

# Web Shop World Report: 2024

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# Executive Summary

01

**81%**

of players are aware of web shops.

**77%**

have made purchases through them.

Launch a web shop with confidence knowing players around the world are familiar.

02

In-game promotion is the primary driver of awareness, followed by social media.

Use in-game promotions and social media to increase awareness and traffic. Don't use clickable hyperlinks in your game as they'll trigger platform fees.

03

**90%**

of web shop purchasers are likely to buy again.

Implement special offers, free gifts, and loyalty programs to encourage repeat purchases.

04

**25%**

of players prefer to buy via a web shop.

Provide special offers and exclusives to shift preferences further.

05

Security concerns and payment issues deter some players.

Enable trusted, popular payment methods and secure checkout.

# Introduction

**Web shops are awesome for mobile games companies, because they:**

- 01** Create a deeper connection with their players
- 02** Allow game developers to own the purchase point with maximum freedom
- 03** Boost revenue by providing exclusive and personalized offers for the players
- 04** Optimize and increase profits by avoiding Apple and Google commission fees (10 - 30%)



Based on our audit, currently **26** of the top revenue-grossing, mobile games in the world have a web shop.

**But what do players think of web shops?**

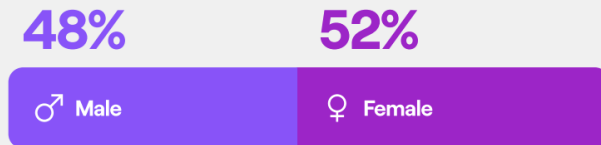


# Methodology

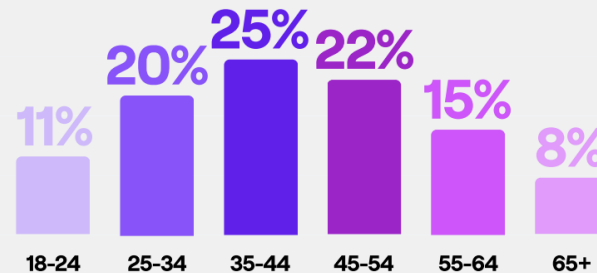
To find out, we surveyed 5,050 mobile game players in the US, UK, Canada, Germany, and Japan.



## Gender Distribution



## Age Distribution



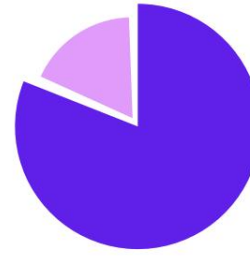
## Gaming Activity

We wanted to hear from active mobile game players, so we surveyed people who played a mobile game at least once in the last 30 days.



# Findings & insights

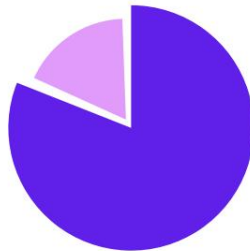
**Mobile game players are very aware of mobile game web shops.**



**81%**

said they are aware that web shops exist for some mobile games.

n=5,050



**81%**

said they have visited a web shop.

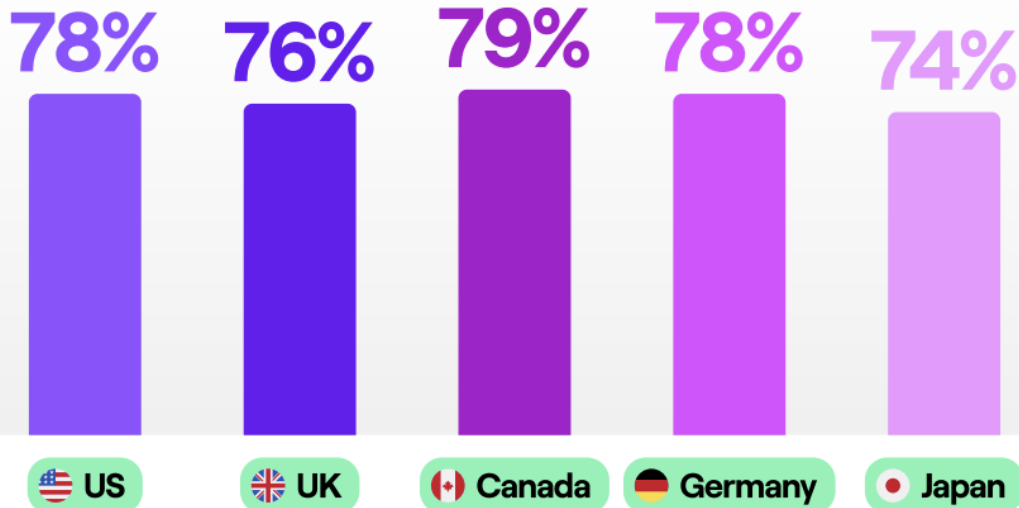
n=5,050

**And they are visiting web shops.**

# Many players have purchased through a web shop.

Percentage of players who've purchased via a web shop.

