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Mobile Casual Benchmarks Report 2025

Grow Faster. Earn More.

Welcome & Overview

Welcome to the Mobile Casual Benchmark Report 2025!

The mobile gaming landscape is evolving rapidly, with increasing competition and ever-changing player behaviors. To stay ahead, understanding key performance benchmarks that are essential for optimizing game success in 2025.

This report was created by Appodeal team to provide you with data-driven insights that help refine their strategies and make informed decisions. Over the past six months (June 2024 – January 2025), we analyzed:

📱 **1 Platform — Android**

🎮 **10,000+ Mobile Games**

🌎 **Global Scope — USA**

📊 **Billions of Installs**

We hope this report equips you with valuable insights to navigate the competitive gaming market. Happy reading! 🚀

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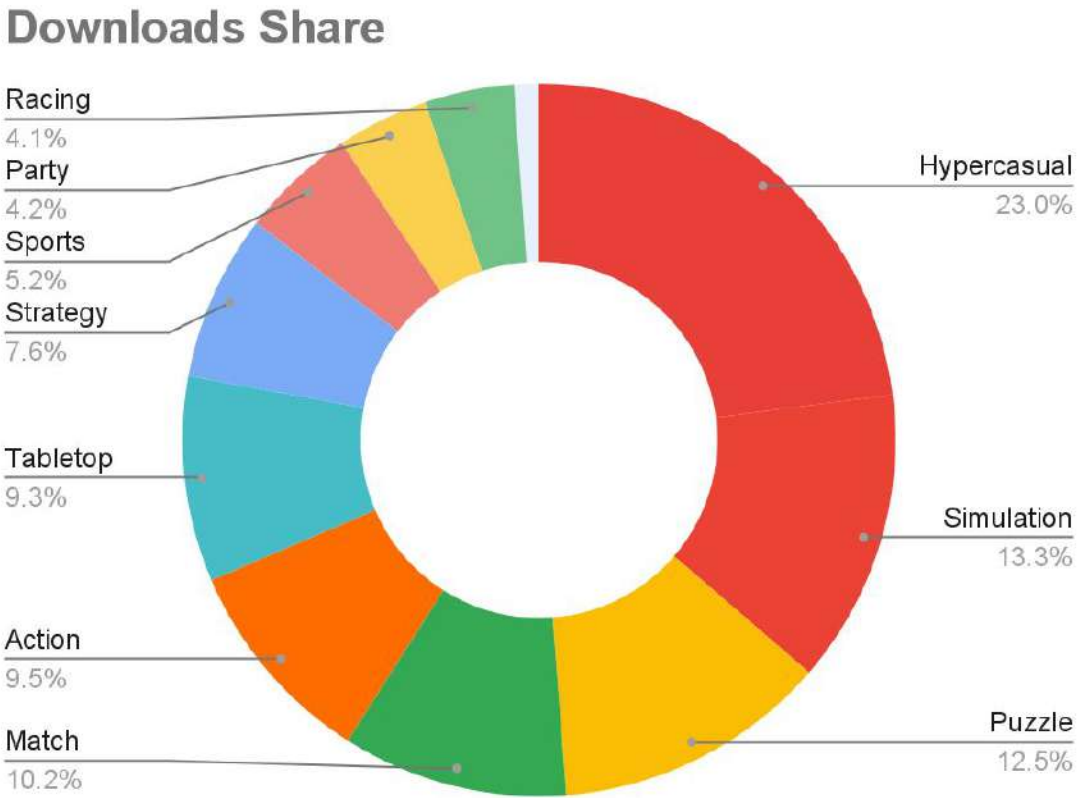
Genre Performance

