Mobile games on iOS:
winter results and forecasts for spring 2022

REPORT & INFOGRAPHICS

Apptica

Methodology

The purpose of this study was to **demonstrate changes and identify tendencies** in the niche of mobile **applications and games available for iOS devices worldwide.**

All data presented in this report **has been collected from Apptica platform.**

To calculate the percentage of upcoming iOS games and applications **we used data upload from Apptica's Pre-orders section.**

We have not used additional information from other analytical services or resources without mentioning them.

Contents

Introduction

Mobile application market could change every second – thanks to its flexible digital nature.

It is very responsive to all trends, so the main tendencies can be predicted simply by looking at the **statistics for the next couple of months.**

Analyzing applications that have not yet entered the market

...can demonstrate those slight changes that may not be revolutionary now, but **might change the rules of the game in the future.**

In this report,

we are going to analyze applications that are available for **pre-order in the App Store.**

We are also going to compare **forecasts for the winter of 2021-2022** with actual data on **recently released games**, as well as with the percentage of **various games** that are expected to **appear on the mobile market in the spring of 2022.**

Percentage of categories of expected apps:
winter 2021-2022

Others
2.7%

Photo & video
1.5%

Utilities
3.4%

Health & fitness
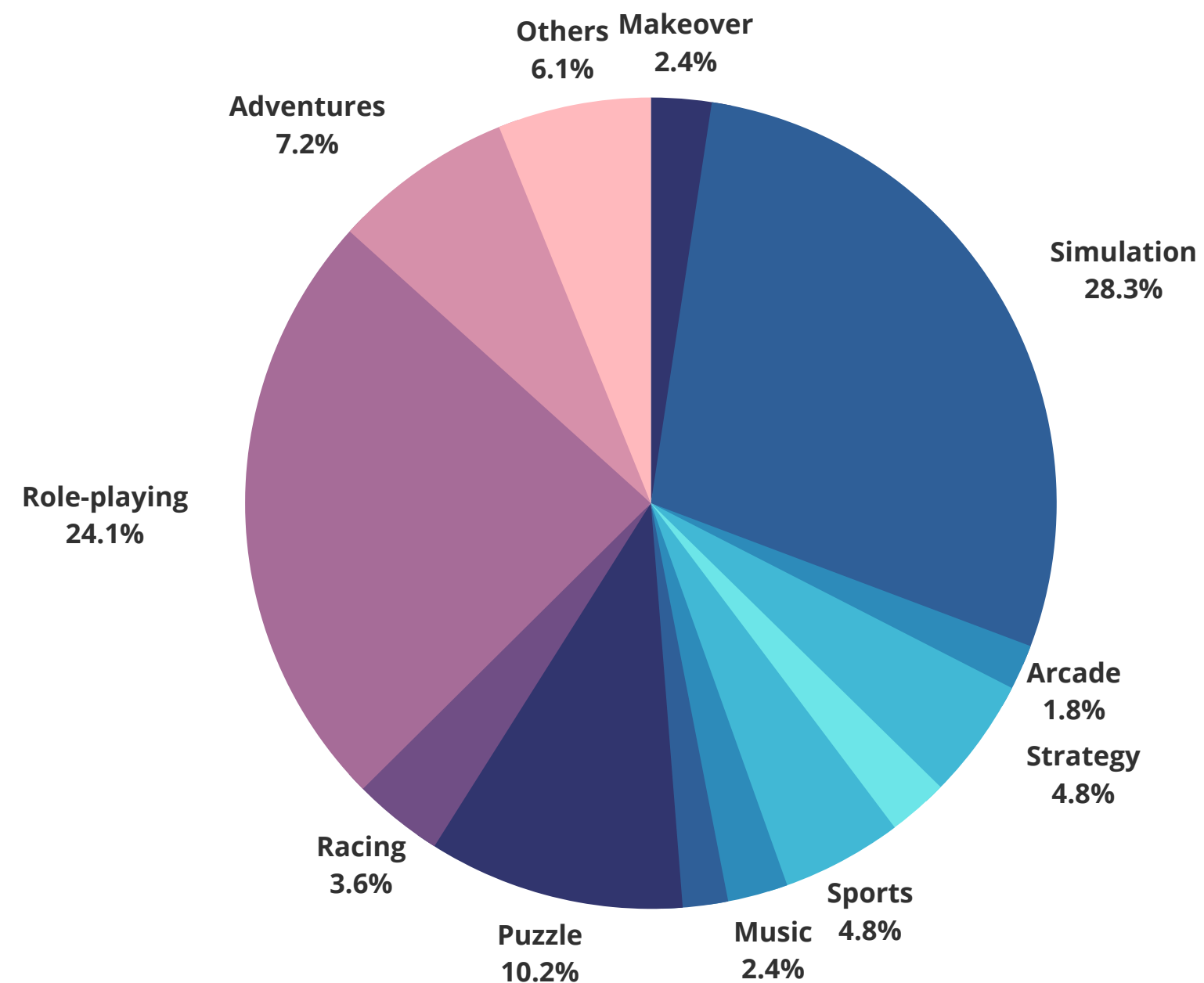**3.4%**

Lifestyle
2.5%
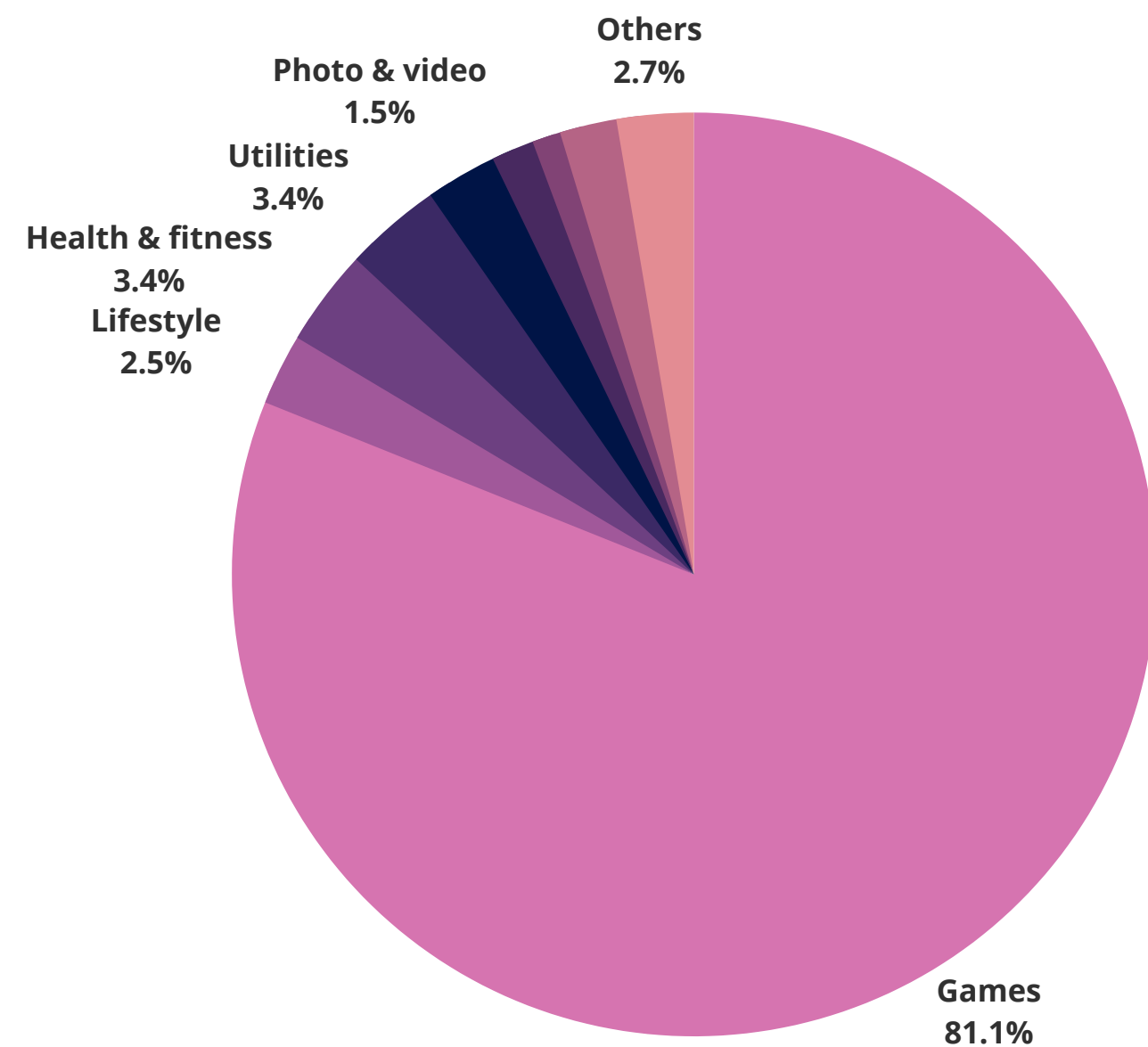
Games
81.1%

In the autumn of 2021, after analyzing data on applications available for pre-orders, we expected that **games would prevail among new mobile applications released during the winter.** About **81%** of all applications that were preparing to launch from December to February on iOS, were **games of various genres.**

The remaining **19%** consisted of **Health & Fitness apps and Utilities (about 3,4% both), Lifestyle and Social Networking apps (about 2,5% both), Entertainment (about 2%), Photo & Video apps (about 1,5%)** as well as **Food & Drink applications (only about 1%).** Other application categories like **Productivity, Music, Books, Finance and Education apps** were only presented in a single quantity.

