

# 2024 Overview of the Mobile Games Market and User Behavior in Korea

This report provides a comprehensive analysis of mobile games market in Korea, based on the *Game industry in South Korea* conducted by Statista.

(Source: Statista)

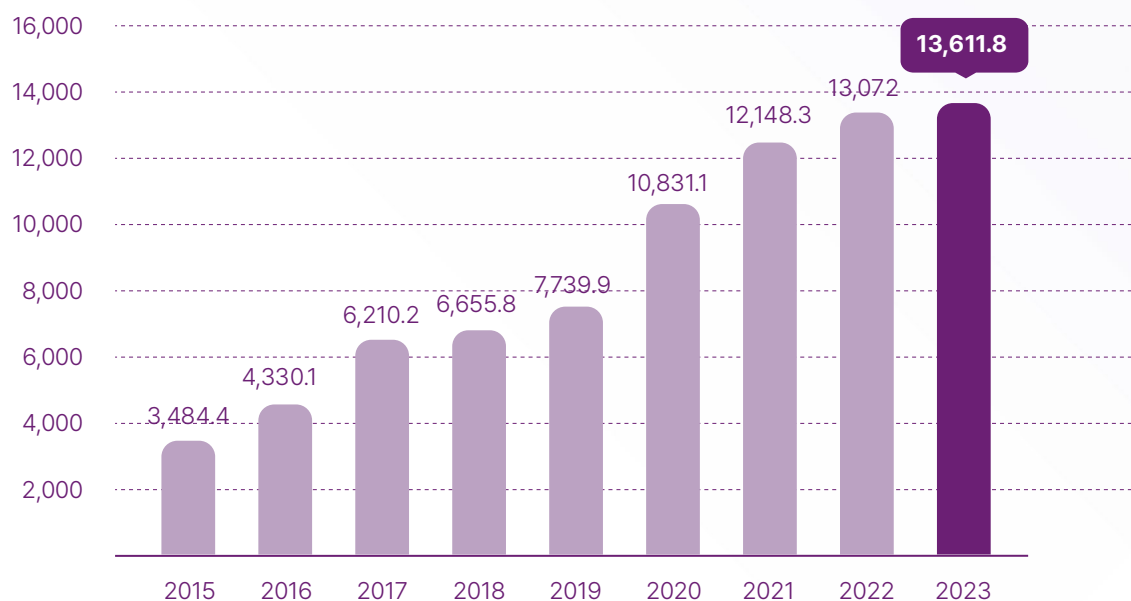
## Market Size and Growth of the Mobile Gaming Industry

### Sales revenue of the mobile gaming market in Korea (2015-2023)

- ▶ According to the survey, the sales revenue of the mobile gaming market in Korea reached approximately 13.61 trillion Korean won in 2023, marking a steady increase compared to previous years.
- ▶ Since 2015, when the revenue was about 3.48 trillion won, the market has shown consistent growth every year.
- ▶ The data was provided by Korea Creative Content Agency.

[Graph 1: Mobile game market sales in Korea, 2015-2023]

[Sales revenue in billion South Korean won]

