



ukie
THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

Insights into the Japanese Gaming Market in 2025

[Free report](#)



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Table of contents

Market

Players

Games

Introduction

We're excited to share this special edition of our Japan market report, which was developed and presented live for UKIE's Virtual Trade Mission: Japan.

This report is designed to help game businesses of all sizes better understand, and strategically navigate, one of the most unique, competitive, and opportunity-rich markets in the world.

Japan holds an unparalleled place in global gaming. From pioneering studios to deeply rooted gaming culture, it offers unmatched potential, but also requires local nuance, cultural understanding, and clever positioning.

In this report, we explore Japan's current games market landscape, highlighting key data on market size, player demographics and motivations, and the standout trends shaping behavior today.

All data and insights come from the **Newzoo Platform**, our flagship tool for understanding the games markets and players around the globe. Whether you're planning to enter Japan or scale your presence, this report gives you a practical edge.

I hope you enjoy the read.



Emmanuel Rosier
Director of Market Intelligence

Key takeaways

1 Market

- ✓ Japanese players are highly valuable, generating 9.1% of global games revenue despite making up just 2.2% of the global player base.
- ✓ Recent revenue growth has been strong, but the weakening JPY against the USD is a headwind for international publishers.
- ✓ PC revenue in Japan has grown rapidly over the past 7 years, but the pace is expected to slow down.
- ✓ Nintendo dominates the domestic console market, accounting for 70% of hardware sales.
- ✓ Excluding mobile and Nintendo platforms, Japan's PC and console market still represents a solid \$2.5-3.0 billion opportunity.

2 Players

- ✓ Japan's PC/console player base is older than in the West, though gender distribution is similar. PC/console penetration is slightly higher in the US and Europe.
- ✓ Storytelling matters globally, but preferences differ: Japanese players value narrative depth and design, while Western players favor open worlds and high-quality graphics.
- ✓ Japanese players are likelier to play solo, while UK & US players enjoy playing with or against other players.

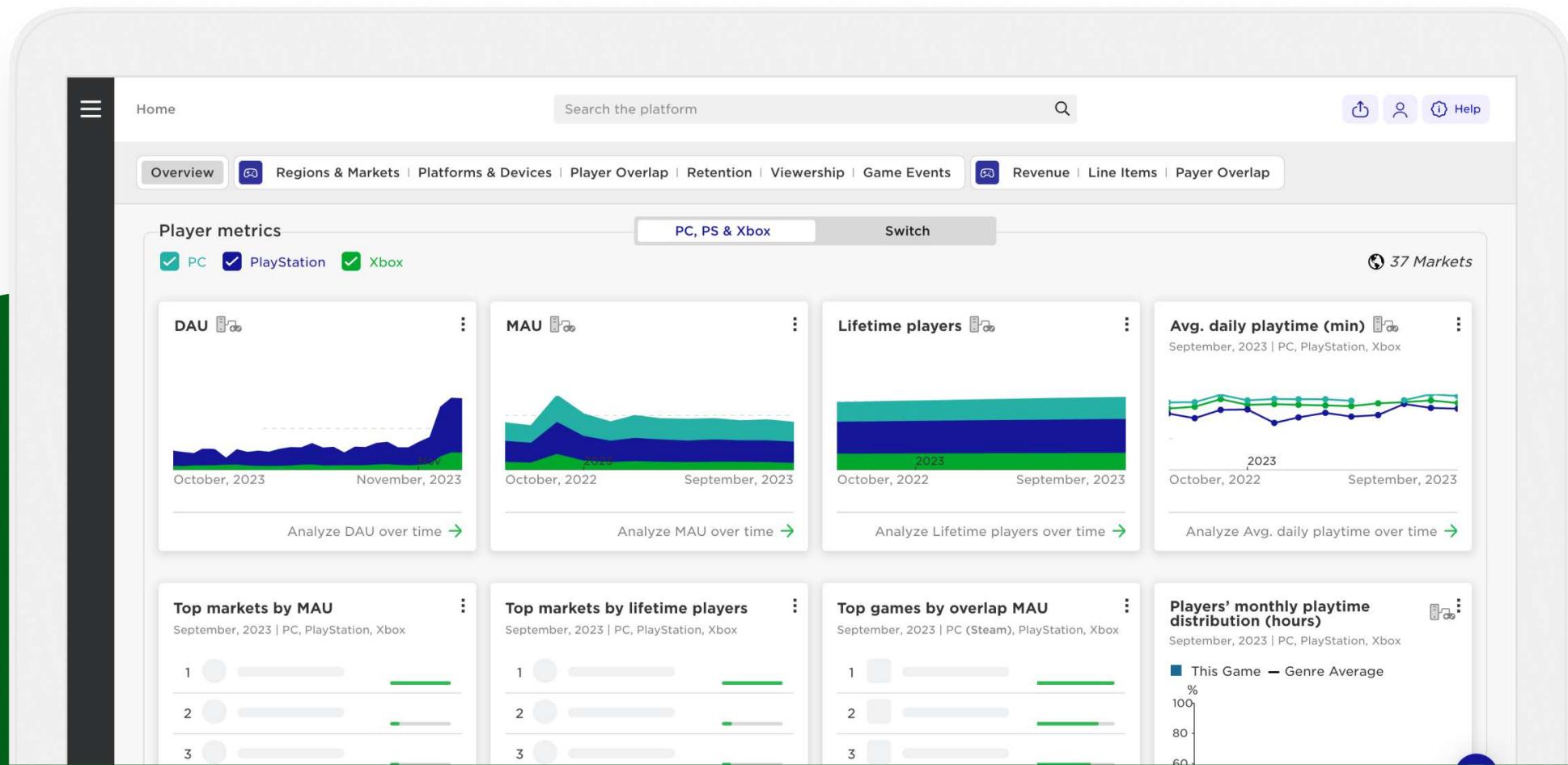
3 Games

- ✓ Japanese players prefer (single-player) RPGs on console and shooters on PC, while the UK prefers shooters across both platforms.
- ✓ Sports is not a significant genre in Japan.
- ✓ Japan much prefers fantasy and science fiction themes.
- ✓ Japanese players gravitate toward domestic franchises, especially Nintendo ones.
- ✓ Japanese publishers dominate the console premium games market while Japanese players choose lower-priced, trendy PC co-op experiences.
- ✓ Apex Legends and Genshin Impact remain massive F2P successes.

Written by Newzoo's market analysts

Powered by data from our Platform

[Take a platform tour](#)



Your leading data platform and partner in PC & console gaming

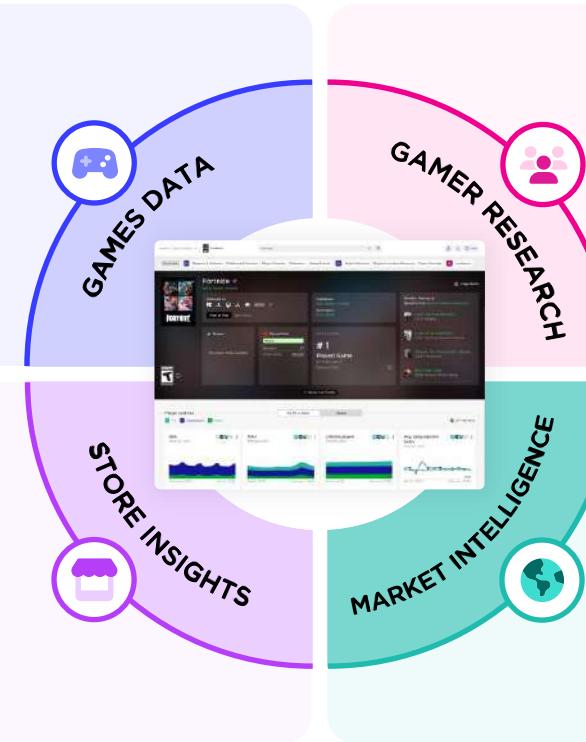
Game Performance Monitor

Title-level engagement (MAU, DAU, playtime, churn, more) and digital revenue data for thousands of PC & console games.