*Data on appplications in pre-orders section, end of November 2021

Percentage of genres of upcoming games:
winter 2021-2022

Makeover
2.4%

Others
6.1%

Adventures
7.2%

Simulation
28.3%

Role-playing
24.1%

Arcade
1.8%

Strategy
4.8%

Sports
4.8%

Racing
3.6%

Music
2.4%

Puzzle
10.2%

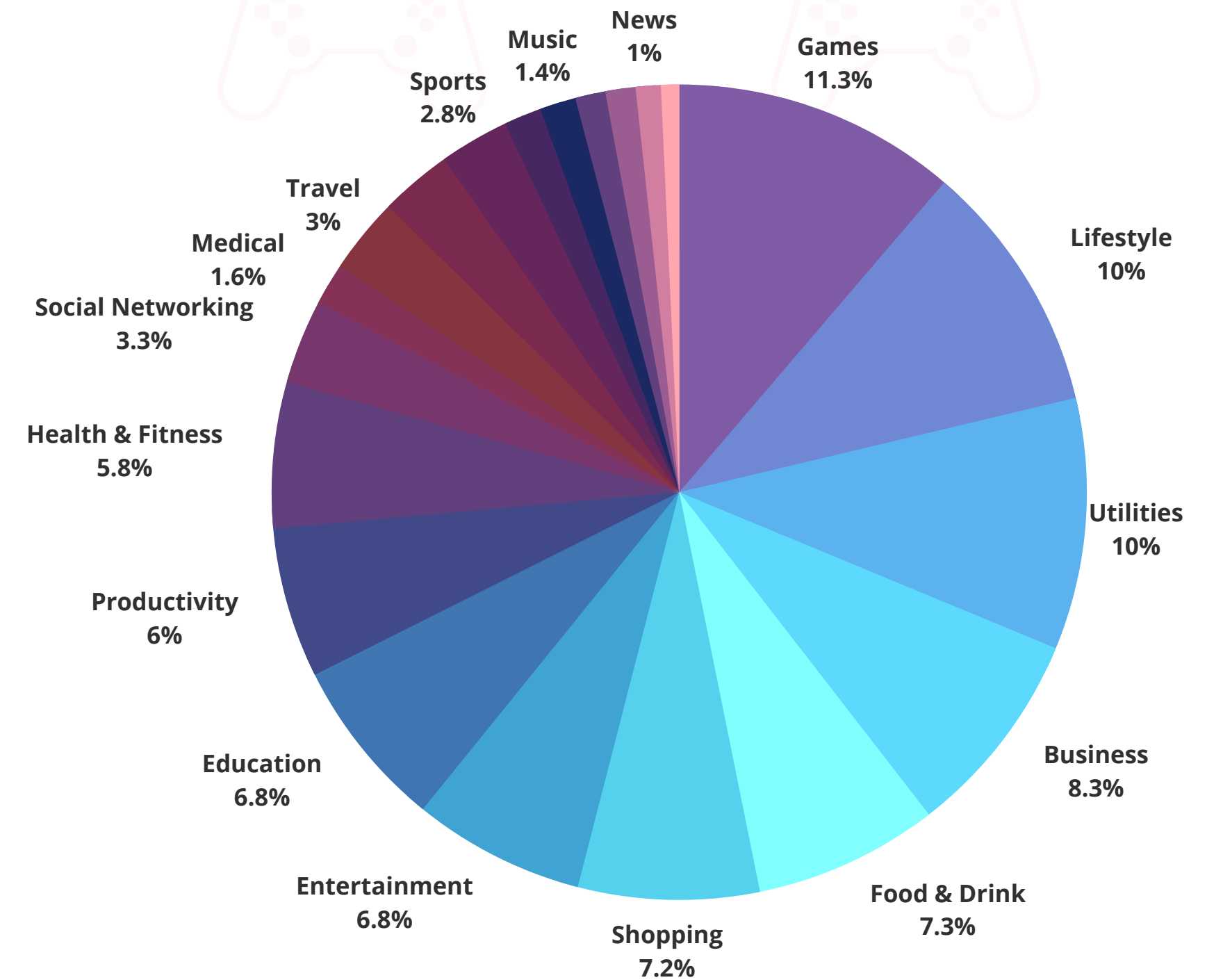*Data on appplications in pre-orders section, end of November 2021

What was expected

- Last fall, we expected **Simulation games** to be the leader among all mobile games released this winter (**28,3%**).

- Almost a quarter of games available for pre-order were **Role-playing games** (**24,1%**), so we predicted that this category would take the second place.

- Next came **Puzzle** (**10,2%**), **Adventures** (**7,2%**), **Strategy** and **Sports categories** (**4,8% each**): they close the list of game categories thst were expected to be the top-5 in terms of numbers.

Types of mobile apps that were released in winter 2021-2022

According to data collected at the end of the winter, the **top 10 genres by the number of new apps** among all that appeared on **iOS**, include:

1. Games (11,3%)
2. **Lifestyle** and **Utilities** (10% each)
3. **Business** (8,3%)
4. Food and Drink (7,3%)
5. Shopping (7,2%)
6. **Entertainment** and **Education** (6,8% each)
7. Productivity (6%)
8. Health & Fitness (5,8%)
9. Social Networking (3,3%)
10. And **Travel** category(3%)

