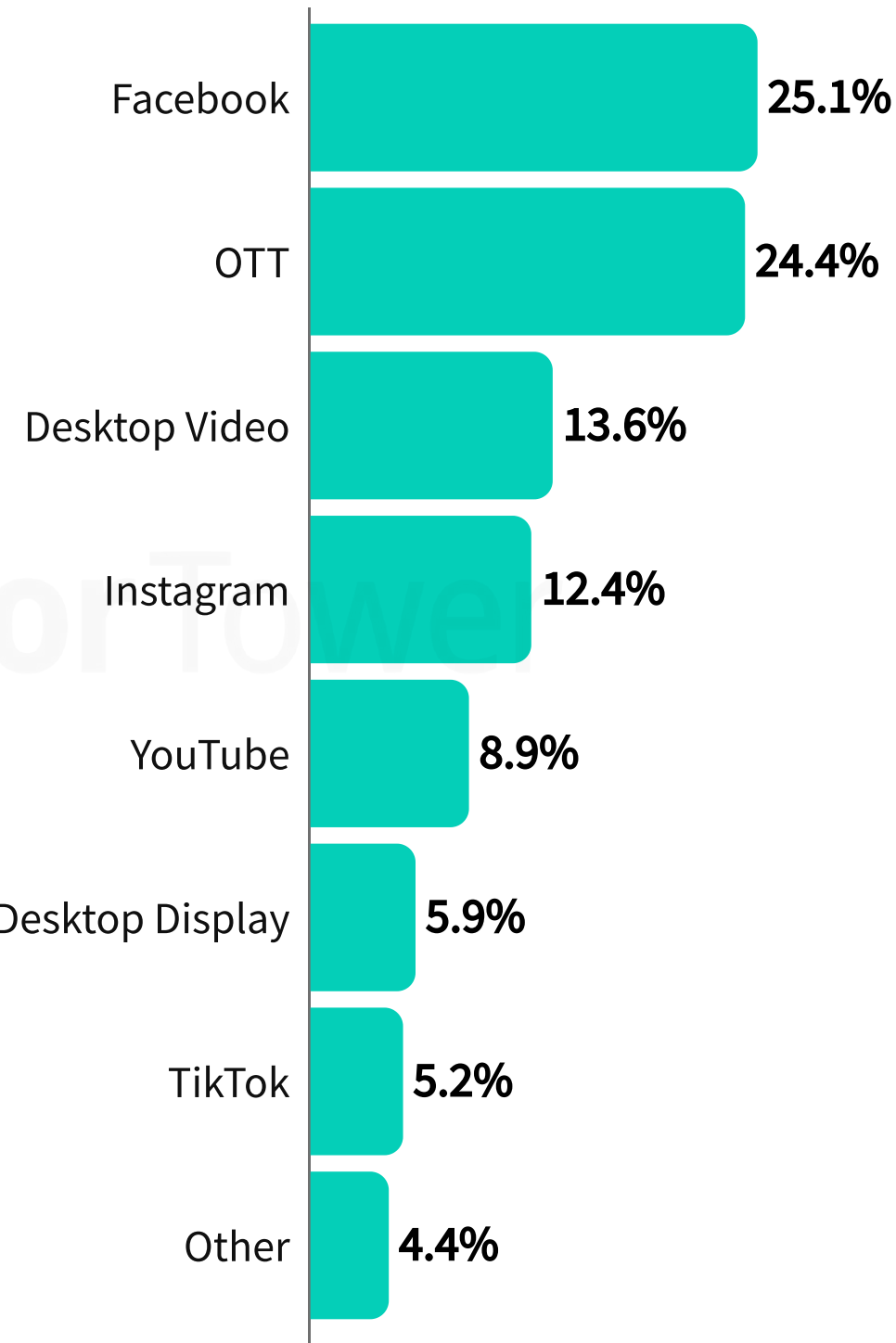
OTT moved all the way up to #2 by US ad spend post-launch for the game. The #1 creative for OTT (seen on previous slide) focused on epic gameplay combined with (and spilling over into) real-life players playing the game in their homes.