Business & Store Intelligence NEW

Complete toolkit for optimizing games' store presence, improving discoverability, and tracking marketing attribution.



Consulting & Custom Research

Tailored solutions to critical business challenges.



Game concept testing



Genre deep dives and game teardowns



Target audience sizing & analysis



Live service game strategy



Concept TAM and sales forecasting



Campaign analysis

Game Health Tracker

Title-level consumer insights, awareness and purchase funnel

Global Gamer Study

Yearly in-depth survey profiling 73.000 gamers worldwide

Market Reports and Forecasts

Games market sizing & forecasts for 100+ countries and the key trends on a global and local level.

Trusted by the top game developers and publishers



Market 1

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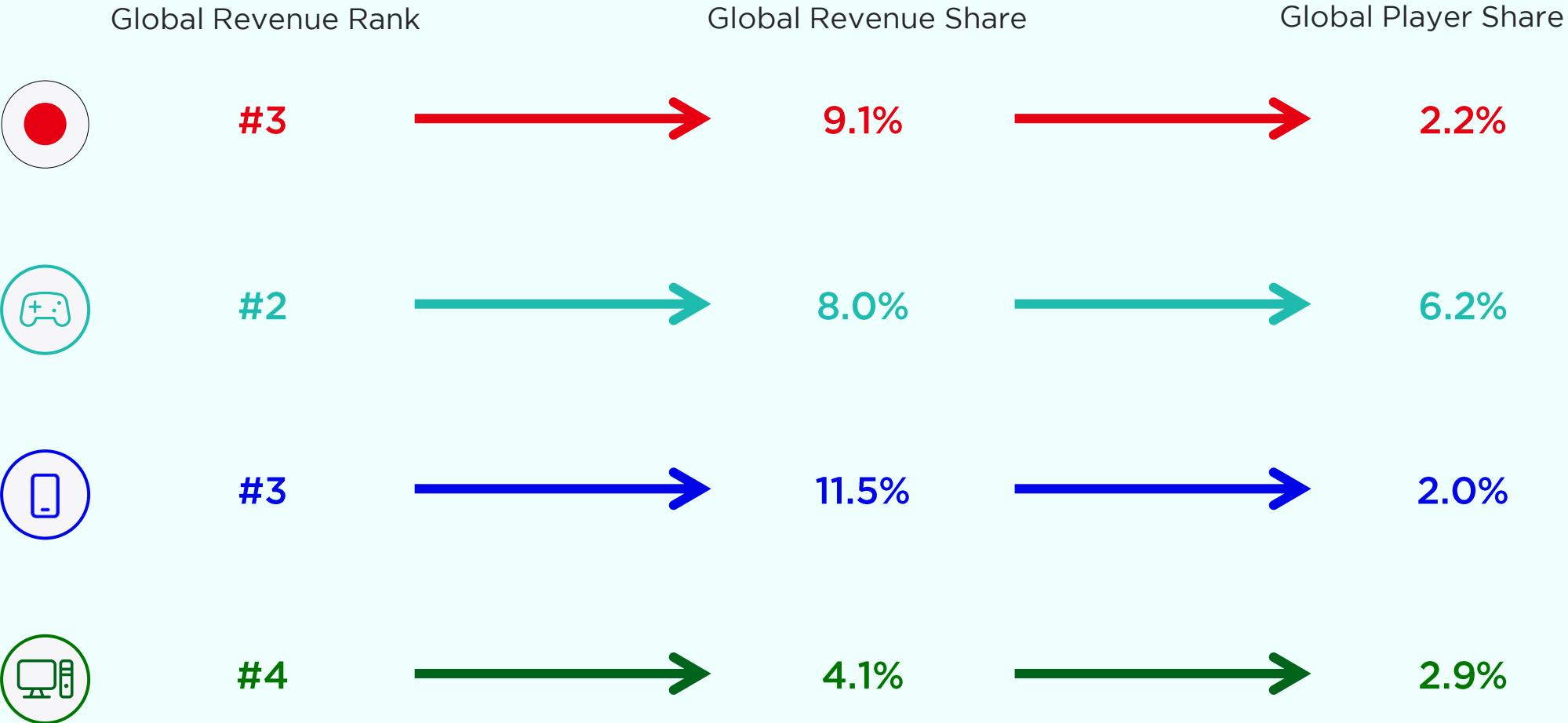
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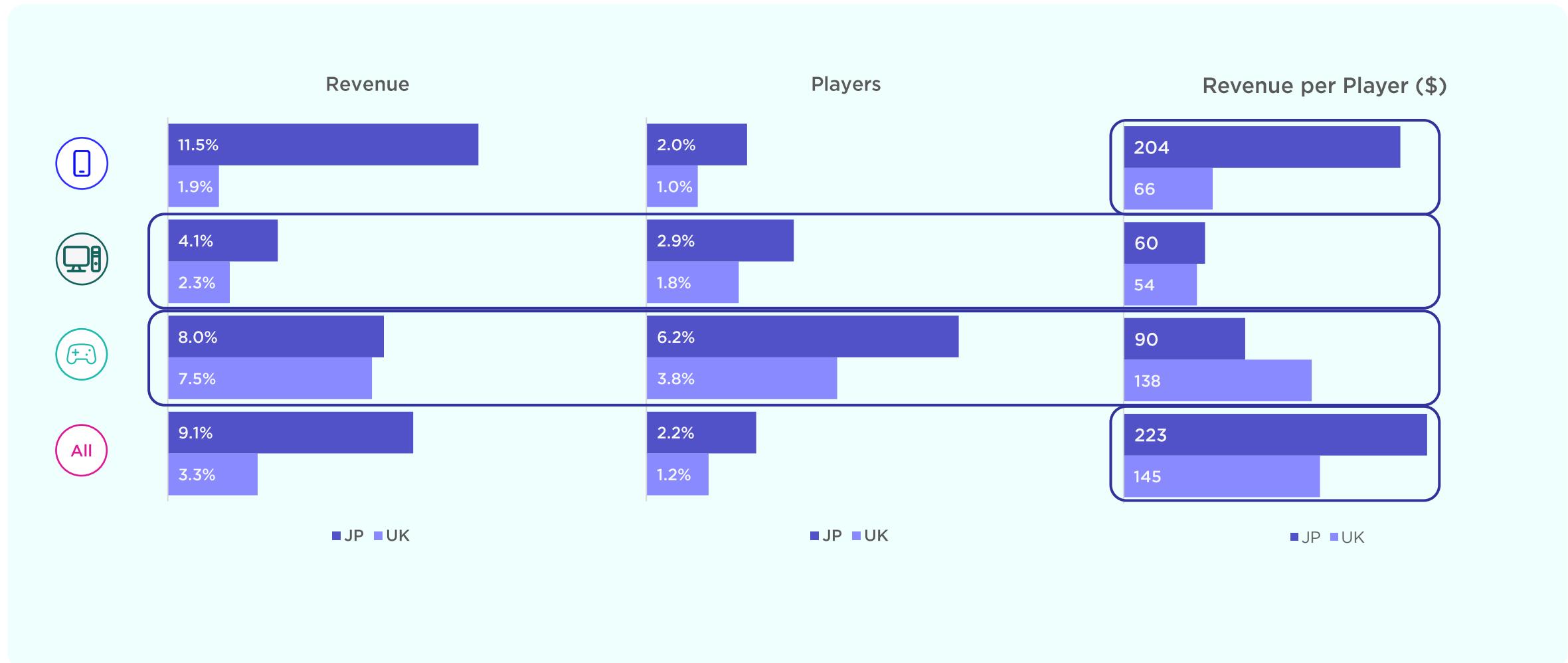
Japan is the #3 video game market in the world in 2004



How does the UK compare to Japan?

