

# Japan's Mobile Game Market 2021:

Usage Data and  
App Store Optimization  
(ASO) Trends



## About AppTweak and App Ape

# Thank you for downloading this white paper: **Japan's Mobile Game Market 2021**



**AppTweak** is the leading ASO tool driven by data science. AppTweak empowers mobile leaders - such as Amazon, Jam City, Yelp and Adobe - to grow their apps and games with actionable insights in a simple interface.

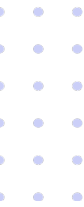
Committed to developing the **most accurate, transparent and easy-to-use ASO tool** on the market, AppTweak supports over 1,500 app developers and game publishers worldwide. AppTweak's all-in-one platform offers ASO Intelligence, Ad Intelligence, App Intelligence and Market Intelligence.

AppTweak has been awarded the "**Best ASO Tool**" by the App Growth Awards community and was recognized as the **6th Fastest-Growing Technology Company** in Deloitte Belgium's Fast 50 competition. Launched in 2014, AppTweak serves customers from all corners of the world, with offices in Brussels, San Francisco, Tokyo and Bengaluru.

**App Ape**, Japan's no.1 mobile app analytics platform, is a SaaS designed to help entrepreneurs and businesses analyse their **competitors' main KPIs** and stay on top of the **latest mobile trends**.

This marketing tool provides insights into mobile usage indicators, such as active users, demographics, retention, and engagement for both **iOS and Android apps in Japan and South Korea**. More than 5,000 local and global companies are listed as App Ape's clients with a proven track record.

# Introduction to This White Paper



This white paper will provide readers with a variety of data surrounding the **Japanese market for mobile games**. Gathered by both AppTweak and App Ape, the data covers topics regarding in-store activity, category performance, the competitive landscape, and consumer trends (Android only).

In places, we present information for all game categories available on the stores. Elsewhere, we specifically focus on the 5 dominant game subcategories based on revenue estimates (iOS) or the proportion of monthly active users (MAU; Android).

In the Appendix, we provide complete information for all subcategories on both the App Store and the Google Play Store.

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1. In-Store Activity
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Although some popular local smartphone vendors, such as DoCoMo, run Google's Android mobile operating system, the Japanese mobile market is generally **dominated by iOS** (68.3% of total users according to DeviceAtlas).

In Part 1 of this white paper, we will examine several aspects of the Japanese mobile landscape for App Store games.

The part will be separated into 3 sections: Factors that pertain to in-store activity; data that allow us to measure the performance of Japanese game subcategories, and an analysis of the competitive landscape.

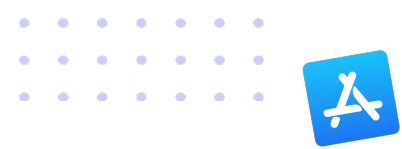


## Introduction

There are several in-store elements that can impact the rankings and store performance of games; in particular, the **metadata** added to a product page, the frequency with which that **metadata is updated**, or being **featured** on the stores.

Therefore, it is important for game developers to identify trends and best practices in each game category in order to understand App Store Optimization best practices.

# 1.1 Top 10 Searched Keywords Per Category



Branded KW

Generic KW

## Category: Games (All)

Keyword	Search Volume	Competition	Score
パズル。	71	56	38
パズル!	71	91	36
パズルゲーム!	64	91	34
game	54	78	45
games	38	31	45
puzzle_game	28	25	35
げーむ無料人気パズル	27	89	36
puzule	17	50	36
freegames	16	4	45
無料ゲーム無料ゲームパズル	16	67	39

## Category: Adventure

Keyword	Search Volume	Competition	Score
脱出ゲーム	73	67	41
ガルパ	56	76	29
だしゅつゲーム	30	68	37
りずむげーむ無料人気	27	65	28
あどベンチャー無料ゲーム	15	84	45
アドベンチャーア	15	83	42
エマーアドベンチャー	15	71	40
advanture	15	83	37
アドベンチャー脱出無料	15	57	37
rpg無料アドベンチャー	15	70	36

The most popular keywords in 2020 are often terms that received the highest search volumes. The volume – a number between 5 and 100 – is calculated by and received directly from Apple. The higher the search volume, the more often a keyword is searched on the App Store (and the more popular the keyword is).

Here, we provide the **10 most popular keywords** for the Games (All) category on the App Store, alongside the 10 most popular keywords for the 5 major game genres (based on those that drive the highest revenues; pages 16 and 17).

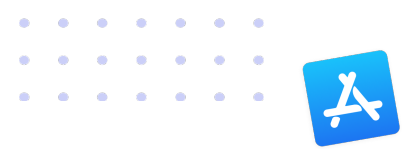
A list of the 50 most popular keywords for the Games category and its subcategories can be found in the Appendix.

**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.

# 1.1 Top 10 Searched Keywords Per Category



Branded KW

Generic KW

## Category: Role Playing

Keyword	Search Volume	Competition	Score
ロールプレイング	42	52	27
えろゲーむ無料	37	80	29
playゲーム	19	81	26
roling	15	87	37
ろーるプレイング	15	87	36
ロールブレイグ	15	85	33
おるは	15	59	33
zonble	15	59	29
neomonster	15	68	26
minsters	15	69	26

## Category: Strategy

Keyword	Search Volume	Competition	Score
lordsmobile	42	52	27
すとらでじー	15	77	41
おじいのげえむ	15	64	41
strategic	15	86	38
kingofm	15	58	37
kingdown	15	57	35
kinkdom	15	57	35
k ingdom	15	57	35
킹덤러쉬	15	55	34
ストライテジー	14	83	45

From the list of the top keywords for each game category, we see 2 common themes:

First, the **majority of the top keywords are generic** (not brand-related). For example, the keywords “パズル” (puzzle), “ロールプレイング” (role-playing), and “すとらてじー” (strategy) simply describe the type of game. From AppTweak’s research, branded keywords are twice as popular; however, we estimate that **generic keywords drive over half of all App Store traffic**. As a result, we recommend leveraging the potential of generic keywords to drive downloads.

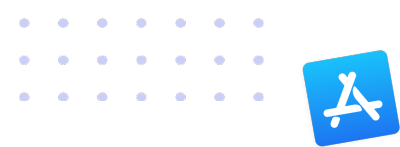
Not only do both Apple and Google discourage apps from adding competitor brands to their metadata, we also find 3 times more generic keywords in our analysis (compared to branded keywords).

**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.

# 1.1 Top 10 Searched Keywords Per Category



Branded KW

Generic KW

## Category: Simulation

Keyword	Search Volume	Competition	Score
いんてりあしみゅれーしょん	31	73	37
decoる	25	74	29
decorun	16	78	29
シムレーションゲーム	15	91	43
praymix	15	71	29
prayix	15	71	29
シミュレーションヤギ	14	91	45
シュレーションゲーム	14	77	45
しみゅれーしょんマンガ	14	91	45
カフェシミュレーション	14	79	45

## Category: Action

Keyword	Search Volume	Competition	Score
-ゲーム	84	94	29
大五人格	24	59	29
有名なゲーム	19	85	29
しょんぼりアクション	15	90	45
アプリ無料アクション	15	91	44
げーむ無料あくしょん	15	92	38
マリオアクション	15	90	37
あないないばあ	15	84	35
モンスタートラーク	15	40	30
パドルロイヤルゲーム	15	0	30

Although high-volume keywords on the App Store are typically branded, there are a lot of low-volume search terms which, when turned into **long-tail keywords**, represent a big portion of App Store traffic. Furthermore, having your app visible for relevant generic keywords can substantially increase your installs and capture part of the long-tail traffic they generate.

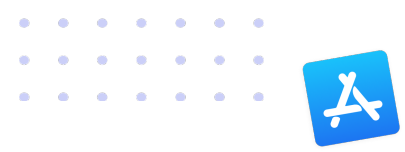
Second, the majority of keywords are in “ひらがな” (hiragana) format, such as “いんてりあしみゅれーしょん” (intellectual simulation). Unlike English, Japanese has 4 types of characters, including **hiragana**, **katakana** and **kanji**, in addition to English alphabets. Hiragana is usually the first keyboard displayed on users' phones, which could be one reason as to why we see that most of the top keywords are in hiragana.

**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

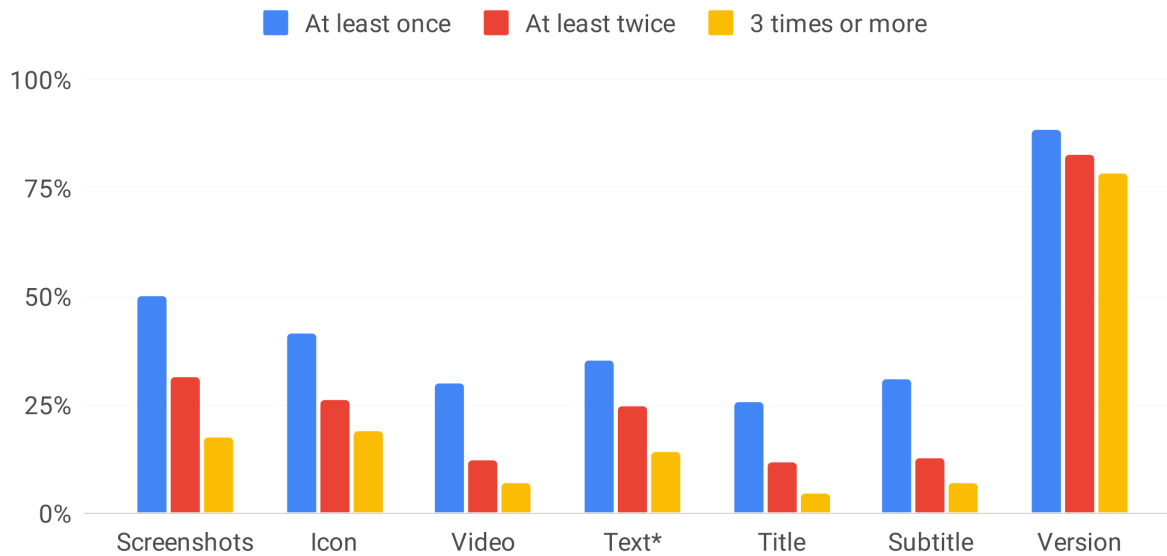
**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.

## 1.2 Metadata Update Frequency



### Metadata Update Frequency (iOS, 2020)



Metadata elements updated at least one, two, or three (or more) times throughout the year

	At least once	At least twice	3 times or more
Screenshots	50.2%	31.3%	17.4%
Icon	41.6%	26.0%	18.7%
Video	30.0%	12.0%	6.9%
Text*	35.0%	24.7%	14.2%
Title	25.5%	11.6%	4.5%
Subtitle	30.7%	12.9%	6.9%
Version	88.4%	82.8%	78.3%

Regularly updating your store metadata promotes a sustainable level of app visibility and helps to drive downloads. However, there is no single update frequency that will ensure your game's visibility keeps increasing (or remains stable) over time.

In 2020, **half of the apps on the App Store updated their screenshots** at least once. The app title was changed less frequently, with only a quarter of apps updating this element at least once.

The **app icon and screenshots were the most regularly updated elements** on the App Store in 2020, with 18.7% and 17.4% of apps (respectively) updating these creatives at least 3 times during the year.

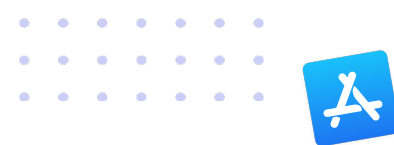
Finally, almost **80% of apps updated their version** at least 3 times throughout the year.

**466 apps** (followed from January 1st to December 31st, 2020).

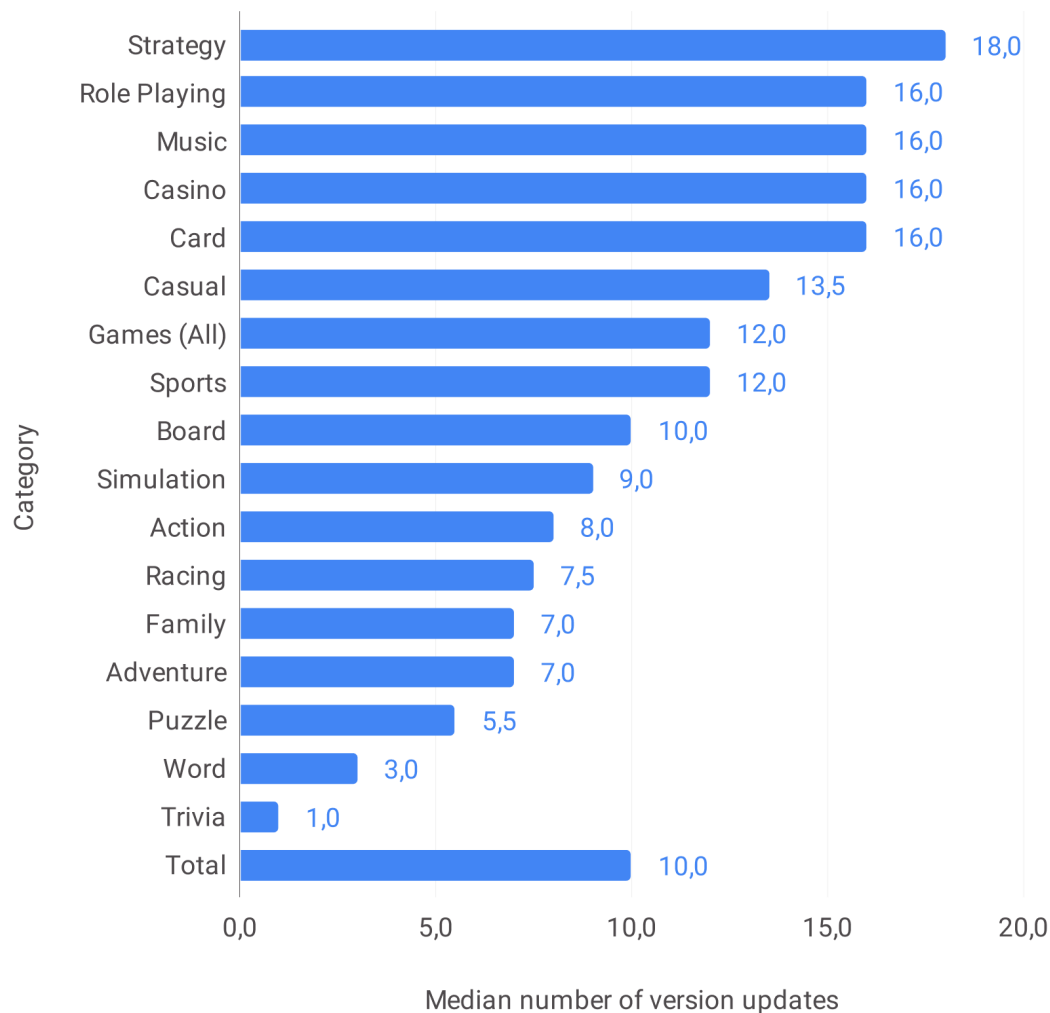
**\*Text:** Either title or subtitle.



## 1.2 Metadata Update Frequency



### Number of Version Updates (iOS, 2020)

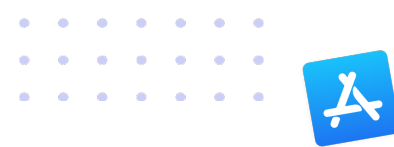


On the App Store, games in the **Strategy, Role Playing, Music, Casino, and Card** categories were **most active** in version updates.

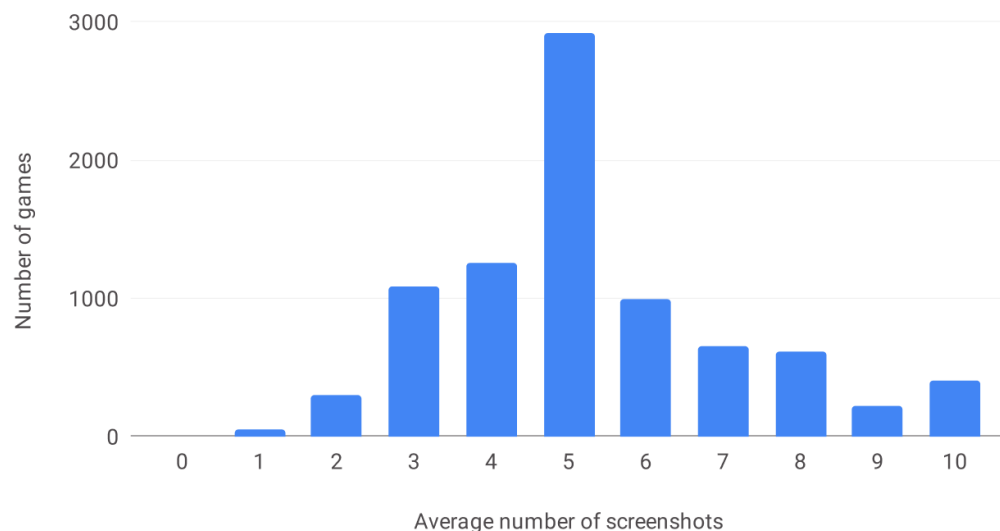
For these categories, the median number of updates was either 16 or 18 times, higher than the median number of version updates in the Games (All) category (12 times).

The **Trivia, Word, and Puzzle** categories were the **least active** in terms of version changes in 2020.

## 1.3 Creatives Per Category

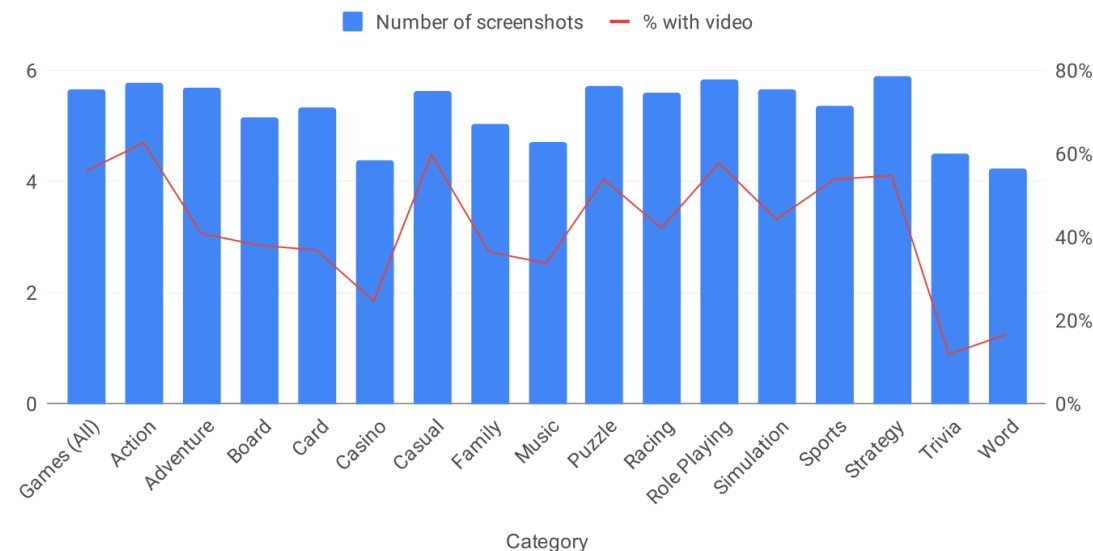


Average Number of Screenshots for Games (iOS, 2020)



While it is often recommended to use all 10 screenshot spaces on the App Store to fully exhibit your app, the **vast majority of games incorporate only 5 screenshots** on their product pages. However, this practice slightly varies between individual subcategories: On average, games in the **Casino, Trivia, and Word categories include fewer screenshots** than other game categories.

Category Analysis: Number of Screenshots Per Game and % of Games with a Video (iOS, 2020)



Regarding videos, disparities between categories are much more pronounced than for screenshots. For instance, games in the **Trivia and Word categories rarely incorporate a promotional video**, while over half of **Action, Casual, and Role Playing games do**.



# 1.4 Featurings

## Count of Apps That Were Featured X Times

Category	Featured 1 day	Featured 2 days	Featured 3 days	Featured 4 days	Number of apps	Weighted featuring
<b>Overall</b>	<b>161</b>	<b>74</b>	<b>12</b>	<b>3</b>	<b>250</b>	<b>357</b>
Adventure	49	21	2	0	72	97
Action	50	17	3	1	71	97
Puzzle	36	20	5	0	61	91
Role Playing	46	16	2	0	64	84
Casual	22	16	3	1	42	67
Strategy	29	13	1	0	43	58
Simulation	27	8	3	1	39	56
Family	5	5	2	1	13	25
Sports	15	4	0	0	19	23
Card	7	4	0	1	12	19
Racing	4	5	1	0	10	17
Board	1	3	0	1	5	11
Music	5	3	0	0	8	11
Word	0	2	0	0	2	4
Trivia	2	0	0	0	2	2
No Subcategory	1	0	0	0	1	1

Being featured on the App Store is a fantastic opportunity to boost an app's visibility, increase its outreach and drive downloads. As Apple editors want to promote apps that can generate a lot of traffic on the store, featured games are typically those with a high potential to satisfy store visitors' user experience.

In 2020, most of the games that were featured in App Store 'Today' tab were in the **Adventure or Action categories**. Puzzle and Role Playing games were also featured a lot, while **Music, Word, and Trivia games were featured the least**.

In general, **games were typically only featured for one day** in 2020; however, in some cases, these featurings continued for 2, 3, or even 4 days. It should also be noted that the **number of games featured for more than one day decreased exponentially**. For example, 50 apps from the Action category were featured for one day in 2020 while only 17 were featured for 2 days, 3 were featured for 3 days, and only one game was featured for 4 days.

**Note:** Weighted considering 250 distinct featured apps, with a total of 357 days on the 'Game of the Day' story. Numbers do not necessarily sum up vertically because one app can be part of multiple subcategories.

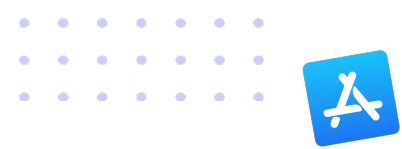


## Introduction

There are several important metrics to consider when measuring the performance of a game's category. As multiple subcategories may be relevant to a single game, factors like **conversion rate benchmarks** or **revenue estimates** can help game publishers decide the best category (or categories) for their product.

Furthermore, it is important to know how **seasonality** (trends in the stores that occur at specific, regular intervals) can impact a category's performance throughout a year, month, or week.

## 2.1 Conversion Rate Benchmarks Per Category



A game's **conversion rate (installs/page views)** is the percentage of users that download the game after viewing its page. This metric is predominantly used to help members of the ASO community understand how well an app or game's page convinces users to download the product.

In 2020, the **Racing category had the highest conversion rate**, convincing over 22% of those who viewed Racing games' store pages to install the games. This figure is almost double the average conversion rate across all game subcategories. Other categories that converted users well were: Board, Word, and Sports games.

On the other hand, the **Card category had the lowest conversion rate** (3.6%), followed by the Role Playing and Strategy categories.

The metric '**impressions to page views**' is also known as the **click-through rate (CTR)**; the percentage of users that see the app somewhere in the App Store and 'click through' to view its page). While the **Casino category had the highest CTR**, games in the Trivia category encouraged the lowest percentage of store visitors to click through.

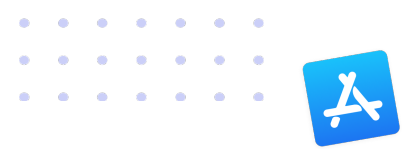
Finally, the **install rate (installs/impressions)** is the percentage of users that download a game directly from the App Store search or Browse results, without clicking through to its page first. The install rate tells game publishers how well their product stands out in the search/Browse results; in 2020, the **Word category performed the best** at this, while the Trivia category performed the worst.

### iOS, Japan (2020)

Category	Page views to installs	Impressions to page views	Impressions to installs
Racing	22.7%	6.7%	1.5%
Board	17.0%	11.6%	2.0%
Word	16.9%	18.2%	3.1%
Sports	16.5%	10.3%	1.7%
Puzzle	11.4%	9.7%	1.1%
Simulation	11.2%	9.6%	1.1%
Trivia	9.6%	2.5%	0.2%
Family	9.0%	11.5%	1.0%
Casual	8.9%	10.5%	0.9%
Action	8.3%	8.8%	0.7%
Adventure	6.8%	6.9%	0.5%
Casino	5.8%	19.8%	1.2%
Strategy	5.4%	9.2%	0.5%
Role Playing	4.7%	7.1%	0.3%
Card	3.6%	13.0%	0.5%
Average	10.5%	10.4%	1.1%

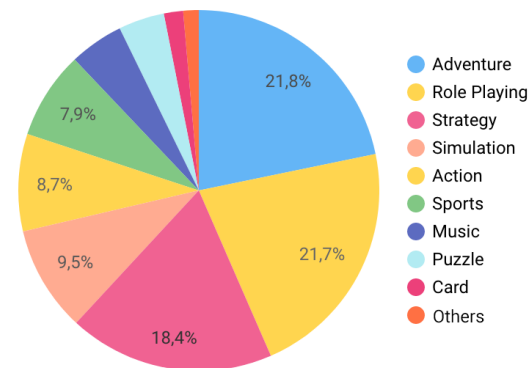
**Note:** Conversion rate benchmarks are based on AppTweak's integration data. If over 75% of the data used to calculate these benchmarks belongs to one publisher (only one integration), the data is not shown to respect client confidentiality.

## 2.2 Revenue Estimates Per Category



### Revenue Estimates for Free Apps on iOS (2020)

	Category Name	Total Yearly Revenue (Estimate)
1.	Adventure	2 839 967
2.	Role Playing	2 832 712
3.	Strategy	2 403 925
4.	Simulation	1 235 913
5.	Action	1 136 976
6.	Sports	1 027 092
7.	Music	632 948
8.	Puzzle	536 534
9.	Card	224 847
10.	Racing	59 608
11.	Family	55 687
12.	Casino	46 053
13.	Board	13 783
14.	Casual	5 815
15.	Word	394
16.	Trivia	46

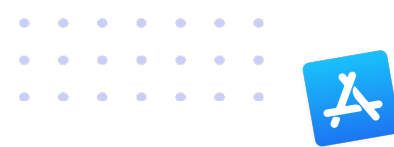


When discussing the estimated revenue generated by different categories, it is important to make a distinction between free and paid games: While free games generate revenue through more indirect manners such as in-app purchases or subscriptions, paid games require users to purchase the game itself before being able to install it.

Looking at free games on the Japanese App Store, games in the **Adventure, Role Playing, and Strategy** categories drove the **highest revenue** in 2020.

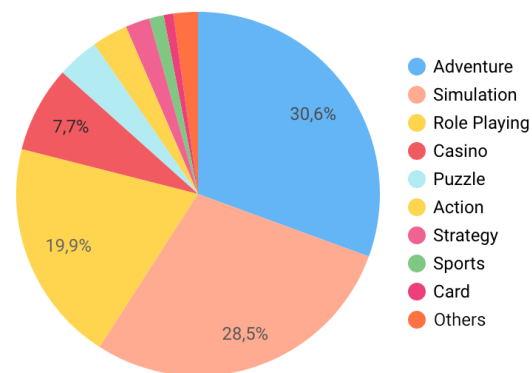
Contrastingly, games in the **Trivia and Word** categories drove the **least revenue**.

## 2.2 Revenue Estimates Per Category



### Revenue Estimates for Paid Apps on iOS (2020)

	Category Name	Total Yearly Revenue (Estimate)
1.	Adventure	26 038
2.	Simulation	24 290
3.	Role Playing	16 905
4.	Casino	6 526
5.	Puzzle	3 177
6.	Action	2 701
7.	Strategy	1 831
8.	Sports	1 105
9.	Card	725
10.	Casual	687
11.	Racing	475
12.	Music	337
13.	Board	152
14.	Family	150
15.	Word	44
16.	Trivia	14

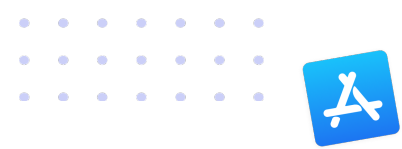


The **Adventure** and **Role Playing** categories performed similarly well in driving revenue from paid games, as did paid games in the **Simulation** category.

Paid games in the **Trivia** and **Word** categories again generated the least revenues on the Japanese App Store in 2020.

In general, paid games consistently drove less revenue than free games.

## 2.3 Seasonality



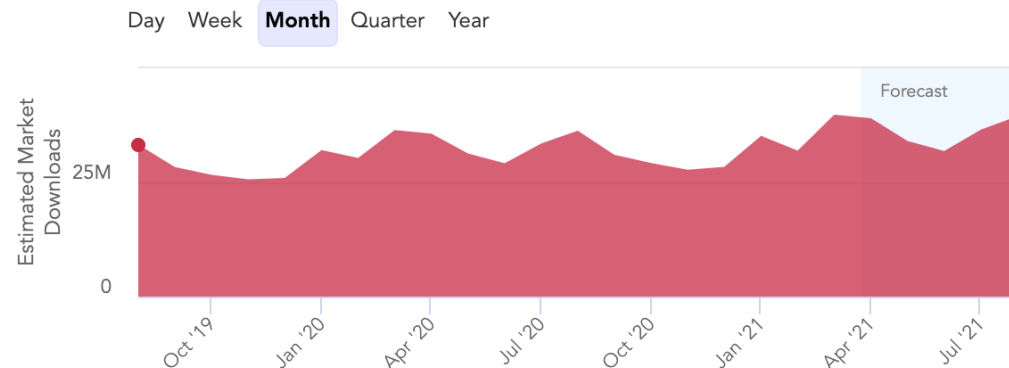
### Games (All)

#### Key Metrics

GROWTH PER YEAR	▲13.9%
TOP MONTH	April ▲16.0%
WORST MONTH	December ▼16.3%
TOP DAY	Friday ▲5.2%
WORST DAY	Monday ▼4.5%



#### Market Trend



AppTweak's App Market Seasonality feature uses millions of data points on app downloads to identify seasonality trends across categories and countries. In particular, the data shows whether a category generates more downloads during weekdays or weekends, and which month of the year drives the most installs.

Looking at the Games (All) category on iOS, we estimate that the market is growing year by year. **Downloads typically reach a peak in April**, with the least downloads generally driven in December. On a daily basis, **Fridays are the best days** for the Games category and Mondays are the worst.

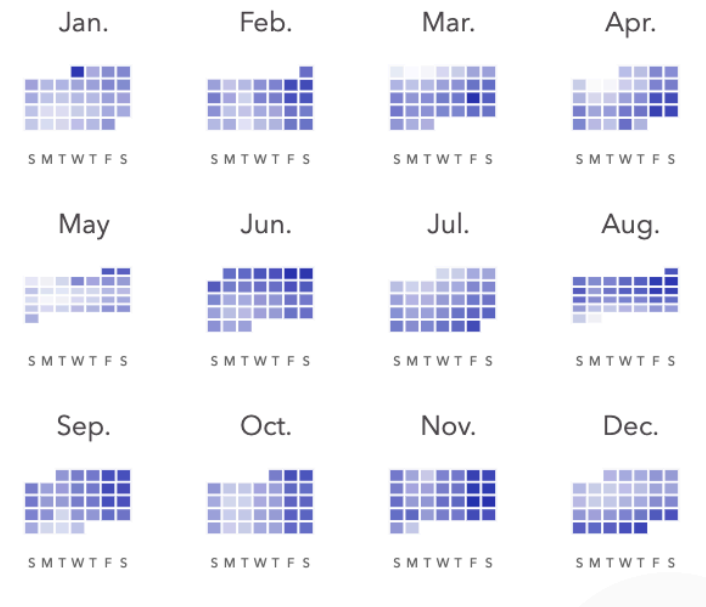
## 2.3 Seasonality



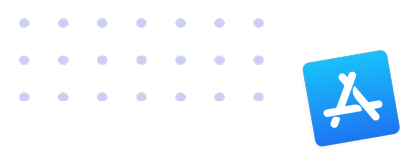
Games (All)



Yearly trend



## 2.3 Seasonality



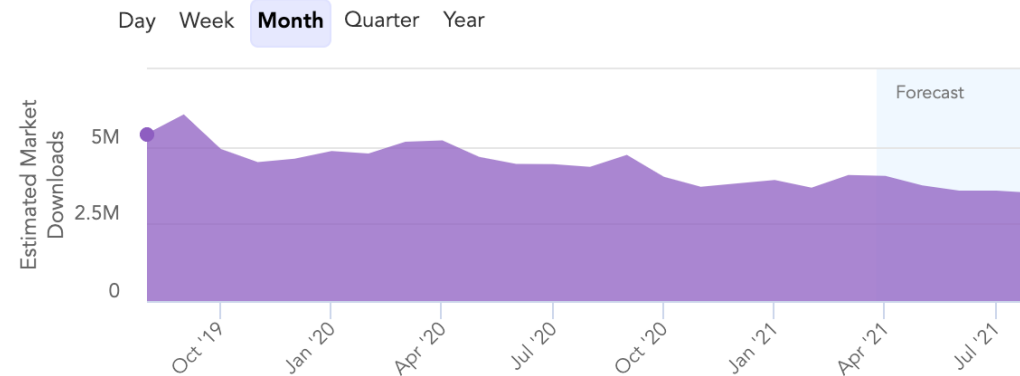
### Adventure

#### Key Metrics

GROWTH PER YEAR	▼11.2%
TOP MONTH	September ▲16.0%
WORST MONTH	November ▼13.9%
TOP DAY	Friday ▲5.3%
WORST DAY	Tuesday ▼6.9%



#### Market Trend

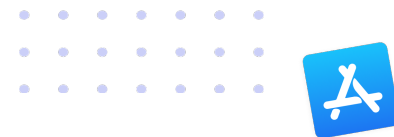


Turning to the Adventure category for iOS games, we estimate that the category is experiencing a **declining growth** per year. Its **best month for downloads is typically September**, whereas its worst month is November.

Similarly to the Games (All), Role Playing, Strategy, and Simulation categories, the **most downloads are driven on Fridays**, and the least downloads are generated towards the start of the week (Tuesdays).



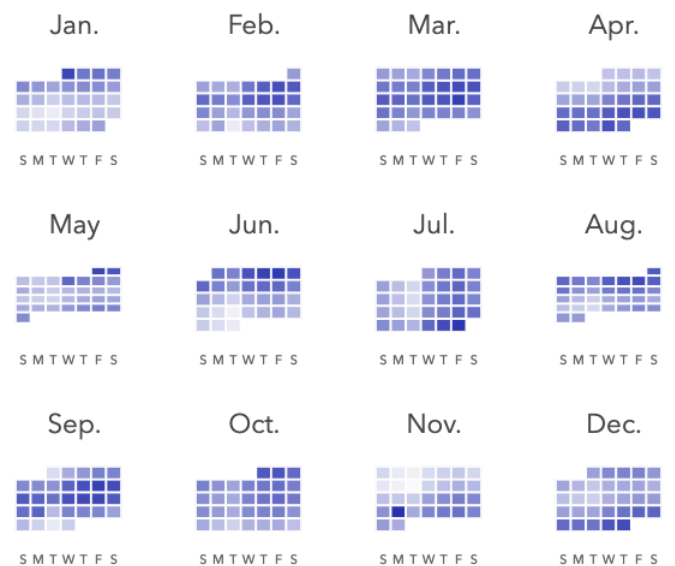
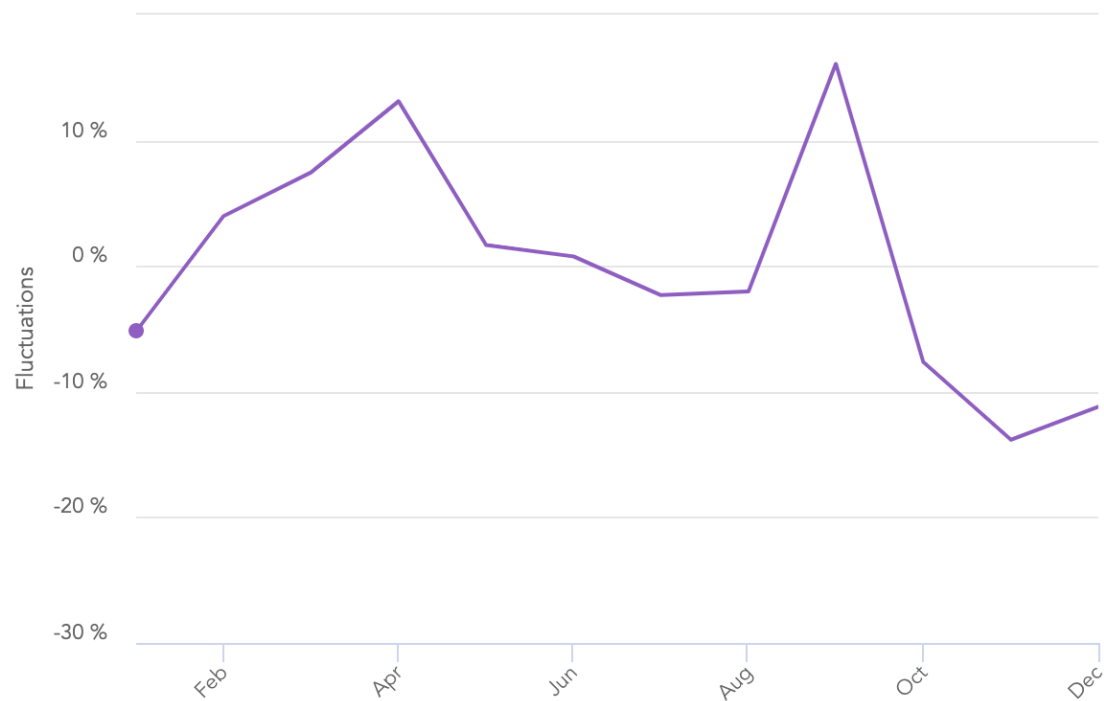
## 2.3 Seasonality



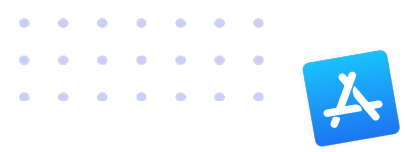
Adventure



Yearly trend



## 2.3 Seasonality



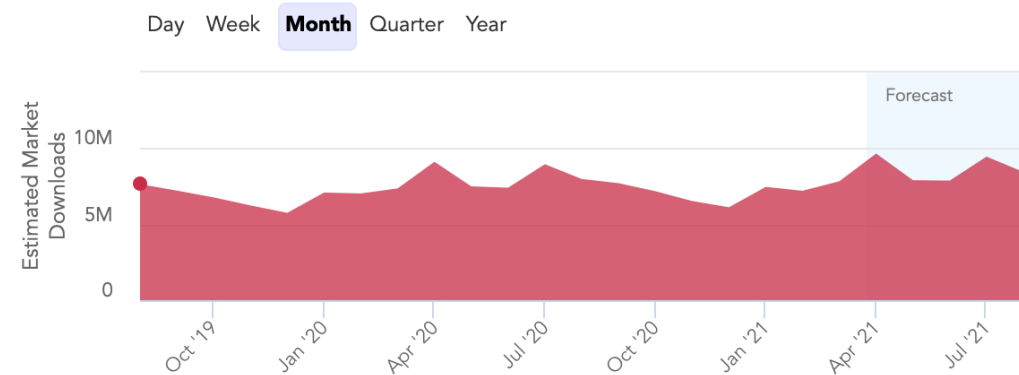
### Role Playing

#### Key Metrics

GROWTH PER YEAR	▲11.9%
TOP MONTH	April ▲24.4%
WORST MONTH	December ▼23.6%
TOP DAY	Friday ▲8.8%
WORST DAY	Sunday ▼7.2%



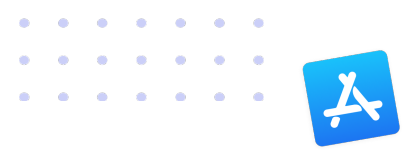
#### Market Trend



The Role Playing category is also growing year by year. Similarly to the Games (All) category, the **most downloads for this genre are generated in April**, while the least downloads are driven in December. Once again, the **best days for this category to drive installs are Fridays**, while the category's worst days are Sundays.

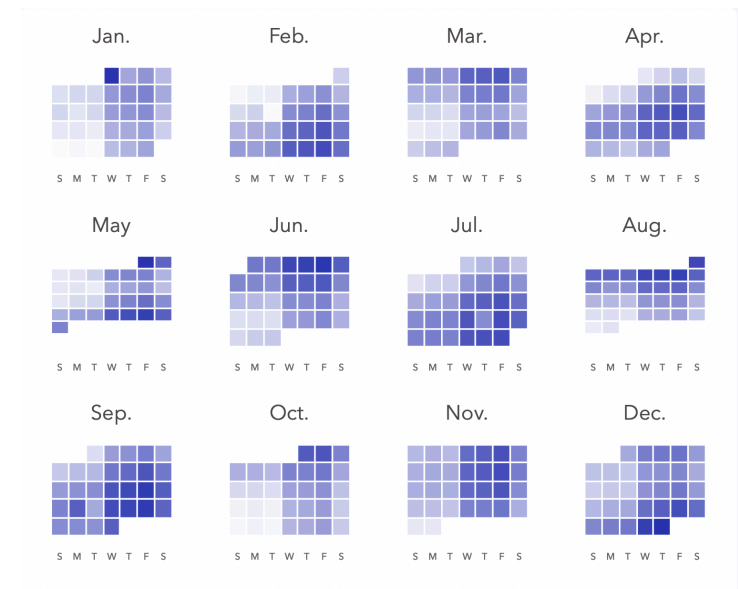
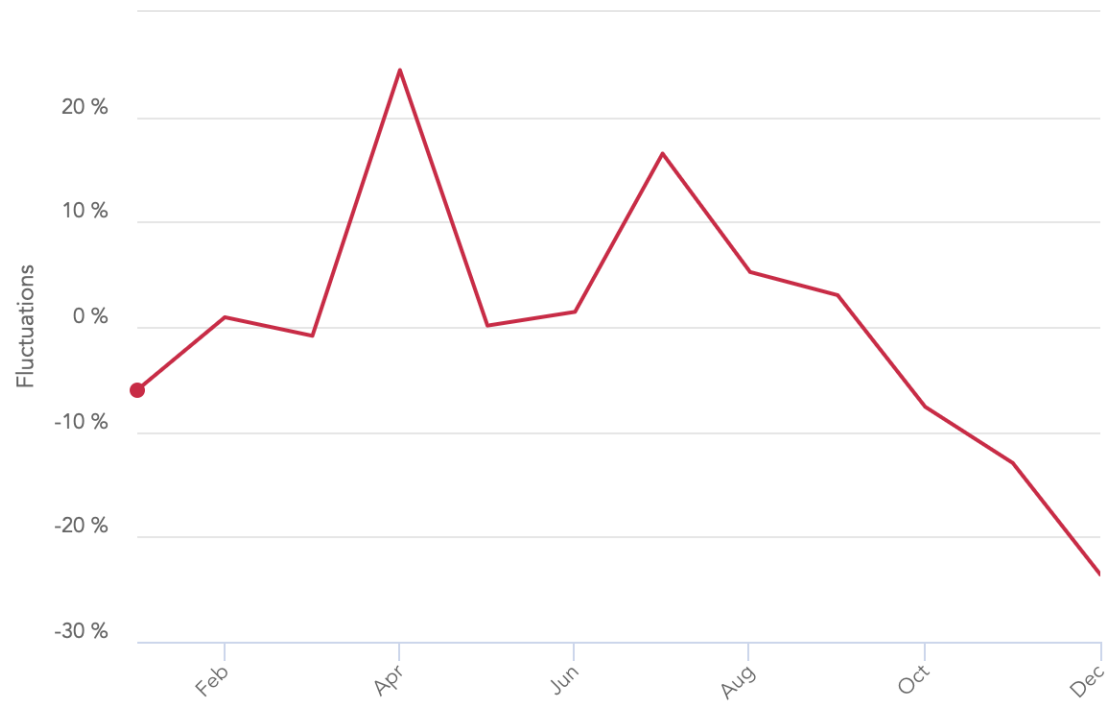
## 2.3 Seasonality

Role Playing

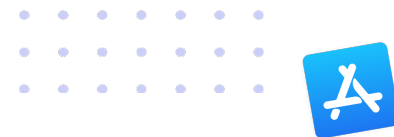


apptweak

Yearly trend



## 2.3 Seasonality



### Strategy

#### Key Metrics

GROWTH PER YEAR ▲26.2%

TOP MONTH January ▲18.1%

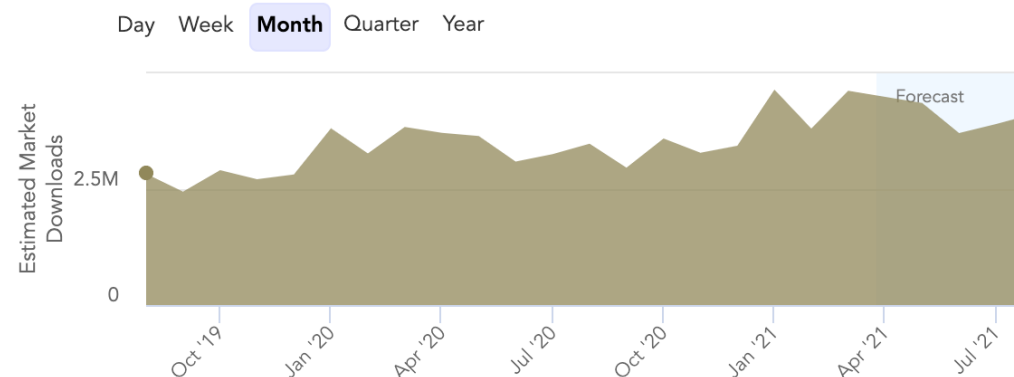
WORST MONTH September ▼16.4%

TOP DAY Friday ▲9.9%

WORST DAY Tuesday ▼8.0%

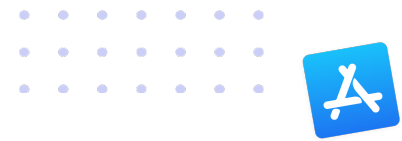


#### Market Trend



We estimate that the Strategy category is experiencing the **most year-on-year growth** among the 6 major categories presented. While **January is its best month for downloads**, September is its worst. The trend of **Fridays being the best days** to generate downloads continues for the Strategy category; and once again, the fewest installs are generally driven towards the start of the week (Tuesdays).

