# China Game Industry Report 2025

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GAMEDEV REPORTS

# Executive Summary

**2025 Review:**
China's game industry remained strong in youth protection, consumption growth, tech innovation, cultural promotion, and cross-sector integration, contributing positively to emerging economic development and public innovation.

**2026 Outlook:**
Mini-program games will keep growing fast; multi-platform releases will continue with rising PC and console shares; and heavy and casual games will advance in parallel with clear polarization.

# Introduction

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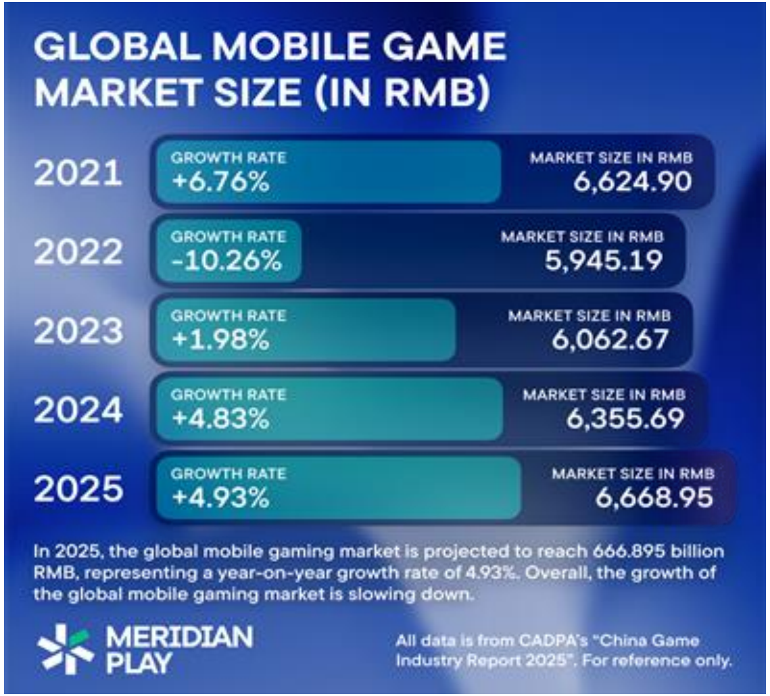
On December 19, the 2025 China Game Industry Conference was held in Shanghai, where the 2025 China Game Industry Report was officially released.

The report outlines the key performance data and development trends of China's game industry in 2025, providing an authoritative assessment of market scale, structural changes, and growth drivers.

It also offers forward-looking analysis on the industry's future trajectory based on observed data and policy context.

# Global Market Size and Mobile Gaming Market Size

In 2025, the actual sales revenue of independently developed Chinese games in overseas markets reached USD 20.455 billion (approximately RMB 146.4 billion), representing a year-on-year growth of 10.23%. Over the past two years, the growth rate of Chinese games' overseas revenue has consistently remained in double digits. Strategy games (including SLG) continue to be the core revenue source for Chinese mobile games' overseas expansion.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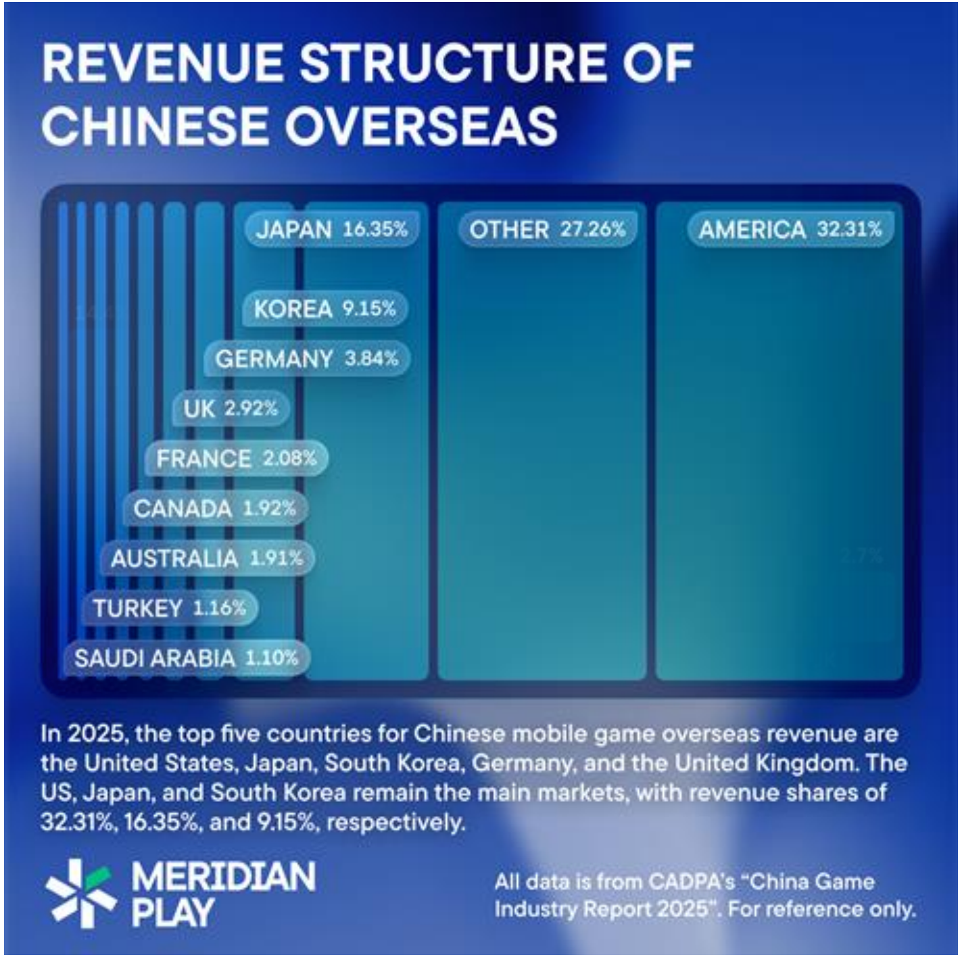
**Among the top 100 self-developed mobile games in terms of overseas market revenue, Strategy (including SLG) accounted for 49.96%, a significant year-on-year increase, and continues to rank first; Shooter and Role-Playing games followed, accounting for 9.69% and 9.39% respectively.**




