

GameAnalytics

Deconstructing the Superstars

Tower Defense Games

2020 Industry Snapshot



About our data

Insights from Benchmarks+

Using aggregated data from our network of games, we're dissecting the industry at a sub-genre level. All to bring you more actionable and granular insights to better your game development.

In this report, we quickly break down the top KPIs that Tower Defense developers should be aiming for, and reveal a few of the rising superstars that entered the market in 2020.

Casual Category -> Arcade Genre

Tower Defense

Platformer

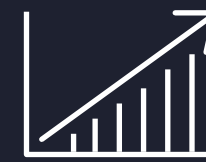
Idler

Shoot'em Up

Other Arcade

Board Games

Network stats for Benchmarks+


134k+

All-time integrated games


900m+

Unique monthly players


1.8b+

Cross-title monthly players


19b+

Average monthly sessions

Network stats for Game Explorer


220k+

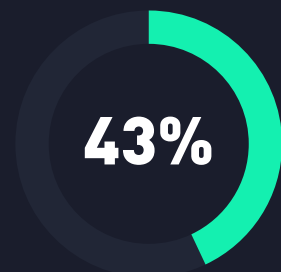
Top ranked games featured


100k+

Games tagged with sub-genres

Health metrics

Day 1 Retention



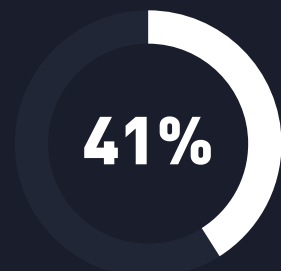
Tower Defense



Platformer

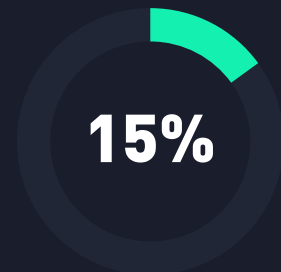


Idler

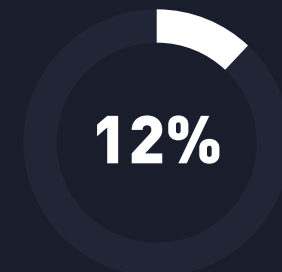


Board Games

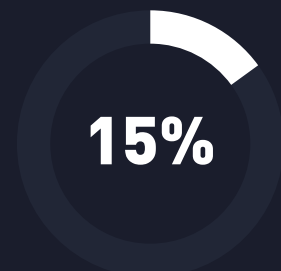
Day 7 Retention



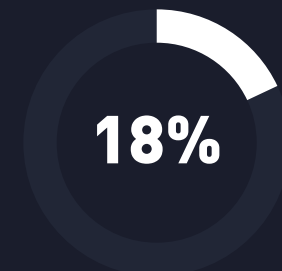
Tower Defense



Platformer



Idler



Board Games

Playtime



Tower Defense



Platformer



Idler



Board Games

Day 1 retention looks at how many players return after 1 day of playing a game.

Day 7 retention looks at how many players return after 7 days of playing a game.

Playtime is the total time a user spends playing a game (combining all sessions) per day.

Monetization metrics

ARPPU



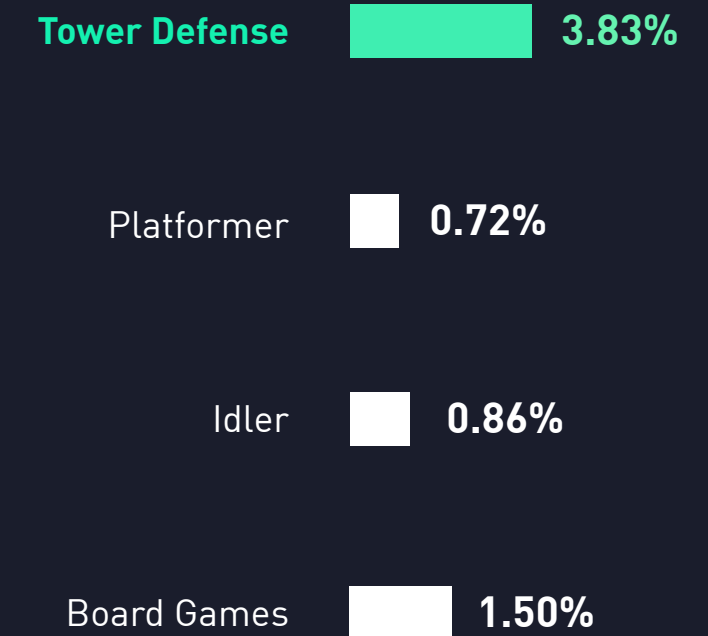
ARPPU looks at the average revenue per paying user.