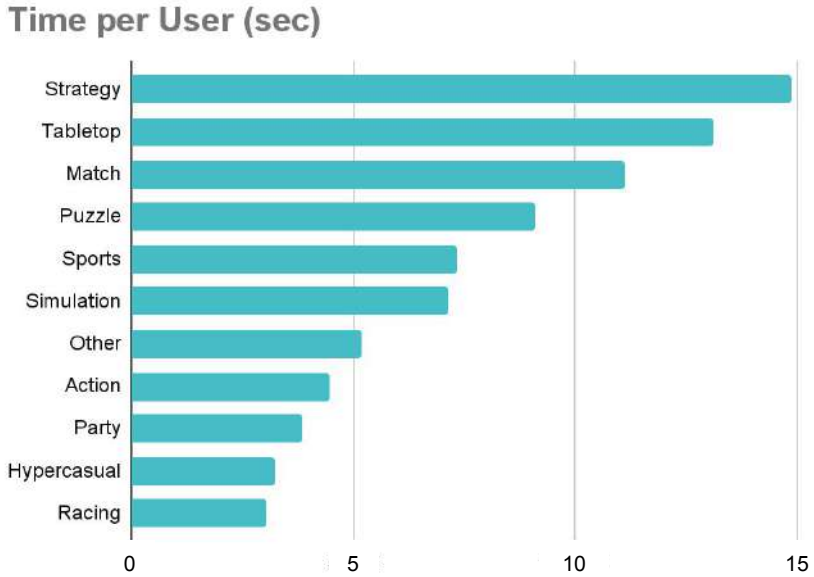
Genre Performance

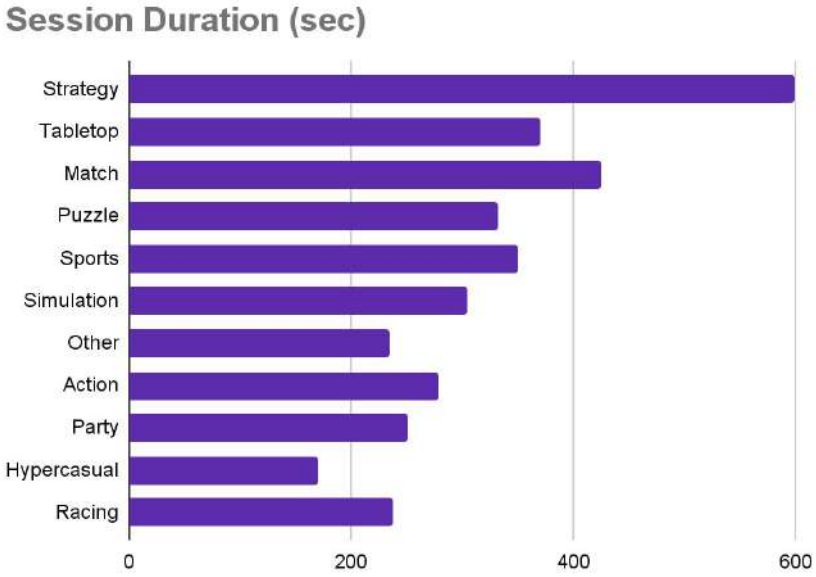
Top by downloads



Genre Performance

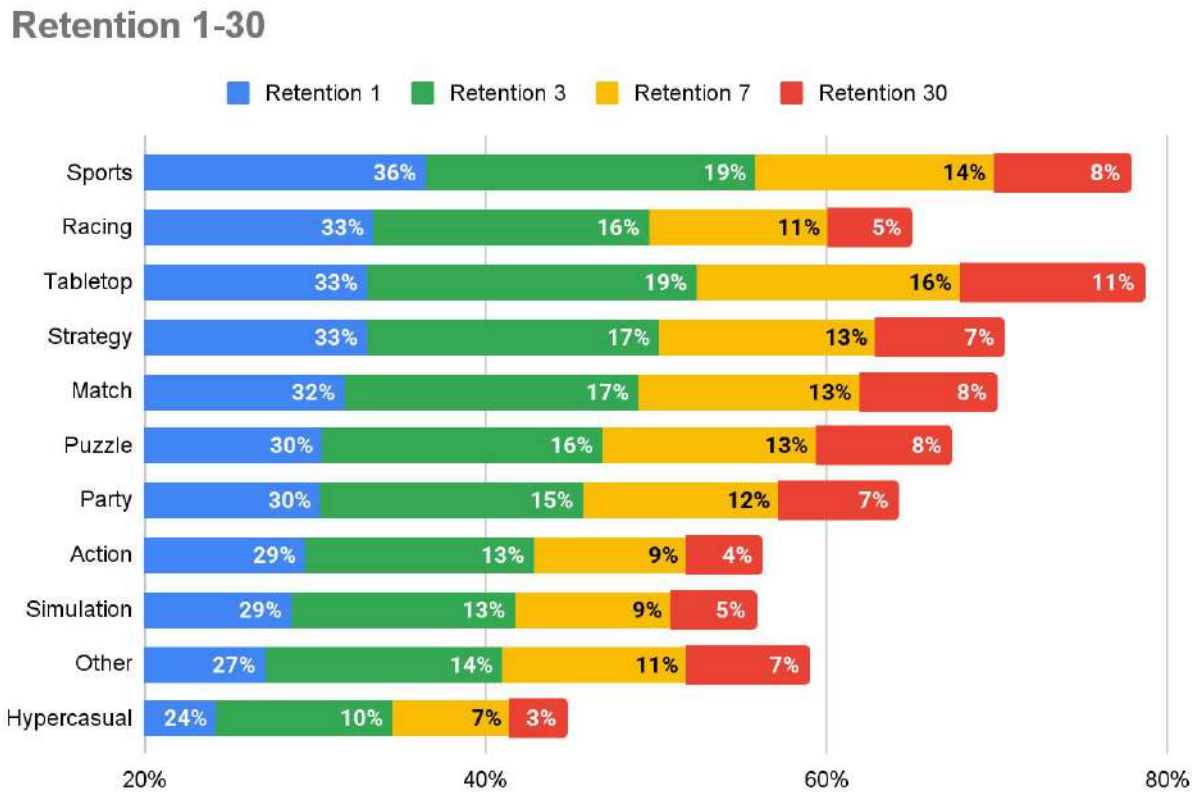
Top by time per user





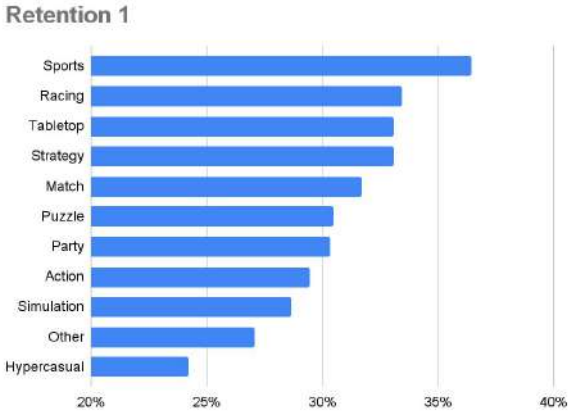
Genre Performance

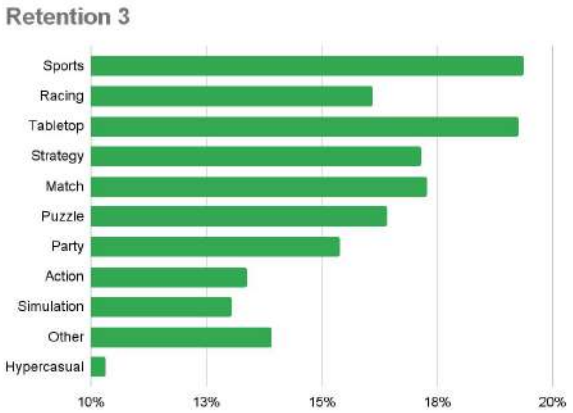
Top by Retention Rate D1

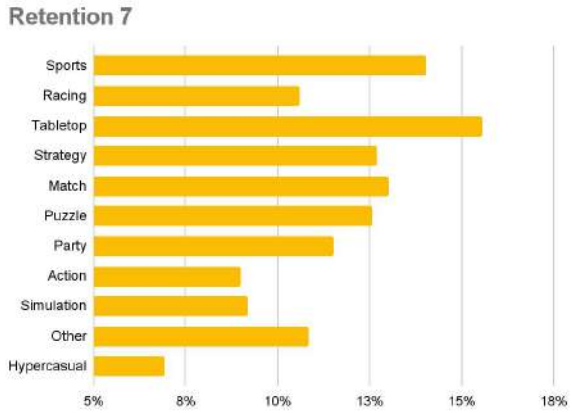


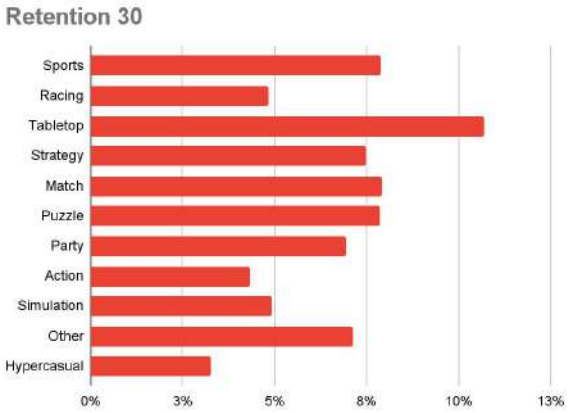