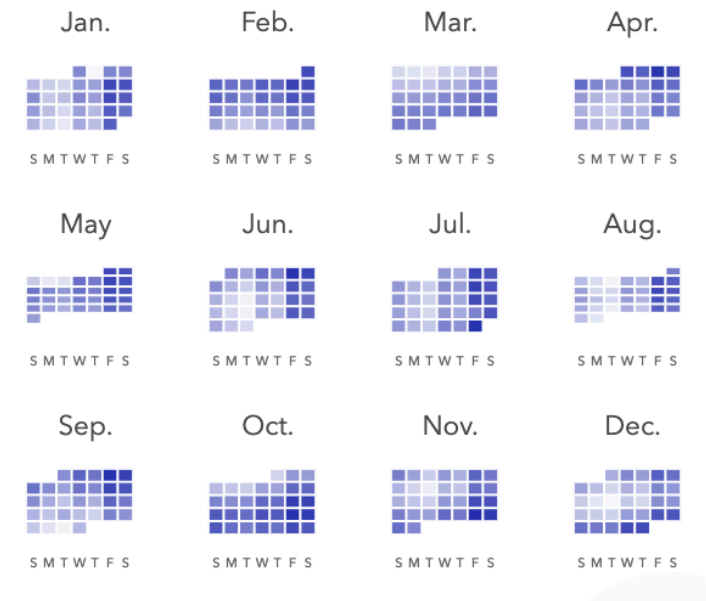
## 2.3 Seasonality



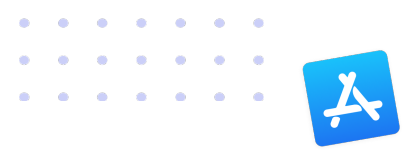
Strategy



Yearly trend



## 2.3 Seasonality



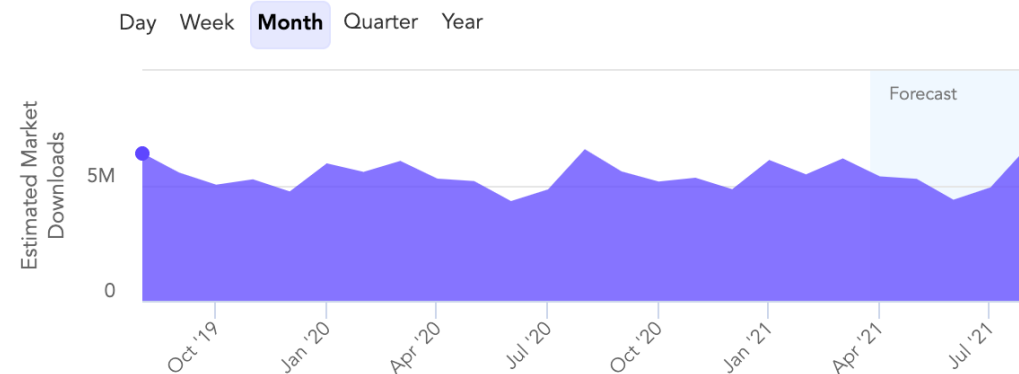
### Simulation

#### Key Metrics

GROWTH PER YEAR	▲0.2%
TOP MONTH	August ▲19.4%
WORST MONTH	June ▼19.9%
TOP DAY	Friday ▲4.7%
WORST DAY	Tuesday ▼3.1%

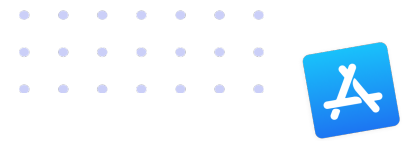


#### Market Trend



The Simulation category is only slightly experiencing yearly market growth. The genre's **top month for downloads is August**, with its worst month being June. Similarly to the majority of categories presented here, the category drives the **most downloads on Fridays** and gains the least downloads on Tuesdays.

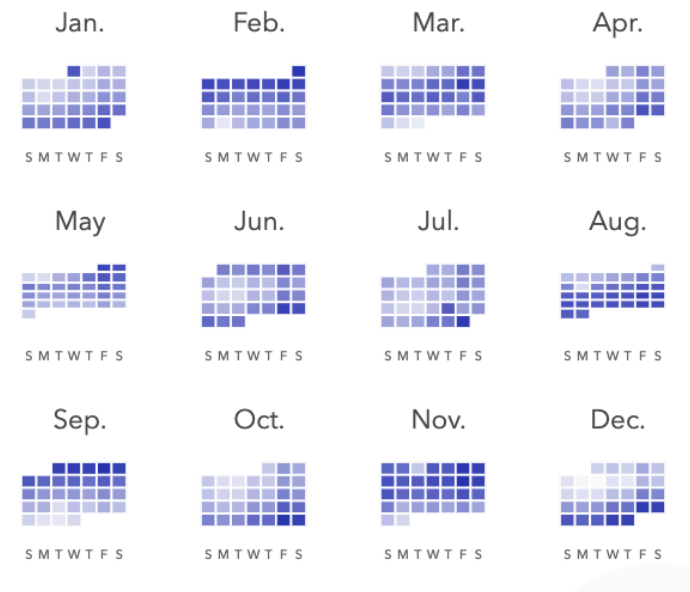
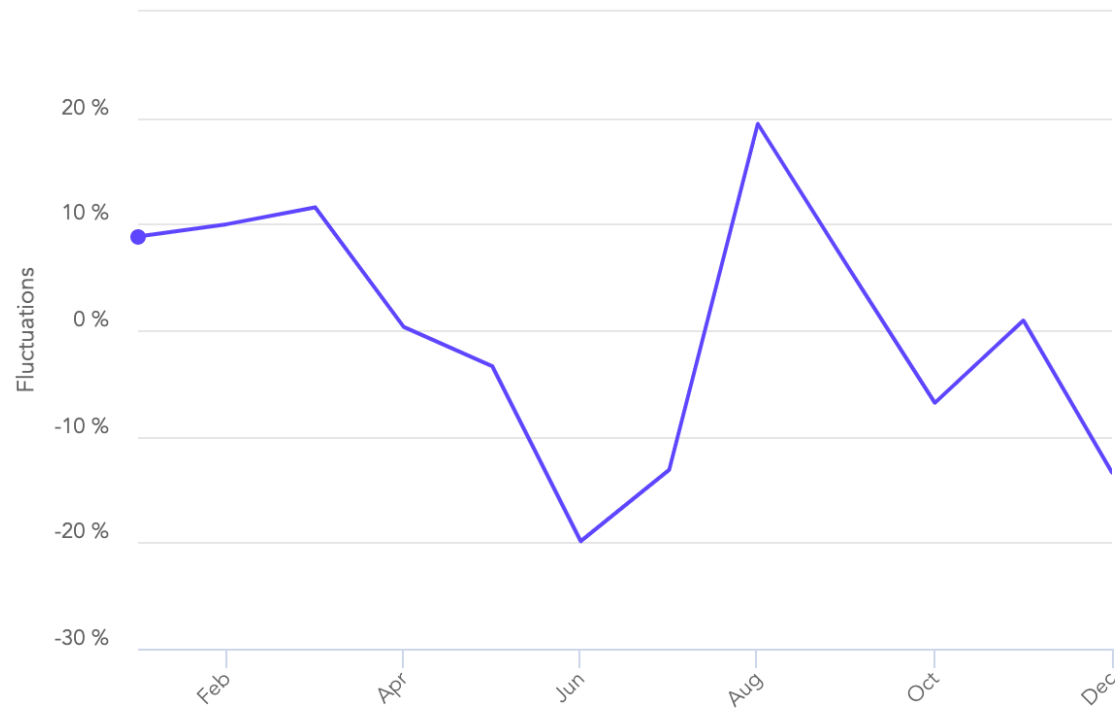
## 2.3 Seasonality



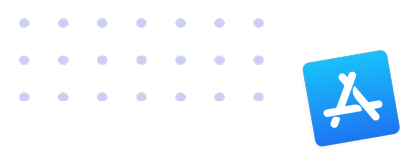
Simulation

apptweak

Yearly trend



## 2.3 Seasonality



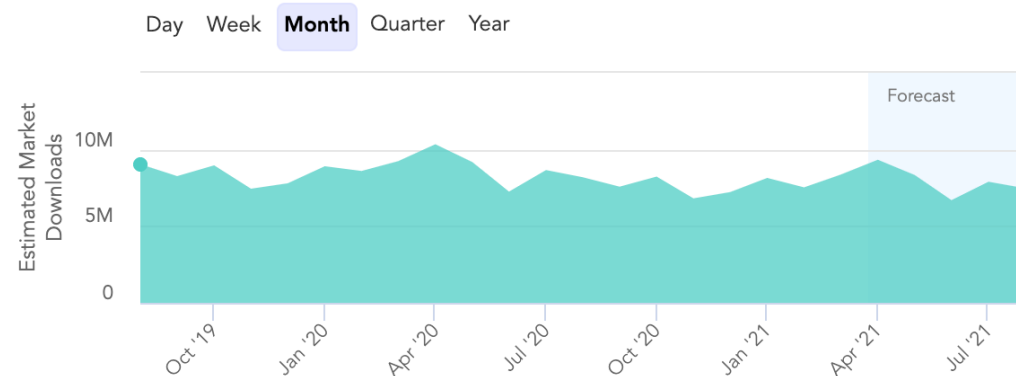
Action

### Key Metrics

GROWTH PER YEAR	▲0.9%
TOP MONTH	April ▲23.7%
WORST MONTH	November ▼15.8%
TOP DAY	Saturday ▲6.5%
WORST DAY	Tuesday ▼6.4%



### Market Trend

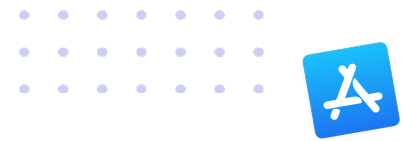


Finally, the Action category is also only slightly experiencing yearly growth. As for the Games (All) and Role Playing categories, this genre drives the **most downloads in April**; however, the least amount of downloads are driven in November.

Deviating from the 'Friday' trend, the **most downloads to this category are generated on Saturdays**. More generally, the category remains aligned with others, seeing its best days towards the end of the week and its worst days towards the start (Tuesdays).



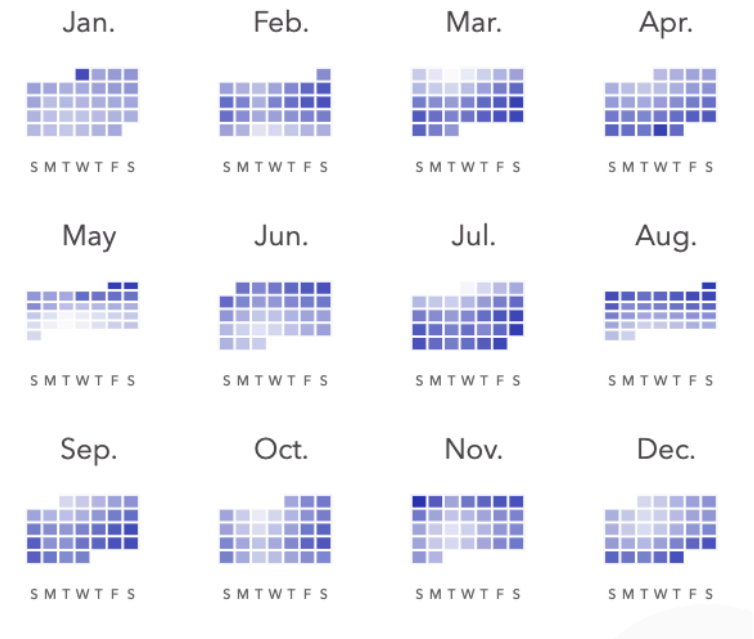
## 2.3 Seasonality



Action



Yearly trend





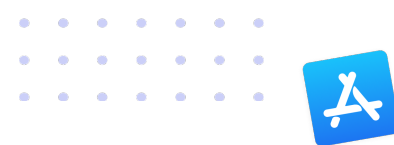
## Introduction

Competition is a pivotal element of any game publisher's App Store Optimization strategy. In particular, volatility represents the amount of movement that takes place among a category's top 100 apps.

**A very volatile category indicates a high amount of competition**, while more stable categories suggest a lower amount of competition.

It is also important to understand the **game publishers that dominate the App Store** to better understand the industry leaders at the forefront of Japan's game market.

## 3.1 Category Volatility



In general, **games in the most competitive categories remain in the top 100 for a shorter period**. On the App Store, games in the Games (All), Simulation, Casual, and Adventure categories ranked in the top 100 for less than 60 days on average.

On the other hand, games in the Music, Card, Casino, and Trivia categories ranked in the top 100 for over 100 days on average. As a result, the data suggests that the **Games (All) category is the most competitive genre** and the **Music category is the least competitive**.

Top 100 in 2019 vs 2020

44%

On both the App Store and Google Play Store, 44% of all apps that ranked in the top 100 in 2020 were already ranking in the top 100 in 2019.\*

### Average Number of Days in Top 100

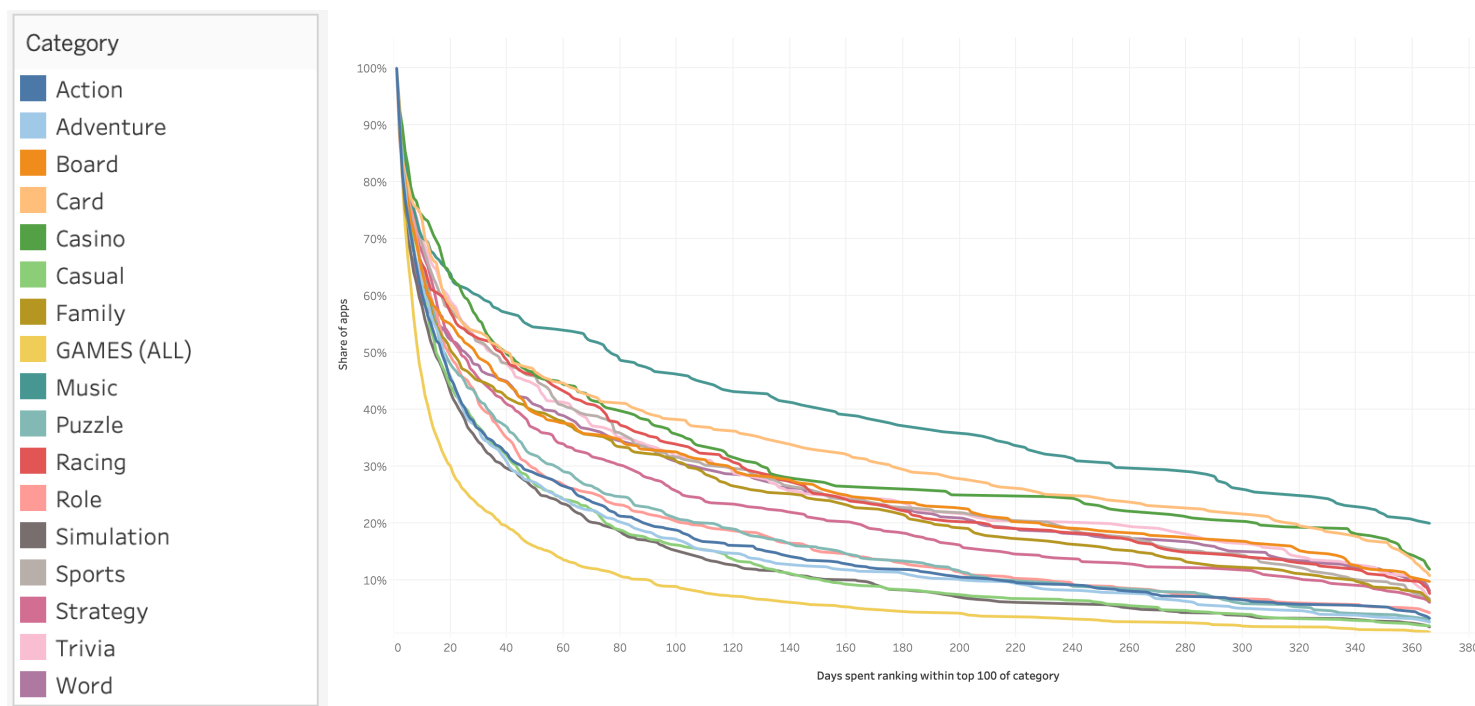
Category	Days
All	34
Music	144
Card	119
Casino	114
Trivia	101
Board	99
Racing	99
Sports	99
Word	96
Family	89
Strategy	82
Puzzle	65
Role Playing	65
Action	60
Adventure	56
Casual	52
Simulation	50
Games (All)	32

**Note:** Among all apps that ranked in the top 100 for at least one day in 2020.

\*Out of 14,169 apps on the App Store.

## 3.1 Category Volatility

Share of Apps Ranking at Least X Days in Category (2020)



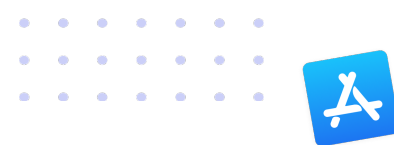
This chart shows the number of apps that ranked for a certain amount of days in each category's top 100 in 2020. To compute this, we considered all apps that ranked for at least one day in each category in 2020 and calculated how long each remained in the top charts.

For example, 100% of apps ranked in the top 100 for at least one day, but **less than 50% ranked in the top 100 for 80 days or more**. For both iOS and Android, the share of games ranking in the top 100 for the Games (All) category over a given period decreases much more rapidly than for other categories.

Looking at games that ranked in the App Store's top 100 over at least 300 days in the year, we can distinguish 3 groups among categories: First, the **most stable were the Music, Card and Casino categories**. Next, games in the Board, Word, Racing, Sports, Family, Trivia, and Strategy categories were relatively stable.

Finally, the remaining categories had a much lower share of games ranking in the top 100 over 300 days per year.

## 3.2 Top Game Publishers



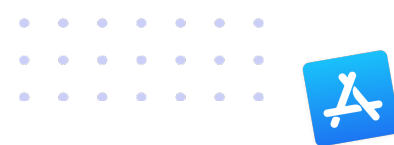
### Games (All)

	Publisher	Total Yearly Downloads (Estimate)
1.	Voodoo	15 355 757
2.	MASK APP LLC	6 907 933
3.	Playrix	6 541 298
4.	BANDAI NAMCO Entertainment Inc.	5 829 082
5.	Nintendo Co., Ltd.	4 909 783
6.	LINE Corporation	3 998 878
7.	SQUARE ENIX	3 456 785
8.	NetEase Games	3 044 491
9.	Lion Studios	2 813 217
10.	Zynga Inc.	2 803 705
11.	SEGA CORPORATION	2 693 903
12.	Amanotes Pte. Ltd.	2 496 572
13.	KONAMI	2 477 842
14.	Aniplex Inc.	2 424 620
15.	Good Job Games	2 261 313
16.	Peak Games	2 238 391
17.	Crazy Labs	2 212 053
18.	Unico Studio LLC	2 077 054
19.	SayGames LLC	2 027 130

### Adventure

	Publisher	Total Yearly Downloads (Estimate)
1.	Voodoo	5 735 016
2.	MASK APP LLC	4 534 818
3.	Jammsworks Inc.	3 253 180
4.	NetEase Games	2 116 925
5.	Aniplex Inc.	1 936 766
6.	BANDAI NAMCO Entertainment Inc.	1 894 437
7.	SEGA CORPORATION	1 561 783
8.	SQUARE ENIX	1 194 352
9.	daichi simada	1 191 712
10.	Sixjoy Hong Kong Limited	904 868
11.	Epic Games	806 344
12.	Craft Egg Inc.	767 024
13.	Bushiroad Inc.	762 510
14.	UUUM CO., LTD.	744 836
15.	miHoYo Limited	731 491
16.	Idea Factory Plus Co., Ltd	703 867
17.	BeeworksGames	684 250
18.	chie ono	683 430
19.	Nexters Global LTD	645 334

## 3.2 Top Game Publishers



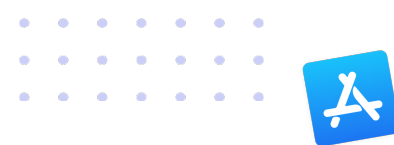
### Action

	Publisher	Total Yearly Downloads (Estimate)
1.	Voodoo	8 070 724
2.	BANDAI NAMCO Entertainment Inc.	2 343 555
3.	Nintendo Co., Ltd.	2 216 883
4.	Playgendary Limited	1 982 709
5.	MarkApp Co. Ltd	1 893 692
6.	KONAMI	1 821 552
7.	LINE Corporation	1 723 663
8.	Activision Publishing, Inc.	1 567 654
9.	XFLAG, Inc.	1 352 007
10.	SUPERSONIC STUDIOS LTD	1 342 539
11.	UUUM CO., LTD.	1 222 137
12.	NetEase Games	1 192 626
13.	SayGames LLC	1 124 182
14.	Supercell	1 077 656
15.	InnerSloth LLC	1 015 630
16.	COLOPL, Inc.	992 943
17.	Bytedance Pte. Ltd	940 743
18.	PUBG Corporation	908 554
19.	Azur Interactive Games Limited	894 154

### Role Playing

	Publisher	Total Yearly Downloads (Estimate)
1.	SQUARE ENIX	3 507 996
2.	BANDAI NAMCO Entertainment Inc.	2 916 375
3.	Aniplex Inc.	2 359 194
4.	YOOZOO (SINGAPORE) PTE. LTD.	1 691 411
5.	NetEase Games	1 595 300
6.	XFLAG, Inc.	1 490 981
7.	GungHo Online Entertainment, Inc.	1 267 172
8.	SEGA CORPORATION	1 210 323
9.	Voodoo	1 115 603
10.	LILITH TECHNOLOGY HONG KONG LIMITED	1 086 419
11.	DeNA Co., Ltd.	1 070 152
12.	Niantic, Inc.	986 032
13.	Sixjoy Hong Kong Limited	913 626
14.	Crazy Labs	893 699
15.	CAPCOM	872 271
16.	miHoYo Limited	731 491
17.	LINE Corporation	707 797
18.	ZigZaGame Inc.	671 256
19.	Sumzap Inc.	662 522

## 3.2 Top Game Publishers



### Strategy

	Publisher	Total Yearly Downloads (Estimate)
1.	MarkApp Co. Ltd	1 809 870
2.	NetEase Games	1 644 235
3.	LILITH TECHNOLOGY HONG KONG LIMITED	1 086 419
4.	晨 黄	1 049 986
5.	Niantic, Inc.	986 032
6.	ponos corporation	850 926
7.	Riot Games	761 040
8.	Yostar, Inc.	732 200
9.	ZigZaGame Inc.	684 168
10.	N3TWORK Inc.	665 388
11.	Supercell	650 972
12.	UUUM CO., LTD.	646 731
13.	CAMEL GAMES LIMITED	568 865
14.	TOP GAMES INC.	566 627
15.	YOTTA GAMES PTE LTD	503 788
16.	111%	498 584
17.	Qmax Inc.	446 809
18.	Digital Things	421 599
19.	NHN PlayArt 株式会社	397 008

### Simulation

	Publisher	Total Yearly Downloads (Estimate)
1.	Playrix	6 541 298
2.	Nintendo Co., Ltd.	2 509 831
3.	MASK APP LLC	2 298 700
4.	Crazy Labs	1 824 399
5.	Sammy Networks Co., Ltd.	1 640 102
6.	Voodoo	1 591 437
7.	daichi simada	1 321 335
8.	CommSeed Corporation	1 318 771
9.	BANDAI NAMCO Entertainment Inc.	1 316 207
10.	SQUARE ENIX	1 176 840
11.	Lion Studios	1 159 266
12.	InnerSloth LLC	1 015 630
13.	ponos corporation	706 324
14.	SayGames LLC	700 822
15.	Kwalee Ltd	605 469
16.	HABBY	603 214
17.	LINE Corporation	569 941
18.	EXNOA LLC	556 485
19.	Electronic Arts	500 164



# Understanding the Japanese Game Market for Android



1. Consumer Usage Trends
2. In-Store Activity
3. Measuring Category Performance
4. Analyzing the Competitive Landscape

While iOS is the dominant operating system on the Japanese market, **Android devices are also very popular** and hold a 2nd place position among smartphone consumers. As a result, game developers should understand Japanese trends, behaviors and consumer preferences on Android.

In Part 2 of this white paper, we will examine several aspects of the Japanese mobile landscape for Android games. This part is separated into 4 sections: Consumer usage trends; factors that pertain to in-store activity; data that allow us to measure the performance of Japanese game subcategories; and an analysis of the competitive landscape.

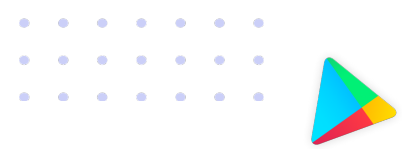




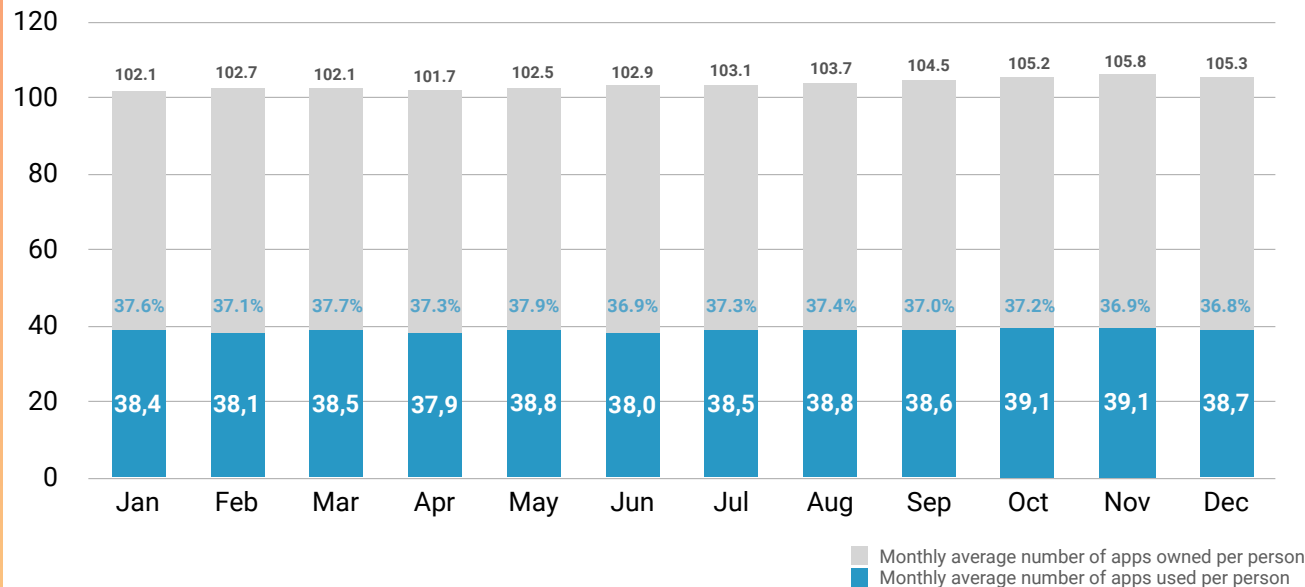
## Introduction

In this section, we will examine the consumer viewpoint of Japan's game market; to succeed in the industry, it is important for game developers to **understand their target market**. In particular, we will first discuss the average number of **apps that are both owned and used** per person in Japan. Next, we will identify the **demographic** composition of users for the 6 main Games categories on the Google Play Store in 2020.

# 1.1 Average No. of Apps Owned & Used Per Person



Average Number of Apps Owned and Used Per Person

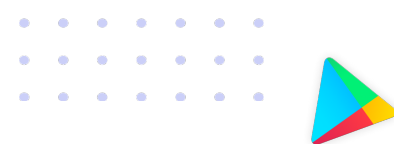


Due to the coronavirus pandemic, 2020 was an interesting year for lifestyle trends and mobile preferences. In 2020, **Japanese mobile users had an average of about 103 apps** on their smartphones, out of which around 39 were actually used. Compared to the previous year, the **average number of apps owned by Japanese consumers increased** by about 10, whereas the number of apps used saw a much smaller increase (less than 1 app on average).

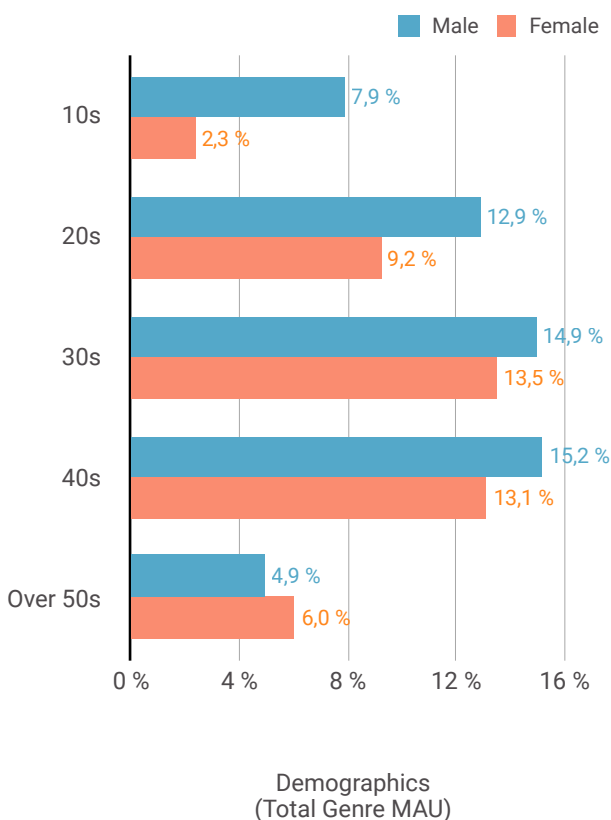
**November reached a peak** in the total average number of apps owned and used per user. However, the **highest usage rate was recorded in May** (37.9%). The lowest total average number of apps owned and used was observed in April. Finally, the data does not show significant fluctuations in app ownership or usage rates. Due to the influence of 'stay home' orders and lockdown restrictions, we see that **seasonality factors were less pronounced** in smartphone use as the figures appeared stable throughout the year.

In general, the average number of apps owned appears to increase year by year. In 2019, the overall average was around 94 apps; in 2020, this average rose to 103.4. Furthermore, while 2019 saw a gradual increase in the number of apps owned at the start of the year compared to the end, these numbers started high in 2020 and were maintained throughout the year.

## 1.2 Demographics Per Category



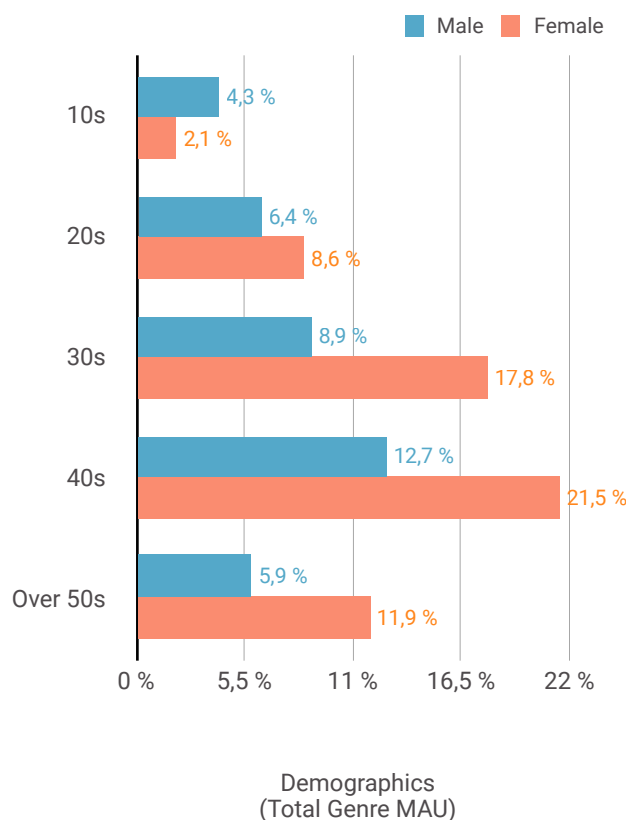
### Games (All)



The dominant consumer demographic for the Games (All) category is **men in their 30s and 40s**, while the category is used the least by women in their 10s.

Additionally, the **number of female players has increased** compared to 2019.

### Puzzle

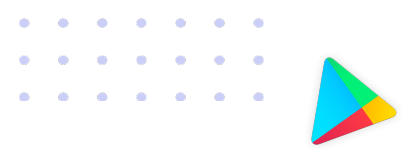


As in 2019, **women in their 30s and 40s** are the main users of games in the Puzzle category.

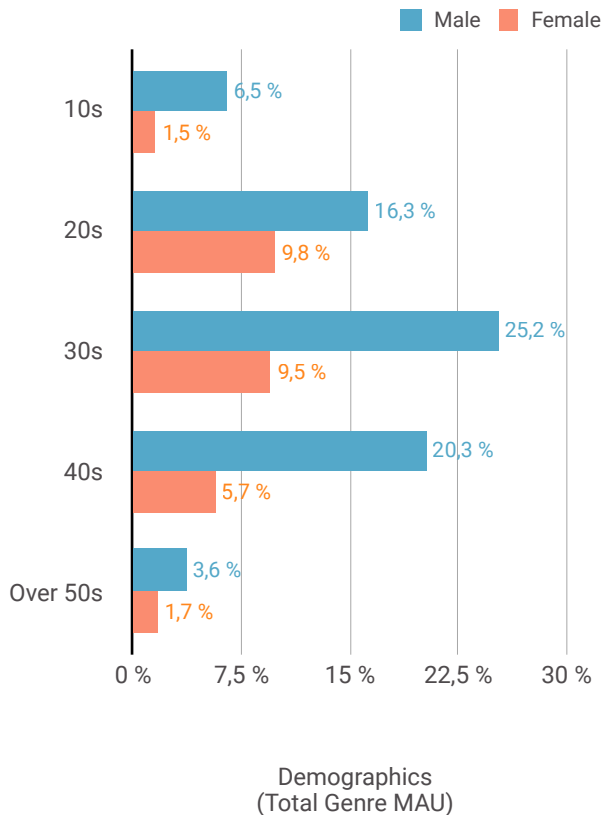
Furthermore, both men and women in their 50s play Puzzle games more actively than they play the 5 other genres presented here.

However, **Puzzle games are less popular among men**, representing the lowest proportion of men in their 10s, 20s, and 30s compared to the 5 other game categories.

## 1.2 Demographics Per Category



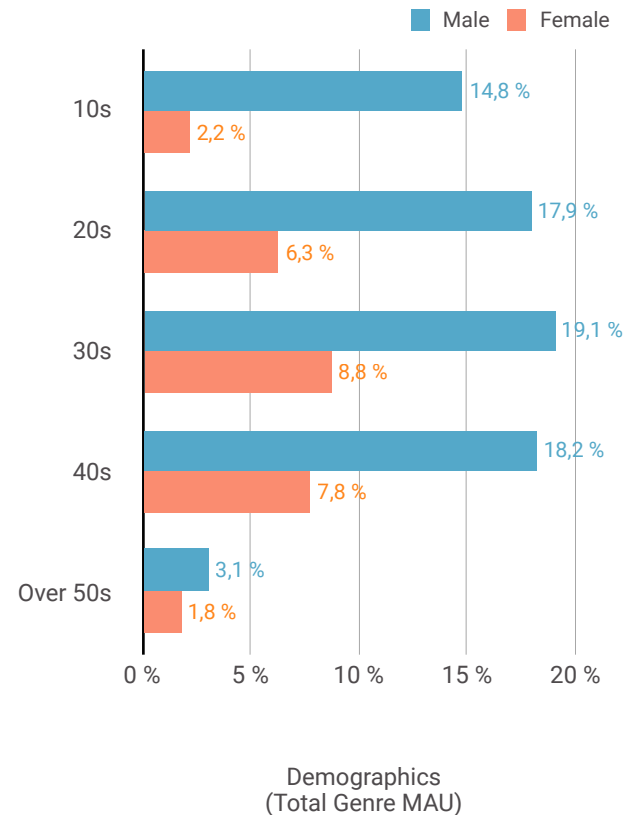
### Role Playing



The main users of Role Playing games are **men in their 30s and 40s** (as in 2019), while the Role Playing category is less popular among **women younger than 20 and over 50**.

Furthermore, out of the 5 other game subcategories presented, women in their 40s are represented the least in the Role Playing category. Combining both men and women, the Role Playing category is the **most popular genre among users in their 20s and 30s**.

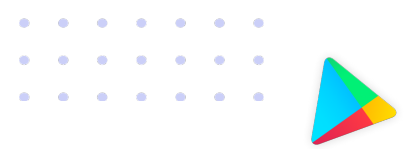
### Action



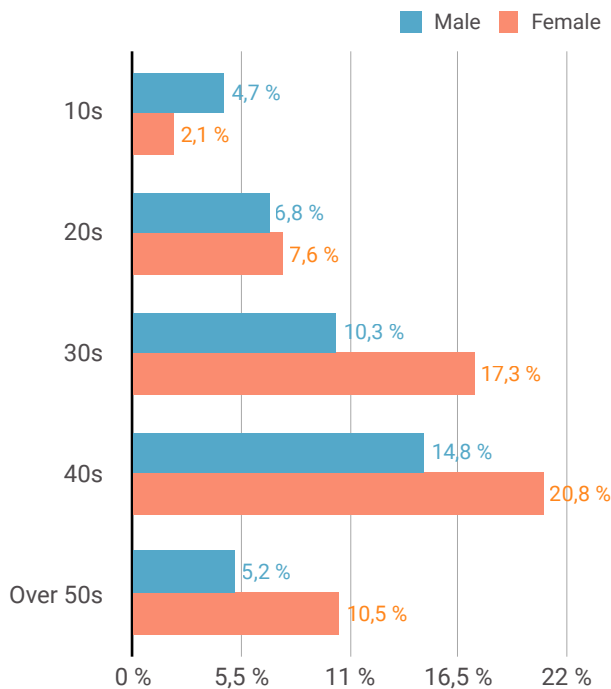
The Action category remains **popular among male users**, and the percentage of consumers aged 40 and above was higher than in 2019.

Men in their 10s and 20s play Action games more than any other category presented here; however, women in their 20s and 30s play Action games less than the 5 other categories. Males and females combined, Action games also represent the **lowest proportion of users over 40** out of the categories presented.

## 1.2 Demographics Per Category



### Casual

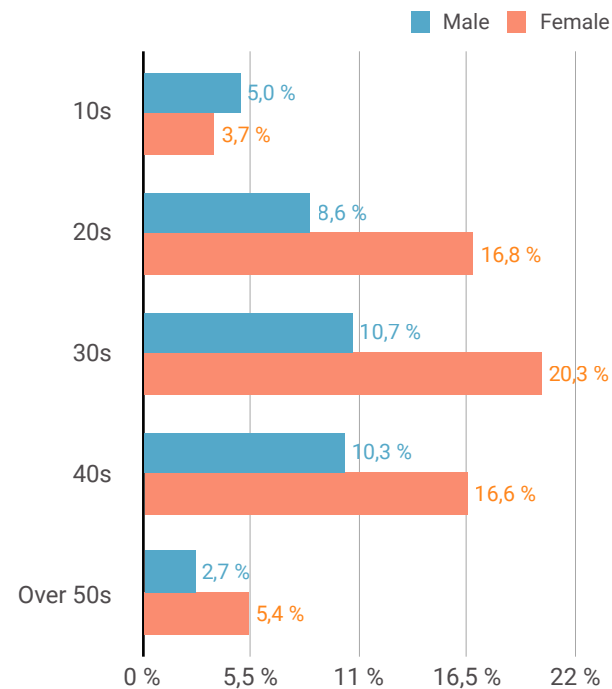


Demographics  
(Total Genre MAU)

**Women in their 30s and 40s** are the dominant demographic of Casual game players. On the other hand, **males in their 10s** play Casual games the least compared to the other age groups. Looking at both men and women combined, **users in their 40s** are most represented in the Casual category compared to the other 5 genres, with male and female users in their 20s less active here.

Casual games also are the second most popular genre for both men and women in their 50s.

### Simulation



Demographics  
(Total Genre MAU)

**Women in their 20s and 30s** comprise the main user base of Simulation games, with females in their 10s also represented in the Simulation category more than in the other categories.

Compared to the 5 other categories presented here, Simulation games are the **least popular genre for men over 40**. Men over 50 represent the category's least dominant user base.



## Introduction

As in Part 1: iOS, several in-store elements can impact the rankings and store performance of Android games; in particular, the **metadata** (keywords or creatives) added to a product page, or the frequency with which that **metadata is updated**.

Therefore, it is important for game developers to identify trends and best practices in each game category in order to understand App Store Optimization best practices.

## 2.1 Most Searched Keywords Per Category

Branded KW

Generic KW

### Category: Games (All)

Keyword	Search Volume	Competition	Score
パズル	71	91	20
パズルゲーム!	64	91	17
パズルゲーム	63	92	17
ほーむすけいぷ	61	88	24
ぱずる	55	91	20
ホームスケイプ	55	73	17
ブロック	51	83	17
単語消し	46	57	17
ほーむすけいぷ無料	45	73	29
げーむ無料	39	88	21

### Category: Puzzle

Keyword	Search Volume	Competition	Score
パズル!	72	90	31
パズル	70	91	30
パズルゲーム!	64	91	30
パズルゲーム	62	92	33
パズルゲーム無料人気	56	90	30
ぱずる	54	91	30
すうどく無料	50	55	29
ゲーム無料	49	89	30
すうどく	40	67	29
げーむ無料	39	89	39

The most popular keywords are often searches that received the highest search volumes in 2020. The volume – a number between 5 and 100 – represents how often a keyword is searched on the Play Store (a high search volume indicates a very popular keyword).

Here, we provide the **10 most popular keywords** for the Games (All) category on the Google Play Store, alongside the 10 most popular keywords for the 5 major game subcategories (based on those with the largest share of monthly active users; page 52).

A full list of the 50 most popular keywords for the Games category and its subcategories can be found in the Appendix.

For Games (All), “パズル” (puzzle) is the top searched keyword, followed by other puzzle-related terms, including “ブロック” (block).

**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.



## 2.1 Most Searched Keywords Per Category

Branded KW

Generic KW

### Category: Casual

Keyword	Search Volume	Competition	Score
おもしろいゲーム	67	79	21
面白いゲーム	66	83	18
ほーむすけいぷ	63	88	27
ホームスケイプ	56	73	22
ガーデンすけいぷ	51	67	20
ほーむすけいぷ無料	47	73	24
面白いゲーム無料	46	72	19
ガーデンスケイプ	45	60	20
homescapes	43	73	22
無理ゲーム	39	85	20

### Category: Action

Keyword	Search Volume	Competition	Score
だいごじんかく	65	51	22
pupg	53	36	21
だいごじんかく	45	55	24
pubgmobile	43	19	23
マリオラン	40	66	21
ぱぶじ	37	69	21
パブジー	35	81	23
まりおらん	34	66	21
だいごしんかく	32	56	26
ぱぷじー	30	71	30

For Casual games, the top 2 keywords with the highest volume were **generic keywords**, “おもしろいゲーム” and “面白いゲーム”, which both mean ‘interesting game(s)’. Unlike English, Japanese is unique as there are multiple ways to spell out a single keyword. It therefore takes more time and effort to find all the possible writing formats and identify those with the best KPIs for your game.

Another example of this - but for branded keywords - is “ほーむすけいぷ” (hiragana form) and “ホームスケイプ” (katakana form), which both mean ‘Homescapes’. Interestingly, the Homescapes saga dominates the top searched keywords in the Casual category; it is the only branded game to hold 6 out of the 10 keywords. This shows the **influence of this non-Japanese game** in one of the most competitive categories in the market.

Unlike the Casual category which is dominated by one brand, 2 brands in the Action category contributed to the top searched keywords: PUBG and Mario. Users searched for these terms in various ways.

**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.



## 2.1 Most Searched Keywords Per Category

Branded KW

Generic KW

### Category: Role Playing

Keyword	Search Volume	Competition	Score
どらくえウォーク	61	39	29
どらくえ	61	74	28
ドラクエタクト	60	50	26
ぷりこね	58	45	24
星ドラ	56	63	30
どらがりあろすと	54	33	35
dqmsl	54	68	29
どらくえたくと	54	65	29
リゼロス	53	43	27
ドラガリ	51	47	25

For the Role Playing category, all top keywords are associated with branded terms, such as “どらくえ” (Dragon Quest). This indicates that for this genre, users directly search for specific games rather than browsing with generic terms.

Similarly, for Simulation games, the “イケメン” (ikeman) series dominated the top keyword searches. Nine out of the top 10 keywords were related to this Japanese-based game, indicating the **dominance of a domestic game** in this category. The only keyword that is not related is “農場ゲーム無料” (farm game free), which is ranked in 9th place.

### Category: Simulation

Keyword	Search Volume	Competition	Score
イケメン	50	15	24
イケメンシリーズ	43	10	24
イケメン戦国	40	17	27
イケメン王子	38	13	19
イケメンヴァンパイア	36	11	19
いけめん戦国	35	17	27
いけめんしりーず	35	10	23
イケメン革命	33	10	17
農場ゲーム無料	32	26	16
いけめん	30	14	19

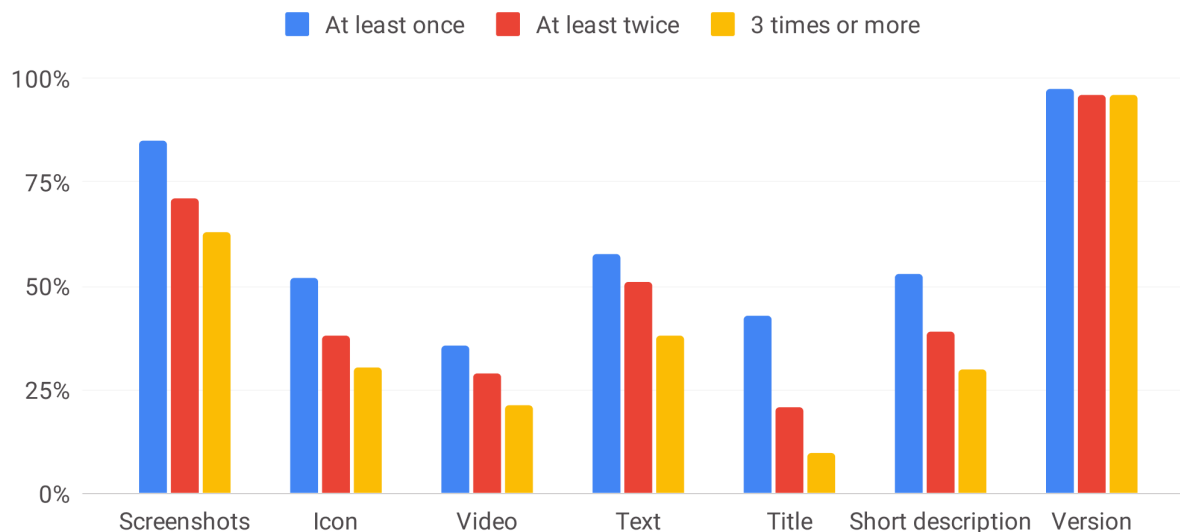
**Search volume:** an indicator between 5 and 100 that represents the popularity of a keyword in App Store searches.

