

# Southeast Asian Mobile Game Market Insights 2024



## Sensor Tower Introduction/Overview

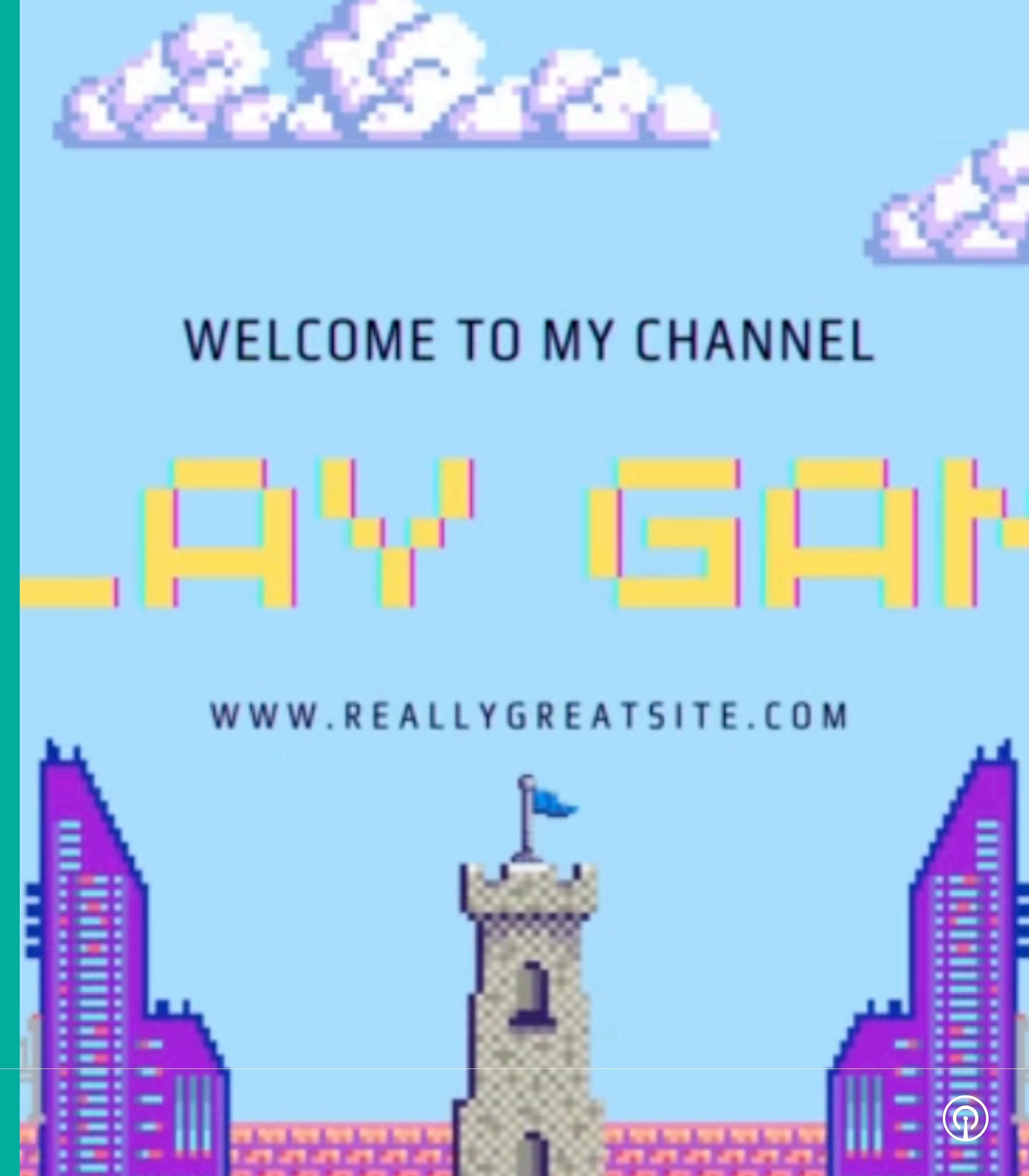
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This report provides an in-depth analysis of the App Store and Google Play mobile game markets in Southeast Asian in 2024, covering the overall revenue and download trends in these markets, revenue shares and trends across top game genres, download and revenue changes across different countries, as well as top mobile games by revenue and downloads. Through case study, this report will also help you decode how top games successfully penetrated the Southeast Asian markets.

### Clarification on Revenue and Downloads Data

Sensor Tower's revenue figures are derived from estimated in-app purchase (IAP) revenue on the App Store and Google Play, excluding ad revenue, revenue from third-party Android app-store sales, and direct payment revenue from developers' websites and other channels. Unless explicitly stated as net revenue, the revenue figures shown represent gross revenue (before platform deduction).

Sensor Tower's downloads figures are derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.



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# Overview of the Southeast Asian Mobile Game Market



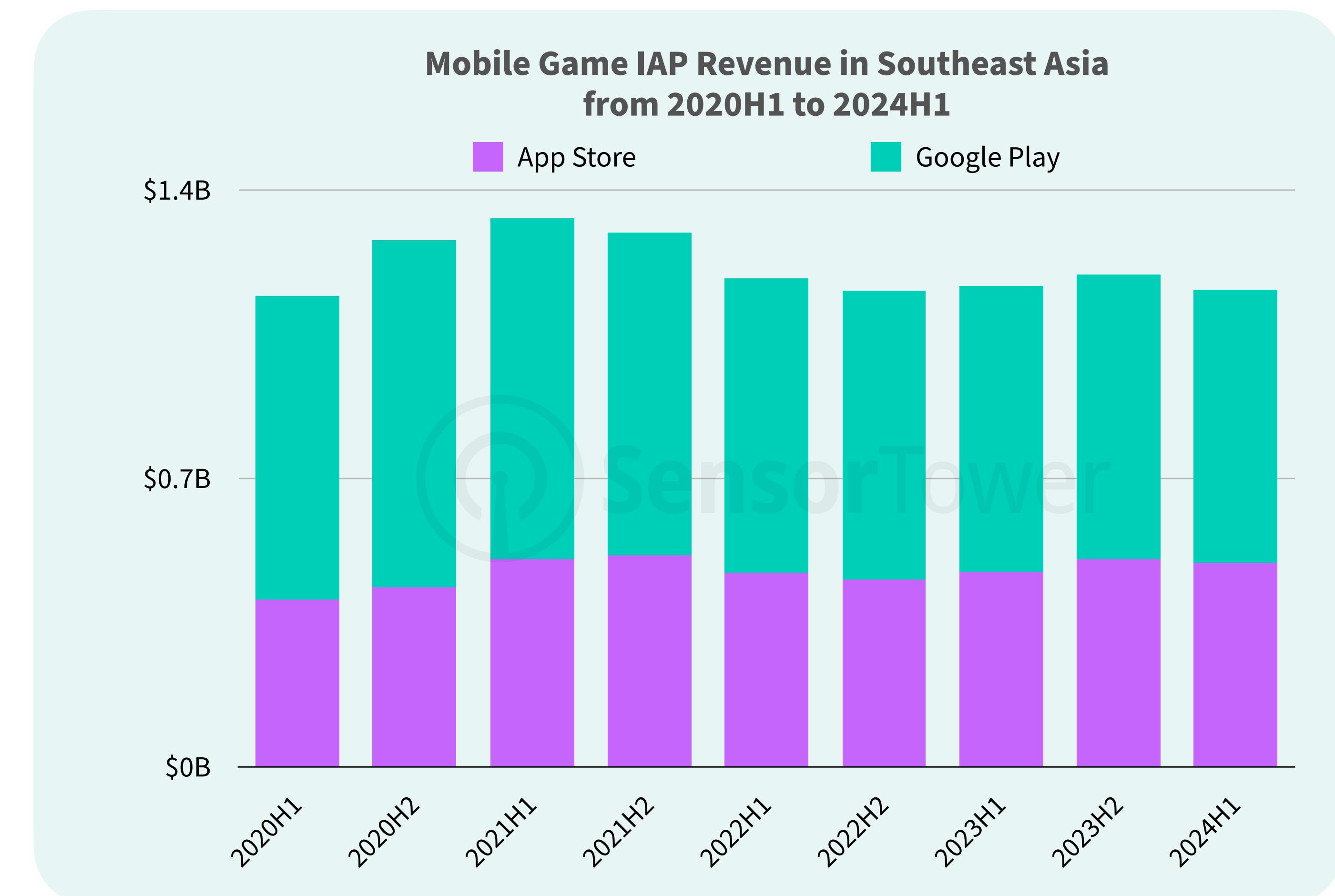
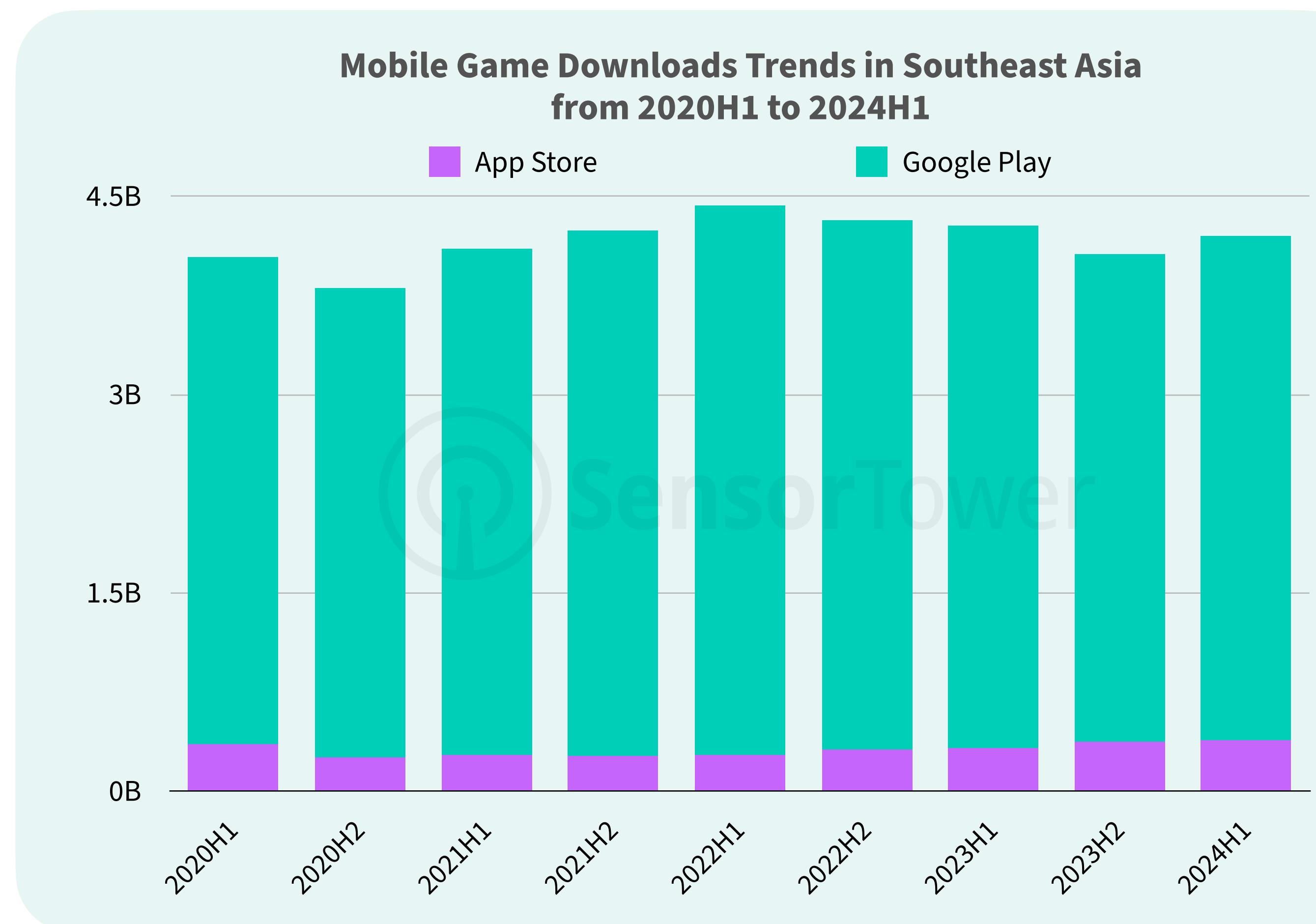
# In the first half of 2024, mobile game downloads in Southeast Asia increased by 3.4% compared to the previous half-year period, reaching 4.2 billion, with 91% coming from Google Play