Genre Performance

Top by Retention
D1, 3, 7, 30



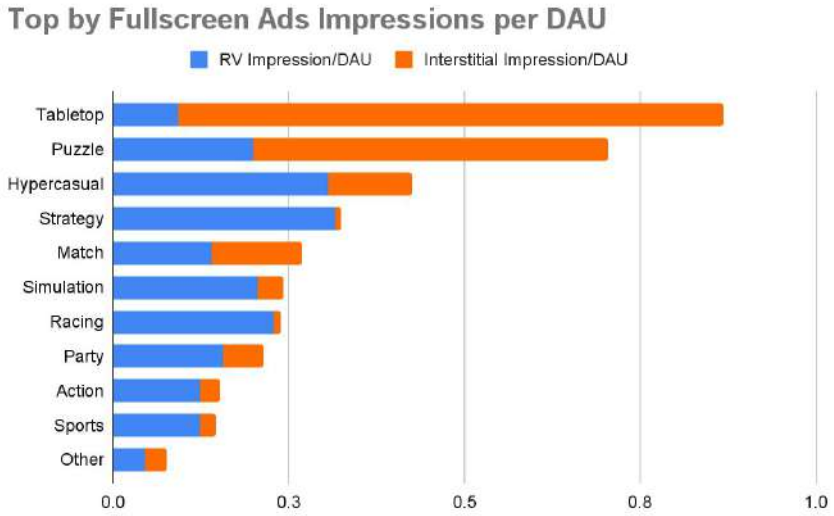


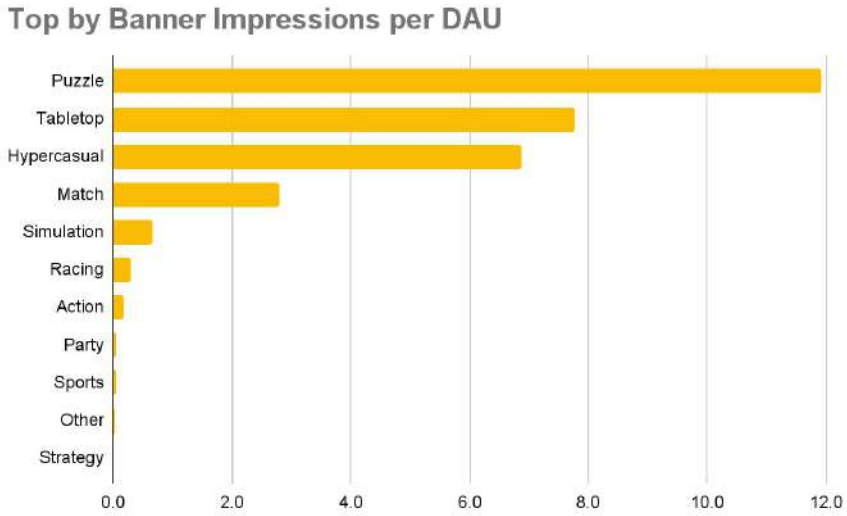




Genre Performance

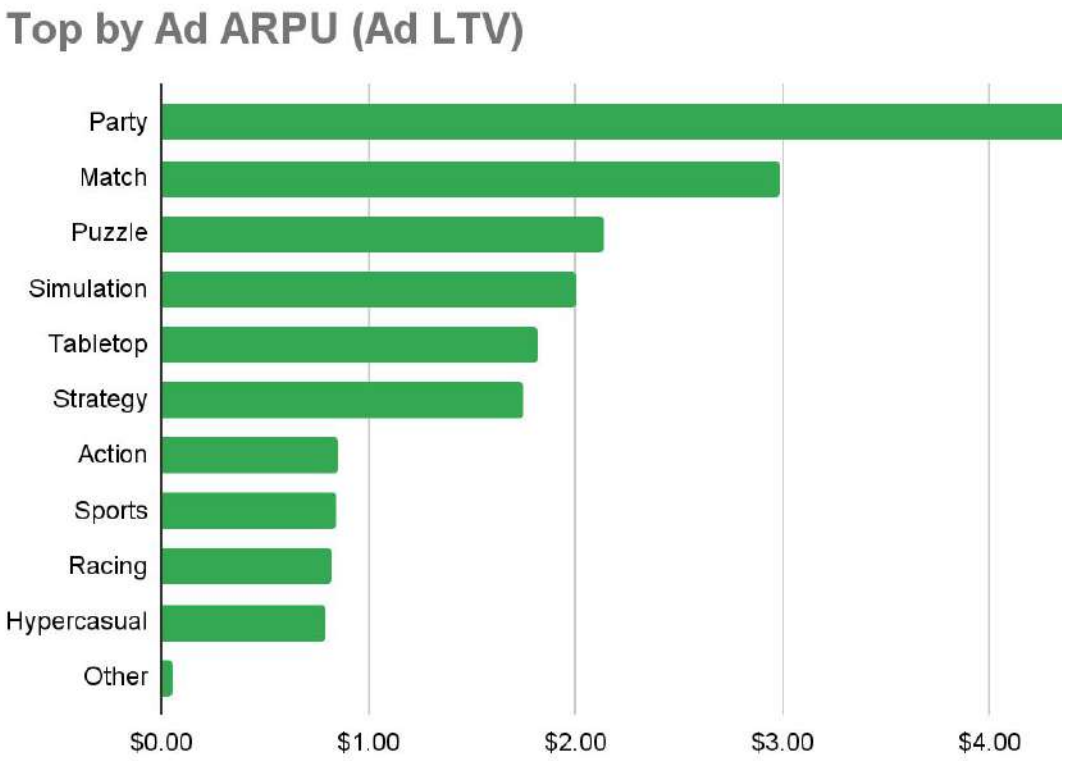
Top by ads impression per DAU





Genre Performance

Top by ads revenue per user



Expert Opinions by Appodeal

> ***Hybrid casual games*** *also outperform hypercasual in revenue and retention