**Competition:** an indicator between 0 and 100 that represents how difficult it is to rank high for that keyword.

**Score:** a custom metric built to select the most popular keywords; a high score means that many apps from the selected category rank high for that keyword. The score depends on the number of apps that rank in the top 10 for that keyword and their ranking positions.

## 2.2 Metadata Update Frequency

### Metadata Update Frequency (Android, 2020)



Metadata elements updated at least one, two, or three (or more) times throughout the year

	At least once	At least twice	3 times or more
Screenshots	85.1%	71.1%	62.8%
Icon	52.1%	38.0%	30.6%
Video	35.5%	28.9%	21.5%
Text	57.9%	51.2%	38.0%
Title	43.0%	20.7%	9.9%
Short description	52.9%	38.8%	29.8%
Version	97.5%	95.9%	95.9%

Regularly updating your store metadata promotes a sustainable level of app visibility and helps to drive downloads. However, there is no single update frequency that will ensure your game's visibility keeps increasing (or remains stable) over time.

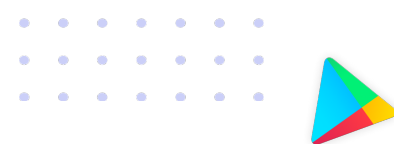
In 2020, **metadata update frequencies were higher on the Google Play Store** than on the App Store: 85% of the apps in our subset updated their screenshots at least once. Android apps changed their title less frequently (but still more often than on iOS), with 43% of apps updating this element at least once.

**Android developers changed their videos and short description notably more often** than promotional videos and subtitles on iOS: Where only 6.9% of App Store apps had their video changed 3 times or more, this figure rose to 21.5% for Android apps; where 6.9% of iOS apps changed their subtitle, almost a third of Android apps changed their short description. Finally, **over 95% of apps on the Google Play Store updated their version** at least 3 times throughout the year.

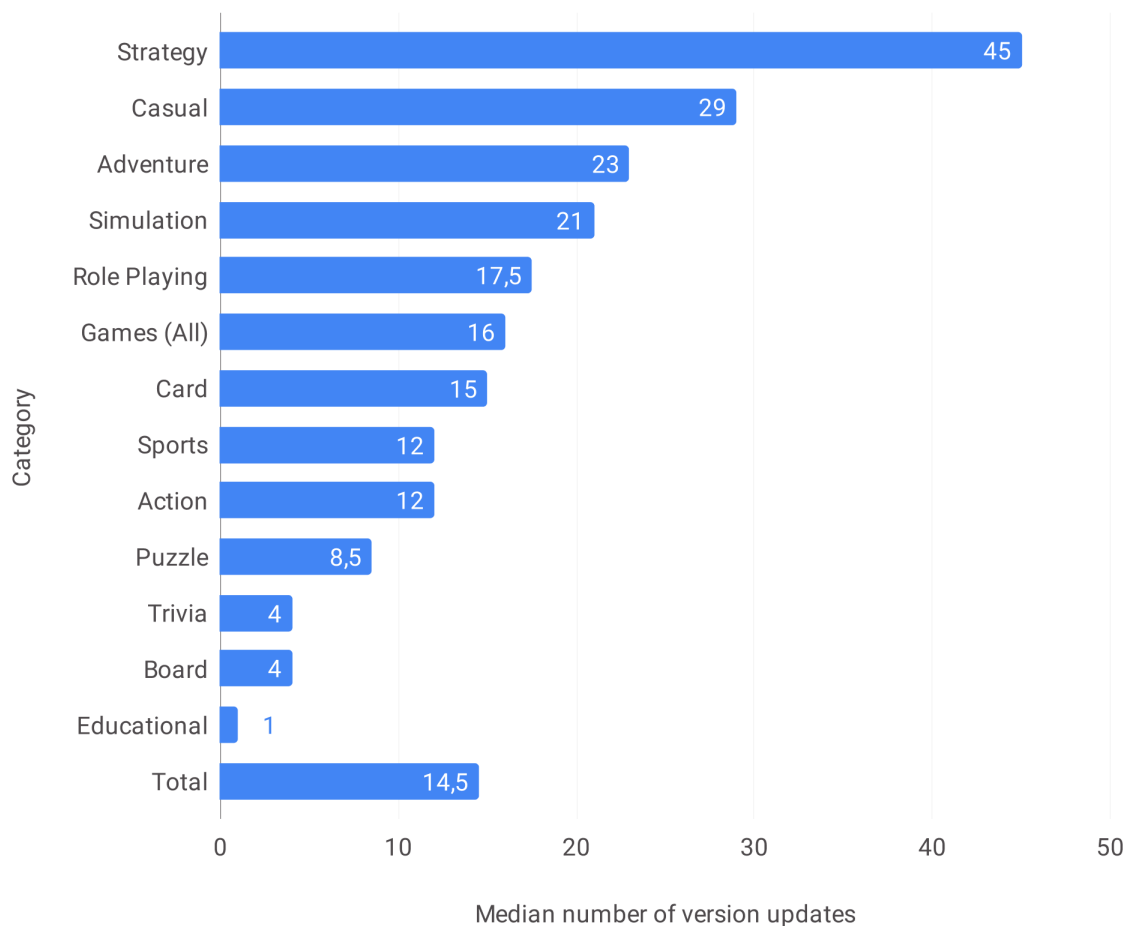
**Note:** 121 apps (followed from January 1st to December 31st, 2020).

\*Text: Either title or subtitle.

## 2.2 Metadata Update Frequency



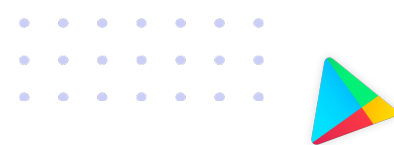
Number of Version Updates (Android, 2020)



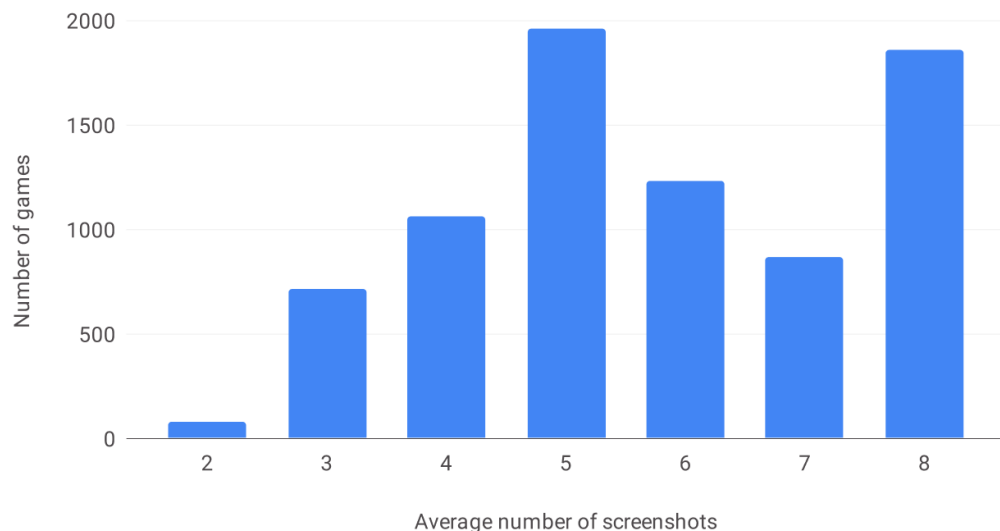
Android **games in the Strategy category were the most active** in terms of version updates in 2020, with the median game updating its version 45 times. They were followed by games in the Casual and Adventure category.

On the other hand, games in the **Educational, Board, and Trivia categories were the least active** in terms of version changes on the Google Play Store in 2020.

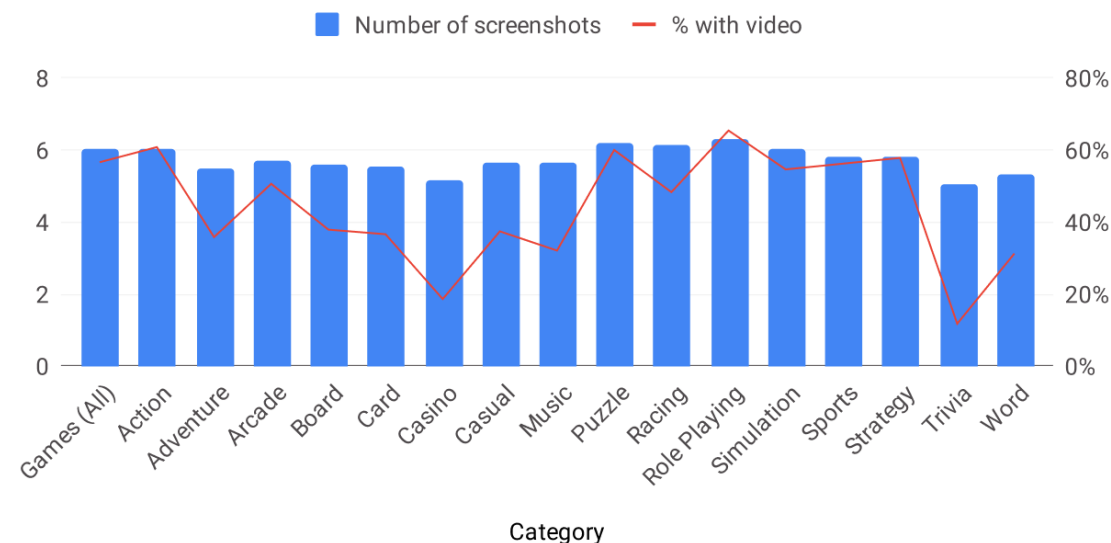
## 2.3 Creatives Per Category



Average Number of Screenshots for Games (Android, 2020)



Category Analysis: Number of Screenshots Per Game and % of Games with a Video (Android, 2020)



Most games on the Google Play Store in 2020 incorporated **5 screenshots** on their product page, but a **large number of games had 8**. The number of screenshots per game was not significantly different across categories; however, as on the App Store, there was **more disparity in the share of games that included a video**.

Games in the **Role Playing, Action, Puzzle, and Strategy** categories incorporated **the most videos**, while less than 20% of games in the Word and Trivia categories made use of a video.

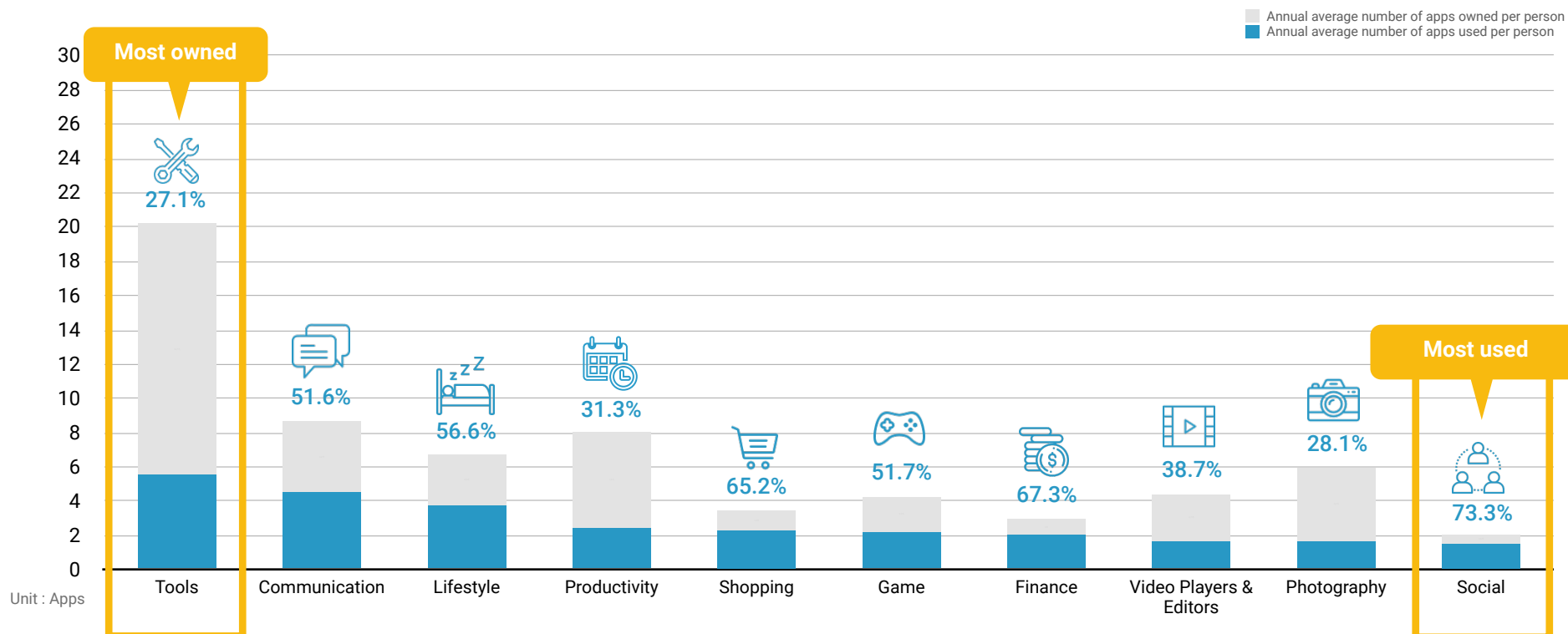


## Introduction

Similarly to Part 1: iOS, there are several important metrics to consider when measuring the performance of a game's category. As multiple subcategories may be relevant to the functionalities of a single game, factors like **conversion rate benchmarks** and **revenue estimates** can help game publishers decide the best category (or categories) for their product. Furthermore, it is important to know how **seasonality** (trends in the stores that occur at specific, regular intervals) can impact a category's performance throughout a year, month, or week.

We also provide supplementary data related to Android games, including: the **average number of apps owned and used** per category, and each subcategory's share of **monthly active users** (MAU) within the Games (All) category. Such valuable insights provide us with an enhanced understanding of the Japanese game industry and allow us to further position each subcategory in the entire market.

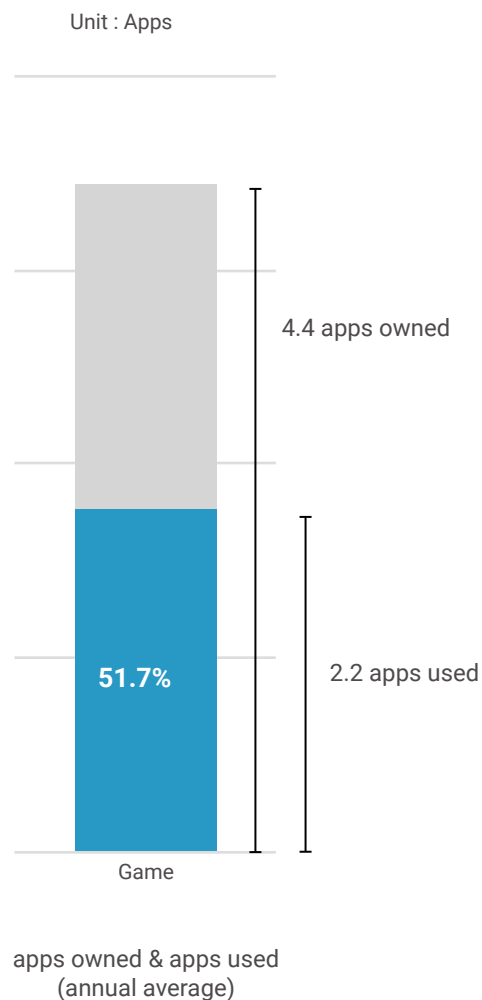
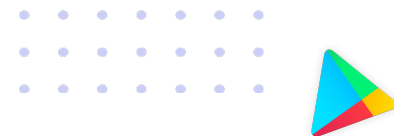
## 3.1 Average Number of Apps Owned & Used



The average number of apps owned and used across categories on the Google Play Store allows us to position the Games (All) category in the entire market. As in 2019, the **Tools category took first place** as the category with the highest average number of apps owned and used in 2020.

However, we saw that the **Social category had the highest ratio of apps used to apps owned**, with the usage rate exceeding 70%. Categories that saw increases from their 2019 usage rate were the Tools, Communication, Productivity, Video Players & Editors, and Shopping categories.

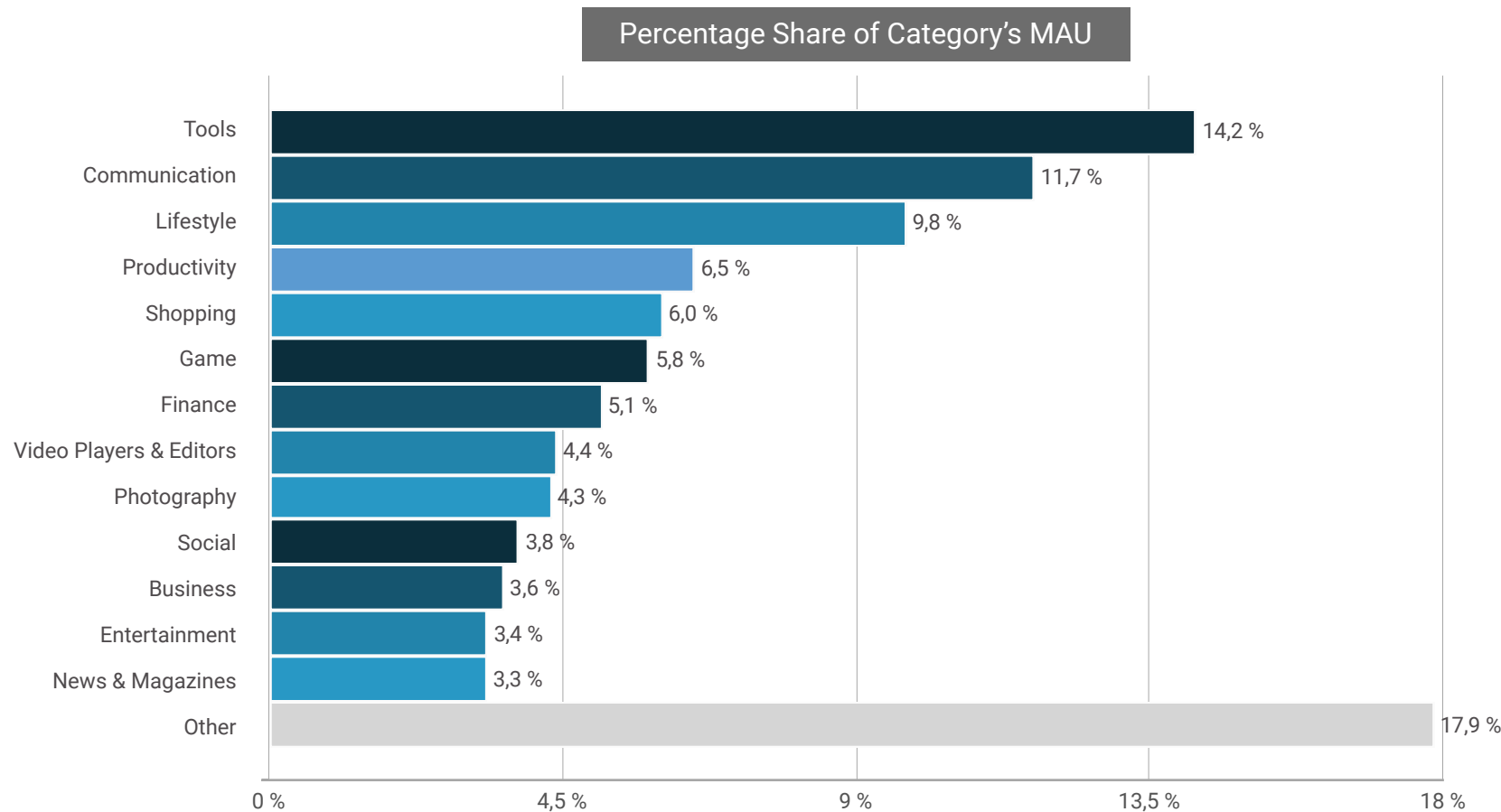
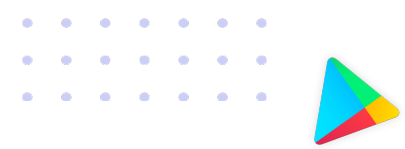
## 3.1 Average Number of Apps Owned & Used



The proportion of games used to games owned in the Games (All) category was quite even, with a **usage rate just over 50%**.

We observed that the number of apps owned and used in this category maintained similar levels as in 2019; as a result, we can assume that the pandemic did not greatly impact the category's performance.

## 3.2 Monthly Active Users Per Category



We can also measure the performance of the Games (All) category by calculating its percentage share of monthly active users (MAU) across Android categories.

In general, 2020 was a year of **significant growth in the Shopping and Finance categories**; we can assume that external factors caused by the COVID-19 pandemic affected these specific consumer behaviors on mobile stores. As such, we also saw that the **Photography and Travel & Local categories experienced substantial decreases in MAU share**.

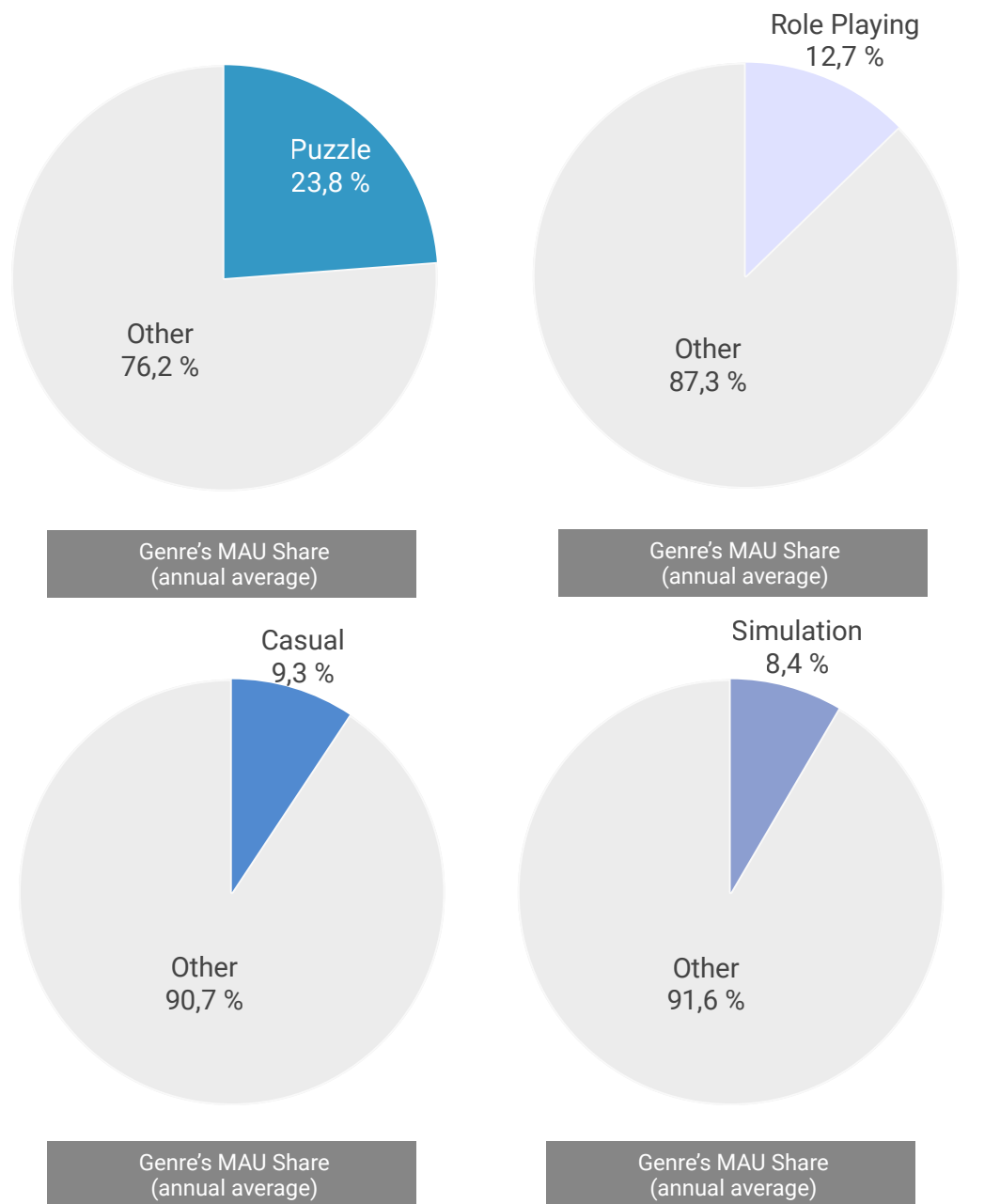
In 2020, the **Games (All) category held 5.8% of monthly active users** on the Google Play Store. This MAU percentage share remained stable from 2019 to 2020, suggesting that the pandemic did not greatly impact the category's performance.



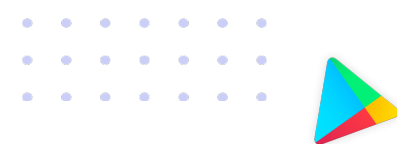
## 3.2 Monthly Active Users Per Category

Calculating the MAU share of each game subcategory helps us understand the performance of individual genres on the Google Play Store. These 5 subcategories represent those that held the highest proportions of monthly active users across all Android game categories.

As such, we see that **Puzzle, Role Playing, Action, Casual, and Simulation** games were played the most actively by users. The Puzzle category demonstrated a particular dominance in the Games category, with almost one quarter of all monthly active users playing Puzzle games.



## 3.3 Conversion Rate Benchmarks Per Category



A game's **conversion rate (installs/listing visitors)** is the percentage of users that download the game after viewing its page. This metric is predominantly used to help members of the ASO community understand how well an app or game's page convinces users to download the product.

In Part 1, we also provided the click-through rate and install rate; however, these metrics are less relevant to the Play Store as **users cannot download apps directly from search or Browse results**.

As on iOS, the **Racing category on Android had the highest conversion rate**, convincing over 12% of listing visitors to install its games. Other categories that converted users well were Casual and Simulation games. On the other hand, the **Strategy category had the lowest conversion rate (3.4%)**, followed by the Role Playing and Action categories.

### Android, Japan (2020)

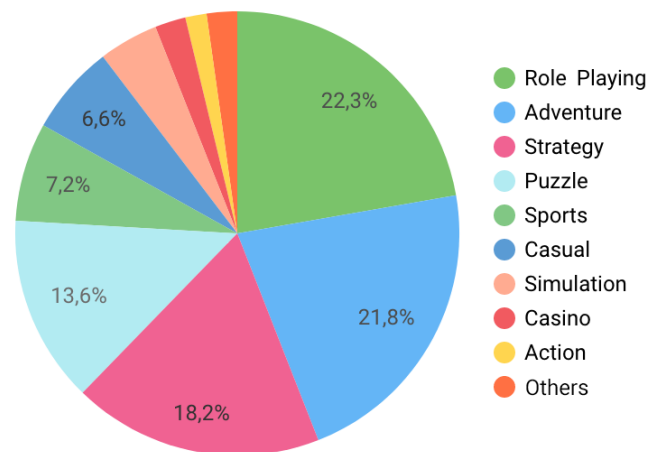
Category	Listing visitors to installs
Racing	12.1%
Casual	11.8%
Simulation	9.8%
Arcade	7.7%
Sports	7.7%
Puzzle	6.9%
Adventure	5.9%
Action	5.8%
Role Playing	4.8%
Strategy	3.4%
Average	7.6%

**Note:** Conversion rate benchmarks are based on AppTweak's integration data. If over 75% of the data used to calculate these publishers belongs to one publisher (= only one integration), that data is not shown to respect client confidentiality.

## 3.4 Revenue Estimates Per Category

### Revenue Estimates for Free Apps on Android (2020)

	Category Name	Total Yearly Revenue (Estimate)
1.	Role Playing	182 884
2.	Adventure	179 140
3.	Strategy	149 680
4.	Puzzle	112 068
5.	Sports	59 062
6.	Casual	53 983
7.	Simulation	35 602
8.	Casino	18 453
9.	Action	12 741
10.	Racing	9 006
11.	Music	7 328
12.	Board	859
13.	Educational	654
14.	Card	323
15.	Arcade	54



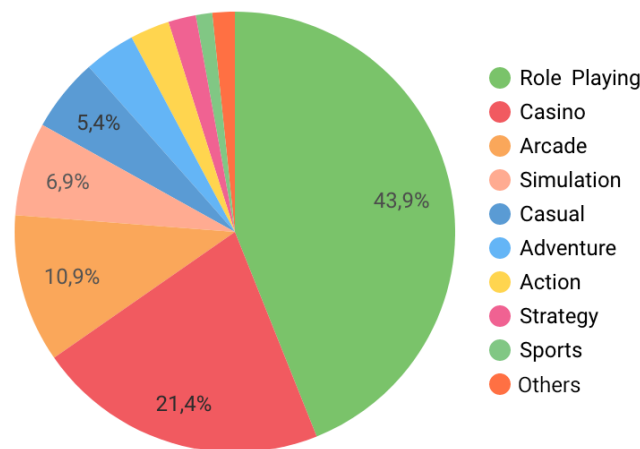
When discussing the estimated revenue driven by different categories, we must make the distinction between free and paid games: While free games generate revenue through indirect manners such as in-app purchases or subscriptions, paid games require users to purchase the game itself before being able to install it.

Looking at free games on the Japanese Play Store, games in the **Role Playing, Adventure, and Strategy categories drove the highest revenue** in 2020 - these were also the top 3 revenue drivers on the App Store. Contrastingly, games in the **Arcade and Card categories drove the least revenue**.

## 3.4 Revenue Estimates Per Category

### Revenue Estimates for Paid Apps on Android (2020)

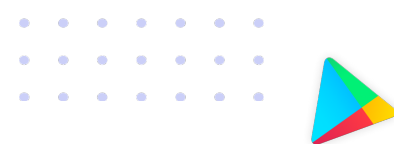
	Category Name	Total Yearly Revenue (Estimate)
1.	Role Playing	12 528
2.	Casino	6 096
3.	Arcade	3 106
4.	Simulation	1 955
5.	Casual	1 538
6.	Adventure	1 071
7.	Action	825
8.	Strategy	580
9.	Sports	342
10.	Puzzle	167
11.	Card	155
12.	Racing	81
13.	Board	56
14.	Educational	9
15.	Music	2



The **Role Playing** category was also the top revenue driver for **paid games**, generating almost half of all paid revenues; games in the **Casino** category also performed well here. Interestingly, paid games in the **Arcade** category performed a lot better than their free counterparts.

However, paid games in the **Music** and **Educational** categories **drove the least revenues** on the Japanese Play Store in 2020. In general, paid games again consistently drove less revenue to their categories than free games.

## 3.5 Seasonality



Games (All)

### Key Metrics

GROWTH PER YEAR ▲15.7%

TOP MONTH August ▲21.5%

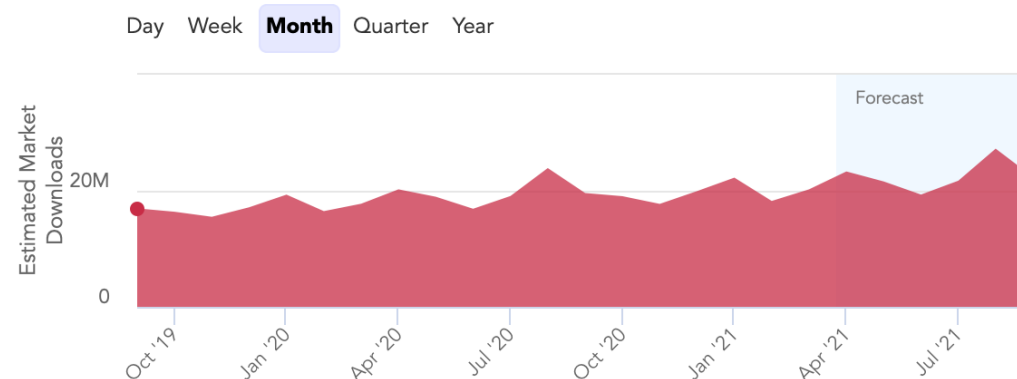
WORST MONTH November ▼9.9%

TOP DAY Friday ▲6.1%

WORST DAY Monday ▼4.4%

 apptweak

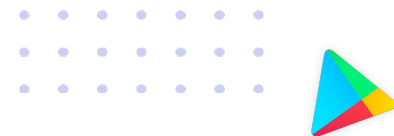
### Market Trend



AppTweak's App Market Seasonality feature uses millions of data points on app downloads to identify seasonality trends across categories and countries. In particular, the data shows whether a category generates more downloads during weekdays or weekends, and which month of the year generates the most installs.

Looking at the Games (All) category on the Play Store, we estimate that the market is growing year by year. **Downloads typically reach a peak in August**, with the least downloads generally driven in November. On a daily basis, **Fridays are the best days** for the Games category and Mondays are the worst, as similarly observed on iOS.

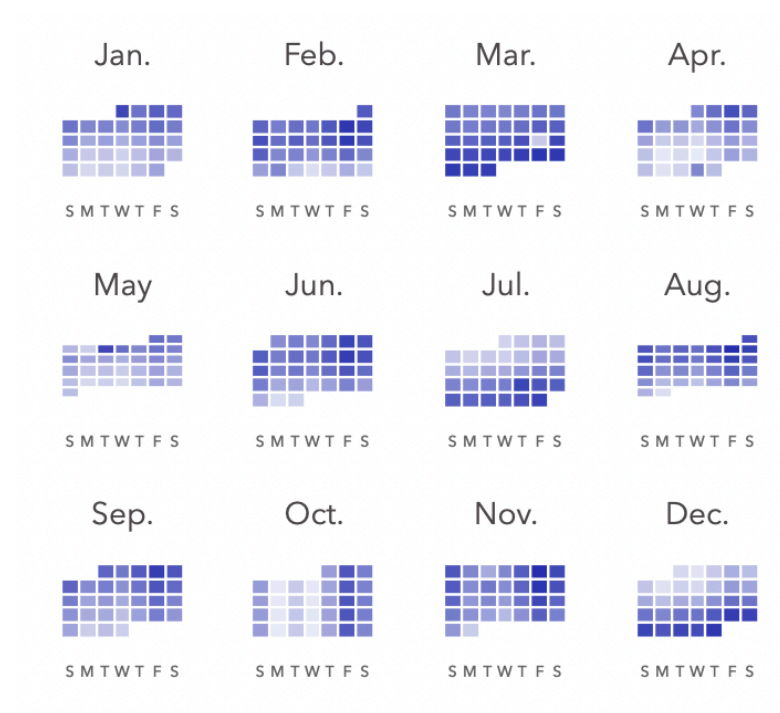
## 3.5 Seasonality



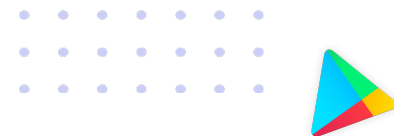
Games (All)



Yearly trend



## 3.5 Seasonality



### Puzzle

#### Key Metrics

GROWTH PER YEAR ▲6.4%

TOP MONTH August ▲28.1%

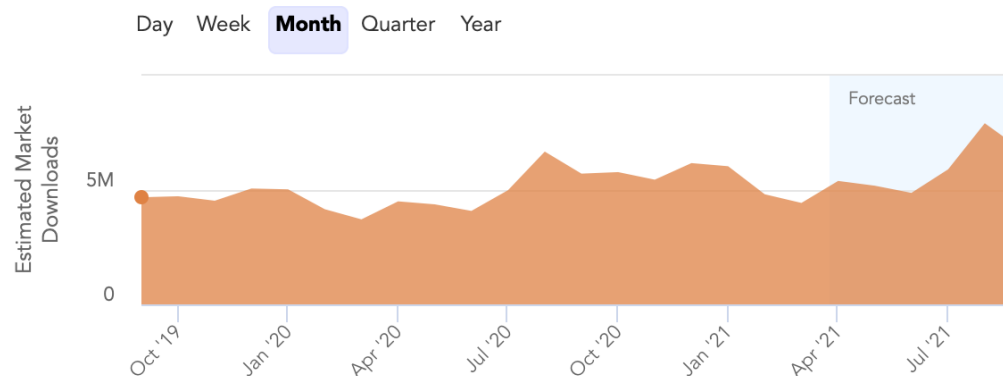
WORST MONTH March ▼22.4%

TOP DAY Friday ▲2.0%

WORST DAY Sunday ▼2.6%



#### Market Trend



Next, we estimate that the Puzzle category is experiencing a slight yearly growth in the market. As for the Games (All), Action, Casual, and Simulation categories, the **Puzzle genre's best month for downloads is August**. However, its worst month is March. The category drives the **most installs at the end of the week on Fridays**, with the least installs driven on Sundays.

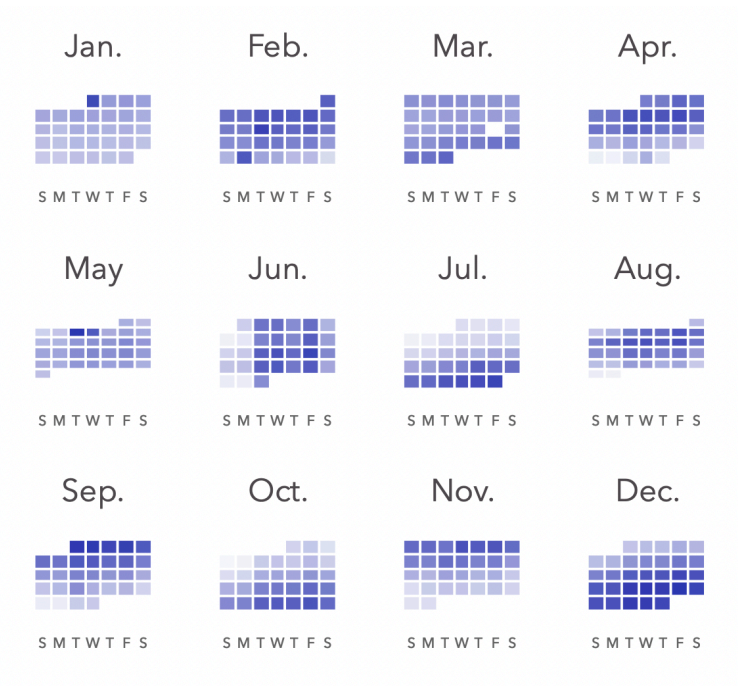
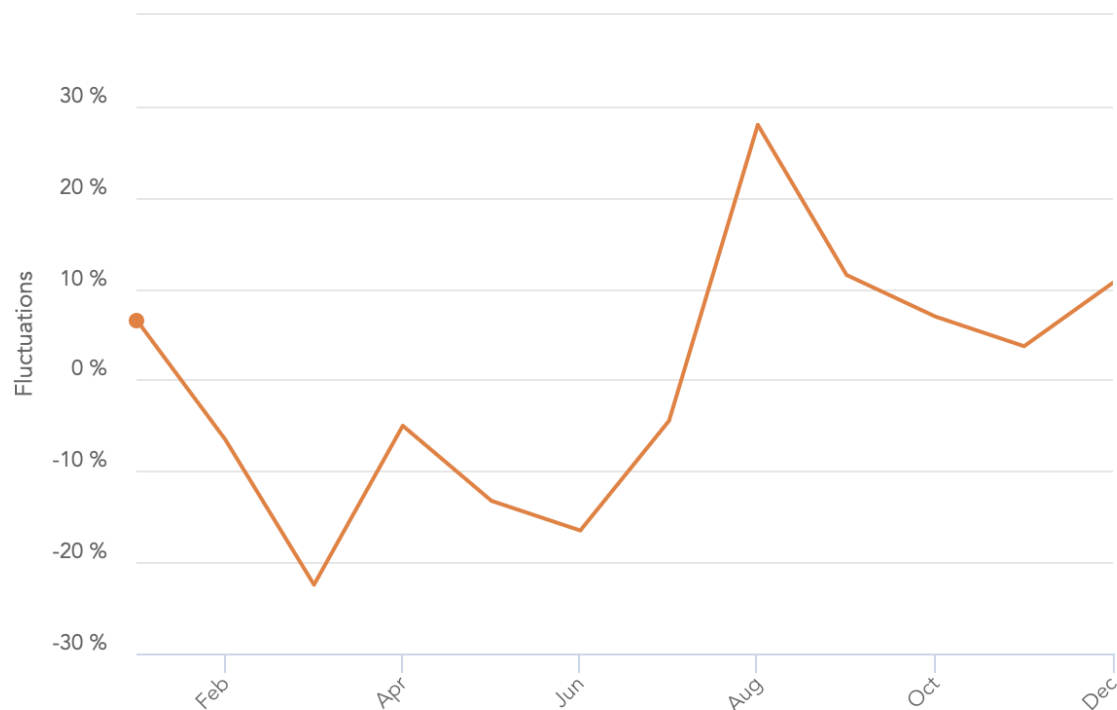
## 3.5 Seasonality



Puzzle



Yearly trend





## 3.5 Seasonality

### Role Playing

#### Key Metrics

GROWTH PER YEAR ▲37.2%

TOP MONTH January ▲21.1%

WORST MONTH December ▼19.3%

TOP DAY Friday ▲5.3%

WORST DAY Monday ▼5.9%



According to our estimates, the **Role Playing category is experiencing the most year-on-year growth** out of the 6 subcategories presented here. With its top month being at the very beginning of the year (**January**), its worst month is towards the end of the year (December). As for most of the other genres presented, **Role Playing games drive the most downloads on Fridays** and the least on Mondays.

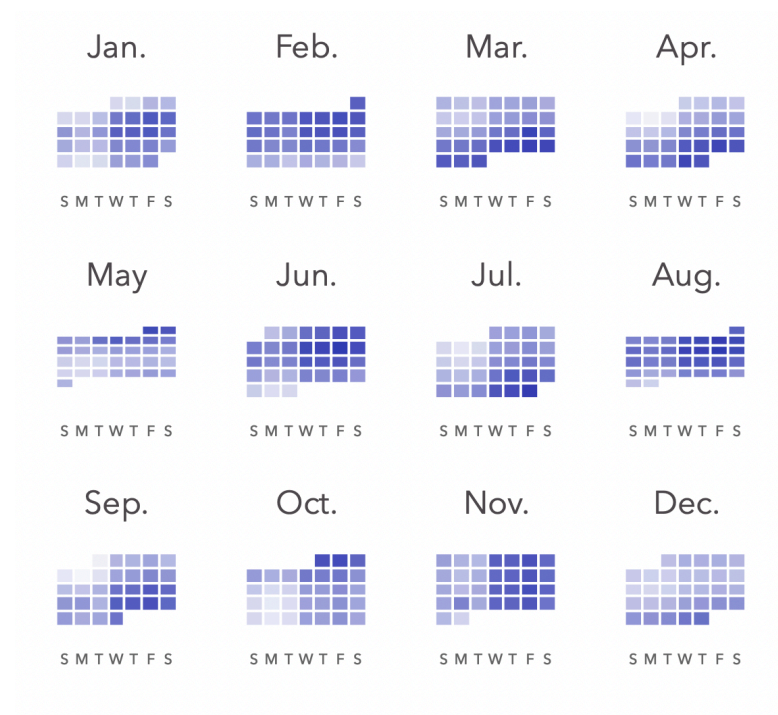
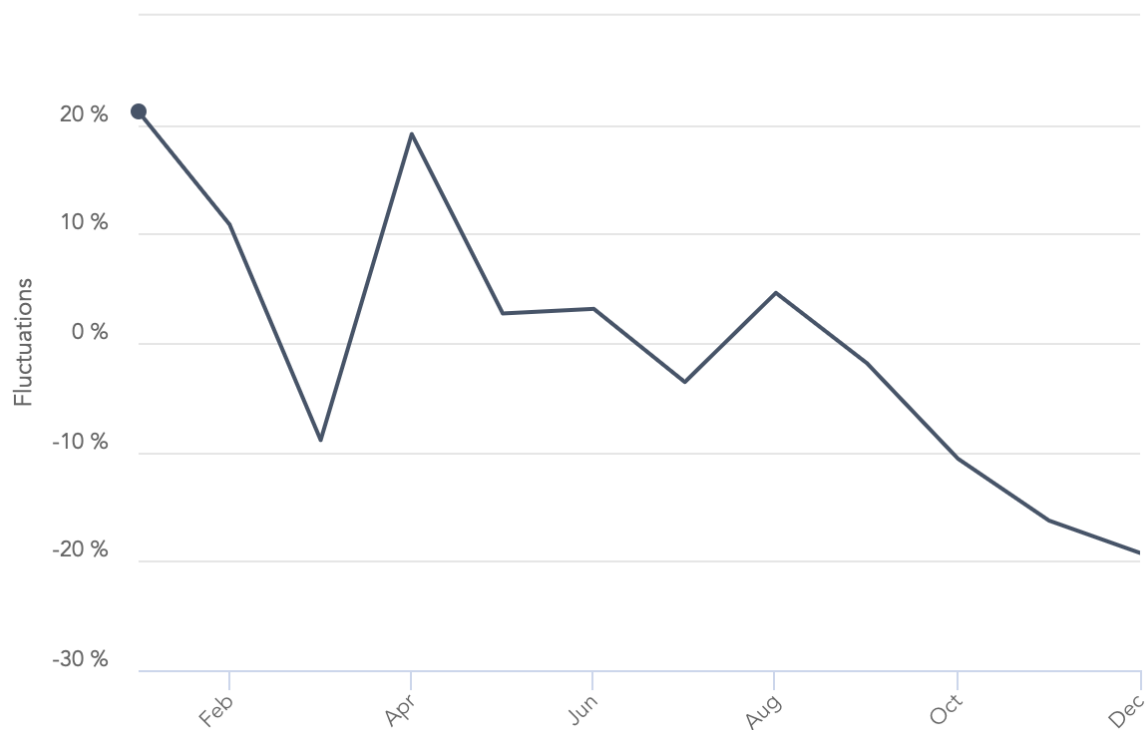
## 3.5 Seasonality



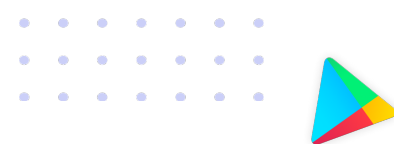
Role Playing



Yearly trend



## 3.5 Seasonality



Action

### Key Metrics

GROWTH PER YEAR ▲21.2%

TOP MONTH August ▲25.3%

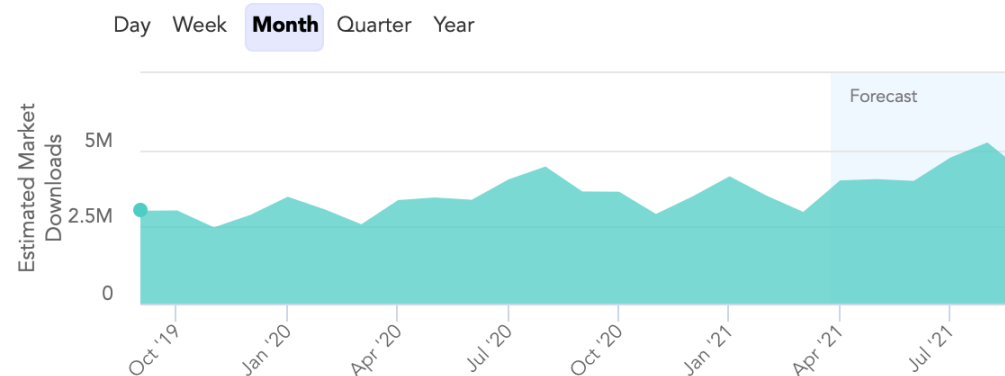
WORST MONTH March ▼26.8%

TOP DAY Friday ▲3.9%

WORST DAY Monday ▼4.2%

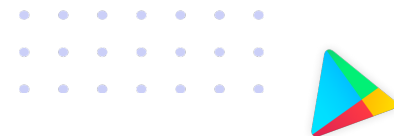
apptweak

### Market Trend



As another growing category in the market, **downloads in the Action genre are typically highest in August** and lowest in March (as also seen in the Puzzle category). Action games continue the frequent pattern of **Fridays being the best days** for installs, and the start of the week, Mondays, being the worst days.