Note: Data as of June 2024. Source: Sensor Tower Store Intelligence

Sensor Tower's download data is derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.

During the first half of 2024, mobile game downloads in the Southeast Asian market rose by 3.4% compared to the previous half-year, totalling 4.2 billion downloads, of which 91% were from Google Play.

In the first half of 2024, the IAP revenue of mobile games in the Southeast Asian market decreased slightly by 3.0% compared to previous half-year to \$1.16 billion, close to the level in 2020H1. Google Play revenue accounted for 57% of the total.

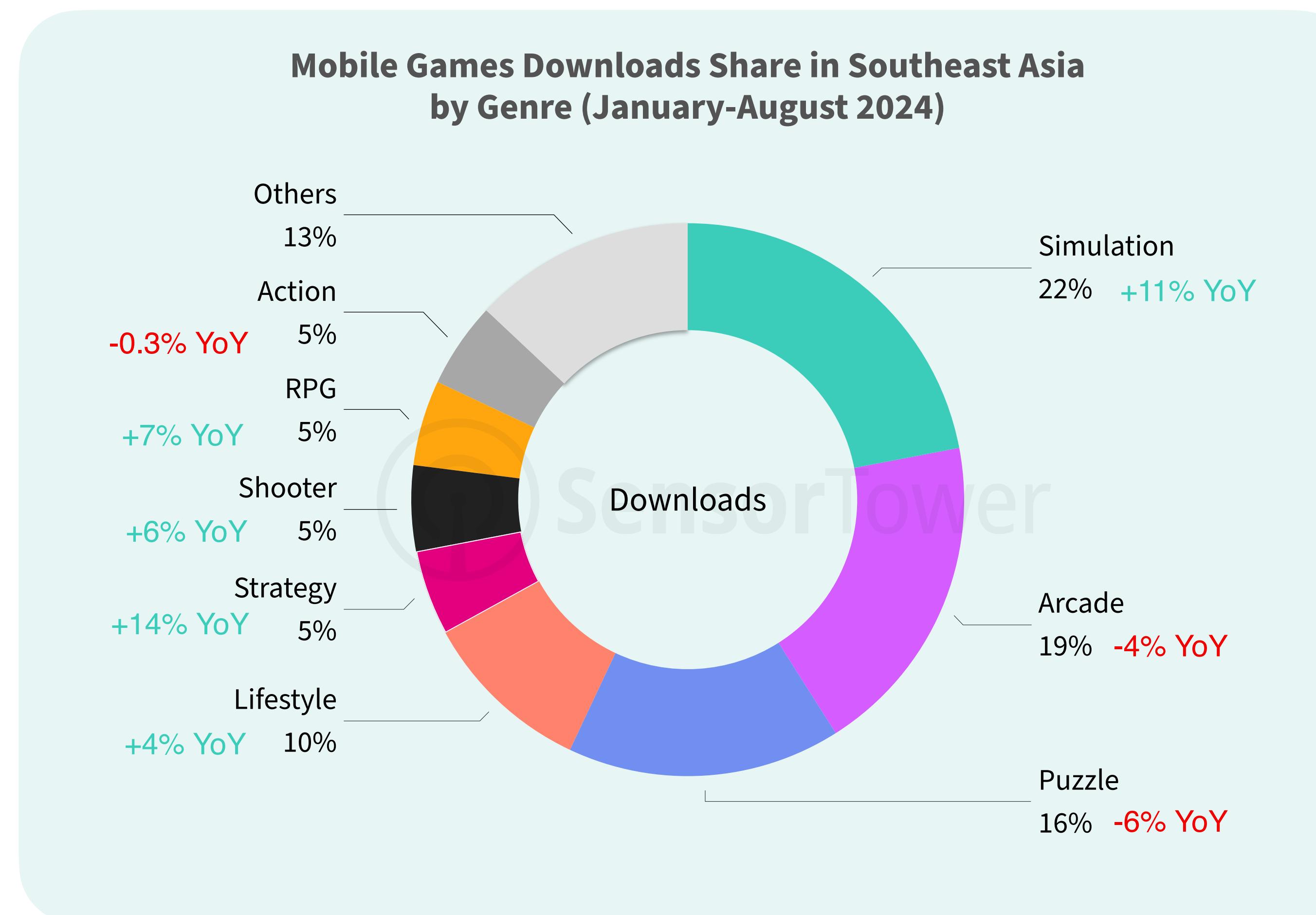


# From January to August 2024, downloads of mid-core mobile games in the Southeast Asian market grew significantly, while revenue from sports mobile games increased by 39% period-over-period

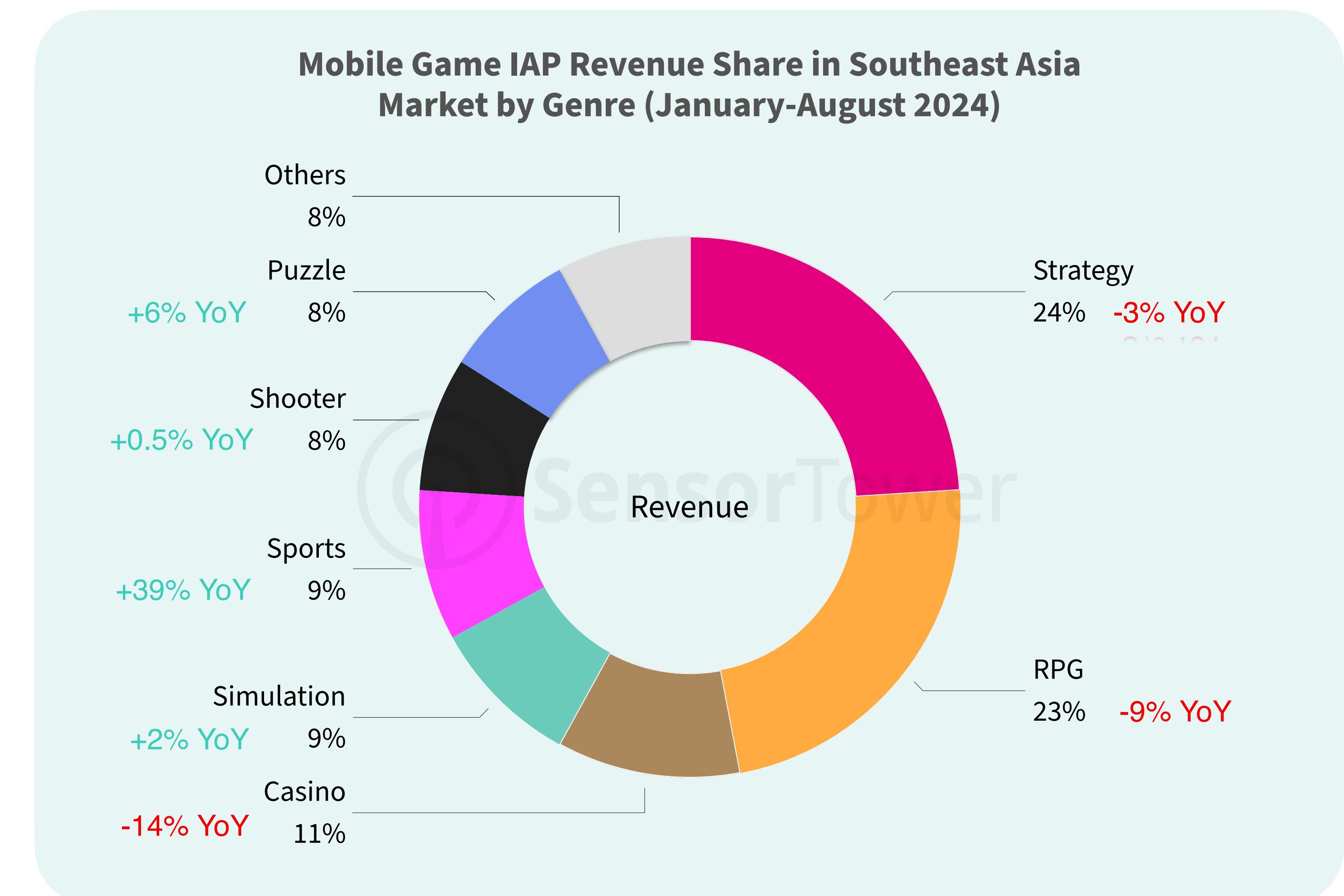
Note: Data as of August 2024. Source: Sensor Tower Store Intelligence

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Between January and August 2024, simulation, arcade, puzzle, and lifestyle mobile games accounted for 67% of the total downloads in the Southeast Asian market. Specifically, downloads of simulation, strategy, shooting, and RPG mobile games grew by 11%, 14%, 6%, and 7%, respectively.



