

Video Game Insights

by  Sensor Tower

State of African Games 2026

What trends are shaping a rapidly emerging ecosystem?

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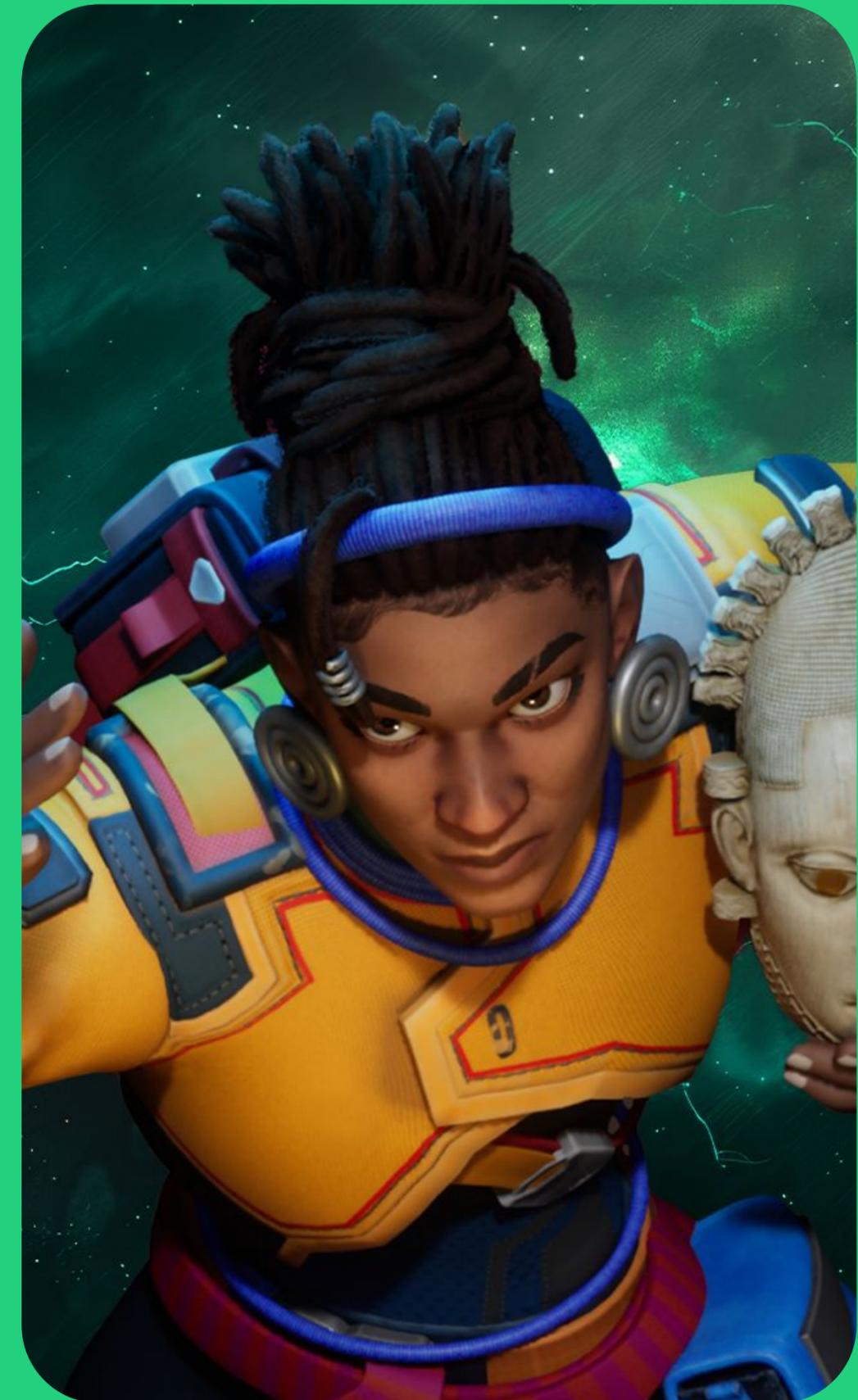


Table of Contents

01 What is the state of African developed games on Steam? **4-7**

02 Top selling African developed games **8-12**

03 Case Study **13-14**

04 Pricing & Engine strategy **14-15**

05 Final thoughts **18**

South Africa remains the dominant country when it comes to number of developers and unit sales. The continent favours development on PC with console a secondary

Overview of the Report

Overview:

The 2025 State of Africa Report provides a data-driven snapshot of how African-developed games are performing on global platforms, with a particular focus on Steam. It examines regional sales share, release trends, genre segmentation, pricing, engines, and top-performing titles to understand the current structure and trajectory of the continent's game development ecosystem.

Summary:

- Genre analysis reveals a structural mismatch between what African studios are producing and where the strongest median sales exist. Simulation games have the highest median units sold, followed by adventure and RPGs, yet action titles dominate in terms of the number of releases.
- Commercial performance is also highly concentrated geographically. Across major platforms, the top-selling African games are overwhelmingly developed in South Africa, reinforcing the country's position as the continent's primary commercial hub for game development.
- The report further explores pricing and engine trends. African-developed games generally follow global pricing structures, with many releases aligning with standard indie tiers. On the technical side, Unity emerges as the dominant engine choice, reflecting its accessibility and suitability for small to mid-sized teams.

Methodology:

The methodology relies on VGI's estimations and looks at games launched from January 2015.