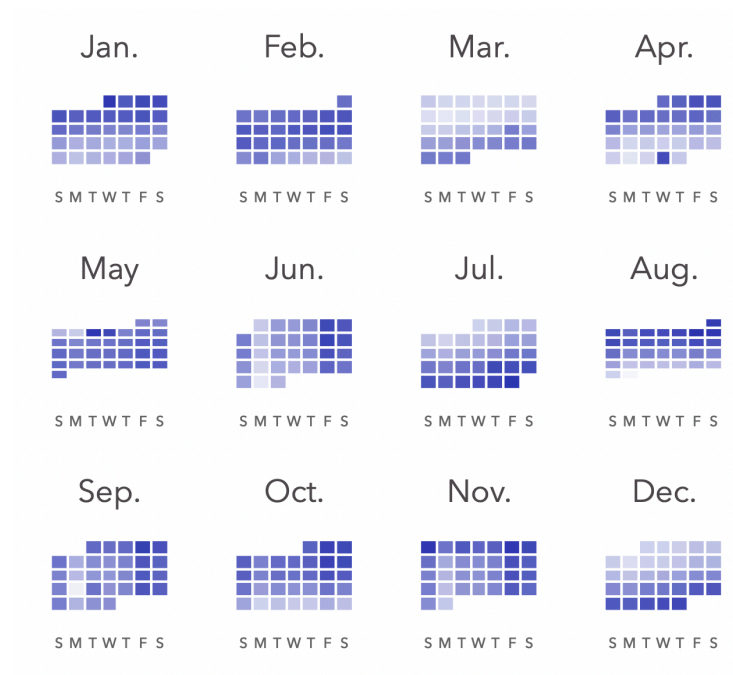
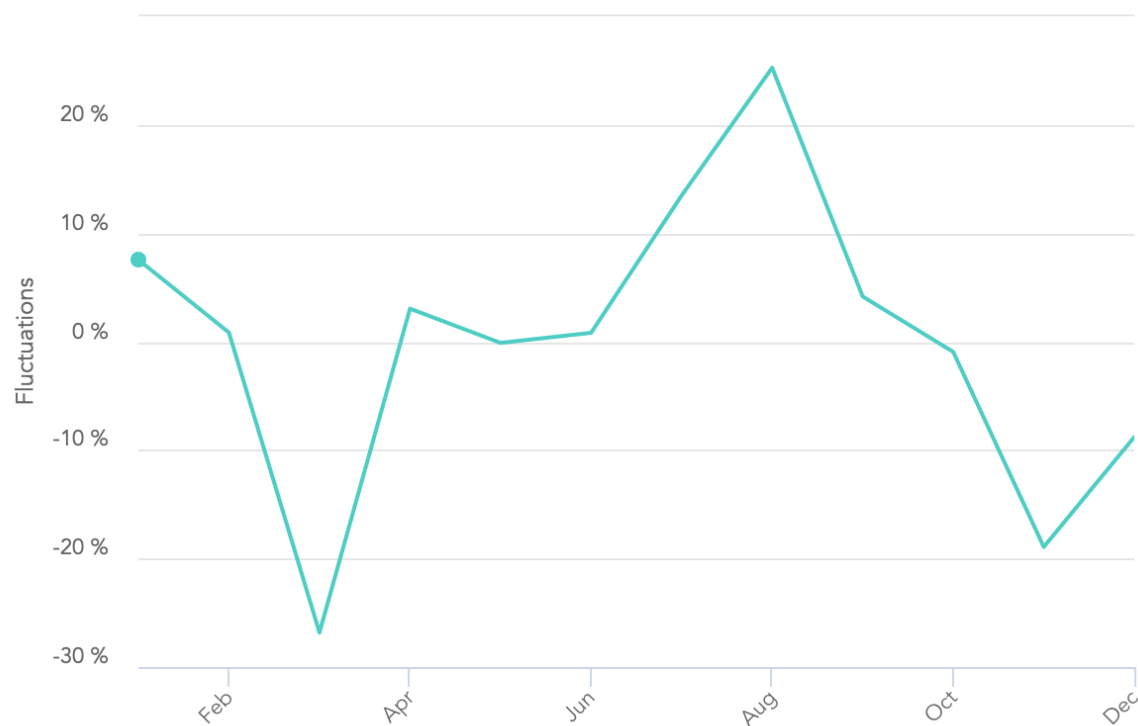
## 3.5 Seasonality



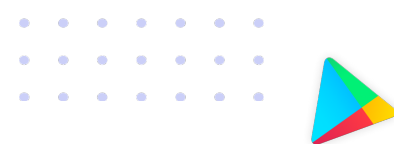
Action



Yearly trend



## 3.5 Seasonality



Casual

### Key Metrics

GROWTH PER YEAR ▲28.5%

TOP MONTH August ▲25.8%

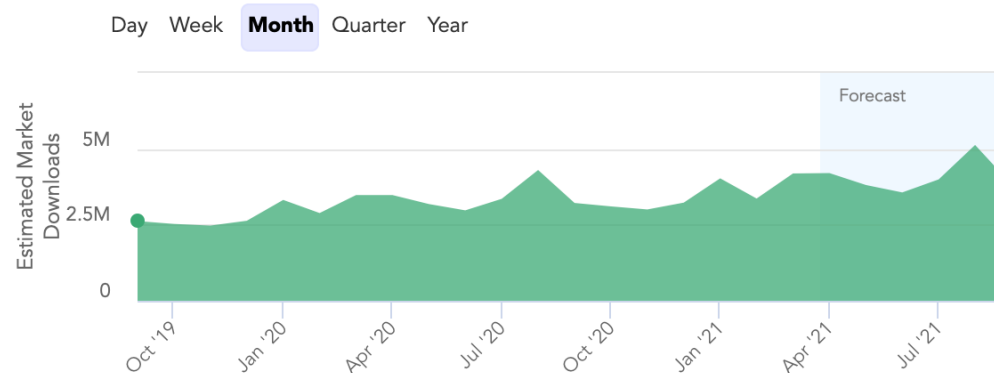
WORST MONTH November ▼13.7%

TOP DAY Saturday ▲3.3%

WORST DAY Thursday ▼1.9%

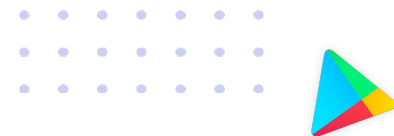


### Market Trend



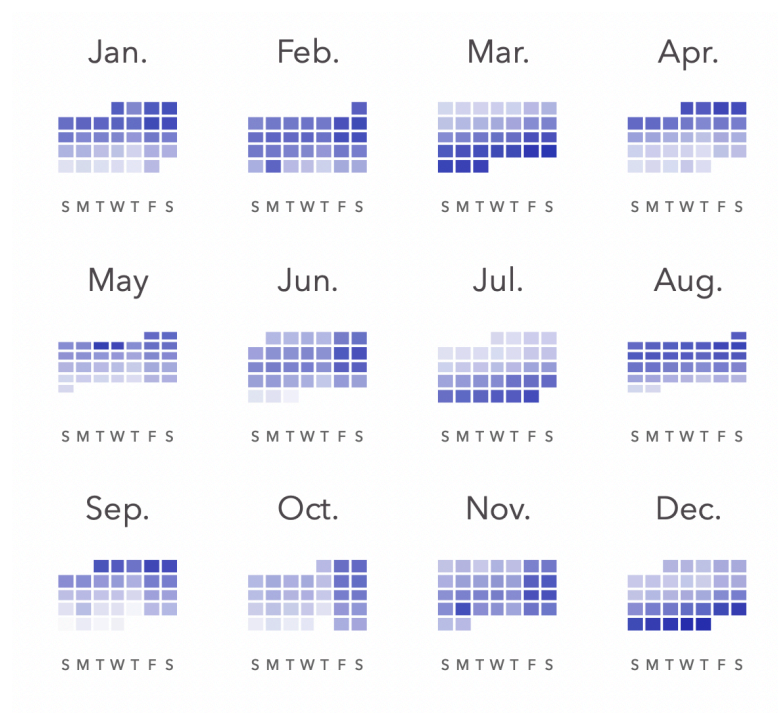
Looking at the Casual category, we again see interesting year-on-year growth. While the genre drives the **most downloads in August**, installs typically decline the most in November. Unlike the other subcategories presented here, **Casual games perform the best on Saturdays** and the worst on Thursdays.

## 3.5 Seasonality

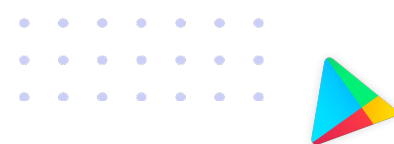


Casual

Yearly trend



## 3.5 Seasonality



### Simulation

#### Key Metrics

GROWTH PER YEAR ▲32.5%

TOP MONTH August ▲16.7%

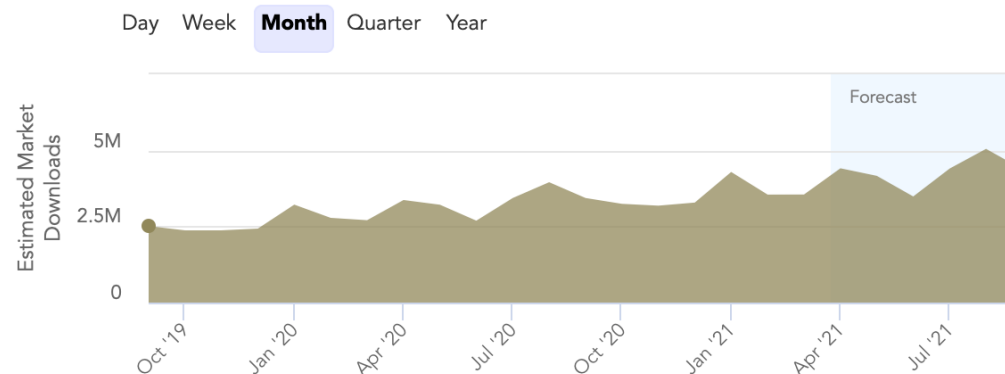
WORST MONTH June ▼13.3%

TOP DAY Friday ▲4.8%

WORST DAY Monday ▼3.0%

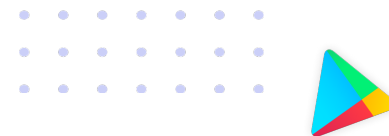


#### Market Trend



Finally, we estimate that the Simulation category is experiencing high yearly growth. Deviating from the pattern, **both its best and worst month for downloads are in the summer**, with the most installs being driven in August and the least installs driven in June. The category is more aligned with the others presented on a weekly basis, having its **best days on Fridays** and its worst days typically on Mondays.

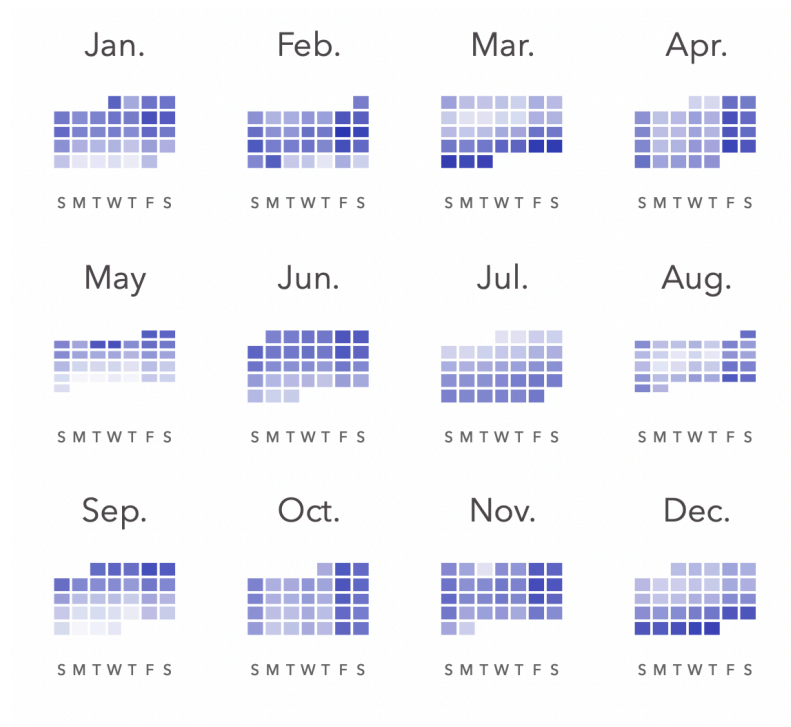
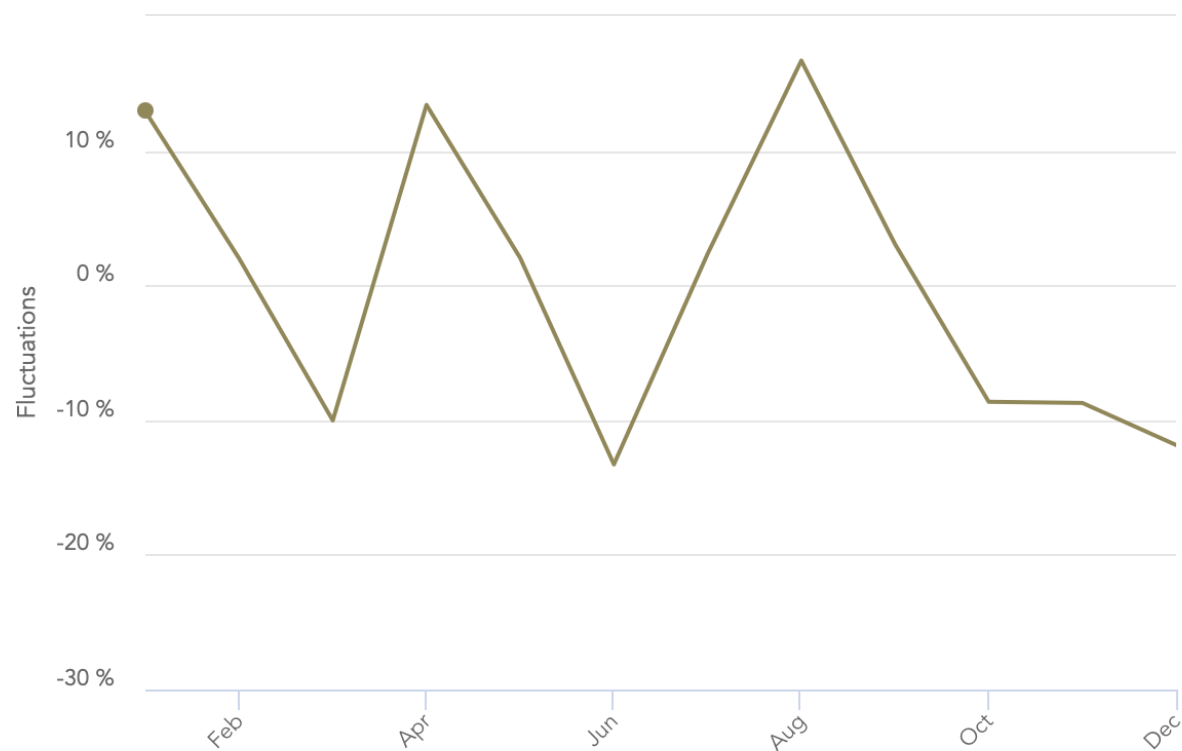
## 3.5 Seasonality



Simulation



Yearly trend







## Introduction

Competition is a pivotal element of any game publisher's App Store Optimization strategy on the Google Play Store, as on the App Store.

In particular, the **top 10 games of each subcategory** that hold the highest MAU indicate the dominant games and levels of competition in each genre.

Category volatility represents the amount of movement that takes place within a category's top 100 apps. **High volatility suggests a lot of competition**, while more stable categories are characterized by a lower amount of competition.

Finally, it is important to understand the **game publishers that dominate the Play Store** to better understand the industry leaders at the forefront of Japan's game market.

## 4.1 Top 10 Monthly Active Users Per Category

### Games (All)

Rank	App	MAU Share
1	LINE: ディズニー ツムツム (LINE: Disney Tsum Tsum)	3.57%
2	Pokémon GO	2.59%
3	モンスターストライク (Monster Strike)	2.15%
4	パズル&ドラゴンズ (Puzzle & Dragons)	1.43%
5	どうぶつの森 ポケットキャンプ (Animal Crossing: Pocket Camp)	1.24%
6	LINE ポコポコ - うさぎのポコタとクローバーやチェ	1.17%
7	ドラゴンクエストウォーク (Dragon Quest Walk)	1.14%
8	トゥーンブラスト (Toon Blast)	1.01%
9	Fate/Grand Order	0.96%
10	にゃんこ大戦争 (The Battle Cats)	0.94%
Sum Total		16.21%

Top 10 Apps by MAU  
(annual average)

This data shows the top 10 games that held the highest share of monthly active users within each category in 2020. Looking at the Games (All) category, the top 10 apps held a total of 16.2% MAU. This total is lower than for the 5 other dominant game genres presented here, suggesting that the **Games (All) category is composed of many different games competing with each other**. We also observed that there have not been significant changes in the top 10 games in Japan over the years.

### Puzzle











Rank	App	MAU Share
1	LINE: ディズニー ツムツム (LINE: Disney Tsum Tsum)	15.00%
2	パズル&ドラゴンズ (Puzzle & Dragons)	6.03%
3	LINE ポコポコ - うさぎのポコタとクローバーやチェリーを集める! ダンジョンでも遊べる無料パズル (LINE PokoPoko)	4.92%
4	トゥーンブラスト (Toon Blast)	4.25%
5	妖怪ウォッチ ぷにぷに (Yo-kai Watch: Wibble Wobble)	3.09%
6	ジグソーパズルで懸賞が当たる-ジグソーde懸賞 (Jigsaw de Sweepstakes)	2.12%
7	LINE バブル2-ブラウン&コニーのシューティングパズル (LINE Bubble 2)	1.87%
8	ナンプレde懸賞 - 完全無料で懸賞応募 ナンプレパズル4000問以上 脳トレや暇つぶしに (Nanpure de Sweepstakes)	1.79%
9	ディズニー ポップタウン (Disney POP TOWN)	1.32%
10	ディズニー ツムツムランド (Disney Tsum Tsum Land)	1.27%
Sum Total		41.66%

Top 10 Apps by MAU  
(annual average)

The top 10 Puzzle games in 2020 were almost the same as in the previous year. Disney POP TOWN, released in 2020, was a new addition to the top 10 chart and demonstrates the brand's rapid impact in the category. The LINE: Disney Tsum Tsum game held the highest MAU share within the genre, and the **top 10 games collectively held almost half of all monthly active users for the Puzzle category**.

## 4.1 Top 10 Monthly Active Users Per Category











### Role Playing

Rank	App	MAU Share
1	 ドラゴンクエストウォーク (Dragon Quest Walk)	8.99%
2	 Fate/Grand Order	7.57%
3	 白猫プロジェクト (White Cat Project)	2.84%
4	 グランブルーファンタジー (Granblue Fantasy)	2.53%
5	 プリンセスコネクト! Re:Dive (Princess Connect!)	2.48%
6	 放置少女 ~百花繚乱の萌姫たち (Hōchi Shōjo: Hyakka Ryōran no Moehime-tachi)	2.13%
7	 クイズRPG 魔法使いと黒猫のウィズ (Quiz RPG: The World of Mystic Wiz)	1.83%
8	 ロマンシング サガ リ・ユニバース (Romancing SaGa Re: Universe)	1.66%
9	 Pokémon Masters EX	1.64%
10	 星のドラゴンクエスト (Star Dragon Quest)	1.60%
Sum Total		33.27%

Top 10 Apps by MAU  
(annual average)

The Fate/Grand Order game had been the number one game in the Role Playing category for many years; however, in 2020, it dropped to second place. Despite 'stay home' orders during the COVID-19 pandemic, the Dragon Quest Walk game secured the highest MAU share in 2020. Collectively, the **top 10 games represented one third of all monthly active users in the Role Playing category.**

### Action

Rank	App	MAU Share
1	 モンスターストライク (Monster Strike)	21.90%
2	 マリオカート ツアー (Mario Kart Tour)	6.81%
3	 ドラゴンボールZ ドッカンバトル (Dragon Ball Z Dokkan Battle)	3.97%
4	 Call of Duty®: Mobile	3.79%
5	 Identity V	3.49%
6	 ブロスタ (Brawl Stars)	3.36%
7	 PUBG MOBILE	2.72%
8	 アーチャー伝説 (Archerō)	2.12%
9	 アズールレーン (Azur Lane)	2.06%
10	 常駐型マルチ掲示板 for モンスト (Multi-matching for Monsuto)	1.97%
Sum Total		52.17%

Top 10 Apps by MAU  
(annual average)

The top 10 Action games in 2020 were almost the same as in the 2019. Monster Strike was an extremely popular game, representing over one fifth of the genre's monthly active users. In total, the **top 10 games held over one half of the genre's MAU**, suggesting that the Action category is made up of a few particularly dominant games.

## 4.1 Top 10 Monthly Active Users Per Category

### Casual

Rank	App	MAU Share
1	にゃんこ大戦争 (The Battle Cats)	10.13%
2	ホームスケイプ (Homescapes)	10.09%
3	ガーデンスケイプ (Gardenscapes)	9.38%
4	LINE POP2-ブラウン&コニーと爽快! ポップでかわいい大人気パズルゲーム	5.17%
5	タウンシップ (Township)	2.99%
6	キャンディークラッシュソーダ (Candy Crush Soda Saga)	2.48%
7	キャンディークラッシュ (Candy Crush Saga)	2.39%
8	ねこあつめ (Neko Atsume)	1.88%
9	DNB-15分IQアップ脳トレゲーム (DNB-15 minutes IQ up - brain training game)	1.33%
10	Roller Splat!	1.24%
カテゴリ別MAU合計に占めるTOP10アプリの比率		47.11%

Top 10 Apps by MAU  
(annual average)

In the Casual category, the top 10 apps in 2020 were exactly the same as in 2019, with the exception of 'DNB-15 minutes IQ up brain training game' and Roller Splat!, which were both released in 2020. Battle Cats, Homescapes, and Gardenscapes all competed for the highest share of monthly active users, with the **3 games collectively representing one third of the genre's MAU share.**

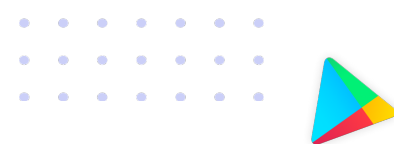
### Simulation

Rank	App	MAU Share
1	どうぶつの森 ポケットキャンプ (Animal Crossing: Pocket Camp)	14.64%
2	刀剣乱舞-ONLINE- Pocket (Touken Ranbu -ONLINE- Pocket)	4.55%
3	ペンギンの島 (Penguin Isle)	2.30%
4	あんさんぶるスターズ!! Basic (Ensemble Stars!! Basic)	2.21%
5	ファイアーエムブレム ヒーローズ (Fire Emblem Heroes)	1.92%
6	旅かえる (Travel Frog)	1.62%
7	A3!	1.49%
8	FFBE幻影戦争 WAR OF THE VISIONS	1.43%
9	夢王国と眠れる100人の王子様 (100 Sleeping Princes & the Kingdom of Dreams)	1.36%
10	LINE ブラウンファーム (LINE BROWN FARM)	1.26%
Sum Total		32.78%

Top 10 Apps by MAU  
(annual average)

Finally, the **Animal Crossing: Pocket Camp game dominated the Simulation category** in 2020, holding almost 15% of the genre's MAU share. The remaining games in the top 10 were less dominant, indicating the many different games that compete within the category.

## 4.2 Category Volatility



In general, **games present in the most competitive categories remain in the top 100 for a shorter period**. On Android, games in the Games (All), Adventure, and Simulation categories ranked in the top 100 for less than 70 days on average; these categories were similarly competitive on iOS.

On the other hand, more Android categories saw games ranked in the top 100 for over 100 days on average, with games in the Music, Board, and Educational categories ranking for over 125 days. As on the App Store, the data suggests that the **Games (All) category is the most competitive genre** and the **Music category is the least competitive**.

Top 100 in 2019 vs 2020

44%

On both the App Store and Google Play Store, 44% of all apps that ranked in the top 100 in 2020 were already ranking in the top 100 in 2019.\*

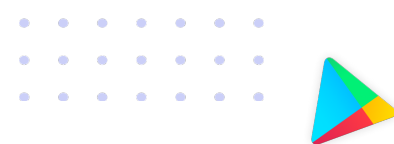
### Average Number of Days in Top 100

Category	Days
Music	142
Board	133
Educational	128
Card	119
Racing	119
Sports	117
Word	112
Casino	103
Trivia	100
Arcade	95
Strategy	87
Action	79
Puzzle	78
Casual	78
Role Playing	72
Simulation	65
Adventure	61
Games (All)	37

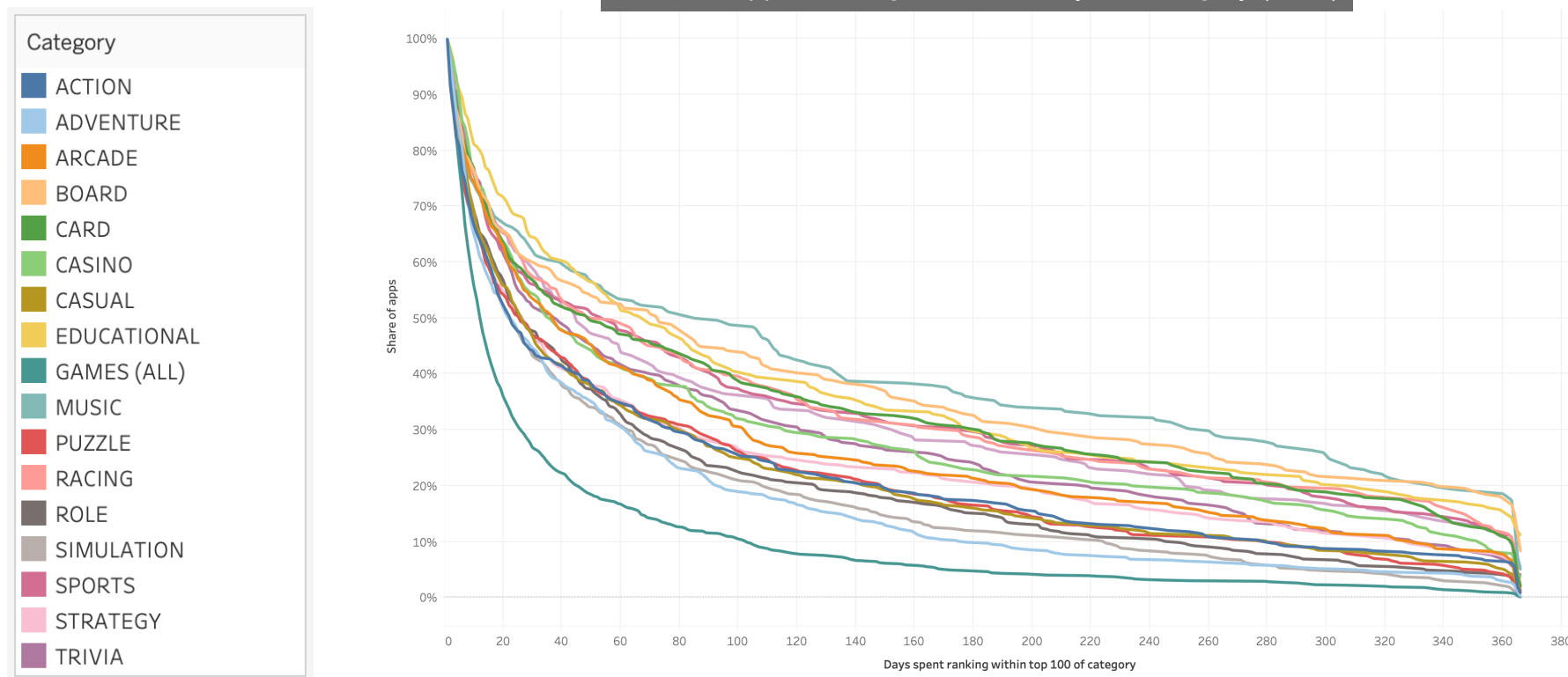
**Note:** Among all apps that ranked in the top 100 for at least one day in 2020.

\*Out of 19,030 Android apps.

## 4.2 Category Volatility



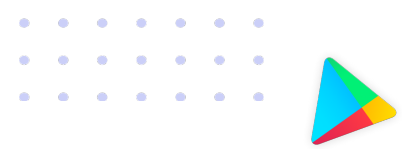
Share of Apps Ranking at Least X Days in Category (2020)



This chart shows the number of apps that ranked for a certain amount of days in each category's top 100 in 2020. To compute this, we considered all apps that ranked for at least one day in each category in 2020 and calculated how long each remained in the top charts. For example, 100% of apps ranked in the top 100 for at least one day, but **less than 50% ranked in the top 100 for 80 days or more**. For both iOS and Android, the share of games ranking in the top 100 for the Games (All) category over a given period decreases much more rapidly than for other categories.

With the exception of the Games (All) category, a **minimum of 65% of games ranked for at least 10 days in the top 100**. In the Simulation or Adventure categories, this figure dropped to 51% after 20 days and 38% after 40 days. From this graph, we can also clearly visualize the **highly volatile Games (All) category**, and the **more stable Music category**.

## 4.3 Top Game Publishers



### Games (All)

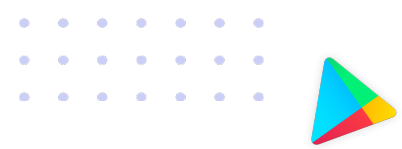
	Publisher	Total Yearly Downloads (Estimate)
1.	VOODOO	11 100 611
2.	Playrix	6 239 732
3.	LINE Corporation	4 424 031
4.	Lion StudAndroid	3 585 400
5.	Nintendo Co., Ltd.	3 458 546
6.	BANDAI NAMCO Entertainment Inc.	3 006 126
7.	SayGames	2 761 423
8.	MASK LLC.	2 760 582
9.	Peak	2 722 314
10.	AMANOTES PTE LTD	2 352 841
11.	SQUARE ENIX Co.,Ltd.	2 010 274
12.	NetEase Games	1 819 637
13.	Unico Studio	1 776 746
14.	Good Job Games	1 719 929
15.	KONAMI	1 718 333
16.	Crazy Labs by TabTale	1 658 984
17.	Cross Field Inc.	1 612 809
18.	Supersonic StudAndroid LTD	1 535 808
19.	KAYAC Inc.	1 504 897

### Puzzle

	Publisher	Total Yearly Downloads (Estimate)
1.	LINE Corporation	3 769 620
2.	Peak	2 722 314
3.	Easybrain	1 987 372
4.	Lion StudAndroid	1 860 762
5.	Popcore Games	1 623 224
6.	Focus apps	1 447 853
7.	Playrix	1 405 155
8.	KAYAC Inc.	1 395 161
9.	SayGames	1 245 087
10.	Ohte, Inc.	1 220 382
11.	Beetles Games Studio	1 153 597
12.	Zynga	1 135 794
13.	DoPuz Games	972 999
14.	GungHoOnlineEntertainment	844 178
15.	SUPERBOX.INC	814 104
16.	BitMango	807 698
17.	EzOs	782 731
18.	Fast Fun	669 147
19.	F.I.L Games	649 407



## 4.3 Top Game Publishers



### Role Playing

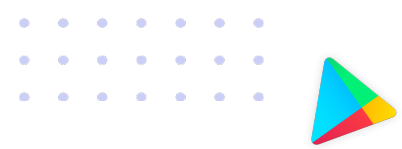
	Publisher	Total Yearly Downloads (Estimate)
1.	SQUARE ENIX Co.,Ltd.	1 921 640
2.	BANDAI NAMCO Entertainment Inc.	1 313 568
3.	YOOZOO Inc.	1 278 819
4.	37Games-Oversea	1 172 590
5.	C4 Connect Inc.	996 167
6.	DeNA Co., Ltd.	748 672
7.	GOOD SMILE COMPANY, Inc	636 164
8.	Aniplex Inc.	571 816
9.	NEXTERS GLOBAL LTD	540 345
10.	SEGA CORPORATION	520 564
11.	Sixjoy Limited	454 477
12.	COLOPL, Inc.	432 588
13.	Sumzap, Inc.	431 418
14.	YOUZU(SINGAPORE)PTE.LTD.	424 882
15.	LilithGames	416 670
16.	Netmarble	382 248
17.	Team Tapas	359 722
18.	Asobimo, Inc.	346 486
19.	NEXON Company	335 644

### Action

	Publisher	Total Yearly Downloads (Estimate)
1.	VOODOO	3 823 244
2.	Nintendo Co., Ltd.	1 365 665
3.	BANDAI NAMCO Entertainment Inc.	1 094 020
4.	UUUM, Inc.	973 682
5.	XFLAG, Inc.	966 869
6.	NetEase Games	834 296
7.	SayGames	827 040
8.	Activision Publishing, Inc.	718 492
9.	Geisha Tokyo, Inc.	686 923
10.	株式会社ブシロード	587 546
11.	Fun Games For Free	586 754
12.	Innersloth LLC	560 081
13.	Ohayoo	521 134
14.	OneSoft Global PTE. LTD.	482 231
15.	SAT-BOX	476 769
16.	Playgendary Limited	465 328
17.	Supersonic StudAndroid LTD	461 462
18.	Lion StudAndroid	442 057
19.	CASUAL AZUR GAMES	441 587



## 4.3 Top Game Publishers



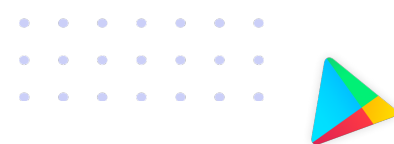
### Casual

	Publisher	Total Yearly Downloads (Estimate)
1.	Playrix	4 740 158
2.	VOODOO	1 752 118
3.	G.Gear.inc	1 701 755
4.	Lion StudAndroid	1 050 098
5.	Kwalee Ltd	786 252
6.	PONOS Corporation	734 764
7.	IEC Global Pty Ltd	643 959
8.	Eureka Studio	582 662
9.	JoyPac	542 107
10.	King	519 356
11.	Wuhan Weipai Network Technology Co., Ltd.	466 180
12.	SeyeonSoft	434 438
13.	ZenLife Games	433 489
14.	LinkDesks - Jewel Games Star	398 542
15.	Outfit7 Limited	360 675
16.	hap Inc.	348 090
17.	Gameloft SE	345 530
18.	Ohayoo	330 889
19.	Dual Cat	313 277

### Simulation

	Publisher	Total Yearly Downloads (Estimate)
1.	Nintendo Co., Ltd.	1 854 417
2.	MASK LLC.	1 254 445
3.	Crazy Labs by TabTale	1 188 320
4.	VOODOO	673 002
5.	Lion StudAndroid	575 896
6.	SayGames	566 186
7.	Habby	475 713
8.	BEEWORKS GAMES	392 727
9.	VIZOR APPS LTD.	373 520
10.	LINE Corporation	366 429
11.	Voltage, Inc.	357 340
12.	ZPLAY Games	337 426
13.	DH-Publisher	335 852
14.	Codigames	333 903
15.	Fun Games For Free	332 458
16.	FLERO Games	317 588
17.	SQUARE ENIX Co.,Ltd.	315 933
18.	Imagineer Co.,Ltd.	295 741
19.	Kolibri Games	280 463

## 4.3 Top Game Publishers



Total MAU and Number of Operated Apps by Major Game Publisher \*Android only

Rank	Publisher	Number of apps	Total MAU (annual)	App with the highest MAU
1 🏆	LINE Corporation	31	44 102 964	LINE; Disney Tsum Tsum
2 🏆	SQUARE ENIX Co.,Ltd.	75	18 007 332	Dragon Quest Walk
3 🏆	Niantic, Inc.	4	15 788 396	Pokémon GO
4	BANDAI NAMCO Entertainment Inc.	63	14 740 088	Dragon Ball Z Dokkan Battle
5	Playrix	6	14 098 853	Homescapes
6	Nintendo Co., Ltd.	6	14 088 058	Animal Crossing: Pocket Camp
7	XFLAG, Inc.	8	13 688 882	Monster Strike
8	KONAMI	27	12 245 820	PROFESSIONAL BASEBALL SPIRITS
9	Aniplex Inc.	16	10 605 543	Fate/Grand Order
10	GungHoOnlineEntertainment	14	10 496 011	Puzzle & Dragons
11	VOODOO	87	10 062 811	Hole.io
12	Ohte, Inc.	7	9 493 586	Jigsaw de Sweepstakes
13	COLOPL, Inc.	44	8 000 713	White Cat Project
14	SEGA CORPORATION	23	7 620 005	NET Mahjong MJ Mobile
15	Supercell	5	7 418 333	Clash Royale

Japan is one of the largest markets for app developers; mobile revenue is expected to exceed \$16 billion by 2021.

AppTweak and App Ape have teamed up to provide an in-depth analysis of Japan's highly competitive Games category. With an analytic approach focusing on different domains, including in-store activities, consumer usage trends, competitive landscapes, and category performance, this white paper delivers valuable insights to help you succeed in Japan's competitive landscape across the App Store and Google Play Store.

This white paper includes everything you need to know to succeed in Japan, including data, tips, and recommendations on how to:

- Successfully enter Japan's mobile game market by understanding in-store activities, including monthly active users (MAU), average apps owned, and consumer demographics
- Understand different game landscapes across iOS and Google Play based on category volatility
- Build and develop an effective ASO strategy that considers the most searched keywords per category



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AppTweak and App Ape use their own models to estimate app usage and performance data. While we have taken reasonable care to ensure the accuracy of the information added to this white paper, AppTweak and App Ape disclaim any responsibility for the accuracy or correctness of the data.

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# Japan's Mobile Game Market 2021:

Usage Data and  
App Store Optimization  
(ASO) Trends

## Appendix



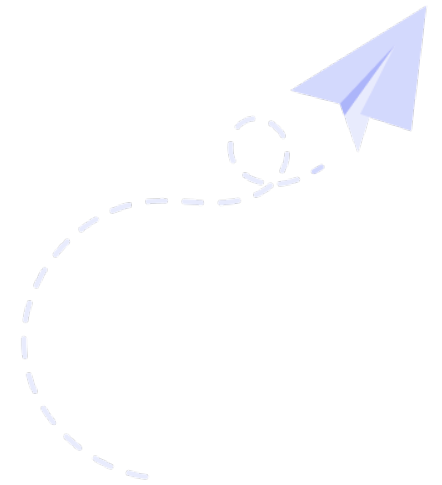


Accompanying appendix for  
AppTweak and App Ape's  
exclusive white paper:

## Japan's Mobile Game Market 2021



# Table of Contents



## iOS Game Categories

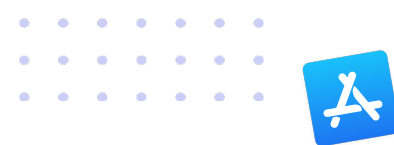
1. Games (All)
2. Action
3. Adventure
4. Board
5. Card
6. Casino
7. Casual
8. Family
9. Music
10. Puzzle
11. Racing
12. Role Playing
13. Simulation
14. Sports
15. Strategy
16. Trivia
17. Word

## Android Game Categories

1. Games (All)
2. Action
3. Adventure
4. Arcade
5. Board
6. Card
7. Casino
8. Casual
9. Educational
10. Music
11. Pachinko & Mahjong, etc
12. Puzzle
13. Racing
14. Role Playing
15. Simulation
16. Sports
17. Strategy
18. Trivia
19. Word

# Understanding the Japanese Game Market for iOS

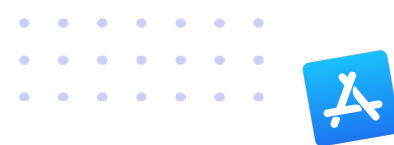




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
パズル。	71	56	38
パズル!	71	91	36
パズルゲーム!	64	91	34
game	54	78	45
games	38	31	45
puzzle_game	28	25	35
げーむ無料人気パズル	27	89	36
puzule	17	50	36
freegames	16	4	45
無料ゲーム無料ゲームパズル	16	67	39
あばれるゲーム	16	21	38
puzzle	16	90	35
ウットパズル	16	56	35
パズルゲームくま	16	56	34
ふぁずるげーむ	15	46	39
puzzels	15	60	38
パズルパズルゲーム	15	81	38
あずかるげーむ	15	75	38
幾何学パズル	15	4	36
ぷするげーむ	15	52	35
epuzzle	15	0	34
パズふる	15	61	34
ポズル	14	84	40
ぱずる無料人気	14	59	38
ネコぱずるげーむ	14	28	38
ぱぶるぱずる	14	60	38
パズル王国	14	52	38
ぱずざと	14	42	36

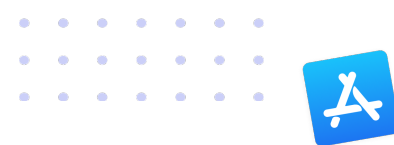
gamefree	13	3	45
マージパズルげーむ	13	44	41
ネコパズルゲーム	13	28	40
パズルーゲーム	13	92	39
パクールゲーム	13	61	39
ゲームアプリパズル	13	72	39
エロゲームパズル	13	64	38
むりょぱずる	13	53	38
パズルゲームワード	13	34	36
パズルン	13	91	35
ぱずるげーむ20	13	80	35
ゲームすし	13	8	34
gamess	12	52	45
無無料パズル	12	83	39
ぱずるあ	12	71	38
パープルゲーム	12	0	38
もパズル	12	57	38
とパズル	12	54	37
パズルホームゲーム	12	27	35
puzzler	11	0	35
freegame	10	2	45
げーむ無料パズル	8	70	34



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
-ゲーム	84	94	29
大五人格	24	59	29
有名なゲーム	19	85	29
しょんぼりアクション	15	90	45
アプリ無料アクション	15	91	44
げーむ無料あくしょん	15	92	38
マリオアクション	15	90	37
あないないばあ	15	84	35
モンスターストライク	15	40	30
パドルロイヤルゲーム	15	0	30
アクションゲームカジュアル	15	73	29
はまるアクションゲーム	15	67	29
アクショ	14	91	45
テンションゲーム	14	92	45
ation	14	94	44
アクション	14	94	42
アクッション	14	91	42
あくしょんげー	14	93	42
アクションゲームレース	14	89	42
無料人気ゲームアクション	14	87	41
athions	14	94	40
インアクション	14	81	40
ワンアクション	14	86	40
アクションゲームホラー	14	93	40
インタラクション	14	86	38
アクションオート	14	93	36
カーアクションゲーム	14	93	36

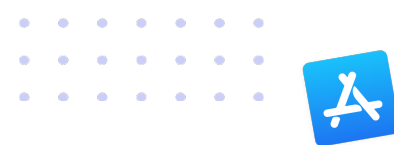
あくしょんあげーむ	14	88	35
acti	14	91	34
あぶあー	14	67	33
ロイヤルブ	14	81	33
無料バトルアクションゲーム	14	62	31
アクションゲームボール	14	89	30
アクションバトルゲー	14	71	30
p v p	14	24	30
ばとるらいばる	14	56	30
アクション	13	90	45
12action	13	94	40
actiongame	13	94	40
74action	13	94	40
あくしょん3d	13	87	38
インディーアクション	13	82	38
カジュアルアクション	13	76	32
ほーむファイト	13	33	30
mozmbies	13	83	29
アクションリズム	12	89	42
ミッションゲーム	12	38	31
ゲーム無料人気アクション	9	90	38
72actions	6	94	32
カジュアルアクションゲーム	6	73	29



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
脱出ゲーム	73	67	41
ガルパ	56	76	29
だしゅつゲーム	30	68	37
りずむげーむ無料人気	27	65	28
あどベンチャー無料ゲーム	15	84	45
アドベンチャーア	15	83	42
エマーアドベンチャー	15	71	40
advanture	15	83	37
アドベンチャー脱出無料	15	57	37
rpg無料アドベンチャー	15	70	36
人気アドベンチャー	15	68	36
脱出アド	15	60	35
無料脱出アドベンチャー	15	57	33
パズル無料かわいい脱出	15	57	28
とベンチャー	14	83	42
ボードアドベンチャー	14	83	40
スアドベンチャー	14	80	40
アドベンチャーゲームー	14	85	40
アドベンチャーゲームゲーム	14	85	39
adveture	14	77	39
ペットアドベンチャー	14	83	38
脱出ゲーム無料エスケープ	14	49	35
アドベンチャーホラーゲーム	14	78	33

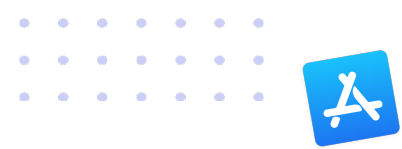
脱出アドベンチャー新作	14	32	33
謎解きエスケープ	14	46	32
みくげーむ	14	76	30
無料アプリ脱出ゲーム	14	67	30
リアルだっしゅつげーむ無料	14	50	30
エスケープゲーム無料	14	58	30
ミュージックアドベンチャー	14	62	29
アドベンチャー音ゲーム	14	53	29
脱出アドベンチャーゲーム	14	61	29
簡単ゲーム脱出ゲーム	14	61	29
adventurescape	14	60	29
無料ゲーム脱出げ	14	87	28
ゲームアニメ	14	69	28
ケスケープ	14	61	28
無料人気アドベンチャー	13	83	42
アベンジャージェーム	13	83	40
アドベンチャーげーむ	13	83	40
だっしゅつげーむ無料ー	13	60	32
あにめrpg	13	57	30
脱出ゲーム無料リアル	13	50	30
d4dj	13	81	29
脱出ゲーム無料人気リアル	13	42	29
だっしゅつ人気	13	67	28
エススケープ	13	61	28
rpg人気アニメ	12	53	30
脱出ゲーム無料アプリ	12	77	28
rph	10	51	28