Source: Pathmatics, Sensor Tower

Top US ad channels for Monster Hunter Wilds the 30 days before launch



Top US ad channels for Monster Hunter Wilds the 30 days after launch



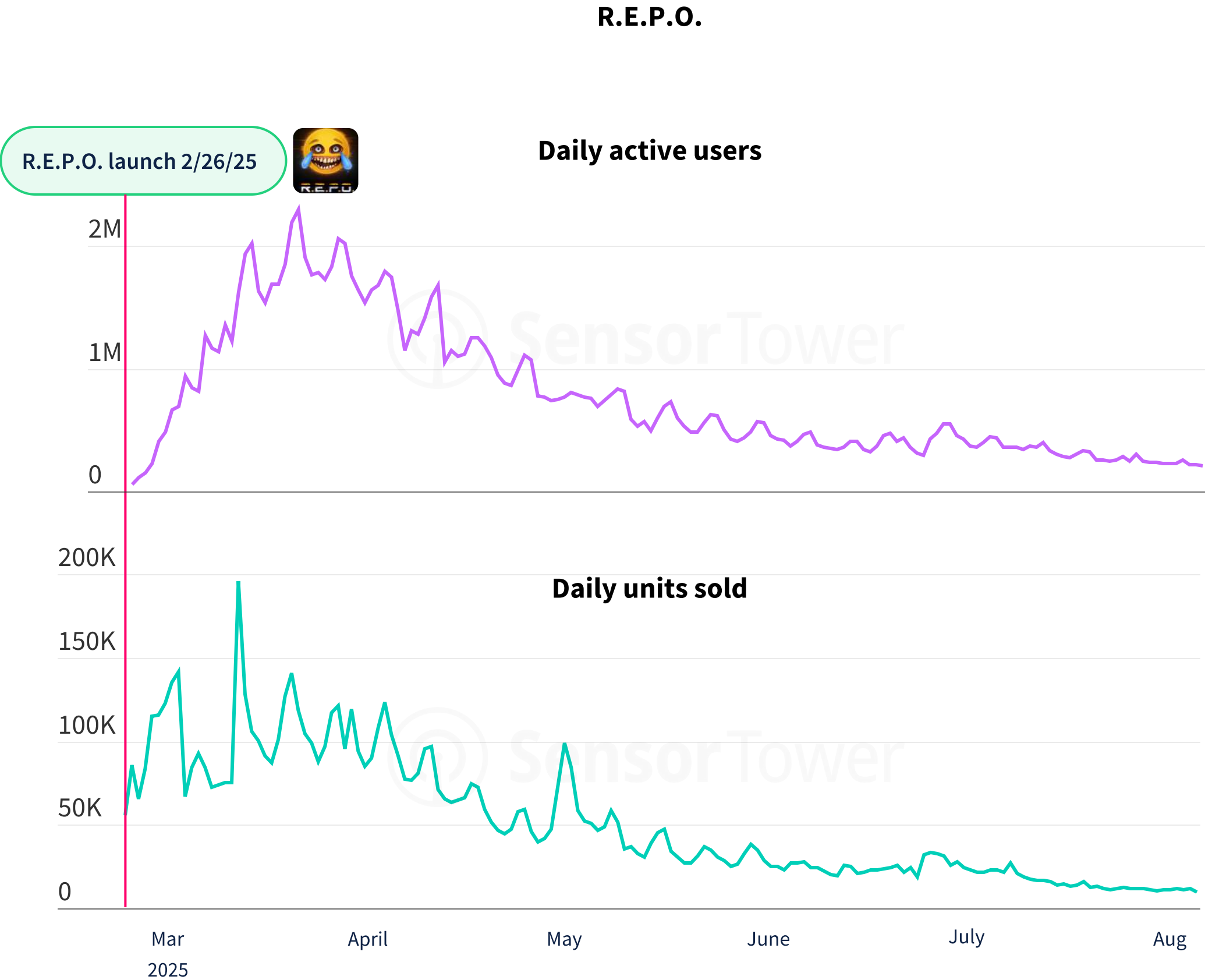
R.E.P.O. shows the power of organic buzz and content creators.

R.E.P.O.'s launch looked very different from a AAA game, building up daily active users (DAU) over its first three weeks to peak over 2 million, then slowly declining. DAU remains above 200k five months after launch despite the lack of a regular cadence of content updates of a AAA live service game.