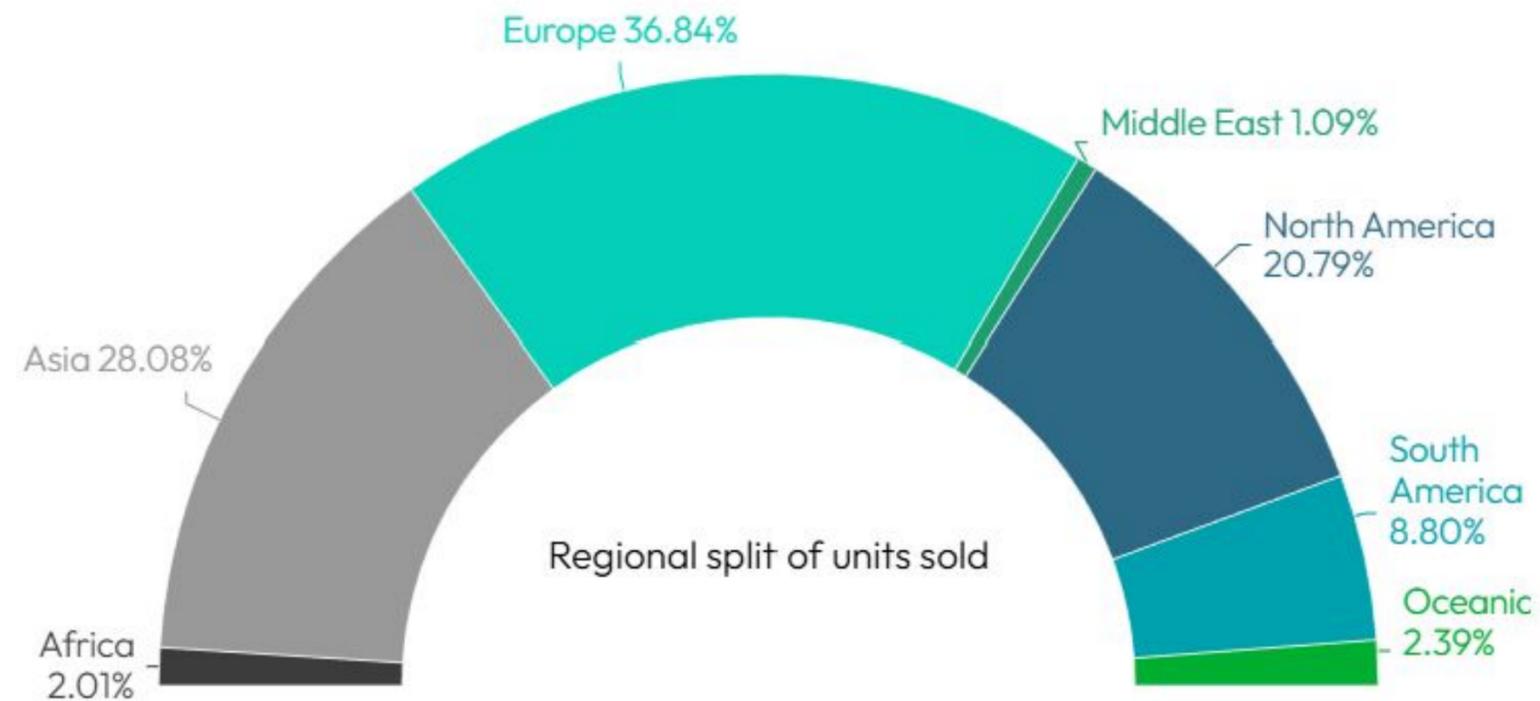
01

What is the state of African developed games on Steam?

Players from Africa constituted just over 2% of unit sales on Steam in 2025, which is more than the Middle East.

Player Region Split of Units Sold on Steam

Top 100 selling Steam games per country in 2025 on Steam



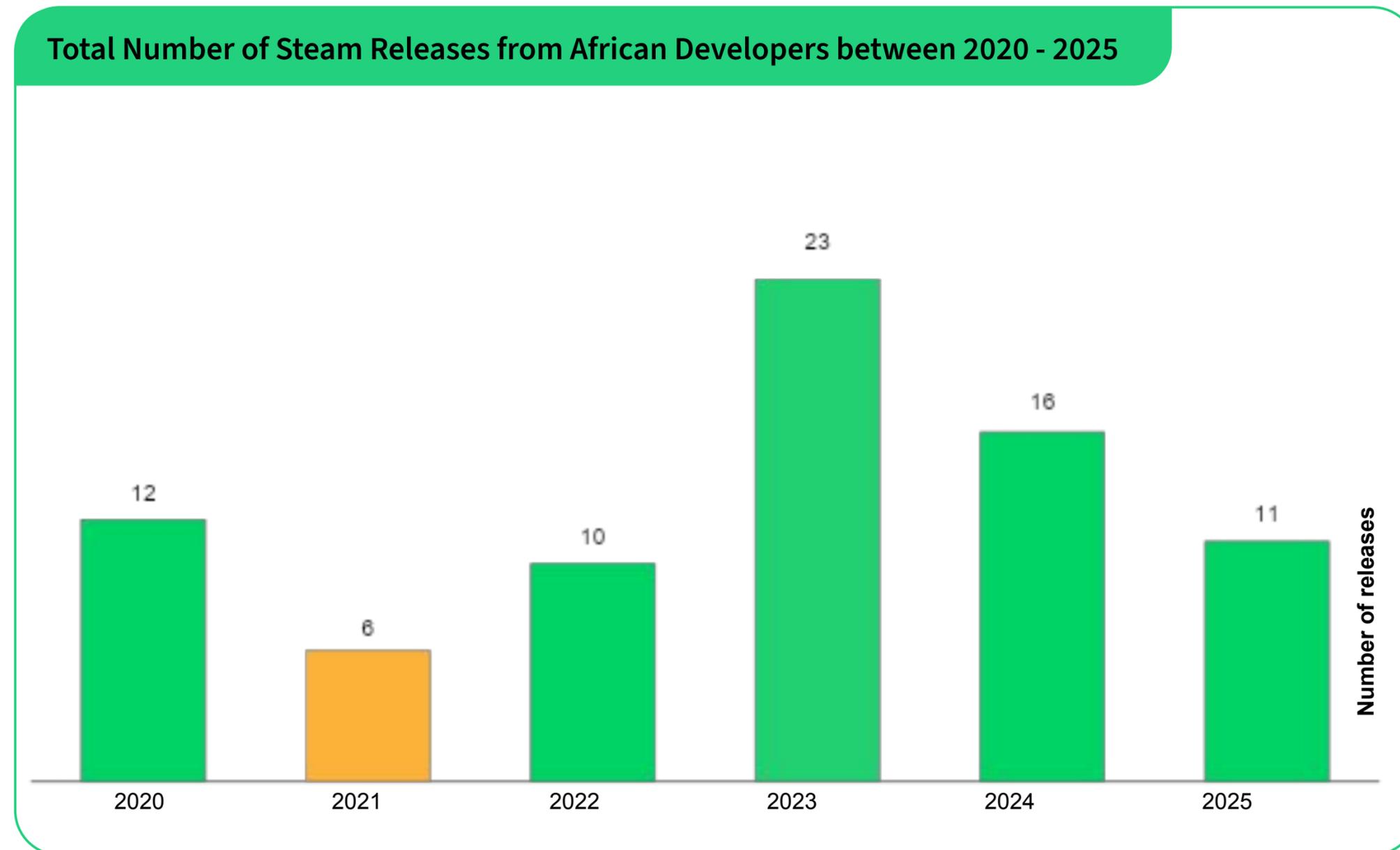
In another record year on Steam, Europe accounted for the largest percentage of total units sold (36.84%) in 2025. However, Africa made strong strides with 2.01% of games coming from the continent, which was more than the Middle East (1.09%) and just below Oceania (2.39%) when looking at the top 100 selling games on Steam based on units sold.

In terms of pure units, Africa accounted for over 60 million units in 2025. A lot of those sales can be attributed to the success of games from South Africa.

