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State of Anime Gaming 2022

LEVEL UP

A Few of Our Amazing Customers

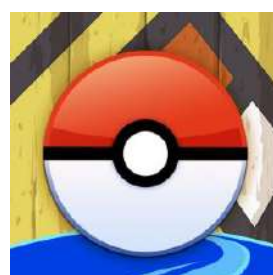# Most Popular Anime-Themed Games | 2021

BY CONSUMER SPEND

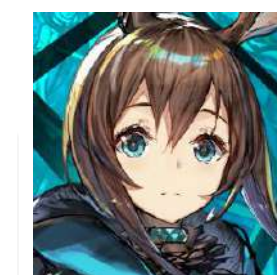| #1 Genshin Impact | #2 Pokémon GO | #3 Uma Musume Pretty Derby | #4 Fate/Grand Order | #5 Monster Strike | #6 Dragon Ball Z Dokkan Battle | #7 Puzzle & Dragons | #8 Dragon Quest Walk | #9 Arknights | #10 DRAGON BALL LEGENDS |

BY DOWNLOADS
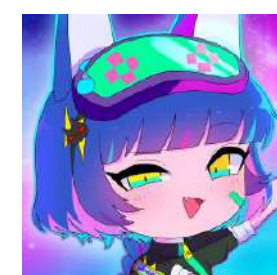
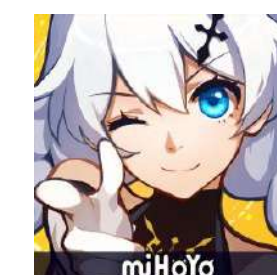| #1 Pokémon GO | #2 Genshin Impact | #3 SAKURA School Simulator | #4 Pokémon UNITE | #5 Gacha Life | #6 Gacha Club | #7 NARUTO X BORUTO NINJA VOLTAGE | #8 My Hero Academia: Strongest Hero | #9 Honkai Impact 3 | #10 DRAGON BALL LEGENDS |

View More Rankings in the Top Games Report

Source: data.ai. Note: Worldwide, Downloads and Consumer Spend are across iOS, Google Play. iOS only for China; Genre breakdown based on data.ai Game IQ Taxonomy as of March 31st 2022

Anime-Themed Mobile Gaming Overview

Niche, but Highly Engaged Audience with Huge Spending Appetite: Anime Game audiences accounted for $1 of Every $5 spent through the app stores on mobile games in 2021, yet global usage penetration was <3% for most used game.

Anime Games Have Yet to Reach the Mainstream, but Are Picking Up Steam Globally: Global downloads grew 15% YoY in 2021, and 50% from 2018. South Korea, the UK and the US experienced significant growth in downloads and spend from 2018. Downloads were up 170% in South Korea, 30% in the UK and 40% in the US. Consumer spend was up 85% in South Korea, 75% in the UK and 70% in the US from 2018.

Japan Remains Largest Market for Anime Games at 55% in 2021, but Market Share has decreased by 9 percentage points from 2018: Team Battle (RPG) games dominate for consumer spend. Chart-toppers vary significantly by market and by subgenre, but Genshin Impact was a global breakout game, seeing widespread global growth in spend in 2021, ranking #1 for consumer spend and #2 by breakout consumer spend. RPG, Simulation and Action games tend to dominate for downloads, but top subgenres vary by market.

Anime Gaming Audiences Tend to Skew Gen Z and Have Different Affinities for Social Apps than Overall Gamers: Anime Gaming Audiences on iPhones in the US are 217% more likely to use Discord than the average population, 51% more likely to use Snapchat and 78% more likely to use Reddit. In Japan, Anime Gaming Audiences are 300% more likely to use Discord than the average population, 59% more likely to use Twitter and up to 413% more likely to use local forum and discussion app BoxFresh.

Contents

- **Anime Games Market Sizing**
- **Genre Trends & Top Performers**
- **User Preferences & Demographic Trends**

Anime Games Market Sizing

data.ai's Game IQ feature tags allowed for a robust analysis on growing demand for an art style within games — isolating games with 'anime art style' as a feature, irrespective of game genre or subgenre — to get a complete market view of the intersection of game design and consumer behavior.

