

The Highest-Grossing Mobile Games on iOS & Android: Q2 2022

REPORT & INFOGRAPHICS





Methodology

The purpose of this study was to identify and analyze the best grossing games of Q2 2022.

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

The basis of this analysis was made up of data from the Apptica's Top Apps section. To obtain accurate results, we have analyzed data on 37 countries collected from April 01 to June 30, 2022.

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



Contents

p.4	Introduction	<hr/>
p.5-9	Top-10 Grossing Games on Android Platform	
p.5	The Leaders	
p.6	Top Casual Games	
p.7	Top Casino Games	
p.8	Top Mid-Core Games	<hr/>
p.9-12	Top-10 Grossing Games on iOS Platform	
p.9	The Leaders	
p.10	Top Casual Games	
p.11	Top Casino Games	
p.12	Top Mid-Core Games	<hr/>
p.13	Top Headquarters	
p.14	Leaders Among Publishers	<hr/>
p.15	Key Takeaways	





Introduction

In the first two quarters of 2022, many highly-anticipated games and sequels entered the mobile market.

However, they had to share the rating positions with less well-promoted titles.

Knowing the giants who rule the mobile game market today by sight

...is crucial, because it allows to be aware of current tendencies, evaluate the level of success of popular publishers and find out which mobile games are most likely to reach the very top of the charts in the near future.

In this report,

...we are going to analyze the highest-grossing games of Q2 2022.

We are going to rate mobile games that became leaders among **casual, casino and mid-core games** on both iOS and Android platforms. We are also going to identify **top publishers** and the locations of their headquarters.



Top-10 Grossing Games on Android Platform: The Leaders



Candy Crush Saga
by King

>\$122 m



Coin Master
by Moon Active

>\$99,2 m



Roblox
by Roblox Corporation

>\$68,1 m

*among top-10 games of three genres (casual, casino and mid-core) that were covered in this study



Top-10 Grossing Casual Games of Q2 2022: Android Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Candy Crush Saga	King	Malta	>\$122 m	75% / 25%
Coin Master	Moon Active	Israel	>\$99,2 m	78% / 22%
Candy Crush Soda Saga	King	Malta	>\$37,3 m	76% / 24%
Homescapes	Playrix	Ireland	>\$36,2 m	74% / 26%
Township	Playrix	Ireland	>\$35,2 m	73% / 27%
Gardenscapes	Playrix	Ireland	>\$33,7 m	73% / 27%
Royal Match	Dream Games	UK	>\$24,7 m	77% / 23%
June's Journey: Hidden Objects	Wooga	Germany	>\$15,3 m	62% / 38%
Family Island™ — Farming game	Melsoft Games	Israel	>\$15,3 m	69% / 31%
Match Masters	Candivore	Israel	>\$15,2 m	48% / 52%

Average ratio of organic and paid traffic is 70 / 30



Top-10 Grossing Casino Games of Q2 2022: Android Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Bingo Blitz™ - BINGO games	Playtika	US	>\$29,8 m	75% / 25%
Jackpot Party - Casino Slots	Phantom EFX	US	>\$24,5 m	61% / 39%
Slotomania™ Slots Vegas Casino	Playtika	US	>\$22 m	73% / 27%
Solitaire Grand Harvest	Supertreat	Austria	>\$22 m	60% / 40%
Cash Frenzy™ - Casino Slots	SpinX Games	Hong Kong	>\$16,9 m	70% / 30%
Lotsa Slots - Casino Games	SpinX Games	Ireland	>\$15,4 m	69% / 31%
Cashman Casino Las Vegas Slots	Product Madness	UK	>\$14,4 m	65% / 35%
DoubleDown Casino Vegas Slots	DoubleDown Interactive	Germany	>\$12,8 m	78% / 22%
Huuuge Casino Slots Vegas 777	Huuuge Games	Israel	>\$11,6 m	59% / 41%
POP! Slots™ Vegas Casino Games	PLAYSTUDIOS INC	Israel	>\$10,2 m	91% / 9%

Average ratio of organic and paid traffic is 70 / 30



Top-10 Grossing **Mid-core** Games of Q2 2022: Android Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Roblox	Roblox Corporation	US	>\$68,1 m	99% / 1%
Evony: The King's Return	TG Inc.	Taiwan	>\$51,2 m	71% / 29%
Pokémon GO	Niantic, Inc.	US	>\$49,6 m	92% / 8%
Clash of Clans	Supercell	Finland	>\$49,5 m	95% / 5%
State of Survival: Zombie War	FunPlus International	Cayman Islands	>\$48,1 m	70% / 30%
Call of Duty Mobile Season 6	Activision Publishing, Inc.	US	>\$43 m	89% / 11%
PUBG MOBILE	Level Infinite	Singapore	>\$42,4 m	89% / 11%
Garena Free Fire: 5th Anniv.	Garena International	Singapore	>\$36,5 m	88% / 12%
Lords Mobile: Tower Defense	IGG.COM	Singapore	>\$34,7 m	76% / 24%
Rise of Kingdoms: Lost Crusade	LilithGames	Hong Kong	>\$34,6 m	83% / 17%