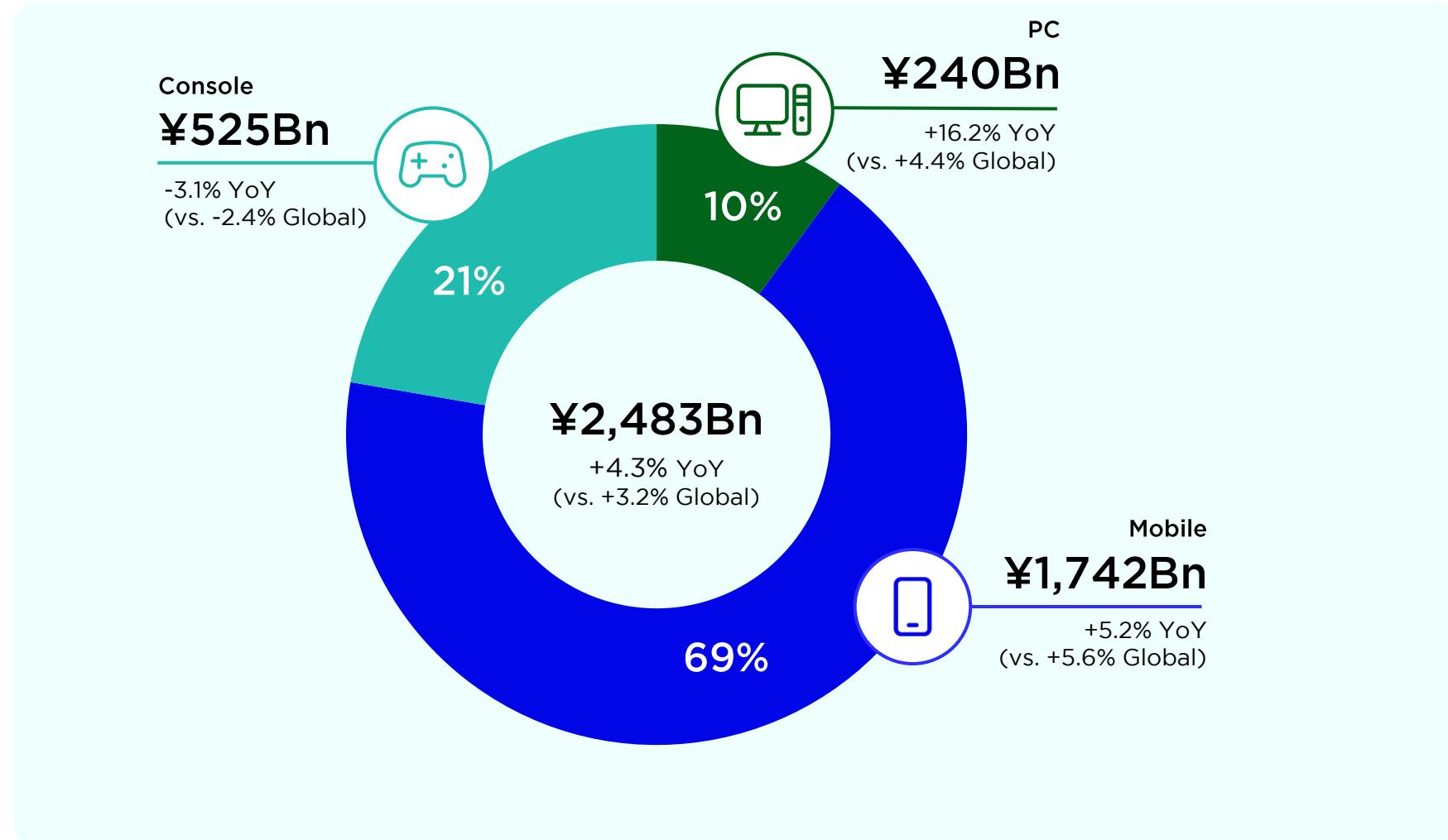
On average, a Japanese player generates much more revenue—\$223 per player, compared to \$145 in the UK.

Global share (Japan & UK) - 2024



2024 was another year of growth (in local currency)

2024 Japan revenues per platform



+16.2%

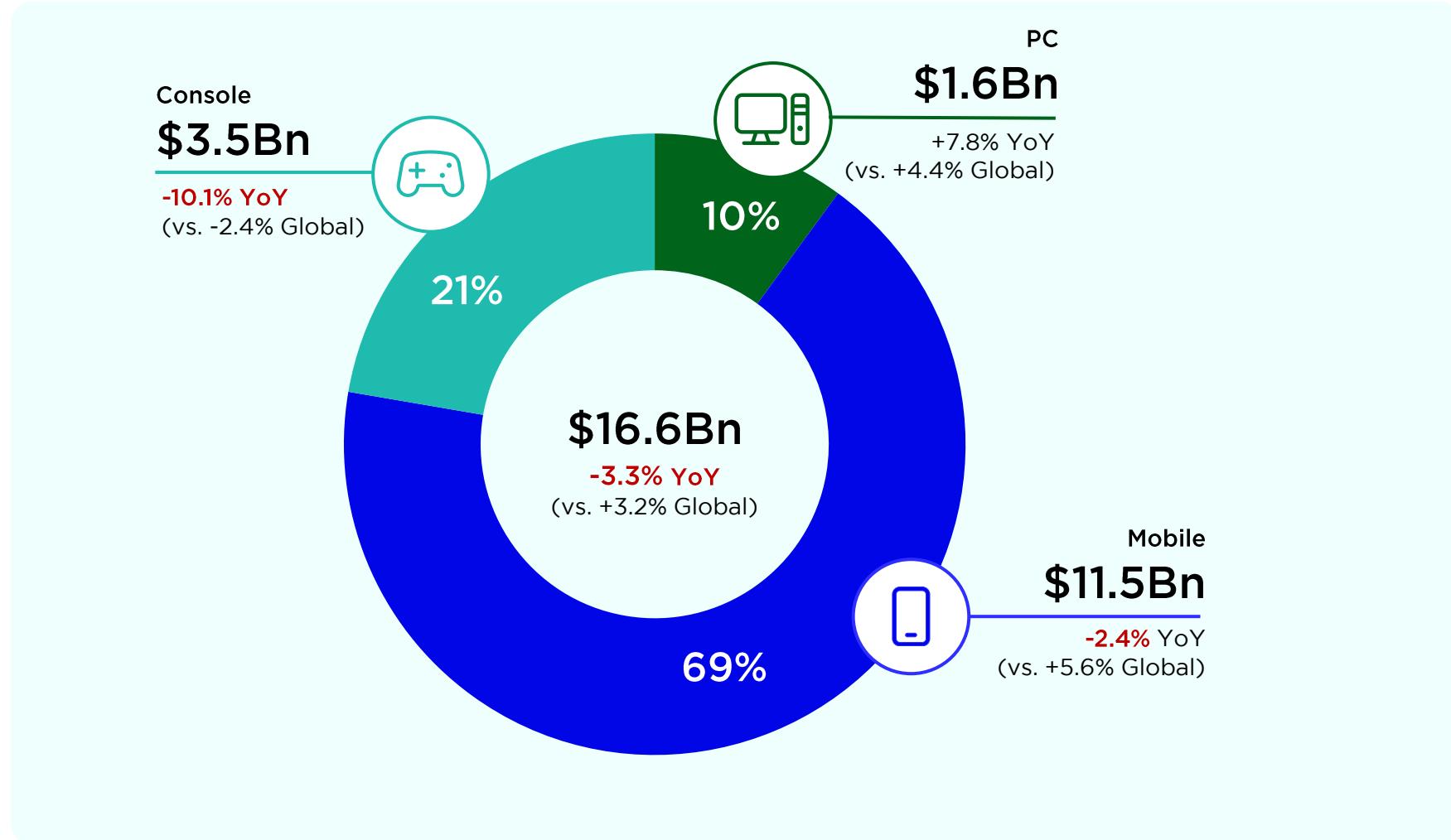
Year-on-year growth in the PC segment, another massive year