On the revenue side, strategy and RPG mobile games collectively accounted for 47% of total, though they experienced period-over-period declines of 3% and 9%, respectively. Meanwhile, revenue from sports mobile games spiked by 39% period-over-period, accounting for 9% of the total mobile game revenue in Southeast Asia.



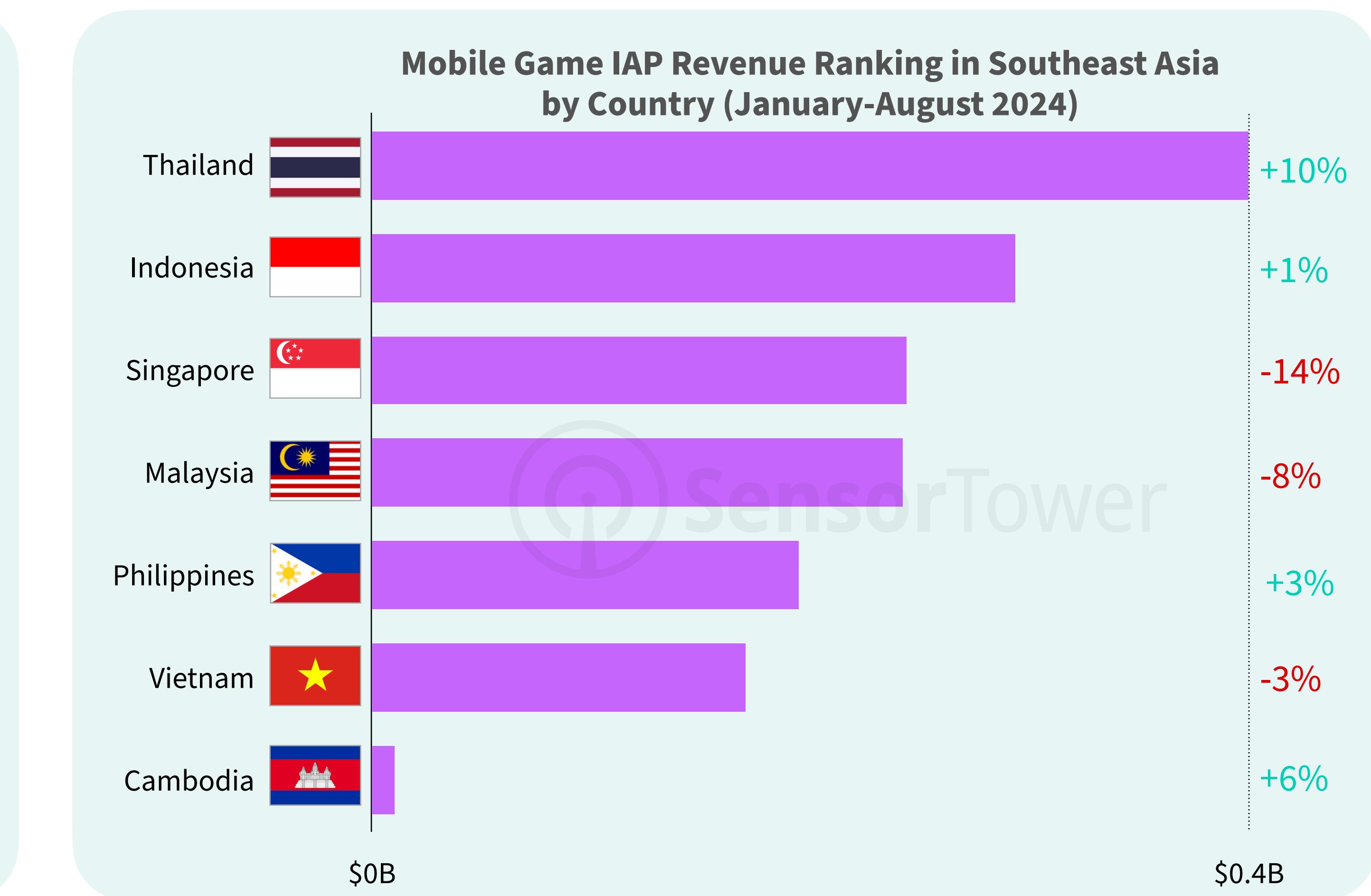
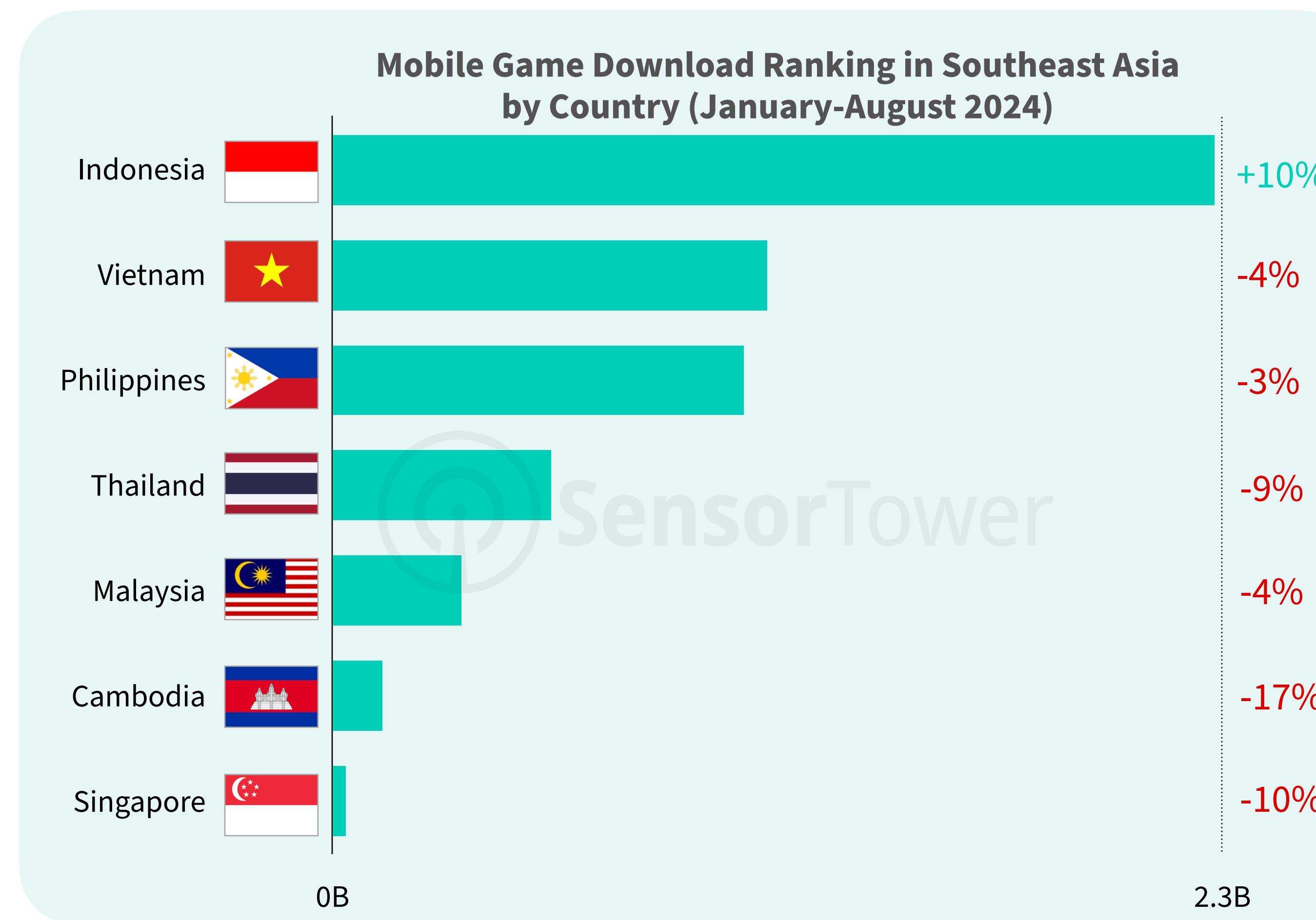
# Indonesia is the largest market for mobile game downloads in Southeast Asia, with a 10% period-over-period growth in downloads during the first eight months of 2024

Note: Data as of August 2024. Source: Sensor Tower Store Intelligence

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In the Southeast Asian region, Indonesia is the market with the largest mobile game downloads. From January to August 2024, its downloads increased by 10% period-over-period, reaching nearly 2.3 billion and accounting for more than 41% of the total.

Thailand and Indonesia are the highest-earning markets for mobile games in Southeast Asia, generating \$400 million and \$300 million respectively from January to August 2024. Notably, Thailand's mobile game revenue increased by 10% period-over-period.



# Top Mobile Games in Southeast Asia



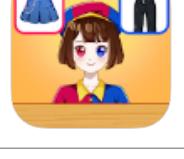
# Garena Free Fire continues to dominate mobile game downloads and growth in Southeast Asia

Top 10 Mobile Games in Southeast Asia by Downloads and Downloads Growth from January to August 2024. Source: Sensor Tower Store Intelligence. Sensor Tower's download data is derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.

## Downloads Ranking

1		Garena Free Fire	Garena Games Online
2		Mobile Legends: Bang Bang	Moonton
3		Roblox	Roblox Corporation
4		8 Ball Pool	Miniclip
5		Stick Party 234 MiniGames	PlayMax Game Studio
6		Subway Surfers	Miniclip
7		Moto Rider, Bike Racing Game	Zego Studio
8		Pizza Ready!	Supercell
9		SAKURA School Simulator	Garusoft
10		Block Blast!	Hungry Studio

## Downloads Growth Ranking

1		Garena Free Fire	Garena Games Online
2		Pizza Ready!	Supercell
3		Honor of Kings	Tencent
4		Ojol The Game	CodeXplore
5		Manage Supermarket Simulator	Zego Studio
6		Mobile Legends: Bang Bang	Moonton
7		Moto Rider, Bike Racing Game	Zego Studio
8		Offline Games - No Wifi Games	JindoBlu
9		Left or right: Magic Dress up	ABI Games Studio
10		Brain Puzzle King	Mangoing Game Studio

During the period from January to August 2024, Garena Free Fire achieved a 54% period-over-period increase in downloads in the Southeast Asian market, maintaining its leading position in both the downloads and download growth charts.