Average ratio of organic and paid traffic is **76 / 24**



Top-10 Grossing Games on iOS Platform: The Leaders



Rise of Kingdoms
by Lilith Games

>\$179,5 m



Candy Crush Saga
by King

>\$85,2 m



Clash of Clans
by Supercell

>\$57,7 m

*among top-10 games of three genres (casual, casino and mid-core) that were covered in this study



Top-10 Grossing Casual Games of Q2 2022: iOS Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Candy Crush Saga	King	Malta	>\$85,2 m	76% / 24%
Royal Match	Dream Games	UK	>\$35,4 m	82% / 18%
Gardenscapes	Playrix	Ireland	>\$33,3 m	75% / 25%
Homescapes	Playrix	Ireland	>\$28,7 m	71% / 29%
Coin Master	Moon Active	Israel	>\$28,6 m	83% / 17%
Empires & Puzzles: Match-3 RPG	Zynga	Finland	>\$20 m	69% / 31%
Candy Crush Soda Saga	King	Malta	>\$19,3 m	78% / 22%
Project Makeover	Magic Tavern	US	>\$16,6 m	79% / 21%
Township	Playrix	Ireland	>\$15,7 m	74% / 26%
Hay Day	Supercell	Finland	>\$13,6 m	99% / 1%

Average
ratio of
organic
and paid
traffic is
78 / 22



Top-10 Grossing Casino Games of Q2 2022: iOS Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Slotomania™ Slots Vegas Casino	Playtika	US	>\$15,8 m	90% / 10%
Jackpot Party - Casino Slots	Phantom EFX	US	>\$15,4 m	78% / 22%
World Series of Poker - WSOP	Playtika	US	>\$15,2 m	100% / 0%
Casino Roulette: Roulettist	Kama Games	Hong Kong	>\$14,6 m	97% / 3%
101 Okey VIP	Ziipin Holdings	Hong Kong	>\$14 m	100% / 0%
Lightning Link Casino Slots	Product Madness	US	>\$13,5 m	88% / 12%
Bingo Blitz™ - BINGO games	Playtika	US	>\$11,6 m	93% / 7%
Cashman Casino Las Vegas Slots	Product Madness	US	>\$11 m	68% / 32%
Solitaire Grand Harvest	Supertreat	Austria	>\$10,4 m	95% / 5%
House of Fun: Casino Slot Game	Playtika UK	UK	>\$10,3 m	99% / 1%

Average ratio of organic and paid traffic is 90 / 10



Top-10 Grossing **Mid-core** Games of Q2 2022: iOS Platform

GAME	STUDIO	HQ	REVENUE	ORGANIC/PAID TRAFFIC
Rise of Kingdoms	Lilith Games	Hong Kong	>\$179,5 m	89% / 11%
Clash of Clans	Supercell	Finland	>\$57,7 m	99% / 1%
Age of Origins: Tower Defense	Hong Kong Ke Mo software Co.	US	>\$55,7 m	86% / 14%
Pokémon GO	Niantic, Inc.	US	>\$55,6 m	98% / 2%
Genshin Impact	COGNOSPHERE PTE. LTD.	Singapore	>\$55,2 m	95% / 5%
Roblox	Roblox Corporation	US	>\$49,7 m	100% / 0%
Dislyte	Lilith Games	Hong Kong	>\$40,5 m	67% / 33%
Call of Duty®: Mobile	Activision Publishing, Inc.	US	>\$38,7 m	95% / 5%
State of Survival: Zombie War	FunPlus International	Cayman Islands	>\$34,4 m	87% / 13%
Clash Royale	Supercell	Finland	>\$33,9 m	100% / 0%

