

Global Anime Mobile Games Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Anime Mobile Games market size was valued at US\$ 9724 million in 2025 and is forecast to a readjusted size of US\$ 16220 million by 2032 with a CAGR of 7.7% during review period.

Anime Mobile Games refer to digital games built around anime-inspired visual design, character collection and cultivation, narrative content, ACGN-oriented user communities, and long-term live-service operation, with iOS, Android, HarmonyOS, and other mobile platforms as the primary distribution and monetization channels. The category mainly includes mobile RPGs, card and collection games, strategy and tactical games, otome romance simulation games, rhythm and idol-training games, and anime IP-adapted mobile games. Upstream inputs mainly include game engines, cloud servers, CDN services, graphics rendering tools, character illustrations, 3D modeling, Live2D assets, scenario writing, voice acting, music and sound effects, IP licensing, payment systems, data analytics systems, and user acquisition resources. Downstream customers include mobile gamers, core ACGN users, anime IP fans, female-oriented game users, broader digital entertainment consumers, mobile app stores, Android distribution channels, regional publishers, and live-service operators. On a mobile revenue recognition basis, the global gross margin of the anime mobile games industry in 2025 is estimated at around 55%–75%. Self-developed and self-published leading companies with owned IP, strong long-term operation capability, and a higher share of official top-up revenue generally operate at around 65%–75%, while companies relying more on licensed IP, regional publishing, channel revenue sharing, and paid user acquisition usually record gross margins of around 55%–65%. For newly launched titles, actual operating margin may be significantly lower than gross margin due to development amortization, marketing expenses, and platform revenue sharing.

From the current market perspective, anime mobile games have evolved from a niche content category serving core ACGN users into a distinct segment with strong commercialization capability and clear user recognition within the global mobile gaming market. The supply side is mainly concentrated in China, Japan, and South Korea. Chinese developers have improved rapidly in original IP creation, high-quality art production, long-term live-service operation, global publishing, and cross-platform linkage. Japanese companies have deep experience in anime IP resources, character commercialization, high-paying domestic users, and long lifecycle product management, while Korean companies continue to strengthen their capabilities in character art, monetization design, industrialized content production, and overseas publishing. Competition in this market has shifted from simple gameplay and gacha mechanics toward a broader contest in character appeal, narrative updates, version events, voice acting, music, community communication, and emotional connection with users. Leading titles maintain user stickiness through continuous content supply and stable operation cadence, while smaller products without clear positioning or differentiated experience are more likely to face a rapid decline in popularity after launch. Looking ahead, anime mobile games are expected to move further toward higher production quality, refined live-service operation, cross-platform interoperability, and broader user segmentation. Mobile platforms will remain the most important monetization channel, but leading developers will place greater emphasis on PC interoperability, official top-up channels, global account systems, community activities, animated content, music performances, and offline events to extend brand lifecycle and deepen user retention. In terms of product format, mobile RPGs, card and collection games, strategy and tactical games, female-oriented romance interaction, dress-up cultivation, virtual character companionship, and light social content will jointly support market growth. As users become more mature in aesthetics and content consumption habits, simple visual imitation, frequent gacha events, and short-term campaigns will be less sufficient to build long-term competitiveness. Developers need to continue investing in character relationships, world-building, narrative writing, combat experience, localization, and community co-creation. The main growth drivers come from the global penetration of ACGN culture, improved mobile device performance, stronger acceptance of virtual characters and immersive content among younger users, and better global publishing efficiency for high-quality mobile games. Anime, manga, light novels, virtual idols, short videos, and social platforms are jointly expanding the entry points for anime-style content, enabling mobile games to convert IP fans and broader entertainment users more effectively. The growth of female-oriented and general-audience products is pushing anime mobile games beyond the traditional male-oriented character collection model toward romance companionship, aesthetic consumption, lifestyle content, and

light social entertainment. At the same time, AI-assisted art production, voice synthesis, text generation, user operation analytics, and multilingual localization tools may improve development and operation efficiency, although their value will still depend on content quality control, copyright compliance, character consistency, and user experience management. The main constraints include rising development costs, content homogenization, high user acquisition expenses, regulatory pressure, and retention challenges. High-specification anime mobile games require continuous investment in character modeling, animation, narrative writing, voice acting, music, server operation, version events, and multi-region localization, which raises project cycles and funding barriers compared with traditional lightweight mobile games. Gacha monetization, minor protection, payment transparency, data compliance, and content review may also affect commercial design and launch schedules. As leading titles capture more user time and spending budgets, smaller developers without strong IP, stable publishing capability, or clearly differentiated gameplay will face increasing difficulty in profitability. Future competition will focus more on content production capacity, IP accumulation, global operation, technical efficiency, and community governance, while products relying mainly on theme imitation or visual similarity will face a narrower growth space.

This report is a detailed and comprehensive analysis for global Anime Mobile Games market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Anime Mobile Games market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Anime Mobile Games market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Anime Mobile Games market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Anime Mobile Games market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Anime Mobile Games

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Anime Mobile Games market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include miHoYo, Tencent, NetEase, Papergames, Kuro Games, Hypergryph, Yostar, Cygames, Aniplex, Bandai Namco Entertainment, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Anime Mobile Games market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

RPG

Card & Collection Game

Strategy & Tactical Game

Otome & Romance Simulation Game

Rhythm & Idol Game

Other

Market segment by IP Source

Original Game IP

Anime / Manga Licensed IP

Light Novel / Web Novel IP

Other

Market segment by Application

Male-oriented Anime Games

Female-oriented Anime Games

General ACGN User Games

Other

Market segment by players, this report covers

miHoYo

Tencent

NetEase

Papergames

Kuro Games

Hypergryph

Yostar

Cygames

Aniplex

Bandai Namco Entertainment

Sega

Square Enix

KLab

Nexon

Shift Up

Smilegate

Kakao Games

Crunchyroll Games

Ankama

XD

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Anime Mobile Games product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Anime Mobile Games, with revenue, gross margin, and global market share of Anime Mobile Games from 2021 to 2026.

Chapter 3, the Anime Mobile Games competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Anime Mobile Games market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Anime Mobile Games.

Chapter 13, to describe Anime Mobile Games research findings and conclusion.

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