Notes: Games launched after 01/01/2015
Sources: VGI data, Team Analysis

2023 saw the largest number of releases from African game developers, with Steam releases slowing in 2025

Annual number of releases from African developers on Steam



In 2020, African developers released 12 titles on Steam, establishing a baseline for the early part of the decade. The following year saw a drop to six releases, which may reflect disruptions caused by global factors such as the pandemic, funding constraints, or delays in development pipelines. The most significant moment in the timeline comes in 2023, when African developers reached a peak of 23 releases.

After this peak, the number of releases declines to 16 in 2024 and then further to 11 in 2025. While this appears to be a slowdown, it does not necessarily indicate a downturn in the industry. Instead, it may reflect a shift from rapid, volume-driven growth toward more selective or higher-quality projects that require longer development cycles.

In the context of the African games industry, this kind of trajectory is common in emerging creative industries, where an initial surge of activity is followed by a period of consolidation and professionalization.

Notes: Games launched after 01/01/2015

Sources: VGI data, Team Analysis

Simulation is the top genre in terms of units sold on Steam; however, Action dominates in terms of releases from African developers

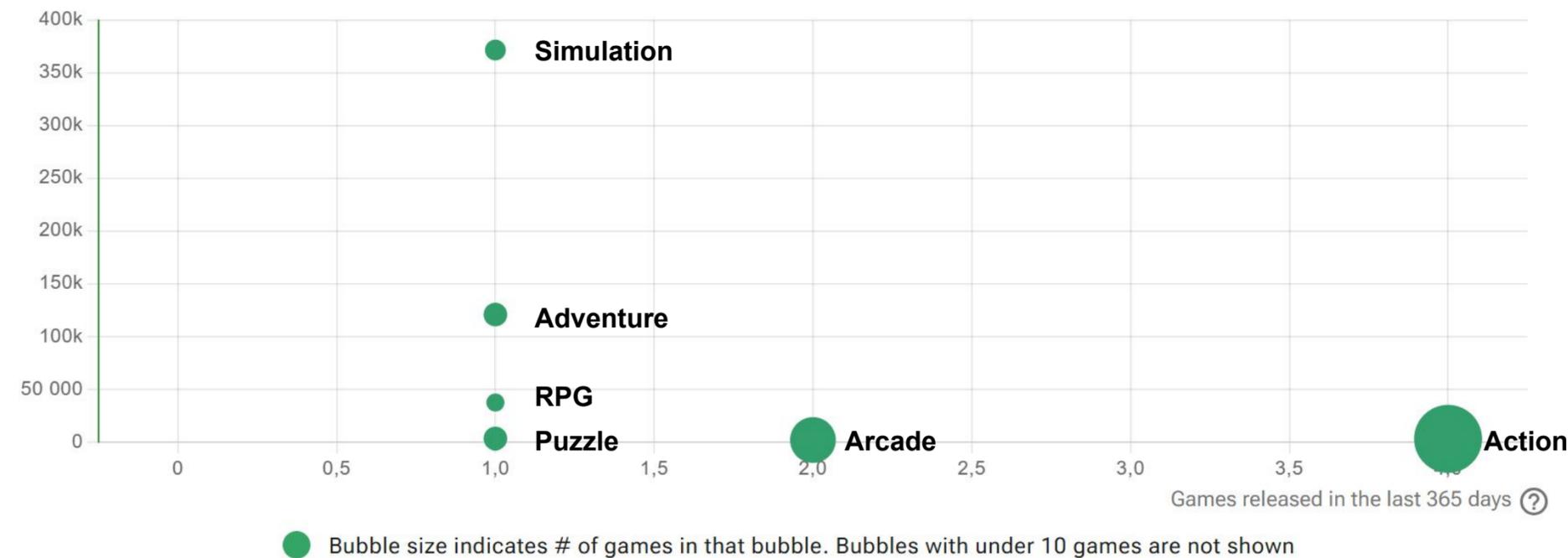
Median all time units sold per genre on Steam

Genre segmentation from African developers over last 365 days

Genre Supply-Demand

Genres Median Linear

Median all time units sold per genre ?



The bubble chart indicates how many games are being released in each genre versus how well the typical title performs. At the top of the performance spectrum, simulation stands out, with a median of roughly 372,000 units. This is far above every other category and suggests that when games in this space are produced, they tend to find substantial audiences. Adventure follows at around 123,000 median units, indicating a genre where narrative, exploration, or culturally grounded storytelling can resonate strongly with players. RPGs sit in a middle tier, with a median just over 38,000 units.

This suggests African studios may be clustering around genres that are easiest to produce rather than those with the strongest typical commercial outcomes.

Notes: Games launched after 01/01/2013

Sources: VGI data, Team Analysis

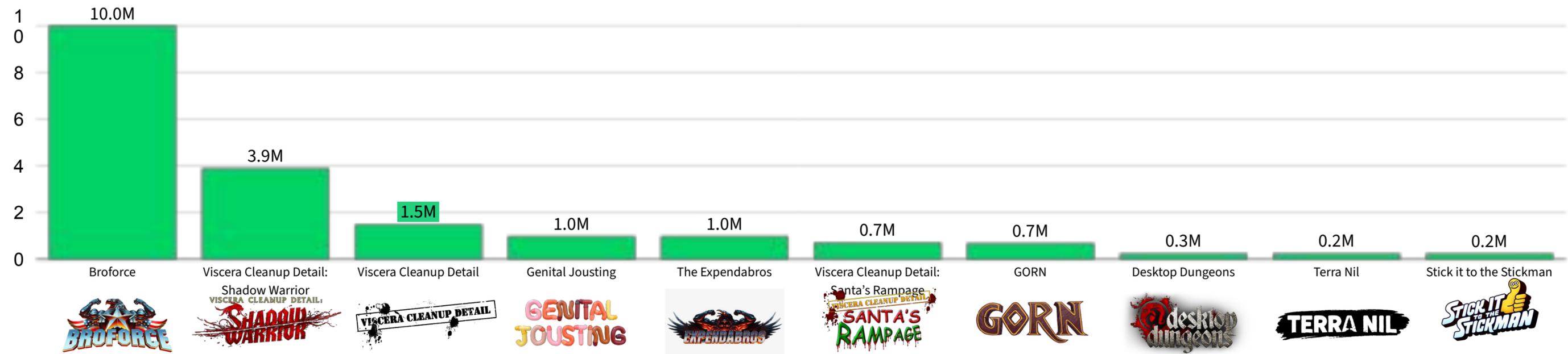
02

Top selling African Developed Games

Across all platforms, the entire top 10 games list by units sold have been developed by South African based developers

Top 10 African developed Games Released after January 1, 2013 on Steam, PlayStation and Xbox combined

Top 10 African developed games based on units sold (games released after 01/01/2013)