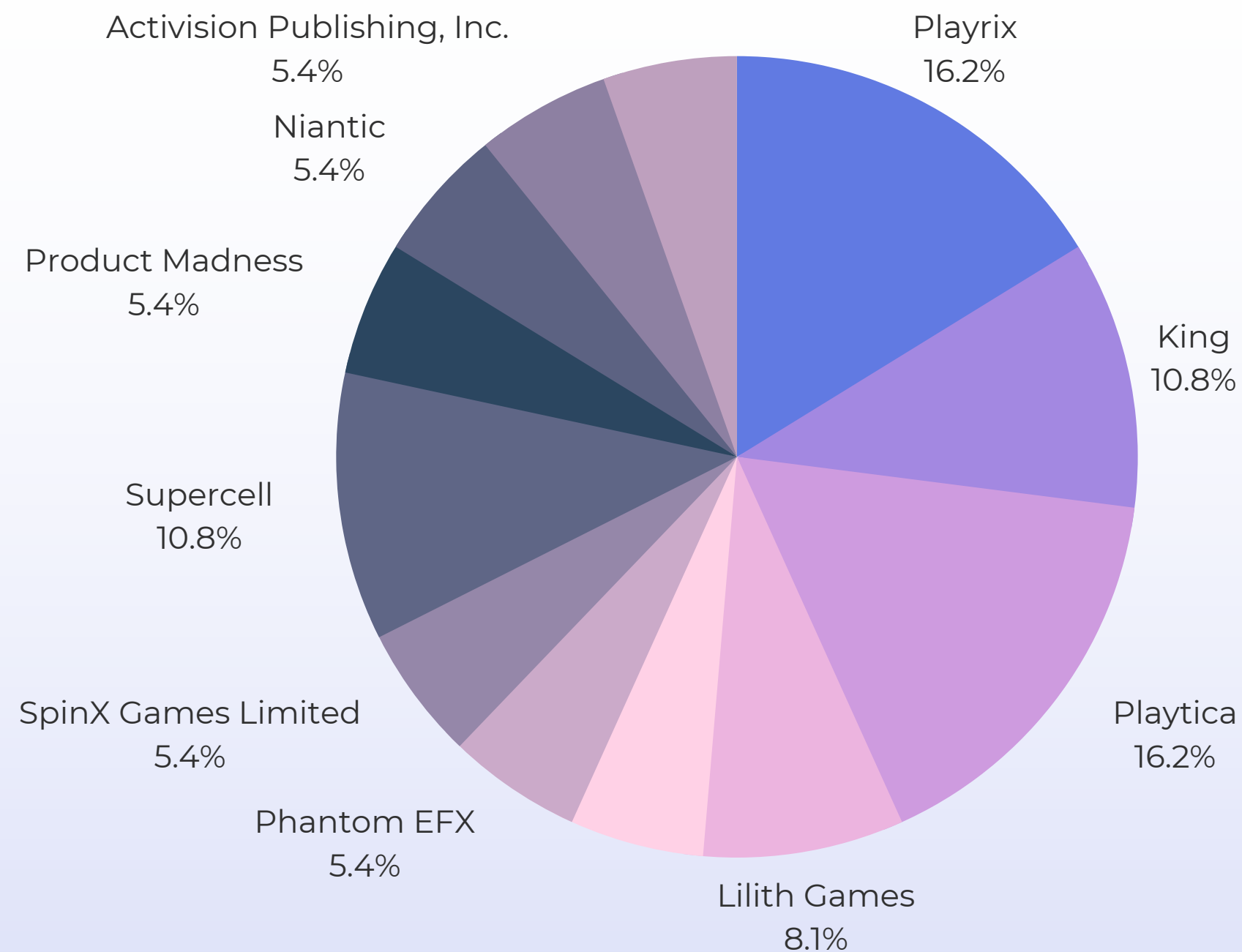
Average ratio of organic and paid traffic is **91 / 9**



Leaders Among Publishers

Also in Q2 2022, some publishers stood out from the rest: their games appeared in the top charts more often than others.