n=3,315



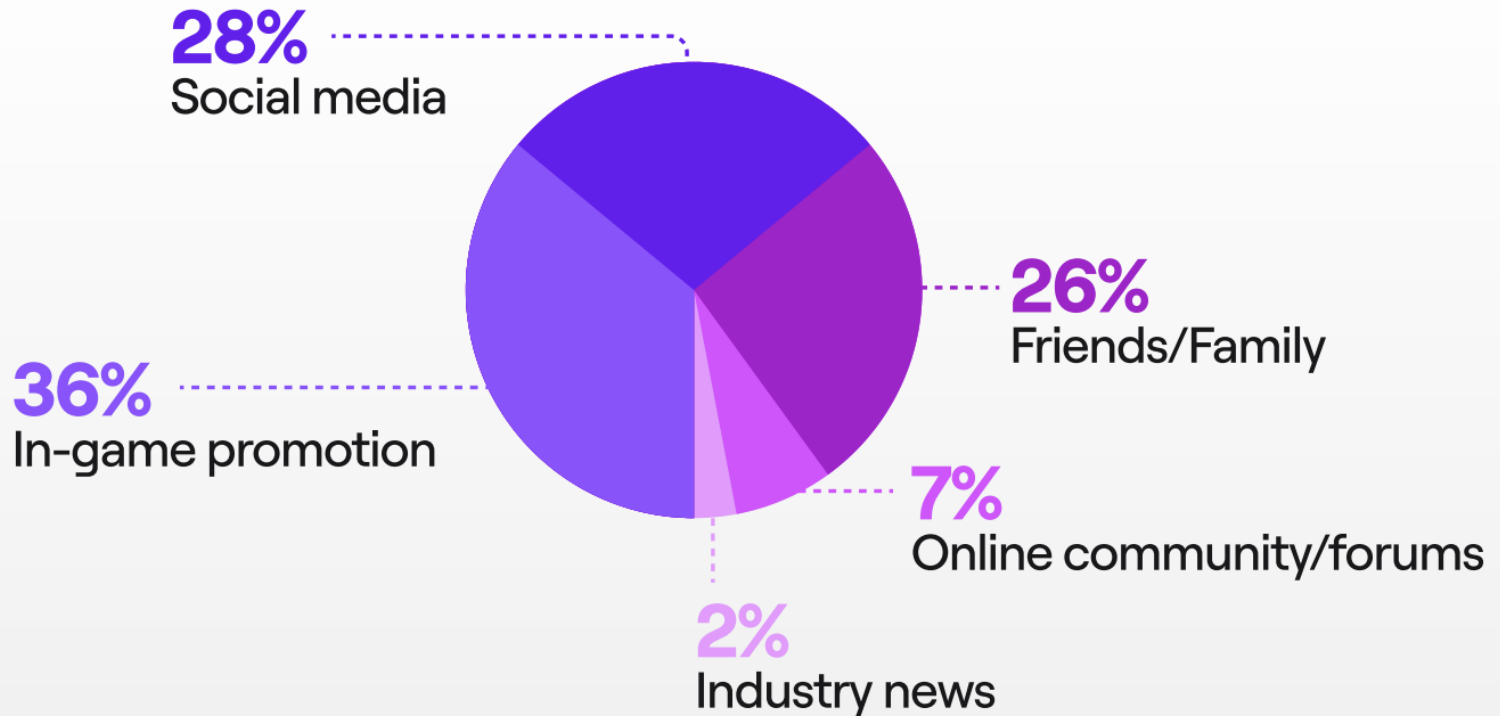
# 77%

said they've made a purchase via a web shop.

# Among players aware of web shops, in-game promotion is the biggest traffic driver.

How did you first learn about mobile game web stores?

n=3,315



# Web shop purchasers will continue buying from them.

How likely is it that you'll buy via a web store again?



