

# Global Anime-Style Mobile Games Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Anime-Style Mobile Games market size is expected to reach \$ 16127 million by 2032, rising at a market growth of 7.4% CAGR during the forecast period (2026-2032).

Anime-Style 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 smartphone-based iOS, Android, HarmonyOS, and other mobile operating systems as the primary distribution and monetization channels. The category mainly includes smartphone 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 smartphone 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 smartphone-based revenue recognition basis, the global gross margin of the anime-style 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, platform revenue sharing, and server operation costs.

From the current market perspective, anime-style 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 smartphone game 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 rapid post-launch decline and retention pressure. Looking ahead, anime-style mobile games are expected to move further toward higher production quality, refined live-service operation, cross-platform interoperability, and broader user segmentation. Smartphones will remain the most important user access and monetization terminal, 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, smartphone 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 smartphone performance, stronger acceptance of virtual characters and immersive content among younger users, and better global publishing efficiency for high-quality smartphone games. Anime, manga, light novels, virtual idols, short videos, and social platforms are jointly expanding the entry points for anime-style content, enabling smartphone games to convert IP fans and broader entertainment users more effectively. The growth of female-oriented and general-audience products is pushing anime-style 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-style 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 smartphone 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 studies the global Anime-Style Mobile Games demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anime-Style Mobile Games, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anime-Style Mobile Games that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Anime-Style Mobile Games total market, 2021-2032, (USD Million)

Global Anime-Style Mobile Games total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Anime-Style Mobile Games total market, key domestic companies, and share, (USD Million)

Global Anime-Style Mobile Games revenue by player, revenue and market share 2021-2026, (USD Million)

Global Anime-Style Mobile Games total market by Type, CAGR, 2021-2032, (USD Million)

Global Anime-Style Mobile Games total market by Application, CAGR, 2021-2032,

(USD Million)

This report profiles major players in the global Anime-Style 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Anime-Style Mobile Games market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anime-Style Mobile Games Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Anime-Style Mobile Games Market, Segmentation by Type:

RPG

Card & Collection Game

Strategy & Tactical Game

Otome & Romance Simulation Game

Rhythm & Idol Game

Other

### Global Anime-Style Mobile Games Market, Segmentation by IP Source:

Original Game IP

Anime / Manga Licensed IP

Light Novel / Web Novel IP

Other

### Global Anime-Style Mobile Games Market, Segmentation by Production Scale:

High-spec 3D Mobile Games

Mid-core 2D / Live2D Games

Lightweight Anime-style Games

Other

### Global Anime-Style Mobile Games Market, Segmentation by Application:

Male-oriented Anime Games

Female-oriented Anime Games

General ACGN User Games

Other

Companies Profiled:

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

#### Key Questions Answered

1. How big is the global Anime-Style Mobile Games market?
2. What is the demand of the global Anime-Style Mobile Games market?
3. What is the year over year growth of the global Anime-Style Mobile Games market?
4. What is the total value of the global Anime-Style Mobile Games market?
5. Who are the Major Players in the global Anime-Style Mobile Games market?
6. What are the growth factors driving the market demand?

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