-3.1%

Year-on-year drop in the Console segment, driven by the Switch's lifecycle and a weaker premium slate

A different picture in USD

2024 Japan revenues per platform



+7.8%

Year-on-year growth in the PC segment, the only growth driver in 2024

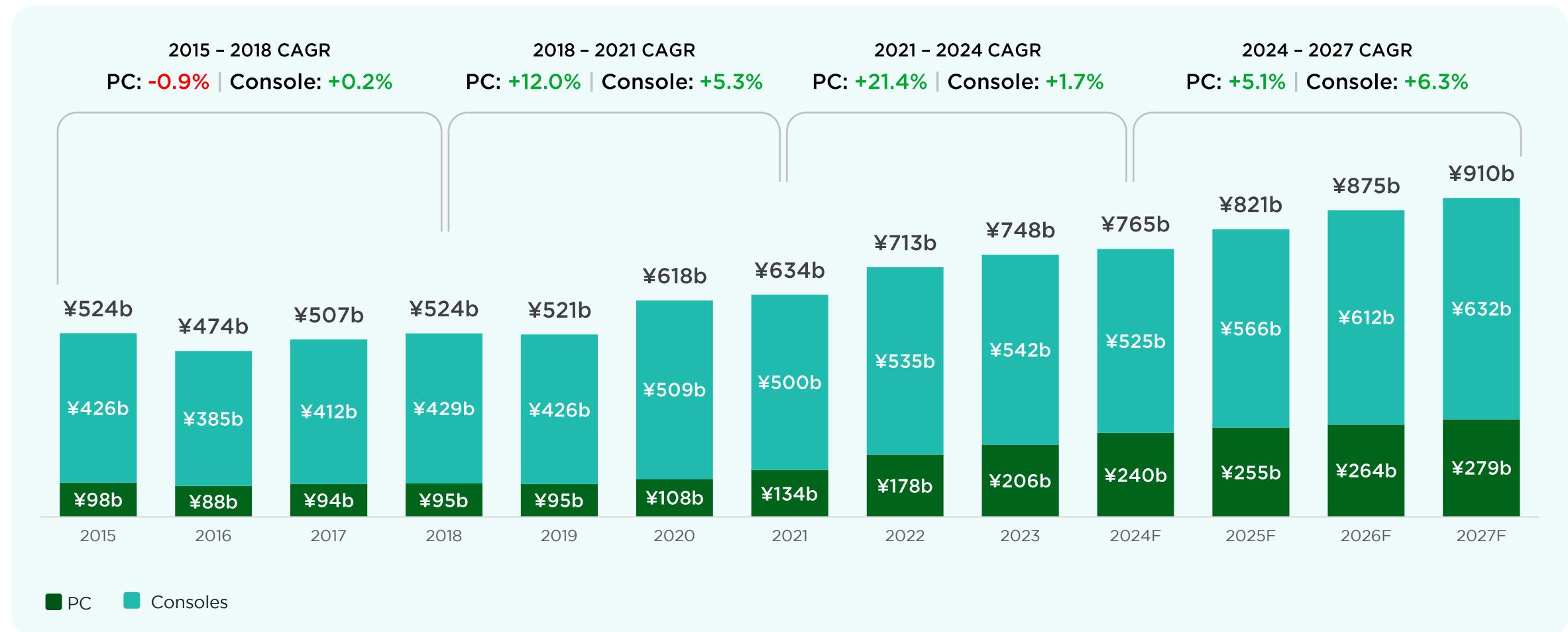
-10.1%

Year-on-year drop in the Console segment, driven by the Switch's lifecycle.