Pie chart labels:
- Games 11.3%
- Lifestyle 10%
- Utilities 10%
- Business 8.3%
- Food & Drink 7.3%
- Shopping 7.2%
- Entertainment 6.8%
- Education 6.8%
- Productivity 6%
- Health & Fitness 5.8%
- Social Networking 3.3%
- Medical 1.6%
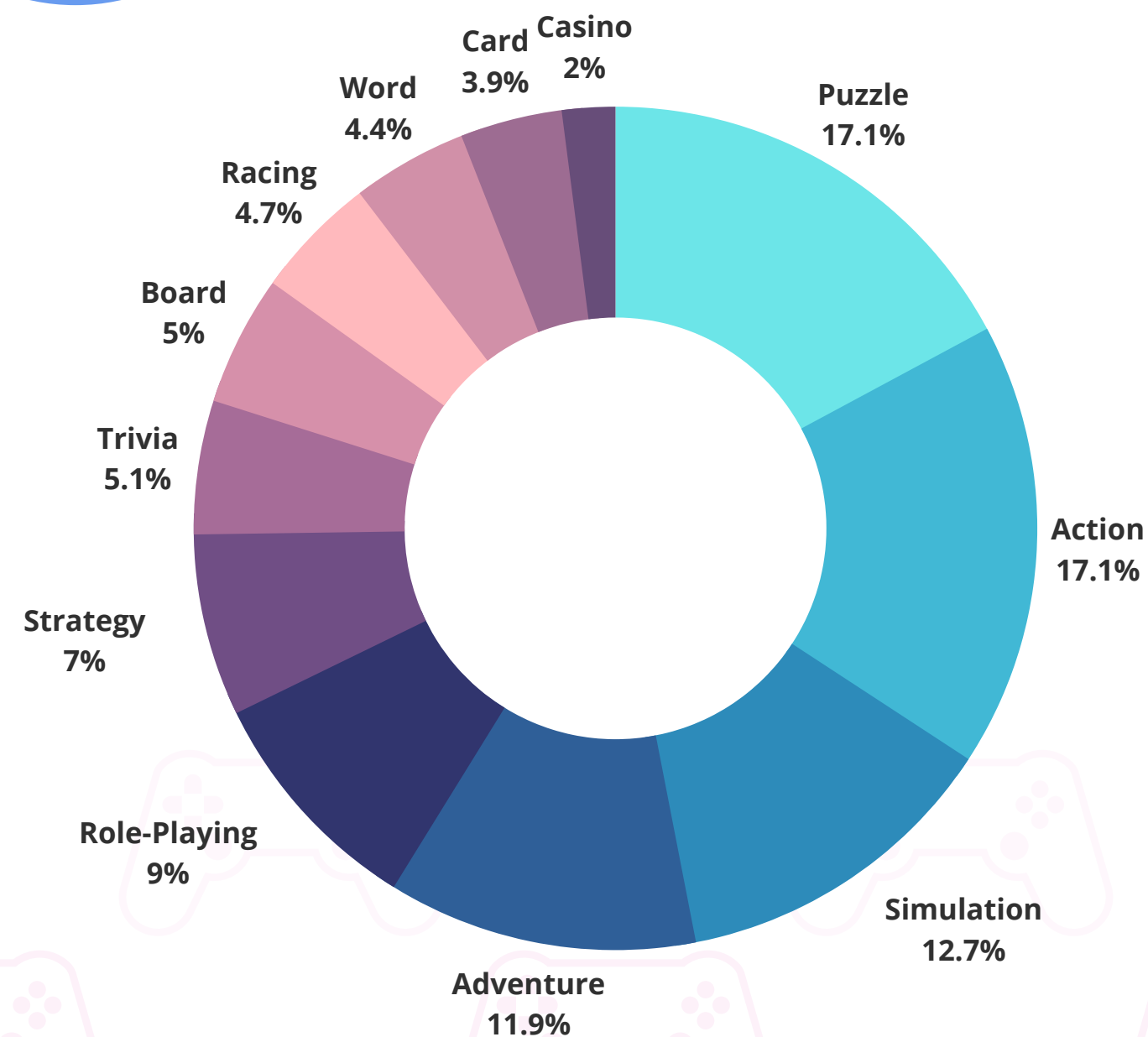- Travel 3%
- Sports 2.8%
- Music 1.4%
- News 1%

Genres of games that were released in winter 2021-2022

As expected, **the Games category** became the first in number among all new applications this winter: a total of more than **12,4 thousand games** were released. However, the predictions about the percentage of upcoming games' genres have been slightly changed:

First of all, we can see that the expected leader among game genres – **Simulation games** – turned out to be the second in terms of the number of games released. Instead of **28,3%** it had **12,7%** by the end of the winter.

Other categories that ended up with fewer new apps were **Role-playing** (**9%** of all genres instead of expected **24,1%**) and **Sports category** (from **4,8%** to **less than 1%**)
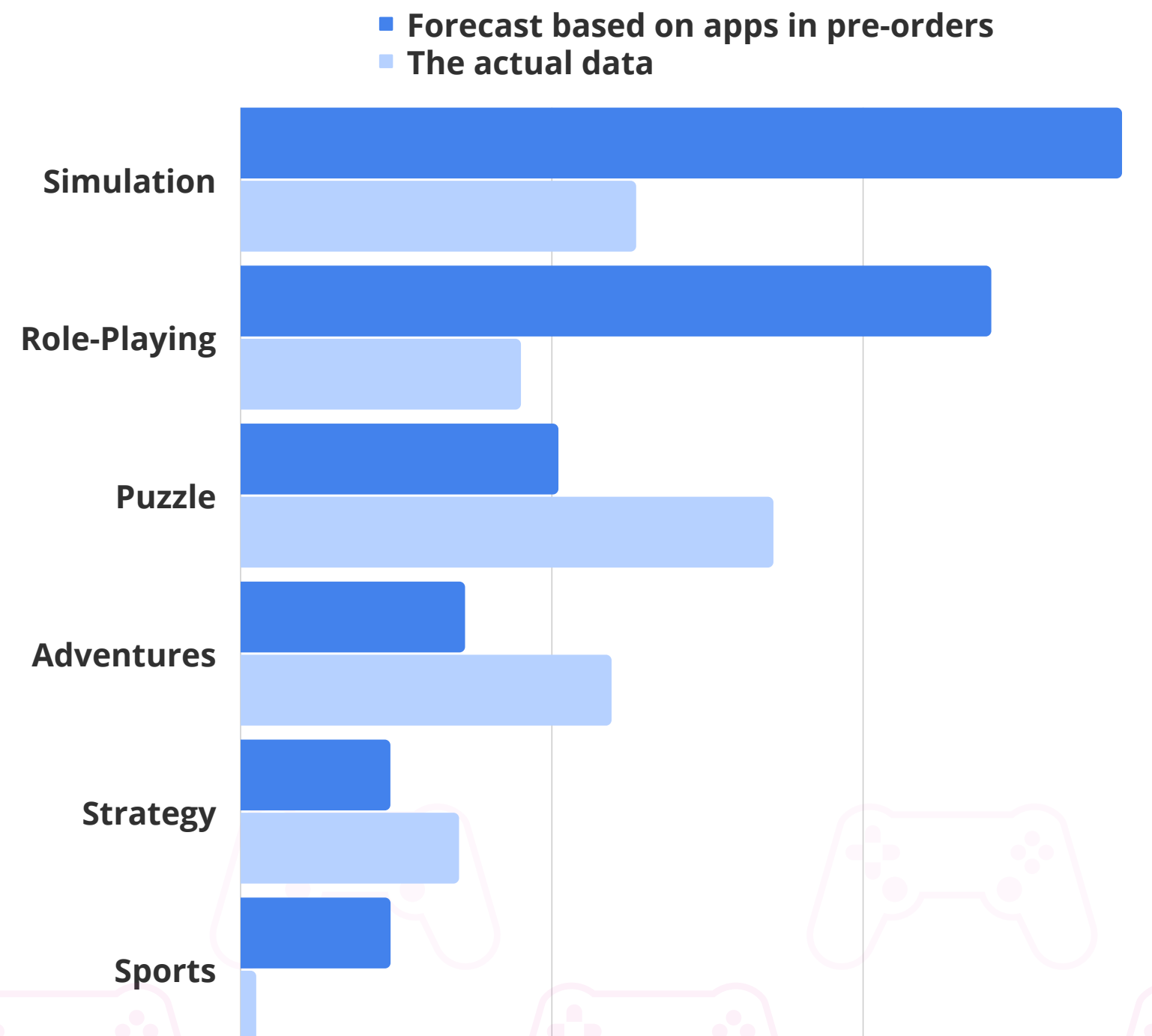
17.1%
Puzzle games