R.E.P.O. targets two groups: content creators and friend groups. The game is a content machine for streamers, featuring chaotic co-op with a horror theme that provides endless situations to react to and generate clips. In turn, their audiences get exposed to the game and want to have the same experience. They become ambassadors for the game to their friend groups, and, with a \$10 price tag, it's not a difficult sell.

This is a strategy that duplicates the success of games like Lethal Company and was seen again with PEAK.

Source: Video Game Insights, Sensor Tower



Nightreign and Shadow of the Erdtree had unique impacts on Elden Ring.

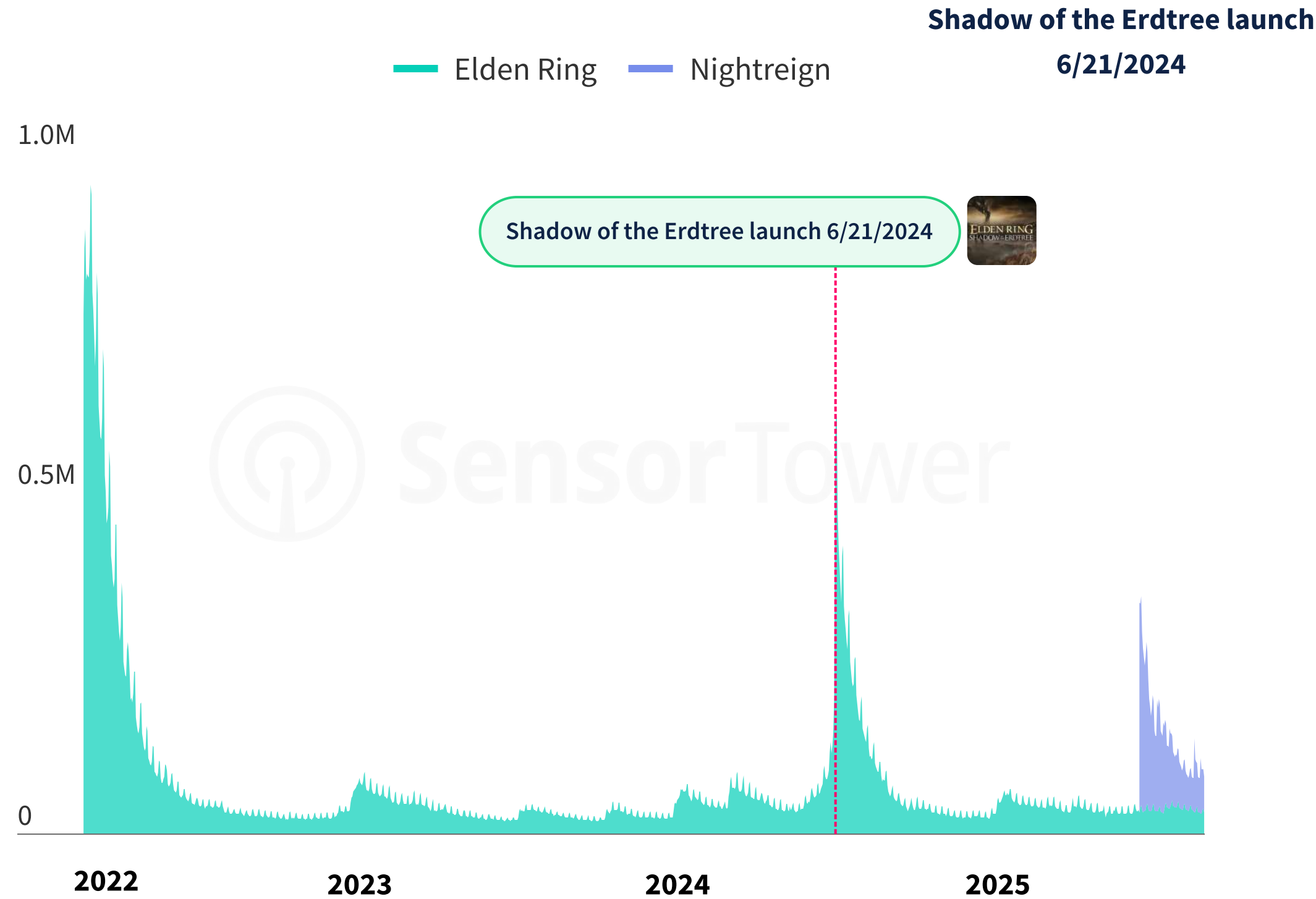
Shadow of the Erdtree reengaged the Elden Ring player base, seeing more than half the concurrent players seen at launch.