PC Gaming has been the main growth engine for the past 7 years

PC and console software revenues in billion JPY

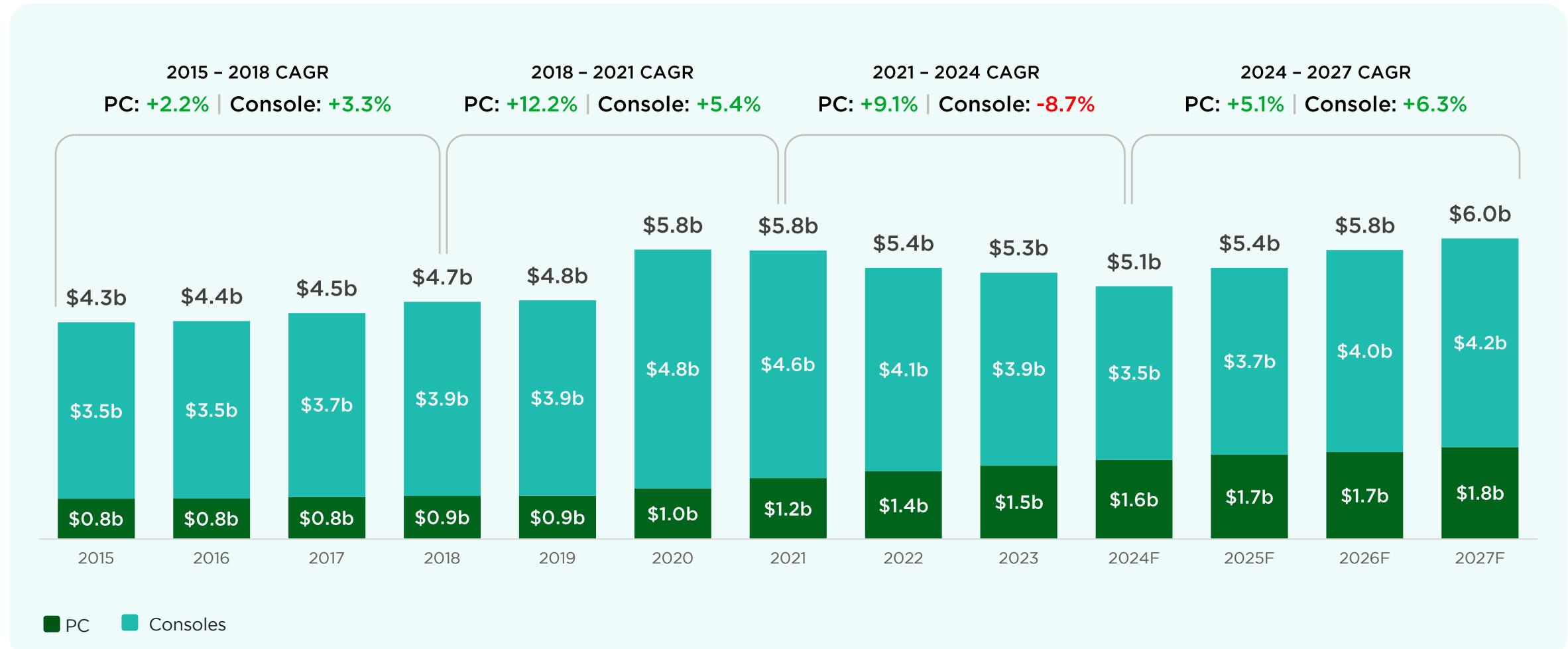
Japan | 2015-2027F



A different picture in USD

PC and console software revenues in billion USD

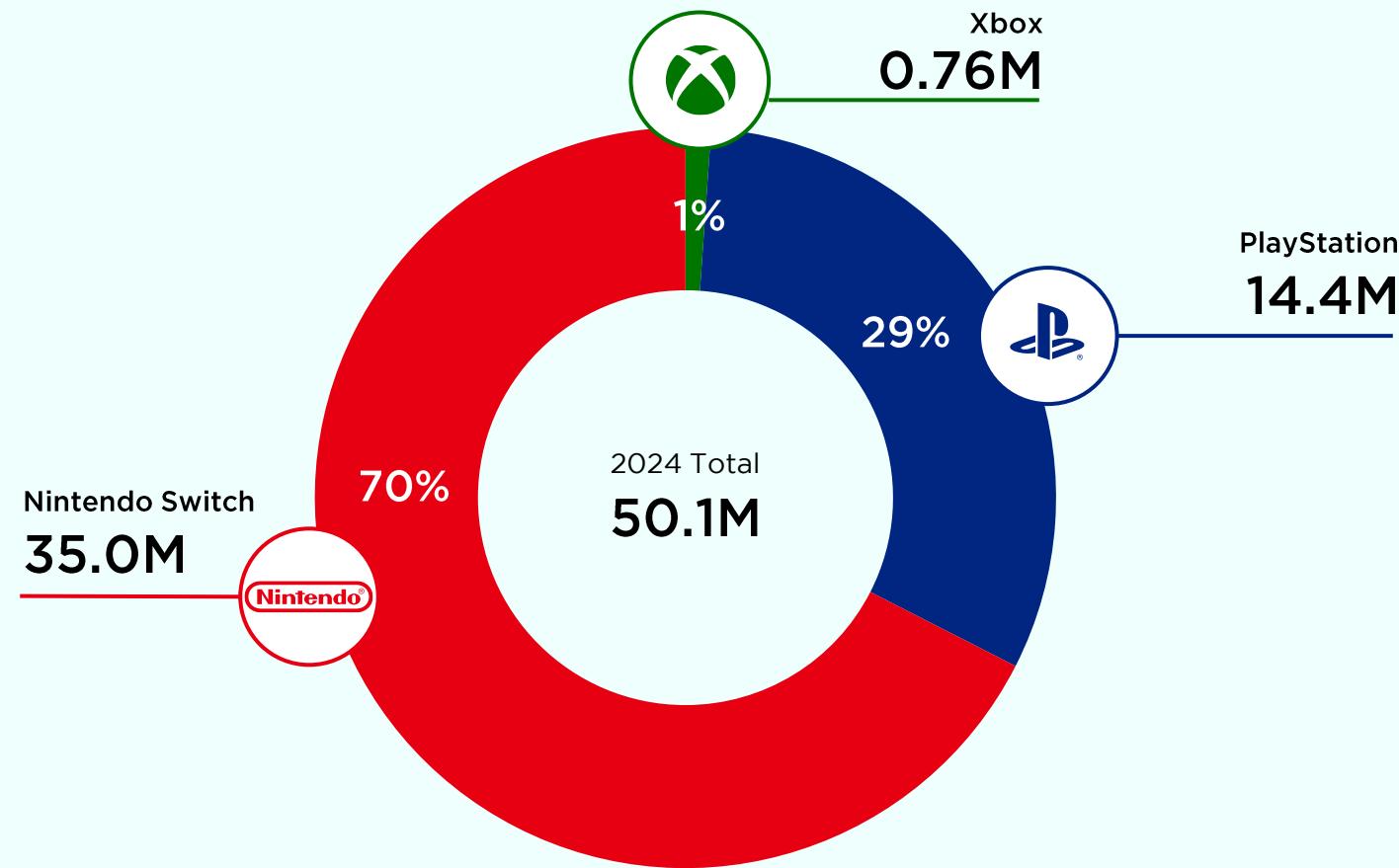
Japan | 2015-2027F



Nintendo represents the lion's share of Japan's console market

Console cumulative units sold

Japan | As of December 2024



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2 Players

3 Games

Players
2

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Title-level engagement (MAU, DAU, playtime, churn, more) and digital revenue data for thousands of PC & console games.



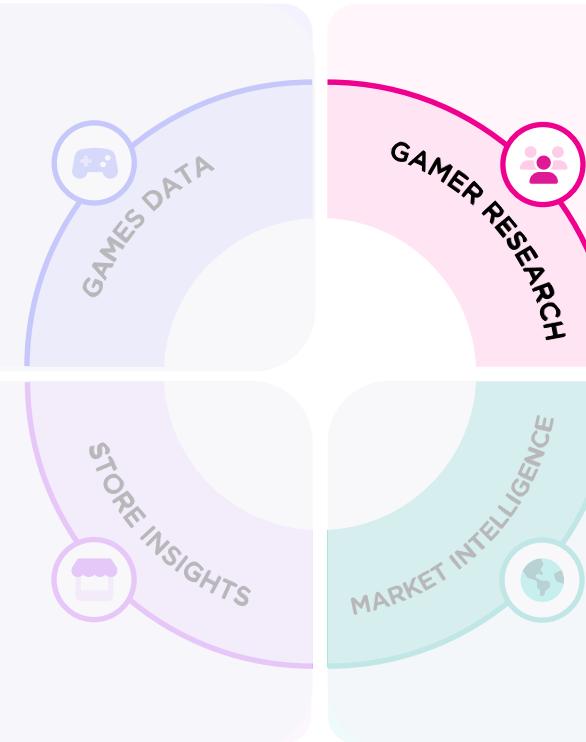
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Game concept testing



Target audience sizing & analysis



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Live service game strategy



Campaign analysis

Player Demographics

Japan's PC/console player base is older than in the West, though gender distribution is similar.

Share of PC and/or console players (past 6 months)

Base: Total players



60%



66%



71%

of total players have played on a PC and/or console in the past 6 months

Social media/chat apps used

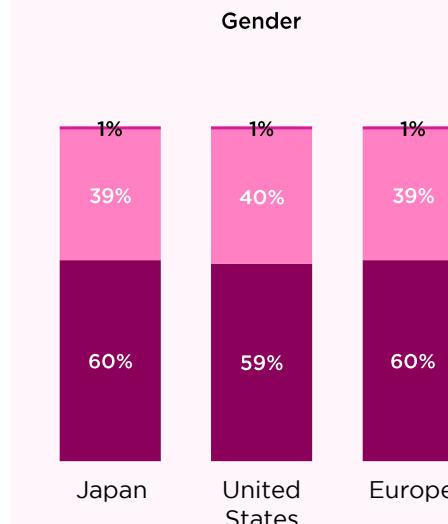
Base: Total PC and/or console players

	Japan	United States	Europe
1.	67%	73%	68%
2.	62%	69%	67%
3.	59%	62%	66%

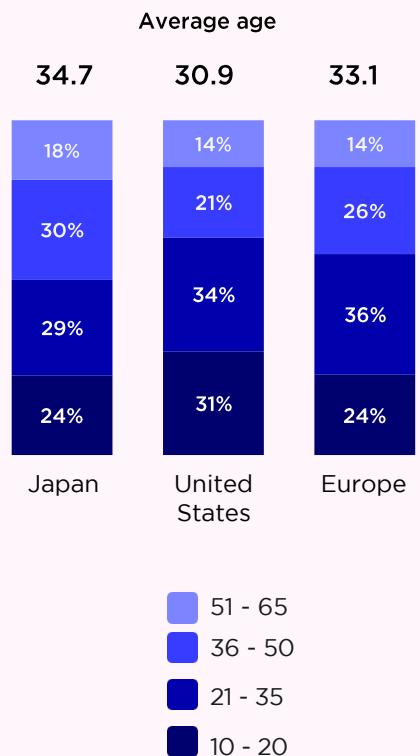
1 Europe includes United Kingdom, Germany, France, Netherlands, Belgium, Spain, Italy, Sweden, Finland, and Poland.