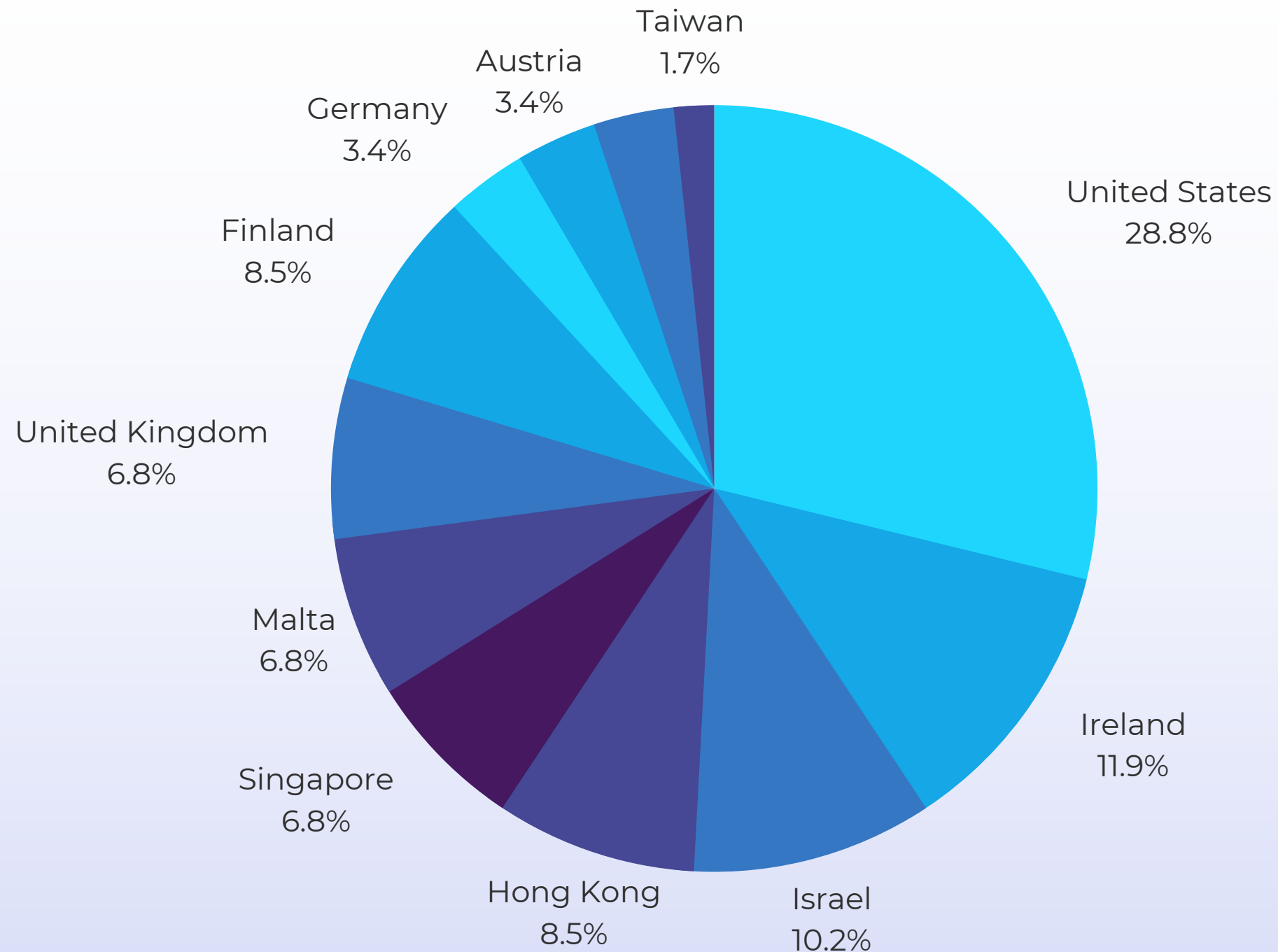
The leaders became **Playrix** and **Playtica** companies (6 times*), **King** and **Supercell** (4 times) and **Lilith Games** (3 times)



*Ratio of publishers whose games have appeared in the top charts more than once



Top Headquarters



According to Apptica data, the biggest number of games belong to studios with HQs in the **United States** (17 positions), **Ireland** (7) and **Israel** (6 positions).

*Ratio of publisher's HQ locations that have appeared in the top more than once

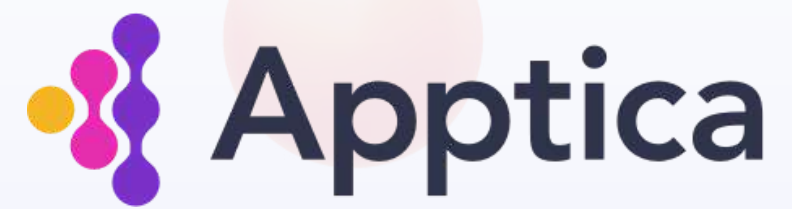


Key Takeaways

- ✓ As our study has shown, in Q2 2022, **Mid-core** was the highest-grossing mobile game genre on both iOS and Android platforms*.
- ✓ The number of Mid-core games also includes a title that has become a leader in revenue. The highest-grossing game – **Rise of Kingdoms** by Lilith Games – earned more than \$179,5 m in Q2 2022*.
- ✓ The leaders among publishers in the number of games that appeared in top-10 chart became **Playrix** and **Playtika** companies (the volume of games of each of them was 16,2%), **Supercell** and **King** (10,8% each) and **Lilith Games** (8,1%)
- ✓ As for the the highest-grossing publishers, **King** earned more than \$264 m only on the four games that have reached the top of iOS and Android charts**. **Lilith Games** takes second place by a small margin (earns more than \$254,6 m), and **Playrix** deservedly takes the third place (>\$182,8 m)

*among three genres (casual, casino and mid-core) that were covered in this study

**among publishers whose games appeared in top-10 chart and were mentioned in this study



Providing the most accurate
data on applications, publishers
and ad creatives since 2017