

APPFOLLOW

# Gaming App Reputation Benchmarks 2025

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"The gaming market moves at an incredible pace, with leading companies managing vast and growing portfolios of games, processing hundreds of thousands of player reviews as they continue to launch new titles. As the industry shifts toward live services, **understanding player sentiment becomes crucial for success.**"



**Anatoly Sharifulin**  
CEO & co-founder at AppFollow

**"AI technology now enables gaming companies to effectively process this massive volume of feedback, providing clear insights into player experience.** This is why we've developed these key performance indicators for app reputation management – to help gaming companies make data-driven decisions based on player feedback across their entire portfolio."

**APPFOLLOW**

## Industry average

**1.4B**

Total reviews across  
Google Play and  
App Store in 2024

**71h**

Average  
response time  
across stores

**4★+**

Average game  
app ratings  
on both stores

## AppFollow Top Performers benchmark

**45%**

Average  
response rate

**1.5★**

Average increase  
in star rating after  
developer response

**100%**

Featured reviews  
responded to



### Music

the worst-performing game app genre



### Adventure

the most popular genre on average



### What tomorrow brings

The higher the rating, the more business you get.  
AI & automation have risen in quality; employ new  
tech for a 100% response rate and higher ratings  
across all stores.

# Scope and methodology

## Data range

We studied 200 top gaming apps across Android and iOS using AppFollow and third-party data sources. We also looked at key metrics for the 3 best apps in each category to find typical performance numbers.

## Data set

Aggregated global data and AppFollow data covering Jan 1, 2024 to Dec 15, 2024.

## Stores

 App Store

 Google Play

## Regions

 Global



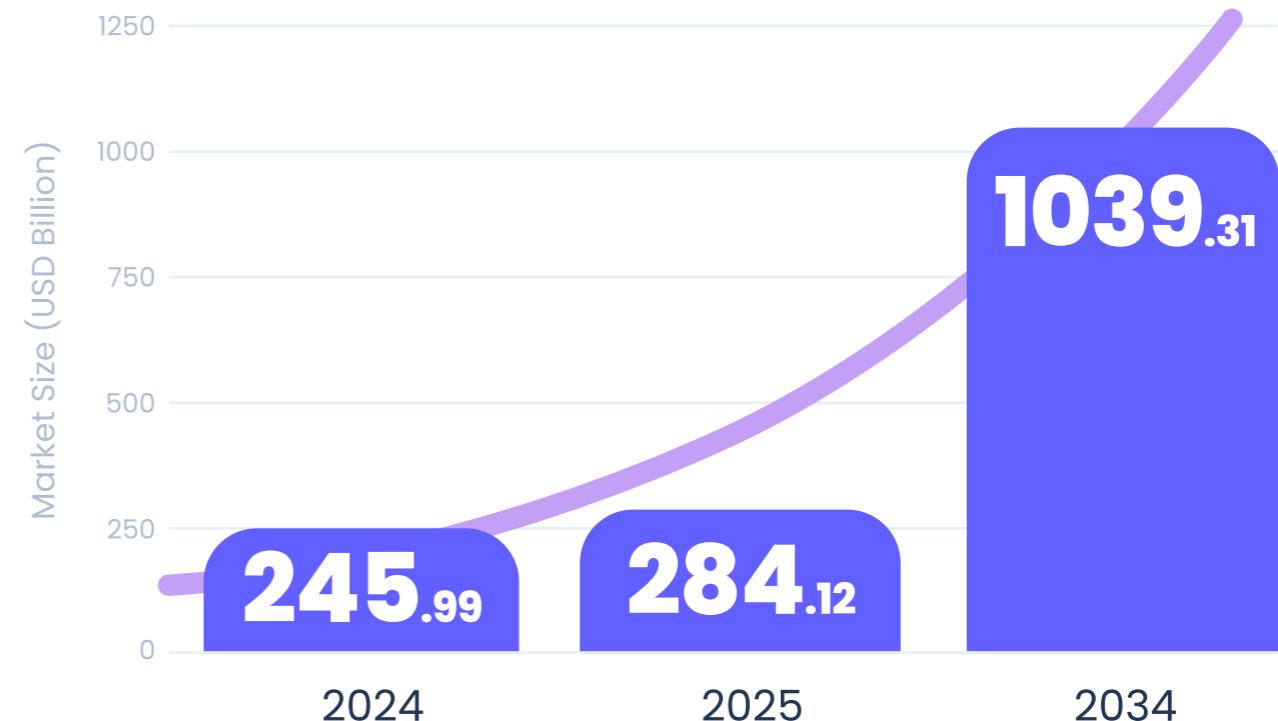
## INTRODUCTION:

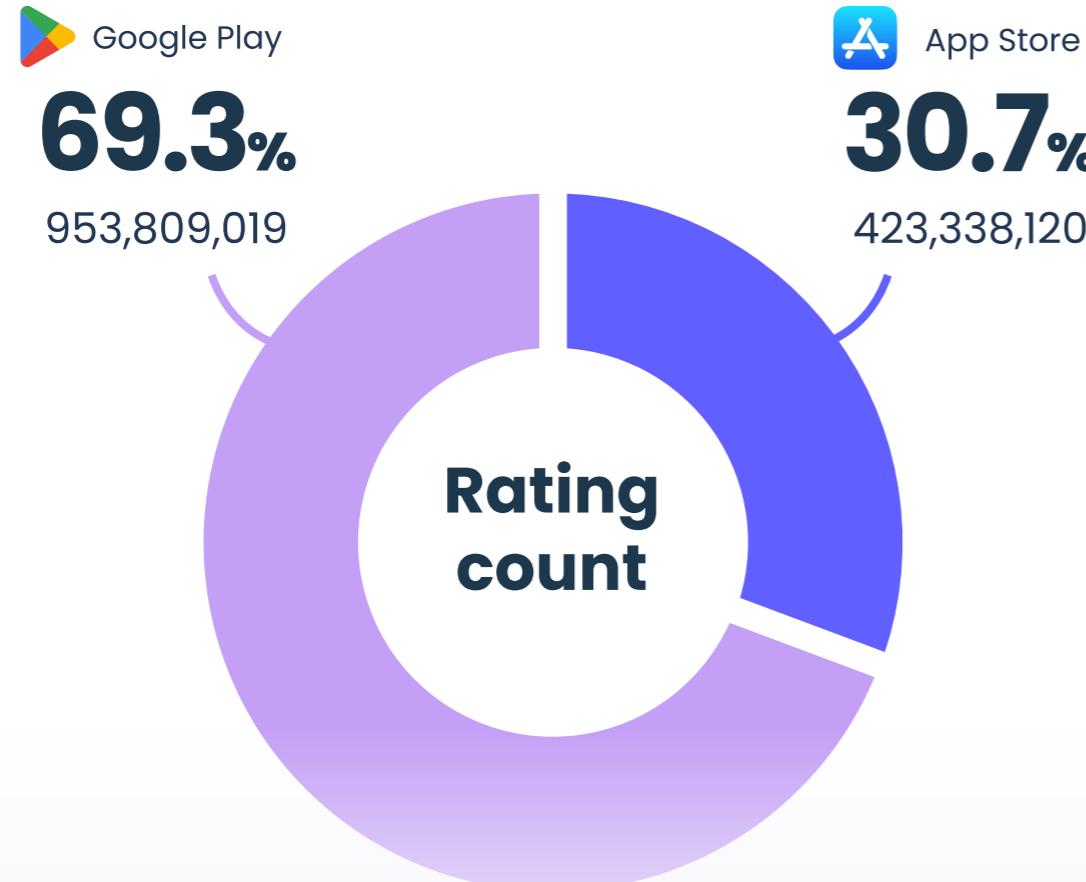
# The mobile gaming industry is indeed on fire right now

Just 15 years ago, who could imagine you could play PUBG, Call of Duty, and Alien: Isolation on your mobile device? Today, it's a reality. More than that, it's a market that shows no sign of slowing down.

In this report, you'll learn the key trends in mobile gaming, a forecast for 2025, and a rundown of strategies to maintain high app ratings and revenue.

## Mobile gaming market size projection





GLOBAL GAMING APP DATA:

## Rating volume

Mobile gamers are not shy when it comes to reviews. The volume speaks for itself: **almost a billion reviews were made for Google Play apps, and 400M+ were left on the App Store.**

Players have no problem exploring all sorts of topics either – the app itself, promotions, monetization, you name it.