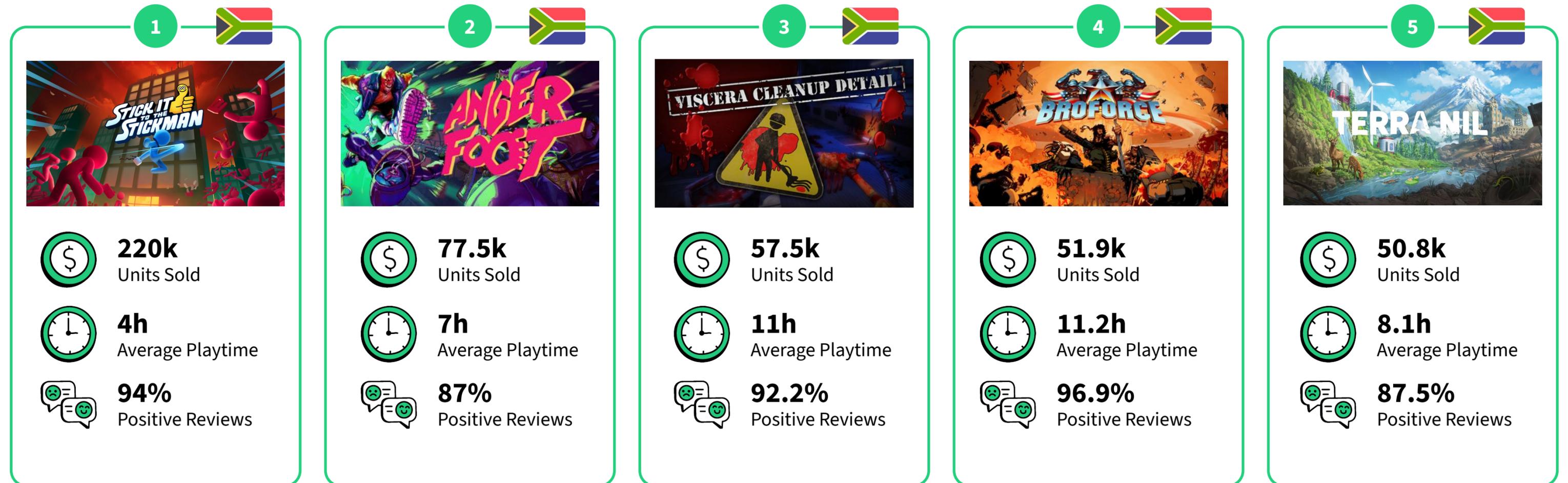
Price	\$14,99	\$34,99	\$12,99	\$6,99	Free	\$2,95	\$19,99	\$14,99	\$24,99	\$5,99
Release Year	2014	2013	2014	2016	2014	2013	2017	2013	2023	2025
Publisher	Devolver Digital	Devolver Digital	Runestorm	Devolver Digital	Devolver Digital	Runestorm	Devolver Digital	QCF Design	Devolver Digital	Devolver Digital
Publisher Tier	AA	AA	Indie	AA	AA	Indie	AA	Indie	AA	AA

Notes: Units sold estimates are based on VGI data

South African developed games dominate commercially and critically when it comes to Steam game releases



Top African developed games of 2025, by Units Sold on Steam



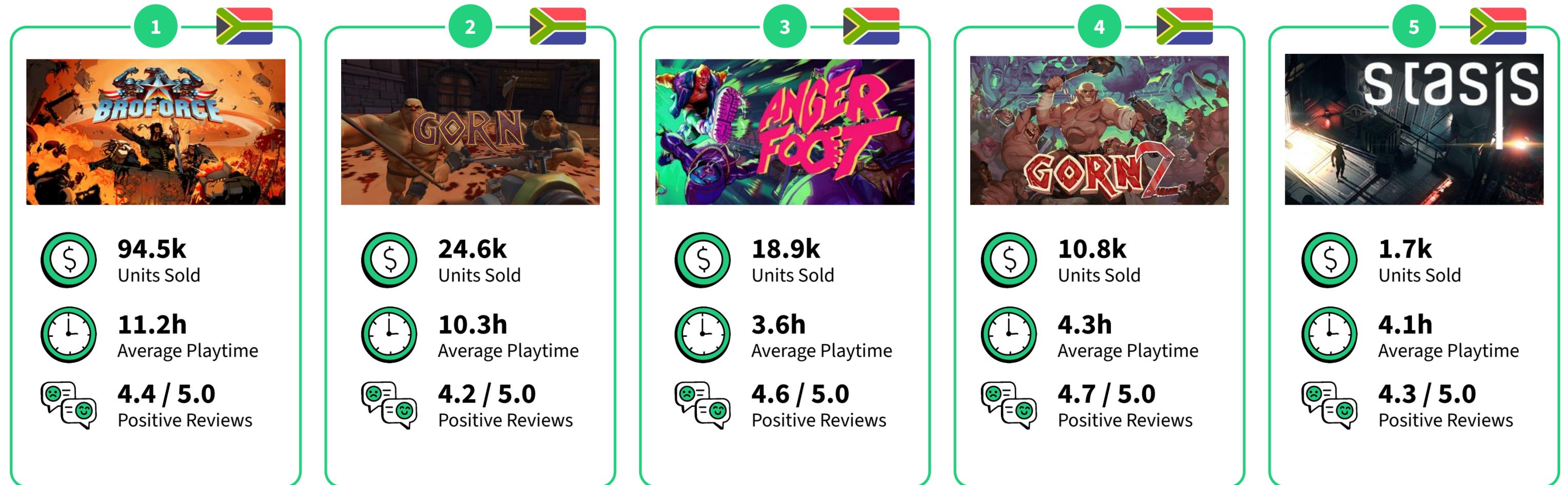
Notes: Data as of 31st Dec 2025. Units sold include free giveaways. However, Viscera Cleanup Detail has been excluded since it is primarily dominated by giveaways having been released in 2014



The top four games have benefitted from being published by Devolver Digital, resulting in their relative success on PlayStation