Casino 2%
Card 3.9%
Word 4.4%
Puzzle 17.1%
Racing 4.7%
Board 5%
Trivia 5.1%
Strategy 7%
Action 17.1%
Role-Playing 9%
Simulation 12.7%
Adventure 11.9%

Genres of games that were released in winter 2021-2022: the comparison

The Puzzle category became the most popular among mobile game developers. We expected puzzle games to take up only 10,2%, but at the end of the winter we recorded that this category got 17,1%. In total, 2,218 puzzle mobile games were released during this winter.

Adventure and Strategy games also turned out to have more apps than expected. Instead of 7,2% adventure games got 11,9%, and strategy games had 7% by the end of the winter, which is 2,2 percent more than the indicator based on pre-orders (4,8%).
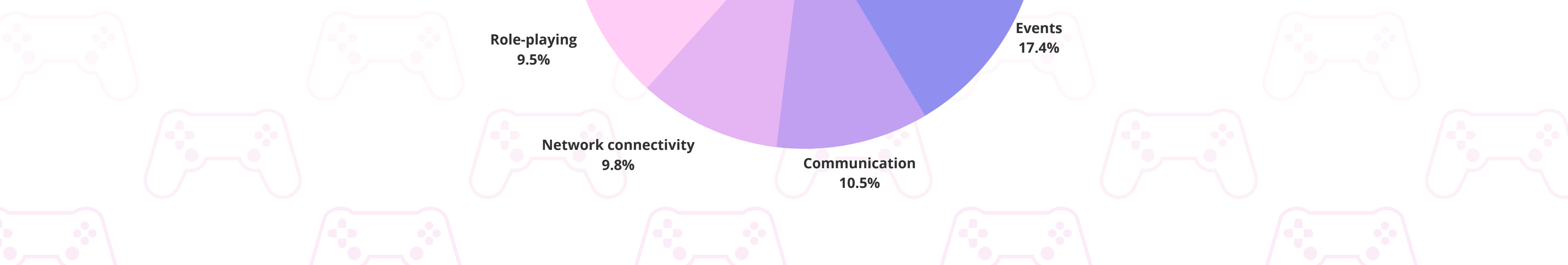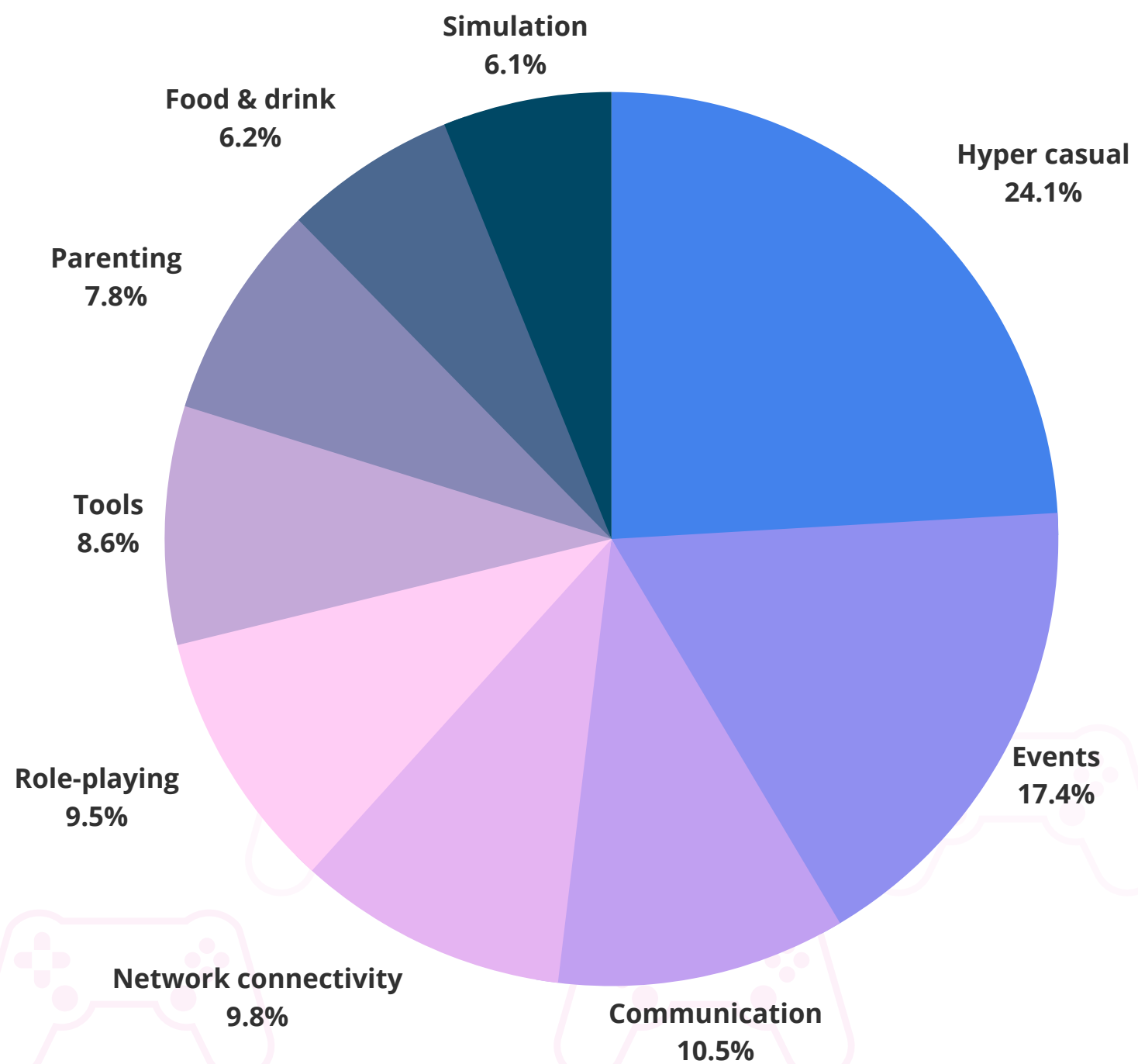
In total, 2,218 puzzle games were released during this winter