GLOBAL GAMING APP DATA:

# Top 200 – Average rating

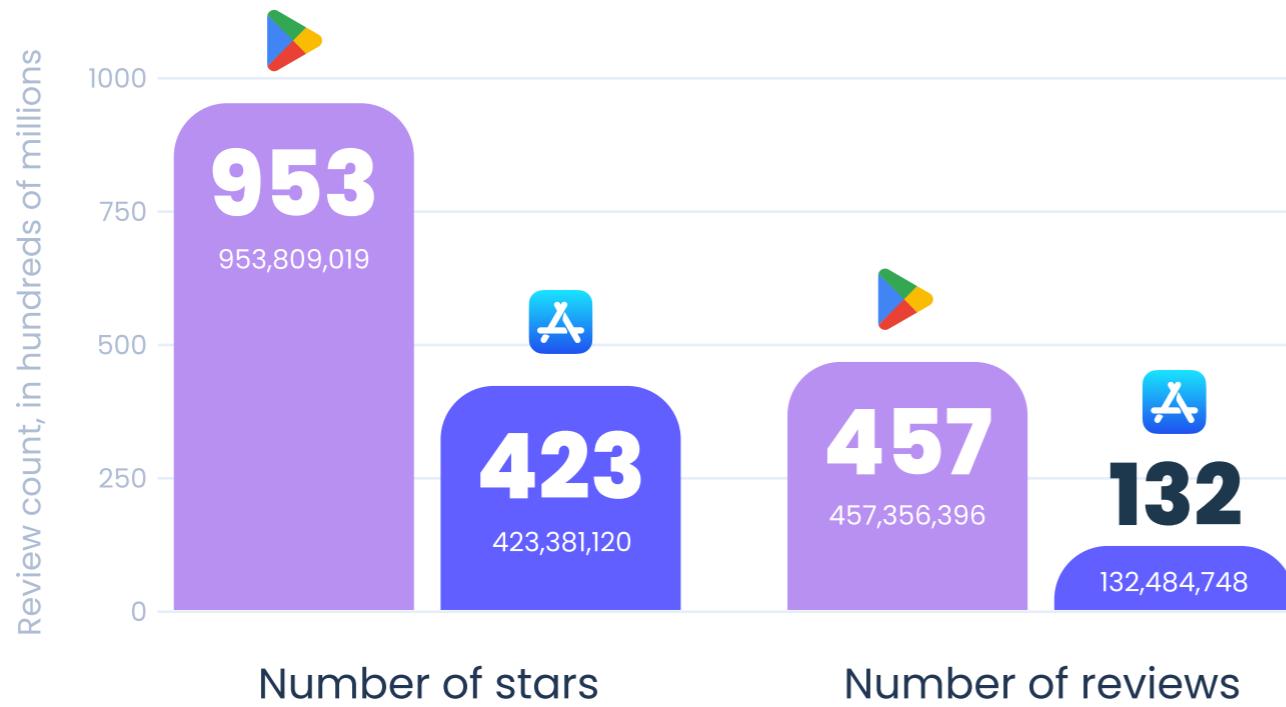
The difference between basic star ratings and more elaborate reviews is a lot more steep in the App Store. **With the star ratings averaging at 4.5 in the entire category, those who choose to say more leave harsher reviews.**

For Google Play, the difference is negligible; both star ratings and reviews are at about the same level, with the absolute minimum being at above 4 stars – an incredible result for the whole category.

## Average star rating vs. review rating



## Number of stars and Number of reviews



## GLOBAL GAMING APP DATA:

## Average rating

The rating difference you've observed in the previous graph gets all the more interesting for both stores. **While Google Play has vastly more ratings and reviews, the sentiment is almost the same** (on average – don't be fooled!)

The proportion between star ratings and reviews is nearly similar for the App Store, yet the sentiment is more divided. **One could argue that engaging with your audience is a lot simpler in Google Play than it is in the App Store** (no thanks to the almost week-long review process Apple has for developer responses).

GLOBAL GAMING APP DATA:

# Genre popularity

Now let's take a closer look at how the genre popularity is distributed. This chart shows how many apps made it to the top 200 app list throughout the year in the App Store.

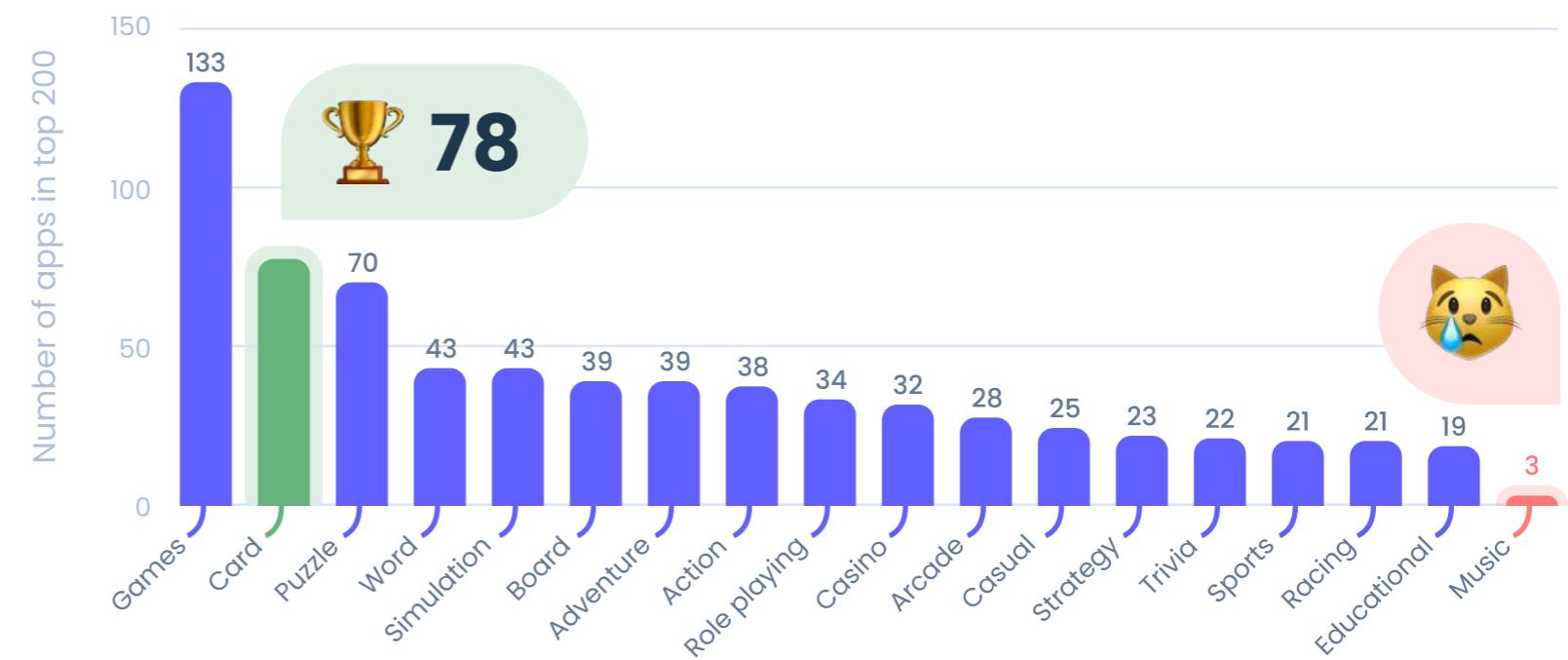
Naturally, the “Games” genre comprises all sorts of game apps that don’t (or partially) fall into other genres. The volume wins. **Apart from that, “Adventure” is a clear leader, with music, sadly, begging for more attention.**



Google Play paints a similar picture of genre popularity; the “Games” genre is the winner by volume. **“Card” and “Puzzle” are the leaders instead of the App Store’s “Adventure” genre.**

The “Music” genre is just as unpopular. Perhaps the next boom could be it?