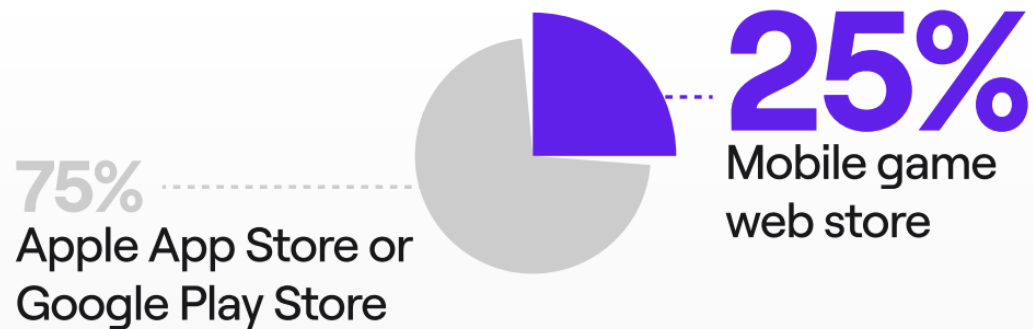
# 90%

of players who've made a web shop purchase said they are likely to purchase from a web shop again.

# But players who've purchased from a web shop still prefer the App Store or Google Play.

Where do you prefer to purchase in-game items?

n=3,315



29%



US



25%



Canada



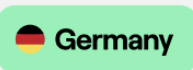
27%



UK



22%



Germany



24%



Japan

# Trust is key, and UX friction didn't worry most web shop visitors.



Among players who visited a web shop and didn't make a purchase,

**18%**

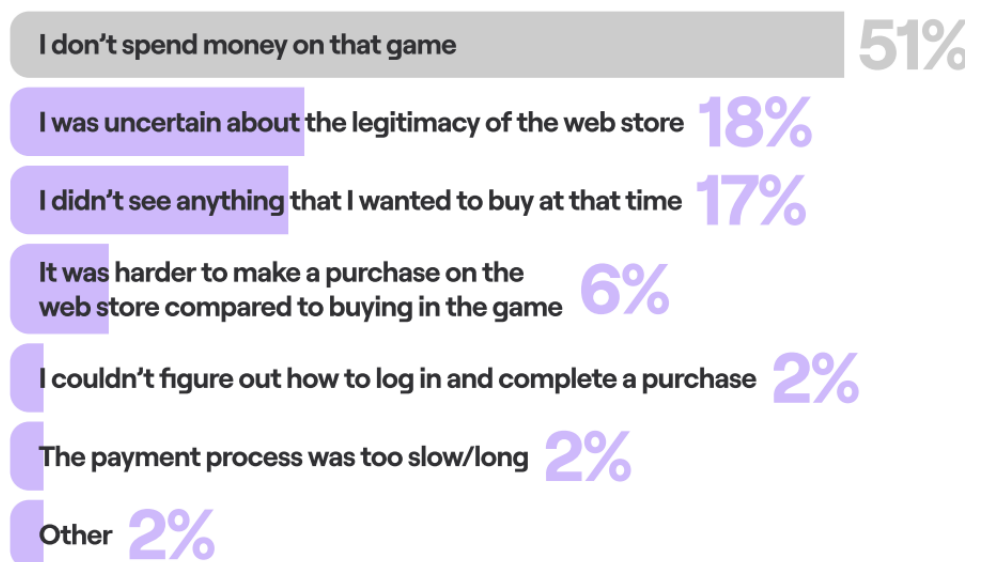
didn't purchase because they were uncertain of the web shop's validity.

**10%**

didn't spend due to a more difficult user experience.

## Why did you not make a purchase when you visited a game's web store?

n=3,315



## **This data proves it's crucial for your web shop to build trust with players. To do so:**

- 01** Ensure your web shop domain matches your current game website and/or has your game title in the URL.
- 02** Design and build your web shop to look and feel just like your in-game store.
- 03** Confirm player purchases immediately with in-game messages.
- 04** Give players their favorite login methods like Google.
- 05** Provide popular and secure payment methods.

# Legitimacy, security, and smooth payments are crucial to convert new web shop purchasers.

Players who've never visited or purchased from a web shop are turned off by security concerns and potential payment method issues.



## What are the main reasons you might avoid purchasing from a mobile game web store?

n=1,735



# Half of the players who've been to a web shop view them favorably.

On a scale of 1-5, how favorable are you towards purchasing in-game items from a mobile game web store?