by blending deeper progression with ad monetization and in-app purchases, creating a more sustainable and profitable model.*

Tatiana Makarevskaia
Head of Business Development

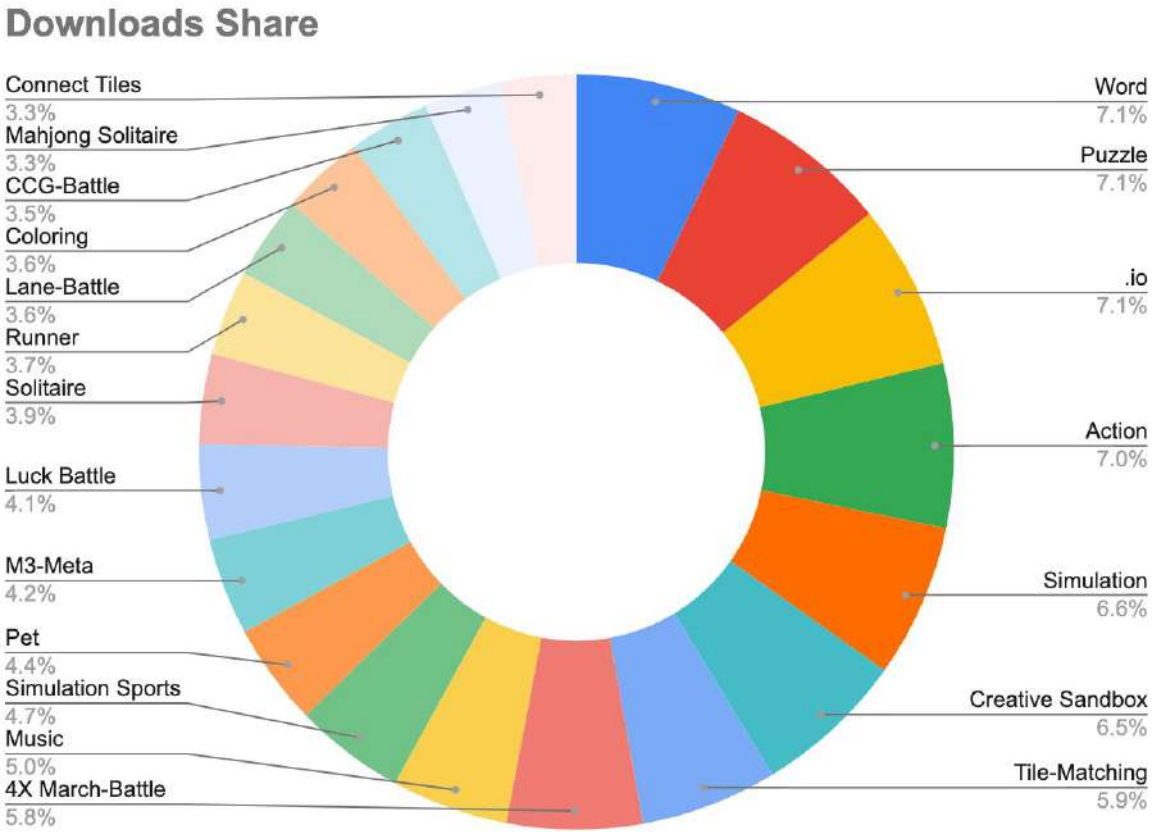
> ***Optimize Ad Strategy per Genre*** *– Puzzle and Match games can handle frequent interstitial and banner ads, while Strategy and Tabletop games should focus on rewarded videos.*