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
数字パズル	46	61	39
なんぷれ無料人気	35	51	37
ぼーどげーむ無料	30	91	42
board-game	22	87	45
なんぷれ	19	60	36
blohard	15	89	45
4でボードゲーム	15	88	45
ボードさんげーむ	15	91	44
ぼーうげーむ	15	82	36
boardgames	14	89	45
無料ゲームボードゲーム	14	89	45
boarn	14	91	45
boardoo	14	92	45
ぼーどげーむルドー	14	91	45
ボードゲームモノ	14	90	44
ゲームボードパズルゲーム	14	88	44
無料ロジックゲーム	14	83	42
げーむ無料ナンプレ	14	59	41
ナンプレー	14	73	41
パズルロジック無料	14	83	40
ナンプレアプリ	14	73	40
ゲーム無料ナンプレ	14	60	40
パズル無料ナンプレ	14	60	40
ナイプレ	14	73	40
ナレプレ	14	77	40

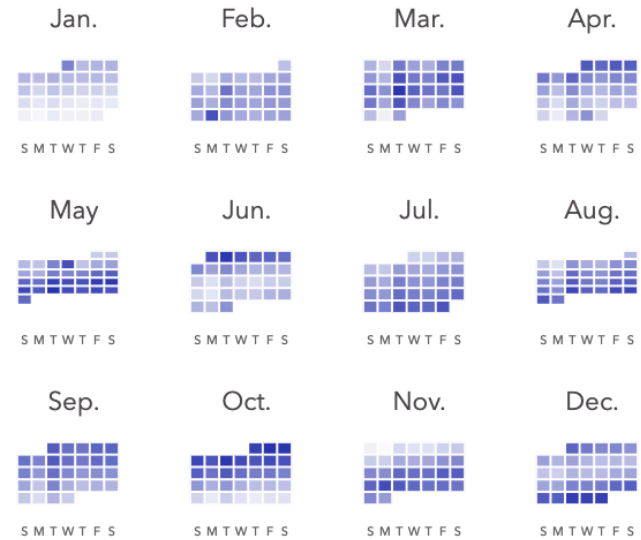
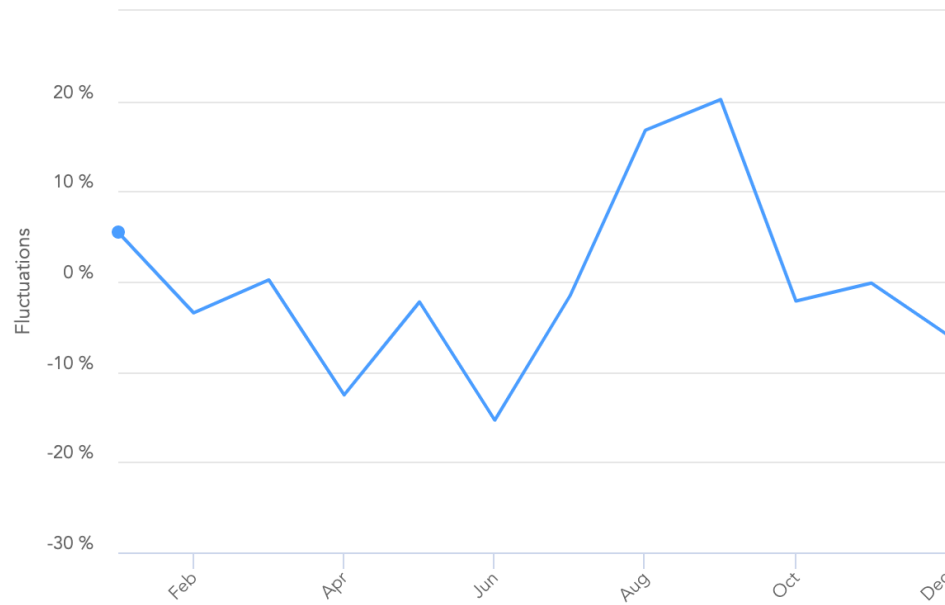
ナンポレ	14	77	40
ナンプレ初級	14	77	40
数字ロジック無料	14	62	39
無料ゲーム数字パズル	14	72	38
なんぷれ	14	79	38
数独パズルゲーム	14	55	37
パズル無料数字	14	72	36
何プレ	14	73	36
ナンプレ数独パズル人気ゲーム	14	44	36
ボードケーム	13	89	45
biohard	13	91	45
ロジック無料人気	13	81	41
塗り絵ロジック	13	83	41
数独パズル人気ゲーム	13	76	40
ナヌプレ	13	68	40
ボードゲーム数字	13	69	39
パズル数独ロジック	13	64	38
無料ボード	13	92	37
ゲーム数独ナンプレ	13	58	37
ナンプレ数独人気ゲーム	13	59	37
すごぷれ	13	57	36
ボーダーゲーム	12	90	45
ナムプレ	12	73	40
ぱずる数字	9	67	36
数独パズル	6	67	40



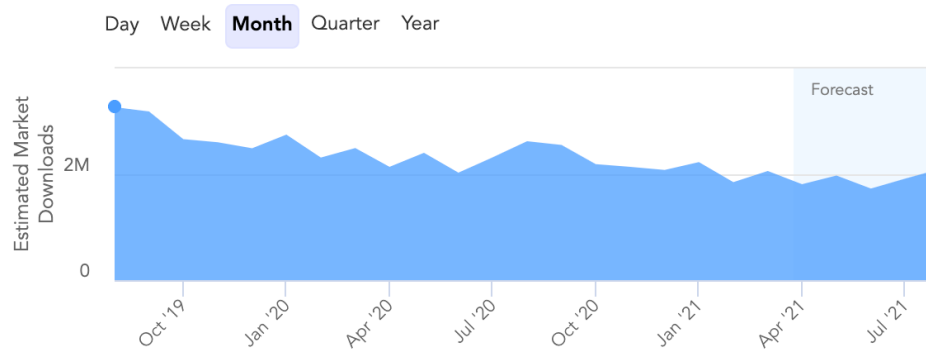
## Seasonality



Yearly trend

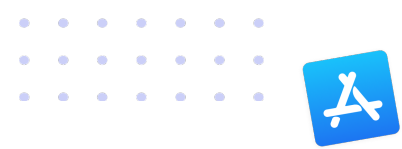


Market Trend



## Key Metrics

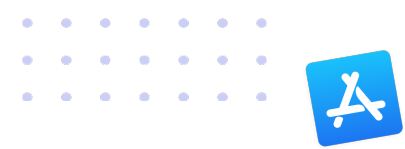
GROWTH PER YEAR	▼17.5%
TOP MONTH	September ▲20.3%
WORST MONTH	June ▼15.3%
TOP DAY	Tuesday ▲3.0%
WORST DAY	Monday ▼3.5%



## Top Game Publishers

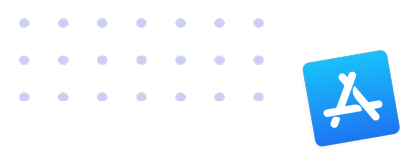
	Publisher	Total Yearly Downloads (Estimate)
1.	Zynga Inc.	2 202 452
2.	Easybrain	1 927 511
3.	Popcore GmbH	1 821 208
4.	Ohte, Inc.	1 403 529
5.	Cross Field Inc.	1 057 087
6.	晨 黄	1 051 000
7.	Yostar, Inc.	988 842
8.	Wuhan Dobest Information Technology Co, Ltd.	957 670
9.	Eureka Studio	906 642
10.	UNBALANCE Corporation	902 331
11.	Releasebase, Inc.	819 053
12.	Athena Studio	780 360
13.	KONAMI	753 825
14.	Momoko Sato	749 975
15.	BitMango, Inc.	685 129
16.	Loop Games Oyun Teknolojileri Anonim Sirketi	530 490
17.	SUPERBOX. Inc	486 870
18.	Metajoy	457 197
19.	Qmax Inc.	446 809

## Most Searched Keywords, 2020



Keyword	Search Volume	Competition	Score
大富豪	67	60	37
ソリティア+	60	60	37
カードゲーム	57	55	38
だいふごう	49	48	36
トランプゲーム	44	43	35
*solitaire	34	58	37
solitaire*	34	58	37
とらんぷ	33	38	39
カードゲーム無料	30	53	40
line大富豪	25	40	36
とらんぷこれくしょん	15	65	40
トランプ系	15	44	39
ゲーム無料トランプ	15	41	39
そりていあカードゲーム	15	44	38
しゃどばーす	15	51	37
うのゲームかあど	15	53	36
げーむ無料ソリティア	15	61	35
カードトランプゲームゲーム	15	38	35
げーむ無料人気カード	14	78	44
カードゲーム無料オンライン	14	65	43
トランプペットゲーム	14	54	41
とらんぷコレクション	14	65	40
トランプゲームソリティア	14	54	40
おんらいん無料カードゲーム	14	65	40
げーむ無料トランプ	14	51	39
トラコレ	14	66	39

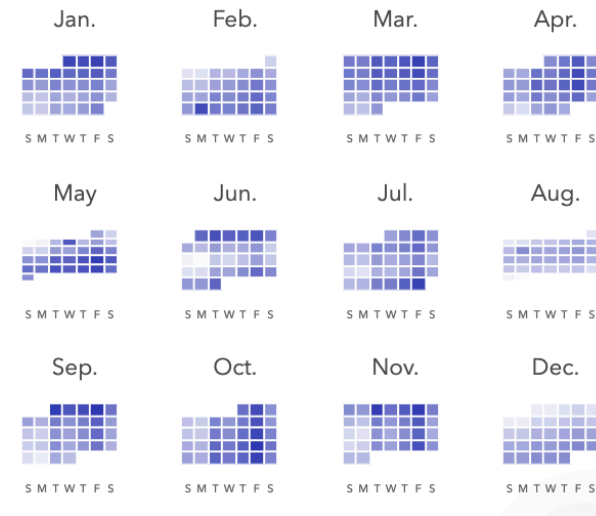
限界シリトリ	14	52	39
戦いカードゲーム	14	70	38
そりていあ無料人気	14	58	38
げーむ無料人気そりていあ	14	52	38
カードゲーム無料うの	14	55	38
カードーゲーム	14	53	37
無料ゲームそりていあ	14	58	37
solitaireclassics	14	43	37
solit	14	58	36
そりていあゲーム	14	57	36
カード少女	14	54	35
そりていあカード	13	54	41
ぜのカードゲーム	13	74	40
げんかいしりとり	13	63	40
とらこれ	13	66	39
とらコレ	13	66	39
カードチーム	13	73	37
ハードなゲーム	13	74	36
solitairw	13	51	35
大富豪ベスト	13	37	35
カードゲームで	12	71	37
そりていあhd	12	49	36
とらこれ	9	55	35
カードゲーム無料人気	6	78	45



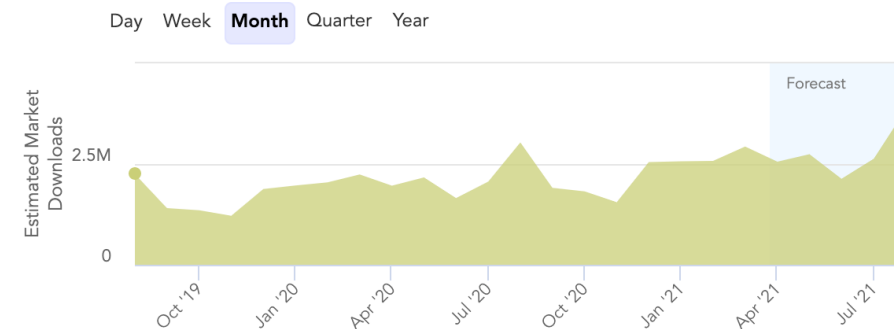
## Seasonality



Yearly trend



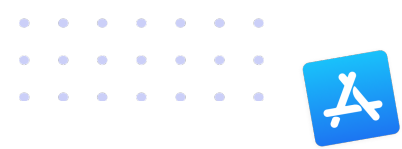
Market Trend



## Key Metrics

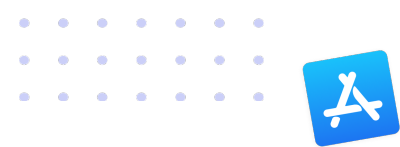
GROWTH PER YEAR	▲28.8%
TOP MONTH	August ▲38.1%
WORST MONTH	November ▼31.0%
TOP DAY	Friday ▲11.1%
WORST DAY	Monday ▼9.2%





## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Sorairo,inc.	1 593 479
2.	Mattel163 Limited	1 126 985
3.	Yostar, Inc.	732 200
4.	YOOZOO (SINGAPORE) PTE. LTD.	654 435
5.	C4 CONNECT K.K.	568 599
6.	株式会社 タカラトミー	497 638
7.	SEGA CORPORATION	484 312
8.	P.R.O Corp	469 011
9.	KONAMI	467 591
10.	Shanghai Yanxi Network Technology Co., Ltd.	436 935
11.	SUPERSONIC STUDIOS LTD	412 639
12.	MobilityWare	397 756
13.	ME2ZEN Limited	391 750
14.	Aniplex Inc.	371 508
15.	blanc. inc.	369 259
16.	株式会社baton	347 321
17.	Easybrain	237 398
18.	Zephyrus Limited	232 604
19.	BANDAI NAMCO Entertainment Inc.	231 911



## Most Searched Keywords, 2020

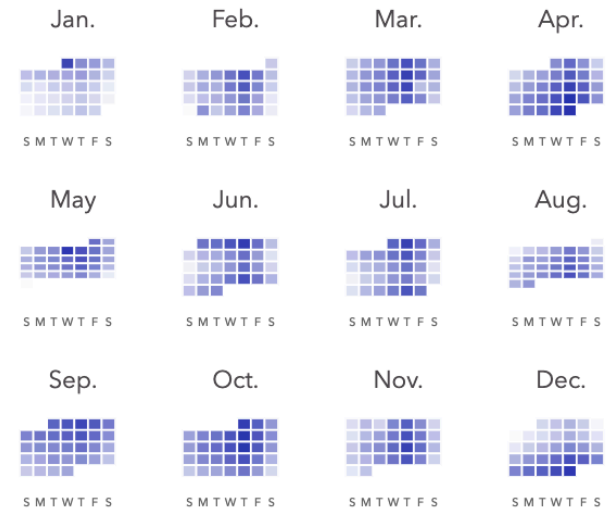
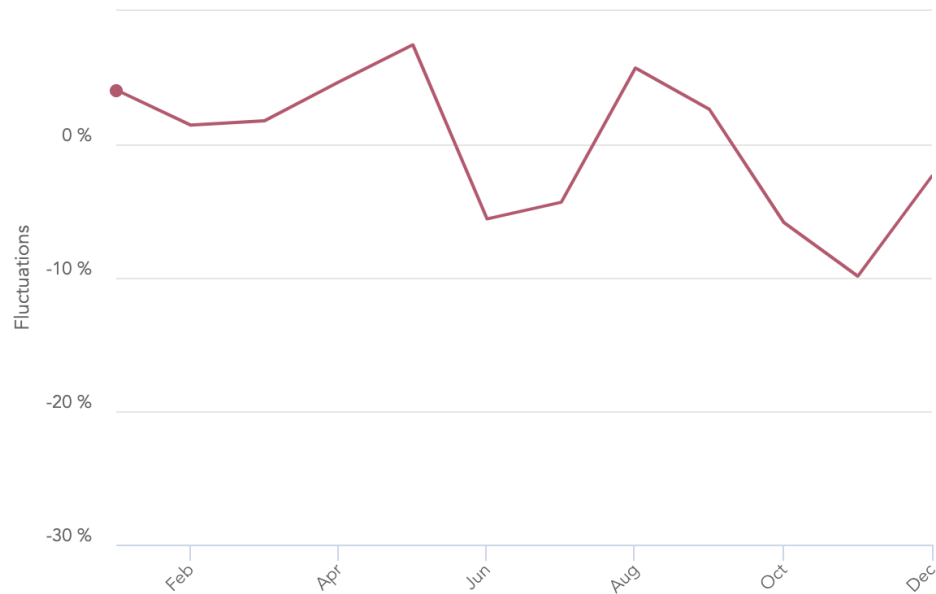
Keyword	Search Volume	Competition	Score
雀魂じゃんたま	57	54	41
777real	54	63	45
mjモバイル	53	51	42
麻雀無料	53	53	40
まあじゃん無料	50	53	42
まーじゃん	49	55	44
麻雀格闘倶楽部	46	50	39
まあじゃん	40	55	43
えむじえい麻雀	34	51	44
てんごくはい	32	53	44
無料麻雀	30	55	44
無料麻雀ゲーム	30	50	39
雀龍門	29	50	39
じゃんりゅうもん	29	46	39
麻雀ファイトクラブ	27	54	43
麻雀てんごくはい	27	54	43
まあじゃん	26	55	42
まーじゃんふあいと	25	52	41
麻雀闘龍	22	51	40
麻雀とうりゅう	19	59	39
麻雀てんきょくはい	18	54	41
3人マージャン	15	52	42
カジノゲーム無料人気	15	76	42
all4casino	15	54	41
wucasino	15	76	40
まあじゃあ	15	51	40

三人マージャン	14	52	43
オーシャンゲーム	14	52	42
まあじゃんげいむ	14	52	42
cassinos	14	76	41
カジノ無料人気	14	77	41
かじのげーむ無料人気	14	62	41
wcasino	14	71	40
まあじゃん無料まあじゃん	14	50	40
casin	14	71	40
オンラインカジノ	14	79	39
かじのげーむ人気	14	78	39
麻雀初心者無料人気	14	48	39
まあじゃん無料初心者無料	14	41	39
まじゃんげーむ	14	60	38
麻雀カジノ	13	54	41
麻雀初心	13	49	41
無料オンラインカジノ	13	65	40
cashino	13	68	39
おんらいかじの	13	79	38
slotcasino	13	62	38
麻雀アプリ	12	53	44
麻雀初心者無料	9	48	40
まーじゃん初心者	6	51	41
mj4	6	45	39

## Seasonality

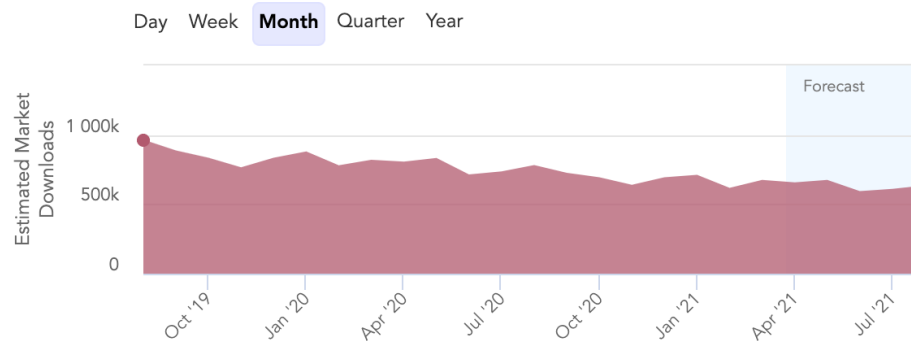
apptweak

Yearly trend



apptweak

Market Trend



## Key Metrics

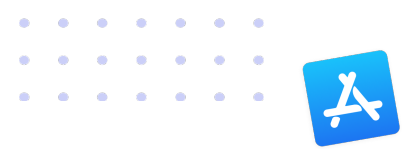
GROWTH PER YEAR ▼11.2%

TOP MONTH May ▲7.5%

WORST MONTH November ▼9.9%

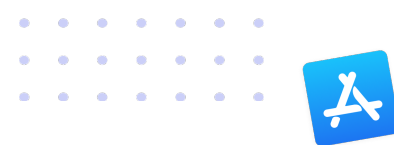
TOP DAY Thursday ▲6.6%

WORST DAY Sunday ▼5.7%



## Top Game Publishers

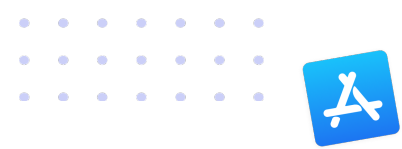
	Publisher	Total Yearly Downloads (Estimate)
1.	Sammy Networks Co., Ltd.	2 113 721
2.	CommSeed Corporation	1 976 754
3.	Yostar, Inc.	988 842
4.	Sorairo,inc.	988 666
5.	NAKAYUBI CORPORATION	928 986
6.	Cross Field Inc.	620 259
7.	SEGA CORPORATION	484 312
8.	BAIBAI, Inc.	444 518
9.	ME2ZEN Limited	386 750
10.	International Games System Co., Ltd.	313 197
11.	MobilityWare	288 525
12.	Universal Entertainment Corporation	282 070
13.	KONAMI	267 390
14.	Kita Denshi Corporation	238 507
15.	Easybrain	237 398
16.	SunVy Co., Ltd.	198 185
17.	Chivalry Studio	165 923
18.	Butterfly Corporation	152 845
19.	Cybergate technology Ltd.	152 451



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
おもしろいゲーム	67	79	21
面白いゲーム	66	83	18
ほーむすけいぷ	63	88	27
ホームスケイプ	56	73	22
がーでんすけいぷ	51	67	20
ほーむすけいぷ無料	47	73	24
面白いゲーム無料	46	72	19
ガーデンスケイプ	45	60	20
homescapes	43	73	22
無理ゲーム	39	85	20
人気ゲーム無料	37	74	23
ホームスケープ	36	49	26
まっちんぐとん・まんしょん	36	52	21
スケイプ	35	77	26
gardenscapes	35	67	23
オースティン	34	67	29
がーでんすけいぷ無料	32	85	24
マッチングトン・マンション	32	48	21
フィッシュダム無料	31	69	21
楽しい無料ゲーム	30	60	24
ホームスケイプ無料	27	68	23
すけいぷ	27	59	20
ホームすけいぷ	23	70	29
おもしろいげーむ	23	71	19
ホームエスケープ	22	59	33
スケープ	22	86	19

ガーデンスケイプ無料	21	66	22
マッチングトンマンション	20	46	21
ワイルドスケープ	20	59	18
夢幻花園	17	42	19
面白いげーむ無料	16	72	22
すけーぷ	15	81	21
playrix	15	60	19
おもしろいゲーム	14	71	21
人気のゲーム無料ホーム	13	29	24
楽しいゲーム人気	13	75	21
ホームエスケイプ	12	47	26
がーでんすけいぷくら	12	62	22
飾り付けゲーム	12	33	22
わいどすけいぷ	12	70	20
おススメゲーム	12	78	20
うホームスケープ	11	78	20
scape	10	61	20
面白いゲーム人気	9	69	20
おもしろいげーむ無料	8	72	22
おすすめげーむ	8	78	20
ゲームゲーム	7	69	22
ダサイ	7	58	22
ステイホーム	7	58	19
おすすめゲーム無料	6	59	21



## Most Searched Keywords, 2020

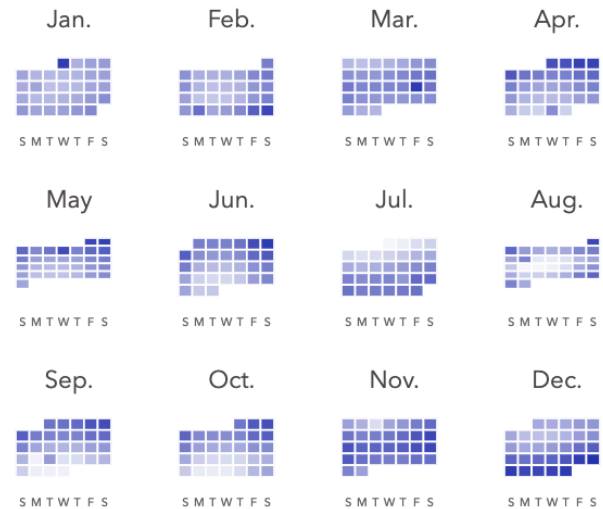
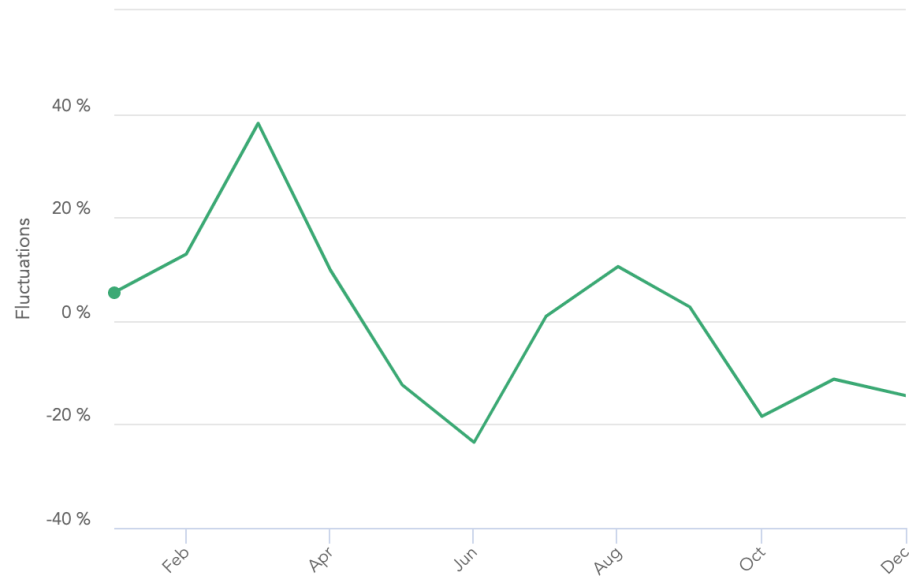
Keyword	Search Volume	Competition	Score
どうぶつタワーバトル	58	77	29
イラストチェイナー	54	75	29
いらすとちえいなー	53	65	29
動物タワーバトル	53	71	27
動物タワー	51	65	27
絵しりとりオンライン	37	62	28
こどもゲーム無料人気	36	70	29
みんなのおセロ	32	66	28
どうたわバトル	29	58	31
一緒にできるゲーム	29	68	27
みんなで早押し	29	84	27
イラストチェイサー	28	66	32
すみっコぐらし農園つくるんです	28	45	27
みんな早	26	68	27
ハマるババ抜き	25	73	28
えしりとりオンライン	25	61	27
イラストちえいなー	22	75	33
ファミリーゲーム	19	70	32
ゲーム無料family	15	86	43
こどものげえむえ	15	62	30
無料family	15	90	29
あつどうぶつのもり	15	66	29
ころもげむ	15	70	29
どうぶつのツリー	15	66	28
育成ゲーム牧場	15	26	27
ふぁみりげーむ	14	86	45

ファミリーゲーム	14	82	45
スピードおんらいん	14	74	30
にんきバカゲーム	14	59	30
ファミリーあぷり	14	73	30
どうぶつの森のどうぶつ	14	64	30
ipadのどう森	14	66	30
どうぶつの森どうぶつの森	14	66	30
むりょうのこどもげーむ	14	73	30
おえかきコラボ	14	75	29
どうぶつのもりいえ	14	60	29
ファミリ	14	90	28
f amiiy	14	90	28
どおぶつのもり	14	68	28
こども人気げーむ	14	73	28
こどもゲーム	14	73	28
シミュレーションかわいい無料	14	52	28
ドウぶつ	14	75	27
どあぶつのもり	14	68	27
こどもゲーム無料こどもゲーム	14	73	27
ファミリーネーム	13	86	45
ゲーム無料ファミリー	13	86	45
ファミリーゲーム無料人気	13	85	45
こどもゲーム無料こども	13	73	27
こどもこどもゲームゲーム	13	71	27

## Seasonality

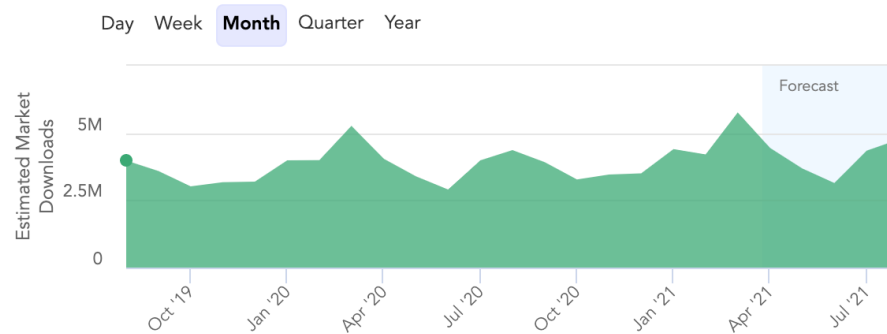
apptweak

Yearly trend



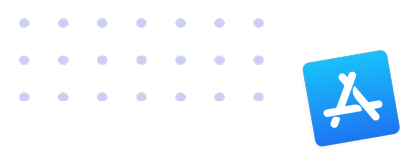
apptweak

Market Trend



## Key Metrics

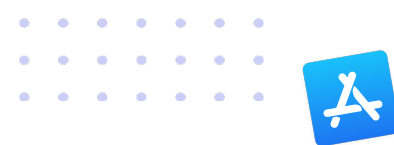
GROWTH PER YEAR	▲13.6%
TOP MONTH	March ▲38.1%
WORST MONTH	June ▼23.5%
TOP DAY	Saturday ▲5.7%
WORST DAY	Tuesday ▼3.4%



## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Nintendo Co., Ltd.	2 509 831
2.	GLOBAL GEAR, K.K.	2 411 809
3.	MASK APP LLC	2 153 580
4.	Unico Studio LLC	1 972 939
5.	gunsturn, Inc.	1 150 441
6.	Mattel163 Limited	1 126 985
7.	Eureka Studio	1 050 800
8.	Cybergate technology Ltd.	735 287
9.	Imagineer Co.,Ltd.	717 213
10.	Releasebase, Inc.	690 095
11.	Yuta Yabuzaki	673 327
12.	JoyPac	670 071
13.	HABBY	603 214
14.	HENN Inc.	564 322
15.	TOMO MUSIC,INC.	525 600
16.	JOE,Inc	498 804
17.	Gameloft	476 662
18.	hap Inc.	443 390
19.	UNBALANCE Corporation	430 400

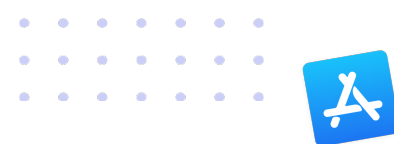




## Most Searched Keywords, 2020

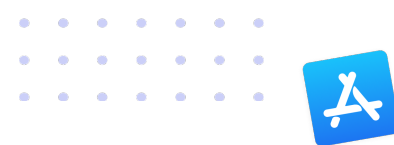
Keyword	Search Volume	Competition	Score
音ゲー	71	77	45
プロセカ	69	76	45
ぷろせか	68	77	45
バンドリ	62	77	45
リズムゲーム	61	80	45
おとゲー	61	81	45
d4dj	58	77	45
ばんどり	57	77	45
ガルパ	56	76	45
音楽ゲーム	53	81	45
がるぱ	52	79	45
リズム	50	81	45
りずむゲーむ	48	82	45
音ゲー無料	45	76	45
ぷろじえくとせかい	44	77	45
ハニーワークス	41	81	45
音ゲー	38	80	45
音ゲーム	37	79	45
リズムゲー	35	77	45
ヒプノシス	33	62	45
おとけー	32	75	47
ぶろせか	32	75	45
ばんどりがーるずばんどばーてい	32	79	45
おんゲー	29	78	45
オンゲー	27	81	45
歌ゲーム	27	82	45

ミュージックゲーム	26	79	45
ふろせか	25	78	45
ばんどり	25	79	45
がるぱばんどり	23	54	45
d4dj	17	78	45
みゅーじっくげえむ	15	69	45
ぴぷのしすマイク	15	83	45
ミュージックゲーム人気	15	68	45
みくゲーむ	14	77	51
ミュージックアドベンチャー	14	62	46
アドベンチャー音ゲーム	14	54	46
リズムゲームネコ	14	67	45
ビーとぶれーど	14	72	45
ボカロりずむゲーむ	14	81	45
a rcaea	14	76	45
d4dj	13	81	47
りずむゲーむbe	13	67	45
リズムゲーむ	13	79	45
ダイナミクス	13	78	45
ヒプノシスマイク	13	79	45
オトゲー	12	79	45
バンドリ	10	71	45
無料リズムゲーム	9	78	45
リズムゲーム人気	8	67	45



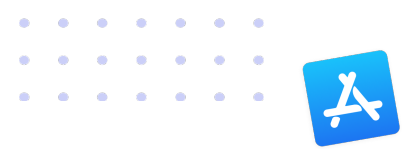
## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Amanotes Pte. Ltd.	2 533 258
2.	SEGA CORPORATION	986 231
3.	BANDAI NAMCO Entertainment Inc.	941 340
4.	Eyugame Network Technology Co., Ltd	861 832
5.	Craft Egg Inc.	767 024
6.	KINGSOFT Japan Inc.	748 671
7.	Idea Factory Plus Co., Ltd	703 867
8.	Happy Elements K.K	699 524
9.	Akatsuki Inc.	591 057
10.	TOMO MUSIC,INC.	525 600
11.	Bushiroad Inc.	510 053
12.	Cheetah Technology Corporation Limited	468 408
13.	Haishan Li	383 692
14.	CREAPPTIVE Inc.	346 823
15.	KLab Inc.	331 176
16.	Badsnowball Limited	291 719
17.	Hailin Li	233 594
18.	SQUARE ENIX	226 695
19.	耀素 卢	222 211



## Most Searched Keywords, 2020

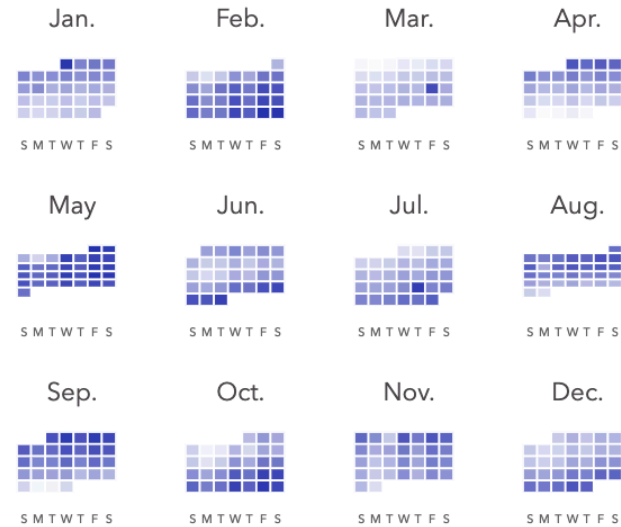
Keyword	Search Volume	Competition	Score
パズル。	71	95	41
パズル!	71	95	40
パズルゲーム	65	89	39
puzzle_game	28	95	40
ばずる無料人気	17	95	41
マッチンパズル	15	92	44
ばずるまち	15	92	43
maych	15	95	41
ざまっち	15	91	41
パドルゲーム	15	95	41
puzzels	15	94	40
motch	15	95	40
ばずるマッチ	15	85	40
puzzleひも	15	95	39
ゲーム人気パズル	14	95	47
まちばずる	14	92	43
無料ゲーム無料ゲームパズル	14	95	43
t ilema s ter	14	88	43
3dmatchpuzzle	14	92	42
matchingpuzle	14	92	42
マーチパズル	14	92	42
t i l e master	14	88	42
t i l e master	14	91	42
まちパズル	14	92	41
mtch	14	95	41
2match	14	95	41
maltch	14	95	41
マツチパズル	14	92	41
matlh	14	95	41
ゲームアプリパズル	14	94	41
ネコパズルゲーム	14	92	41
pazzule	14	95	41
パズルゲームな	14	94	40
m a t c n	14	95	40
ウットパズル	14	94	40
エロゲームパズル	14	95	40
パズル王国	14	95	40
あばれるゲーム	14	92	40
ふぁずるげーむ	14	95	40
t i l e master	14	86	40
pluzzle	14	93	39
ばぶるばずる	13	95	45
無無料パズル	13	95	42
マッチパネル	13	88	42
マッチャーズパズル	13	92	41
ばずるあ	13	95	40
パープルゲーム	13	95	40
むりょばずる	13	95	40
げーむ無料パズル	6	95	40
パズルマルチ	6	90	39



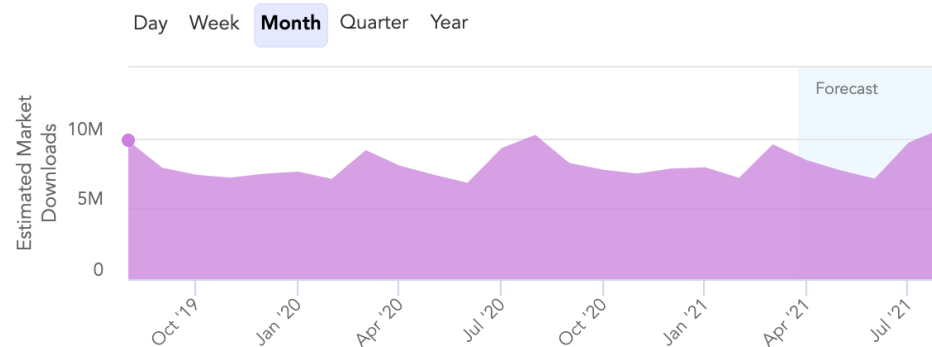
## Seasonality



Yearly trend

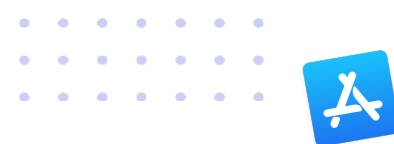


Market Trend



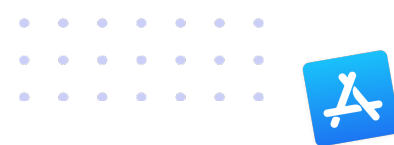
## Key Metrics

GROWTH PER YEAR	▲1.9%
TOP MONTH	August ▲25.0%
WORST MONTH	June ▼14.2%
TOP DAY	Friday ▲2.5%
WORST DAY	Monday ▼2.8%



## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Playrix	5 977 254
2.	LINE Corporation	4 127 617
3.	Peak Games	2 373 559
4.	Zynga Inc.	2 302 636
5.	Easybrain	2 119 109
6.	MASK APP LLC	1 882 441
7.	Lion Studios	1 865 858
8.	Popcore GmbH	1 807 072
9.	KAYAC Inc.	1 729 756
10.	HIGGS TECHNOLOGY CO., LIMITED	1 656 259
11.	EYEWIND LIMITED	1 534 287
12.	Ohte, Inc.	1 327 417
13.	BANDAI NAMCO Entertainment Inc.	1 239 670
14.	gunsturn, Inc.	1 150 441
15.	GungHo Online Entertainment, Inc.	1 137 051
16.	Jammsworks Inc.	1 092 481
17.	Togther Many Information Technology Co, Ltd.	1 091 342
18.	晨黄	1 049 986
19.	Wuhan Dobest Information Technology Co, Ltd.	957 670



## Most Searched Keywords, 2020

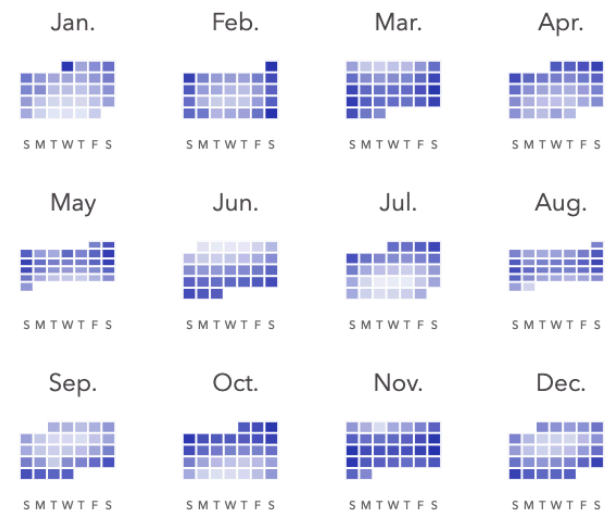
Keyword	Search Volume	Competition	Score
レース	60	42	39
ドリスピ	48	35	44
レースゲーム	47	35	39
あすふぁると9	44	40	42
どりすぴ	43	29	44
れーすげーむ無料	42	42	45
カーレース	40	38	39
レーシング	39	46	45
レースゲーム無料	39	41	44
ドリフトスピリッツ	35	35	39
レーシングゲーム	33	45	45
れーしんぐげーむ	33	43	42
れーすげーむ	28	40	43
どりふとすぴりっつ	28	45	42
カーゲーム	27	29	40
かーレース	16	43	39
realeracing	15	34	42
レーススカー	15	29	41
wdrift	15	32	40
dorift1	15	32	40
レーシングゲー	14	60	45
レーシングレース	14	60	45
レーイシング	14	60	45
レーシンカー	14	65	45
レーシング人気	14	65	45
r acerking	14	0	44

carlace	14	29	41
dlift	14	23	41
driftzone	14	33	41
dorft	14	31	41
driftx	14	31	41
drefit	14	21	41
d r i f t	14	26	41
carchace	14	25	40
dorifut	14	32	40
レースゲー	14	37	39
れいしんぐ	13	65	45
n f s	13	46	45
レーベルレーシング	13	46	45
driftmania	13	21	41
driff	13	27	41
revelracing	13	32	41
スノードリフト	13	26	40
drifti	13	26	40
raceing	13	51	39
carsgams	13	34	39
レースリアル	13	34	39
deift	12	31	42
狂野飙车9	12	39	41
クルマレース	9	42	42

## Seasonality

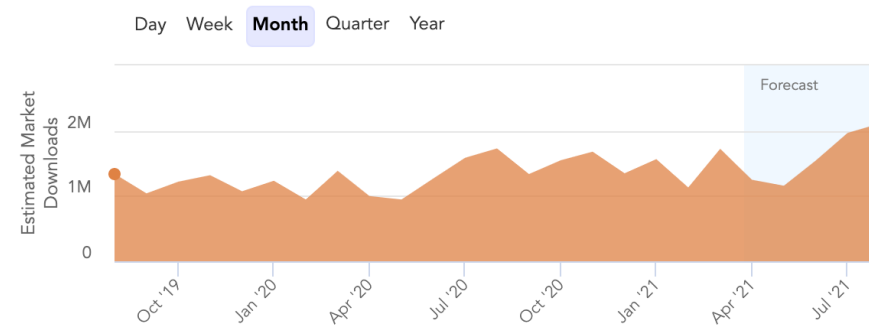
apptweak

Yearly trend



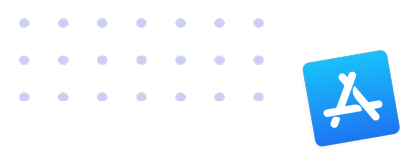
apptweak

Market Trend



## Key Metrics

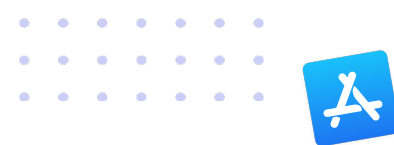
GROWTH PER YEAR	▲11.7%
TOP MONTH	August ▲24.7%
WORST MONTH	May ▼28.4%
TOP DAY	Saturday ▲12.3%
WORST DAY	Tuesday ▼7.3%



## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Voodoo	2 997 923
2.	Nintendo Co., Ltd.	1 795 978
3.	BANDAI NAMCO Entertainment Inc.	951 515
4.	Gameloft	412 751
5.	Good Job Games	410 450
6.	Hutch Games Ltd	223 325
7.	Spicysoft Corp.	169 243
8.	SayGames LLC	169 157
9.	Electronic Arts	162 371
10.	Jim Bonacci	162 079
11.	Games2win	158 906
12.	Crazy4Profession Ltd	154 085
13.	WHALEPB LIMITED	116 416
14.	Kwalee Ltd	115 280
15.	Infinity Vector Ltd	114 486
16.	SUD Inc.	102 531
17.	Lavkush Gupta	95 224
18.	Soner Kara	95 014
19.	Hefei Letang Technology Co., Ltd.	93 423

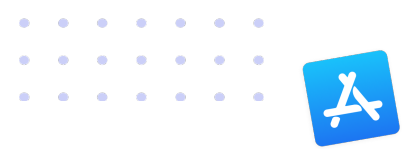




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
ロールプレイング	42	52	27
えろゲーむ無料	37	80	29
playゲーム	19	81	26
roling	15	87	37
ろーるプレイング	15	87	36
ロールブレイグ	15	85	33
おるは	15	59	33
zonble	15	59	29
neomonster	15	68	26
minsters	15	69	26
ロールブレイク	14	85	39
ロールンプレイング	14	85	37
gplay	14	89	32
ジャンスターゲーム	14	78	32
plpy	14	91	30
おるまるゲーム	14	63	30
せんごくふ	14	59	30
くないゲーム	14	83	29
高画質rpg	14	64	29
人気えろゲーム	14	84	28
ドラゴンと戦う	14	81	28
無料人気ロールプレイング	14	85	28
dpaly	14	91	28
戦国国ゲーム	14	71	28
むりょうゲームあーるぴーいじー	14	80	27
lplay	14	91	27

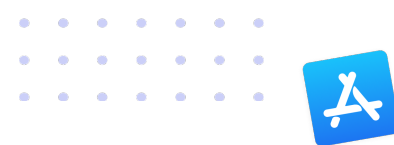
monesters	14	69	27
ろーるふれいんぐrpglゲーむ無料人気	14	66	26
るーず	14	85	26
農場育成ゲーム	14	82	26
ドラゴン狩り	14	60	26
p rpg	14	70	26
9mpnster	14	60	26
6monsters	14	57	26
neomon	14	56	26
mnstr	14	69	26
あいもんすたーず	14	60	26
ロールプレイング剣	14	37	26
hrpg	14	82	25
世界ロールプレイング	13	52	29
無料 r p g	13	82	28
ゲロゲー	13	82	27
constr	13	62	26
9monstet	13	60	26
癒しrpg	12	82	30
マルおる	12	67	30
dipaly	12	91	30
モンスターは	12	78	30
人気rpg	11	68	29
ドラゴンと城	6	84	30