Global Demand for Anime-Themed Games Remained Strong After Pandemic-Induced Boost: Downloads Up 50% from 2018

While Japan still represents the largest market in 2021 (15% of downloads; 55% of spend), demand has grown significantly in other markets: Downloads in Korea grew 90% YoY and 170% from 2018; meanwhile consumer Spend grew 85%, 75% and 70% for South Korea, the UK and the US, respectively, from 2018
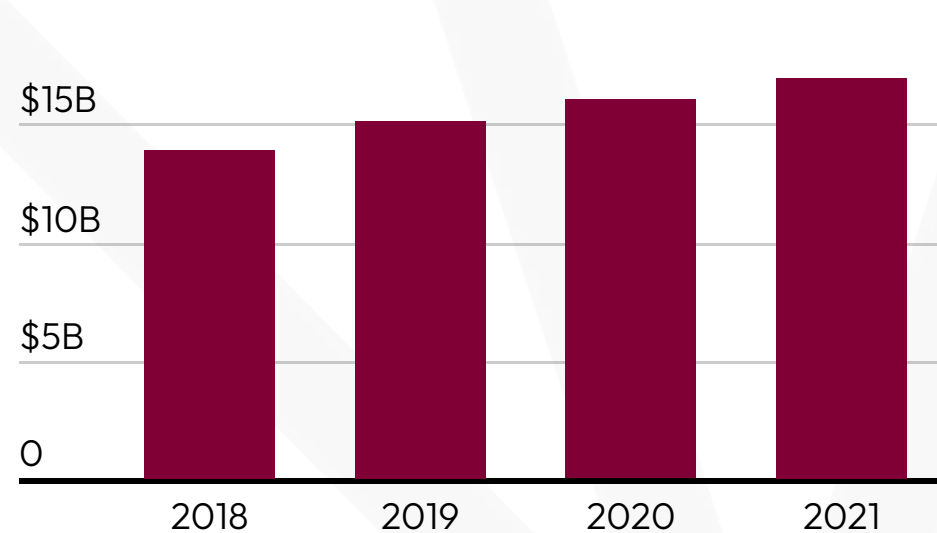
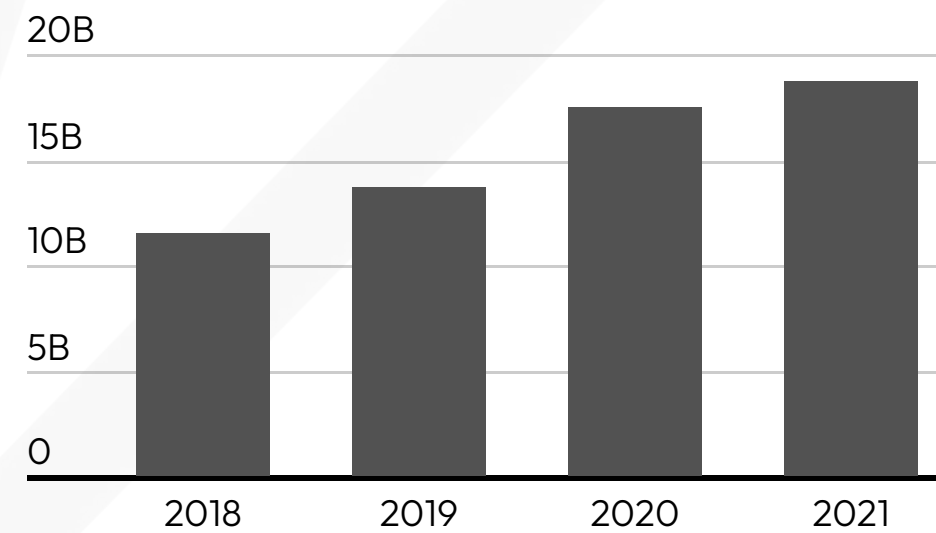## Yearly Market Size for Games with Anime Art Style & Orientation