Alexander Ignatov
Monetization Manager

Subgenre Performance

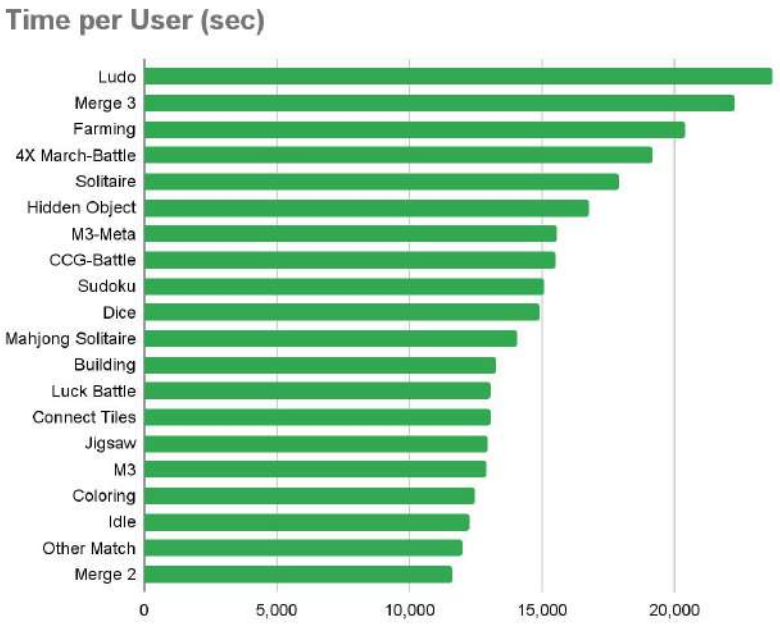
Subgenre Performance

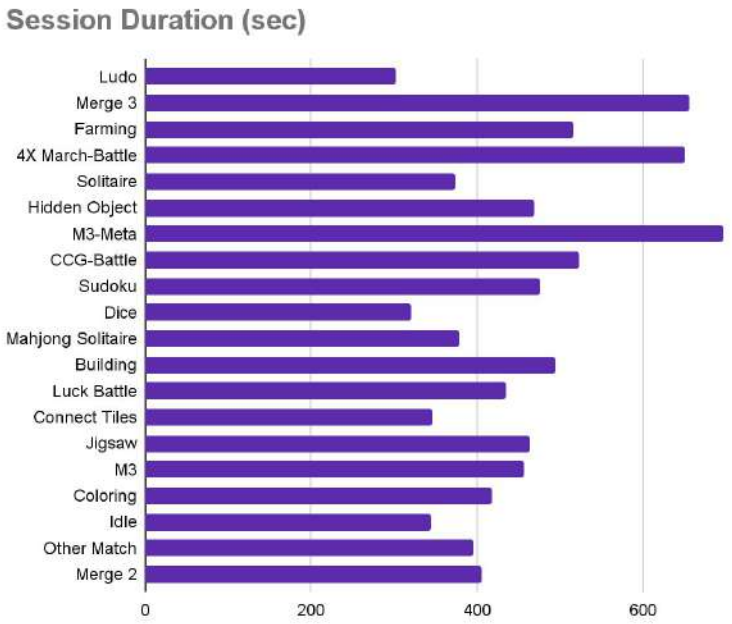
Top by downloads



Subgenre Performance

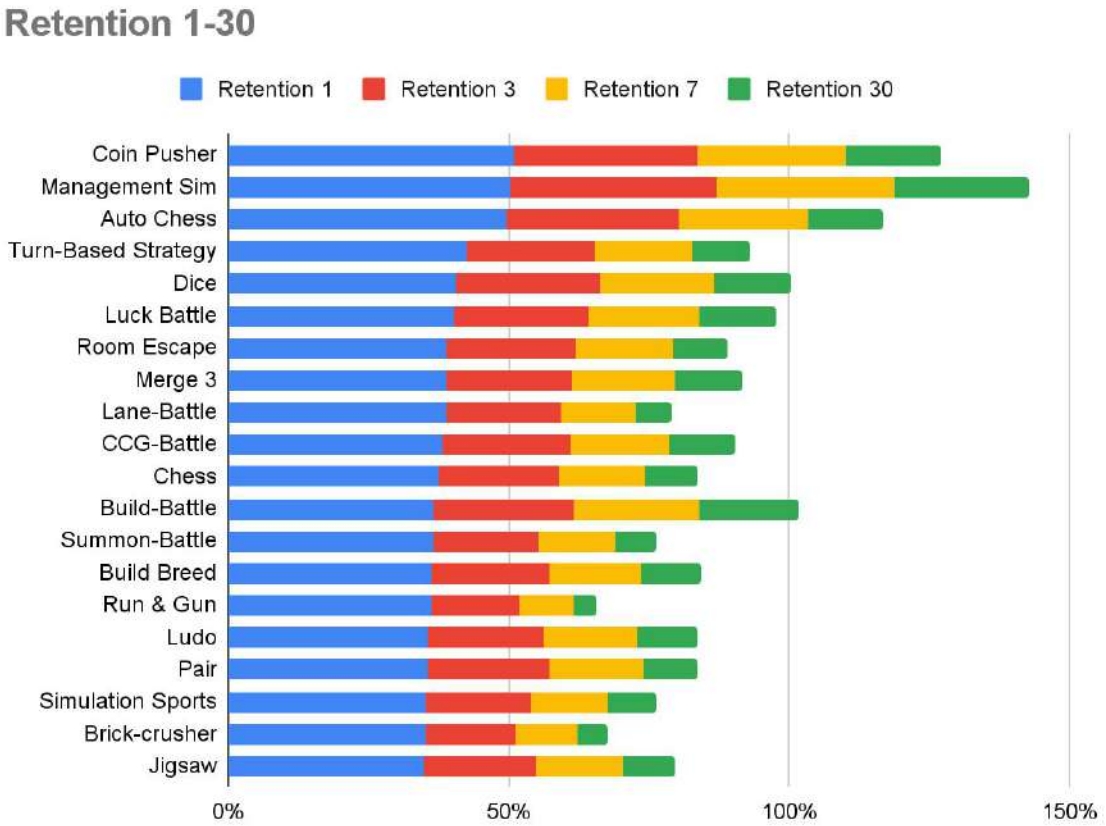
Top by time per user





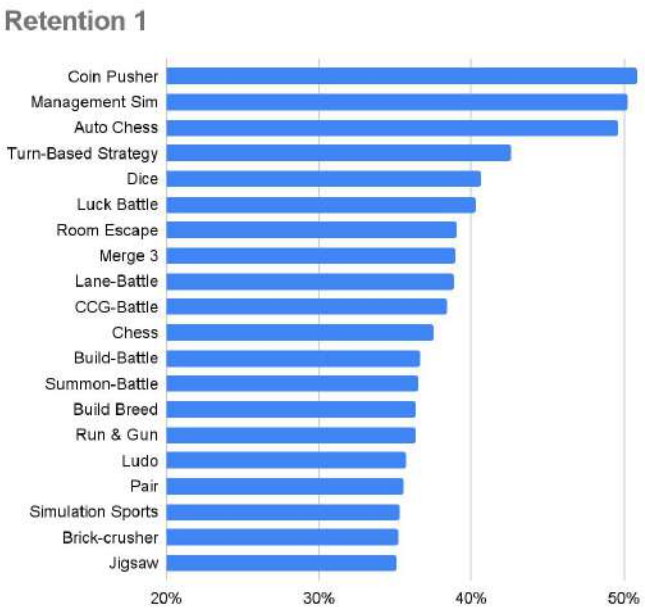
Subgenre Performance