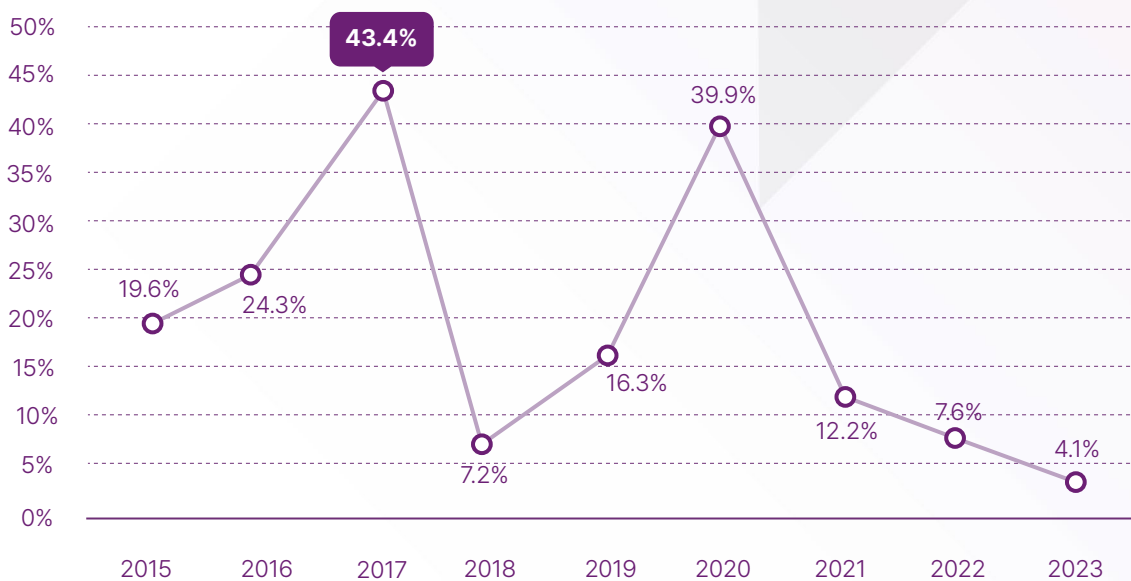


### Annual growth rate of the mobile gaming market in Korea (2015-2023)

- ▶ According to the survey, the mobile gaming market in Korea grew by 4.1% in 2023 compared to the previous year.
- ▶ While the growth rate has slowed since its peak of 43.4% in 2017 and 39.9% in 2020, the sector continues to maintain steady expansion.
- ▶ Despite the moderation in growth, mobile games remained the largest segment in Korea's overall gaming market in 2023.
- ▶ The data was provided by Korea Creative Content Agency.

[Graph 2: Mobile game market growth in Korea, 2015-2023]

[Year-on-year growth rate]



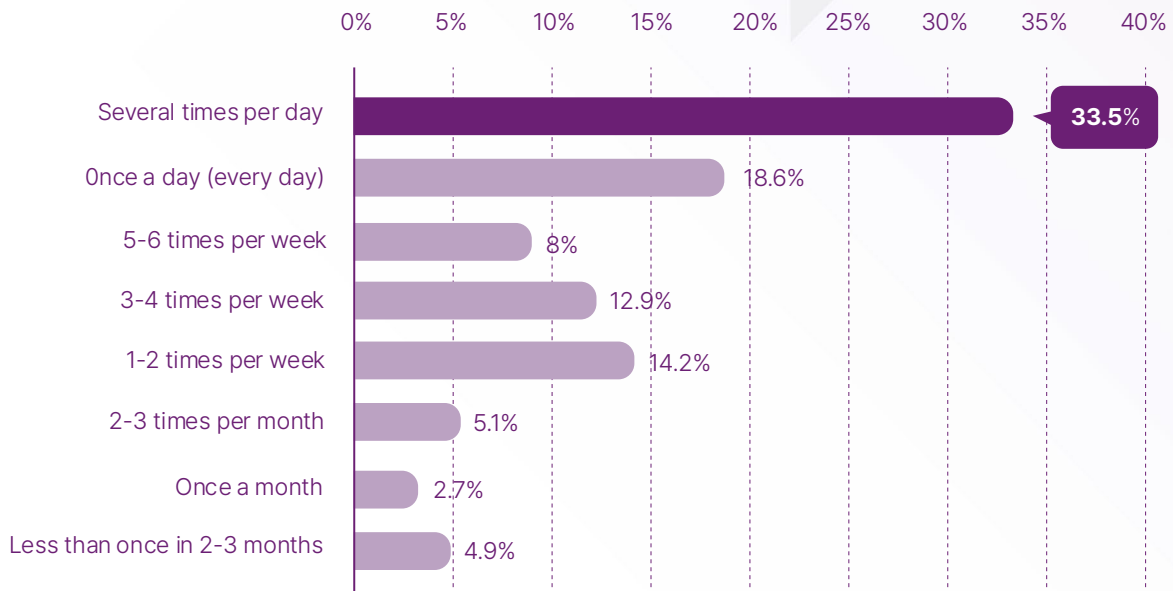
## User Demographics and Gaming Behavior

### Frequency of playing mobile games in Korea (2024)

- ▶ According to the survey, 33.5% of Korean mobile gamers in 2024 reported playing mobile games several times per day, while another 18.6% played once a day.
- ▶ Additionally, around 13% played 3–4 times per week, showing that frequent gaming is common among users.
- ▶ These results indicate that daily mobile gaming has become a routine activity for a large portion of Korean gamers.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 7,402 respondents aged 10 to 69 who were mobile gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 3: Frequency of mobile game usage in Korea, 2024]