## Genres by the sum of apps reaching top 200 in 2024 (Google Play)



## Average reply rate by star rating, by store

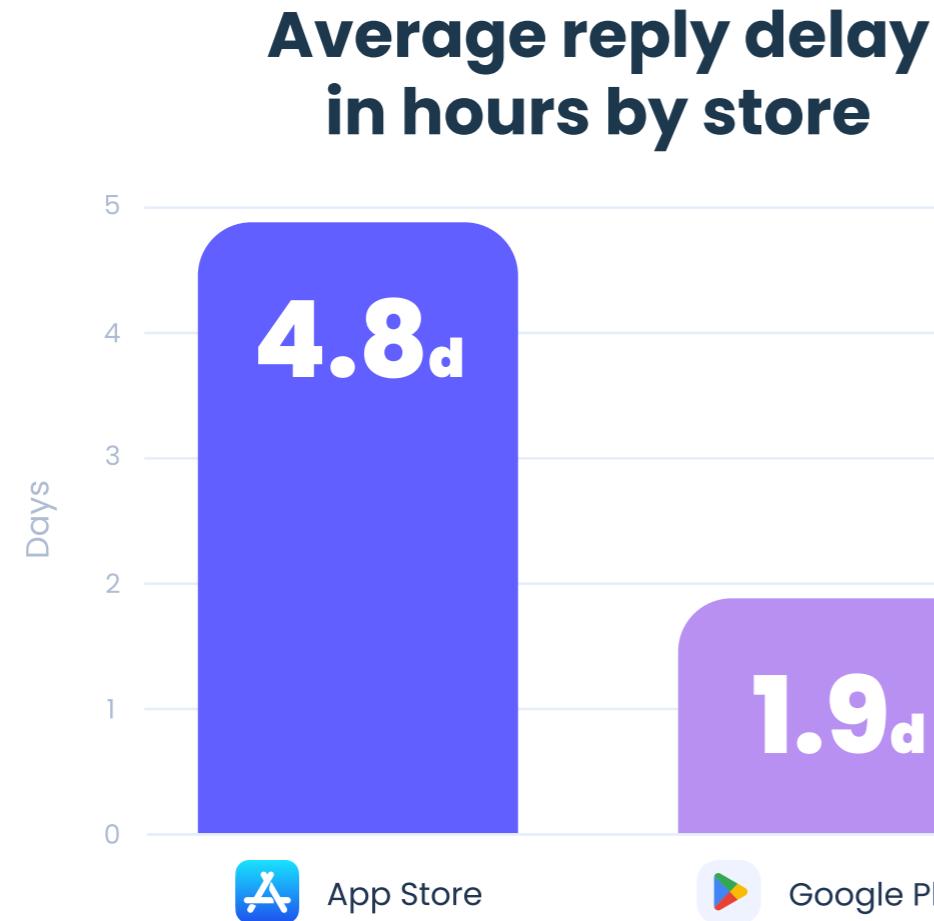


GLOBAL GAMING APP DATA:

## Reply rate by star rating

How often do devs respond to reviews? Not all that often overall, as we can see. **Google Play gets more attention from developers**, with 1-3 star ratings and reviews getting attention more than 4-5.

**The App Store is seeing a similar dynamic, albeit with a far lower rate.** This can only be attributed to a long dev response verification process — a necessary step, which, unfortunately, takes up to a week.



GLOBAL GAMING APP DATA:

## Reply rate by response delay

In the ideal world, replies are delivered within a couple of hours. That's how our top performers prefer to handle their users. The reality, however, is far less nice.

**Google Play game app users have about 2 days to wait until someone gets in touch with them in the review section.**

**Add three more days and you'll get an average for the App Store** — again, all due to the strenuous verification of the feedback Apple devs are allowed to dispense in the review section.

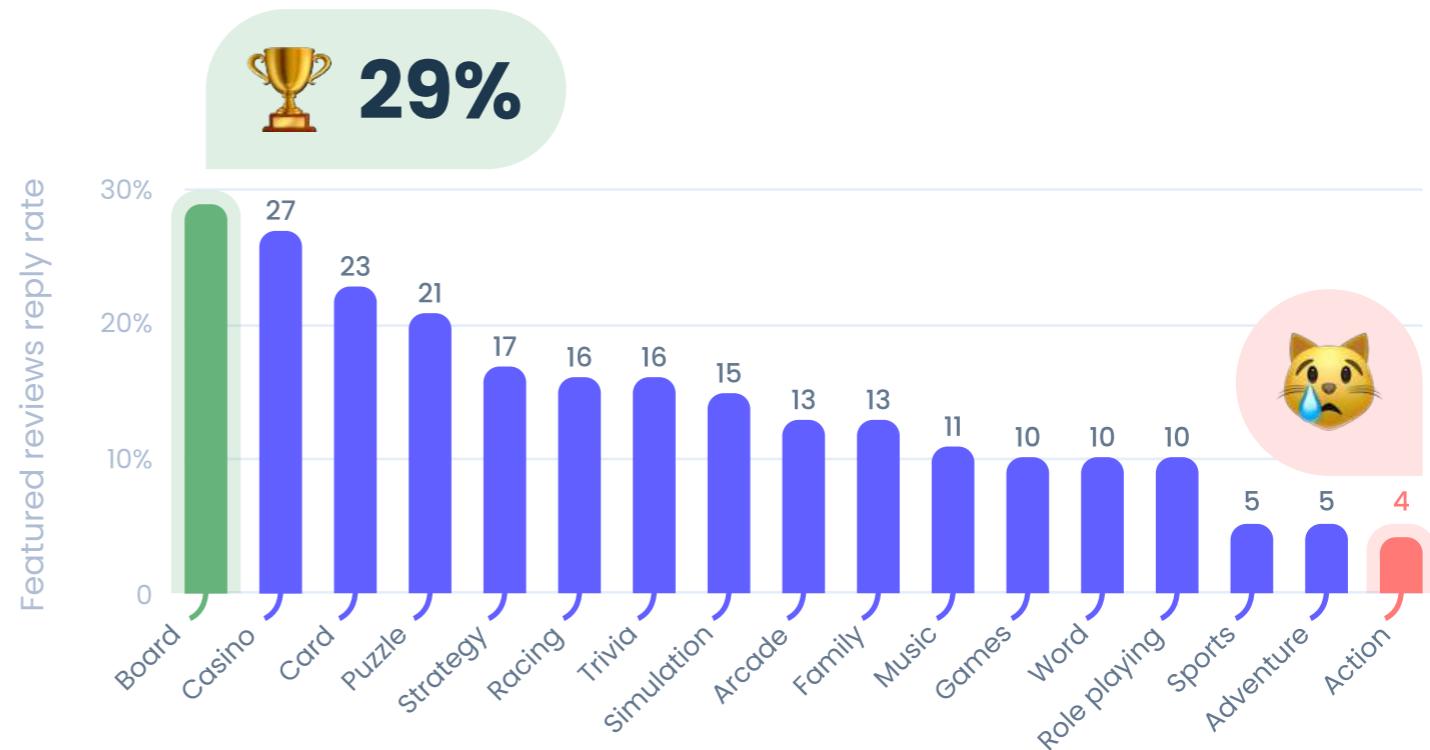
GLOBAL GAMING APP DATA:

# Reply rate by genre for featured reviews

On the App Store, **board game enthusiasts** love responding to featured reviews as much as they love playing the games themselves. The “Action” genre is not getting much attention from their developers.



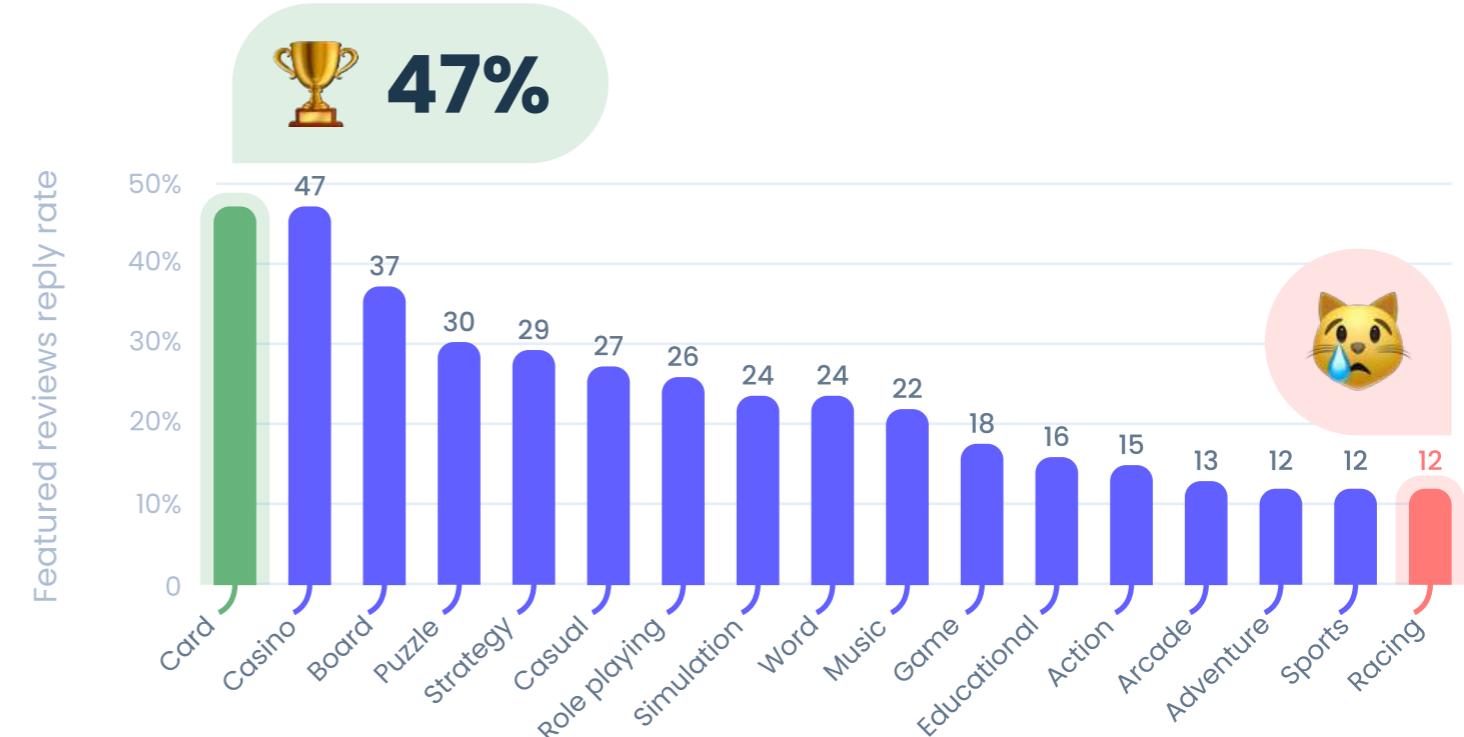
## Featured reviews reply rate by genre (App Store)