Nightreign took a different approach to re-engage the player base and attract new players. It shipped in a separate game, making barriers to entry for new players lower. It included co-op to incentivize a viral effect. Lastly, it explored elements of a new genre, roguelikes. However, it did retain gameplay and the original Elden Ring IP, allowing it to re-engage existing players.

While Nightreign's peak concurrent players didn't hit the same highs as Shadow of the Erdtree, it appears to have a longer tail end of engagement due to high replayability thanks to multiplayer and roguelike elements.

Source: Video Game Insights, Sensor Tower

Elden Ring peak concurrent players on Steam



Hollow Knight: Silksong is the most eagerly anticipated Steam game.

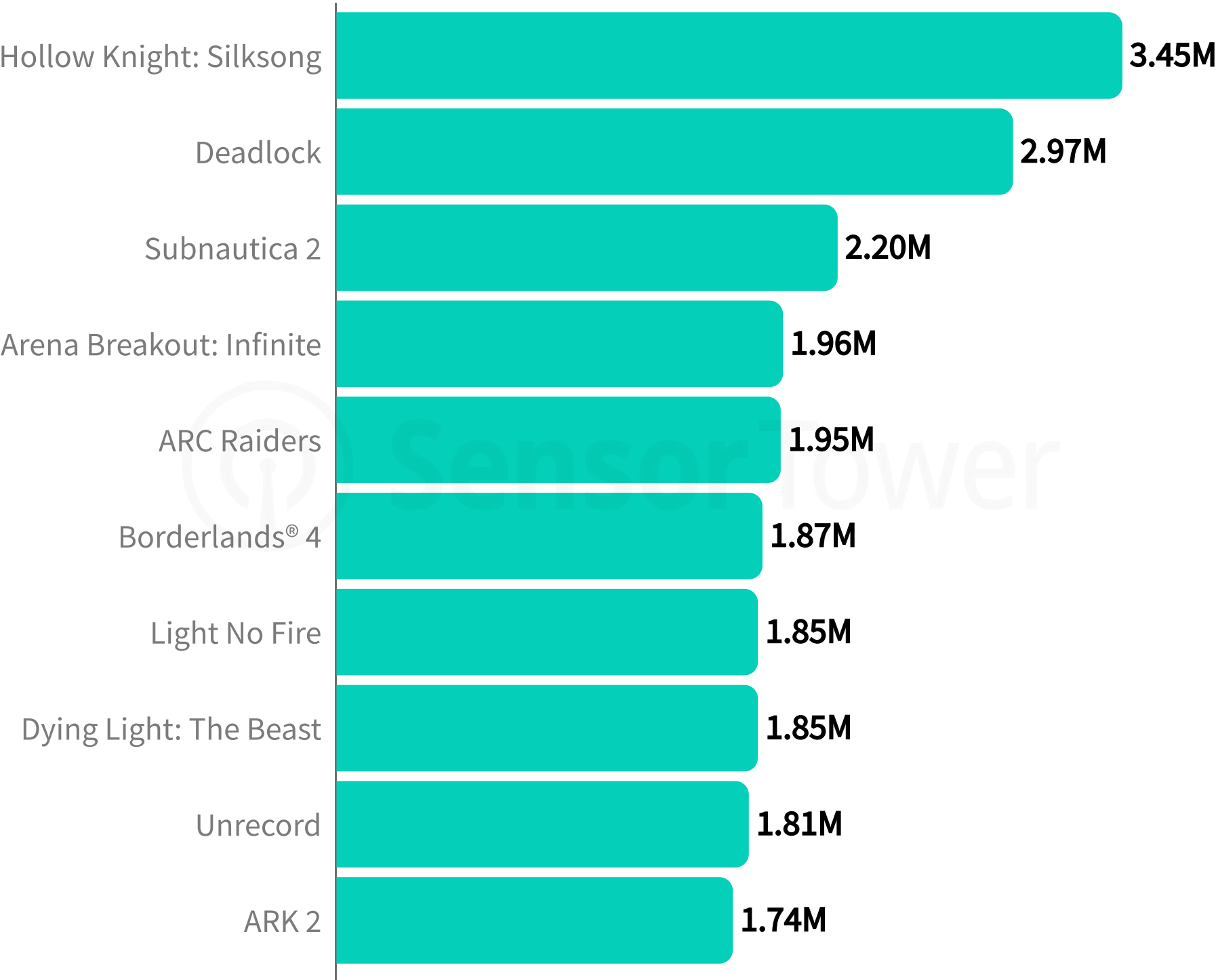
Fans of Hollow Knight have been waiting with bated breath for a sequel, and hype is reaching a fever pitch as the studio, Team Cherry, has yet to set a firm release date outside of the larger 2025 timeframe.