[Share of respondents]

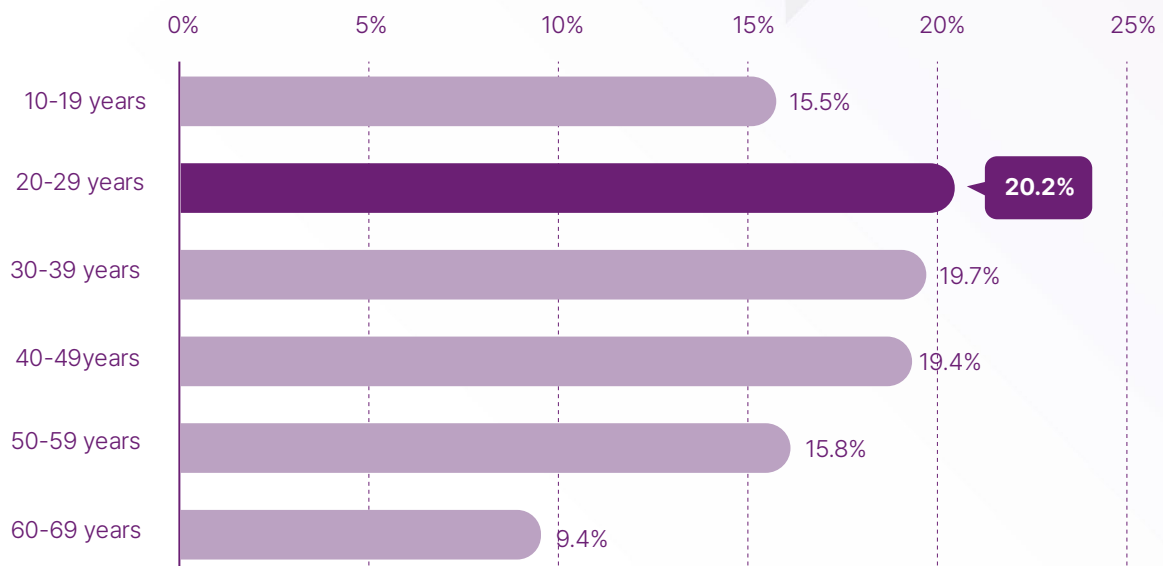


### Distribution of mobile gamers in Korea, by age group (2024)

- ▶ According to the survey, 20.2% of Korean mobile gamers in 2024 were in their 20s, making this group the largest age demographic among mobile gamers.
- ▶ They were followed closely by those in their 30s (19.7%) and 40s (19.4%), showing a relatively even age distribution across young and middle-aged users.
- ▶ This indicates that mobile gaming is widely enjoyed across multiple age groups, not limited to younger generations.
- ▶ The survey was conducted in Korea from June 25 to October 8, 2024, targeting 7,402 respondents aged 10 to 69 who were mobile gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 4: Mobile gamer distribution in Korea, by age group, 2024]

[Share of respondents]