Google Play, on the other hand, has a completely different situation for featured reviews. **“Card” takes the lead, with an incredibly high average for popular apps – reaching close to 50%.**

The “Adventure” genre, much like in the App Store, is left to fend off on its own. A shame!

## Featured reviews reply rate by genre (Google Play)





GLOBAL GAMING APP DATA:

## Reply rate by featured reviews

What's more, it seems like Google Play game apps are a lot more keen to respond to featured reviews – the most important pieces to ever show in the review section.

**26% of featured reviews in the Gaming category get a response in Google Play – could be better, but not bad at all!**

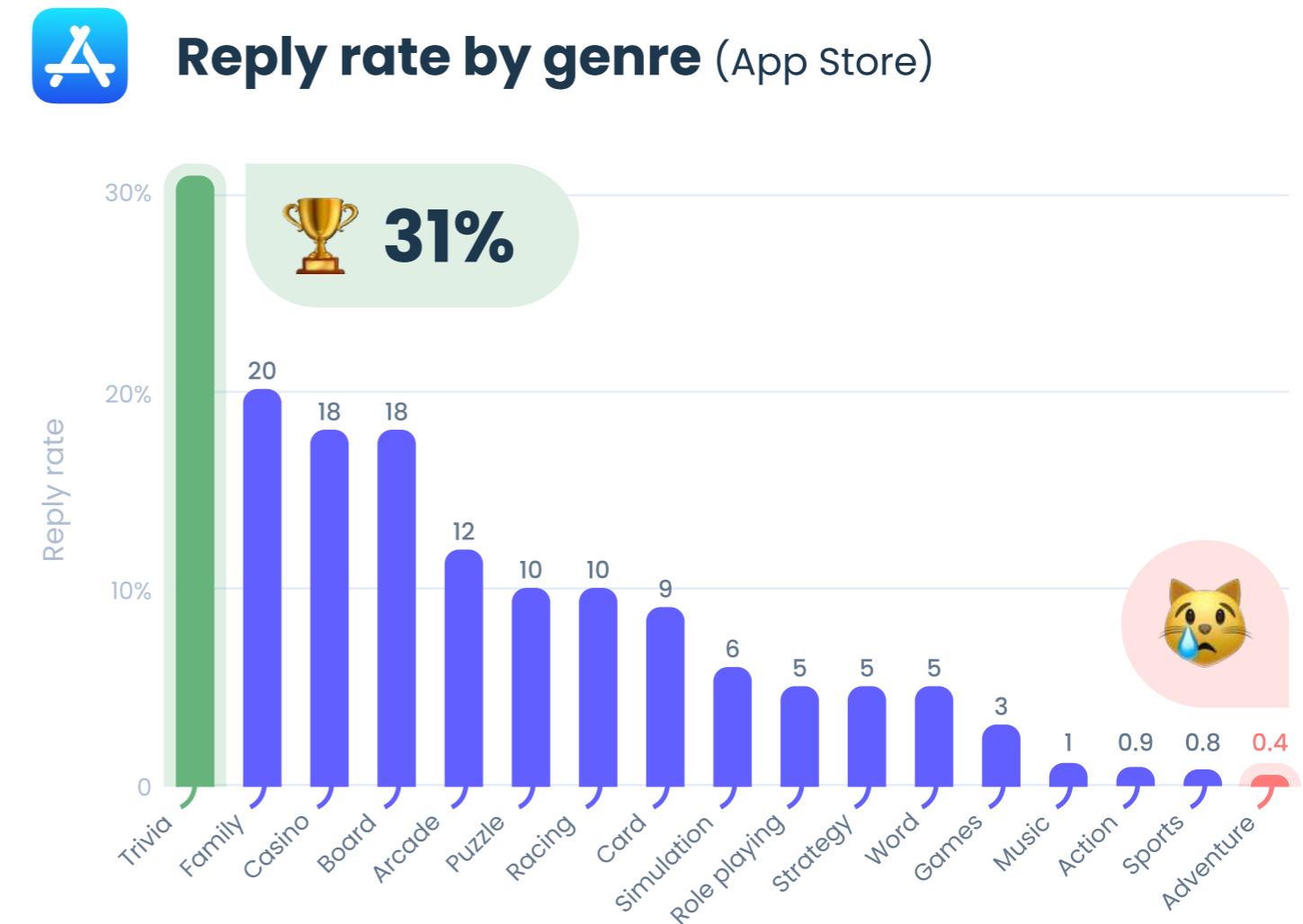
App Store could take a hint. Just 11% of the featured reviews see a dev response there.

GLOBAL GAMING APP DATA:

# Reply rate by genre (average)

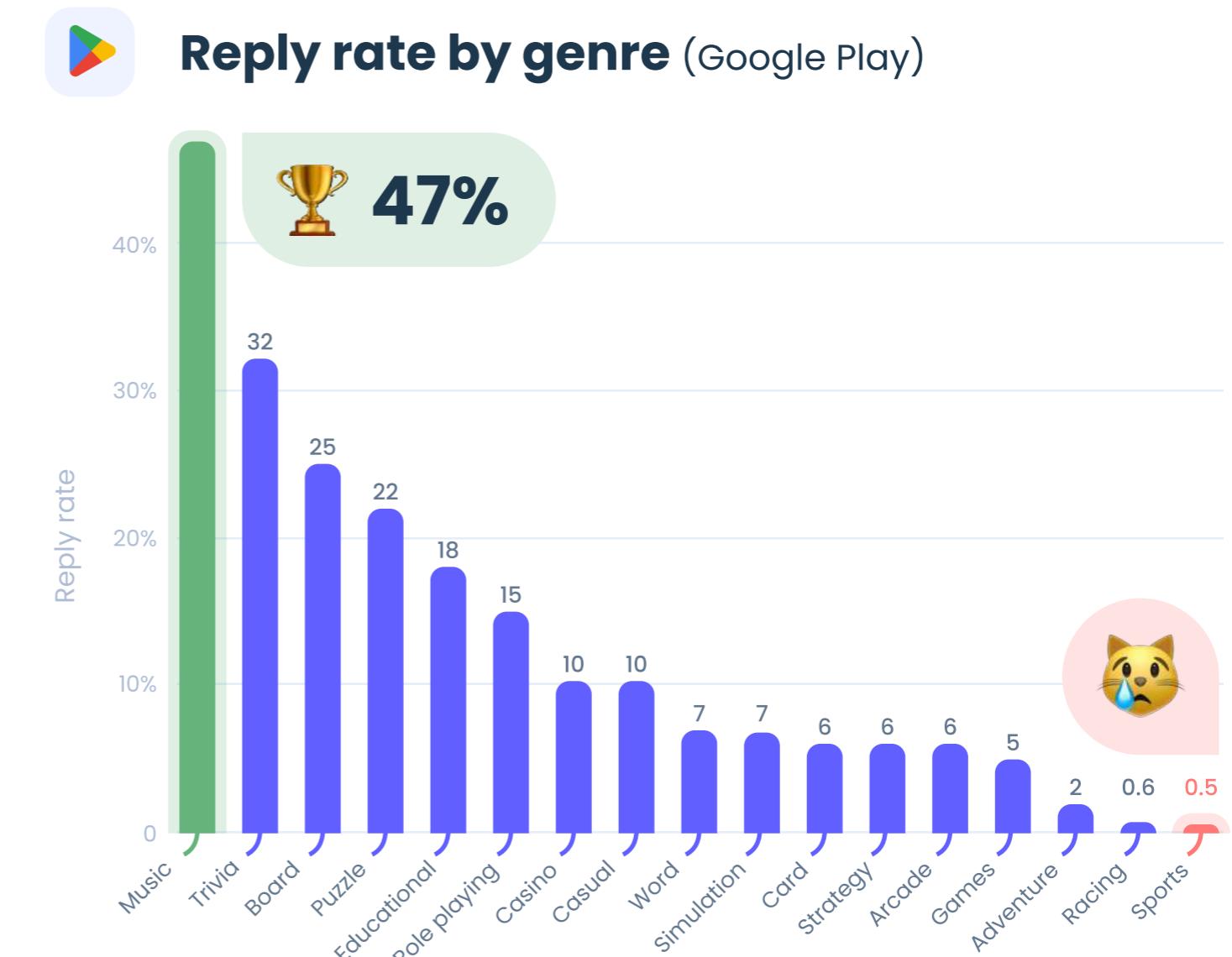
We don't want to paint App Store games in a bad light. After all, Apple is careful about any public-facing communications, and that includes developer-user relationships. Perhaps the low average we've witnessed before is simply a steep difference between genres.