# Revenue Composition of Chinese Games Overseas

**In 2025, the top five overseas markets for Chinese mobile games are the**

**United States,**
**Japan,**
**South Korea,**
**Germany,**
**and the United Kingdom.**

**The US leads with 32.31% of revenue, followed by Japan (16.35%) and South Korea (9.15%). While this concentration supports stability, it also increases sensitivity to individual market fluctuations.**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# Chinese Mobile Games Going Overseas

**In 2025, among the top five countries for Chinese mobile games' overseas, revenue growth slowed in Japan and South Korea,**

**Indicating stable but limited growth, while the United States, Germany, and the United Kingdom showed strong rebounds, highlighting continued expansion potential.**


# Chinese Mobile Games Going Overseas

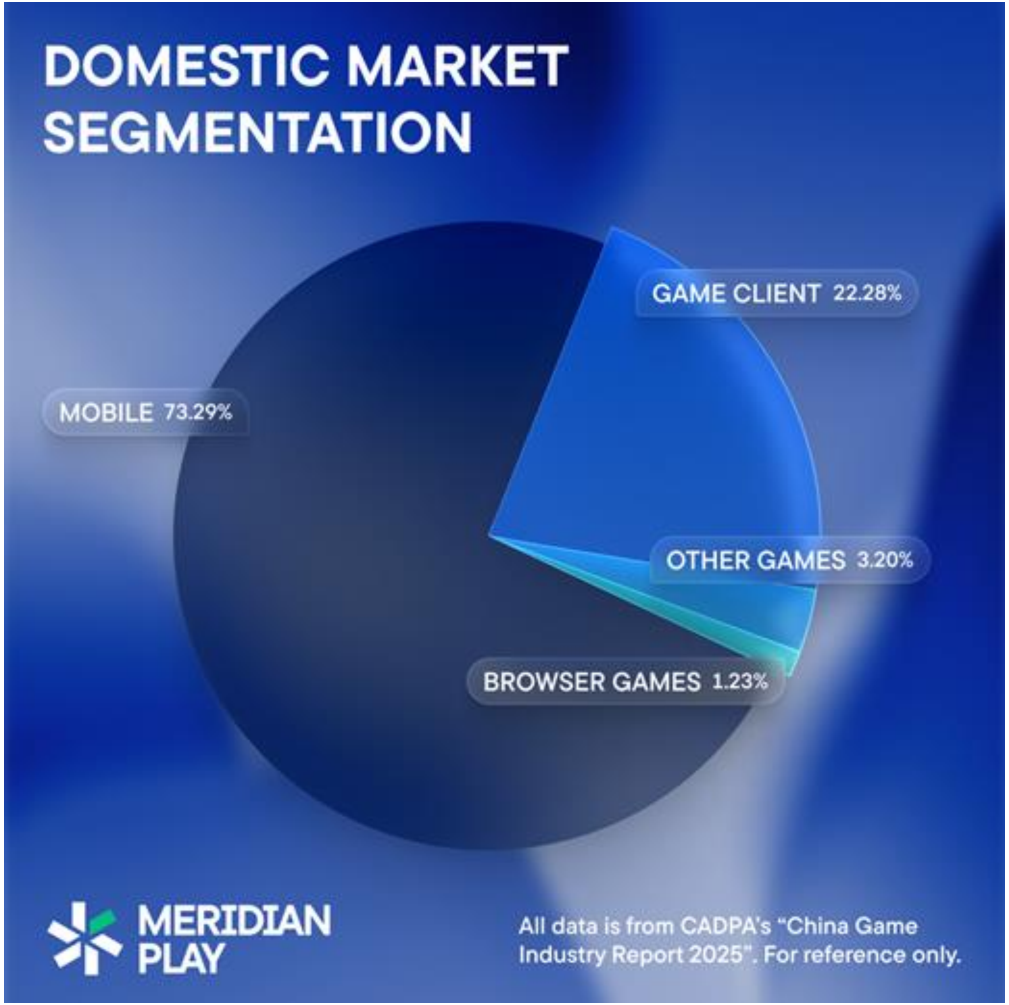
In 2025, the actual sales revenue of Chinese self-developed games in overseas markets reached US$20.455 billion, representing a year-on-year increase of 10.23%.
This marks the sixth consecutive year that the market scale has exceeded 100 billion RMB.
Specifically, the actual sales revenue of self-developed mobile games in overseas markets amounted to US$18.478 billion, up 13.16% year-on-year.