Top African developed games of 2025, by Units Sold on PlayStation



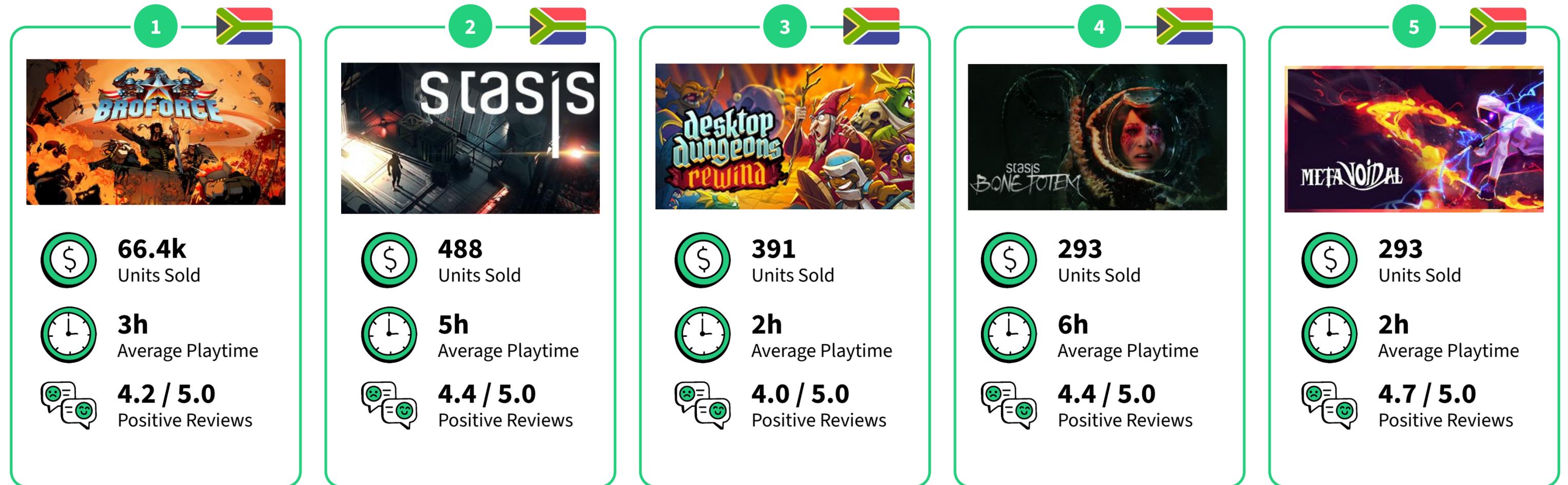
Notes: Data as of 31st Dec 2025. Units sold include free giveaways. However, Viscera Cleanup Detail has been excluded since it is primarily dominated by giveaways having been released in 2014



Apart from Broforce which has benefitted from inclusion on GamePass, most Xbox games are commercially lacklustre



Top African developed games of 2025, by Units Sold on Xbox



Notes: Data as of 31st Dec 2025. Units sold include free giveaways. However, Viscera Cleanup Detail has been excluded since it is primarily dominated by giveaways having been released in 2014



