

In Strategy games, player develops his base and battles other players using a large number of units.



KEY POINTS

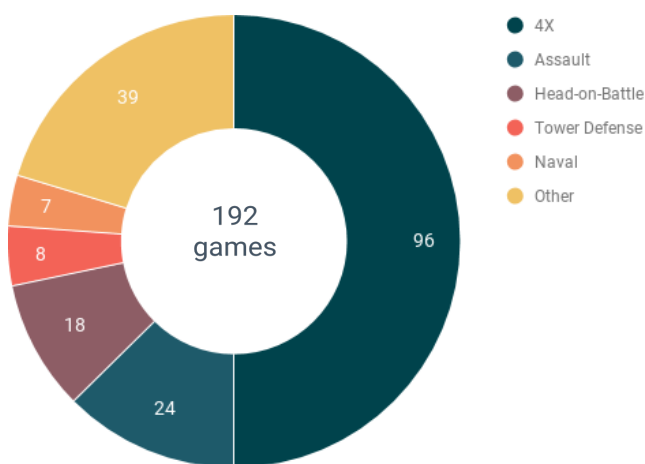
- Top 300 has not seen any new arrivals for a while. There have only been 2 new games within the last 4 months.
- Genre leaders, the games that used to create trends and occupied first places for a very long time, have dropped significantly.

GENRE POTENTIAL

The games that reinterpret the gameplay used by market leaders in the same settings and close visual styles have high chances to attract the leaders' audience and reach the top.

SUBGENRES

The number of games in specific subgenres among all games seen on the US Grossing TOP-500 list at Google Play and App Store over the year



Subgenre changes

Subgenres	Subgenre leader	Rising (games)	Falling (games)
4X	Final Fantasy XV: A New Empire	16%	21%
Assault	Clash of Clans	0%	42%
Head-on Battle	Clash Royale	0%	17%
Tower Defense	Plants vs. Zombies™ 2	0%	25%
Naval	Decisive Battle Pacific	0%	43%
Other	Forge of Empires	8%	15%

MARKET LEADERS, RISING

The games that rose over the year, their average position on the list in April 2018, and the yearly change

Game	Subgenre	Google Play	App Store
Final Fantasy XV: A New Empire	4X	5 +80 / 10mo	12 +5 / 11mo
Guns of Glory	4X	13 +89 / 8mo	17 +140 / 8mo
Lords Mobile	4X	12 +5 / 12mo	24 +4 / 12mo
Game of Thrones: Conquest™	4X	48 +99 / 7mo	24 +109 / 7mo
Army Men Strike	4X	43 +77 / 12mo	102 +156 / 10mo
Mafia City	4X	75 +135 / 11mo	124 +121 / 10mo
Battle Warship: Naval Empire	4X	76 +133 / 12mo	145 +134 / 9mo
Brutal Age: Horde Invasion	4X	129 +34 / 12mo	141 +57 / 12mo
Art of Conquest (AoC)	Other	170 +67 / 11mo	112 +64 / 11mo
Hustle Castle: Fantasy Kingdom	Other	116 +146 / 6mo	168 +151 / 6mo
Game of Kings:The Blood Throne	4X	179 +41 / 12mo	111 +55 / 12mo
Rise of the Kings	4X	139 +45 / 12mo	157 +22 / 12mo
Last Shelter: Survival NEW	4X	164 +209 / 3mo	397 +52 / 2mo

NONSTANDARD MECHANICS



Hustle Castle
My.com

A battle strategy with a system of building upgrades like that in Fallout Shelter: 2D rooms, each with its own purpose. In order for the room to fulfill its purpose it needs to have at least one worker in it. The purpose of the rooms copies the purpose of buildings in strategy games: barracks for warriors, a training room, a room that produces food, a room that produces coins, etc.

MARKET LEADERS, DROPPING

Average place in April 2018 and the yearly change

Game	Subgenre	Google Play	App Store
Clash of Clans	Assault	7 -6 / 12mo	10 -5 / 12mo
Clash Royale	Head-on-Battle	21 -10 / 12mo	13 -9 / 12mo
Clash of Kings	4X	31 -13 / 12mo	74 -31 / 12mo
Mobile Strike	4X	89 -80 / 12mo	105 -92 / 12mo
Game of War - Fire Age	4X	111 -100 / 12mo	111 -99 / 12mo

ASSAULT IS LOSING POSITIONS



The majority of games with gameplay similar to Clash of Clans are sliding down the ranks. The 4x genre strategies have much better long-term monetization.