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Mobile retention benchmarks 2026

Key highlights from the GameAnalytics report



Retention keeps getting harder

D1, D7, and D30 retention declined again in 2025.

The gap between average games and top performers keeps widening.

Retention D1

~22%

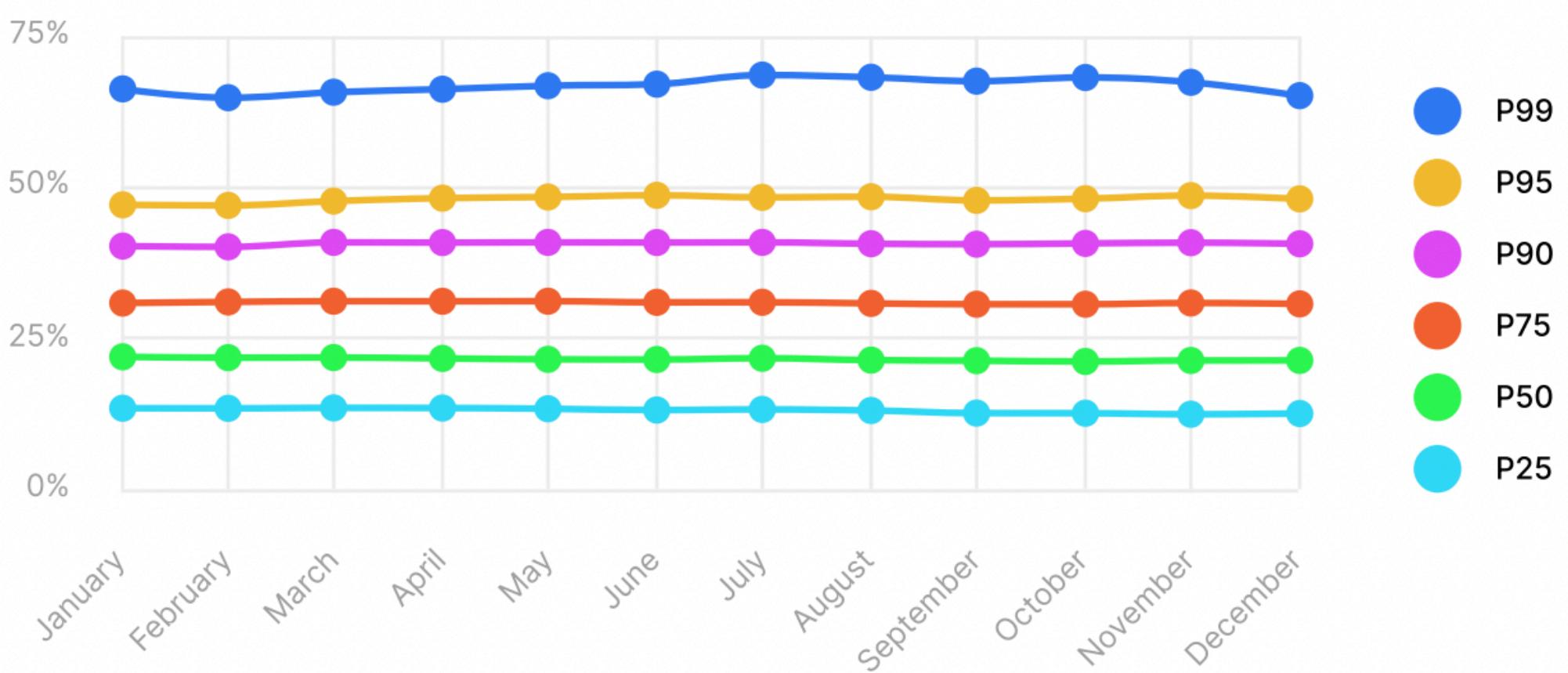
Median D1
retention

~40%

D1 retention in
top 10% games