Moonton's MOBA mobile game, Mobile Legends: Bang Bang, recorded a 45% period-over-period growth in downloads, firmly holding the second place in the downloads chart.

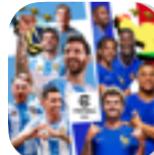
Supercell's simulation game, Pizza Ready!, experienced a nearly sixfold increase in downloads period-over-period, ranking eighth in the downloads chart and second in the download growth chart.

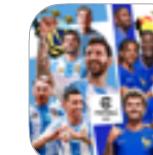
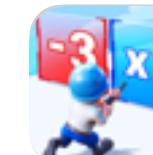
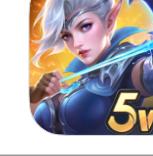
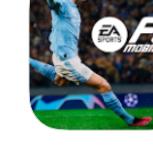
Tencent's MOBA mobile game, Honor of Kings, launched in the Southeast Asian market in June 2024 and quickly climbed to the top of the Google Play downloads charts in countries like Indonesia, securing the third position in the Southeast Asian mobile game downloads growth chart from January to August.



# Mobile Legends: Bang Bang remains the top-grossing mobile game, while eFootball™ 2024 leads the revenue growth rankings

Top 10 Mobile Games in Southeast Asia by Revenue and Revenue Growth from January to August 2024. Source: Sensor Tower Store Intelligence. Sensor Tower's revenue figures are derived from estimated in-app purchase (IAP) revenue on the App Store and Google Play, excluding ad revenue, revenue from third-party Android app-store sales, and direct payment revenue from developers' websites and other channels.

Revenue Ranking		
1	 Mobile Legends: Bang Bang	Moonton
2	 eFootball™ 2024	Konami
3	 Garena Free Fire	Garena Games Online
4	 Roblox	Roblox Corporation
5	 Coin Master	Moon Active
6	 EA SPORTS FC™ Mobile Soccer	Electronic Arts
7	 MONOPOLY GO!	Scopely
8	 Candy Crush Saga	Activision Blizzard
9	 Arena of Valor	Garena Games Online
10	 Last War:Survival	FirstFun

Revenue Growth Ranking		
1	 eFootball™ 2024	Konami
2	 Last War:Survival	FirstFun
3	 Legend of Mushroom	Joy Net Games
4	 Whiteout Survival	Century Games
5	 NIGHT CROWS	Wemade
6	 Solo Leveling:Arise	Netmarble Games Corp.
7	 Garena Free Fire	Garena Games Online
8	 Love and Deepspace	INFOLD
9	 Mobile Legends: Bang Bang	Moonton
10	 EA SPORTS FC™ Mobile Soccer	Electronic Arts

Moonton's MOBA mobile game, Mobile Legends: Bang Bang, experienced a 6% period-over-period increase in revenue in the Southeast Asian market, maintaining its position at the top of the revenue chart.

Konami's sports mobile game, eFootball™ 2024, led the revenue growth chart with a remarkable surge of nearly 90% in period-over-period revenue in Southeast Asia from January to August 2024, securing the second position overall on the revenue chart.

In early March 2024, Joy Net Games' RPG, Legend of Mushroom, rapidly ascended to the top of the App Store and Google Play download charts in markets such as Thailand and Vietnam. By August 2024, the game had generated over \$11 million in revenue across Southeast Asian markets, ranking third on the growth chart, with Thailand and Vietnam each contributing over 25% of total revenue.



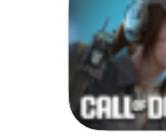
# Top 10 Mobile Games by Downloads in Indonesia, Thailand, Vietnam, and the Philippines from January to August 2024

Note: Data for January to August 2024. Source: Sensor Tower Store Intelligence. Sensor Tower's download data is derived from estimated downloads on the App Store and Google Play, excluding pre-installs, duplicate downloads, and downloads from third-party Android app-store. Google Play is not available in Mainland China.

Indonesia		
1		Garena Free Fire Garena Games Online
2		Mobile Legends: Bang Bang Moonton
3		Roblox Roblox Corporation
4		Stick Party 234 MiniGames PlayMax Game Studio
5		Ojol The Game CodeXplore
6		SAKURA School Simulator Garusoft
7		Subway Surfers Miniclip
8		Honor of Kings Tencent
9		Moto Rider, Bike Racing Game Zego Studio
10		Avatar World Pazu Games

Thailand		
1		Garena Free Fire Garena Games Online
2		Roblox Roblox Corporation
3		Arena of Valor Garena Games Online
4		Subway Surfers Miniclip
5		EA SPORTS FC™ Mobile Soccer Electronic Arts
6		Mobile Legends: Bang Bang Moonton
7		8 Ball Pool Miniclip
8		Pizza Ready! Supercell
9		SAKURA School Simulator Garusoft
10		Hay Day Supercell

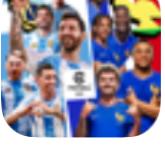
Vietnam		
1		Garena Free Fire Garena Games Online
2		Roblox Roblox Corporation
3		Arena of Valor Garena Games Online
4		Giang Hồ Ngũ Tuyệt VTC Mobile
5		Brain Puzzle King Mangoing Game Studio
6		Play Together HAEGIN
7		ZingPlay VNG CORPORATION
8		Talking Tom Gold Run Jinke
9		Mộng Kiếm Tiêu Dao VGP Company
10		Die Again: Troll Game Ever JaCat Games Studio

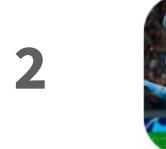
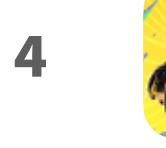
Philippines		
1		Mobile Legends: Bang Bang Moonton
2		Roblox Roblox Corporation
3		8 Ball Pool Miniclip
4		Block Blast! Hungry Studio
5		Tongits Go - Mines Pusoy Playjoy
6		Stick Party 234 MiniGames PlayMax Game Studio
7		Call of Duty®: Mobile Activision Blizzard & VNG Game Studios
8		Subway Surfers Miniclip
9		Pooking - Billiards City MOUNTAIN GAME
10		Mines Land Playjoy PH

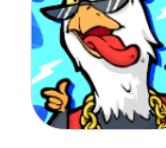


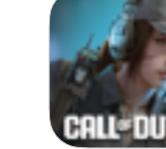
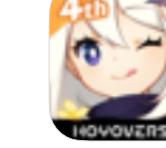
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Indonesia		
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2		Garena Free Fire Garena Games Online
3		Roblox Roblox Corporation
4		eFootball™ 2024 Konami
5		EA SPORTS FC™ Mobile Soccer Electronic Arts
6		PUBG MOBILE Tencent
7		Last War:Survival Game First Fun
8		Clash of Clans Supercell
9		Candy Crush Saga Activision Blizzard
10		Higgs Games Island PokerCity

Thailand		
1		eFootball™ 2024 Konami
2		EA SPORTS FC™ Mobile Soccer Electronic Arts
3		Arena of Valor Garena Games Online
4		Garena Free Fire Garena Games Online
5		Coin Master Moon Active
6		Roblox Roblox Corporation
7		Candy Crush Saga Activision Blizzard
8		PUBG MOBILE Tencent
9		LINE Let's Get Rich Netmarble Games Corp.
10		Whiteout Survival Century Games

Vietnam		
1		Coin Master Moon Active
2		Garena Free Fire Garena Games Online
3		Arena of Valor Garena Games Online
4		Rise of Kingdoms Lilith Games
5		Roblox Roblox Corporation
6		Candy Crush Saga Activision Blizzard
7		Legend of Mushroom Joy Net Games
8		Nobody's Adventure Chop-Chop 37 Games
9		PUBG MOBILE Tencent
10		Zombie Waves Fun Formula

Philippines		
1		Mobile Legends: Bang Bang Moonton
2		Roblox Roblox Corporation
3		Call of Duty®: Mobile Activision Blizzard & VNG Game Studios
4		NIGHT CROWS Wemade
5		Last War:Survival Game First Fun
6		Clash of Clans Supercell
7		Genshin Impact miHoYo
8		Coin Master Moon Active
9		Candy Crush Saga Activision Blizzard
10		Ragnarok Origin Global GravityGameHub