# Domestic market breakdown

In China's segmented market, mobile games maintained their dominant position, with actual sales revenue rising year-on-year to account for 73.29%;

Client-based games saw a significant increase in actual sales revenue, accounting for 22.28%;

Web games continued to decline, representing 1.23% of actual sales revenue.



## Mobile Game Revenue by Category

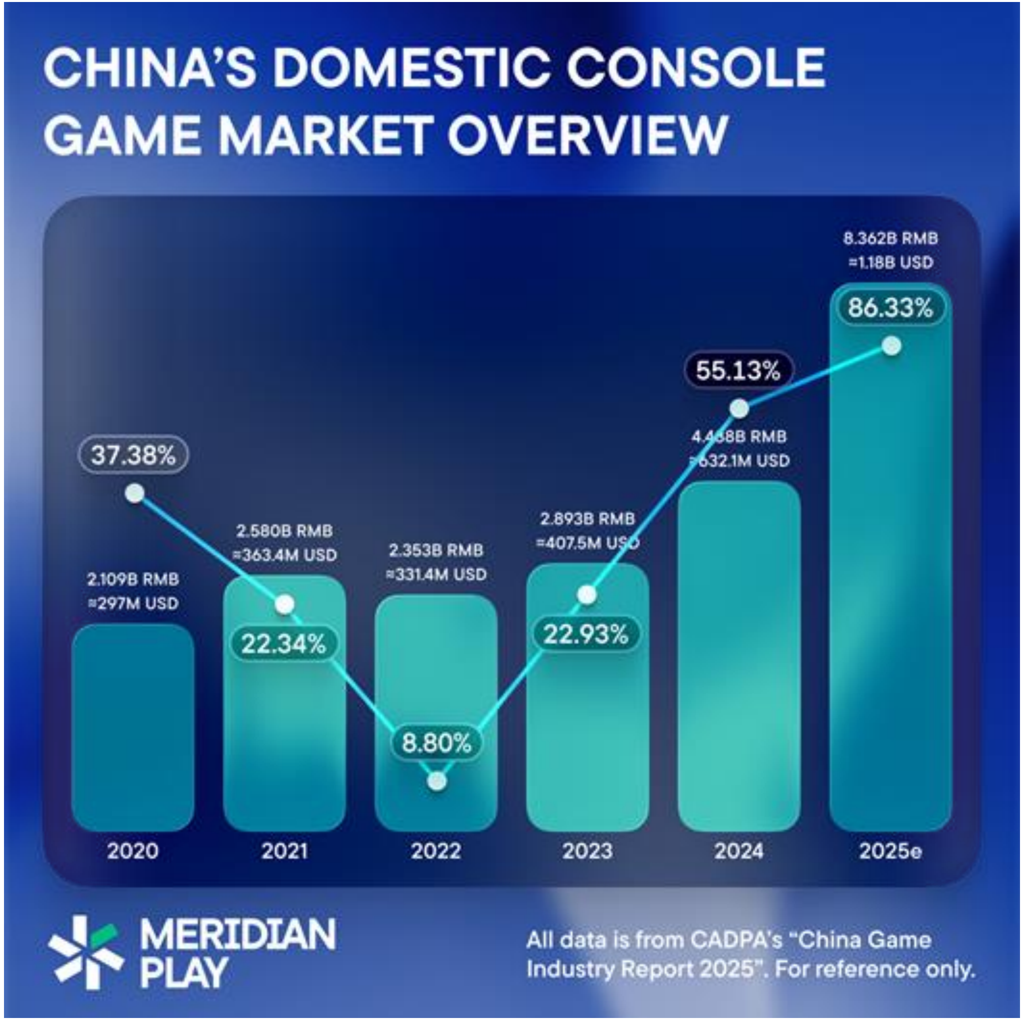
In 2025, among the top 100 highest-grossing mobile games in the domestic market, MOBA (Multiplayer Online Battle Arena) ranked first with a 19.45% revenue share. Shooting games followed in second place at 18.29%, while RPG (Role-Playing Games) ranked third with a 15.10% share. Together, these three categories accounted for a combined 52.84% of total revenue.