Deadlock has also seen a ton of hype, as Valve's entry into the multiplayer third-person shooter space. Subnautica 2 is another huge sequel that saw some controversy recently between the studio, Unknown Worlds, and their Korean parent company and publisher KRAFTON.

Each of the rest of the games has a unique story, is eagerly anticipated by players, and deserves close attention.

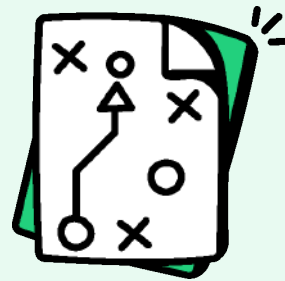
Source: Video Game Insights, Sensor Tower

Top unreleased games by outstanding Steam wishlists

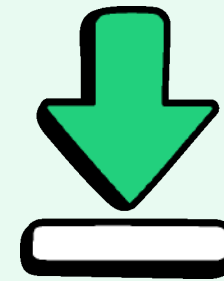


Conclusion

Key takeaways



Steam, PlayStation, and Xbox have key differences in strategy that are reflected in what publishers and games are successful on them.



EA's portfolio continues to produce consistent results, as Microsoft and Sony battle for the #2 spot by downloads.



EA SPORTS FC 25 took the top spot, but 2025 has been a year for AA and Indie breakouts like Clair Obscur: Expedition 33 and R.E.P.O.

Launches to look forward to in 2025

With Grand Theft Auto 6 delayed till 2026, a void has opened in 2025. Here are some top contenders looking to capitalize.

Call of Duty: Black Ops 7



2025's Call of Duty installment is the 7th in the Black Ops series, with a rumored November 14 release date.

EA SPORTS FC 26



FC 25 is the most downloaded PC/Console game of 2025 so far. We can expect FC 26 to have a similar impact, as it brings a sizable Ultimate Teams overhaul live.

NBA 2K26



NBA 2K is set for release on 9/5/25. This is another massive franchise

Battlefield 6



Battlefield 6 made waves with its trailer in July featuring its trademark destructible environments. Call of Duty looks to have a challenger this year.

Borderlands 4



Releasing just a week after fellow 2K game NBA 2K26, this huge co-op looter shooter brings the Borderlands franchise into 2025.