D1 Retention | Global Benchmarks

GA GameAnalytics



Retention D7

~4%

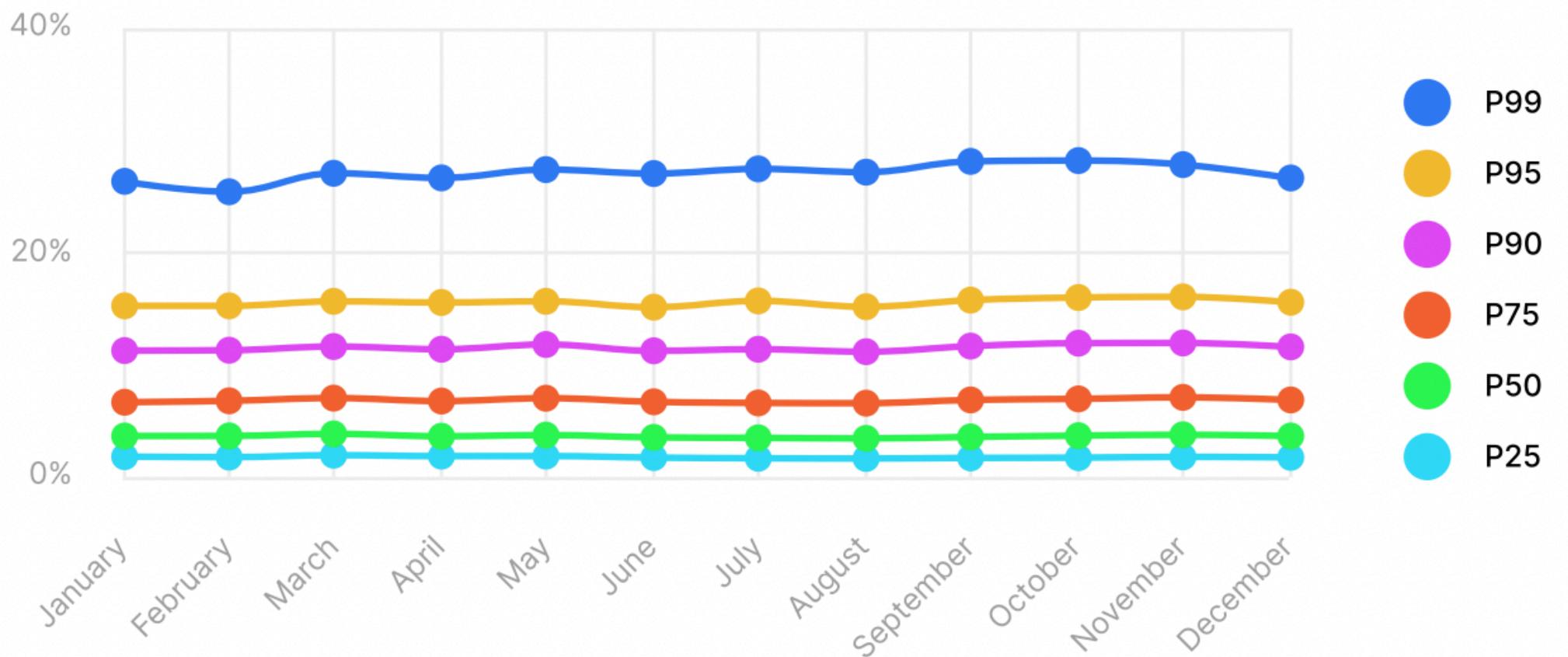
Median D7
retention

~12%

D7 retention in
top 10% games

D7 Retention | Global Benchmarks

GA GameAnalytics



Early engagement is everything

If value isn't clear in the first **5–15 minutes**, players churn.

Design onboarding as a **demonstration of pleasure**, not just a tutorial.