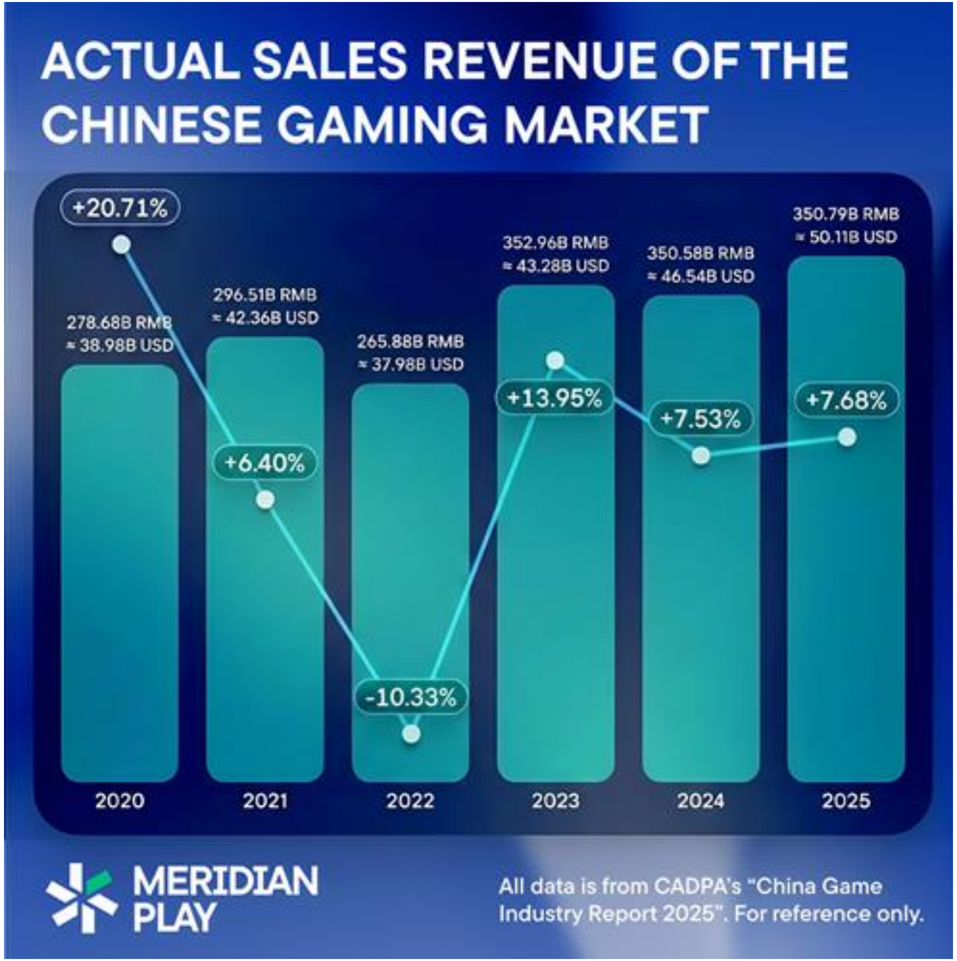

## Mobile Game Quantity by Category

In 2025, among the top 100 highest-grossing mobile games in the domestic market, RPG (Role-Playing Games) ranked first in quantity with a 20% share, representing a decline compared to the previous two years. Strategy (including SLG) followed in second place at 11%, moving up one spot from last year. Card Battle games accounted for 8%, dropping one place from the previous year. Meanwhile, the share of Shooting games reached 7%, showing an improvement over last year.

**In 2025, the actual sales revenue of China's domestic console game market reached 8.362 billion RMB, representing a year-on-year growth of 86.33%.**

*Note: The market size of China's console game market includes revenue from both game software and gaming hardware (consoles).*






**In 2025, the actual sales revenue of the domestic game market reached RMB 350.789 billion, representing a year-on-year increase of 7.68%.**

# Contacts

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## Thank you!

**Let's connect to build a great story together!**


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