

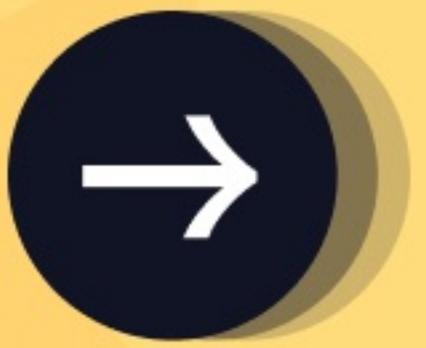


EAST VS. WEST: MONETIZATION TRENDS

How spending behavior
differs between Eastern and
Western mobile gamers

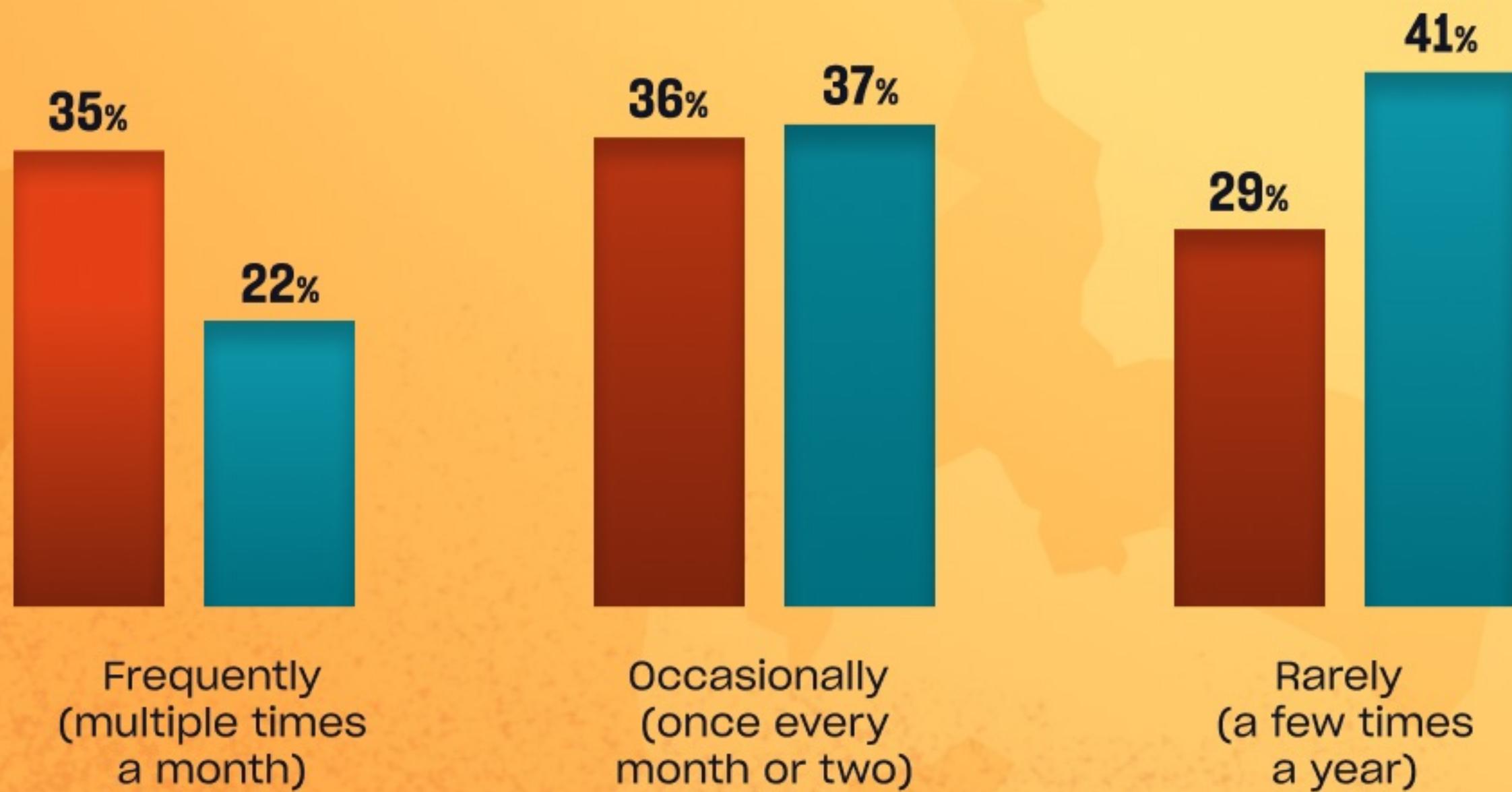


Eastern mobile gamers spend more frequently than mobile gamers in the West.