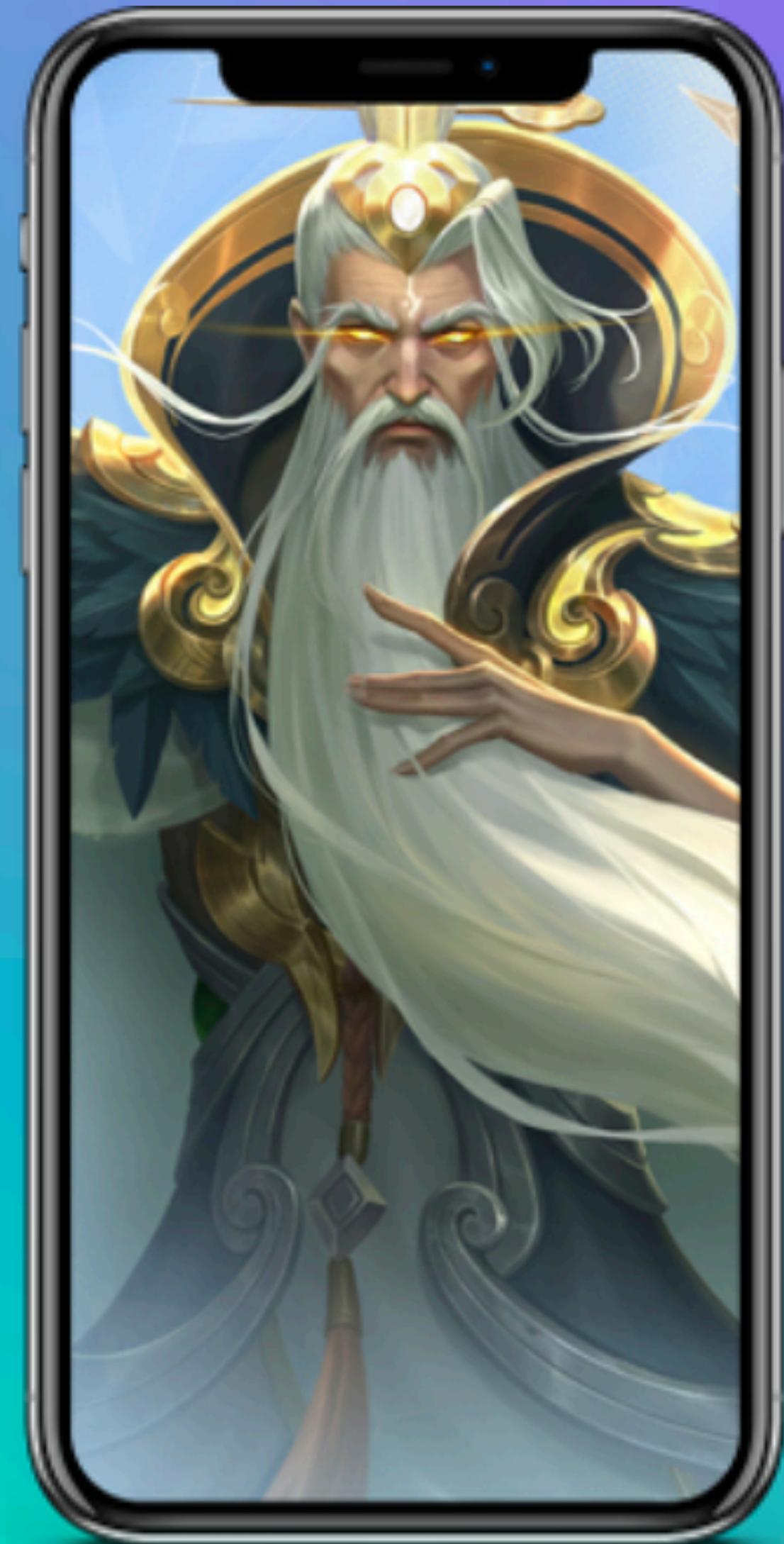
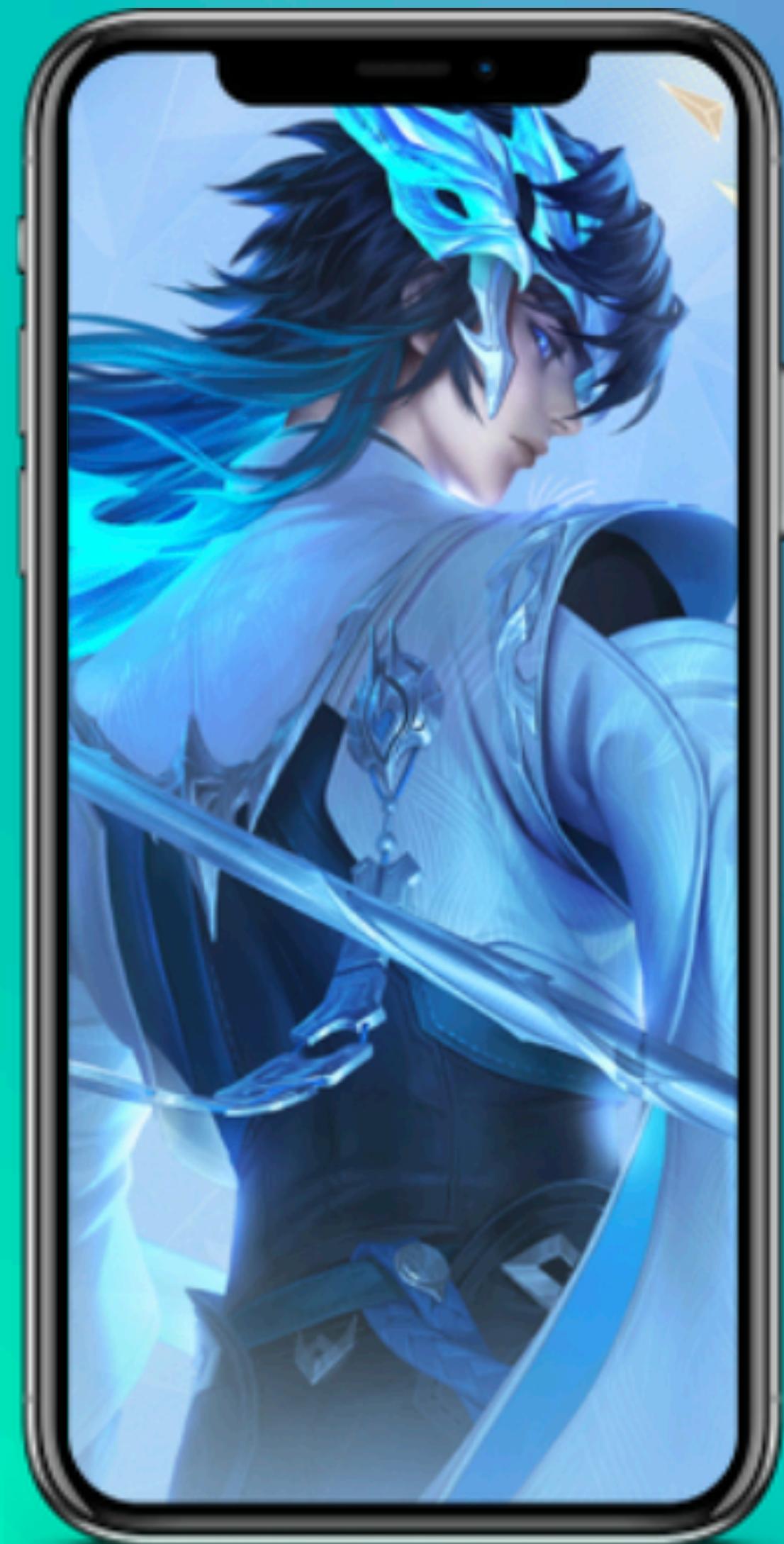
# Case Study: Honor of Kings





# Honor of Kings

Tencent



## Game Overview

**Release Date:** October 2015 - China

March 2023 - Brazil

June 2024 - Southeast Asia

**Genre:** Strategy

**Sub-Genre:** MOBA

**Product Model:** Mid-core

**Setting:** High Fantasy

**Theme:** Combat Arena

**Art Style:** Stylized Realistic

**Camera POV:** Top-Down

**Monetization:** Live Ops, Starter Pack,

Currency Bundles, Loot Box,  
Subscription

**Game Tags:** Character Collection, Social Clans,

PvP, Co-op

Source: Sensor Tower App Intelligence



# Honor of Kings has established itself as the highest-grossing mobile game in the world, with total accumulated revenue reaching \$17 billion

As of the end of August 2024, Tencent's Honor of Kings has generated nearly \$17.2 billion in global cumulative revenue, establishing itself as the mobile game with the highest total revenue worldwide.

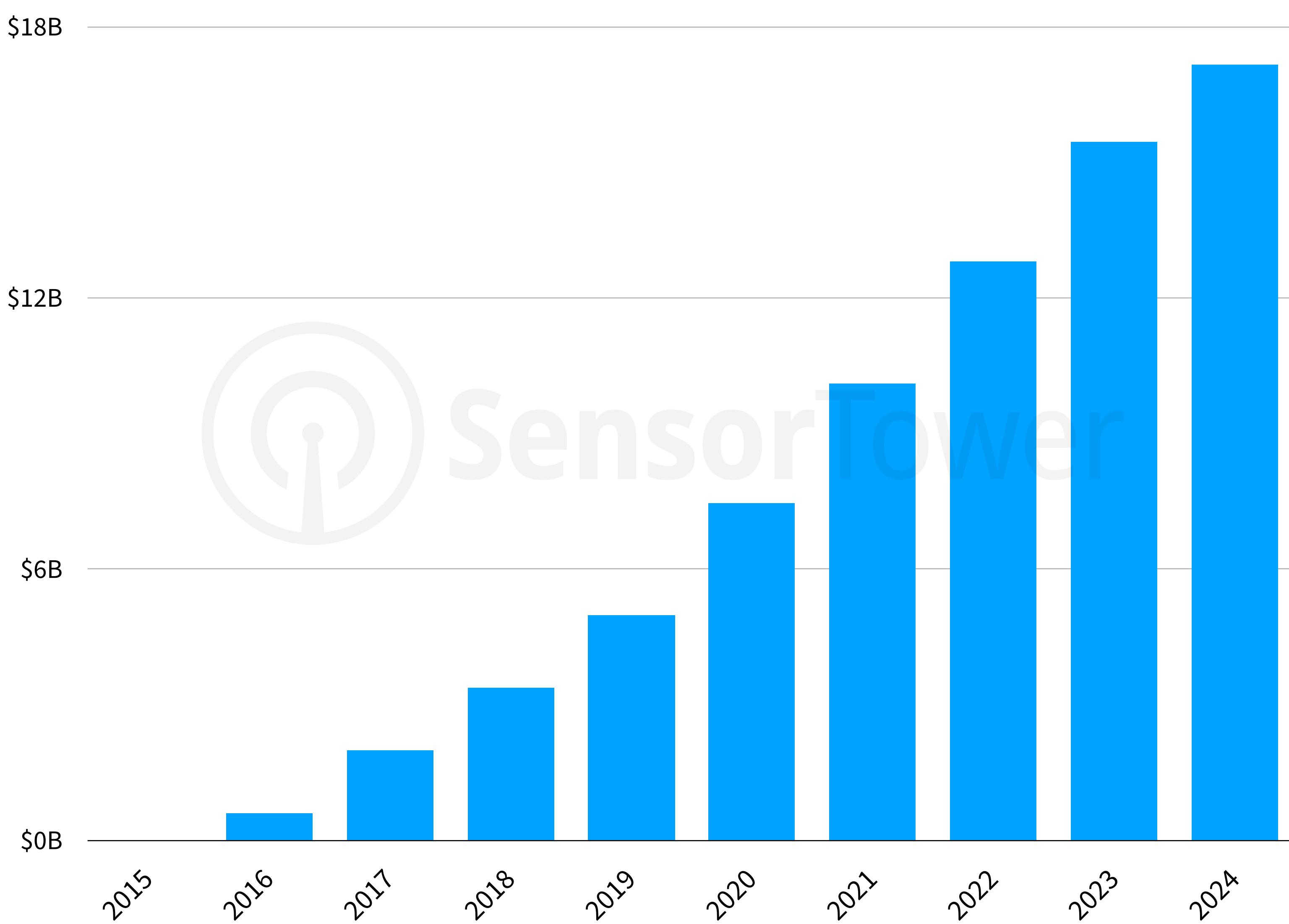
From 2019 to 2023, Honor of Kings consistently ranked as the top-grossing mobile game globally for five consecutive years. In the period from January to August 2024, the game generated nearly \$1.7 billion in revenue, second only to MONOPOLY GO!.