Forecast based on apps in pre-orders
The actual data

- Simulation
- Role-Playing
- Puzzle
- Adventures
- Strategy
- Sports

Most frequently used tags
of winter 2021-2022

24.1%
#Hyper casual

Simulation
6.1%

Food & drink
6.2%

Parenting
7.8%

Tools
8.6%

Role-playing
9.5%

Network connectivity
9.8%

Communication
10.5%

Hyper casual
24.1%

Events
17.4%

# Percentage of categories of expected apps: **spring 2022**

The preliminary statistics of expected iOS apps this spring are very similar to the winter one. The absolute majority of applications are **games**, and apps from the **Utilities** category are in second place in terms of number.

However, we have noticed **some changes** that may indicate some emerging tendencies:

Compared to the number expected before the winter season, the quantity of new **games** being prepared for release **decreased by 1%**;

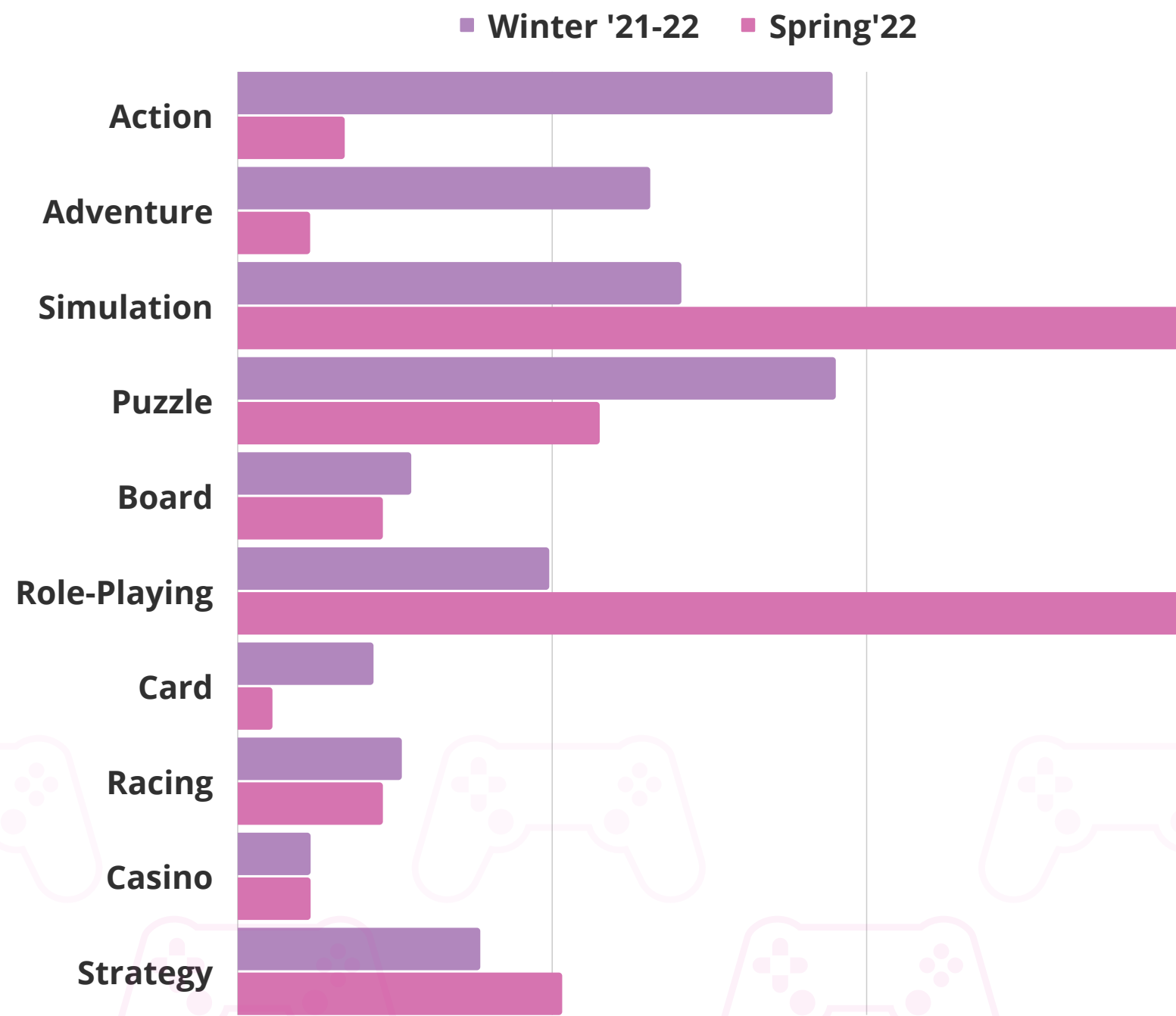In the list of upcoming applications has been replenished with apps from **Productivity, Dating and Medical categories**;