Worldwide
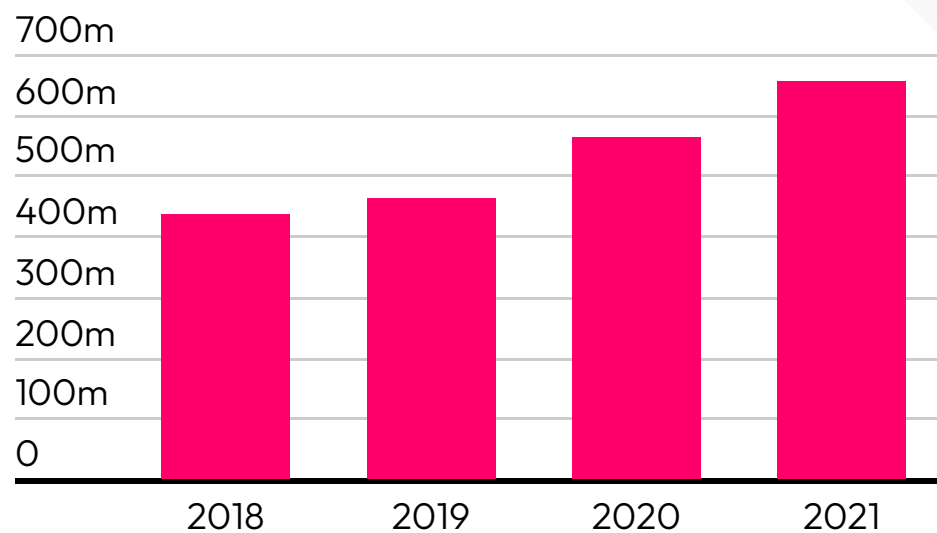
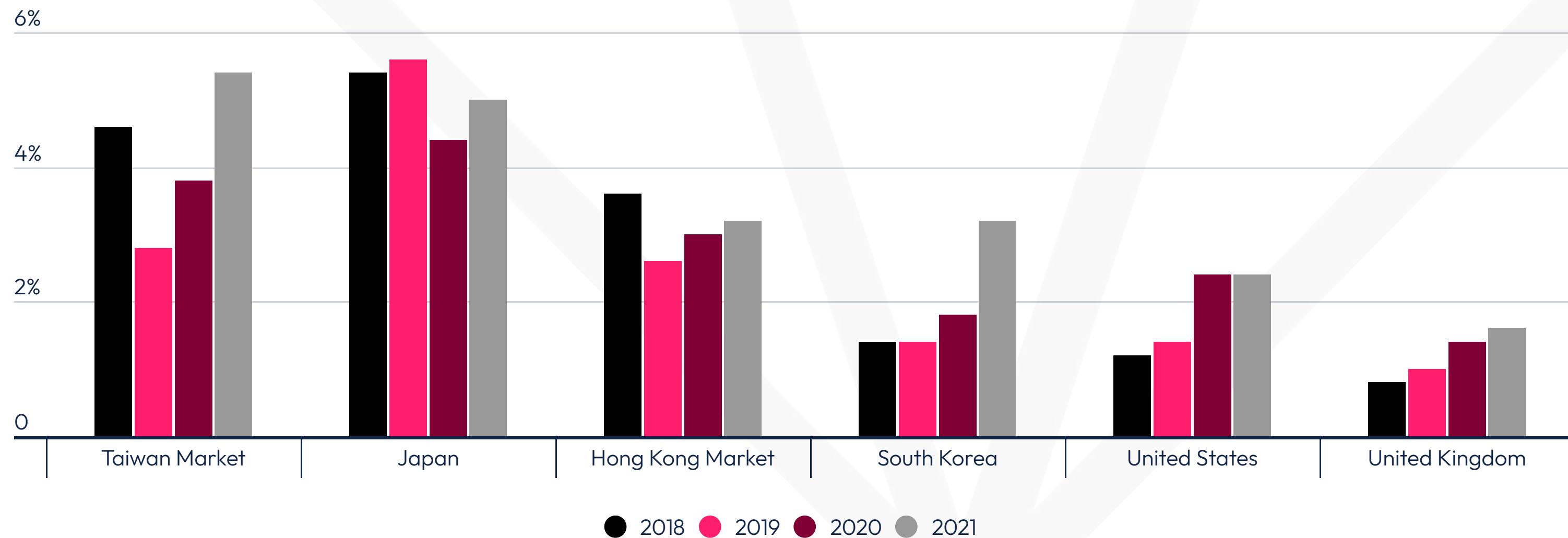**Downloads**

Consumer Spend

Total Hours

Check out data.ai's Game IQ Feature Tags in Action in the Market Size Report

Source: data.ai Intelligence *Note: Downloads and Consumer Spend are across iOS, Google Play. iOS only for China; Total Time spent on Android Phone. Feature Tags breakdown based on Game IQ Taxonomy as of March 31st 2022*

Anime-Themed Games Yet To Reach Mainstream Audience but Usage Penetration Saw Growth in Key Markets

**Average Usage Penetration for Top 5 Games by MAU
with Anime Art Style & Orientation | iPhones**

Legend: ● 2018 ● 2019 ● 2020 ● 2021

X-axis: Taiwan Market, Japan, Hong Kong Market, South Korea, United States, United Kingdom

Y-axis: 0, 2%, 4%, 6%

Source: data.ai Intelligence Note: Top Games by Usage Penetration on iphone

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Genre Trends
& Top Performers

Leveraging Game IQ's Art Style Feature Tags allows
you to isolate top performing gaming subgenres and standout
games within these genres to better understand gameplay
mechanics, engagement tactics, monetization methods
and IP considerations that are seeing success with this user
base. This allows you to identify high-growth areas
and factor in market differences.