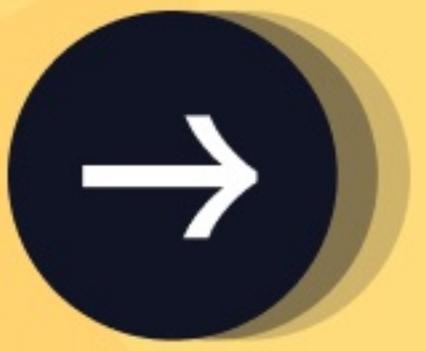


Frequency of in-game spend by spenders

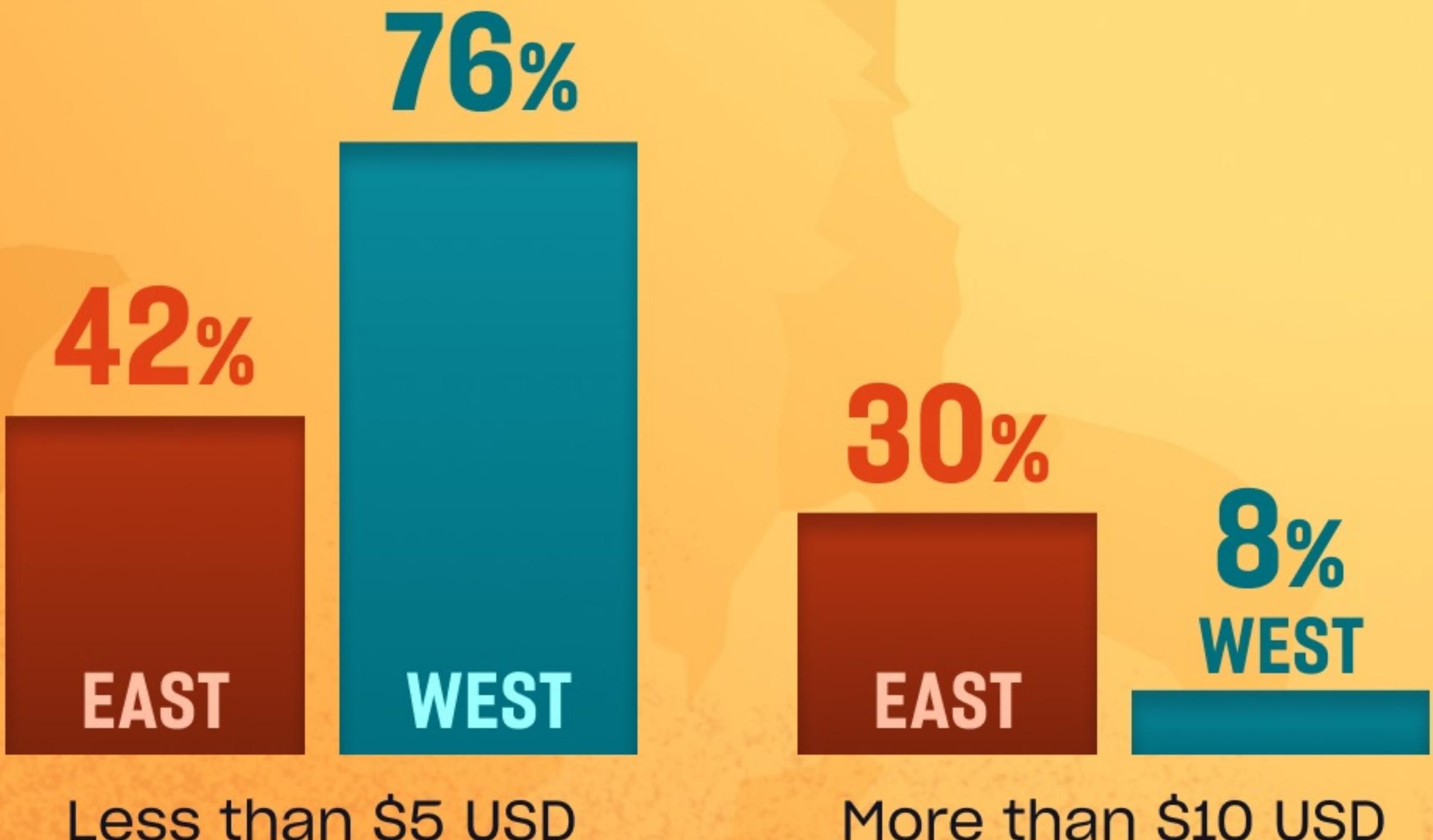
■ EAST ■ WEST



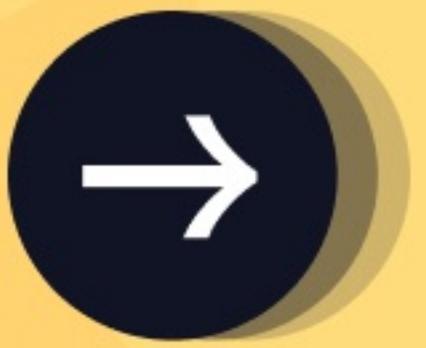
Mobile gamers in the **East** tend to spend more per purchase than their **Western** counterparts.



Average price range of a single IAP



In the **West**, mobile gamers prioritize value, whereas in the **East**, they go for exclusivity.



Top motivations to spend on IAP



US AND UK

Bundles and limited-time offers



**KOREA
AND JAPAN**

Progression items and new characters



READ THE FULL REPORT

LINK IN DESCRIPTION