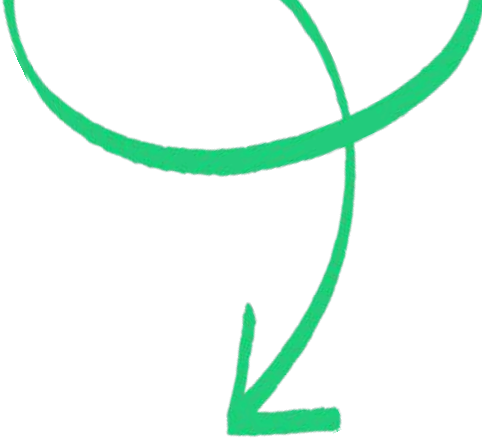
Hollow Knight: Silksong



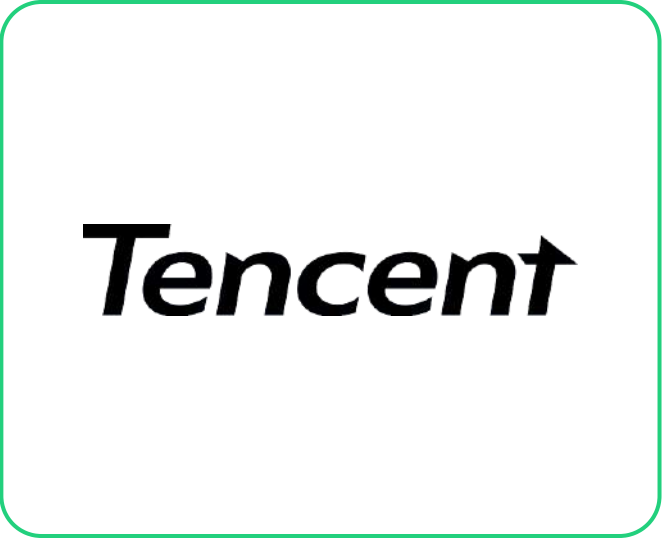
The top game by Steam wishlists is still slated for 2025. Silksong has diehard fans, with significant cultural reach and pull with streamers.

About Video Game Insights and Sensor Tower

Video Game Insights: Part of Sensor Tower's comprehensive suite of gaming insights across mobile, PC, and Console.

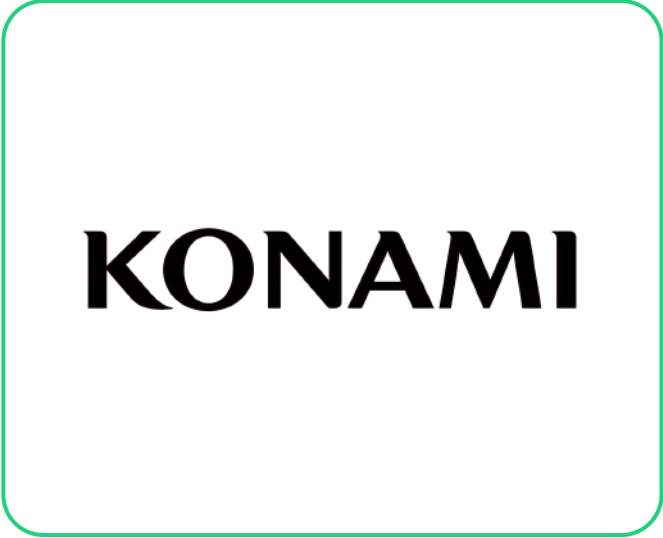
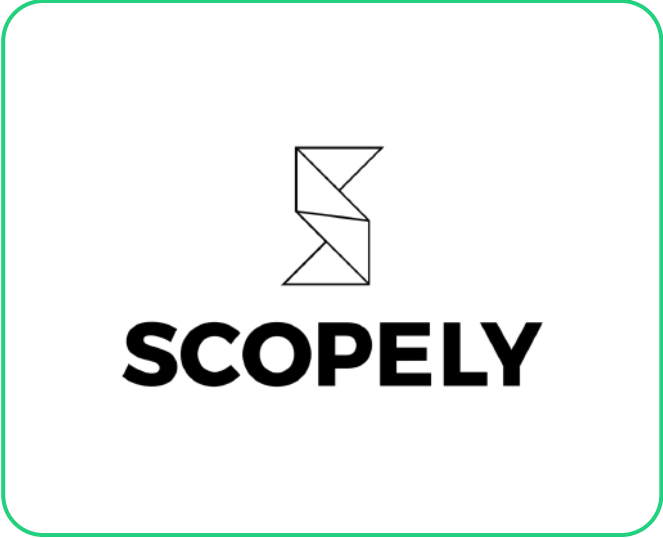


Trusted by Gaming Leaders Worldwide





Get access to market data, competitive intelligence, and player insights across Steam, PlayStation, and Xbox.



For more information visit: sensortower.com/product-video-game-insights

About Sensor Tower

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement, and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social, and mobile.

Press Inquiries: press@sensortower.com





Interested in more competitive intelligence?

See how you can leverage our mobile app, digital advertising, gaming and mobile data:

Request a free demo!



Get the latest insights on our blog: sensortower.com/blog