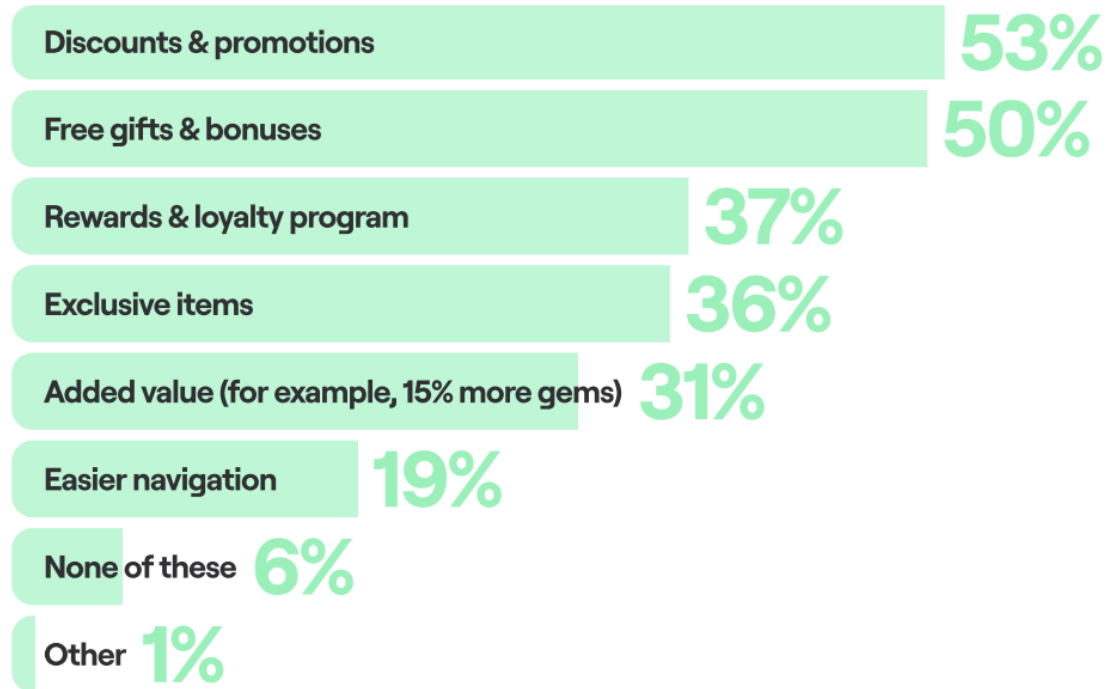
n=3,315



# Players are more likely to purchase from a web shop when it has special offers.

Which of the following features would make you more likely to claim or purchase from a web store rather than in-game?

n=5,050

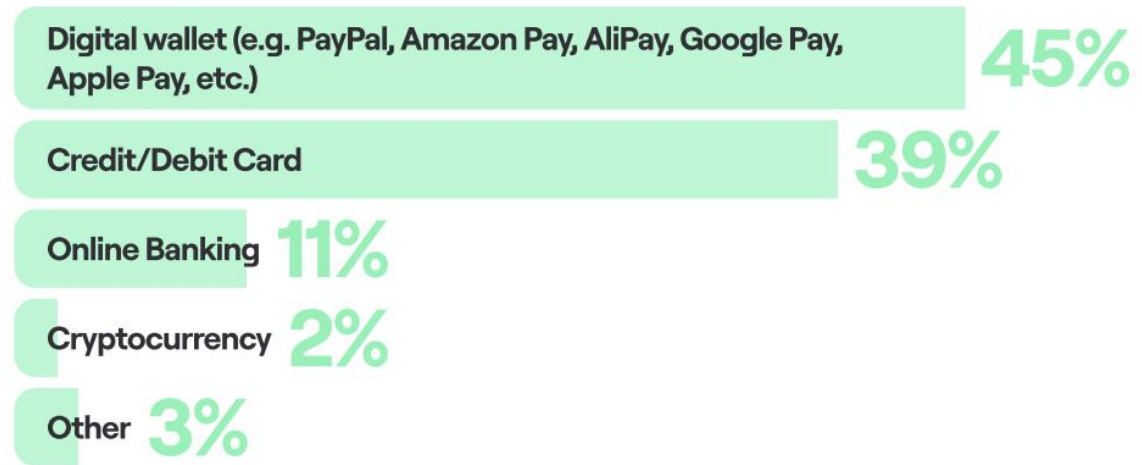


# Digital wallets are the preferred payment method among all respondents.



What type of payment method would you prefer when making purchases from a mobile game web store?

n=5,050



There's literally thousand of payment methods around the world, but it's important to note that you can maximize purchases by supporting the top digital wallets and credit/debit.