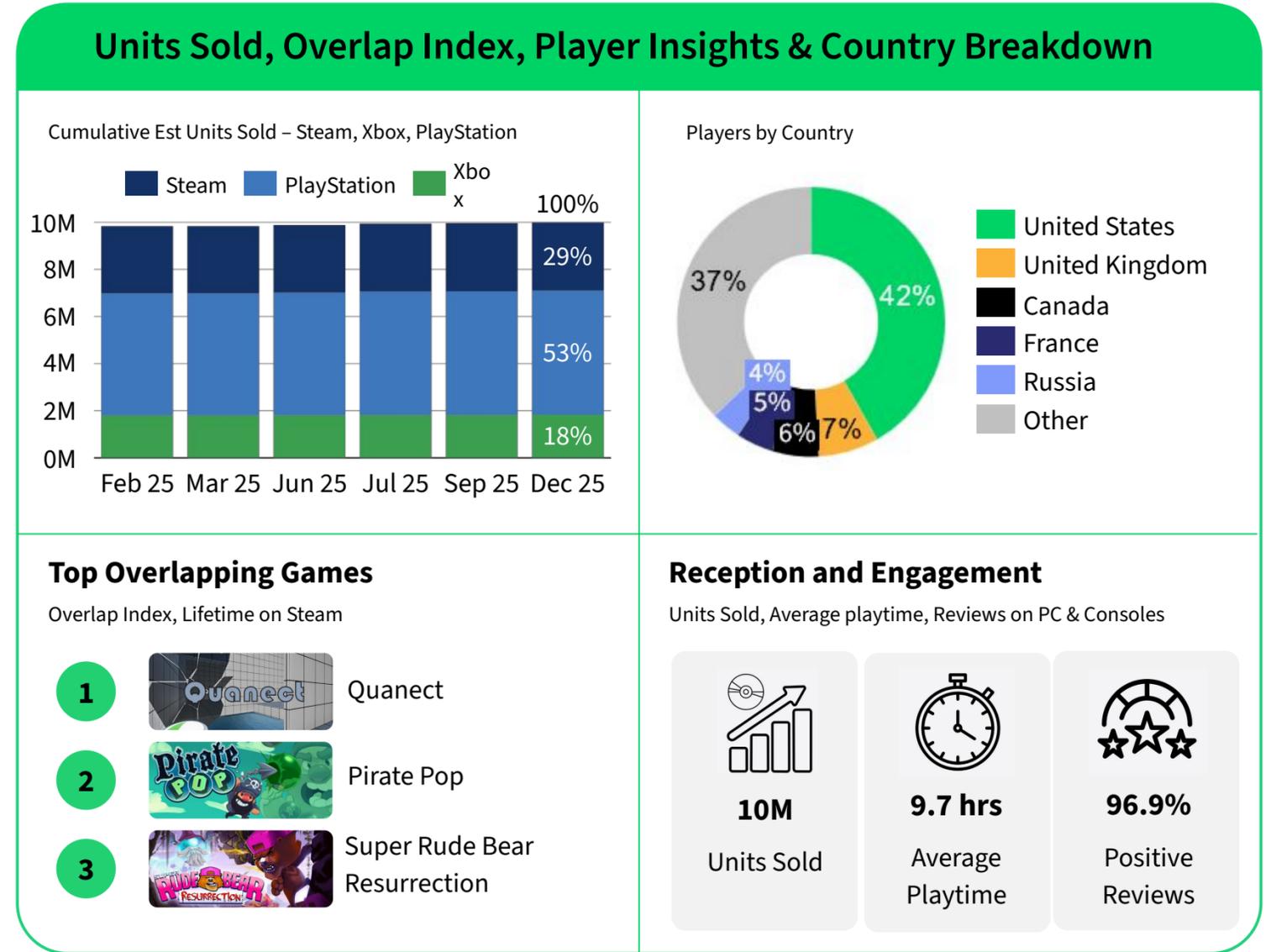
03

Case Study – A closer Look at Broforce

Case Study: Broforce



Broforce – Player and Country Insights on Steam, PlayStation & Xbox



Notes: Country breakdown and overlapping Games based on VGI data

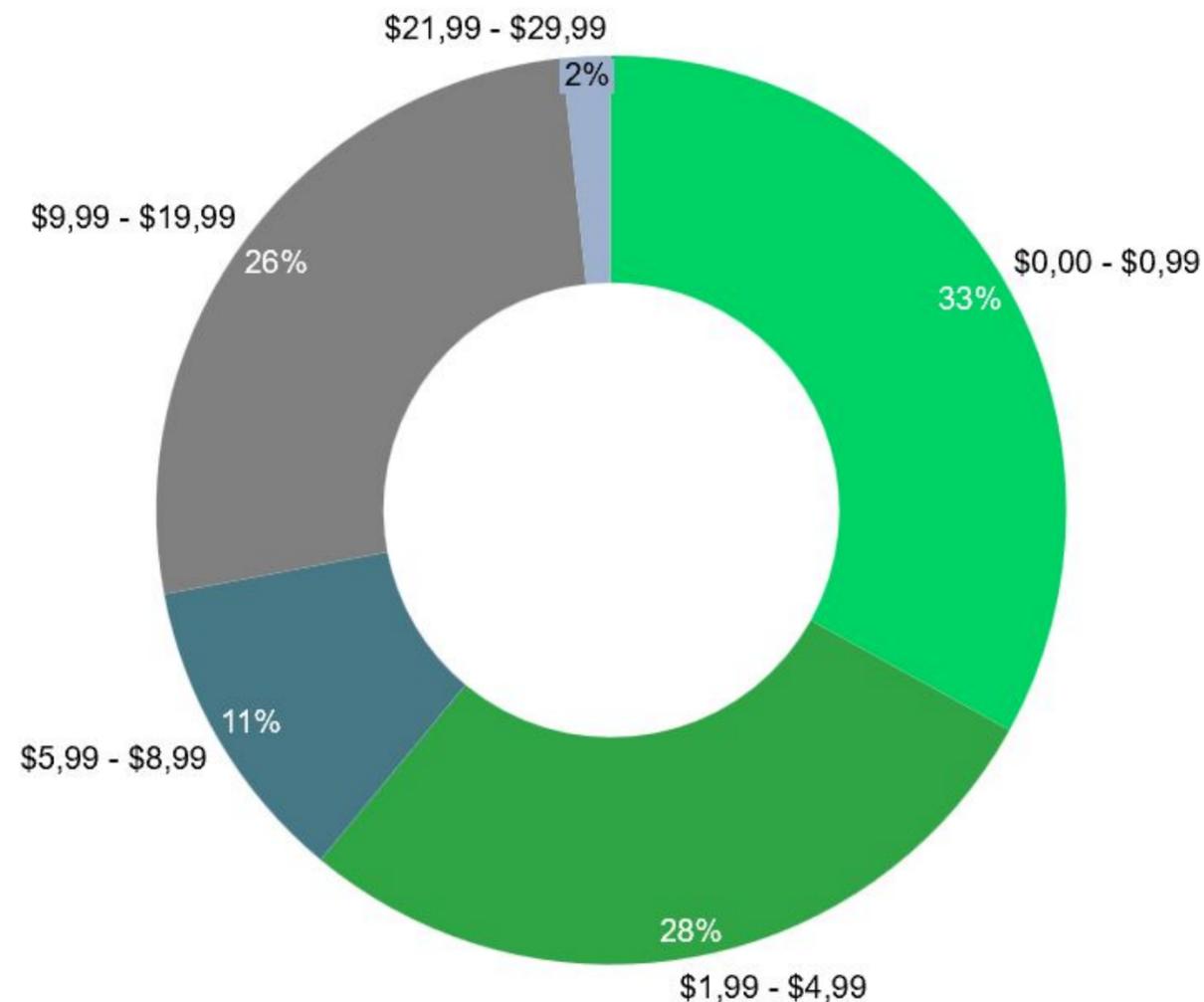
04

Pricing & Engine Approach

Launch in standard AAA launch prices from budget to premium tiers on Steam

African developed game pricing distribution on Steam (2013-2025)

Price Distribution of African Developed Games on Steam



The chart shows that African-developed games on Steam are heavily concentrated at the lower end of the price spectrum. Most titles are priced in budget or very low-cost tiers, reflecting a focus on accessibility rather than premium positioning.

Only a small share of games reach higher price points: about 11% fall between \$5.99 and \$8.99, and just 2% are priced between \$21.99 and \$29.99. This scarcity of premium titles suggests limited high-budget production.

Overall, the pricing distribution indicates an indie-driven, cost-sensitive industry that favors lower prices to maximize reach and reduce purchasing barriers for both local and global audiences.