Team Battle (RPG) Led Share Among Anime Game Downloads

However top games varied significantly by market. MMORPG games with anime art style in China, South Korea and the US saw Strong Growth YoY, up to 854%.

Top Gaming Subgenres & Top Games by Downloads

<	Worldwide	⌄	>

Subgenre bar chart (2021 in black, 2020 in pink):
- Team Battle (RPG)
- Avatar Life (Simulation)
- MMORPG (RPG)
- Location RPG (RPG)
- Open World RPG (RPG)
- Action RPG (RPG)
- Dress Up & Lifestyle (Simulation)
- MOBA (Action)
- Idle RPG (RPG)
- Idol Training Sim (Simulation)

X-axis: 0, 50M, 100M, 150M

● 2021   ● 2020
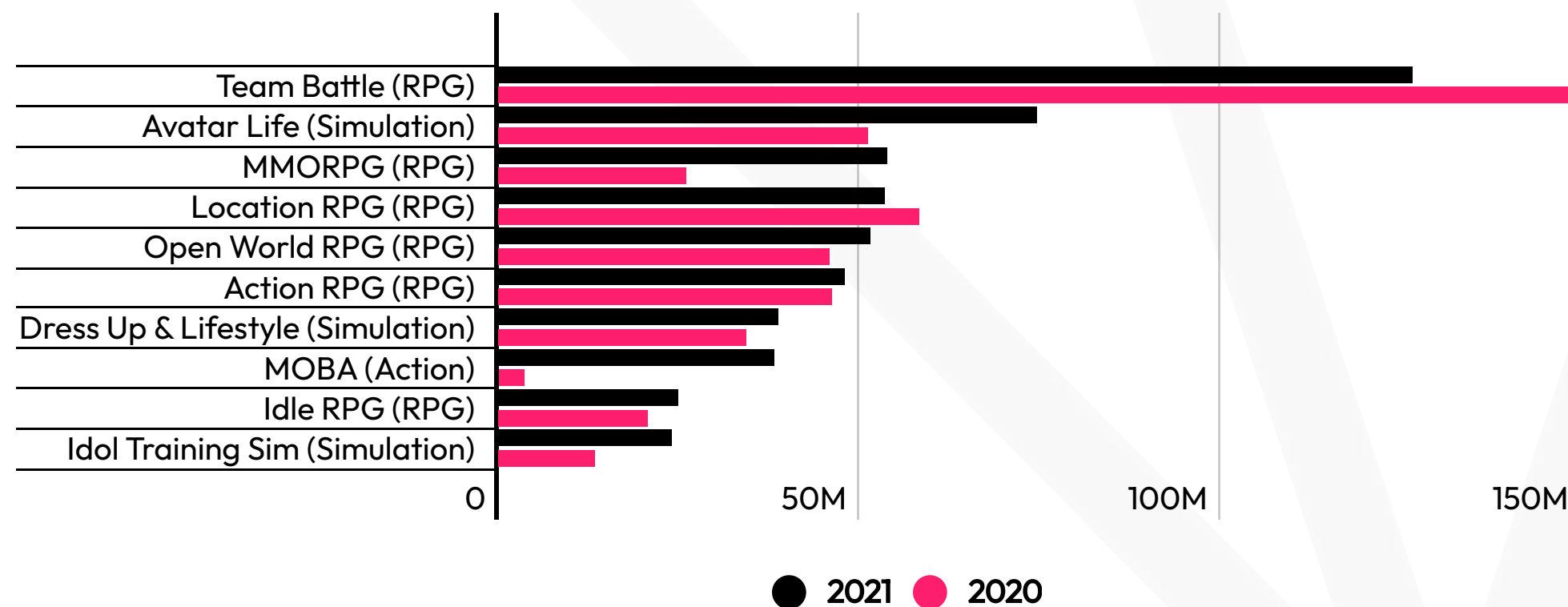
| YoY Growth	Top Game by Subgenre Downloads
-15%	DRAGON BALL LEGENDS
46%	SAKURA School Simulator
106%	My Hero Academia: Strongest Hero
-8%	Pokémon GO
12%	Genshin Impact
4%	NARUTO X BORUTO NINJA VOLTAGE
13%	Gacha Club
950%	Pokémon UNITE
20%	Mobile Legends: Adventure
79%	Uma Musume Pretty Derby