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
いんてりあしみゅれーしょん	31	73	37
decoる	25	74	29
decorun	16	78	29
シミュレーションゲーム	15	91	43
praymix	15	71	29
prayix	15	71	29
シミュレーションヤギ	14	91	45
シュレーションゲーム	14	77	45
しみゅれーしょんマンガ	14	91	45
カフェシミュレーション	14	79	45
人気シミュレーション無料	14	83	45
フライシミュレーション	14	91	45
シュレーション	14	90	45
simularion	14	91	44
simurater	14	91	43
simuladord	14	91	43
シミュレーションアニメ	14	15	43
ヤギシミュレーション	14	90	43
sumulater	14	90	42
ショミレーション	14	91	42
impration	14	91	42
シミュレーションプール	14	90	42
カードシミュレーション	14	90	41
シミュレーションボイス	14	91	41
シュミュレーション	14	91	41
ゲーム育成シミュレーション	14	70	39

homegame	14	74	35
しみりーたーげーむ	14	57	34
decorating	14	76	32
ホームマッチ	14	54	30
makepver	14	68	30
playfix	14	71	29
playmix	14	51	29
pleyrix	14	71	29
playrox	14	71	29
pleyryn	14	71	29
phyrix	14	71	29
シミュレーションかわいい無料	14	52	29
シミレーションゲーム	13	91	45
simuleitor	13	93	42
momsimulator	13	91	42
simultor	13	90	42
grasimulator	13	91	42
homegames	13	68	35
隠れシミ	13	76	35
しみき	13	68	29
playnix	13	71	29
plaxrix	13	71	29
playeix	13	71	29
simulatioir	12	91	43



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
サッカー	66	33	35
サッカーゲーム	48	30	35
さっかー	43	33	35
ういにんぐいれぶん2021	42	28	34
すぽーつゲーム	24	47	32
げーむ無料人気スポーツ	15	71	45
すぽーつゲーム無料	15	61	38
ツポーツカーゲーム	15	77	37
sぽーつぶる	15	33	36
baskeball	15	76	35
すぽーゆぶる	15	34	33
げーむ無料スポーツ	14	74	45
アクションすぽーつ	14	69	45
ゲーム無料すぽーつ	14	68	45
スポーツゲーム無料ゲーム	14	77	43
スポーツアクション	14	72	42
スポーツゲーツ	14	68	39
スポーツマルチ	14	32	39
スポーツマルチゲーム	14	32	39
スポーツゲームオフライン	14	77	38
スーツゲーム	14	80	37
ウィンタースポーツゲーム	14	77	37
sportsgames	14	73	37
スポーツボールゲーム	14	65	37
ういにんぐイレブン	14	34	36
すぽわつぶる	14	30	36

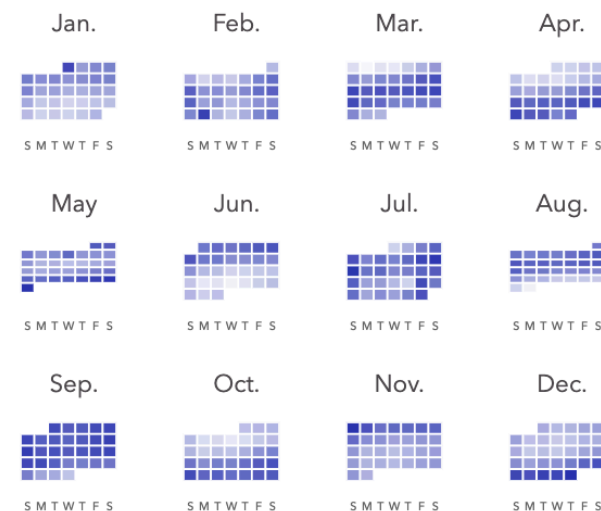
すぽーつばぶる	14	31	36
socore	14	58	35
スポーツゲーム無料サッカー	14	52	35
gilfing	14	42	35
baskebtall	14	76	34
リアルスポーツゲーム	14	29	34
isoccer	14	55	34
すぽうつ	14	77	32
スポーツアクション	13	72	40
げーむスポーツ	13	58	40
すぽーつげーむ	13	76	39
すぽーつのげーむ	13	69	39
ゲーム人気スポーツ	13	65	39
soccergame	13	41	38
すぽうつげーむ	13	71	37
すぽうつげむ	13	77	37
すぽーつシミュレーション	13	38	36
konamisport	13	36	35
realsoccer	13	55	35
サッカー	13	24	35
succor	13	55	34
マルチスポーツゲーム	12	32	39
ういれ	8	40	35
cocer	6	64	34



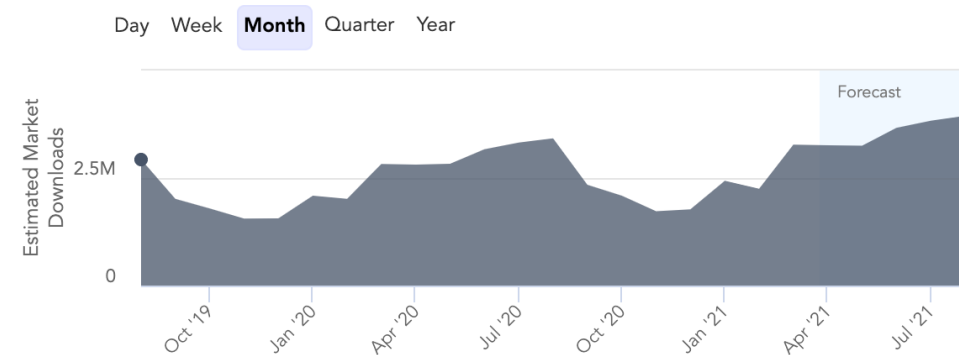
## Seasonality



Yearly trend

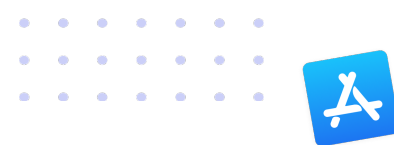


Market Trend



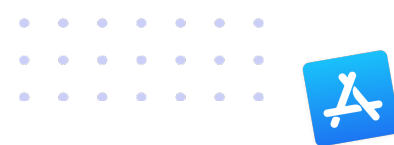
## Key Metrics

GROWTH PER YEAR ▲29.0%TOP MONTH August ▲31.1%WORST MONTH December ▼38.3%TOP DAY Sunday ▲4.3%WORST DAY Wednesday ▼4.3%



## Top Game Publishers

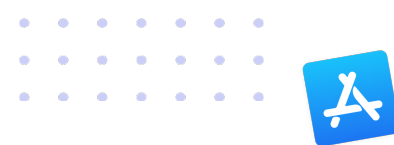
	Publisher	Total Yearly Downloads (Estimate)
1.	Voodoo	1 963 774
2.	KONAMI	1 957 873
3.	Level-5 Inc.	584 857
4.	Grenge, Inc.	515 626
5.	Good Job Games	510 145
6.	MADBOX	457 120
7.	FTY LLC.	449 529
8.	Wildlife Studios	435 531
9.	SUPERSONIC STUDIOS LTD	420 624
10.	SEGA CORPORATION	337 794
11.	BAIBAI, Inc.	330 616
12.	NEXON Co., Ltd.	292 652
13.	Electronic Arts	278 019
14.	MASOMO LIMITED	275 991
15.	COLOPL, Inc.	271 579
16.	SAT-BOX	270 801
17.	ForwardWorks Corporation	269 005
18.	hasegawa takuji	260 468
19.	Gameloft	247 514



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
lordsmobile	32	47	33
すとらでじー	15	77	41
おじいのげえむ	15	64	41
strategic	15	86	38
kingofm	15	58	37
kingdown	15	57	35
kinkdom	15	57	35
k ingdom	15	57	35
킹덤러쉬	15	55	34
ストライテジー	14	83	45
ソトラテジー	14	84	45
ストラゲジー	14	84	45
無料ストラテジー	14	84	45
ストラルジー	14	80	45
ストラテジー戦争	14	83	44
戦争すとらてじー	14	83	44
ストラテジース	14	80	44
stratigy	14	86	40
stratage	14	78	39
كلش	14	49	39
stretegy	14	86	37
ストラテジー対戦	14	57	36
e n p i r e s	14	69	35
emtires	14	69	35
empirec	14	69	35
strateji	14	86	35

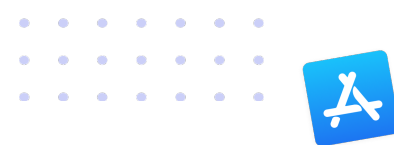
あくしょんストラテジー	14	69	35
kingoom	14	57	35
kingdow	14	57	35
klngdom	14	57	35
kingdoms	14	56	35
じいぷ	14	42	35
empique	14	69	34
armyman	14	58	34
warofv	14	69	32
じいとる	14	77	32
かジー	14	81	32
ストラデシー	13	84	45
strategery	13	81	40
sutorategy	13	86	39
stategy	13	86	39
clashofb	13	42	35
kingfom	13	57	35
kingdm	13	57	35
kinhdom	13	57	35
kingom	13	57	35
tiykingdom	13	57	35
sutratagu	13	86	34
じいんズ	13	48	32
リアルタイムストラテジー	12	52	33



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
クイズ	57	50	24
なぞとき	51	64	25
くいず	42	55	25
brain	38	49	27
くいずげーむ無料	31	55	24
大人の心理テスト	30	33	25
ブレインテスト	29	66	29
東大王からの挑戦状	28	31	25
さいきょうののうとれ	27	54	26
ひっかけパズルゲーム	24	64	27
ナゾトレ	21	41	28
くいすゲーム無料	21	48	26
なぞとれ	20	19	29
ぶらいんてすと	16	62	24
びあアプリ	15	80	32
brai	15	61	29
心理脳くいず	15	31	29
b raintest	15	78	28
ぶらいんテスト	15	81	27
ぶれいんテスト	15	79	27
おえかきテスト無料	15	28	25
ユニッコ	15	38	24
ひっかけクイズゲーム	15	20	24
burain	14	80	29
ぶれいんテストと	14	79	27
無料心理ゲーム	14	22	27

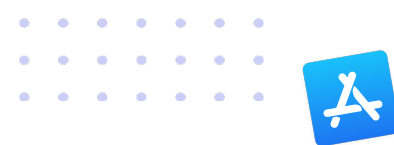
無料ゲーム心理	14	56	26
prett	14	25	25
ひっかけ	14	52	24
unicdo	14	36	24
idion	14	36	24
ubico	14	48	24
unicd	14	36	24
uoico	14	36	24
uinico	14	36	24
unlco	14	36	24
unoco	14	36	24
脳ひっかけ	14	21	24
無料ゲームひっかけ	14	21	24
パズルひっかけ	14	21	24
ゲームひっかけ	14	21	24
面白い心理	13	47	30
脱出新作無料	13	23	29
いじわるクイズ	13	53	28
ひっかけげーむ無料人気	13	21	24
unipo	13	37	24
もんだい	12	72	25
ゲーム人気無料	10	81	24
braintest	7	68	27
クイズ無料	7	38	26



## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)	
1.	Jammsworks Inc.	2663935	<div></div>
2.	Unico Studio LLC	2077054	<div></div>
3.	MASK APP LLC	1779590	<div></div>
4.	Takatoshi Kobayashi	1293264	<div></div>
5.	MIKU KURAKI	1012953	<div></div>
6.	NAKAYUBI CORPORATION	1003463	<div></div>
7.	chie ono	716567	<div></div>
8.	GLOBAL GEAR, K.K.	415919	<div></div>
9.	Jun Wakabayashi	371500	<div></div>
10.	Tatsuki Nomura	365315	<div></div>
11.	MONOPOLEAPPS K.K.	316212	<div></div>
12.	SayGames LLC	295867	<div></div>
13.	Hiroki Yamada	293359	<div></div>
14.	Digital Gene	292990	<div></div>
15.	kouki yuza	195518	<div></div>
16.	HENN Inc.	193088	<div></div>
17.	Tomoya Tsuruta	183878	<div></div>
18.	Daisuke Suzuki	173954	<div></div>
19.	MagicAnt LLC	150361	<div></div>

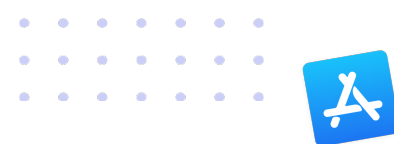




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
四文字熟語無料	23	28	33
ことわざ	15	29	38
人気ゲームパズル無料漢字	15	33	34
かとうざ	15	37	32
ことわざ慣用句クイズ	14	31	42
慣用句クイズ	14	31	42
ことわざを	14	32	39
ことわざ4じくご	14	33	38
熟語ことわざ	14	35	38
かんようご	14	34	38
四字熟語くいず	14	38	37
難読クイズ	14	35	34
四字熟語暗記	14	38	34
無料語彙	14	38	34
難読漢字四字熟語クイズ	14	32	34
パズル単語	14	81	32
慣用句ことわざ	13	37	42
ことわざげー	13	33	40
ゲーム無料ことわざ	13	33	40
パズル四字熟語	13	30	38
熟語無料パズル	13	30	37
パズル熟語無料	13	32	37
パズル無料熟語	13	32	37
漢字熟語パズル	13	30	37
人気四字熟語ゲーム	13	33	36
ゲーム四字熟語	13	35	36

慣用句アプリ	13	37	36
ことわざカルタ	13	33	36
小学生慣用句	13	32	35
小学生ことわざ	13	32	35
パンゴけし	13	34	35
面白難読漢字	13	30	35
ことわざ小学生	13	33	35
小学生四字熟語	13	28	35
漢字慣用句	13	32	34
漢字四文字熟語ことわざ無料	13	28	33
クイズゲーム小学生	13	38	33
四文字熟語ゲーム	13	28	33
にじじゅくご	13	39	33
くいずー小学生	13	34	33
よじじゅくご無料無料	13	28	33
小学生無料クイズ	13	38	33
熟語げー無料人気	13	35	33
くいずげーむ小学生	13	38	33
無料ゲーム四文字熟語	13	28	33
ことわざ辞書	13	33	33
漢字の面白い	13	31	31
小学生単語	13	45	31
語彙パズル	12	40	37
単語パズル無料	11	26	34



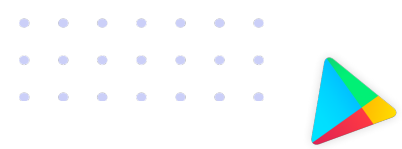
## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	MASK APP LLC	2 936 174
2.	Togother Many Information Technology Co, Ltd.	1 699 462
3.	Takatoshi Kobayashi	1 293 264
4.	EYEWIND LIMITED	1 151 287
5.	qianyuan	920 336
6.	MIKU KURAKI	856 010
7.	Momoko Sato	812 235
8.	株式会社baton	434 343
9.	Hiroki Yamada	427 994
10.	Fugo	417 664
11.	HENN Inc.	339 639
12.	MATCHINGHAM GAMES LIMITED	220 203
13.	Unico Studio LLC	219 101
14.	WePlay Technologies	217 204
15.	Nao Yanase	200 907
16.	Easybrain	191 598
17.	GOODROID,Inc.	172 180
18.	Canvas soft	165 650
19.	Tomoki Yabuuchi	145 139



## Understanding the Japanese Game Market for Android

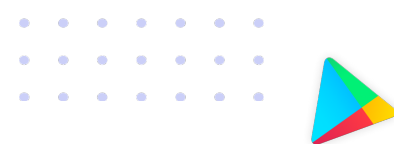
## Games (All)



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
パズル	71	91	20
パズルゲーム!	64	91	17
パズルゲーム	63	92	17
ほーむすけいふ	61	88	24
ぱずる	55	91	20
ホームスケイプ	55	73	17
ブロック	51	83	17
単語消し	46	57	17
ほーむすけいふ無料	45	73	29
げーむ無料	39	88	21
ぶろっく	39	83	17
熟語消し無料	37	58	17
スケイプ	35	77	19
ぱずるゲーム	35	92	18
オースティン	34	67	18
ウッドパズル	34	68	17
がーでんすけいふ無料	32	85	23
うっどぱずる	32	60	17
パズルゲーム人気	31	93	19
暇つぶしパズル	31	73	19
すけいふ	27	58	24
ホームスケイプ無料	27	67	17
ホームすけいふ	23	69	18
スケープ	22	86	24
ブロック消し	22	37	22
ワイルドスケープ	20	59	19
ウッド	18	67	18
わいんどすけいふ	17	51	20
夢幻花園	17	41	19
すけいふ	15	81	22

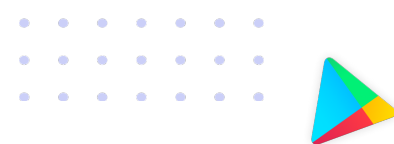
playrix	15	59	19
面白簡単パズル	15	59	17
かなか	13	36	17
blocksscapes	13	36	17
関東パズル	12	88	24
パズルげーむ	12	92	18
scape	11	61	23
ブッロク	11	83	17
頭脳パズル	10	38	18
吉沢亮	8	44	17
ゲームゲーム	7	69	22
brockscape	7	23	20
パズルゲーム	7	92	18
パズル	7	70	18
マージュぶろっく	7	45	17
マッチングトーン	6	58	21
スマホパズルゲーム	6	64	21
人気パズル	6	82	20
パズルのゲーム	6	92	19
文字消しゲーム	6	47	17



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
だいがじんかく	65	51	22
pupg	53	36	21
だいがじんかく	45	55	24
pubgmobile	43	19	23
マリオラン	40	66	21
ぱぷじ	37	69	21
パブジー	35	81	23
まりおらん	34	66	21
だいがしんかく	32	56	26
ぱぷじー	30	71	30
だいが人格	28	50	22
オススメ	27	72	22
だいがじんかく	23	48	23
ぴゅーぴゅー	22	69	26
ぱぷじ	22	70	22
だいがじんかく	21	68	22
ぶろくず	20	61	23
異口同音	15	85	24
japanmyanmar	15	89	23
ピーユービージー	15	46	23
cohnan	15	89	21
すないぱー極上	15	26	21
アナラス	14	89	23
軽いゲーム	14	71	23
アーマリー	14	86	22
mh2g	14	89	21

songofbloom	14	88	21
ロボクラ	14	77	21
lennet	13	88	24
無料狙撃ゲーム	13	14	22
g4th	13	89	21
羅針儀	13	86	20
ローキン	13	89	20
hiniku	13	73	20
j c a s e	12	97	28
インクゲーム	12	69	22
すたードライ	12	56	21
ポトグラフ	12	87	20
レグナント	12	82	20
カルソンヌ	11	85	21
しおーでいー	10	47	22
ミツイ	8	78	21
ぎもん	7	90	26
サバーニャ	7	89	24
ゴトラタン	7	88	23
ヴァーチェ	7	77	21
ハルート	6	89	27
アセム	6	89	24
オーヴェロン	6	85	22
キャラミー	6	76	20



## Most Searched Keywords, 2020

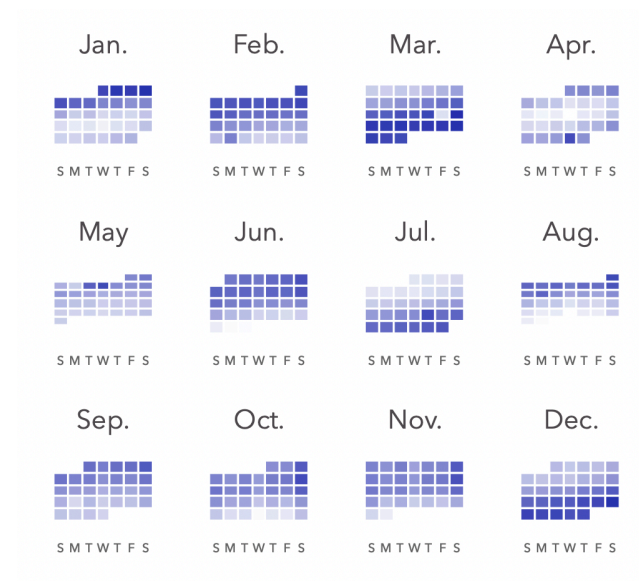
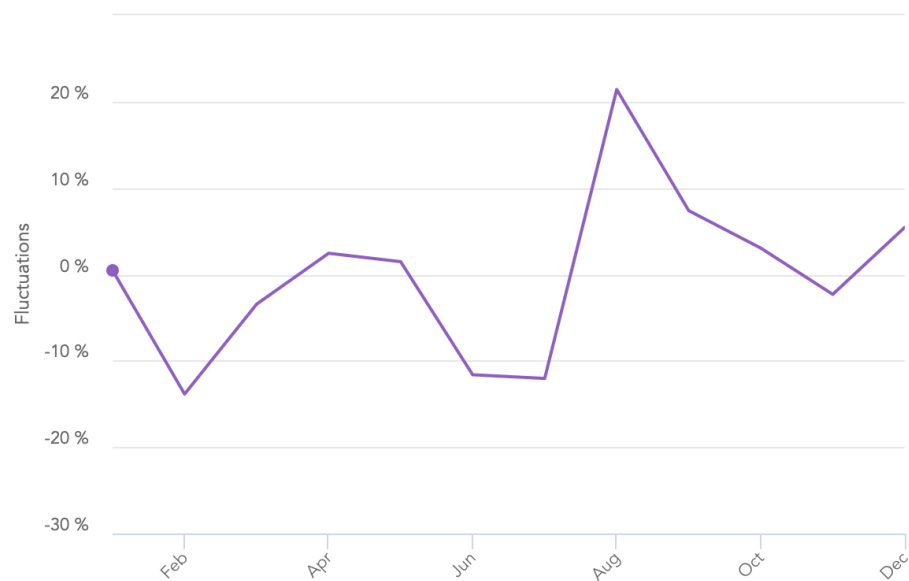
Keyword	Search Volume	Competition	Score
脱出ゲーム	73	41	24
だっしゅつげーむ	58	47	27
だっしゅつげーむ無料	57	42	33
あおおにオンライン	57	64	30
あおおに	55	56	35
青鬼オンライン	55	65	35
アンティークハント	45	17	24
だしゅつゲーム無料	39	24	21
青鬼3	38	51	30
あおおにおんらいん	36	59	35
あおおにオンライン無料	35	52	35
青鬼2	35	60	30
あおおに2	34	58	30
あおおに1	33	48	30
あおおに3	33	48	30
ミステリーゲーム	32	56	26
だしゅつゲーム	32	59	26
青鬼1	30	55	35
脱出げーむ	28	59	25
青鬼オンライン無料	27	65	35
aooni	26	34	35
あおに	23	47	35
青鬼おんらいん	23	59	35
青鬼ゲーム	22	60	35
ダッシュツゲーム	20	59	26
青鬼オンラインゲーム	19	62	35

あおにげ	19	59	35
だしゅつげーむ	19	59	26
だしゅつゲーム	19	59	24
蒼鬼オンライン	17	46	30
青鬼のゲーム	15	59	35
あおおにゲーム	15	59	30
manormatters	15	25	24
あおおに無料	14	45	35
脱出げーむ無料	14	41	27
出しゅつゲーム	14	47	26
サスペンスゲーム	14	41	20
青逃げ	13	59	35
あおおにのゲーム	13	58	35
あおにお	13	49	35
だしゅつげーむ無料	13	24	27
あおお	12	68	35
青鬼スリー	12	50	35
鬼ゲーム	12	54	28
あおにゲーム	11	47	35
青鬼ごっこ	11	63	30
青おに	10	65	35
探偵ゲーム無料	9	31	21
鬼オンライン	7	58	34
アオオニ	6	55	35

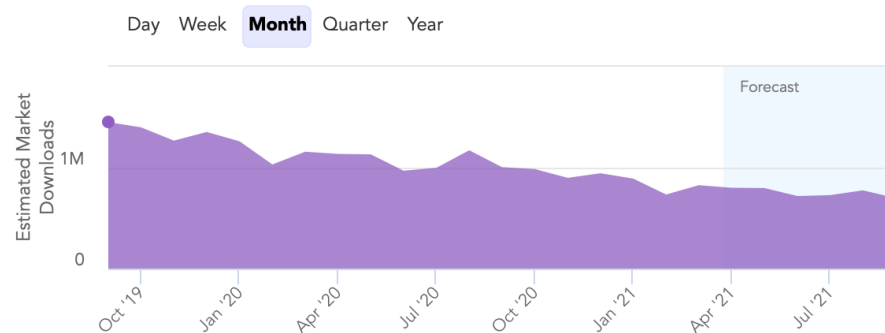
## Seasonality



Yearly trend

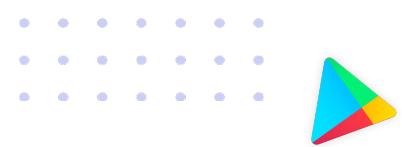


Market Trend



## Key Metrics

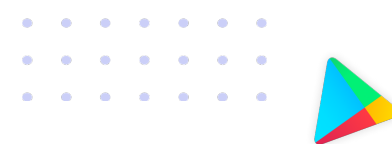
GROWTH PER YEAR	▼22.7%
TOP MONTH	August ▲21.6%
WORST MONTH	February ▼13.7%
TOP DAY	Saturday ▲4.7%
WORST DAY	Wednesday ▼3.1%



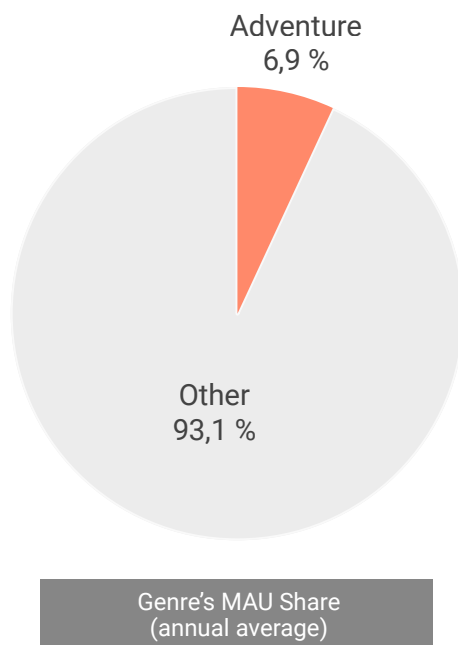
## Top Game Publishers






	Publisher	Total Yearly Downloads (Estimate)
1.	UUUM, Inc.	1 057 484
2.	NetEase Games	861 363
3.	Aniplex Inc.	800 081
4.	Niantic, Inc.	795 140
5.	NAKAYUBI CORPORATION	642 482
6.	MASK LLC.	636 503
7.	OneSoft Global PTE. LTD.	623 520
8.	Yostar, Inc.	586 602
9.	Wooga	390 323
10.	miHoYo Limited	366 339
11.	G.Gear.inc	315 155
12.	あそびどころ。	314 160
13.	NEAT ESCAPE	256 548
14.	CyberX Games	245 084
15.	SuperNice Digital Marketing Co., Ltd.	225 705
16.	nicolet.jp	224 023
17.	Room's Room	214 546
18.	GAGEX Co.,Ltd.	213 609
19.	Roblox Corporation	208 970



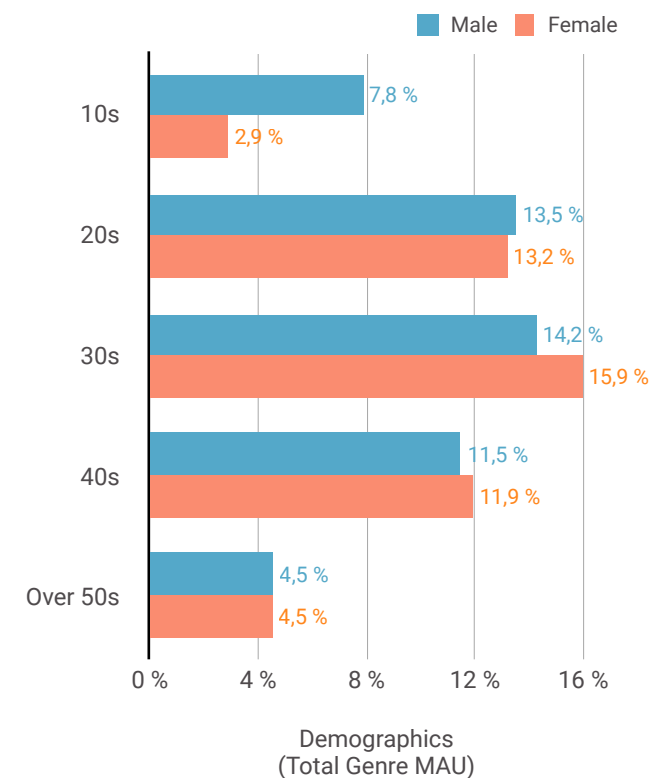


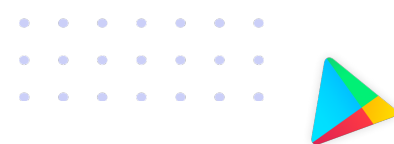
## Top Game Publishers



Rank		App	MAU Share
1		Pokémon GO	37,54 %
2		ディズニー ツイステッドワンダーランド (Disney: Twisted-Wonderland)	7,73 %
3		荒野行動-スマホ版バトロワ (Knives Out)	6,37 %
4		アークナイツ (Arknights)	3,24 %
5		青鬼オンライン (Ao Oni Online)	2,71 %
6		ラブライブ! スクールアイドルフェスティバル ALL STARS (Love Live! School Idol Festival ALL STARS)	2,15 %
7		駅メモ! - ステーションメモリーズ! - 位置ゲーム (Eki Memo)	2,00 %
8		脱出ゲーム:Escape Rooms 人気の脱出ゲーム (Prison Games - Escape Rooms)	1,86 %
9		脱出ゲーム - EXITS - 新作脱出ゲーム (EXITS - Room Escape Game)	1,51 %
10		原神 (Genshin Impact)	1,36 %
Sum Total			66,47 %

Top 10 Apps by MAU (annual average)





## Most Searched Keywords, 2020

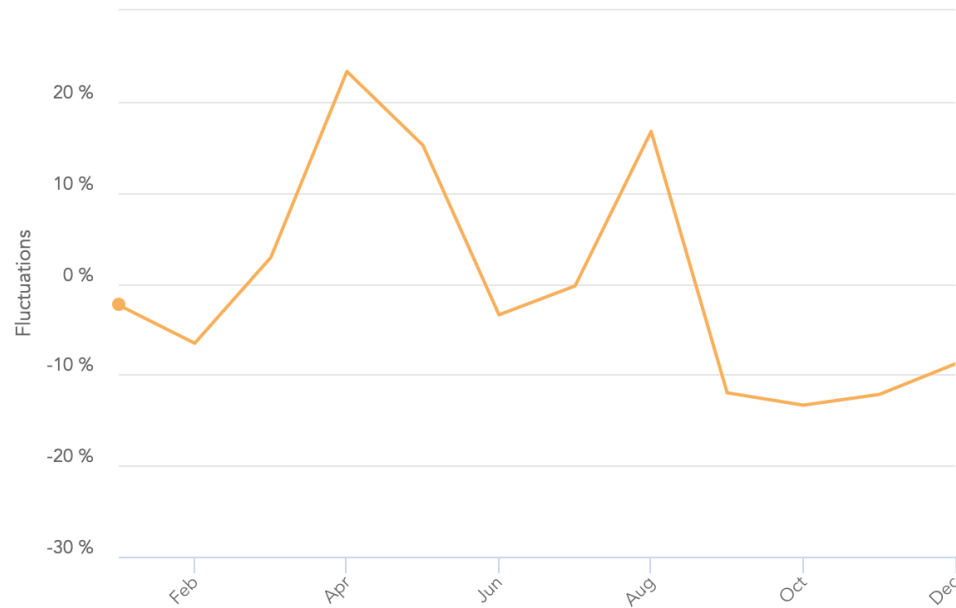
Keyword	Search Volume	Competition	Score
しゅーていんぐげーむ無料	54	36	19
クッキング・	51	38	25
クッキング	50	39	29
くれーんげーむ無料	46	34	18
シューティングゲーム	42	55	20
クッキングフィーバー	38	20	28
りょうりゲーム	36	24	18
くっきんぐ	35	39	26
モバクレ	34	43	18
群衆都市	33	31	20
シューティングゲーム無料	32	36	20
陣地取りゲーム	31	33	20
人を集めるゲーム	27	54	22
仲間を増やすゲーム	25	64	25
人を増やすゲーム	22	65	28
集めるゲーム	22	77	20
人ゲーム	20	78	19
人集め	17	45	24
削り取る	16	44	21
人集めるゲーム	15	46	21
すっぽん	15	49	20
フードゲーム	15	43	18
blenty	15	0	17
クッキングクレイズ	14	15	20
ギャラクシーアタックスペース	14	5	20
シフトシューター	14	37	18

すばいらるろーる	14	50	18
スペースインバータ	13	11	26
boas	13	3	22
スペースシューティング	13	8	21
人が増えるゲーム	13	54	20
シューティングげーむ無料	13	37	20
人増やす	12	58	21
エイリアンシューター	12	18	21
humberger	12	6	17
無料シューティングゲーム	11	29	24
人増やすゲーム	10	57	25
スペースシューター	10	20	20
ストリックマンシューター	7	48	34
フラゴシューター	7	45	30
ioゲームは人を集める	7	25	22
シューティングゲームwifiなし	7	10	20
群衆を走らせる	7	58	19
増やすゲーム	6	47	30
クイックドロシューティングゲーム	6	11	26
無料の群衆衝突ゲーム	6	22	21
エウゴvsティターンズ	6	35	21
シュータースペースシューター	6	17	20
طيخ	6	21	19
ペイパー	6	49	18

## Seasonality

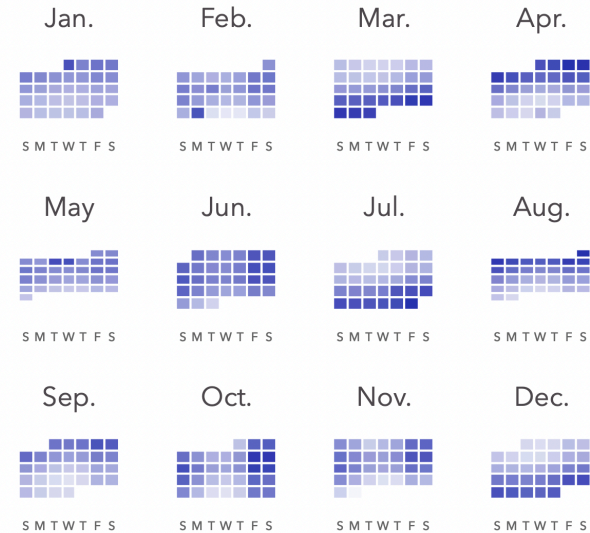
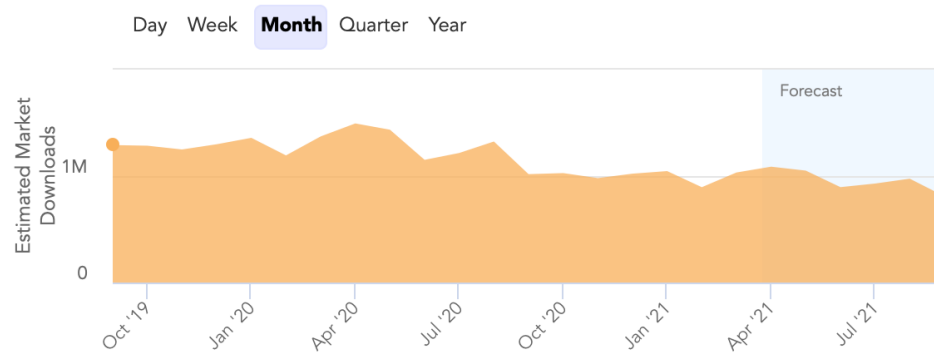
apptweak

Yearly trend



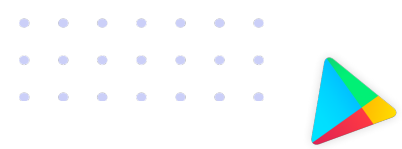
apptweak

Market Trend



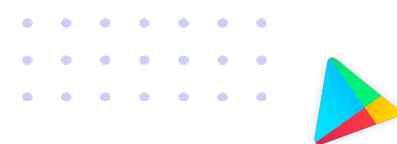
## Key Metrics

GROWTH PER YEAR	▼5.1%
TOP MONTH	April ▲23.4%
WORST MONTH	October ▼13.3%
TOP DAY	Friday ▲4.8%
WORST DAY	Wednesday ▼4.6%

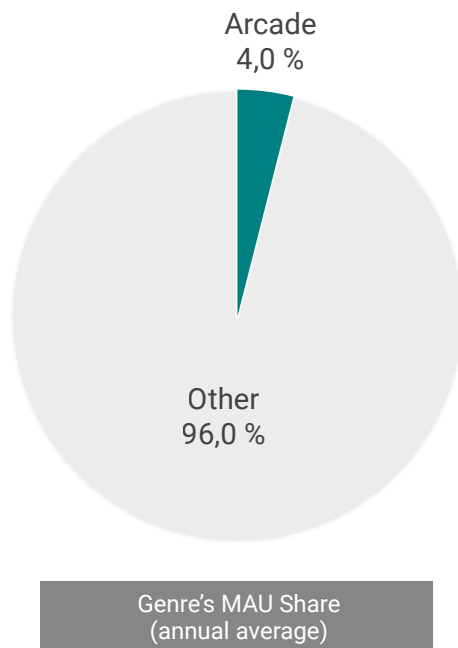


## Top Game Publishers

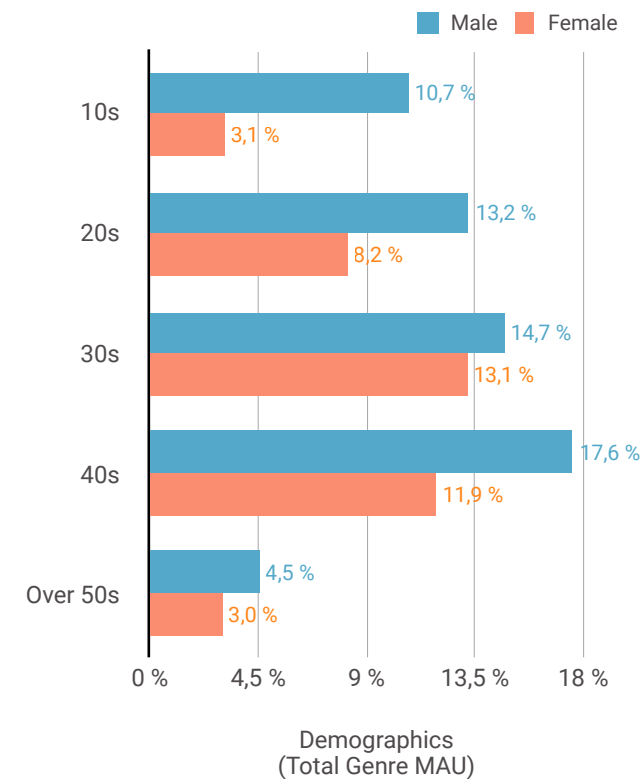
	Publisher	Total Yearly Downloads (Estimate)
1.	VOODOO	4 979 014
2.	Playgendary Limited	1 077 018
3.	CASUAL AZUR GAMES	988 766
4.	OneSoft Global PTE. LTD.	676 191
5.	Madbox	524 488
6.	Supersonic StudAndroid LTD	484 448
7.	PoseidonGames	469 059
8.	HOMA GAMES	360 208
9.	Kwalee Ltd	339 058
10.	Crazy Labs by TabTale	332 160
11.	iGene	325 145
12.	Ubisoft Entertainment	287 480
13.	Fun Games For Free	282 513
14.	akseno2	238 732
15.	Geisha Tokyo, Inc.	223 380
16.	Timuz Games	206 304
17.	Good Job Games	195 787
18.	SayGames	176 671
19.	BoomBit Games	160 304

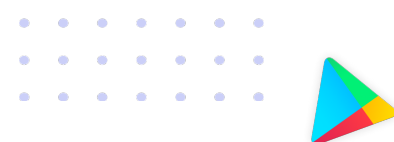


## Top Game Publishers



Rank		App	MAU Share
1		Minecraft	11,82 %
2		ホール.io (Hole.io)	4,70 %
3		群衆都市 (Crowd City)	4,49 %
4		Bricks Ball Crusher	3,13 %
5		タイターオンラインクレーン (Taito Online Crane)	2,99 %
6		Paper.io 2	2,61 %
7		クライマーを描こう - Draw Climber	2,46 %
8		クッキングフィーバー 【爽快グルメアクション!】 (Cooking Fever)	2,09 %
9		ピアノ タイル 2™ (Piano Tiles 2)	2,00 %
10		グッドスライス (Good Slice)	1,27 %
Sum Total			37,58 %

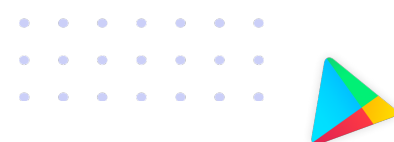
Top 10 Apps by MAU  
(annual average)



## Most Searched Keywords, 2020

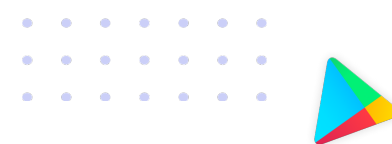
Keyword	Search Volume	Competition	Score
塗り絵	60	54	28
しょうぎ無料	49	38	33
将棋無料	47	38	32
麻雀初心者	47	39	30
しょうぎ	42	37	31
塗り絵無料	40	51	30
まーじゃん無料初心者	38	56	33
数字で塗り絵	38	55	29
しょうぎ	35	35	35
麻雀オンライン	33	38	29
はッピーからー	30	42	30
無料麻雀ゲーム	30	42	28
麻雀闘龍	22	63	34
どこでも麻雀	22	44	29
syougi	22	37	29
すうじでぬりえ	19	55	29
shougi	16	38	32
無料将棋	16	37	31
タイルアート	16	75	29
将棋初段	15	38	34
数字ぬりえ	15	46	29
まあじゃん無料初心者向け	14	44	35
無料し無料将棋	14	38	33
無料ゲーム麻雀	14	55	32
しょうぎゲーム	14	37	32
麻雀やり方	14	34	28

ひゃくれんしょうぎ	13	31	35
しょぎ	13	35	32
s将棋	13	37	32
みんなのしょうぎ	13	36	31
しょうぎ無料対戦	13	38	30
無料将棋ゲーム	13	38	30
対局将棋	13	27	29
将棋学ぶ	11	32	34
百戦将棋	11	43	33
百鍛将棋	11	41	31
将棋オフライン	10	36	32
将棋通信	10	37	29
将棋ゲーム	9	37	32
塗り絵無料人気	9	41	29
オセロ将棋	9	40	29
将棋子供	9	40	29
無料数字ぬりえ	7	47	30
数字塗り絵無料	7	56	29
麻雀初心者オフライン	7	41	28
百鍊将棋	6	41	35
ピオ将棋	6	37	34
ひゃくたんしょうぎ	6	37	32
対局後	6	25	30
数字でぬりえ	6	56	30

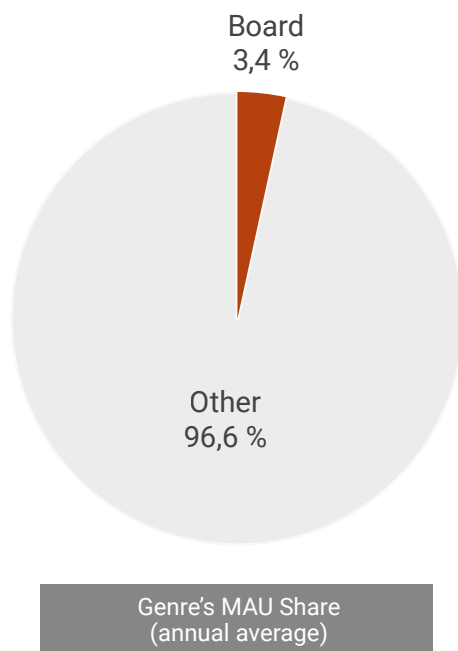


## Top Game Publishers

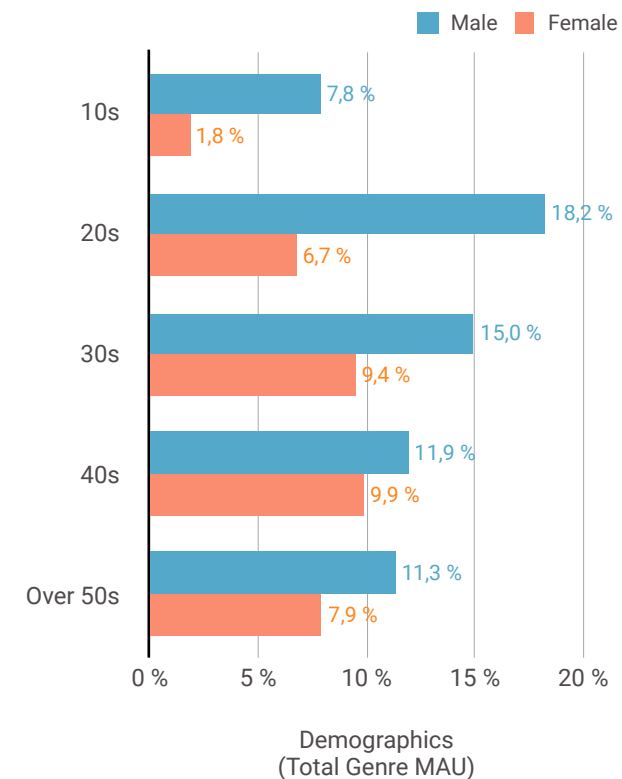
	Publisher	Total Yearly Downloads (Estimate)	
1.	Cross Field Inc.	2042467	<div></div>
2.	Higgs Studio	964693	<div></div>
3.	UNBALANCE Corporation	747960	<div></div>
4.	Athena Studio	636611	<div></div>
5.	gunsturn, Inc.	523622	<div></div>
6.	X-Flow	488375	<div></div>
7.	Releasebase, Inc.	318888	<div></div>
8.	麻雀初心者研究所	296039	<div></div>
9.	Better Life - Color and Draw	291537	<div></div>
10.	BigPanda StudAndroid	269880	<div></div>
11.	Fuero Games Sp. z o.o.	256193	<div></div>
12.	NTT DOCOMO	226228	<div></div>
13.	STARSPRITE	220709	<div></div>
14.	Zynga	214422	<div></div>
15.	mokosoft	195979	<div></div>
16.	COOL FACTORY CO., LTD.	173035	<div></div>
17.	3150 One Team	142883	<div></div>
18.	HEROZ, Inc.	142033	<div></div>
19.	Jam City, Inc.	127520	<div></div>