China remains the primary revenue source for Honor of Kings, with over 99% of its revenue in 2024 coming from the Chinese iOS market.

Note: Data as of August 2024. Source: Sensor Tower Store Intelligence

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**Honor of Kings' Global Cumulative IAP Revenue**



# Honor of Kings consistently ranks as the top mobile game on the Google Play downloads chart in markets such as Indonesia and topped the Southeast Asia mobile game downloads chart in July 2024

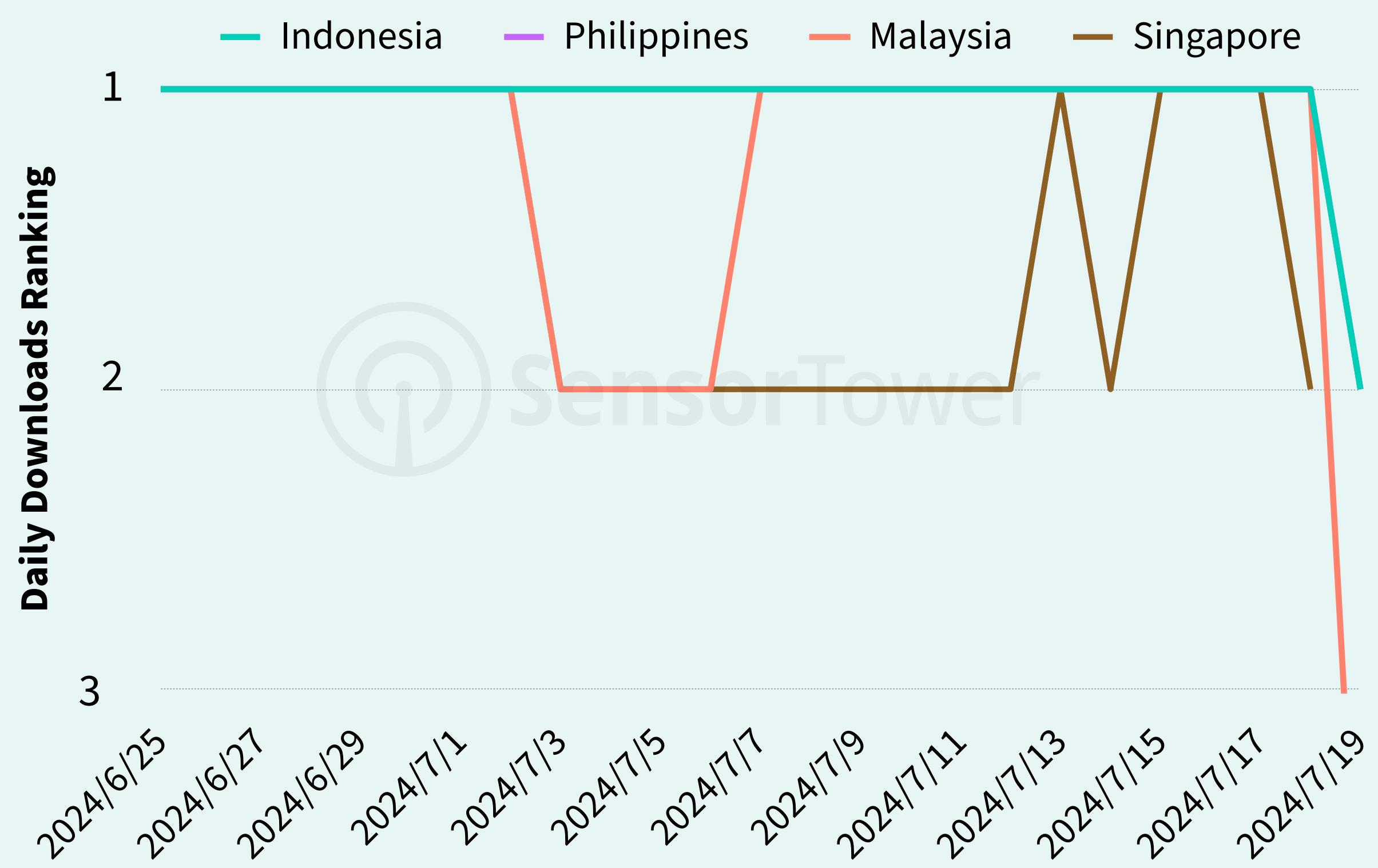
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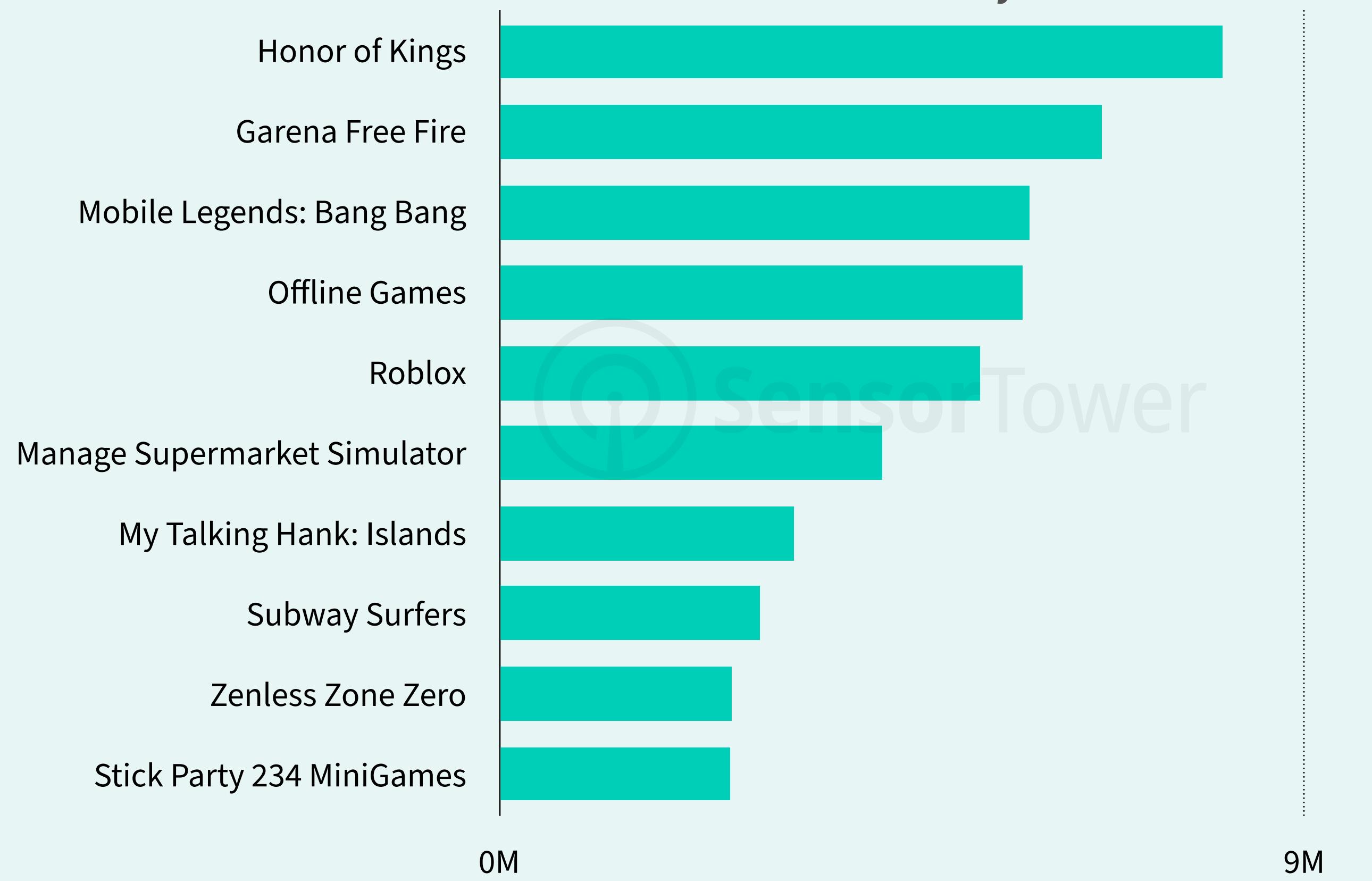
Following its official global launch in mid to late June 2024, Honor of Kings rapidly rose to the top of the Google Play downloads charts in markets like Indonesia, the Philippines, Malaysia, and Singapore, maintaining its position there for several consecutive weeks.

In July 2024, Honor of Kings experienced a 175% month-over-month increase in downloads in the Southeast Asian market, surpassing the perennial favourite Garena Free Fire to claim the top position on the Southeast Asia mobile game download chart for the first time.