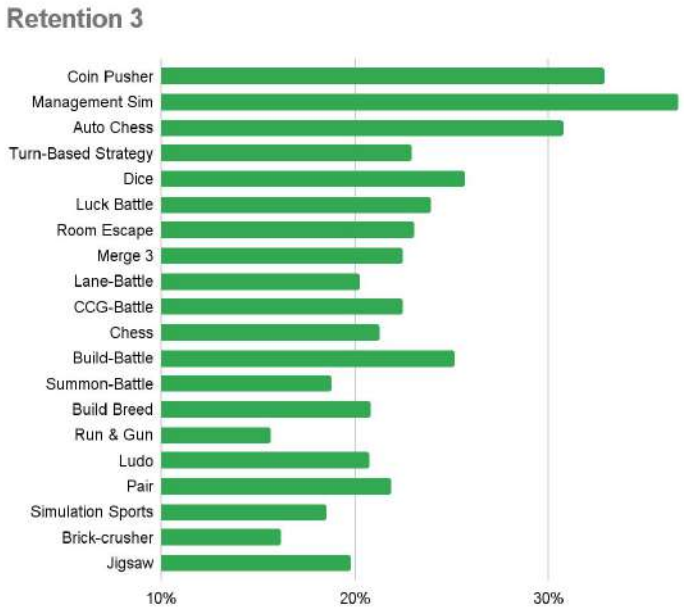
Top by Retention D1-30



Subgenre Performance

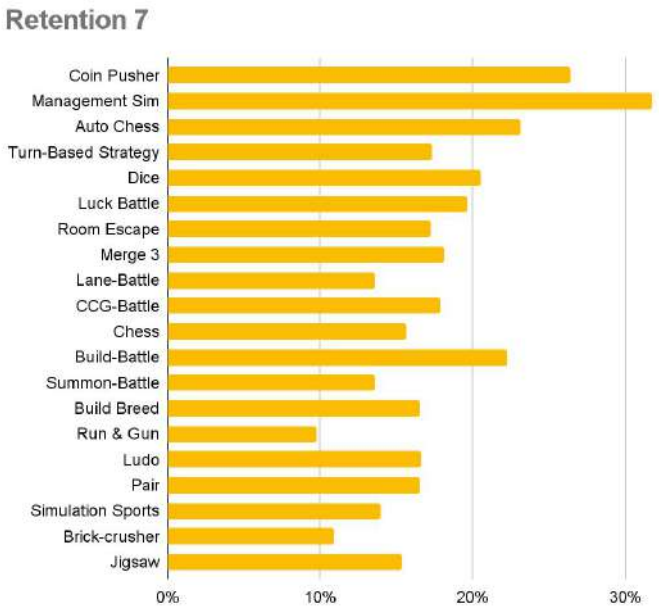
Top by Retention D1, 3, 7, 30

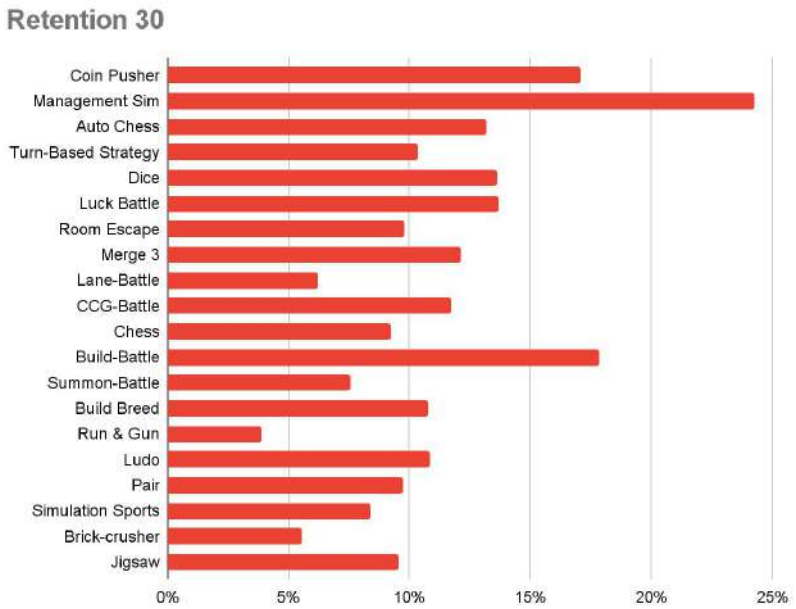




Subgenre Performance

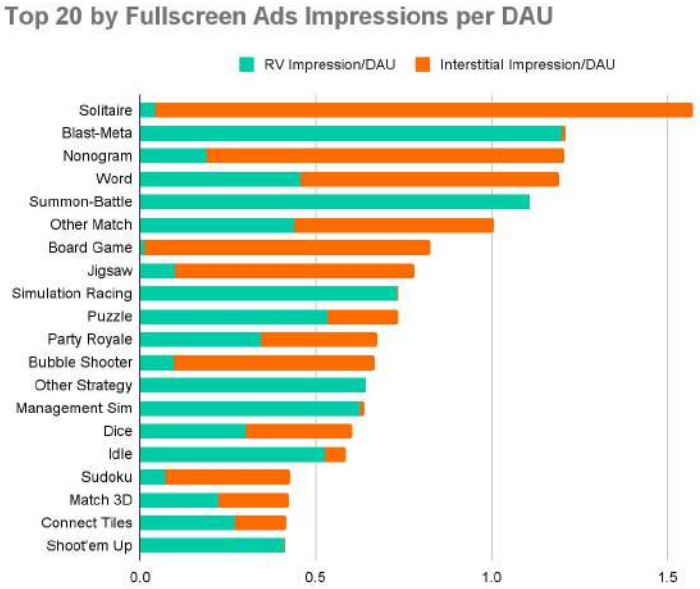
Top by Retention D1, 3, 7, 30

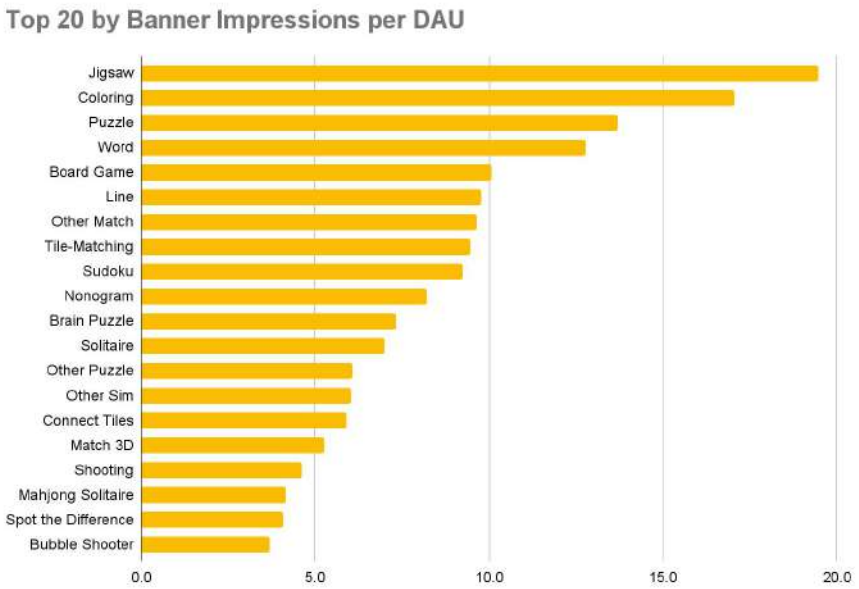