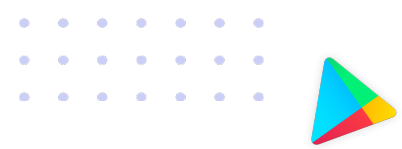
## Top Game Publishers



Rank		App	MAU Share
1		Happy Color - 数字で塗り絵。数字で色ぬりえ	7,13 %
2		将棋アプリ 将棋ウォーズ (Shogi Wars)	7,03 %
3		麻雀 闘龍 - 初心者から楽しめる無料麻雀ゲーム (Mahjong Free)	5,78 %
4		ぴよ将棋 - 40レベルで初心者から高段者まで楽しめる・無料の高機能将棋アプリ (Piyo Shogi)	4,55 %
5		ウッディーパズル (Woody Block Puzzle®)	4,32 %
6		Shogi	4,07 %
7		将棋アプリ 百錬将棋 - 初心者でも楽しく遊べる本格ゲーム- (Shogi Free - Japanese Chess)	3,76 %
8		イラストチェイナー - 絵しりとオンラインお絵かきゲーム (Illust Chainer)	2,99 %
9		みんなのオセロ 無料の公式アプリ (Othello for all)	2,76 %
10		Tile Master - 古典的なマジャンゲームの除去	2,61 %
Sum Total			45,00 %

Top 10 Apps by MAU  
(annual average)





## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
ソリティア	59	31	29
カードゲーム	54	30	29
遊戯王デュエルリンクス	51	18	25
デュエルリンクス	50	18	27
でゅえるりんくす	47	18	28
そりていあ	47	24	22
でゅえふれ	46	36	27
とらんぷげーむ無料	46	19	23
かーどげーむ	45	31	28
ソリティア無料	44	32	25
デュエル	42	28	26
游戏王	42	11	24
リンクス	40	26	26
かーどげーむ無料	36	18	40
トランプゲーム無料	36	19	23
ソリティア稼ぐ	34	33	23
遊戯王でゅえるりんくす	33	19	24
そるていあ無料	31	32	25
カードゲーム無料	29	18	39
うのオンライン	29	20	23
ソルティア	26	29	24
デュエ	25	28	30
ソリティア無料人気	24	25	23
そらいろ	23	23	24
りんくす	21	16	30
sorairo	21	28	24

ディエルマスタース	19	19	24
無料ソリティア	19	37	23
そるていあ	19	33	22
でいえま	18	26	28
簡単カードゲーム	17	5	30
ソルティア無料	17	41	27
ソリティア	16	24	22
カードゲーム無料オンライン	15	8	24
無料solitaire	15	28	22
ソリティアゲーム	14	34	32
クラシックソリティア	14	40	32
無料ソリティアゲーム	14	35	29
ゲームソリティア	14	21	27
ソリティア無料	14	32	27
オンラインカードゲーム	13	27	28
ガードゲーム	13	14	26
デュエルマスター	12	18	30
カードバトルゲーム	12	14	23
でゅえる	10	28	25
デュエプレイ	9	16	24
ソリティア	6	33	31
ソリティア	6	33	26
dueru	6	13	24
ファミリーカードゲーム	6	17	23

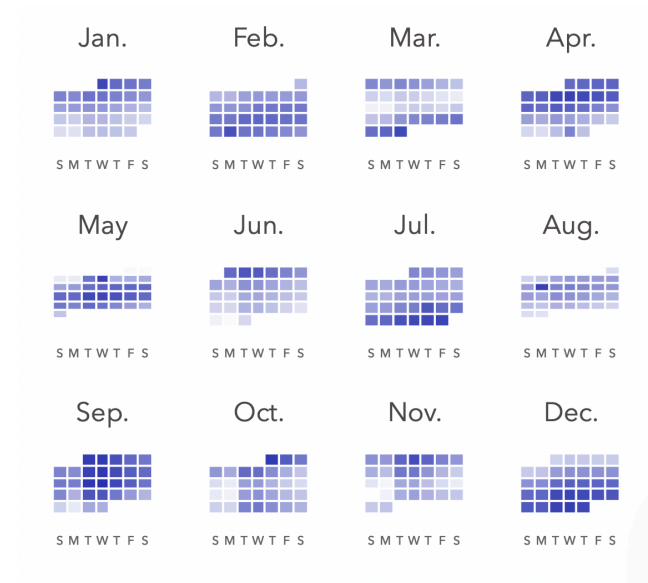
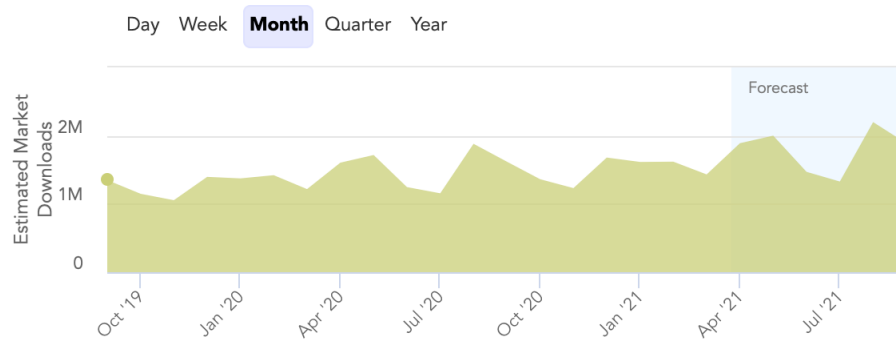
## Seasonality



Yearly trend

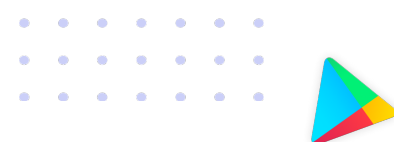


Market Trend



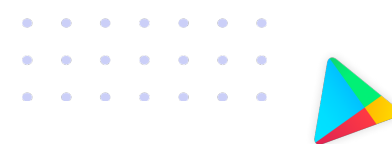
## Key Metrics

GROWTH PER YEAR	▲17.9%
TOP MONTH	August ▲23.9%
WORST MONTH	July ▼24.9%
TOP DAY	Wednesday ▲4.0%
WORST DAY	Monday ▼4.0%

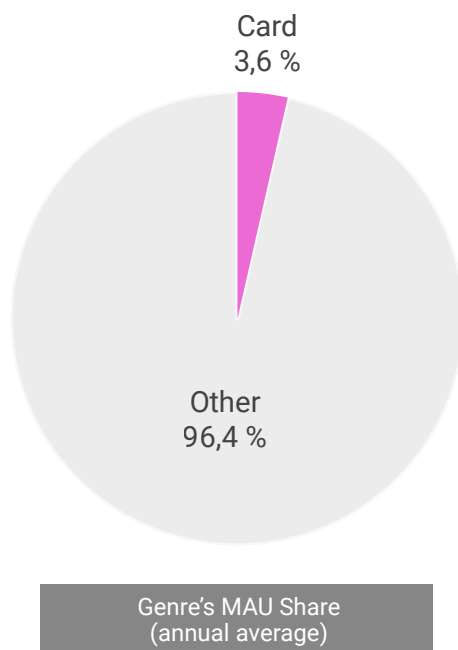


## Top Game Publishers

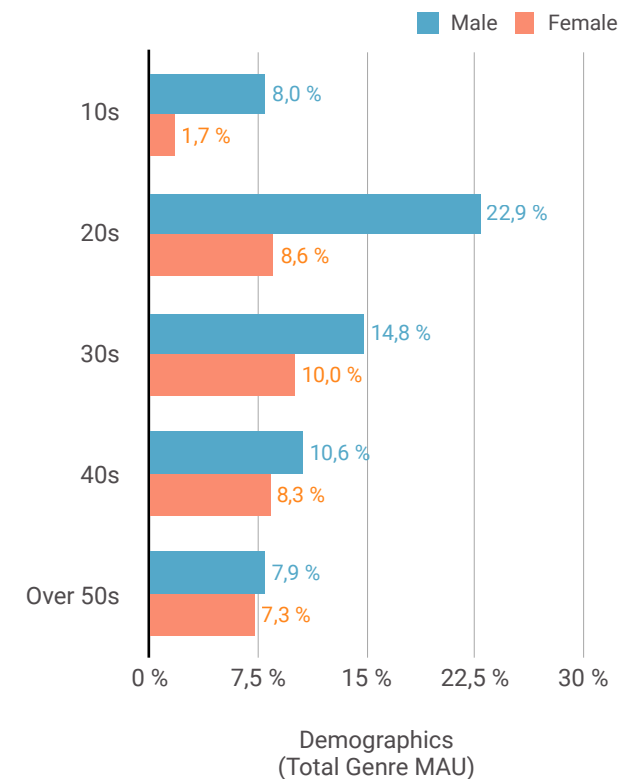
	Publisher	Total Yearly Downloads (Estimate)
1.	Sorairo, Inc.	754 821
2.	ME2ZEN Solitaire Games	529 806
3.	Big Cake Group Limited	517 192
4.	YOOZOO Inc.	510 336
5.	Mouse Games	440 740
6.	Mattel163 Limited	428 362
7.	Cross Field Inc.	415 799
8.	TOMY COMPANY,LTD.	274 158
9.	Beetles Games Studio	258 342
10.	KONAMI	244 947
11.	MobilityWare	238 416
12.	Aged Studio Limited	236 852
13.	Solitaire Master Studio	233 816
14.	Bit Games: Fun Casual Games	229 327
15.	P.R.O Corporation	207 112
16.	SUNNYCORPORATION, INC.	206 557
17.	Sticky Hands Inc.	195 615
18.	BIG CAKE APPS	152 422
19.	UNBALANCE Corporation	133 649

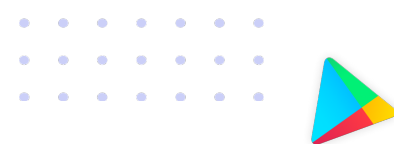


## Top Game Publishers



Rank		App	MAU Share
1		シャドウバース (Shadowverse)	7,10 %
2		遊戯王 デュエルリンクス (Yu-Gi-Oh! Duel Links)	5,66 %
3		デュエル・マスターズ プレイス (DUEL MASTERS PLAY'S)	5,08 %
4		ソリティア クラシック (Solitaire Classic)	5,06 %
5		大富豪 Online (Millionaire Online)	4,76 %
6		ソリティア (Solitaire)	3,52 %
7		人狼 ジャッジメント (Werewolf Judgment)	3,16 %
8		ソリティア   2020最新カードゲーム、永久無料 (Solitaire   Free Forever)	2,85 %
9		限界しりとりMobile (Genkai shiri tori mobile)	2,48 %
10		ソリティア カード コレクション: 無料の古典的なゲーム (Solitaire Card Collection - Free Classic Game)	2,44 %
Sum Total			42,11 %

Top 10 Apps by MAU  
(annual average)



## Most Searched Keywords, 2020

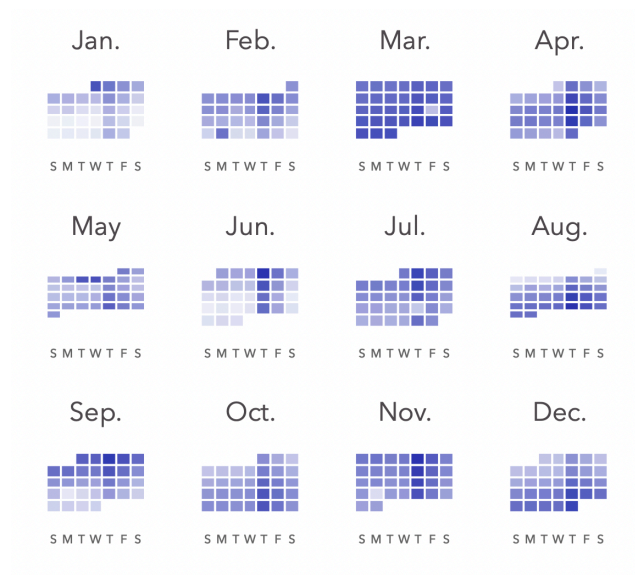
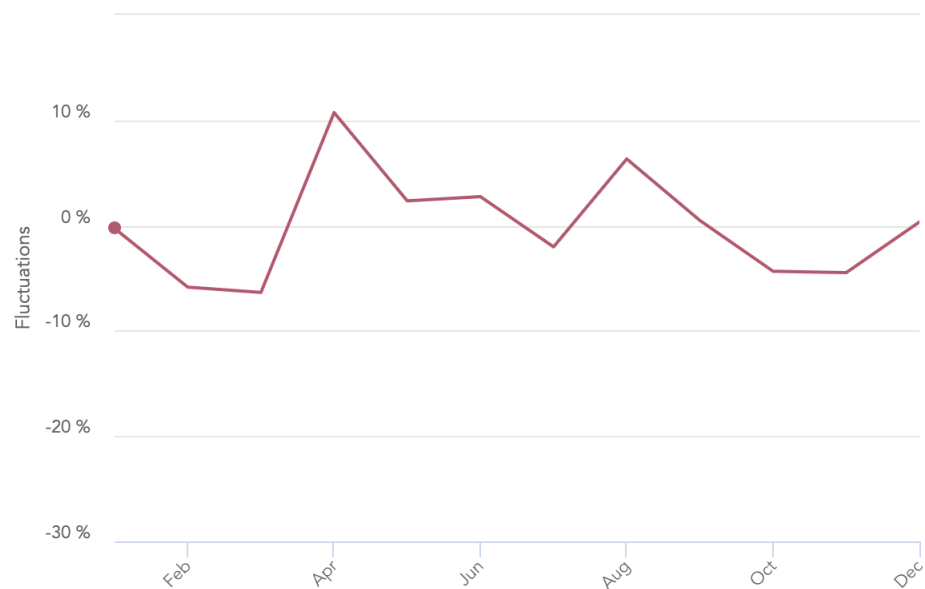
Keyword	Search Volume	Competition	Score
カジノ	55	33	36
カジノ。	55	33	33
ぱちんこ無料	49	29	30
かじの	47	31	34
パチスロ無料	44	26	33
スロット無料	44	27	30
ぱちんこ	43	59	31
パチンコゲーム無料	41	18	33
フルハウスカジノ	35	27	34
カジノスロット	31	35	45
モバセブン	29	17	30
カジノゲーム	24	25	29
無料パチスロ	22	34	30
ラスベガス	19	19	30
クイーンカジノ	15	29	35
稼げるカジノ	15	27	35
ゲームスロット	15	36	33
ぱちんこgp	15	38	32
カジノアプリ	14	33	33
フリースロット	14	15	30
フリースロットカジノ	13	18	34
スロット最新	13	34	33
有料パチンコゲーム	13	31	32
ジパングカジノ	13	18	30
netする	13	15	30
パチンコゲーム	13	18	30

suro	13	27	29
無料カジノ	12	30	38
カジノ無料ゲーム	12	37	36
ハナスロット	12	35	35
無料カジノゲーム	12	23	30
無料パチスロゲーム	11	33	37
スロットはな	11	35	31
カジノのゲーム	10	26	35
インターカジノ	10	24	33
無料パチンコゲーム	9	24	31
カジノシークレット	9	23	29
カジノスロット無料	7	39	37
無料のカジノスロットゲー	7	21	34
スロットカジノ無料スロットゲーム	7	19	30
スロットカジノ	6	33	45
カジノスロットゲーム	6	38	38
ゲームパチスロ	6	29	34
人気無料カジノスロット	6	24	33
カードスロットゲーム	6	39	31
人気のカジノゲーム	6	31	31
無料スロットゲーム人気	6	33	30
ぱちんこあぶり	6	44	30
カジノオーシャン	6	21	29
無料カジノのスロットマシンのゲーム	6	10	29

## Seasonality

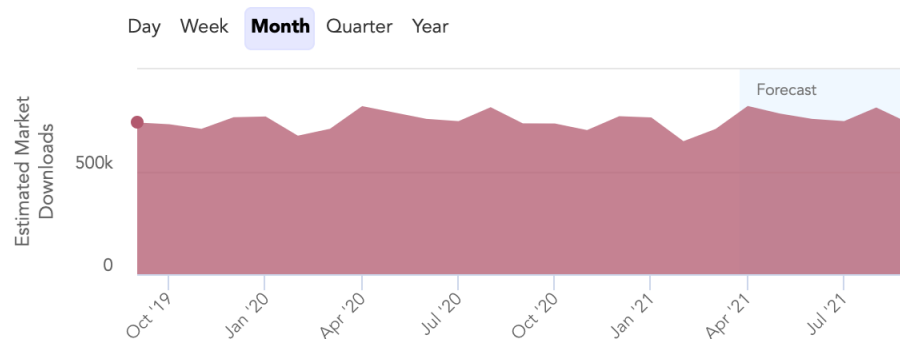
apptweak

Yearly trend



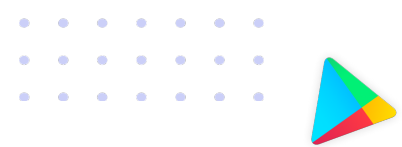
apptweak

Market Trend



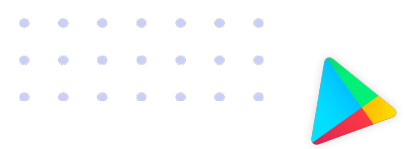
## Key Metrics

GROWTH PER YEAR	▲2.1%
TOP MONTH	April ▲10.8%
WORST MONTH	March ▼6.3%
TOP DAY	Thursday ▲7.3%
WORST DAY	Tuesday ▼2.2%



## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)	
1.	モバ7	1 631 428	<div></div>
2.	CommSeed Corporation	838 255	<div></div>
3.	Sammy Networks Co.,Ltd.	742 786	<div></div>
4.	International Games System Co., Ltd.	351 748	<div></div>
5.	SEGA CORPORATION	307 288	<div></div>
6.	KONAMI	236 316	<div></div>
7.	株式会社ユニバーサルエンターテインメント	195 153	<div></div>
8.	ME2ON	133 128	<div></div>
9.	Huuuge Games - Play Together	115 330	<div></div>
10.	Kita Denshi Corporation	100 244	<div></div>
11.	Big Win Lab	89 080	<div></div>
12.	ARC PLAY LTD CO.	87 600	<div></div>
13.	株式会社ビコロジ	61 174	<div></div>
14.	TRIWIN	56 981	<div></div>
15.	Playtika	54 910	<div></div>
16.	Game Circus LLC	51 857	<div></div>
17.	Bagelcode: Free Slot Machine Games Developer	50 878	<div></div>
18.	DoubleUGames	47 379	<div></div>
19.	C-EGG INC.	45 346	<div></div>

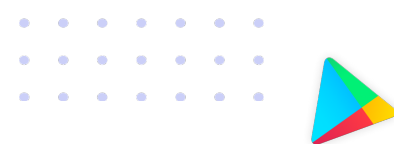


## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
おもしろいゲーム	67	79	21
面白いゲーム	66	83	18
ほーむすけいぷ	63	88	27
ホームスケイプ	56	73	22
がーでんすけいぷ	51	67	20
ほーむすけいぷ無料	47	73	24
面白いゲーム無料	46	72	19
ガーデンスケイプ	45	60	20
homescapes	43	73	22
無理ゲーム	39	85	20
人気ゲーム無料	37	74	23
ホームスケープ	36	49	26
まっちんぐとん・まんしょん	36	52	21
スケイプ	35	77	26
gardenscapes	35	67	23
オースティン	34	67	29
がーでんすけいぷ無料	32	85	24
マッチングトン・マンション	32	48	21
フィッシュダム無料	31	69	21
楽しい無料ゲーム	30	60	24
ホームスケイプ無料	27	68	23
すけいぷ	27	59	20
ホームすけいぷ	23	70	29
おもしろいげーむ	23	71	19
ホームエスケープ	22	59	33
スケープ	22	86	19

ガーデンスケイプ無料	21	66	22
マッチングトンマンション	20	46	21
ワイルドスケープ	20	59	18
夢幻花园	17	42	19
面白いげーむ無料	16	72	22
すけーぷ	15	81	21
playrix	15	60	19
おもしろいゲーム	14	71	21
人気のゲーム無料ホーム	13	29	24
楽しいゲーム人気	13	75	21
ホームエスケイプ	12	47	26
がーでんすけいぷくら	12	62	22
飾り付けゲーム	12	33	22
わいどすけいぷ	12	70	20
おススメゲーム	12	78	20
うホームスケープ	11	78	20
scape	10	61	20
面白いゲーム人気	9	69	20
おもしろいげーむ無料	8	72	22
おすすめげーむ	8	78	20
ゲームゲーム	7	69	22
ダサイ	7	58	22
ステイホーム	7	58	19
おすすめゲーム無料	6	59	21





## Most Searched Keywords, 2020

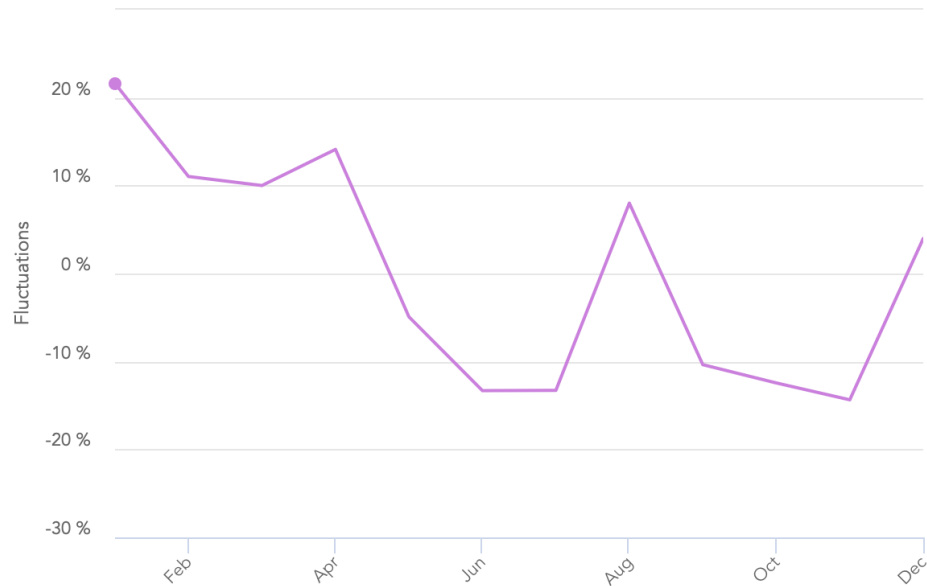
Keyword	Search Volume	Competition	Score
ベイベーバス	45	33	48
でりっしゅきっちゃん無料	44	62	18
ベビーバス	37	33	46
ベビーばす	34	33	48
babybus	33	29	35
パンダのゲーム	31	17	38
ユニコーン	31	9	19
お料理ゲーム	28	43	21
知育ゲーム	27	20	19
おりょうりゲーム	26	33	20
ユニコーンのゲーム	23	5	21
じしんだどうするbabybus子ども向け防災アプリ	22	2	18
教育ゲーム	21	26	22
ベービーバス	19	15	26
とかきっちゃん	19	26	18
ベビーバス運転	15	23	32
badybus	15	21	24
ご飯作るゲーム	15	36	22
どかキッチン	15	41	22
babubus	14	31	47
bebebus	14	23	32
パンダキッチン	14	11	28
smoolsies	14	5	24
パンダゲーム	14	3	23
料理食べるゲーム	14	36	20
キキと	14	6	20

どっかきっいん	14	59	19
パンダ救出	14	17	18
パンダあかちゃん	14	7	18
パンダパンダベビーバスパンダ	13	17	35
smoisies	13	6	30
smolsis	13	6	27
とつかきっちゃん	13	54	25
babyごっこ	13	24	24
babybush	13	28	21
レストランパンダ	13	7	18
s m o l s e s	12	6	30
かわいいペットの	12	5	20
おりょうり	12	68	19
samols i e s	11	5	18
ミュウミュウ	10	10	25
smolsies	9	6	25
食べ物を作る	8	35	24
マイキッチン	8	41	22
べいびばーす	8	4	21
食べ物を作るゲーム	7	46	19
ゼクシィキッチン	7	40	18
えいご聞き耳上手	7	37	18
べびーばす無料	6	28	43
ぽかきっちゃん	6	37	18

## Seasonality

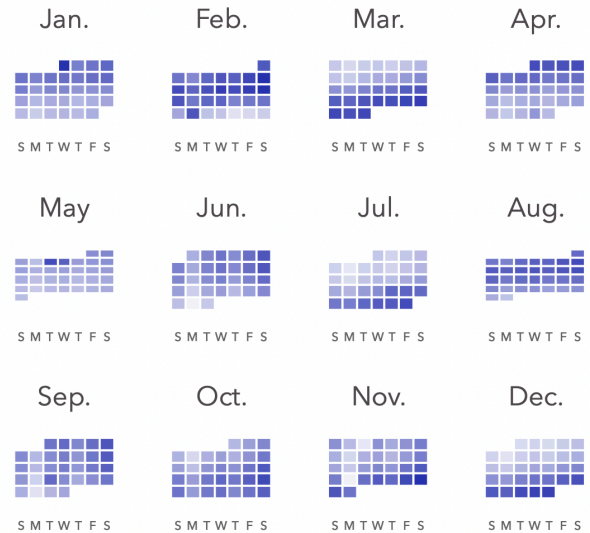
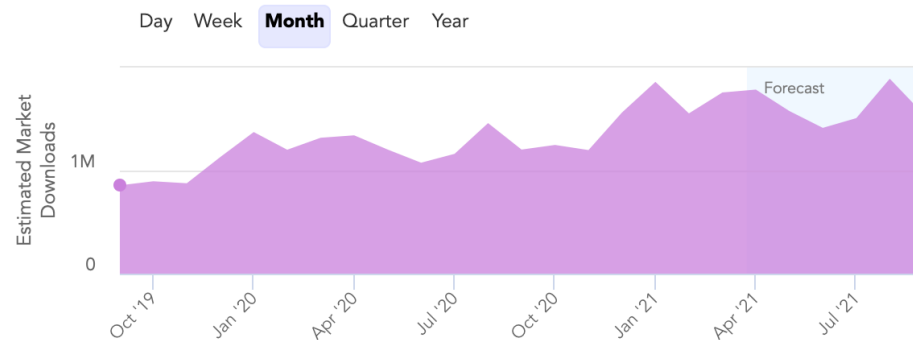
apptweak

Yearly trend



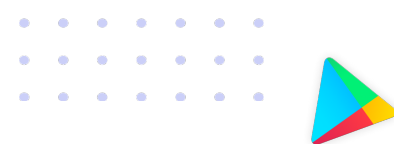
apptweak

Market Trend



## Key Metrics

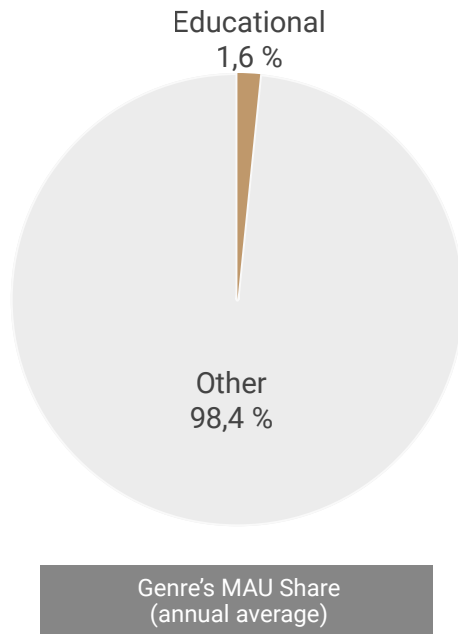
GROWTH PER YEAR ▲36.1%TOP MONTH January ▲21.6%WORST MONTH November ▼14.4%TOP DAY Saturday ▲4.0%WORST DAY Monday ▼4.3%



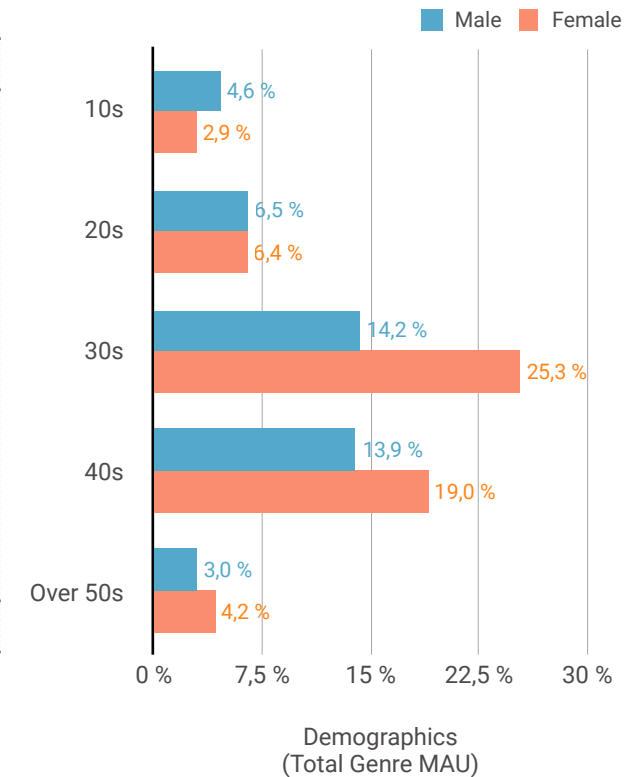
## Top Game Publishers

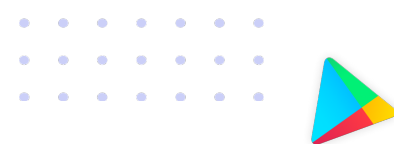
	Publisher	Total Yearly Downloads (Estimate)
1.	BabyBus	3 787 224
2.	Focus apps	1 056 056
3.	TutoTOONS	468 922
4.	Toca Boca	462 749
5.	My Town Games Ltd	292 386
6.	STUDIO ms32	281 281
7.	Office Create Corp.	211 558
8.	akira miyagawa	166 125
9.	Digital Gene	141 027
10.	mozukuapp	137 210
11.	Kids Learning Games : EMK Fun Lab	134 363
12.	COLOPL, Inc.	128 347
13.	FreCre, Inc. Japan	122 576
14.	The Pokemon Company	110 279
15.	SMART EDUCATION, LTD.	93 714
16.	Orange StudAndroid Games	85 787
17.	Pepi Play	75 267
18.	Rainbow Mimizu	73 681
19.	Bini Bambini	70 009

## Top Game Publishers



Rank		App	MAU Share
1		ほしの島のにゃんこ (Nyanko on Hoshino Island)	9,54 %
2		英語学習ゲーム【英語物語】英単語クイズアプリ (English Quiz [Eigomonogatari])	4,23 %
3		トッカ・キッチン 2 (Toca Kitchen 2)	3,29 %
4		クッキングママ お料理しましょ! (Cooking Mama)	3,11 %
5		【令和】全市区町村パズルまぶすた! ([Reiwa] Puzzle Mapsuta)	3,06 %
6		癒しのクラゲ育成ゲーム - 無料放置育成ゲーム (Jellyfish Pet)	2,98 %
7		ポケモンスマイル (Pokémon Smile)	2,71 %
8		あそんでまなべる 日本地図パズル (Enjoy Learning Japan Map Puzzle)	2,29 %
9		もじあそび 子供向け無料知育アプリ 3歳向けひらがな文字練習 (Japanese Alphabet Letter: Educational Kids App)	2,28 %
10		あそんでまなべる 世界地図パズル (Enjoy Learning World Map Puzzle)	2,28 %
Sum Total			35,76 %

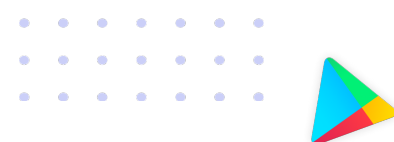
Top 10 Apps by MAU  
(annual average)



## Most Searched Keywords, 2020

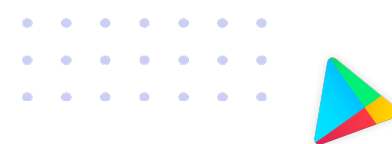
Keyword	Search Volume	Competition	Score
おとげー	61	83	45
リズムゲーム	60	71	43
ぴあのたいる	59	50	42
ハニプレ	56	76	40
音楽ゲーム	53	77	44
おとげー無料	51	66	45
りずむげーむ無料	51	65	44
リズム	48	80	41
りずむげーむ	47	60	42
ぴあのたいる無料	44	50	40
リズムゲーム無料	41	73	44
ピアノたいる	41	50	39
りずむ天国	39	62	44
ナナシス	39	45	40
bandori	37	56	39
音ゲーム	36	69	45
おんがくゲーム	36	54	39
リズムゲー	35	73	44
bangdream	34	58	39
おとけー	33	77	45
音楽ゲーム無料	33	80	45
ボカロリズムゲーム	30	76	44
ぴあのたいる	30	48	41
オンゲー	29	74	45
ななしす	29	45	40
音楽げーむ無料	28	55	45

おんげー	27	65	42
おんがくげーむ	27	64	39
歌ゲーム	26	76	39
音ゲー無料人気	25	70	44
ピアノスタイル	25	50	40
りずむげーむ無料人気	24	78	45
おとげ	24	72	45
おとげー無料ボカロ	24	63	41
フリック音ゲー	23	65	42
音楽げーむ	22	80	43
ボカロ音ゲー	22	67	39
音楽のゲーム	21	69	43
音楽リズム	20	73	45
りずむ	20	70	41
アニソン音ゲー	19	78	45
音楽リズムゲーム	17	83	45
音ゲーム無料	15	64	45
無料音楽ゲーム	15	74	45
音ゲー人気無料	15	68	40
むりょうゲーム音ゲー	14	82	44
無料音ゲー	12	51	45
音ゲー人気	12	57	44
ミュージックタイトル	12	60	40
無料リズムゲーム	9	73	45

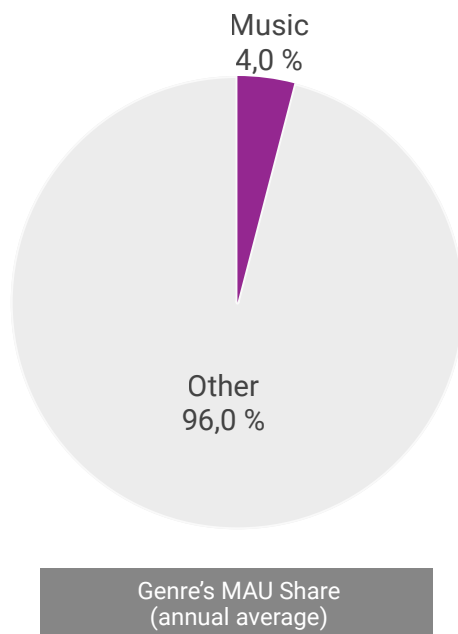


## Top Game Publishers

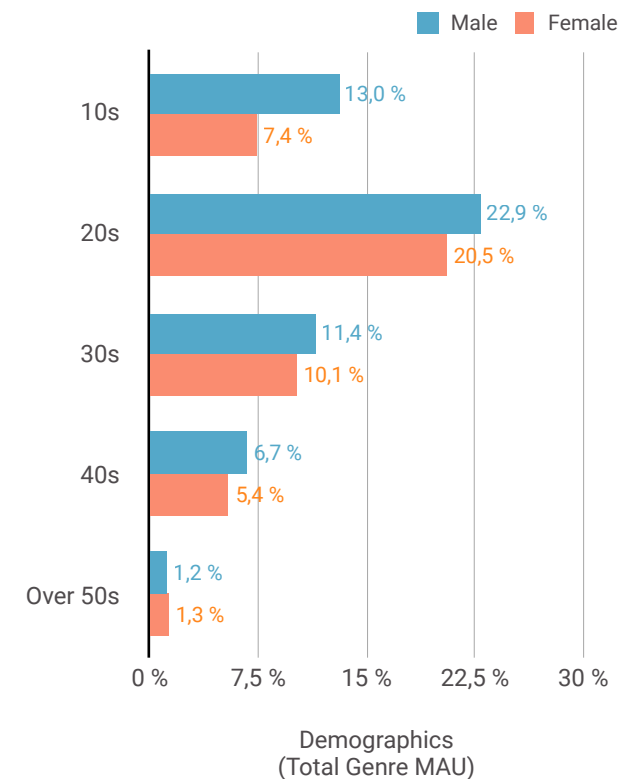
	Publisher	Total Yearly Downloads (Estimate)
1.	AMANOTES PTE LTD	2 688 000
2.	BANDAI NAMCO Entertainment Inc.	759 551
3.	キングソフト株式会社 [KINGSOFT JAPAN, INC.]	502 803
4.	Craft Egg, Inc.	473 578
5.	SEGA CORPORATION	367 840
6.	Idea Factory Plus Co., Ltd	310 772
7.	Badsnowball Limited	308 849
8.	Happy Elements K.K	262 378
9.	株式会社ブシロード	240 533
10.	Gismart	206 212
11.	Tap Lab	190 949
12.	Akatsuki Inc.	181 230
13.	STUDIO HU	165 612
14.	Music Monument Inc.	146 600
15.	Adaric Music	134 428
16.	TOMO MUSIC,INC.	111 997
17.	BattleCry HQ Studio	106 812
18.	Joy Journey Music Games	97 235
19.	lowiro	80 780



## Top Game Publishers

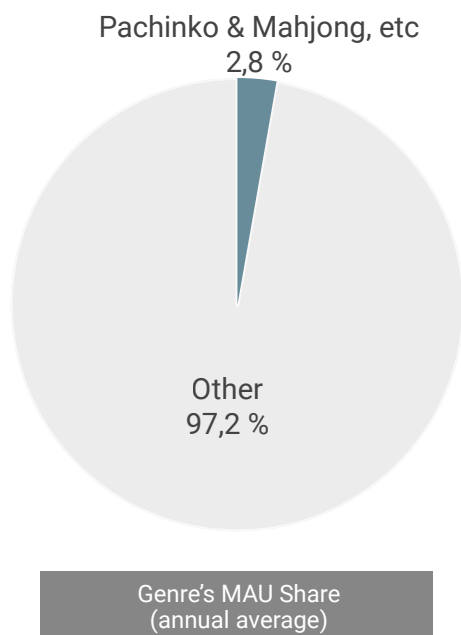


Rank		App	MAU Share
1		バンドリ！ ガールズバンドパーティ！ (BanG Dream! Girls Band Party)	16,11 %
2		アイドルマスター シンデレラガールズ スターライトステージ (The Idolmaster: Cinderella Girls Starlight Stage)	9,07 %
3		プロジェクトセカイ カラフルステージ！ feat.初音ミク (Project Sekai: Colorful Stage feat. Hatsune Miku)	4,97 %
4		ラブライブ！ スクールアイドルフェスティバル (スクフェス) - 大人気リズムゲーム (Love Live! School Idol Festival)	4,95 %
5		あんさんぶるスターズ！！ Music (Ensemble Stars! !! Music)	4,84 %
6		ヒプノシスマイク -A.R.B.- (Hypnosis mic -A.R.B.-)	4,41 %
7		欅坂46・日向坂46 UNI'S ON AIR	3,93 %
8		アイドルリッシュセブン (IDOLiSH7)	3,65 %
9		アイドルマスター ミリオンライブ！ シアターデイズ (The Idolmaster: Million Live! Theater Days)	3,33 %
10		乃木坂46リズムフェスティバル (Nogizaka46 Rhythm Festival)	2,54 %
Sum Total			57,80 %

Top 10 Apps by MAU  
(annual average)

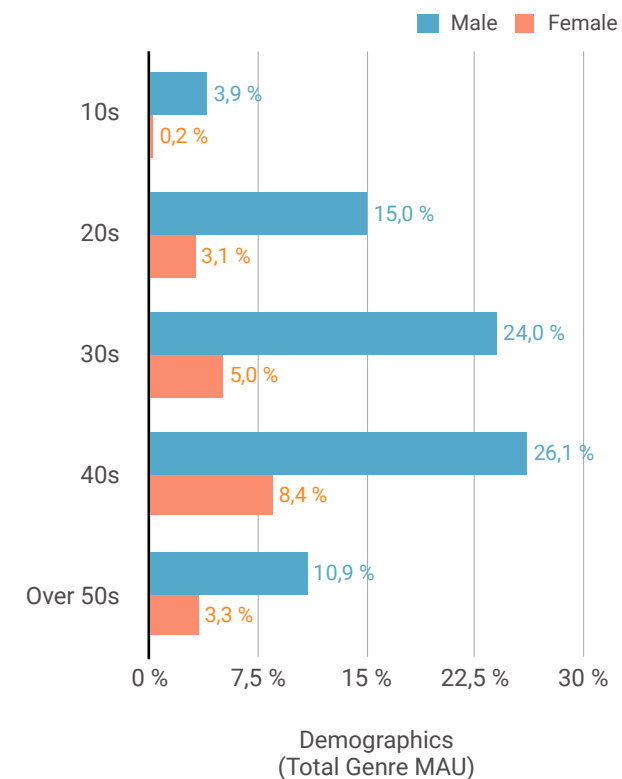
# Pachinko & Mahjong, etc

## Top Game Publishers

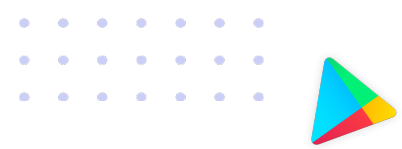


順位		アプリ名	MAUシェア
1		NET麻雀 MJモバイル (NET Mahjong MJ Mobile)	11,49 %
2		[モバ7]パチンコ&パチスロ (スロット) ゲームアプリ ([Moba 7] Pachinko & Pachislot (slot))	6,36 %
3		麻雀格闘倶楽部Sp   初心者も楽しめる 麻雀 ゲーム 入門【無料麻雀アプリ】 (Mahjong Fight Club Sp)	5,44 %
4		ユニメモ (Unimemo)	5,13 %
5		グリパチ〜パチンコ&パチスロ (スロット) ゲームアプリ〜 (Gripachi-Pachinko & Pachislot)	2,96 %
6		マイスロ・マイパチ (MYSLOT & MYPACHI)	1,97 %
7		麻雀 天鳳 (Tenhou)	1,86 %
8		麻雀 天極牌   1人で1局から楽しめる友達対戦型ゲーム! 三麻北抜きも遊べる麻雀ゲームの決定版! (Mahjong Tengoku)	1,81 %
9		[モバ7]ミリオンゴッド-神々の凱旋- (Moba 7 - Million God)	1,45 %
10		スロットストリート【パチスロ好きのカジノ&スロット】 (Slot Street)	1,35 %
Sum Total			39,83 %

Top 10 Apps by MAU  
(annual average)



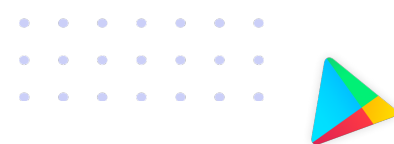




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
パズル!	72	90	31
パズル	70	91	30
パズルゲーム!	64	91	30
パズルゲーム	62	92	33
パズルゲーム無料人気	56	90	30
ぱずる	54	91	30
すうどく無料	50	55	29
ゲーム無料	49	89	30
すうどく	40	67	29
げーむ無料	39	89	39
puzzle	39	79	32
ぶろっく	38	83	32
sudoku	38	47	30
無料パズル	37	87	36
ぱずるゲーム	35	92	35
むりょうゲーム人気パズル	32	85	30
無料パズルゲーム	31	84	35
パズルゲーム人気	31	93	29
げーむ無料人気パズル	27	88	38
無料ゲームパズル	24	77	30
むりょうゲームパズル	23	82	32
suudoku	19	67	29
すどく	19	67	29
無料ナンプレ	16	66	30
ナンプレすうどく	16	61	29
ゲームパズル	15	89	39

面白簡単パズル	15	59	37
ゲームナンプレ	15	58	30
無料ジグソウパズル	15	35	29
無料デジタルブロックパズル	14	73	31
おすすめ無料ゲームパズル	14	72	30
ナンプレアプリ	14	63	30
パズルトゥー	14	81	29
ブロックパズル有料	12	76	39
パズルげーむ	12	92	38
おもしろいパズルゲーム無料	12	66	31
面白いパズル	12	77	31
関東パズル	12	88	31
ナンプレ人気の数独	12	59	29
スドク	11	66	30
パズル人気	10	77	35
パズルゲーム	7	92	38
パズル	7	71	35
スウドク数独	7	67	30
数独スウドク	7	67	30
パズルアーケード	6	75	32
数独数独	6	64	30
数独ナンバー	6	59	29
数独数字	6	56	29
すうど	6	67	29



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
レース	60	29	31
くるまゲーム	55	6	25
ドリフト	50	16	27
レースゲーム	48	25	31
アスファルト	44	11	23
あすふぁると9	43	14	23
れーすげーむ無料	42	19	33
カーレース	40	19	31
アスファルト9	40	14	26
車レース	39	18	28
レーシング	38	14	24
どりふと	36	11	25
ドリフトゲーム	36	4	24
れーす	35	29	32
ドリフトスピリッツ	34	14	23
れーしんぐげーむ	33	20	29
レーシングゲーム	32	20	32
かーれーすげーむ無料	31	6	30
かーれーす	31	15	25
くるまゲームレース	30	23	31
れーすげーむ	27	24	34
racing	27	20	24
クルマゲーム	26	6	25
リッジレーサー	26	30	24
カーレースゲーム無料	23	13	30
カーレース	18	17	38

車アプリ	18	24	24
くるまげーむ	16	6	24
車無料	15	24	34
車レースゲーム	15	14	28
車のレース	15	24	25
くるまレース	15	15	25
車げーむ	14	6	30
東京どりふと	14	9	24
いすレース	13	30	29
クルマゲーム無料	13	14	26
かーれーすげーむ無料2020	12	12	38
クルマレース	12	18	28
dorifuto	12	16	27
レースのゲーム	11	25	31
走り屋ドリフト	11	8	24
カーレース無料	9	16	34
どりふとげーむ	9	4	24
車のゲームレース	8	20	30
ドリフ	7	25	30
れーしんぐ	7	14	24
リアルタイムレース	7	31	23
autos	6	22	39
bikeshill	6	2	26
くるまれーす	6	16	25