Demographics

Base: Total PC and/or console players



Non-binary
 Female
 Male



Source: Newzoo Global Gamer Study 2025 | newzoo.com/global-gamer-study
Base: PC/Console players (P6M) JP (n=586), US (n=1,538), EU (n=11,427)

Reasons to play and most appealing features of games

Japanese players value strong narratives, while Western gamers prioritize high-quality graphics and open worlds.

		Japan		United States		Europe
Top 5 reasons to play games Base: Total PC and/or console players	#1	A deep or interesting story	48%	A vast open world or universe to explore	62%	A vast open world or universe to explore
	#2	Open storytelling	34%	A deep or interesting story	61%	A deep or interesting story
	#3	Progression by puzzle-solving	34%	High-speed	57%	Open storytelling
	#4	A vast open world or universe to explore	33%	Lots of optional tasks	56%	Lots of optional tasks
	#5	Planning, tactics, and strategy	29%	Open storytelling	56%	High-speed
Top 5 most appealing features of games Base: Total PC and/or console players	#1	A strong narrative or story	29%	High Quality Graphics	36%	High Quality Graphics
	#2	The theme or setting of a game	28%	A strong narrative or story	23%	Exploration and open worlds
	#3	Interesting design	26%	Exploration and open worlds	23%	A strong narrative or story
	#4	Harvesting, collecting or looting	21%	Playing against others (PvP)	22%	The theme or setting of a game
	#5	Exploration and open worlds	20%	Puzzle-solving aspects	21%	Puzzle-solving aspects

1 Europe includes United Kingdom, Germany, France, Netherlands, Belgium, Spain, Italy, Sweden, Finland, and Poland

Source: Newzoo Global Gamer Study 2025

Q: Reasons for playing video games, Appealing features of games

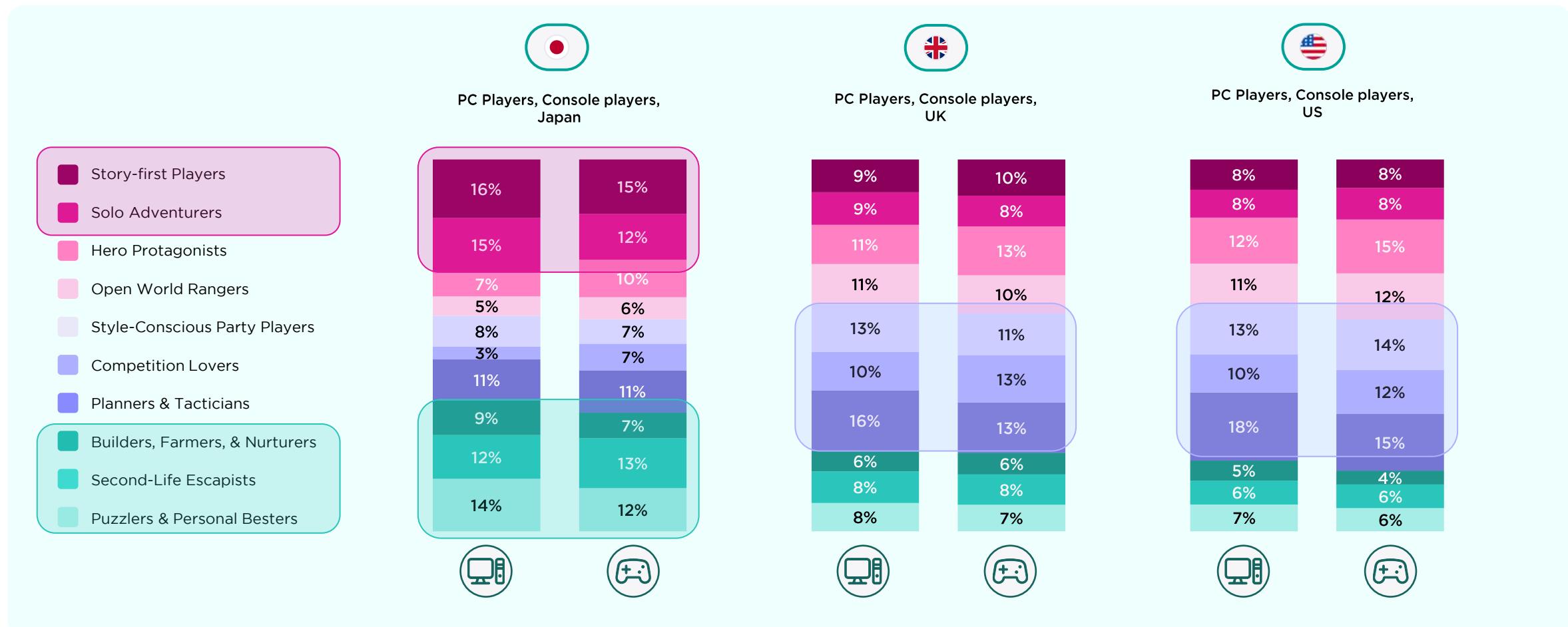
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Reasons to play and most appealing features of games

Japanese players are likelier to play solo, while UK & US players enjoy playing with or against other players.

Persona profiles by market (Japan, UK, and US)

Base: PC players, Console players in each region



Key takeaways

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3 Games

Games 3

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[Find out more](#)

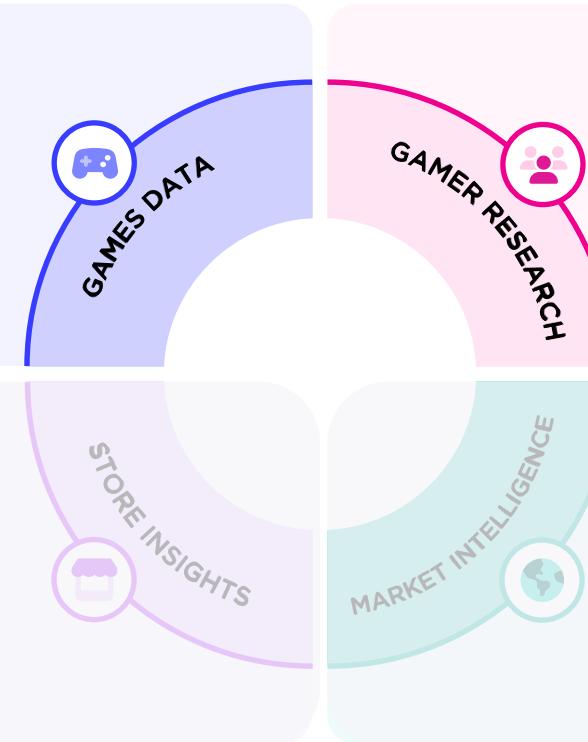
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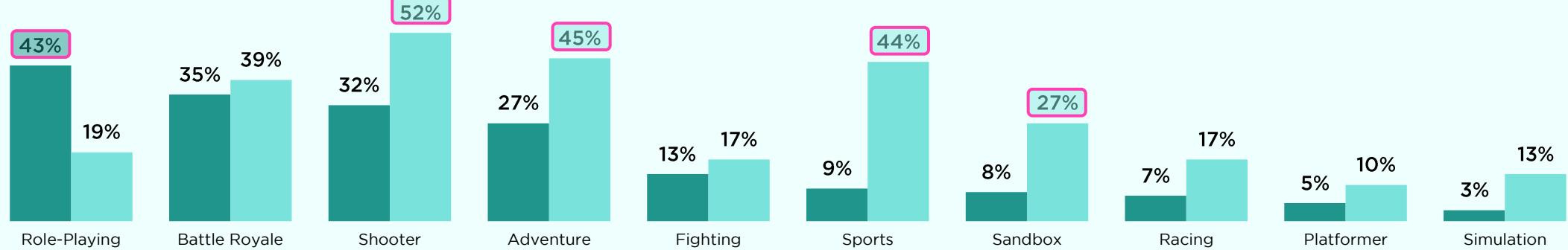
Games market sizing & forecasts for 100+ countries and the key trends on a global and local level.

