

Global Kuaishou Mini Program Game Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Kuaishou Mini Program Game market size is predicted to grow from US\$ 246 million in 2025 to US\$ 451 million in 2032; it is expected to grow at a CAGR of 9.2% from 2026 to 2032.

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.

LPI (LP Information)' newest research report, the "Kuaishou Mini Program Game Industry Forecast" looks at past sales and reviews total world Kuaishou Mini Program Game sales in 2025, providing a comprehensive analysis by region and market sector of projected Kuaishou Mini Program Game sales for 2026 through 2032. With Kuaishou

Mini Program Game sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Kuaishou Mini Program Game industry.

This Insight Report provides a comprehensive analysis of the global Kuaishou Mini Program Game landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Kuaishou Mini Program Game portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Kuaishou Mini Program Game market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Kuaishou Mini Program Game and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Kuaishou Mini Program Game.

This report presents a comprehensive overview, market shares, and growth opportunities of Kuaishou Mini Program Game market by product type, application, key players and key regions and countries.

Segmentation by Type:

Chess

Business

Puzzle

Others

Segmentation by Application:

Android

IOS

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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.

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