**Honor of Kings' Ranking on the Google Play Downloads Charts in Indonesia, the Philippines, and Malaysia**



**Top 10 Mobile Games in Southeast Asia by Downloads in July 2024**

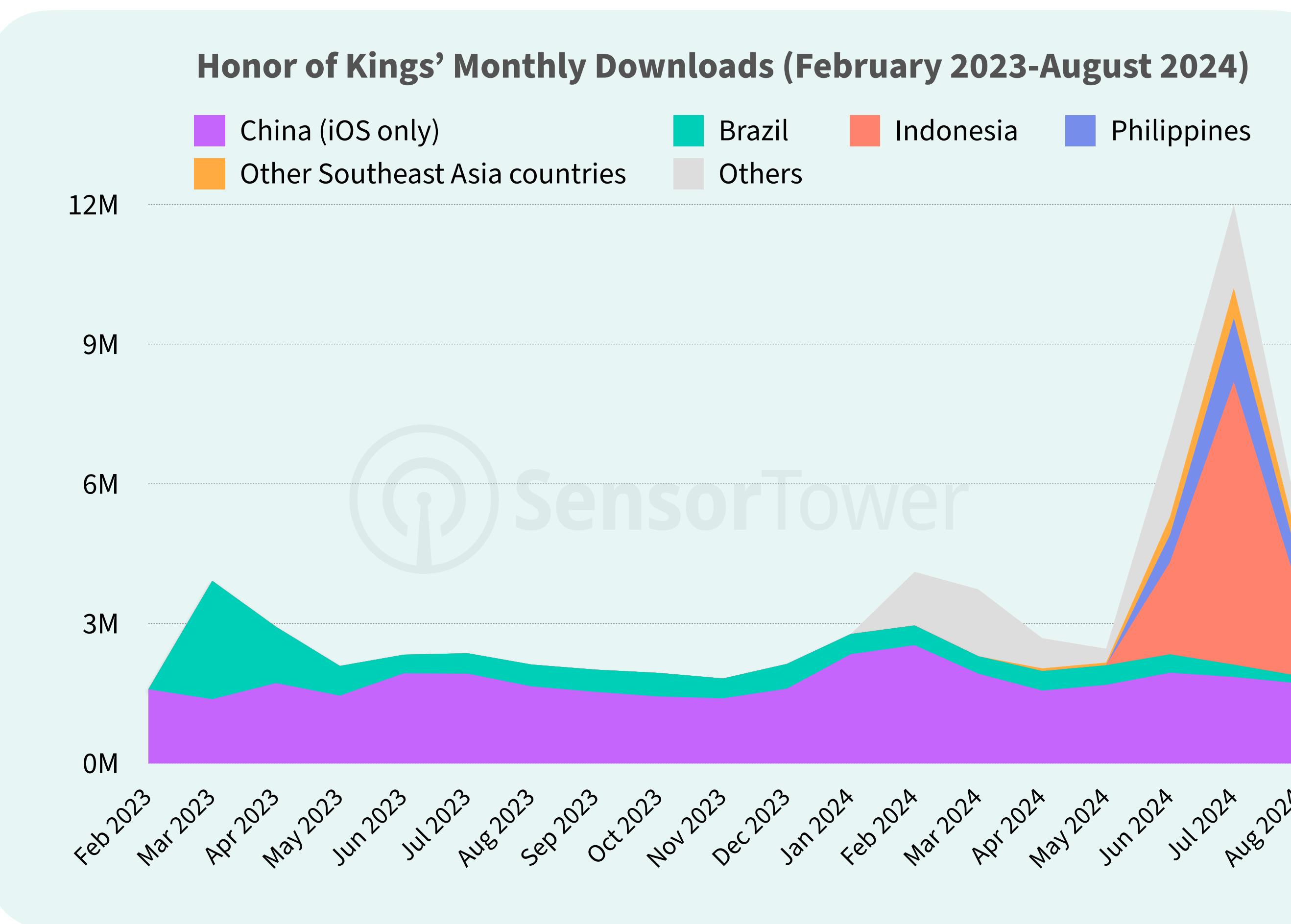


# In July 2024, Indonesia contributed to 51% of Honor of Kings' global downloads

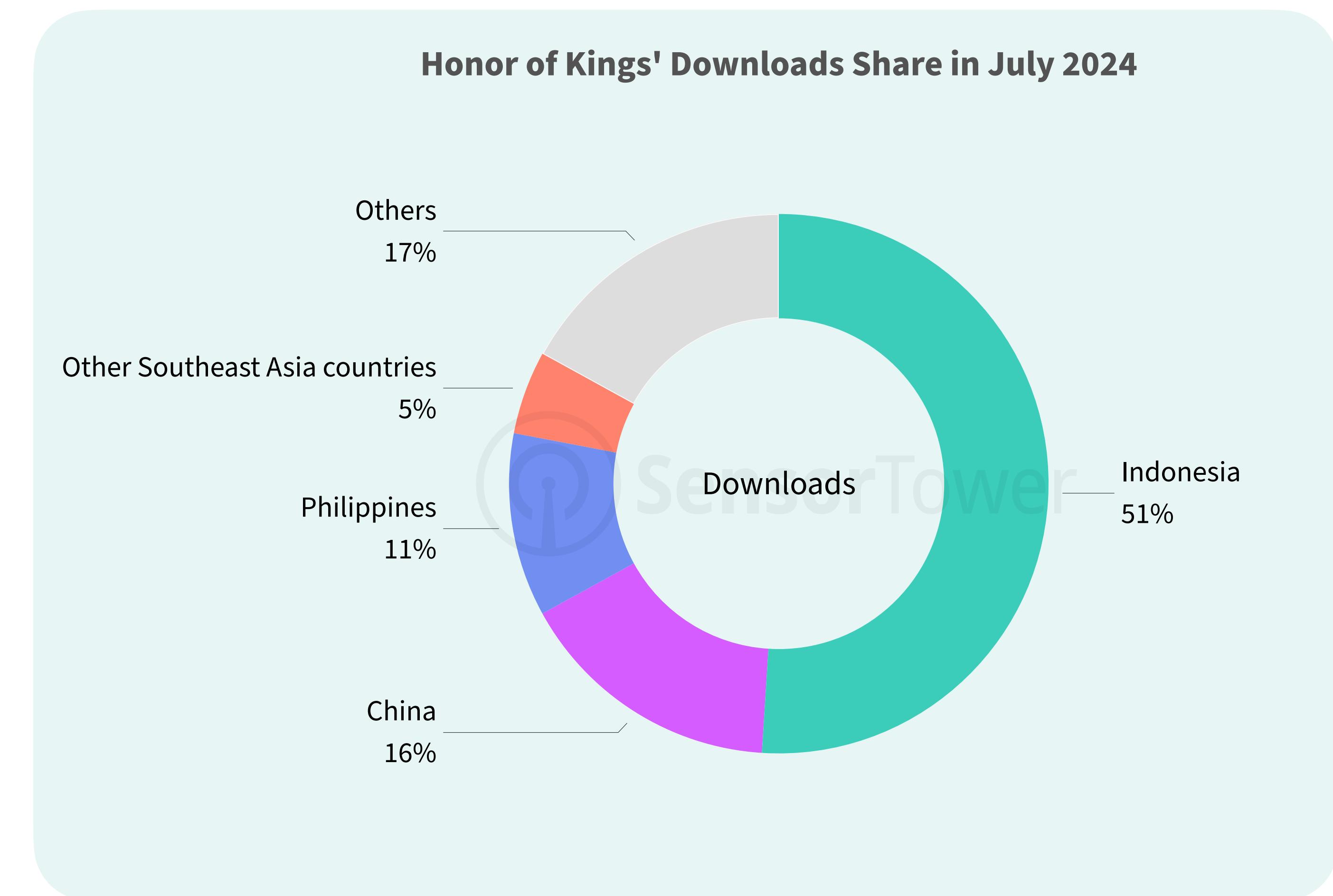
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In July 2024, Honor of Kings saw a spike in monthly downloads in Indonesia, with global total downloads rising to nearly five times that of May, reaching a new peak since its launch.

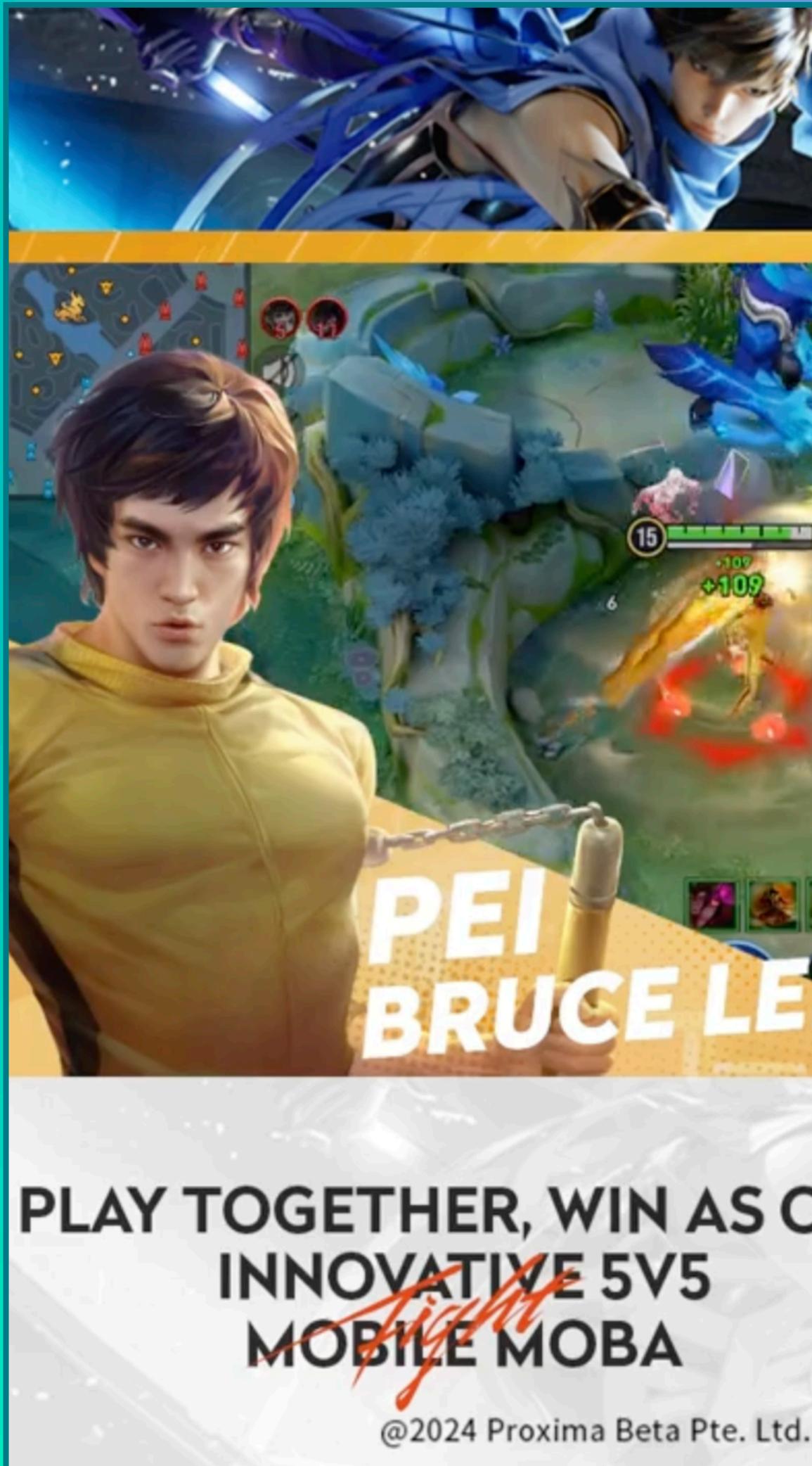


In July 2024, the Indonesian market accounted for 51% of Honor of Kings' global total downloads, 3.2 times that of the Chinese iOS market. The entire Southeast Asian market contributed 67% of its total downloads.