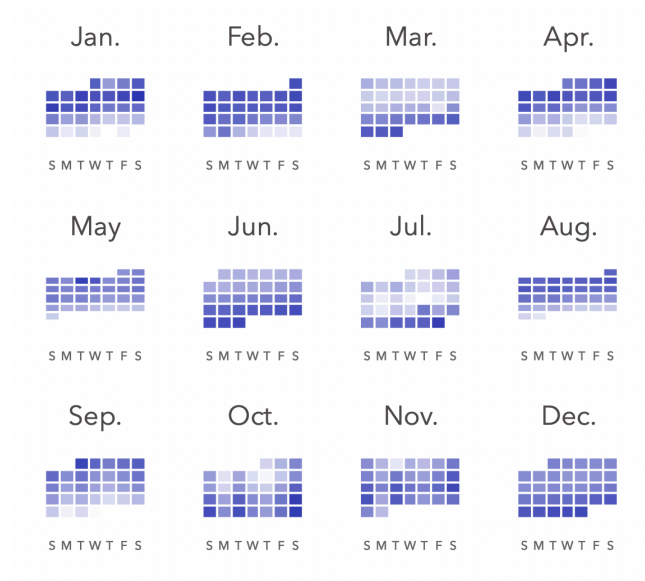
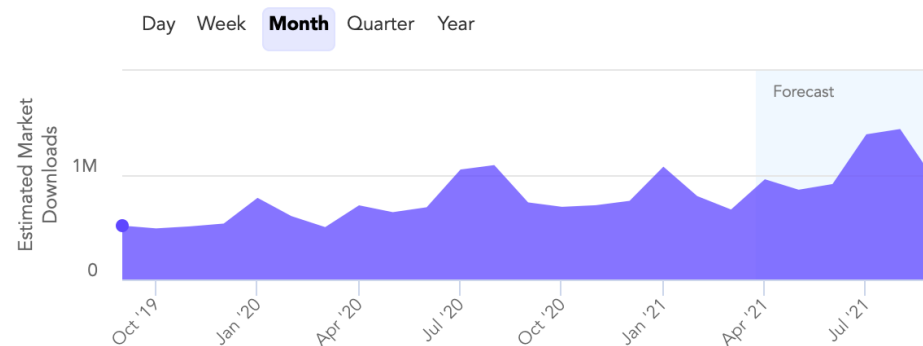
## Seasonality



Yearly trend

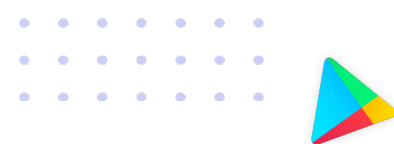


Market Trend



## Key Metrics

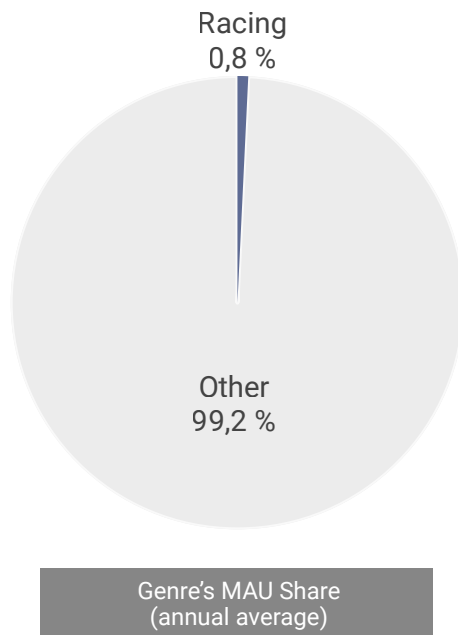
GROWTH PER YEAR ▲46.2%TOP MONTH ▲39.5% AugustWORST MONTH ▼28.2% MarchTOP DAY ▲2.6% SaturdayWORST DAY ▼2.5% Thursday











## Top Game Publishers

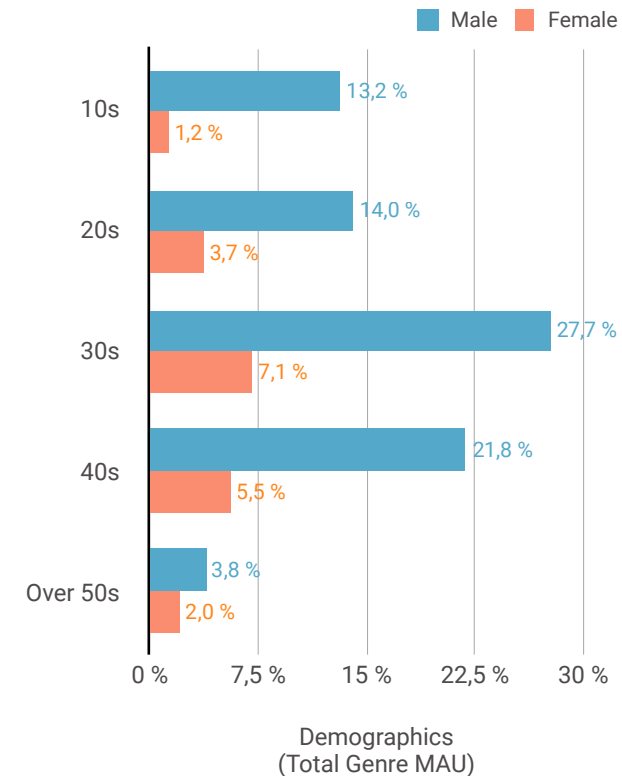
	Publisher	Total Yearly Downloads (Estimate)
1.	Good Job Games	701 679
2.	BANDAI NAMCO Entertainment Inc.	480 887
3.	VOODOO	370 653
4.	Gameloft SE	275 950
5.	SayGames	222 813
6.	AxesInMotion Racing	205 617
7.	Soner Kara	178 620
8.	ELECTRONIC ARTS	177 478
9.	James Bonacci	152 708
10.	Hutch Games	129 861
11.	mobadu	103 678
12.	Fast Free Games	99 040
13.	Spil Games	93 942
14.	Games2win.com	92 158
15.	Sir StudAndroid	90 075
16.	WHALEPB LIMITED	88 753
17.	mobirix	83 275
18.	SUD Inc.	82 790
19.	Lucky Kat StudAndroid	80 226

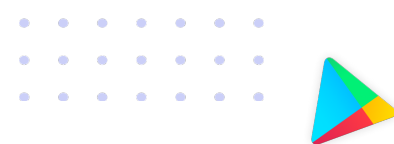
## Top Game Publishers



Rank		App	MAU Share
1		ミニ四駆 超速グランプリ (Mini 4WD Super Speed Grand Prix)	15,73 %
2		ドリフトスピリッツ (Drift Spirits)	9,64 %
3		Fun Race 3D	7,06 %
4		アスファルト9: Legends- 最高のカーアクションレースゲーム (Asphalt 9: Legends)	4,04 %
5		Real Racing 3	2,76 %
6		Epic Race 3D	2,63 %
7		Bikes Hill	2,41 %
8		爆走ドリフターズ (GKART - Garena Speed Drifters)	2,02 %
9		Assoluto Racing	1,82 %
10		Turbo Stars	1,73 %
Sum Total			49,83 %

Top 10 Apps by MAU (annual average)

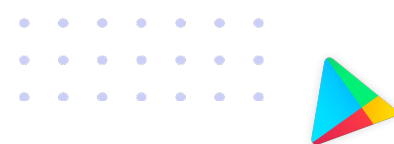




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
どらくえウォーク	61	39	29
どらくえ	61	74	28
ドラクエタクト	60	50	26
ぷりこね	58	45	24
星ドラ	56	63	30
どらがりあろすと	54	33	35
dqmsl	54	68	29
どらくえたくと	54	65	29
リゼロス	53	43	27
ドラガリ	51	47	25
スーパーライト	49	50	24
ドラクエスーパーライト	48	74	30
ほしのドラゴンクエスト	48	66	29
ダイの大冒険	48	69	25
ドラゴンクエストタクト	47	43	30
dqsml	44	68	26
星のドラゴンクエスト	43	65	29
ドラクエライバルズ	42	50	24
ほしどら	40	63	34
ドラゴンクエストスーパーライト	34	50	30
どらがり	34	47	27
ドラゴンクエストライバルズ	30	43	26
らいばるず	29	71	26
ドラクエライト	29	74	25
星ドラゴンクエスト	27	65	30
どらくえウォーク無料	25	42	26

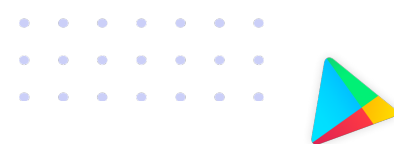
ダガタメ	24	34	24
dpmsl	23	68	26
すーぱーらいと	20	50	27
どらごんくえすとらいばるず	19	43	24
リスガイア	16	51	28
みんなでドラゴンクエスト	15	74	30
どこぱれ	15	65	26
ドラクエ無料	15	43	25
ほしのどらごんくえすと	14	65	30
デイスガイア	14	51	28
ディズガイア	14	51	28
ドラクエら	14	78	27
デスガイア	13	51	28
日替わり内室無料	13	48	27
モンパレ	13	58	25
盛り上がり	13	51	24
ディブガイア	12	51	28
ドラクエクエスト	11	65	30
日替り内室	10	45	25
どらたく	9	41	29
吉沢亮	8	45	24
星ドラクエ	7	54	31
スーパーらいと	7	50	27
たくみき	7	49	27



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
イケメン	50	15	24
イケメンシリーズ	43	10	24
イケメン戦国	40	17	27
イケメン王子	38	13	19
イケメンヴァンパイア	36	11	19
いけめん戦国	35	17	27
いけめんしりーず	35	10	23
イケメン革命	33	10	17
農場ゲーム無料	32	26	16
いけめん	30	14	19
イケヴァン	28	19	28
ほのぼのゲーム	26	27	19
イケメン源氏伝	25	14	20
イケメン幕末	21	16	17
魔界王子と魅惑のナイトメア	20	20	26
いけめんづぁんぱいあ	20	9	21
恋プロ	20	21	17
イケシリ	19	13	19
恋ゲーム	18	25	21
イケメンゲーム	17	12	19
ようとんじょう	16	24	17
胸キュン	16	24	17
恋愛ゲーム声優豪華	14	4	22
天下統一恋の乱	14	26	21
源氏伝	14	13	21
イケメンライブ	14	10	19

ゴキブリホイホイ	14	6	17
大興奮	14	24	16
しみゅれーしょん恋愛	13	19	20
れんあいげーむ	13	16	19
さくられん	13	33	16
約束イケメン	12	10	20
いけらぶ	12	9	20
ゲームれんあい	11	3	18
いけめんらいぶ	11	12	18
戦国恋愛	11	19	16
イケメン恋愛	10	18	24
バンパイア	8	14	23
魔界王子	8	10	17
無料恋愛ゲーム	8	20	17
いけめん恋愛	7	20	22
いけめん源氏	7	11	20
イケメンキャラ	7	15	20
こいなか	7	26	18
イケメンシュミレーション	6	12	24
イケメンシミュレーション	6	10	24
いけめん乙女ゲーム	6	12	22
イケメン俳優	6	10	19
シュミレーションオトメゲーム	6	13	17
木島隆一	6	8	16



## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
サッカー	64	26	35
パワプロ	61	19	25
ぱわぷろ	61	19	25
さっかーげーむ無料	49	18	22
みんごる	48	20	24
サッカーゲーム	47	22	30
パワサカ	47	19	23
さっかー	44	28	33
ぱわぷろ野球	41	23	30
スポーツゲーム	41	15	23
パワフルプロ野球	39	19	27
ゴルフゲーム	38	12	25
golf	38	11	22
ぱわぷろぷろ野球	37	19	27
soccer	35	24	32
実況パワフルサッカー	34	15	26
ぱわふる実況ぱわふるぷろ野球	34	28	24
ファミスタ	33	18	24
さっかーげーむ	32	33	30
パワフル	32	17	23
ぱわふるぷろ野球	29	27	24
プロスピ	29	36	23
つくえでバレー	29	5	23
すぽーつゲーム	26	15	36
パワフルサッカー	26	15	27
実況パワフルプロ野球	25	19	27

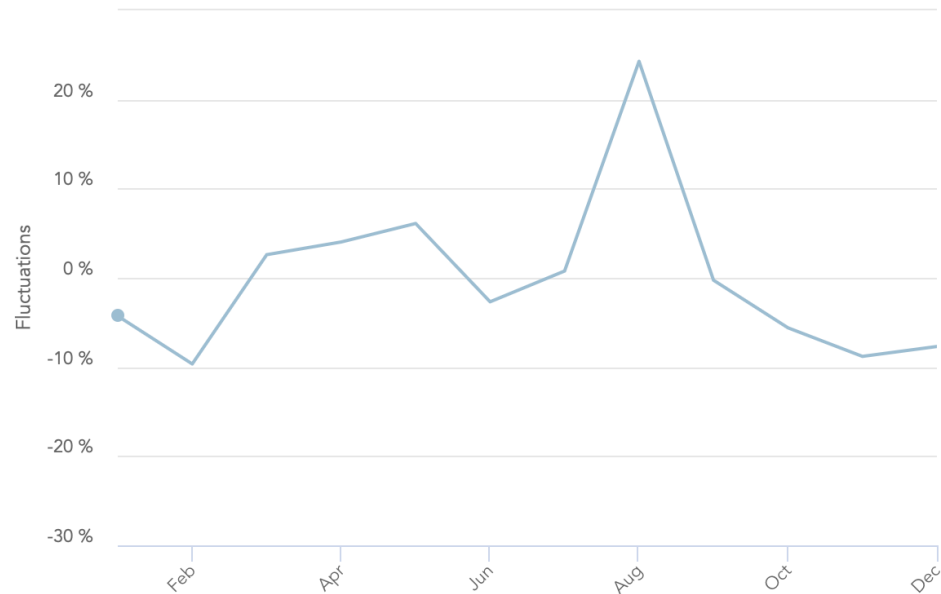
ういれ	25	22	23
パワプロくん	24	19	26
サッカーのゲーム	23	14	27
ごるふゲーム	23	12	26
ふぁみすた	23	18	24
pawapuro	22	21	24
みんなでゴルフ	18	17	24
プニコンサッカー	16	18	26
ごるふげーむ	16	14	25
どリーむさっかー	16	2	23
オンラインスポーツゲーム	15	32	25
打高ル夫	15	16	24
無料サッカー	14	10	27
ぷろ野球すぴりっつ	14	23	27
ウイイル	13	22	24
實況野球	12	20	30
みんなのテニス	12	27	27
パワプロ実況パワフルプロ野球	10	15	24
みんごるゲーム	7	18	28
やきゅうげーむ	7	18	24
ウィーレ	6	17	30
pawauoru	6	25	27
サッカー無料	6	19	23
ドリームサッカー	6	2	22



## Seasonality

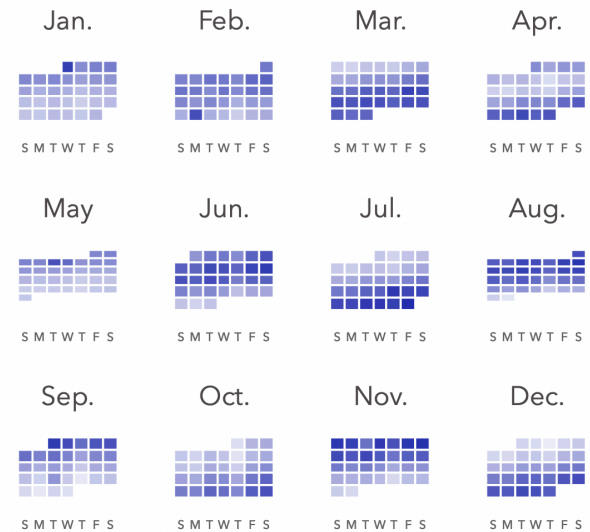
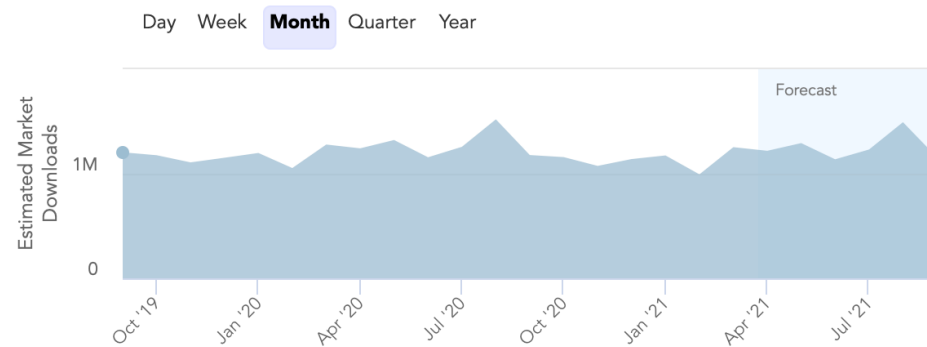
apptweak

Yearly trend



apptweak

Market Trend



## Key Metrics

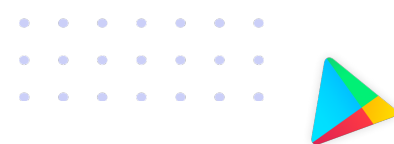
GROWTH PER YEAR ▲4.7%

TOP MONTH August ▲24.4%

WORST MONTH February ▼9.6%

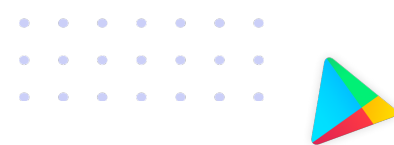
TOP DAY Saturday ▲2.4%

WORST DAY Thursday ▼3.1%

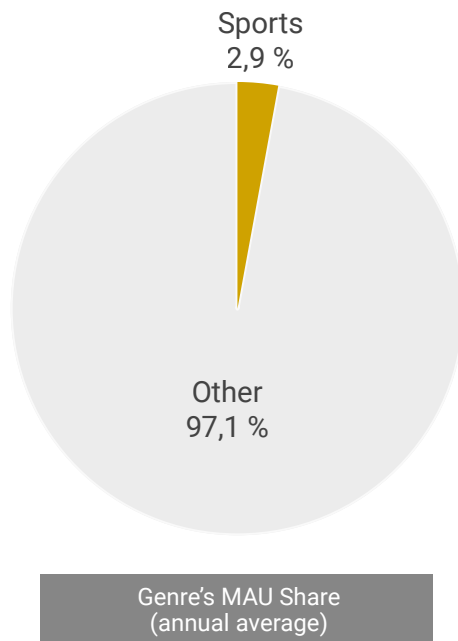


## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	KONAMI	1 402 284
2.	SAT-BOX	557 287
3.	Madbox	332 011
4.	Cross Field Inc.	321 522
5.	Miniclip.com	277 917
6.	Good Job Games	276 073
7.	ForwardWorks Corporation	253 915
8.	COLOPL, Inc.	236 752
9.	Free Game Every Day	209 562
10.	SEGA CORPORATION	171 564
11.	Nexelon inc.	164 825
12.	Supersonic StudAndroid LTD	162 641
13.	VOODOO	162 368
14.	RisingWings	159 866
15.	Com2uS	155 887
16.	Masomo Gaming	154 599
17.	mobirix	151 908
18.	MOUNTAIN GAME	150 496
19.	Wildlife StudAndroid	144 109

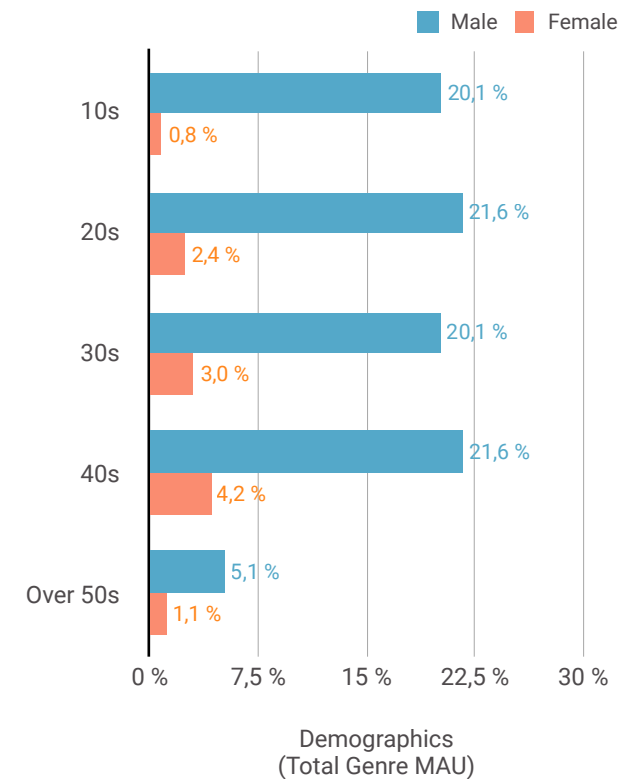


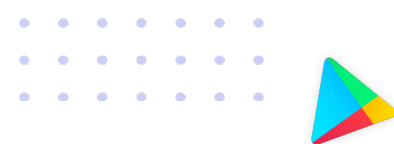
## Top Game Publishers



Rank		App	MAU Share
1		プロ野球スピリッツA (PROFESSIONAL BASEBALL SPIRITS)	24,01 %
2		eFootball ウイニングイレブン 2021 (eFootball PES 2021)	13,85 %
3		実況パワフルプロ野球 (Jikkyō Powerful Pro Yakyū)	12,67 %
4		みんなのゴルフ (Everybody's Golf)	4,81 %
5		白猫テニス (White Cat Tennis)	2,84 %
6		サッカー クラブ経営シミュレーション サカつくRTW サッカーのオーナーとしてクラブ経営-SEGA- (SEGA POCKET CLUB MANAGER)	2,43 %
7		実況パワフルサッカー (Live powerful soccer)	1,56 %
8		Run Race 3D - 3D 競走	1,54 %
9		キャプテン翼 〜たたかえドリームチーム〜 (Captain Tsubasa (Flash Kicker): Dream Team)	1,04 %
10		卓球3D どこでもピンポン 卓球ゲーム (Table Tennis 3D Virtual World Tour Ping Pong Pro)	0,89 %
Sum Total			65,64 %

Top 10 Apps by MAU (annual average)

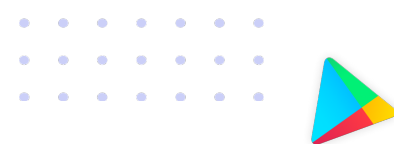




## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
クラクラ	56	16	17
くらくら	50	36	24
ミステリー	46	41	17
トップウォー	45	19	18
3分間ミステリー	42	15	23
戦略ゲーム	40	16	19
クラロア	39	7	17
らいきん	39	10	17
ディフェンス	38	17	20
クラッシュオブクラン	38	7	17
推理ゲーム無料	37	41	17
ライズオブキングダム	34	9	21
万国覚醒	34	14	17
くらろあ	32	7	17
獅子の如く	32	17	17
みすてりー	31	44	17
せんごくふぶ	30	28	17
ウォー	28	44	25
犯人探し	27	28	18
kurarowa	27	7	17
獅子の如く戦国覇王戦記	26	21	21
3分間ミステリー無料	24	15	17
すいり	23	37	17
犯人探しゲーム	21	30	18
rise	17	6	17
くらろ	16	37	17

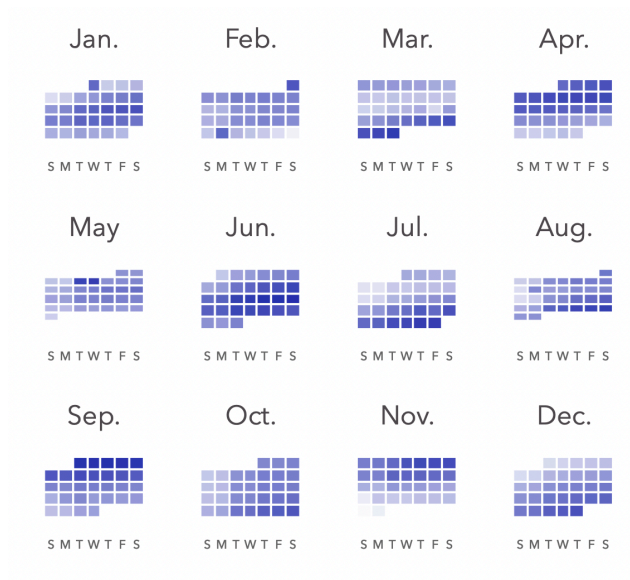
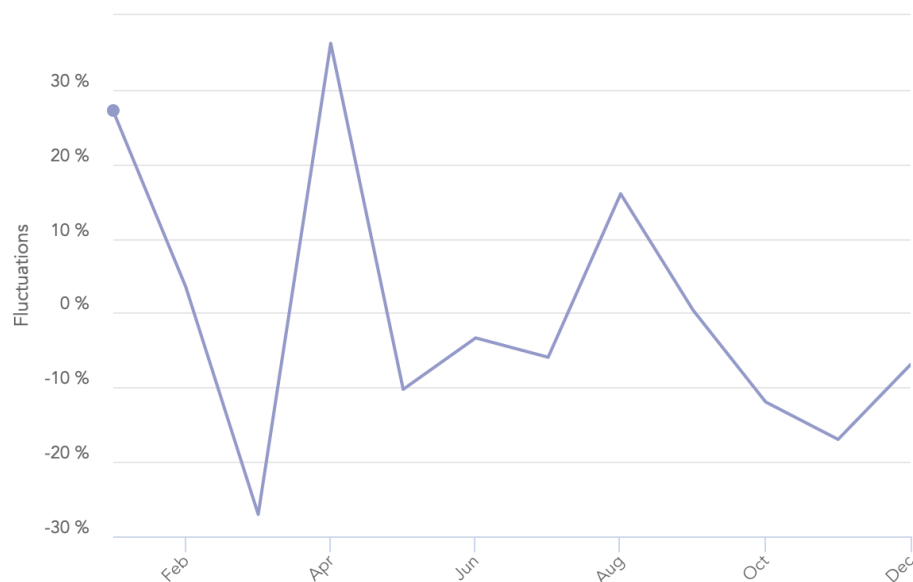
ライズ	16	15	17
手がかりゲーム	15	30	20
犯人を捕まえる	15	13	20
くららわ	15	34	17
春秋戦国	15	18	17
三国霸王	15	15	17
kurakura	14	0	24
問題解決ゲーム	14	40	19
げーむ無料推理	14	36	17
rize	14	6	17
なんとかミステリー	13	35	17
くらっしゅおぶクイーン	13	12	17
エイジオブ	13	15	17
犯人推理	12	18	20
王の帰還	12	41	19
おもしろい推理ゲーム	12	37	17
ミステリー無料	11	36	17
キングオブクラン	10	11	19
三国霸王戦記	8	15	17
クラッシュオブクイーンズ	7	34	19
オススメストラテジーゲーム	7	5	18
클래시	7	7	17
ポケ騎士	7	39	17
らいずおぶ	6	14	20



## Seasonality

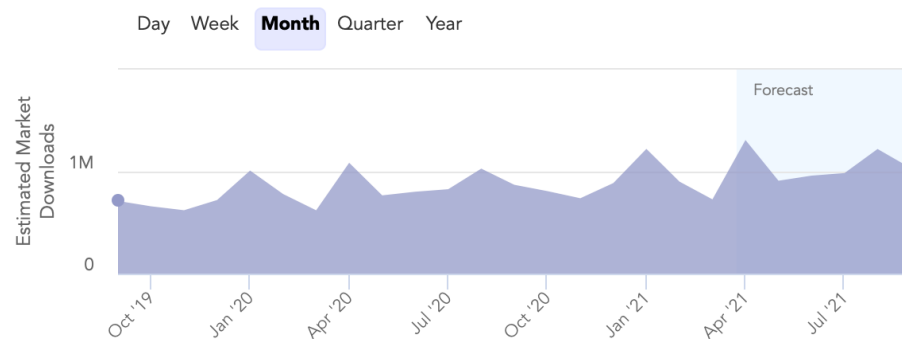
apptweak

Yearly trend



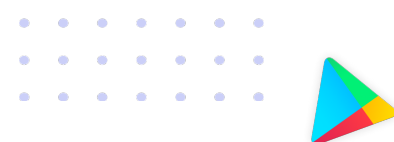
apptweak

Market Trend



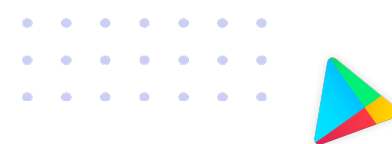
## Key Metrics

GROWTH PER YEAR ▲25.6%TOP MONTH April ▲36.1%WORST MONTH March ▼27.1%TOP DAY Saturday ▲3.2%WORST DAY Sunday ▼5.8%

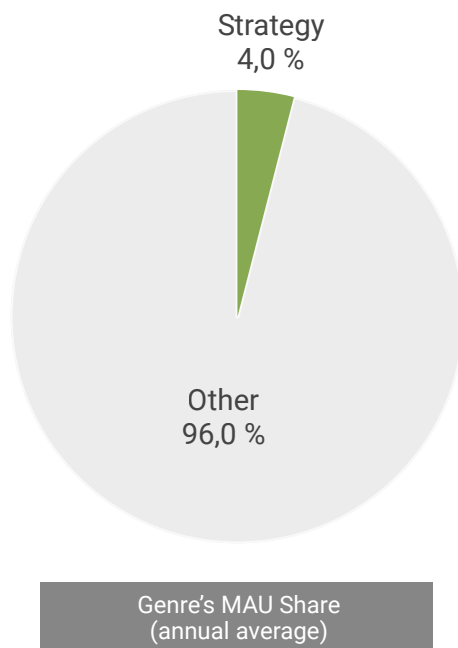


## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	MASK LLC.	754 279
2.	Yostar, Inc.	615 809
3.	YottaGame	486 097
4.	TG Inc.	456 727
5.	Supercell	392 640
6.	Camel Games Limited	368 228
7.	asobism	331 069
8.	Fastone Games HK	324 002
9.	LilithGames	310 432
10.	IGG.COM	296 604
11.	TTH MOBI	285 247
12.	111%	263 827
13.	6waves	238 218
14.	PONOS Corporation	226 622
15.	Long Tech Network Limited	195 737
16.	STUDIO ms32	191 482
17.	Century Games Limited	170 711
18.	Releasebase, Inc.	162 030
19.	JOYCITY Corp.	151 665

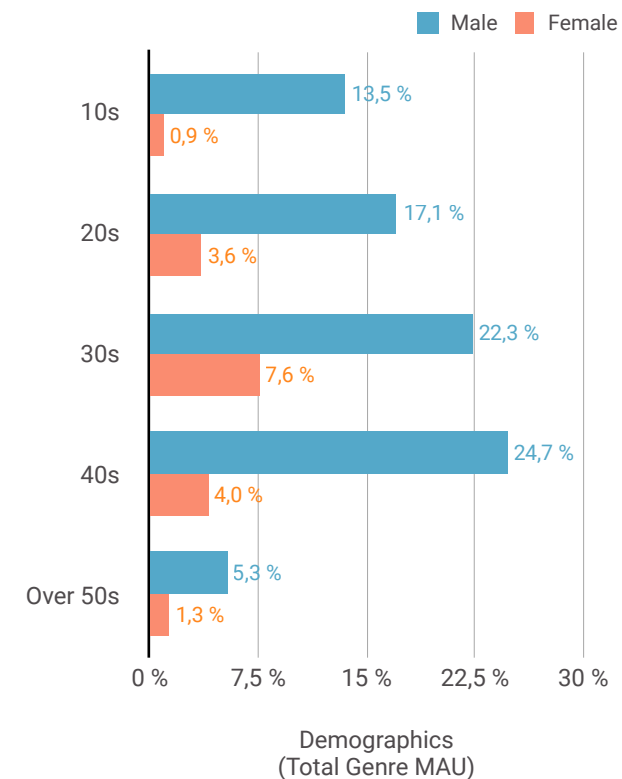


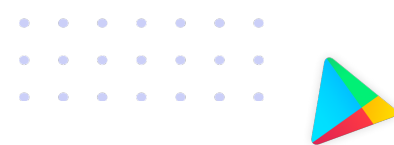
## Top Game Publishers



Rank		App	MAU Share
1		クラッシュ・ロワイヤル (Clash Royale)	12,64 %
2		クラッシュ・オブ・クラン (Clash of Clans)	7,16 %
3		雀魂-じゃんたま- (Mahjong Soul)	6,22 %
4		城とドラゴン (Castle and Dragon)	4,45 %
5		ロードモバイル: 戦争キングダム- ストラテジーバトルRPG (Lords Mobile)	3,20 %
6		ランダム・ダイス (Random Dice)	2,12 %
7		wallprime	2,10 %
8		マフィア・シティ-極道風雲 (Mafia City)	1,79 %
9		獅子の如く〜戦国覇王戦記〜 (Shishi no gotoku - sengoku haō senki)	1,44 %
10		ドールズフロントライン (Girls' Frontline)	1,36 %
Sum Total			42,48 %

Top 10 Apps by MAU (annual average)



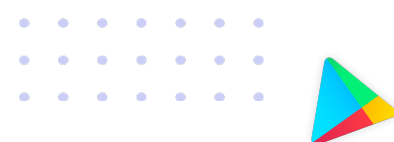


## Most Searched Keywords, 2020

Keyword	Search Volume	Competition	Score
クイズ	57	50	24
なぞとき	51	64	25
くいず	42	55	25
brain	38	49	27
くいずゲーむ無料	31	55	24
大人の心理テスト	30	33	25
ブレインテスト	29	66	29
東大王からの挑戦状	28	31	25
さいきょうののうとれ	27	54	26
ひっかけパズルゲーム	24	64	27
ナゾトレ	21	41	28
くいすゲーム無料	21	48	26
なぞとれ	20	19	29
ぶらいんてすと	16	62	24
びあアプリ	15	80	32
brai	15	61	29
心理脳くいず	15	31	29
b raintest	15	78	28
ぶらいんテスト	15	81	27
ぶれいんテスト	15	79	27
おえかきテスト無料	15	28	25
ユニッコ	15	38	24
ひっかけクイズゲーム	15	20	24
burain	14	80	29
ぶれいんテスト	14	79	27
無料心理ゲーム	14	22	27

無料ゲーム心理	14	56	26
prett	14	25	25
ひっかけ	14	52	24
unicdo	14	36	24
idion	14	36	24
ubico	14	48	24
unicd	14	36	24
uoico	14	36	24
uinico	14	36	24
unlco	14	36	24
unoco	14	36	24
脳ひっかけ	14	21	24
無料ゲームひっかけ	14	21	24
パズルひっかけ	14	21	24
ゲームひっかけ	14	21	24
面白い心理	13	47	30
脱出新作無料	13	23	29
いじわるクイズ	13	53	28
ひっかけゲーむ無料人気	13	21	24
unipo	13	37	24
もんだい	12	72	25
ゲーム人気無料	10	81	24
braintest	7	68	27
クイズ無料	7	38	26

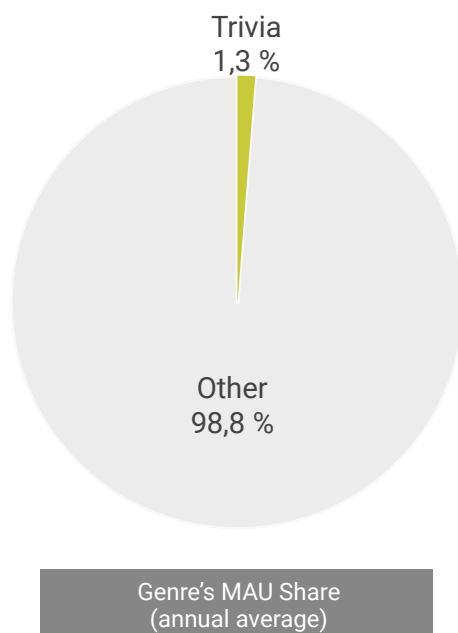




## Top Game Publishers

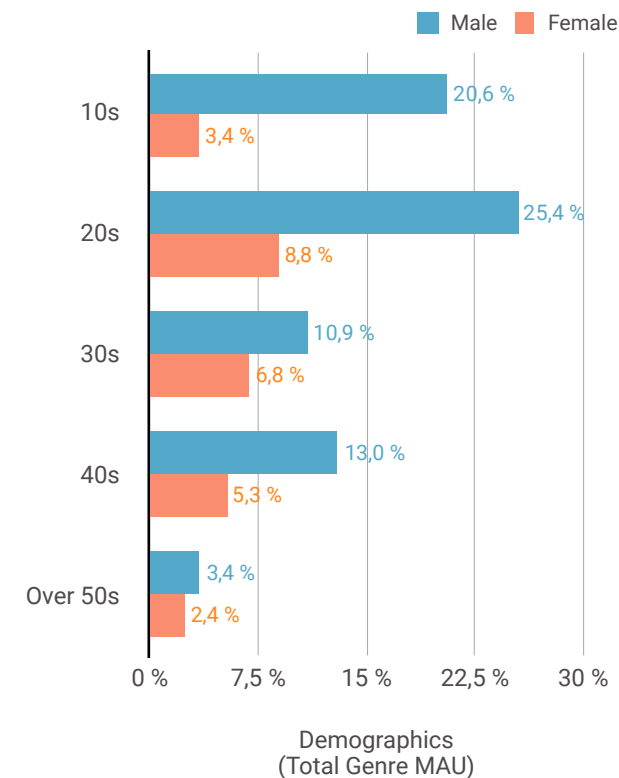
	Publisher	Total Yearly Downloads (Estimate)
1.	Unico Studio	1 776 746
2.	MASK LLC.	491 314
3.	tactsh	392 387
4.	EDM Lab: Quiz & Trivia	289 302
5.	BIG CAKE APPS	176 634
6.	mnoGoApps   Quiz & Trivia Games	132 784
7.	Andrey Solovyev	60 621
8.	liica Inc.	53 725
9.	applilight	43 779
10.	G2Y	43 692
11.	colakids	38 456
12.	出川七尾	35 674
13.	DMM.com	34 765
14.	Noah Johnson	32 111
15.	Narcade	31 964
16.	HakoyaWork	26 600
17.	株式会社baton	24 392
18.	8SEC Games	22 732
19.	mspo, Inc.	22 063

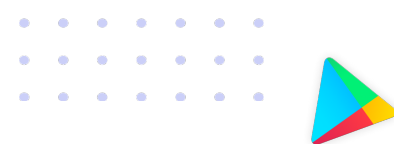
## Top Game Publishers



Rank		App	MAU Share
1		みんなで早押しクイズ (Quick push quiz with everyone)	56,78 %
2		Brain Test: ひっかけパズルゲーム (Brain Test: Tricky Puzzles)	11,53 %
3		Brain Test 2: ひっかけ物語 (Brain Test 2: Tricky Stories)	2,29 %
4		ご当地47-暇つぶし都道府県 無料クイズゲーム- (Local 47 - prefecture free quiz game)	2,20 %
5		一般常識ドリル-無料の暇つぶし知識クイズ- (Common sense drill- Free knowledge quiz-)	2,12 %
6		問題と解答。 無料クイズゲーム: クイズランド (Free Trivia Game: Questions & Answers. QuizzLand.)	2,08 %
7		セカイのコッキ-世界の国旗クイズ 無料ゲーム- (Sekai no Kokki)	1,88 %
8		雑学キング-暇つぶし無料クイズ 会話のネタになる無駄知識- (Trivia King)	1,77 %
9		コレって何だっけ? (Korette nan dakke)	1,64 %
10		国旗コレダ! -あそんで学べる無料の知育クイズゲーム- (National flag Koreda!)	1,46 %
Sum Total			83,76 %

Top 10 Apps by MAU (annual average)

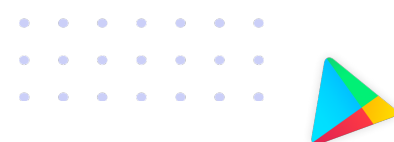




## Most Searched Keywords, 2020

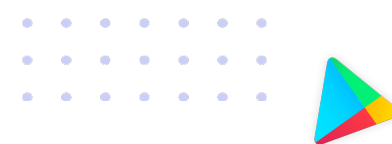
Keyword	Search Volume	Competition	Score
ワードウルフ	60	14	22
わーどうるふ	56	14	22
くろすわーど無料	47	22	22
単語消し	46	58	40
熟語消し	39	50	20
単語パズル	37	39	36
熟語消し無料	37	58	27
ワールドウルフ	37	14	23
わーどうるふオンライン	33	17	24
ワードウルフオンライン	31	15	24
単語消し面白い単語パズルゲーム	29	45	28
ワード人狼	26	26	24
漢字消します	26	37	21
けしますあぶり	26	39	20
たんごばずる	24	58	35
ワードうるふ	24	16	23
文字パズル	23	45	29
言葉パズル	23	39	28
うるふげーむ	22	21	21
フリック入力ゲーム	21	17	21
わーるどうるふ	20	32	24
たんご	18	23	30
新ワードウルフ	18	14	24
言葉ゲーム	17	33	25
無料もじパズルゲーム	17	48	21
単語クロス無料	16	48	33

単語リンク無料無料単語リンク	16	44	26
パズルことば	16	22	24
文字ゲーム	16	49	22
言葉遊び	16	28	22
水平思考クイズ	16	18	22
ワードパズル	15	22	22
漢字消しますアプリ	15	36	20
文字並べ	14	47	29
単語リンク	14	47	27
みーもじゲーム	14	39	26
子どもことばパズル	14	11	21
単語ゲーム	13	55	38
クロス単語パズル	13	38	31
たんごりんく	13	54	28
かなか	13	37	20
熟語クロス無料	12	34	24
パズルワード	12	26	23
単語クロス	11	50	31
単語パズル文字つなぎゲーム	10	51	30
文字クロス	7	44	37
ワードゲーム	7	41	23
無料クロスワード	7	18	20
文字消しゲーム	6	48	35
オンラインワードウルフ	6	17	22

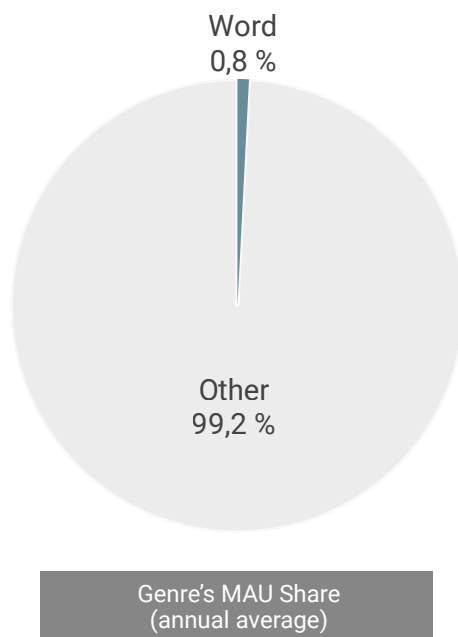


## Top Game Publishers

	Publisher	Total Yearly Downloads (Estimate)
1.	Kerun Games	861 171
2.	PuzCharm	640 081
3.	MASK LLC.	478 719
4.	WePlay Word Games	363 433
5.	ZenLife Games	303 475
6.	Qdan	199 671
7.	Wordfun Games	159 601
8.	mokosoft	155 709
9.	Fugo Games	117 920
10.	HENN Inc.	104 949
11.	Matchingham Games	67 318
12.	Fantasy Word Games	67 011
13.	ニャンバス	52 290
14.	Fanatee, Inc.	51 226
15.	意味怖制作委員会	50 320
16.	Lixobags	45 583
17.	toru sugitani	38 371
18.	癒しアプリ	32 765
19.	Releasebase, Inc.	27 674

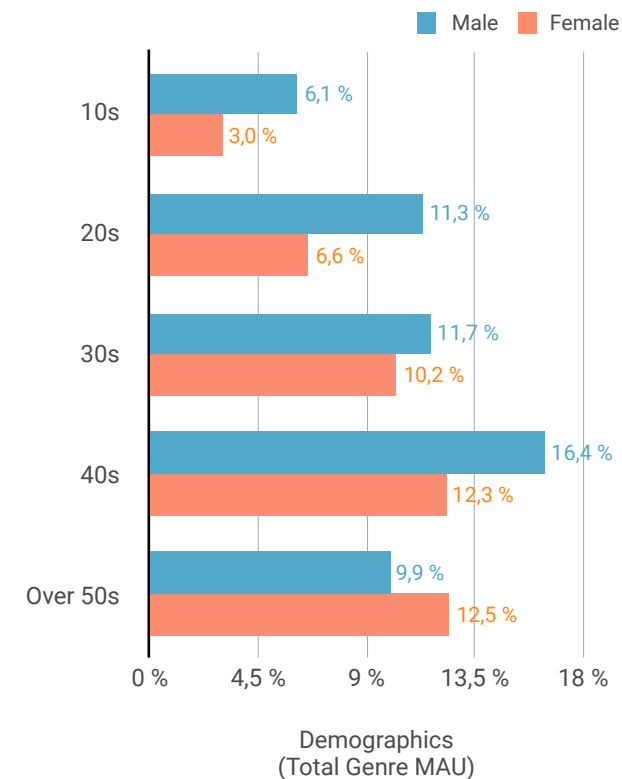


## Top Game Publishers



App	App	MAU Share
1	熟語消し-四字熟語の漢字ブロック消し無料単語パズルゲーム (Jukugo keshi - yojijukugo no kanji burooku keshi)	12,13 %
2	ワードウルフ決定版「新・人狼ゲーム」無料アプリ (Wardwolf definitive edition)	8,14 %
3	かなかなクリア-仮名と四字熟語消しのゲーム無料、漢字ケシマス脳トレーニングパズルゲーム (Kana ka na kuria)	6,54 %
4	名言まとめ 人生を変える2,000の格言ウィジェット付き (Meigen matome)	6,39 %
5	Words of Wonders: 単語のクロスワード型パズル (Words of Wonders: Crossword to Connect Vocabulary)	6,35 %
6	単語クロス (Word Cross)	5,98 %
7	単語パズル-文字をつなげて遊ぶ脳トレゲーム (Word Puzzle)	5,71 %
8	単語リンク (Word Link)	3,89 %
9	おバカな英会話-クレイジーすぎる無料の英語クイズゲーム- (O bakana English Conversations)	2,84 %
10	読めない!と読ずかしい! 漢字クイズ-無料の暇つぶし 診断ゲーム- (Yomenaito hazukashi kanji kuizu)	2,80 %
Sum Total		60,77 %

Top 10 Apps by MAU (annual average)



Japan is one of the largest markets for app developers; mobile revenue is expected to exceed \$16 billion by 2021.

AppTweak and App Ape have teamed up to provide an in-depth analysis of Japan's highly competitive Games category. With an analytic approach focusing on different domains, including in-store activities, consumer usage trends, competitive landscapes, and category performance, this white paper delivers valuable insights to help you succeed in Japan's competitive landscape across the App Store and Google Play Store.

This white paper includes everything you need to know to succeed in Japan, including data, tips, and recommendations on how to:

- Successfully enter Japan's mobile game market by understanding in-store activities, including monthly active users (MAU), average apps owned, and consumer demographics
- Understand different game landscapes across iOS and Google Play based on category volatility
- Build and develop an effective ASO strategy that considers the most searched keywords per category



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AppTweak and App Ape use their own models to estimate app usage and performance data. While we have taken reasonable care to ensure the accuracy of the information added to this white paper, AppTweak and App Ape disclaim any responsibility for the accuracy or correctness of the data.

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