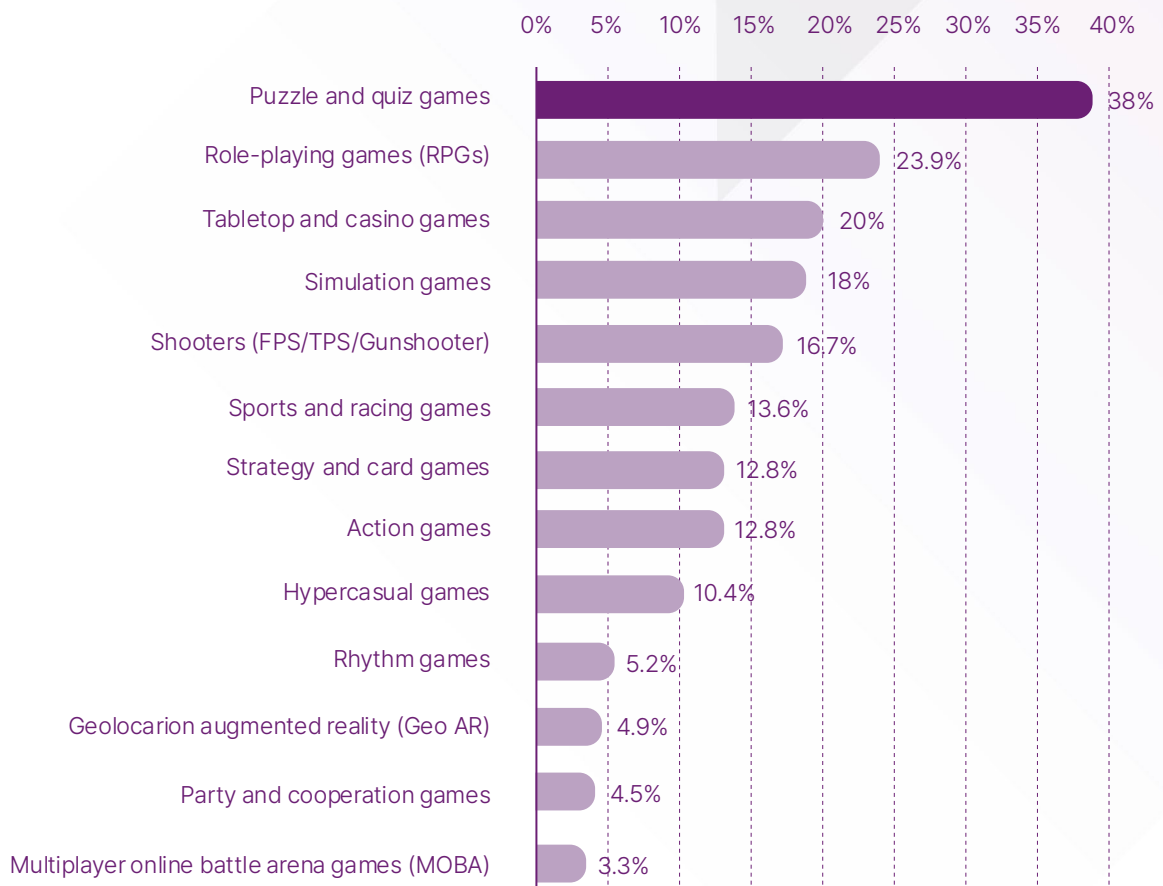


### Preferred genres of mobile games in Korea (2024)

- ▶ According to the survey, 38% of Korean mobile gamers in 2024 listed puzzle and quiz games among their top three favorite genres, making it the most preferred category.
- ▶ It was followed by role-playing games (23.9%) and tabletop or casino games (20%), showing a strong preference for casual and strategic gameplay.
- ▶ Meanwhile, simulation (18%) and shooter games (16.7%) also maintained significant popularity across players.
- ▶ The survey was conducted in South Korea from June 25 to October 8, 2024, targeting 7,402 respondents aged 10 to 69 who were mobile gamers.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; Ministry of the Interior and Safety (South Korea).

[Graph 5: Preferred mobile game genres in Korea, 2024]

[Share of respondents]



## Conclusion and Key Takeaways

### 01 | Solidification of Mobile-Centric Market Structure

- In 2023, mobile game sales reached approximately 13.6 trillion KRW, accounting for the largest share of the domestic gaming industry.
- This indicates that mobile platforms remain the core revenue source of Korea's gaming market.



### 02 | Stabilized Growth after a Period of Expansion

- The annual growth rate in 2023 stood at 4.1%, showing a moderate increase compared to the previous year.
- This suggests that the market has transitioned from a high-growth phase to a more mature and stable stage.



### 03 | Normalization of Daily Mobile Game Use

- About 33.5% of users reported playing mobile games several times per day, and 18.6% played once a day.
- These figures show that mobile gaming has become a common leisure activity in the everyday lives of Korean users.



### 04 | Balanced Age Distribution among Users

- While those in their 20s (20.2%) represent the largest user group, players in their 30s (19.7%) and 40s (19.4%) follow closely behind.
- This demonstrates that mobile gaming is now a cross-generational form of entertainment in South Korea.



### 05 | Dominance of Casual and Accessible Genres

- Puzzle and quiz games (38%) were the most preferred genres, followed by RPGs (23.9%).
- This reflects a user preference for games that emphasize accessibility and engagement over complex mechanics.



#### Original Source

Statista. (May 5, 2025). Game industry in South Korea.

[https://www.statista.com/topics/4626/game-industry-in-south-](https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview)

[korea/?srsltid=AfmBOoq5\\_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview](https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5_izkgftLoEyO66SVcJlo9nfxCCFqPEIYRf89FmbOfVTJvofG#topicOverview)