Genres and Themes | Consoles

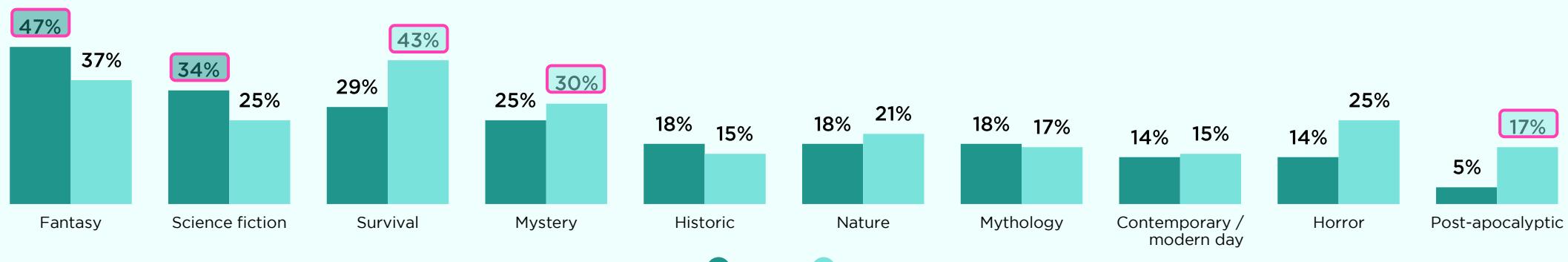
Japanese players favor Role-Playing and Battle Royale games, while UK players show a broader mix of genre preferences

Console game preferences

Genres played by players



Favorite themes



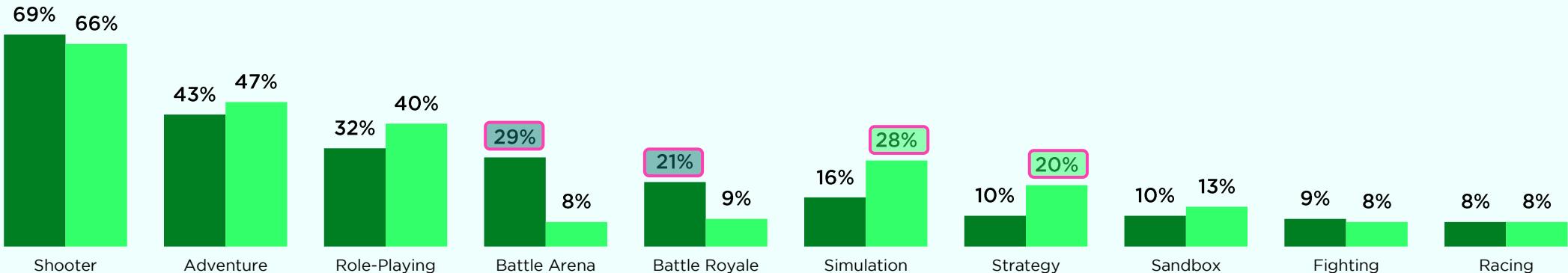
● Japan ● UK

Genres and Themes | PC

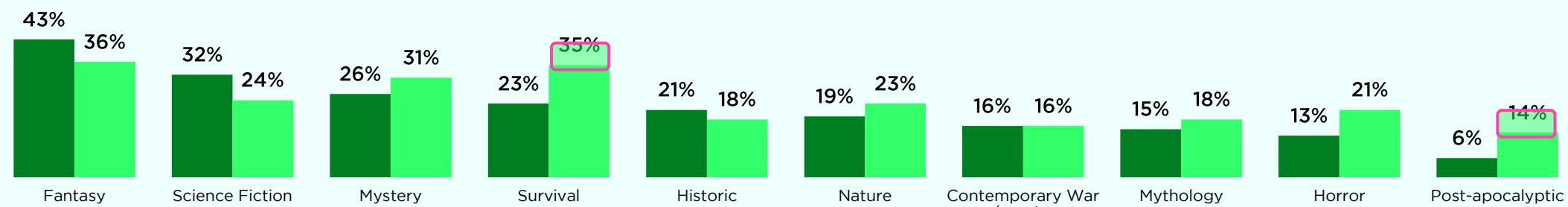
Battle Arena and Battle Royale are more present in Japan on PC

PC game preferences

Genres played by players



Favorite themes



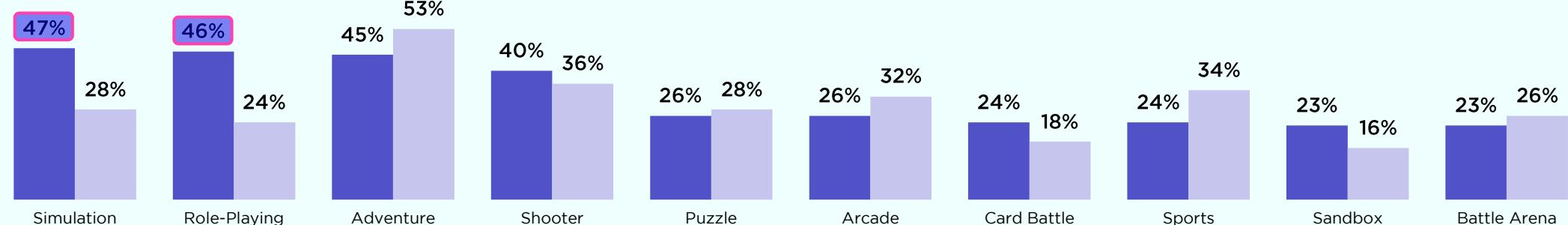
● Japan ● UK

Genres and Themes | Mobile

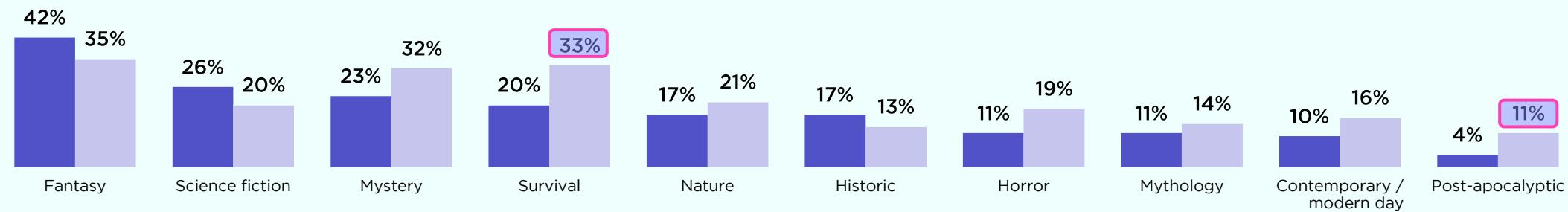
Simulation games (including character-collection sims) and Role-Playing are very popular in Japan

Mobile game preferences

Genres played by players



Favorite themes



● Japan ● UK

Top console franchises

Japanese players gravitate toward domestic franchises, especially those from Nintendo.