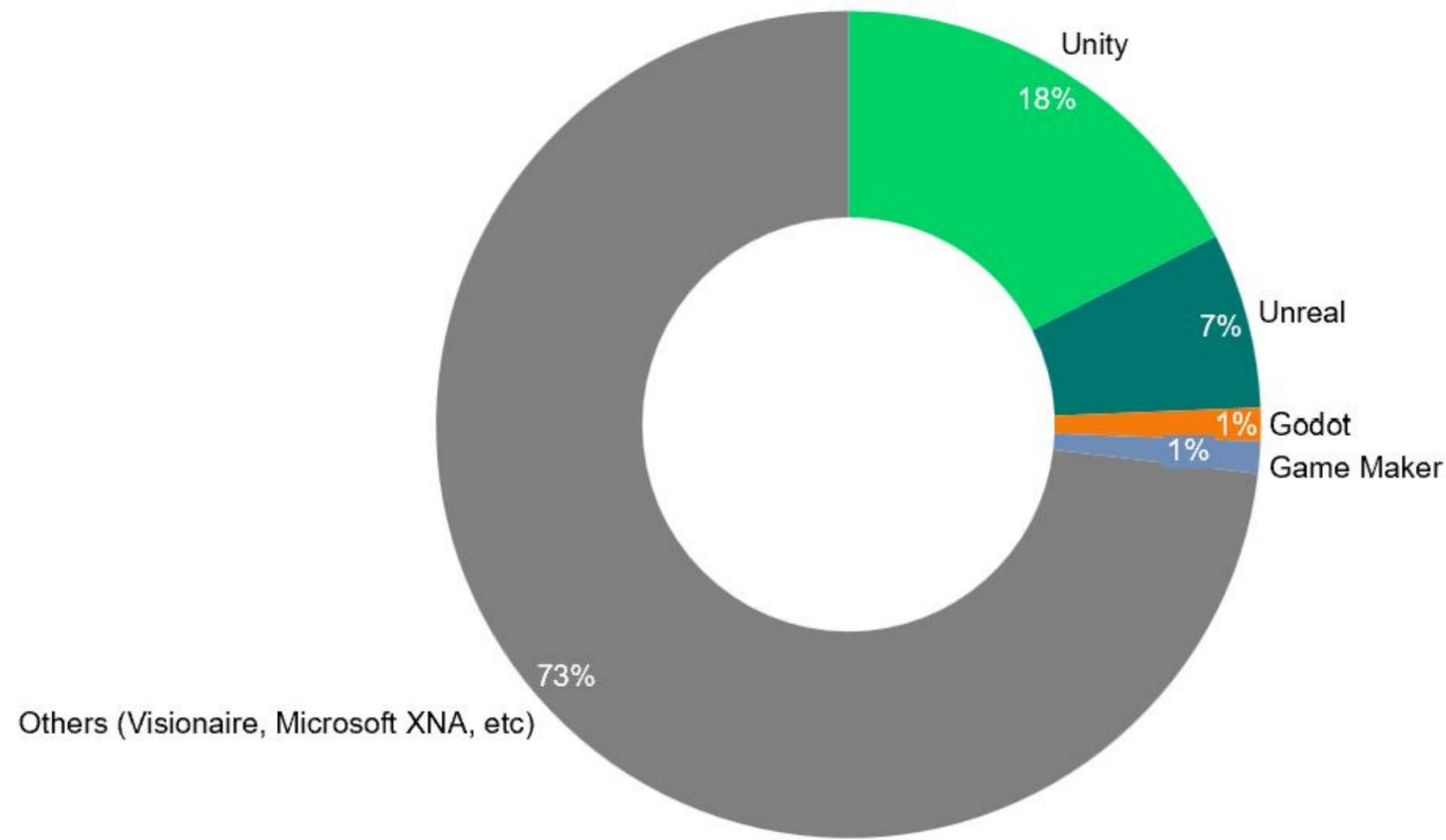
Notes: Games launched after 01/01/2015

Sources: VGI data, Team Analysis

Unity is the primary engine of choice for most developers, however the data points to an ecosystem still to align with global engine trends

African developed games engine distribution on Steam (2013-2025)

Engine Segmentation of African Developed Games on Steam



The most notable feature is that “Other” engines make up about 73% of releases, encompassing tools like Visionaire, Microsoft XNA, and various smaller engines. This highlights a highly decentralized and tool-diverse ecosystem, driven by accessibility, affordability, and project-specific needs.

Among major engines, Unity leads with around 18% of titles, reflecting its low barriers to entry and strong support ecosystem. Unreal Engine accounts for about 7%, pointing to a smaller but significant group using more technically demanding tools.

Overall, the chart suggests an industry still in a formative stage, with developers favoring flexibility and accessibility over convergence on a single dominant engine.

Notes: Games launched after 01/01/2015

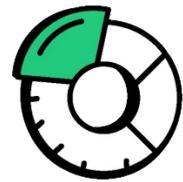
Sources: VGI data, Team Analysis

05

Final Thoughts

Final Thoughts

African developed games driven by South and Northern domination



The African game development ecosystem is entering a transitional phase. On one hand, the continent has achieved measurable global presence, contributed millions of unit sales and demonstrated that African-developed games can succeed internationally. On the other hand, the industry remains highly concentrated, with South Africa accounting for a significant share of both developers and commercial performance.



Genre segmentation suggests that many studios are gravitating toward familiar or low-barrier genres, even when data indicates stronger median performance in less crowded categories. This points to an opportunity for strategic genre diversification, particularly in areas where fewer titles are being produced but the typical game performs better.



The slowdown in releases after the 2023 peak may signal a shift from rapid experimentation toward more focused, higher-quality projects. As the ecosystem matures, success is likely to depend less on volume and more on distinctiveness, production values, and international positioning. Pricing and engine trends show that African developers are broadly aligned with global industry practices, suggesting increasing professionalization and technical maturity. However, the geographic concentration of success highlights the need for stronger support structures across more countries to ensure that growth is distributed more evenly across the continent.



Looking ahead, the next phase of African game development will likely be shaped by studios that combine global genre appeal with distinctive cultural identity, while also targeting under-served segments of the market. If current trends continue, the continent has the potential to transition from an emerging participant to a recognized creative force within the global games industry.

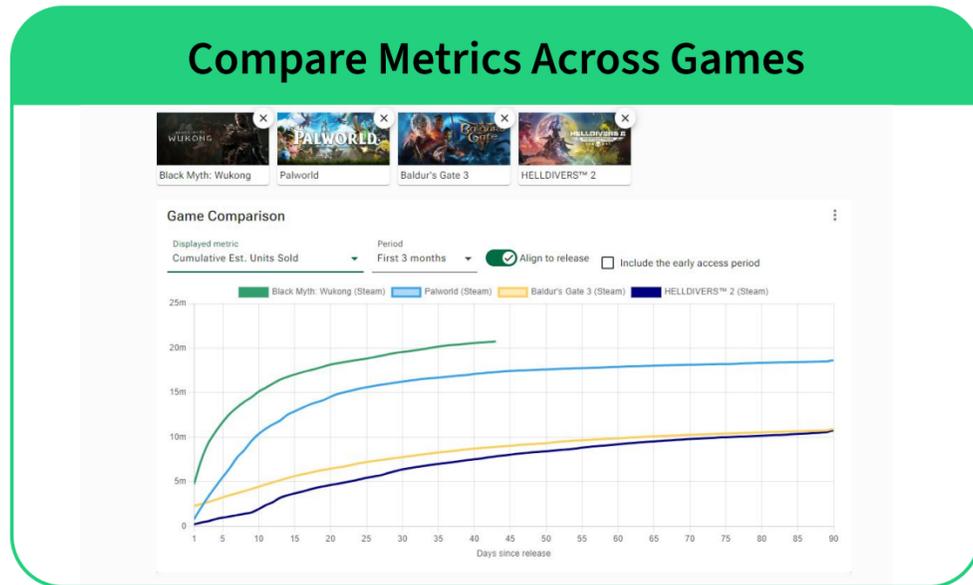
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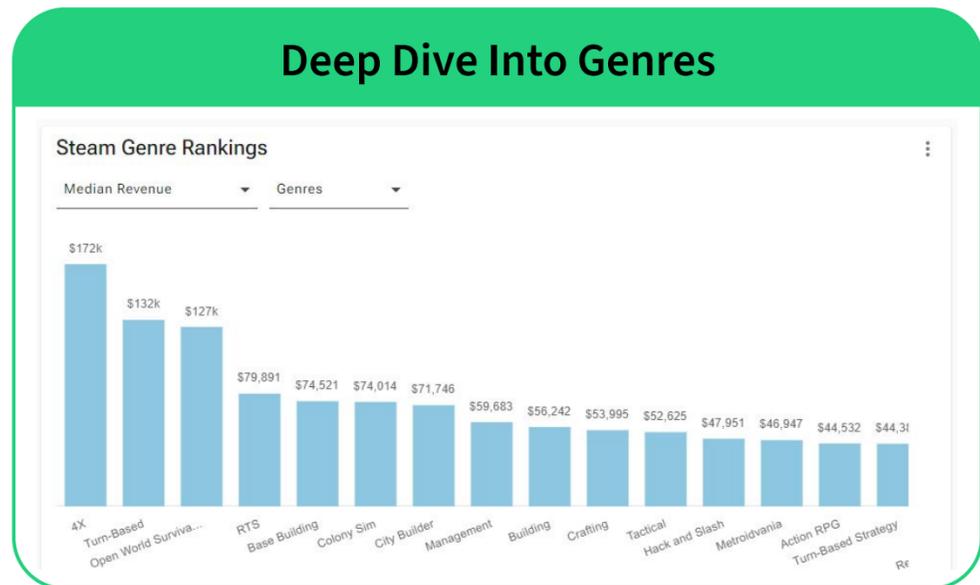
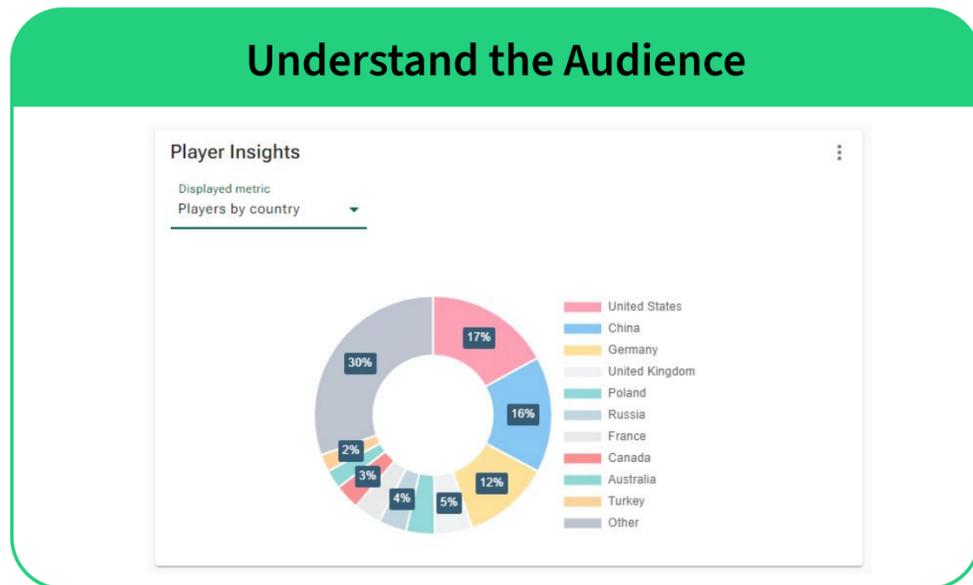