**Analyze More Genres in data.ai's Game IQ Market Sizing Report**

Source: data.ai Note: Downloads across iOS, Google Play. China is iOS only. Genre breakdown based on data.ai
Game IQ Taxonomy as of March 31st, 2022

# Anime-Themed Games : 2021 Downloads Rankings

Top games tend to span RPG and Simulation genres with the exception of one breakout MOBA (Action) game

Worldwide ⌄

Top Games by Downloads

| Rank	Game Name	Subgenre
1	Pokémon GO	Location RPG (RPG)
2	Genshin Impact	Open World RPG (RPG)
3	SAKURA School Simulator	Avatar Life (Simulation)
4	Pokémon UNITE	MOBA (Action)
5	Gacha Life	Avatar Life (Simulation)
6	Gacha Club	Dress Up & Lifestyle (Simulation)
7	NARUTO X BORUTO NINJA VOLTAGE	Action RPG (RPG)
8	My Hero Academia: Strongest Hero	MMORPG (RPG)
9	Honkai Impact 3	Action RPG (RPG)
10	DRAGON BALL LEGENDS	Team Battle (RPG)

Top Breakout Games by Downloads (vs. 2020)

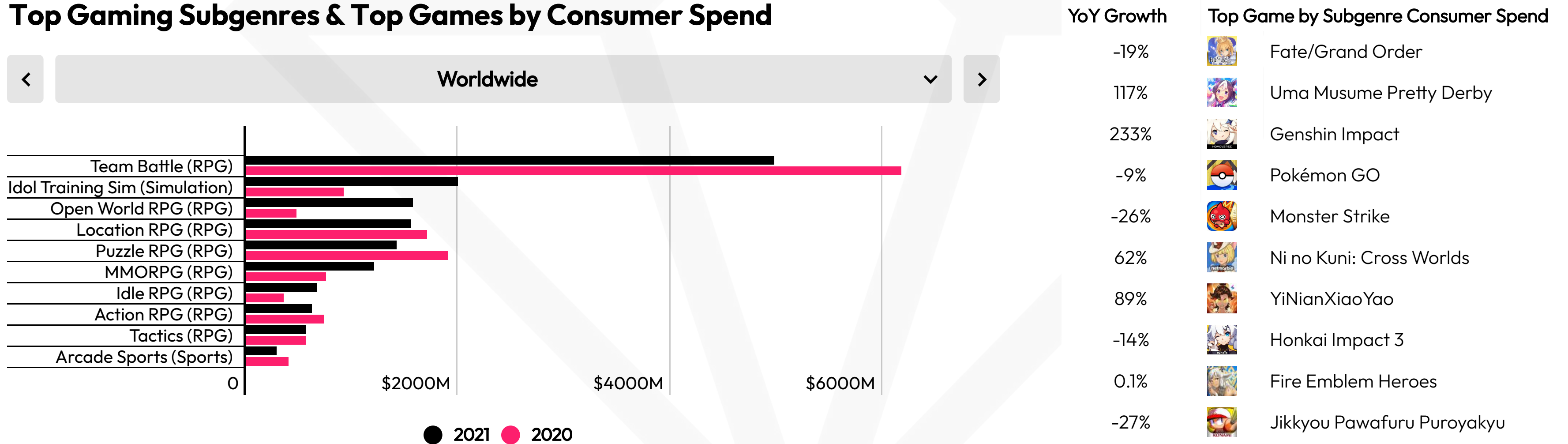| Rank	Game Name	Subgenre
1	Pokémon UNITE	MOBA (Action)
2	SAKURA School Simulator	Avatar Life (Simulation)
3	My Hero Academia: Strongest Hero	MMORPG (RPG)
4	Ni no Kuni: Cross Worlds	MMORPG (RPG)
5	Uma Musume Pretty Derby	Idol Training Sim (Simulation)
6	NieR Reincarnation	Team Battle (RPG)
7	Blue Archive	Team Battle (RPG)
8	Genshin Impact	Open World RPG (RPG)
9	Gacha Club	Dress Up & Lifestyle (Simulation)
10	Doula Continent: Soul Master Duel	MMORPG (RPG)