Unlike winter, we don't see any **Food & Drink applications** among apps that are going to be released during this spring.

Productivity
2.5%

Social networking
4.2%

Utilities
4.2%

Lifestyle
2.5%

Games
82.4%
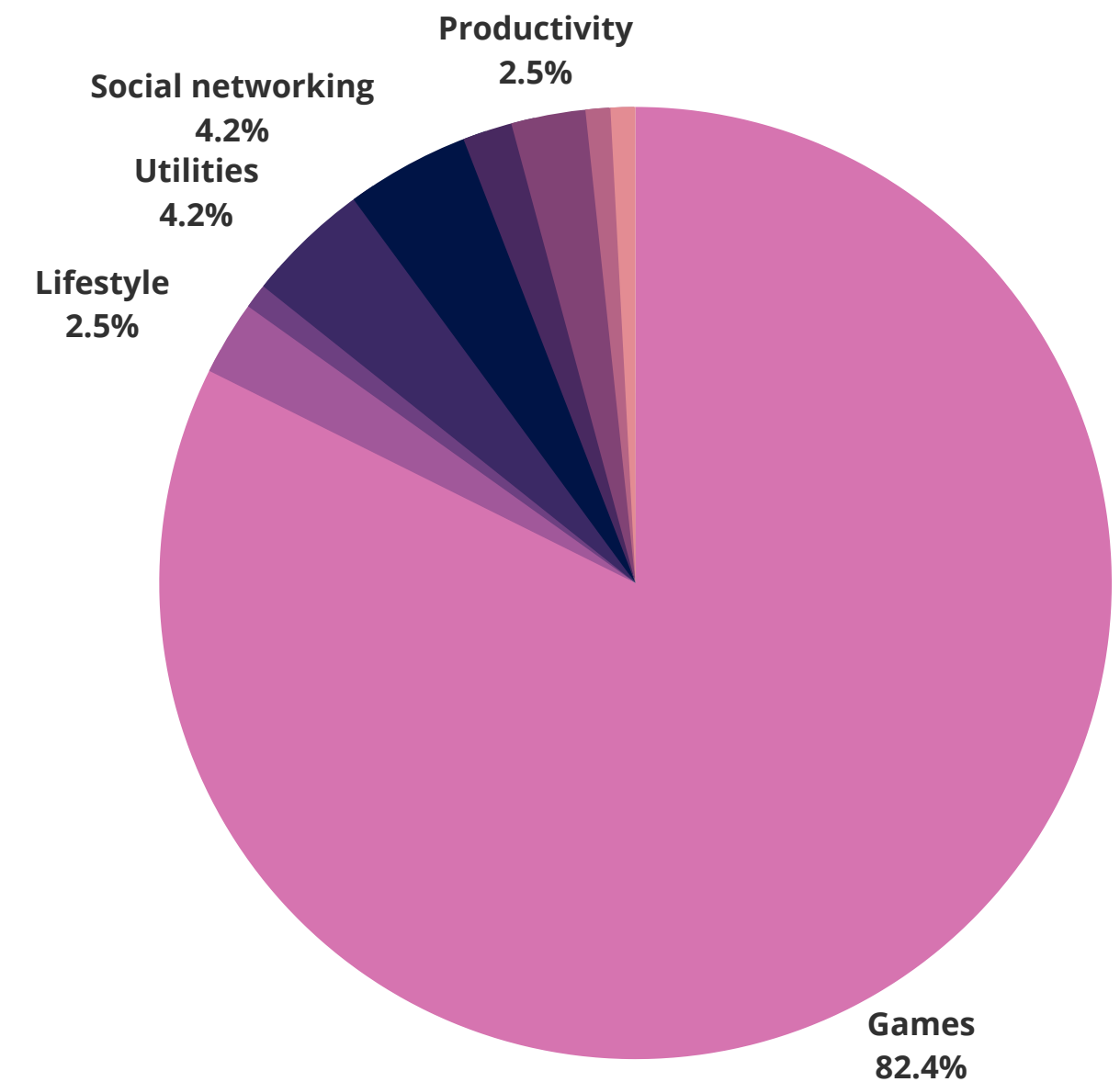
*Data on appplications in pre-orders section, February 2022