Look at Overlapping Players

Player Overlap

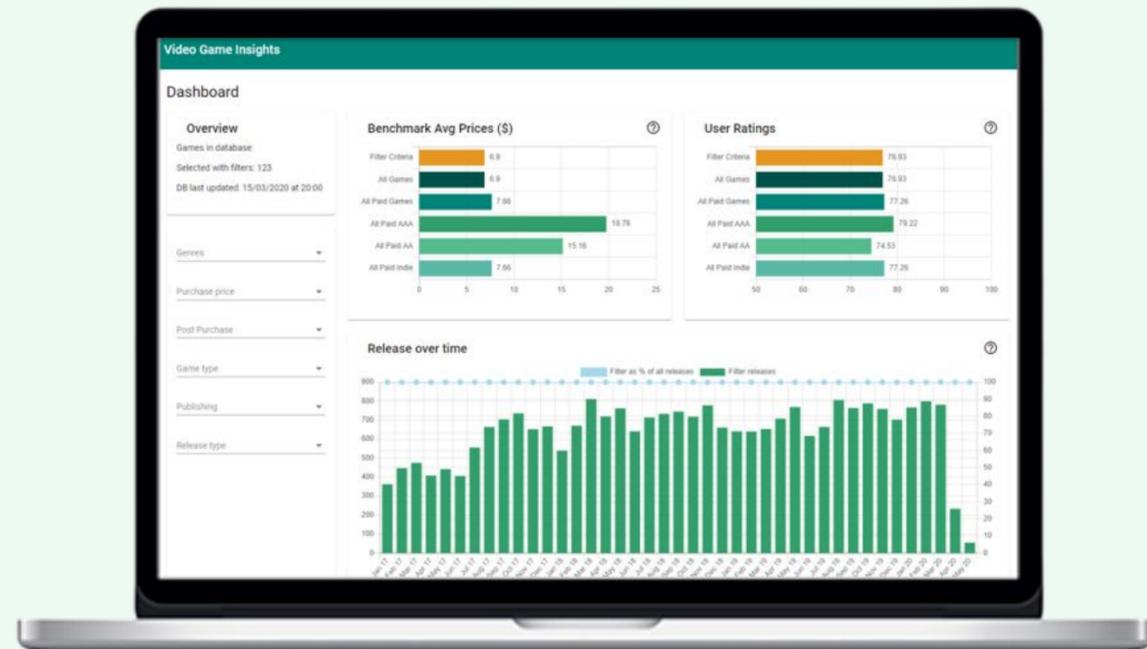
Search by name

#	Logo	Name	First released	Genres	LTD Units Sold Overlap			Median Playtime
					Overlap	Overlap %	Overlap Index	
1		Lords of the Fallen	Oct 13, 2023	Action, Adventure, RPG	436k	3.1%	9.8	200h
2		Lies of P	Sep 18, 2023	Action, Adventure, RPG	694k	5%	9.7	185.2h
3		Thymesia	Aug 18, 2022	Action	225k	1.6%	9.2	206.8h
4		Wo Long: Fallen Dynasty	Mar 3, 2023	Action, Adventure, RPG	430k	3.1%	9.2	169.6h
5		Returnal™	Feb 15, 2023	Action	193k	1.4%	8.6	133.4h
6		ARMORED CORE™ VI FIRE OF THE SUN	Aug 24, 2023	Action	910k	6.5%	8.6	167.5h
7		FINAL FANTASY XVI	Sep 17, 2024	Action, RPG	179k	1.3%	8.4	107h
8		Lunatic	Mar 15, 2022	Indie, RPG	146k	1%	8.3	176.6h
9		Another Crab's Treasure	Apr 25, 2024	Action, Adventure, Indie	227k	1.6%	8.2	147.2h



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Appendix

Definitions and methodology

Glossary

Terms	Definitions
AA/AAA games	Large budget games developed by massive teams and companies. AAA game budgets are typically over \$100M to develop
CAGR	Compound annual growth rate
CCU	Concurrent users – active players in-game
FtP	Free to play games
Full Game Revenue	Revenue from the direct sale of a game, excluding any DLC and MTX revenues
IAP	In-app purchases
Indie games	Games developed by independent studios. This covers a large range of studios from 1 person hobby projects to larger studios of a few hundred employees, but budgets still fall far short of the AAA game levels
MTX	Microtransactions
Unit Sales Estimate	Using different estimation methods, including an algorithm based on our internal database of actual sales and the Boxleiter method to get from Steam review numbers to estimated sales. Detailed overview of the method is highlighted in the section below
Revenue Estimate	Estimated units sold multiplied by the price at the time. This is gross revenue, including the Steam cut, but adjusted for local currencies, returned products and discounts

More information:

Definitions: <https://sensortower.com/product-video-game-insights>

Email: Support@sensortower.com

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