And indeed it is! **Trivia app users get the most love on the App Store – 31% of their feedback is covered.** Adventure games and sports seem to be either doing completely fine on their own or completely abandoned by their developers.



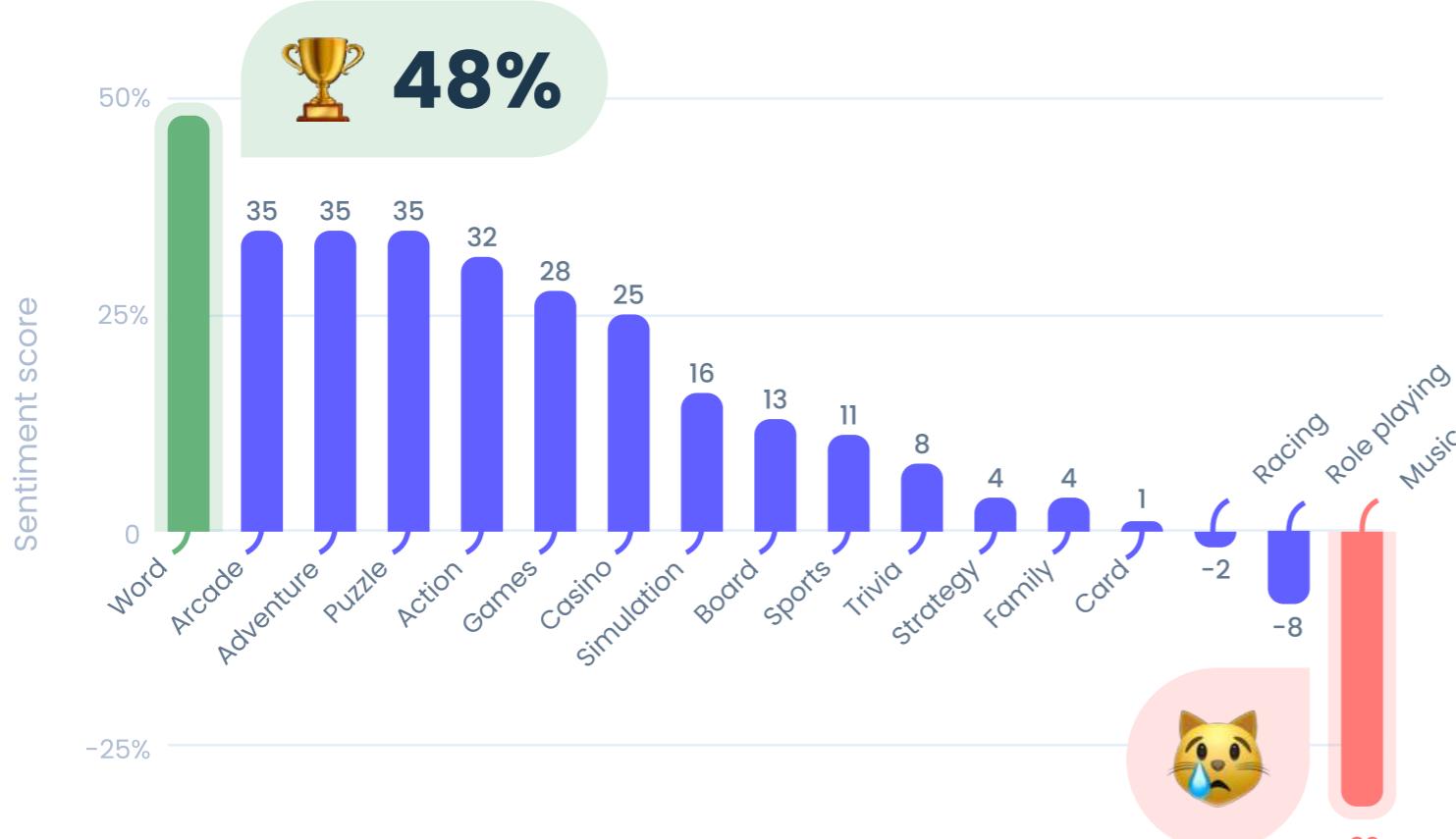
Interesting how both general “Games” genres are not getting as much love as they should, given the sheer volume of apps wearing this hat. Even though “Adventure” has made the most hits in the Top 200, the review sections seem to be left alone.

**The “Music” genre, despite being quite niche, gets a lot of attention from their devs – a stark contrast compared to Google Play.** Trivia shares popularity in both stores in this regard.





## Sentiment score by genre (App Store)



## Sentiment score

So how do users feel about particular genres? That's the biggest question.

**In the App Store, “Word” genre is a clear leader in how well it is received.** Not really surprising – word games like Hangman, Connect, and others are your standard brain teaser that you can do every day just to keep your brain going.

**The “Music” genre is taking a hit again – not much liked overall, as we have found out.** It is unsurprising – getting a guitar playing or a rhythm app is difficult, and the community tends to be quite picky.



## Sentiment score by genre (Google Play)



The picture is different in Google Play once again, although... not all that much. The “Music” genre is alive and kicking, with “Card” taking its place for negative sentiment. Nonetheless, the negativity is quite minimal.

**The “Word” genre is still a winner — the approval is high all around.**

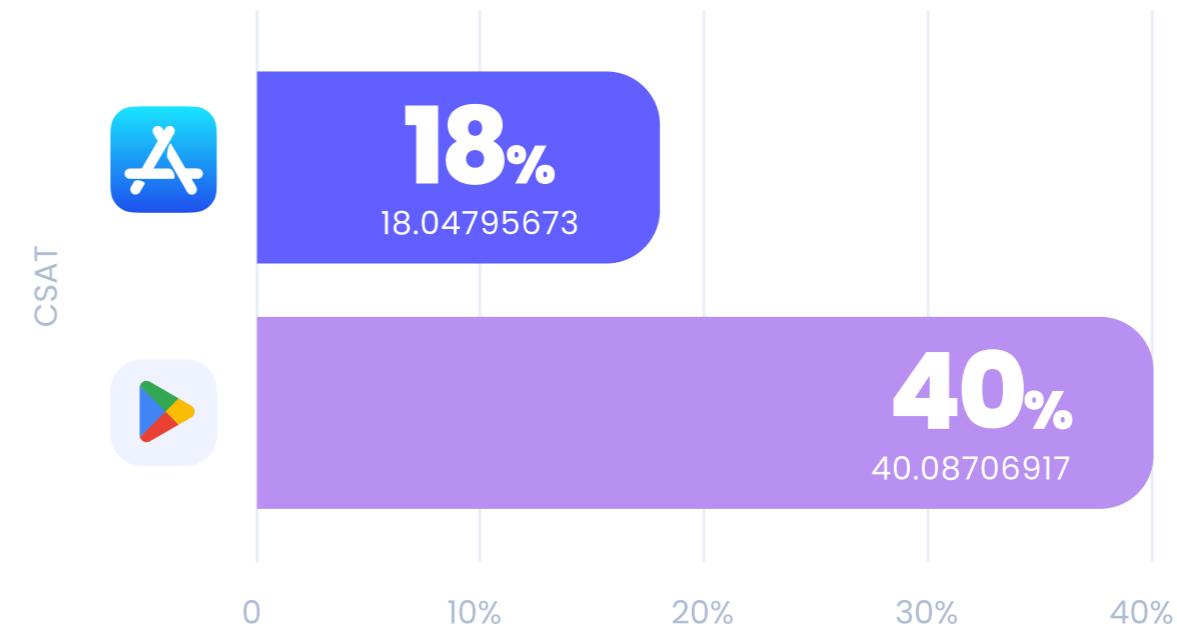
GLOBAL GAMING APP DATA:

# CSAT

Again we witness the difference between the stores which is likely linked to the lengthy reply process in the App Store. **Higher CSAT in Google Play, and only half of that on the App Store.** Here we're only talking about the general "Games" genre, which is enough to tell us how users feel. Lack of a quick response from developers may and will result in lower CSAT, even if it's the same title, just in a different store.

Worth noting – **CSAT may differ per channel;** reviews, support tickets, and any other channels all have their own CSAT. That way, you can see which channel performs better, or worse.

## CSAT score for the Games category by store



GLOBAL GAMING APP DATA:

# Commonly reported issues

## (Helpshift)

**Viral Patel**  
Head of Product Marketing, Helpshift

**Samantha Pang**  
VP of Customer Success, Helpshift

**Marek Niszkievicz**  
Customer Support Director,  
Keywords Studios

[Shared from Helpshift 2024  
Digital Benchmark Report](#)

“The gaming industry has witnessed a significant rise in account-related contacts, increasing from 13.9% of all contacts in 2023 to 27.5% in 2024. This surge has positioned account-related issues as the primary driver of customer interactions within the sector.

A key factor driving this trend is the increasing value of gaming accounts, particularly in mature games where players return after new content releases but face difficulties accessing their accounts due to forgotten logins or passwords. Additionally, the rise in account theft attempts underscores the growing need for robust automation and self-help solutions for secure account recovery.”

“While the percentage of contacts related to game stability and technical issues has decreased to 24.5% from 37.7% last year, this drop in percentage is largely due to the sharp increase in account-related inquiries. In fact, the absolute volume of technical issues has continued to rise year-on-year. Similarly, payment and rewards issues, which now account for 19.5% of contacts, down from 24.7%, have also seen an overall increase in volume, despite their reduced share of the total inquiries.”

<b>Account Related Issues (27.5%)</b>	Login Problems	4.90%
	Account Issues	9.20%
	Game Progress Recovery	8.30%
	Account Deletion	5.10%
<b>Technical Issues (24.5%)</b>	Technical Problems and Glitches	7.20%
	Game update	2.40%
	Game loading issues	2.80%
	Game crash/freeze	12.10%
<b>In-Game Transactions (19.5%)</b>	Purchase/Payment Issue	12.30%
	Missing Rewards	7.20%
<b>Gameplay Issues (18.4%)</b>	Gameplay Questions	4.90%
	Game Events Related Issues	4.92%
	Gameplay Feedback	8.60%
<b>Player conduct (7.6%)</b>	Report A Player	4.40%
	Account Ban	3.20%

APPFOLLOW TOP PERFORMERS:

# Average rating

AppFollow clients do enjoy higher metrics as opposed to the market average. Gaming apps already have it quite good, but the results are even better if reviews are managed well.

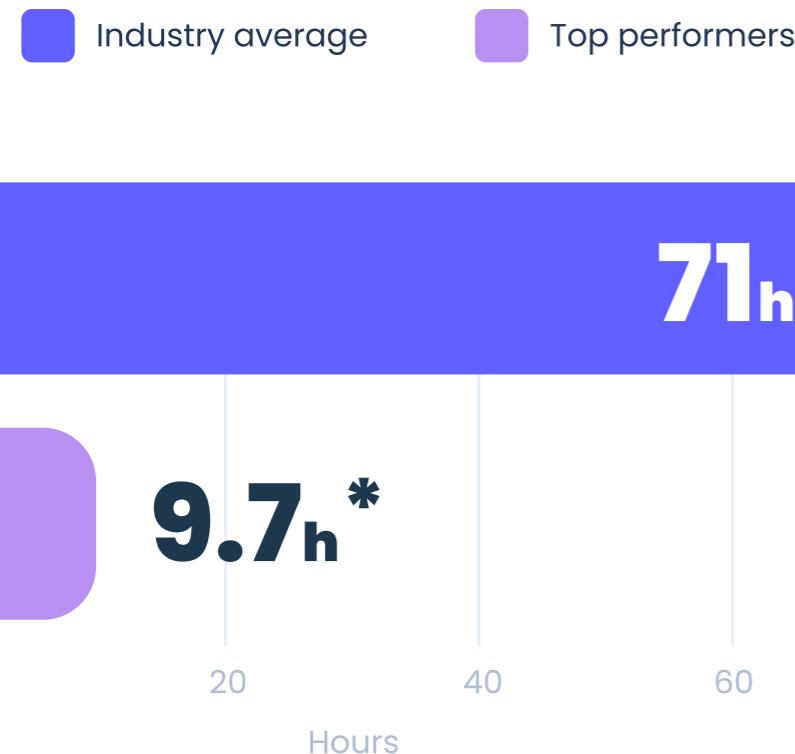
**Our top performers have around 9% higher ratings in the App Store (with slightly better review rating difference) 7% better star ratings and 14% better review ratings on Google Play.**

**Star rating:**  
market average vs. AppFollow Top Performers,  
by Star and Review ratings



## Average response time:

market average vs. top performers



\*excluding store moderation time

## Response time

If you have seen our previous App Reputation Benchmarks report, you'll spot a similarity here. **The industry average response rate is still at about 71 hours** — quite some days to wait for someone to address your query. That, of course, means that many apps don't respond to their users at all, or take days or weeks.

Response time can be separated into app store processing time and agent time. It's worth bearing in mind that **in Google Play, developer responses are visible in minutes**,

**whereas in the App Store, the moderation process may take from hours to days.** In AppFollow, you can see the difference.

Our top performers aim to respond within a few hours, and thanks to AppFollow AI & automation, the most basic and common problems can be covered instantly, or within the same day.

## APPFOLLOW TOP PERFORMERS:

# Reply rate

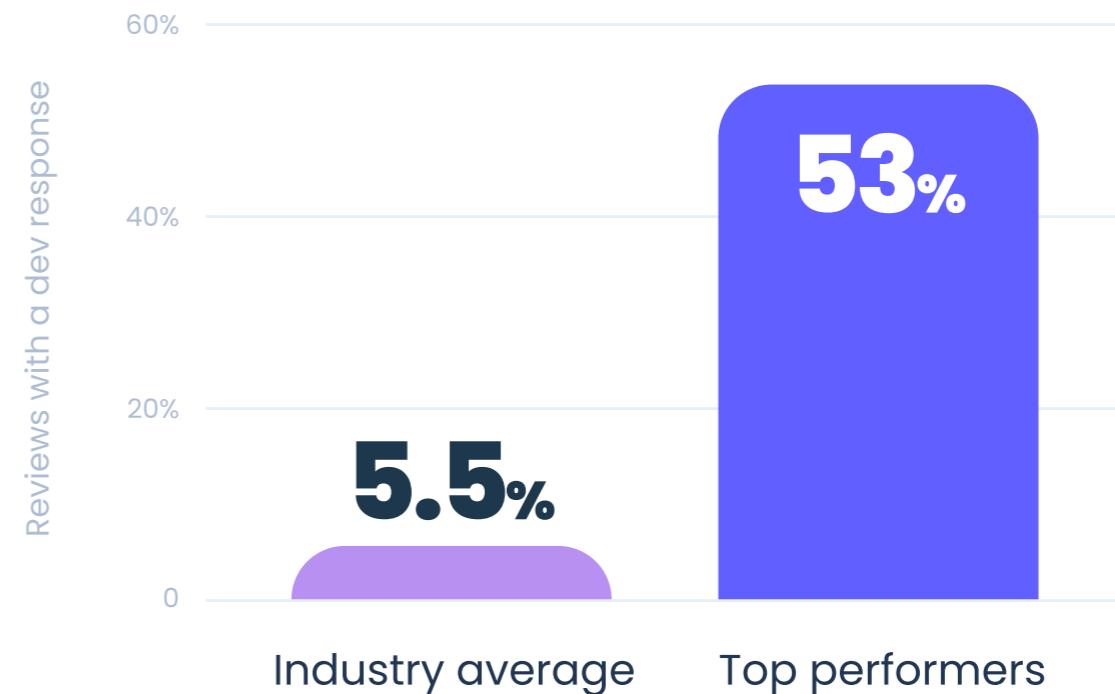
Another steep difference between the market average and our top performers is the reply rate. With automation in hand, it's a lot easier to tackle more than just critical negative reviews — **with coverage of 53%, as opposed to the 5.5% market average.**

As you have seen previously in this report, gaming apps have overwhelmingly positive sentiment (business apps could never), and thus, developers might feel like it's not necessary to cover anything above 2-star reviews.