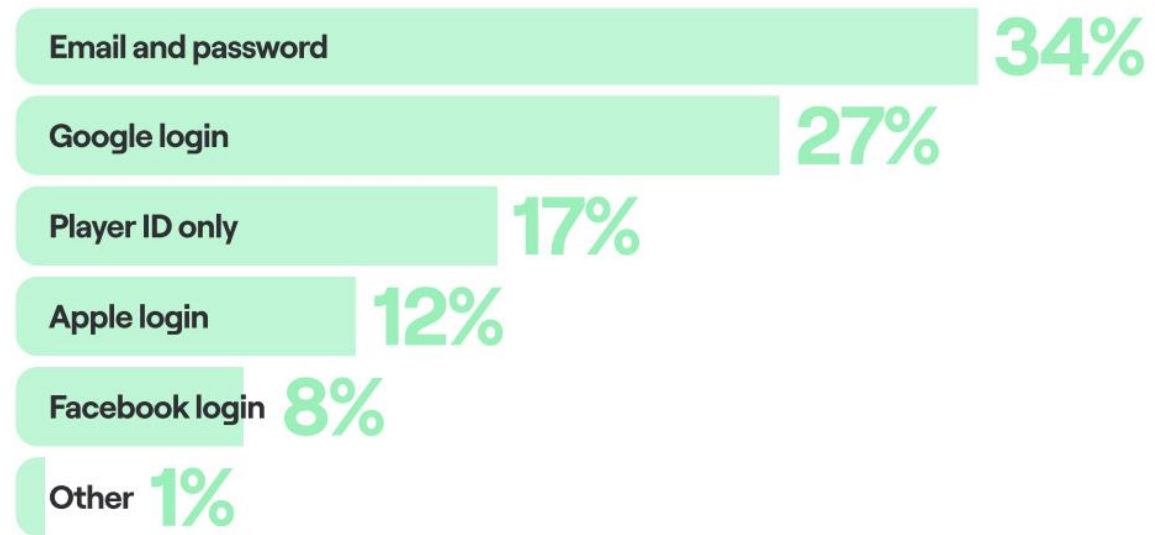
Depending on your game and your top countries, you can then expand into local payment methods as necessary.

# Players prefer email & password and Google login methods



When it comes to logging into a web store, what is your preferred method?

n=5,050



It's best to provide key login options based on where your players live, but email and password and Google will provide the most reach.

Additionally, web shops underscore the need to motivate your players to create an in-game account to begin with. Without an in-game account, players won't be able to intuitively login to your web shop.

# Web shops could educate players on the mobile games ecosystem and its business models.

Overall, the majority of mobile game players are unaware of the high commission fees that game developers pay to Apple and Google, but those who have purchased from a web shop are far more aware than others.

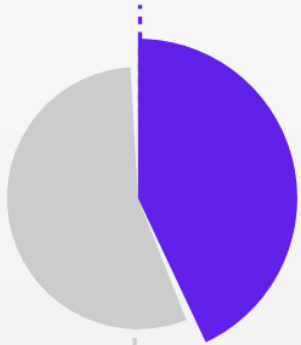
**Did you know that when you buy an in-game item Apple or Google take up to 30% of every purchase, leaving the game with 70%?**

n=5,050

Players who have made a web shop purchase.

**43%**

Yes



**57%**

No

Players who have visited a web shop but not purchased from one.

**15%**

Yes



**85%**

No

Players who have never visited a web shop and/or are unaware of web shops.

**9%**

Yes



**91%**

No

This data makes you wonder: are game developers educating their web shop visitors on the platform fees that the mobile games industry faces from Apple and Google?

The majority of mobile game players think Apple and Google's commission fees are unfair.

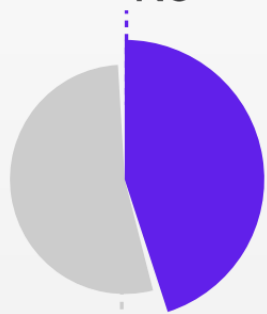
## Do you think Apple and Google taking 30% is fair?

n=5,050

Players who have made a web shop purchase.

**45%**

No



35%

Yes

20%

Don't know

Players who have visited a web shop but not purchased from one.

**50%**

No



17%

Yes

34%

Don't know

Players who have never visited a web shop and/or are unaware of web shops.

**34%**

No



14%

Yes

37%

Don't know

# 26 of the top 100 revenue-grossing mobile games in the world have a web shop.

Web shops from the top 100 mobile games based on IAP revenue in the last 30 days.

Source: SensorTower data pulled July 30, 2024.