Winter indicators vs predictions for spring: the comparison

■ Winter '21-22   ■ Spring'22

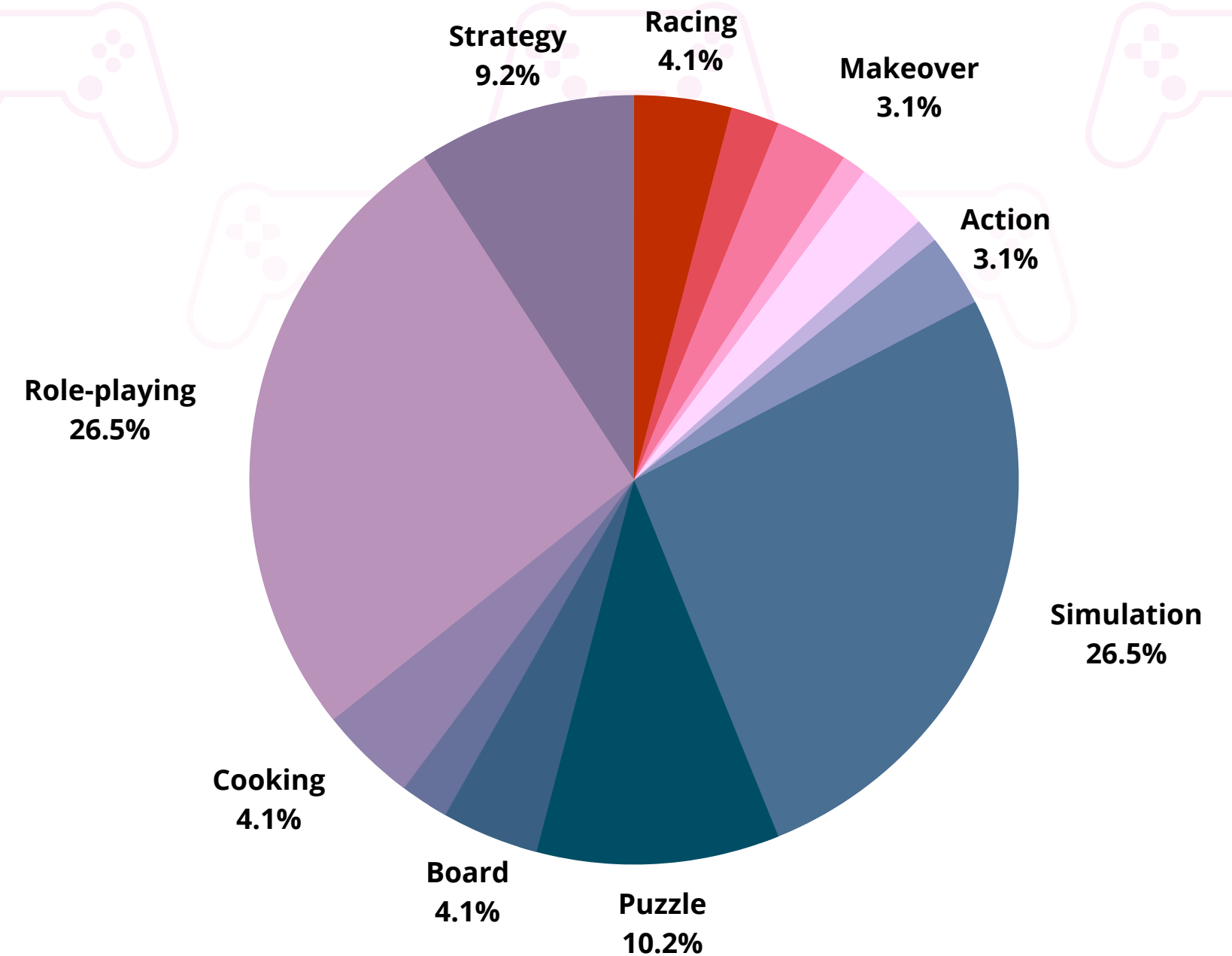| Genre	
Action	
Adventure	
Simulation	
Puzzle	
Board	
Role-Playing	
Card	
Racing	
Casino	
Strategy	

According to pre-orders analysis, the game genres that are most likely going to become the leaders of this spring will be Simulation, Role-playing and Puzzle games.

However, it is too early to talk about exact numbers of upcoming games.

Percentage of genres of upcoming games: spring 2022

- Last fall the Pre-orders section demonstrated that the majority of mobile games that were expected to release in winter, **about 28.3%**, were **Simulation games**. Although this category is still a leader, there may be changes in the percentage of different game genres.

- At the end of February, we saw that upcoming **Role-playing games** are sharing the first place with games from the **Simulation category**: the percentage of games in both of these categories that are now available for pre-order is **26,5 %**.

- The second place in the number of expected games takes the **Puzzle category** – about 10.2%. **Strategy games** close the top three chart: among all mobile titles in the Pre-orders section, games from this category account for **9.2%**.

Pie chart: Strategy 9.2%, Racing 4.1%, Makeover 3.1%, Action 3.1%, Simulation 26.5%, Puzzle 10.2%, Board 4.1%, Cooking 4.1%, Role-playing 26.5%

*Data on appplications in pre-orders section, February 2022

Also **the set of categories** in the pre-orders section **has slightly changed.** We can see that subcategories such as **Music, Sports and Arcade games** are not presented in a list of applications that are preparing to launch in the following three months. This might indicate that games from these subcategories will enter the mobile market **in much smaller quantities than in winter.**

Key takeaways

○ As we can tell now, at the beginning of spring, Utilities prevail among all applications that are going to be released in the following three months. This winter apps from Lifestyle category took the first place by a small margin: about 11 thousand applications were launched (in comparison, this winter mobile market has been replenished with about 10,9 thousand apps in Utilities category)

○ the Games category became the first in number among all new iOS applications this winter: a total of more than 12,4 thousand games were released. The Puzzle category became the most popular among mobile game developers: about 2,2 thousand titles were launched;

○ Puzzle, Role-playing and Simulation games have ruled the mobile market this winter and will continue to steadily fill the stores this spring;

![Apptica logo]

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2022