Subgenre Performance

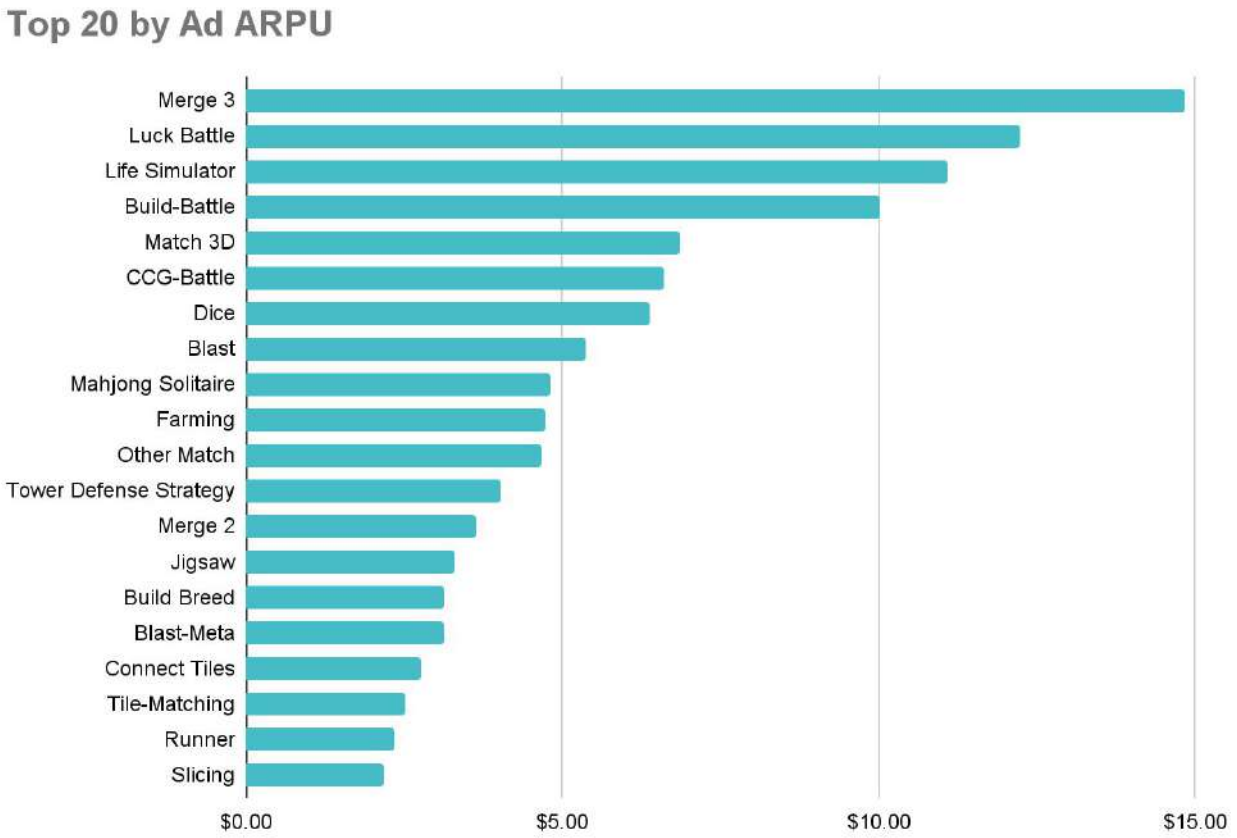
Top by ads impression per DAU





Subgenre Performance

Top by ads revenue per user



Expert Opinions by Appodeal

Capitalize on Long Playtime Sub Genres *– Ludo, Merge 3, and Farming games keep users engaged, making them prime candidates for in-game economy and long-term monetization.*