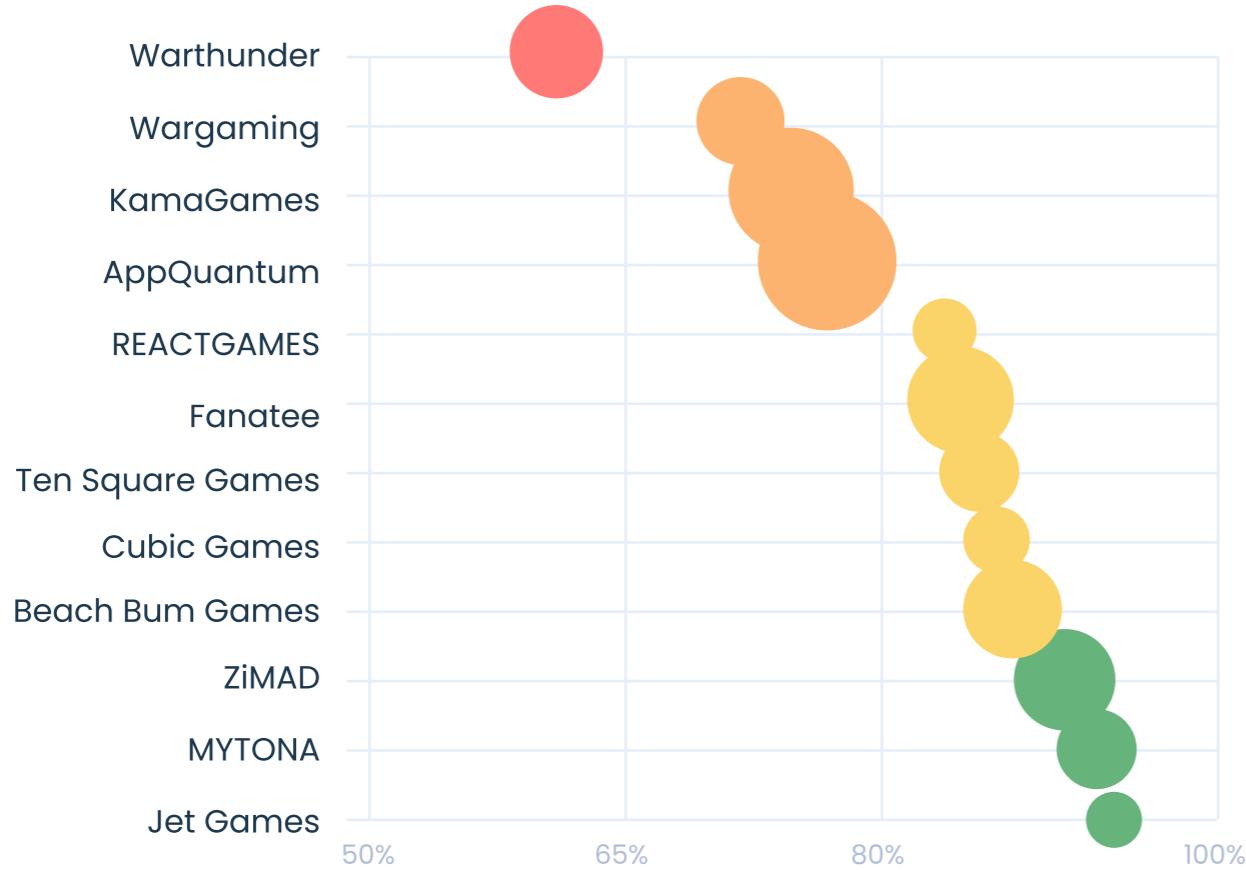
We beg to differ — and our clients' performance speaks for itself.

## Reply rate:

market average vs. AppFollow top performers



## Reply rate by portfolio size



## Reply rate by portfolio size (review volume)

When it comes to the biggest AppFollow clients, it's worth checking out the performance of the whole portfolio. In terms of Reply rate, our top performers...

- **Reply to 40-50% of reviews on average**
- **Cover 100% of featured and negative reviews**
- **See up to 30% of users update their reviews after a developer response**

APPFOLLOW TOP PERFORMERS:

# Reply effect

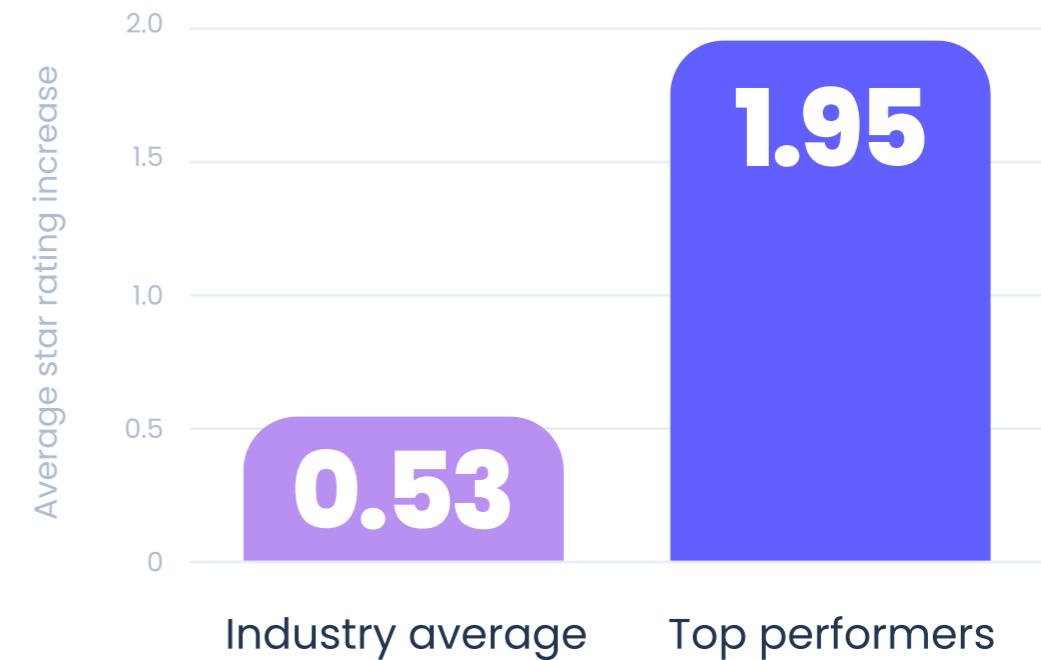
Speaking of performance – **the average review rating increase after replying to a review is at 1.5 stars for our top performers – 3x better than the market average.**

Reply effect in general is a tricky (but important) metric: if only 5-star reviews are measured for the Reply effect, it'll always be negative – there's nowhere to go but down.

If it is negative, we recommend studying the cause – was it agent error, external influence, or something in between.

Just as a reminder, in AppFollow, the reply effect metric measures a change to a review rating after a developer response was made within 90 days of the original review. Anything past that can be attributed to chance, new updates, and other variables.

**Reply effect:**  
market average vs. AppFollow top performers



**“As we head into 2025, I see AI taking on a more focused and deliberate role in gaming. Instead of trying to use AI for everything under the sun, we’ll see a shift toward hyper-specialized tools designed for specific tasks. This shift will bring both disruption and opportunity.”**



**Greg Posner**  
Founder of Player Driven

“On one hand, AI will streamline processes like content moderation, live operations, and personalized player experiences. On the other hand, it will highlight the irreplaceable value of the human touch. Players are craving deeper, more personal connections with the games they play and the communities they engage with. Studios that prioritize human-driven, authentic player interactions will have a serious edge.