Learn More: Uncover the Top Games by Change in Yearly Downloads

Idol Training Simulation Games are Gaining Ground In App Store Monetization — Led by Uma Musume Pretty Derby in Japan

Open World RPG was another standout globally with revenue up 233% YoY globally — fueled by Genshin Impact

Top Gaming Subgenres & Top Games by Consumer Spend

Worldwide

Chart axis: 0 — $2000M — $4000M — $6000M

Subgenres (top to bottom):
- Team Battle (RPG)
- Idol Training Sim (Simulation)
- Open World RPG (RPG)
- Location RPG (RPG)
- Puzzle RPG (RPG)
- MMORPG (RPG)
- Idle RPG (RPG)
- Action RPG (RPG)
- Tactics (RPG)
- Arcade Sports (Sports)

● 2021   ● 2020

YoY Growth	Top Game by Subgenre Consumer Spend
–19%	Fate/Grand Order
117%	Uma Musume Pretty Derby
233%	Genshin Impact
–9%	Pokémon GO
–26%	Monster Strike
62%	Ni no Kuni: Cross Worlds
89%	YiNianXiaoYao
–14%	Honkai Impact 3
0.1%	Fire Emblem Heroes
–27%	Jikkyou Pawafuru Puroyakyu

**[Analyze More Genres in data.ai's Game IQ Market Sizing Report](#)**

Source: data.ai Note: Downloads across iOS, Google Play. China is iOS only. Genre breakdown based on data.ai Game IQ Taxonomy as of March 31st, 2022

Anime-Themed Games : 2021 Consumer Spend Rankings

Pokémon GO remains most lucrative in US, UK, but Genshin Impact tops Global charts — fueled by widespread breakout growth in spend

| Worldwide	China	Hong Kong	Japan	South Korea	Taiwan	United Kingdom	United States

Top Games by Consumer Spend

Rank	Game Name	Subgenre
1	Genshin Impact	Open World RPG (RPG)
2	Pokémon GO	Location RPG (RPG)
3	Uma Musume Pretty Derby	Idol Training Sim (Simulation)
4	Fate/Grand Order	Team Battle (RPG)
5	Monster Strike	Puzzle RPG (RPG)
6	Dragon Ball Z Dokkan Battle	Team Battle (RPG)
7	Puzzle & Dragons	Puzzle RPG (RPG)
8	Dragon Quest Walk	Location RPG (RPG)
9	Arknights	Tower Defense RPG (RPG)
10	DRAGON BALL LEGENDS	Team Battle (RPG)

Top Breakout Games by Consumer Spend (vs. 2020)

Rank	Game Name	Subgenre
1	Uma Musume Pretty Derby	Idol Training Sim (Simulation)
2	Genshin Impact	Open World RPG (RPG)
3	Ni no Kuni: Cross Worlds	MMORPG (RPG)
4	YiNianXiaoYao	Idle RPG (RPG)
5	Doula Continent: Soul Master Duel	MMORPG (RPG)
6	Project Sekai Colorful Stage! feat. Hatsune Miku	Idol Training Sim (Simulation)
7	One Piece Fighting Path	MMORPG (RPG)
8	Ensemble Stars Music	Idol Training Sim (Simulation)
9	Kalpa of Universe	Tactics (RPG)
10	Gran Saga	MMORPG (RPG)