Top franchises played in the last 6 months by Console players



#1



#2



#3



#4



#5



#6



#7



#8



#9



#10

Top PC franchises

Global franchises are more popular on PC

Top franchises played in the last 6 months by PC players

MINECRAFT



FINAL FANTASY



FORTNITE

RESIDENT EVIL

APEX
LEGENDS

LEAGUE OF
LEGENDS

STAR
WARS

grand
theft
auto

*Uma Musume Pretty Derby

Premium: Top console games feature single-player adventure titles, while PC players engage with more co-op-focused

Top 10 by lifetime players* | Japan | PC and Console (excl. Switch) | 2022-2025 releases

	Title	Publisher	% of 37 Markets
	Monster Hunter Wilds	Capcom	37.6%
	Elden Ring	Bandai Namco	7.4%
	Street Fighter 6	Capcom	18.3%
	Hogwarts Legacy	Warner Bros.	3.9%
	Final Fantasy XVI	Square Enix	18.9%
	Armored Core VI: Fires of Rubicon	Bandai Namco	35.2%
	Gran Turismo 7	Sony Interactive Entertainment	10.7%
	Final Fantasy VII Rebirth	Square Enix	22.6%
	ARK: Survival Ascended	Studio Wildcard	7.9%
	Earth Defense Force 6	D3 Publisher	>90%

*as of end of May 2025

Source: Newzoo Game Performance Monitor | 37 Markets (excluding China, India) | PC, PlayStation, Xbox

	Title	Publisher	% of 37 Markets
	Lethal Company	Zeekerss	2.7%
	Diablo IV	Blizzard Entertainment	2.9%
	R.E.P.O.	Semiwork	3.3%
	Raft	Redbeet Interactive	2.9%
	Baldur's Gate 3	Larian Studios	2.1%
	Elden Ring	Bandai Namco	3.0%
	Content Warning	Wilnyl	3.6%
	Helldivers 2	Sony Interactive Entertainment	2.0%
	BattleBit Remastered	SgtOkiDoki	2.7%
	Buckshot Roulette	Critical Reflex	4.3%

Free to Play: PvP shooters dominate across PC and console

Top 10 by lifetime players* | Japan | PC and Console (excl. Switch) | 2022-2025 releases

	Title	Publisher	% of 37 Markets
	Apex Legends	Electronic Arts	8.6%
	Fortnite	Epic Games	3.3%
	Rainbow Six: Siege	Ubisoft	5.2%
	Overwatch 1 & 2	Blizzard Entertainment	5.0%
	Fall Guys	Epic Games	4.7%
	Call of Duty: Modern Warfare I	Activision Publishing	2.6%
	Genshin Impact	MiHoYo	14.4%
	Phantasy Star Online 2 New Genesis	Sega	39.7%
	Destiny 2	Bungie	3.4%
	Mobile Suit Gundam: Battle Operation 2	Bandai Namco	52.3%



*as of end of May 2025

Source: Newzoo Game Performance Monitor | 37 Markets (excluding China, India) | PC, PlayStation, Xbox

	Title	Publisher	% of 37 Markets
	Counter-Strike 2 & GO	Valve	3.3%
	Dota 2	Valve	5.0%
	PUBG: Battlegrounds	Krafton	3.3%
	Apex Legends	Electronic Arts	4.5%
	Rainbow Six: Siege	Ubisoft	3.5%
	Unturned	Smartly Dressed Games	3.4%
	Team Fortress 2	Valve	2.8%
	Genshin Impact	MiHoYo	4.3%
	Warframe	Digital Extremes	3.7%
	Valorant	Riot Games	2.3%

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- ✓ Apex Legends and Genshin Impact remain massive F2P successes.

From idea to industry leader.

Helping you achieve success every step of the way.



Long-term strategy

 Newzoo's insights have been integral to business strategy and Warzone's brand growth, allowing us to gain a new understanding of its position against competitors.

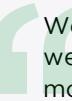
 Lewis Baldwin
BI & Market Trends Analyst

Concept & game development

 We can now take better-informed decisions and lower the risk inherently associated with game development and innovation.

 Mathias Ahrens
Product Manager

Pre-launch & Go-to-Market

 We've been able to change how we target and budget to do more campaigns and activities in the most viable regions more effectively in line with our KPIs. Uncovering these markets helped us see where we needed to focus our attention.

 Apoova Gandhi
Lead Brand & Marketing Manager

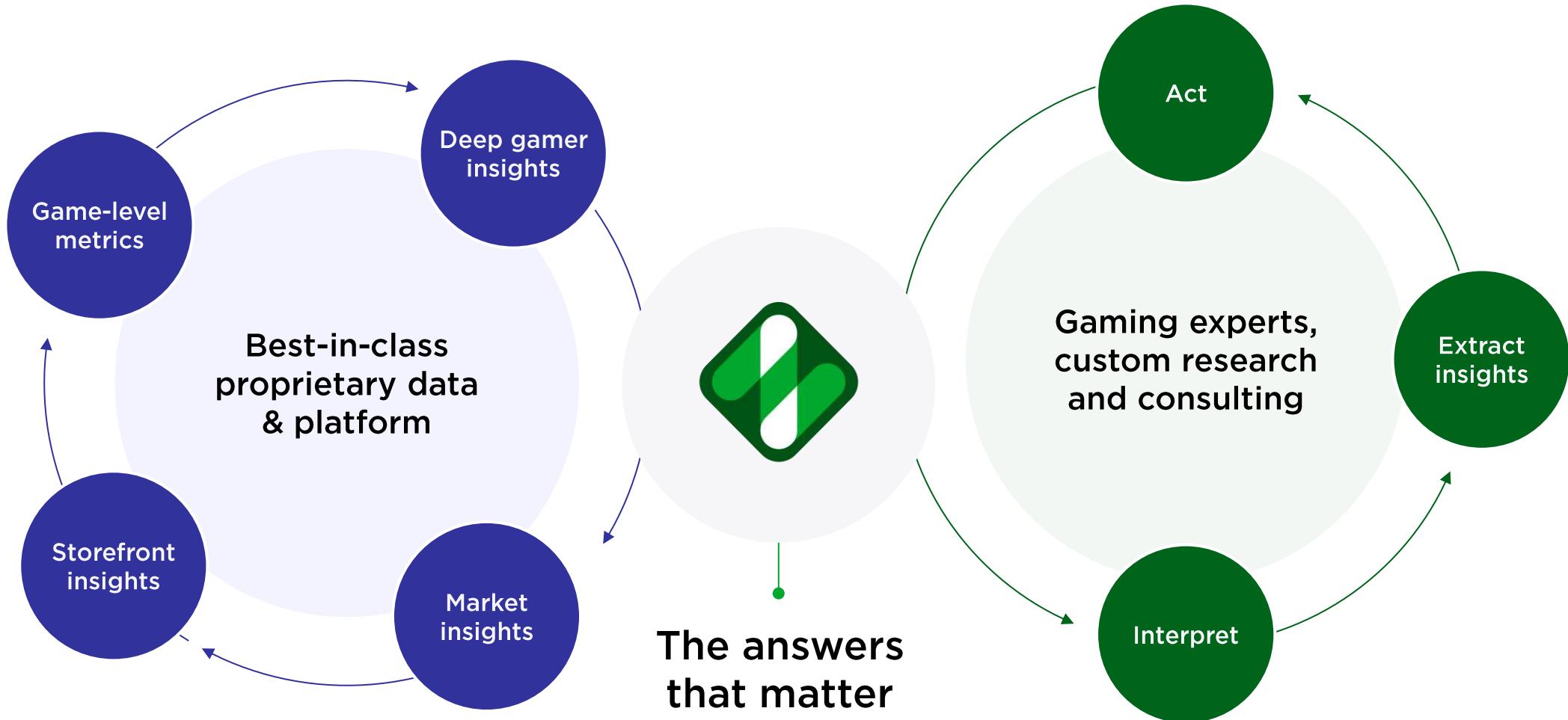
Live ops & monetization

 While we had plenty of data around launch, from sales numbers to social reach and views, Newzoo helped us cut through the noise to understand what worked, and what didn't, about our campaign.

 Robin Gale
Consumer Insights and Brand Metrics Manager

[Explore our case studies](#)

We're here to help you make the decisions that count



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