ARPPDAU



ARPPDAU looks at the average revenue per daily active user.


Conversion rate



Conversion data is the percentage of users who made a purchase that day.

Winning countries






Best D7 Retention

| | |
|---|-----|
|  Italy | 39% |
|  Germany | 34% |
|  Japan | 32% |
|  Indonesia | 32% |
|  France | 29% |

Best Playtime

| | |
|---|----------|
|  France | 210 mins |
|  Japan | 200 mins |
|  Germany | 190 mins |
|  United States | 150 mins |
|  China | 120 mins |

Best Conversion Rate

| | |
|---|------|
|  China | 8.7% |
|  United States | 4.6% |
|  Brazil | 3.9% |
|  Russia | 3.2% |
|  Australia | 2.9% |

Superstar TD games launched in 2020

New games to watch out for



Kingdom Wars Defense!

Ninetap

Release date: 16/01/2020

6401 reviews

★★★★★ 4.72 rating

App Store description

The ultimate Tower Defense game on the planet. Find the best strategy to attack the Orc's tower. Either defeat them or be defeated. This is a real-



Towerlands - tower defense TD

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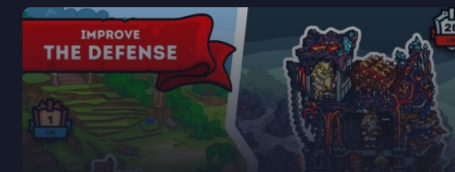
Release date: 16/03/2020

5418 reviews

★★★★★ 4.54 rating

App Store description

Towerlands is an addictive game that mixes the genre of the tower defense (TD) with strategy elements and role-playing (RPG). You will feel like a castle



Rush Royale - Tower Defense TD

MY COM

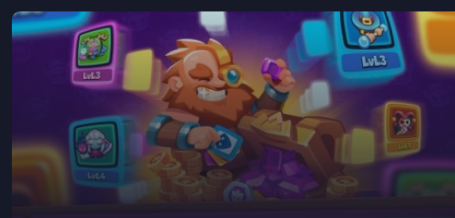
Release date: 28/10/2020

6222 reviews

★★★★★ 4.63 rating

App Store description

Time for a Tower Defense like no other! In Rush Royale towers are replaced by mighty warriors and wizards! Base defense games got serious... but are still are a lot of fun! Your heroes are the castle defense



Merge Plants - Monster Defense

ABIGAMES PTE. LTD

Release date: 18/09/2020

755 reviews

★★★★★ 4.71 rating

App Store description

Are you a big fan of Zombie Defense and Merge Plants Idle game? If yes, please get ready to grow the badass plants as a swam of Zombies is about to destroy this lovely garden. Warning! Monster are addicted to brains



[Game Explorer](#)

Discover more hit Tower Defense Games

Search across 220k games and find best-in-class titles, with loads of game-specific filtering options.

[Get started](#)

Tower Defense Games

What's behind their success?

1

They're easy to learn and incredibly satisfying

Kill the enemies before they get to a certain point. That's the core concept - which is quick and easy to learn, all while being incredibly satisfying. This genre requires a lot of management skills and quick-fire decisions, so players leave with a sense of accomplishment after every level.

2

They have great re-playability - without loads of work

There's loads of potential for perfecting your core loop and endgame content. Add a new character, enemy or obstacle, and the entire meta of the game changes. It saves you time designing entirely new maps or content every month, which you can then use on the much bigger updates and patches.

3

It's easy to layer in meta-features

Daily challenges. Competitions. Difficulty settings. Daily achievements. Co-op options - or even PVP options. Take your pick. Layering in these meta-features gives your player all the more reasons to keep playing, which can increase your retention, stickiness, playtime, and more.

Unlock more insights

Just the tip of the data iceberg

Dive deeper into our data. Try Benchmarks+ for free.

Get started