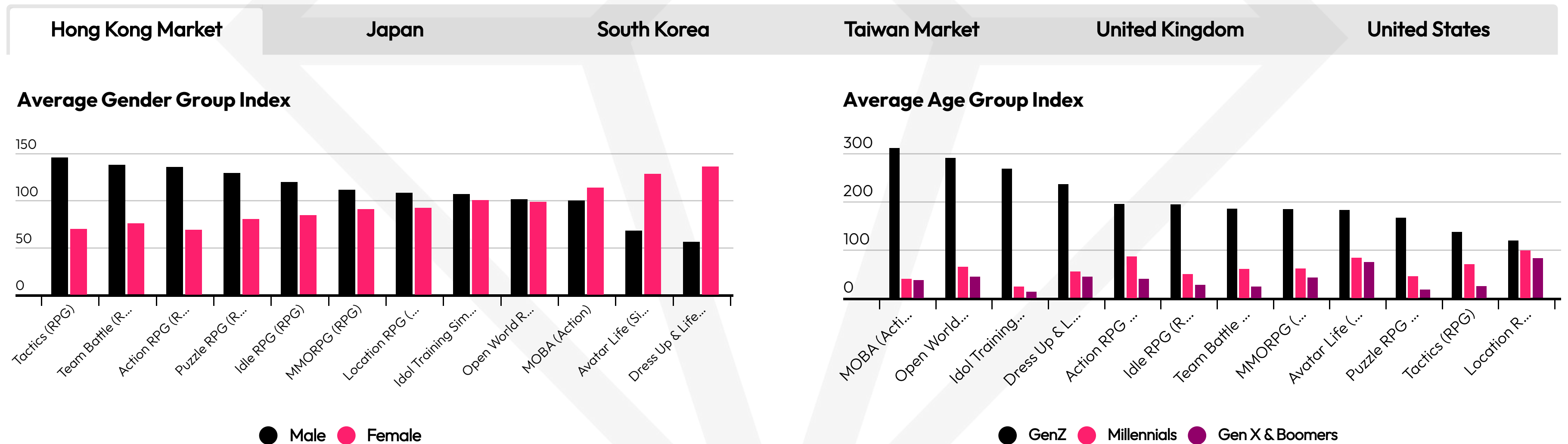**Learn More: Uncover the Top Games by Change in Yearly Consumer Spend**

User Preferences
& Demographic Trends

Layering in demographic and cross-app usage data helps to better understand unique user characteristicsand motivations behind the players who play anime-themed mobile games. This allows marketers to craft better User Acquisition plans, re-engagement tactics and monetization strategies.

Anime Game Audiences are Mostly Gen-Z Leaning, but Gender Preferences Vary Significantly by Subgenre & Market

In Hong Kong, Male users are 1.46x times more likely to use Tactics (RPG)Anime games, and Female users are 1.36x times more likely to use Dress Up & Lifestyle (Simulation)Anime games than the general population.

Users in the Gen Z age group are 3.1x times more likely to play MOBA (Action) Anime games, while Millenials are almost as likely to play Location RPG (RPG) Anime games compared to the average population.
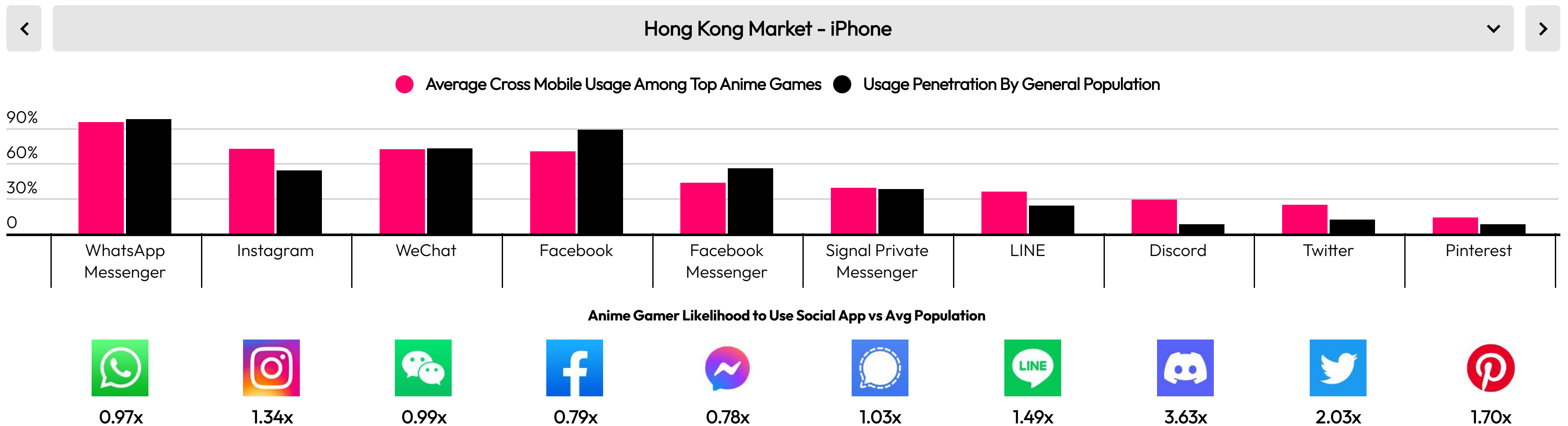
| Hong Kong Market | Japan | South Korea | Taiwan Market | United Kingdom | United States |

Average Gender Group Index

Tactics (RPG), Team Battle (R..., Action RPG (R..., Puzzle RPG (R..., Idle RPG (RPG), MMORPG (RPG), Location RPG (..., Idol Training Sim..., Open World R..., MOBA (Action), Avatar Life (Si..., Dress Up & Life...