# Honor of Kings's creatives focus on localisation and highlighting game characters

Source: Sensor Tower Ad Intelligence



## Key Takeaways



**In the first half of 2024, mobile game downloads in the Southeast Asian market grew by 3.4% compared to the previous half-year to 4.2 billion.**

In the first half of 2024, the IAP revenue of mobile games in the Southeast Asian market decreased slightly by 3.0% compared to the previous half-year to \$1.16 billion, which is close to the level seen in the first half of 2020.



**Indonesia has the highest mobile game downloads in Southeast Asia.**

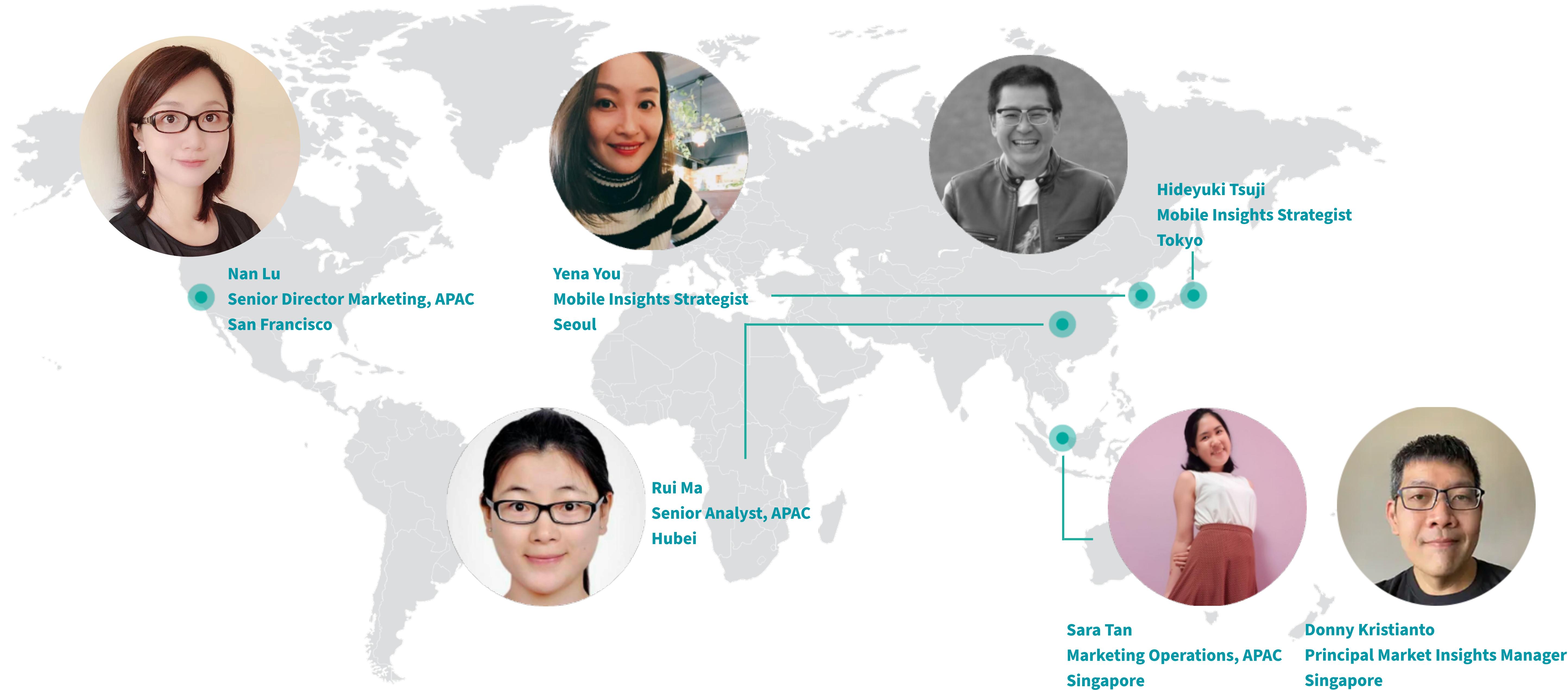
From January to August 2024, the mobile game downloads in Indonesia increased by 10% period-over-period to nearly 2.3 billion, accounting for over 41% of the total mobile game downloads in Southeast Asia. Thailand's mobile game revenue grew by 10% period-over-period to \$400 million.



**Garena Free Fire continues to dominate mobile game downloads and downloads growth in Southeast Asia.**

Moonton's MOBA mobile game, Mobile Legends: Bang Bang, experienced a 6% period-over-period increase in revenue in the Southeast Asian market, maintaining its status as the top-grossing mobile game. Meanwhile, Konami's sports mobile game, eFootball™ 2024, saw a nearly 90% surge in revenue period-over-period in the Southeast Asian market, solidifying its position on the revenue growth chart.

# Sensor Tower APAC Insights Team



# Sensor Tower About Us

Sensor Tower is a leading and reliable enterprise mobile market insight consulting service platform, aiming to provide enterprises, publishers and developers around the world with comprehensive data performance, user usage and advertising trends in the global mobile market.

## Global Data Coverage

—  
Our platform provides the most comprehensive data on **downloads** and **in-app revenue** in the mobile market, with the App Store's global data coverage reaching **99%**

## Accurate Data Index

—  
Multiple industry validation of product benchmarking milestone event data error of **<5%**

## Store Data Acquisition

—  
Data from the App Store and Google Play Store obtained via the **API** is updated on a daily basis

## Product Function Innovation

—  
Our platform continues to **update product** features to better serve partners and customers



# Sensor Tower **Solutions**



## Store Intelligence

Downloads & Revenue  
Publishers Breakdown  
Country Breakdown  
Industry Breakdown  
...



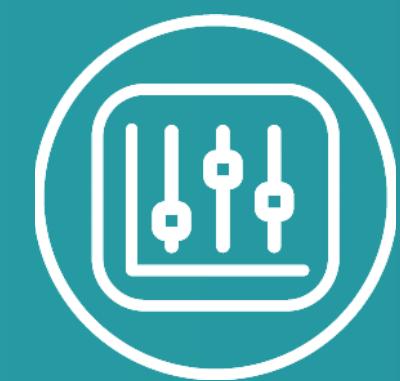
## App Intelligence

App Overview  
Store Recommendations  
Keywords Research  
Ad Searches  
...



## Ad Intelligence

Top Advertisers  
Creative Gallery  
Network Analysis  
...



## Usage Intelligence

DAU/MAU  
User Retention  
User Demographics  
App Overlap  
...



## App Teardown

Top SDKs  
SDK Detection  
...



## Consumer Intelligence

Engagement  
Cohort Overlap  
...



# SensorTower

## About Us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower's product suite includes: App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.

**Contact Info:**  
[sensortower.com](http://sensortower.com)  
[sales@sensortower.com](mailto:sales@sensortower.com)



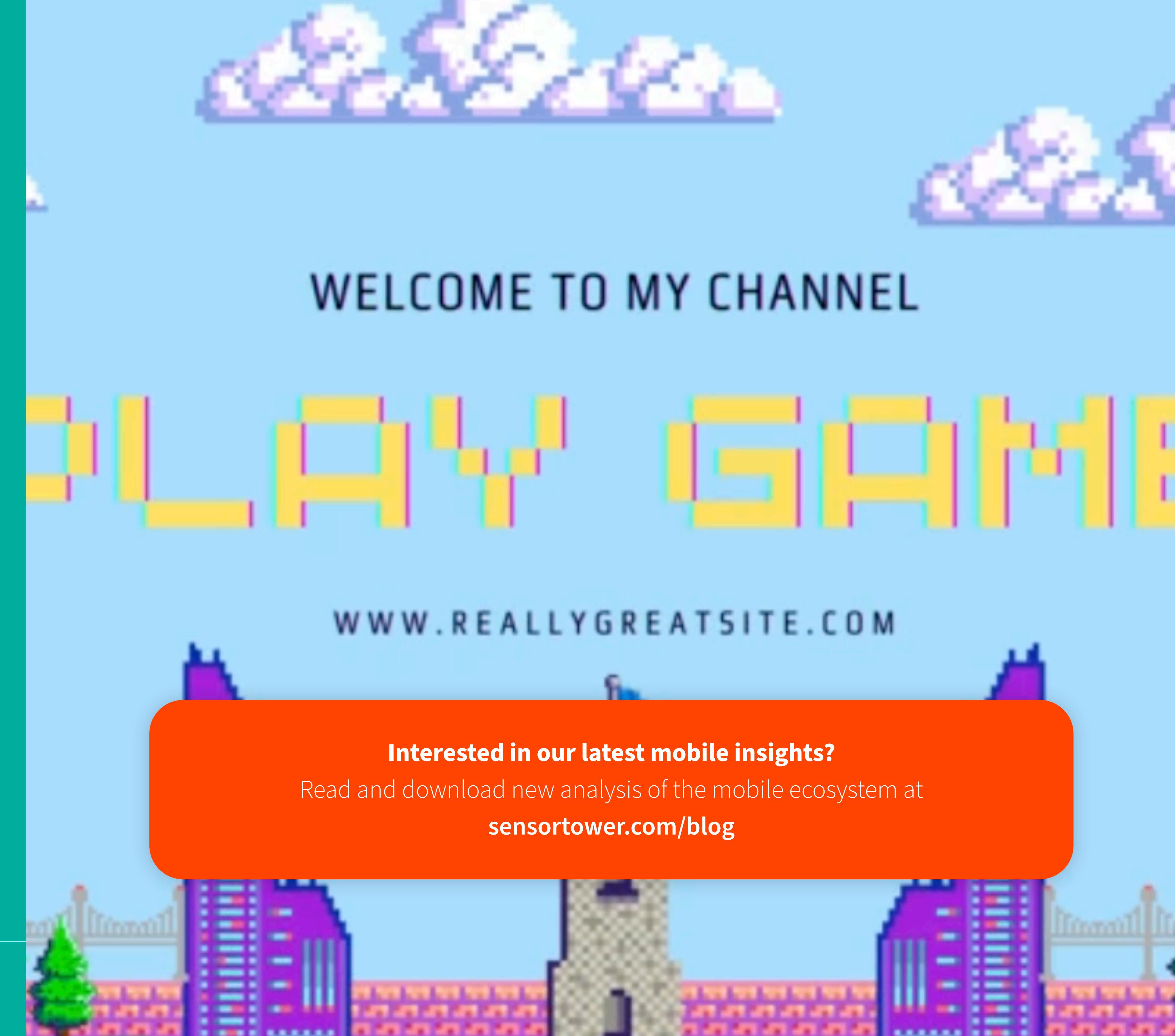
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