Retention D30

~0.7%

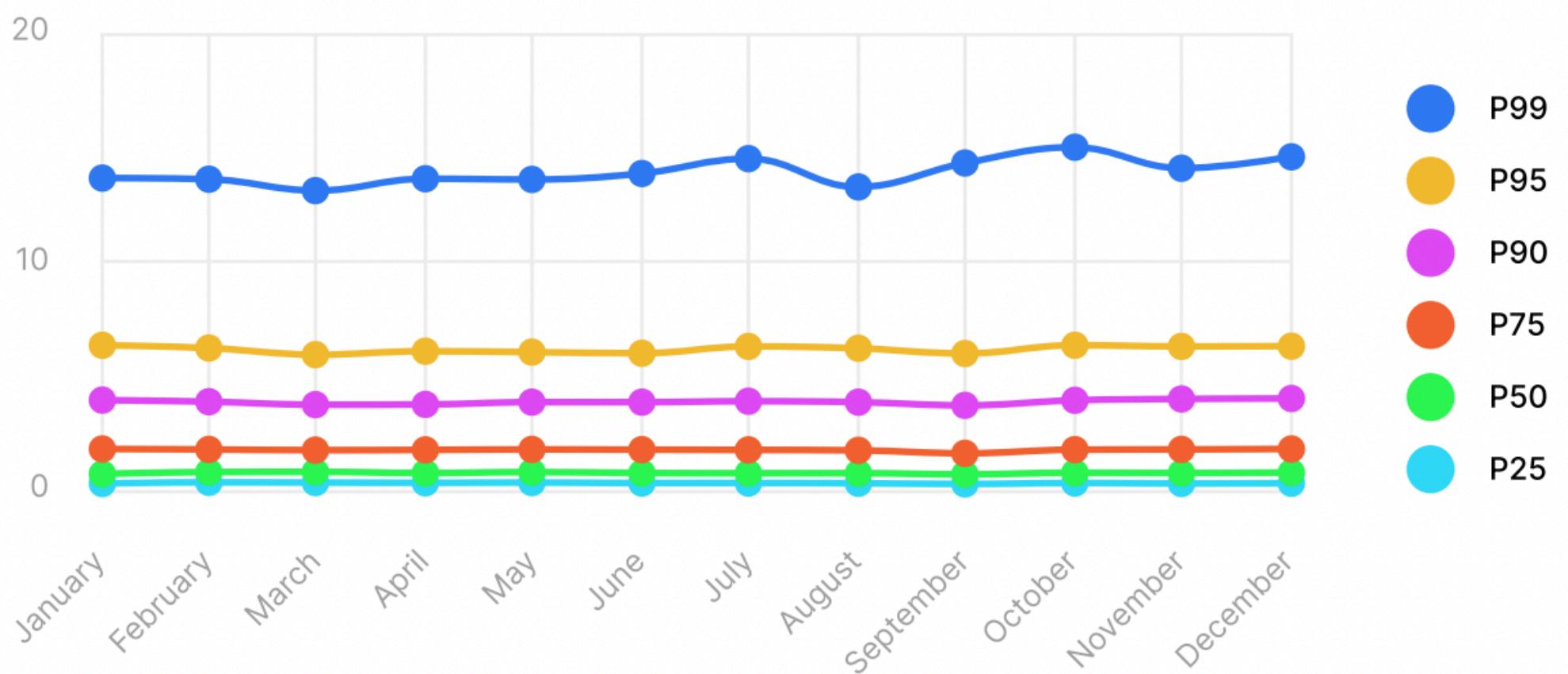
Median D30
retention

~4%

D30 retention in
top 10% games

D30 Retention | Global Benchmarks

GA GameAnalytics



Context matters

These median numbers are rather shocking, but they need context.

GameAnalytics is a great accessible tool widely used by indies and early-stage teams, while many top-performing studios store data in-house and never appear in public benchmarks.

In addition, genre differences need to be taken into account. Long-term retention in hybrid casual and midcore games will not be the same.



So, is mobile retention “broken”?

Is the situation so bad? I wouldn't say so.

**Does the classic 40/20/10 (D1/D7/D30)
retention rule need updating? Probably.**

A more realistic benchmark today can look like:

👉 **35/15/5**

What do you think?

Share your perspective in the comments
below.