● Male ● Female

Average Age Group Index

MOBA (Acti..., Open World..., Idol Training..., Dress Up & L..., Action RPG ..., Idle RPG (R..., Team Battle ..., MMORPG (..., Avatar Life (..., Puzzle RPG ..., Tactics (RPG), Location R...

● GenZ ● Millennials ● Gen X & Boomers

Dive Deeper into Genre Demographics in the Genre Summary Report

Anime Game Audiences Tend to OverIndex on Gaming-Focused Social Media Platforms such as Discord, Even More So than the General Gaming Population

In the US, Anime game audiences on iPhones are 3x more likely to use Discord compared to 2x for overall mobile gamers. They are 11% more likely to use Pinterest (vs 2% less likely for overall gamers), 52% more likely to use Snapchat (vs 35%), and 76% more likely to use Reddit (vs 26%).

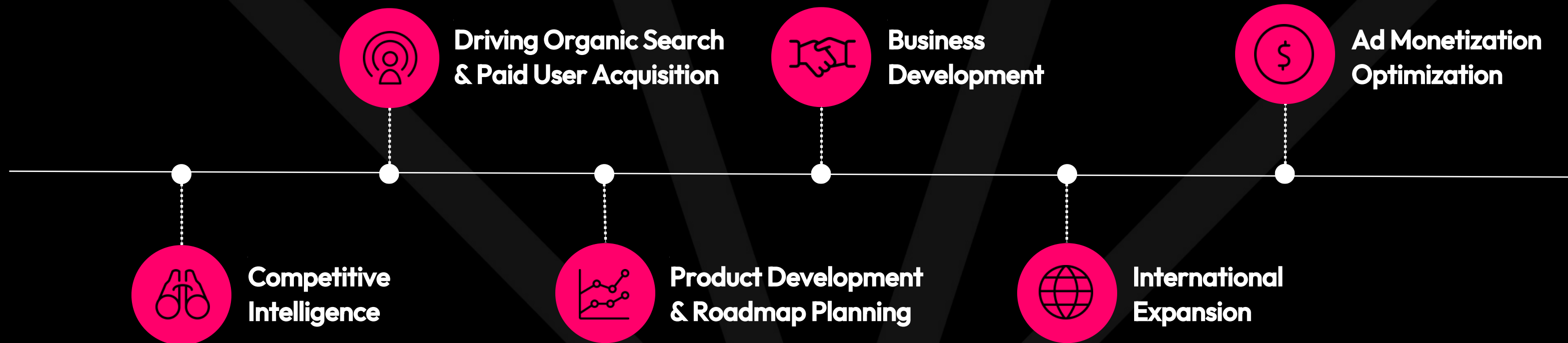**Top Social Media Apps by Average Cross Usage Among Anime Games**

‹ | Hong Kong Market - iPhone ⌄ | ›

● Average Cross Mobile Usage Among Top Anime Games   ● Usage Penetration By General Population

Anime Gamer Likelihood to Use Social App vs Avg Population

WhatsApp Messenger	Instagram	WeChat	Facebook	Facebook Messenger	Signal Private Messenger	LINE	Discord	Twitter	Pinterest
0.97x	1.34x	0.99x	0.79x	0.78x	1.03x	1.49x	3.63x	2.03x	1.70x

Source: data.ai. Note: Average Cross App Usage among Social Media Apps across Top 10 Anime Themed Games
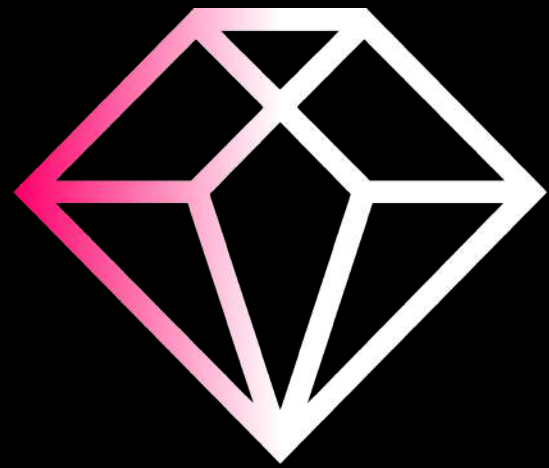on iPhone by 2021 Average MAU.

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