Ivan Khorev
Marketing Director

Leverage Rewarded Video Ads in the Right Games *– Merge, Idle, and Puzzle games perform well with this format, balancing monetization with engagement.*

Daniel Rysan
Lead UA, Appodeal Publishing

Key Takeaways

Key Takeaways

Market demand and opportunity areas

- **Hypercasual and Simulation Games lead in downloads:** these genres have the highest user acquisition rates, making them appealing for mass-market games.
- **Word, Puzzle, and .io Games dominate subgenres:** these subgenres each exceed 1.4M downloads, indicating strong player interest. Developing games in these categories could provide significant reach.
- **Action and strategy games show solid demand:** despite not leading in downloads, these genres still have large audiences and could offer competitive opportunities.

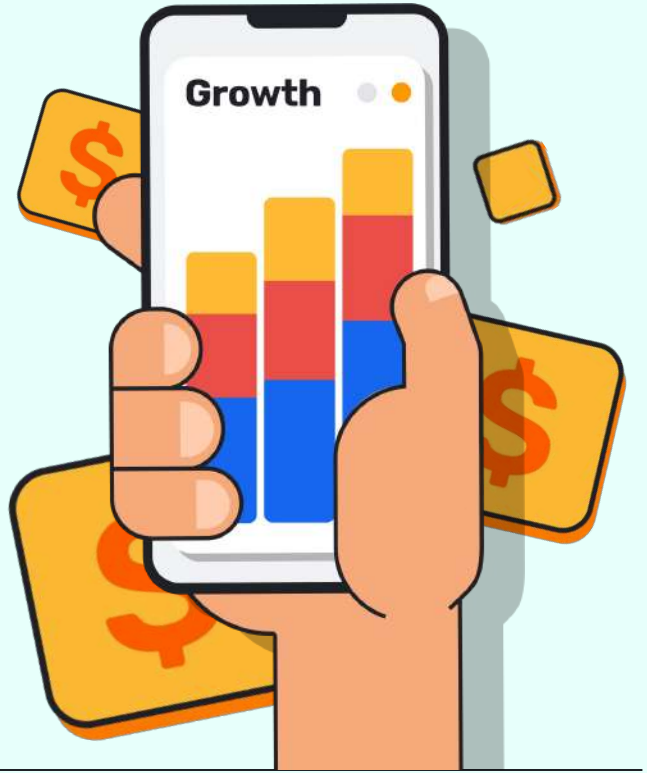
Ad monetization: best genres for ads

- **Puzzle, Match and Tabletop Games rely heavily on ads:** these genres lead in interstitial (69.8, 32.4 and 48.7 per user), rewarded video (24, 42.4 and 12 per user), and banner ads (241.5 and 114.3 per user). A balance between ad frequency and user experience is critical.
- **Banner Ads perform best in Puzzle, Tabletop and Match Games:** if using banner ads, these genres are the best fit, while Action and Sports games perform poorly with this format.
- **Rewarded Video works well in Match, Puzzle games:** Match (42.4 videos per user), Puzzle (24), and Strategy (24.6) show that these mechanics naturally encourage users to watch ads for in-game benefits.

Key Takeaways

Monetization insights (Ad revenue per user)

- **Party and Match Games generate the highest ad revenue:** with ARPU of $4.90 and $2.99, these genres prove lucrative for ad-supported monetization models.
- **Merge 3, Luck Battle, and Life Simulator are highly profitable:** these subgenres have exceptionally high ARPU ($14.83, $12.23, and $11.08 respectively). Investing in these mechanics can maximize revenue.
- **Hypercasual games have low ARPU ($0.79):** despite high downloads, monetization is weaker. This further supports the case for hybrid casual game design over pure hypercasual. Hybrid casual games introduce deeper engagement mechanics—such as progression systems, collection elements, and light RPG or simulation features—allowing for a mix of ad monetization and in-app purchases (IAP). Studios should prioritize hybrid casual over traditional hypercasual to improve both retention and revenue, as relying solely on ads in hypercasual games leads to lower lifetime value (LTV).



Key Takeaways

User engagement and retention trends

- **Sports, Racing, and Tabletop have the best retention:** these genres retain users well on day 1 (36%-33%), day 7 (16%-14%), and day 30 (11%-8%), making them ideal for long-term engagement.
- **Hypercasual games struggle with Retention:** With a day 30 retention of just 3%, developers should focus on deeper progression systems or hybrid monetization to maximize lifetime value.This is a key reason why studios should shift focus from pure hypercasual to hybrid casual games, which blend accessible gameplay with deeper engagement mechanics like meta-progression, collection elements. These hybrid casual games retain the low-barrier appeal of hypercasual while significantly improving retention and monetization potential.
- **Coin Pusher, Management Sim, and Auto Chess have the best subgenre retention:** these game types show excellent early retention (50%+ on day 1). Developers seeking long-term user value should consider these mechanics.

Session length and time spent in game

- **Strategy and Tabletop games keep players engaged longest:** with 14,85 and 13,11 seconds per user respectively, these genres offer strong engagement potential.
- **Ludo and Merge 3 have the longest play sessions:** players spend an average of 303 and 656 seconds per session. These subgenres could benefit from premium content or progression-based monetization.
- **Hypercasual Games have short play sessions (170 sec):** this reinforces their reliance on frequent ad impressions rather than in-app purchases.

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