

Global Kuaishou Mini Program Game Market Research Report 2026(Status and Outlook)

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Abstracts

Kuaishou Mini Program Games are games hosted on mini programs. Users can play them directly within the Kuaishou app or the Kuaishou Express client. These games are developed by external developers on the Kuaishou open platform and monetized through advertising and in-app purchases. These games support social interaction, such as real-time matchmaking and voice chat, providing players with an entertaining and social experience. The Kuaishou mini-program game market is primarily driven by the following factors:

User Demand Driven - Fragmented Entertainment and Reaching a Broad User Base The core growth driver for Kuaishou mini-program games stems from a strong user demand for fragmented entertainment. In the fast-paced modern world, users prefer to use their commutes, lunch breaks, and other fragmented time for light entertainment. Mini-program games, with their no-download, instant-play nature, perfectly fit this need. Furthermore, as a short video platform, Kuaishou has a large user base, many of whom have not previously engaged with traditional mobile games. Mini-program games have successfully tapped into this growing market by lowering the barrier to entry (e.g., simplifying operations and de-emphasizing plots), converting short video users into gamers and creating a closed-loop "watch videos, play games" ecosystem. For example, a significant proportion of Kuaishou users exclusively play mini-games, and over half of these users engage with fragmented time gaming, demonstrating that they fill a niche in users' light entertainment needs.

Platform Ecosystem Driven - A Two-Way Empowerment of Content and Commerce Kuaishou's platform ecosystem provides a unique growth environment for mini-program games. On the one hand, the natural connection between short videos and games allows content creators to drive traffic to games through short videos like game play and strategy guides, creating a conversion chain from "content seeding to game experience." On the other hand, Kuaishou has optimized game distribution efficiency through native link technology, allowing users to jump directly to the game from the short video page,

reducing churn. On the commercial side, Kuaishou has launched subscription models such as "paid short drama memberships," integrating games with content consumption services like short dramas and novels to create a one-stop "content + entertainment" platform, enhancing user stickiness and willingness to pay. For example, Kuaishou's mini-game daily active users (DAU) increased by 230% and the number of listed products increased by 270% thanks to native link support, demonstrating the platform's ecosystem's empowering effect on the gaming market. Driving Technological Innovation: AI and Toolchains Reshape Industry Efficiency AI technology has become a key driver of Kuaishou's mini-program game market explosion. Kuaishou leverages a large model matrix to reduce the production costs of game marketing materials. Using "wensheng video" technology, it rapidly generates short video ads in themes such as animated comics and science fiction, breaking through traditional genre limitations and attracting a diverse user base. On a commercial level, the AI-driven UAX fully automated advertising delivery system achieves precise advertising targeting, with a penetration rate of up to 96%, significantly improving ROI. Furthermore, the AIGC tool streamlines the game development process, enabling small and medium-sized teams to rapidly iterate their products and enrich their game categories. For example, Kuaishou's on-site animated series saw peak daily views exceeding 700,000, demonstrating the dual value of AI technology for content innovation and user retention. Technological innovation not only lowers the barrier to entry for industry participation but also unlocks market potential through efficiency improvements.

The global Kuaishou Mini Program Game market size was estimated at USD 234.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Kuaishou Mini Program Game market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Kuaishou Mini Program Game market. It offers detailed profiles of major players, including their

market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Kuaishou Mini Program Game market.

Global Kuaishou Mini Program Game Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Boom Bit

SYBO Games

Two Mile Technology Chengdu Co., Ltd.

Beijing Haoteng Jiake Technology Co., Ltd.

Qingdao Lanfei Interactive Entertainment Technology Co., Ltd.

Cheetah Mobile

Crazy Games Citrus Studio

Tencent Holdings Limited

Beijing Jianyou Technology Co., Ltd.

Market Segmentation (by Type)

Chess

Business

Puzzle

Others

Market Segmentation (by Application)

Android

IOS

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Kuaishou Mini Program Game Market

Overview of the regional outlook of the Kuaishou Mini Program Game Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future

development potential, and so on. It offers a high-level view of the current state of the Kuaishou Mini Program Game Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Kuaishou Mini Program Game, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development

potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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