For gaming creators, my advice is simple: **Don't over-automate. Lean into tools that enhance player experience, but never lose sight of the emotional connection players have with your game.** AI can enhance efficiency, but players will remember how the game made them feel. Authentic experiences will win hearts (and loyalty) every time.”



“We've seen remarkable progress in AI technology lately, transforming how we interact with our players. Looking ahead, I believe **AI Copilots and AI Agents will become even more sophisticated, helping us create personalized experiences and facilitate dynamic, real-time dialogues with players.**”



**Viral Patel**

Head of Marketing Player Engagement Solutions

“Rather than replacing human creativity, these AI tools will amplify our capacity to listen and respond at scale.

**The challenge will be striking the right balance between AI assistance and the human touch** that makes gaming experiences truly memorable.”



Keywords  
Studios  
Imagine More

“In the next couple of years, dealing with store reviews is going to be a big focus area for all apps out there. Competition is cutthroat, and Google Play is telling big clients directly to respond to every single store review, not just the negative ones. **That means using a lot of automation – templates, tags, AI, the works.** But the point isn't to just send out canned replies.”



**Anatoly Sharifulin**  
CEO & co-founder at AppFollow

“Every store review should get a real, useful response. Humans will still need to be in the loop for the tricky cases. But honestly, **automating 5-star store reviews is already a piece of cake.** Moving forward, it'll be about combining AI's speed with a human touch to really connect with users and get an edge over the competition.”

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## INSIGHTS FOR BUSINESSES:

# Gathering insights

Get the right tools for the job. Our top performers are actively using AppFollow to gain an advantage over the competition. Naturally, we will recommend doing the same or at least trying AppFollow out – and then letting the numbers do the talking. **The first stop is gathering data the right way. Here's how:**



## AI Summary

Just dropped a new feature and need real-time player sentiment? This feature processes hundreds of reviews instantly — get clear insights without the grind. Filter by:

- Positive feedback
- Critical feedback
- Specific feature tags
- Custom categories

Plus, set up instant alerts in your Slack channel when the meta shifts.



## Reporting

Track daily, weekly, or monthly performance with comprehensive stats on player ratings, new reviews, and period comparisons. Set up automated alerts across Slack, Telegram, or email to **monitor rating changes across multiple apps and catch trends early**.



## Beyond the App Store frontier

Your players are everywhere, not just in app stores. Monitor the full picture: social platforms like Discord and Reddit, support channels through HelpShift or Zendesk, and traditional app stores. **Let AI handle the heavy lifting of analysis and translation, while automation manages tagging and template responses.**

AI  
REALLY  
HELPS

## INSIGHTS FOR BUSINESSES:

# Acting on feedback

Most teams prioritize negative and featured reviews first. But what about those positive players showing love with 5 stars? They deserve appreciation. **Even neutral reviews need attention — they're opportunities to turn casual players into fans.** Here's your toolset for the job:



**Automation rule**

IF Review text contains Thank you|Thanks  
AND Review rating ≥4 star  
THEN Reply with template Positive review

## Automation

**Set up your response system with custom templates and let it automatically categorize feedback and respond based on your rules.** Want variety? AppFollow AI can randomly select from multiple templates and even translate them instantly. Configure triggers based on keywords, ratings, language, or featured status.



If Rating is 5 stars  
Then AI-reply

## AI Replies

Take it further with AI automation that handles reviews intelligently across the App Store and Google Play. Set your tone, add custom instructions, and let AI manage those positive reviews while your team focuses on critical feedback. Need to update thousands of players about a bug fix? **Schedule bulk responses that feel personal and unique with one click.**



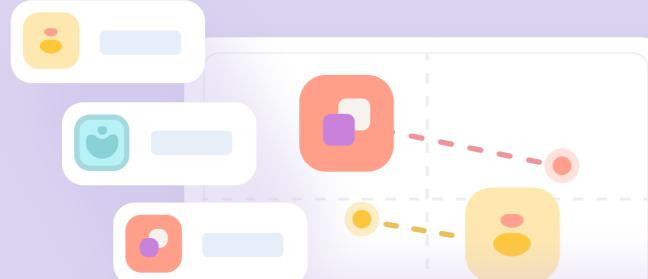
AGENTS	REPLIES SUBMITTED	REPLY SHARE
Total	1,840 +2%	100%
1 Robert Mitchel	930 +10%	42% +117%
2 Gigi Harrington	249 -8%	40% -28%
3 Automation	13 =	3% +17%

## Agent Performance

**Monitor your team's performance with detailed metrics.** See how each team member handles replies, track automation effectiveness, and measure how responses impact review ratings. Compare periods and understand what happens when reviews get responses versus when they don't.

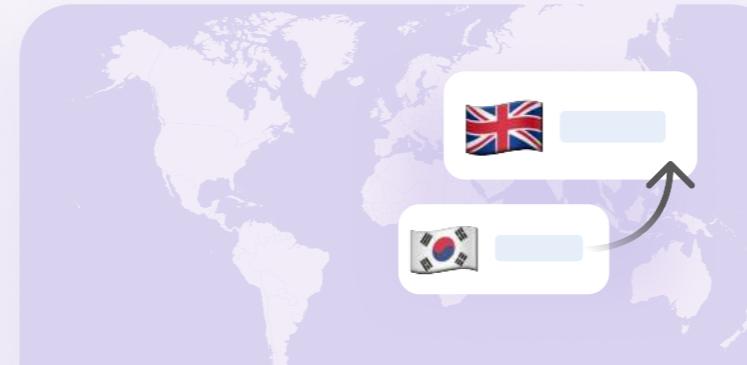
## INSIGHTS FOR BUSINESSES:

# Letting users find you where you are



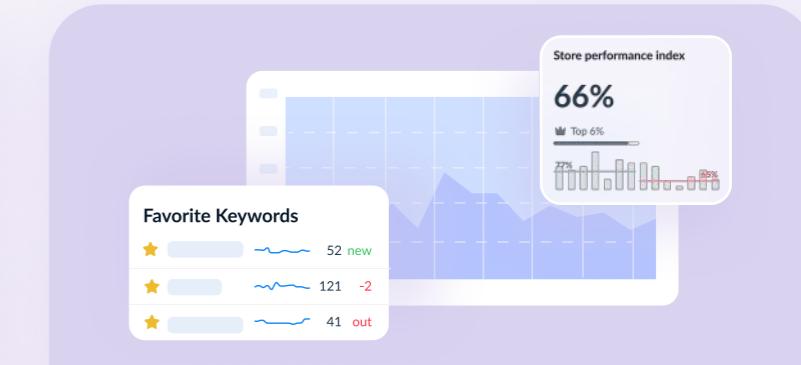
## Study your competition

Track your rivals with precision using AppFollow's arsenal. Identify high-value keywords with the Missing Keywords tool, then deploy the Keyword Spy to capture your competitors' most effective search terms. Compare your conversion performance against category benchmarks and adapt your strategy using the Visibility Score insights.



## Expand globally

The next big opportunity isn't just in traditional Western markets. Asia and Latin America are emerging as massive gaming territories. **Break through language barriers with Keyword Auto Translation, understanding exactly what local players are searching for in their native languages.**



## Master your distribution channels

Before investing heavily in paid user acquisition, analyze your organic performance. Use ASO Analytics to identify your most effective download sources and conversion paths. The Dashboard gives you instant performance metrics – double down on keywords driving real growth and quickly eliminating underperformers.

**“These key performance indicators – average rating, five-star review volume, sentiment score, reply rate, response time, and reply effect – serve as essential benchmarks for gaming companies to evaluate and enhance their player experience.”**



**Anatoly Sharifulin**  
CEO & co-founder at AppFollow

“For Player Experience, Community, Support, and Operations teams, these metrics provide actionable insights to strengthen player relationships and drive continuous improvement. **By monitoring and optimizing these indicators, gaming companies can better understand their players' needs and build more engaging, successful games.**”

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# Gaming App Reputation Benchmarks 2025



**AppFollow is your one-stop shop for all things mobile reputation and review management.**

It's designed to be user-friendly, allowing you to respond to app reviews, use AI to automate workflows, perform market analysis, and analyze what your users say with ease and confidence.

**AppFollow helps 100,000+ clients grow their businesses with:**

- AI-powered review management tools
- Workflow automation
- User feedback analytics
- App page analysis and optimization
- Dozens of valuable integrations like Tableau, Zendesk, Slack, Helpshift, Salesforce

**Try AppFollow today**

For inquiries, please reach us at [sales@appfollow.io](mailto:sales@appfollow.io)