

# How Mobile Gaming has Taken the UK by Storm

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### In brief

Mobile gaming has overtaken consoles as the UK's most popular gaming platform, with 34% of gamers primarily using their phones and the market expected to reach \$2.87 billion in revenue this year.

Years ago, it was consoles and PCs dominating the industry - but not anymore. Mobile games have well and truly taken over. Whether you're on the move, relaxing on the sofa or just waiting for an appointment, they're always within arm's reach. It's no surprise that the UK (and the rest of the world) has embraced it, with the sector showing rapid growth and offering something for every type of player.

## The Booming UK Mobile Gaming Market

Over the last decade or so, mobiles have trumped consoles as the most used devices for gaming in the UK - with 34% of gamers mainly using their phone. Games that were once limited to consoles and PCs are now accessible to anyone with a mobile device, making gaming more inclusive.

Revenue in the mobile games market is expected to hit \$2.87 billion this year, growing at around 10% per year. Whether it's puzzle or strategy games, or casino-style apps, there's a growing variety of genres to cater to every taste.

## Why People are Playing on Mobile

One of the main reasons people are flocking to mobile gaming is its accessibility. You don't need expensive consoles or complex setups - your smartphone is all you need to jump into your favourite games. You can play while travelling, on lunch breaks or even while lounging at home. This flexibility allows you to enjoy a gaming experience wherever and whenever.

Another big draw is the vast variety available, both free-to-play and paid. Options like Deal or No Deal free games allow players to enjoy all the excitement of the TV game show from wherever they are. The ease of downloading and playing mobile games also makes them ideal for casual gamers looking for a quick session.

The social aspect also adds to the experience. Many titles offer multiplayer modes, where you can compete against friends or join global leaderboards. These features create a community where players can share tips, achievements and challenges, boosting interactivity.

## Technology Developments

The industry would be nothing without the devices, of course. Smartphones today are far more powerful than ever before, with better graphics, faster processing speeds and more advanced features that make gaming on-the-go feel as almost as immersive as playing on a console.

Game developers and platforms are receiving significant investment, allowing them to push the boundaries of development and design. From improved graphics to more complex game mechanics, these investments keep pushing the mobile gaming landscape to new heights.

## Core Business Models and SStrategies

The business model behind these games often revolves around in-app purchases, ad-based revenue and premium upgrades. Free-to-play titles are particularly popular, offering players the chance to download and enjoy the game for free while encouraging microtransactions to unlock special features or cosmetic enhancements. Small, optional purchases seem to be far more effective than big ones.

Developers now have a variety of monetisation options - such as free games with ads or subscription-based services. These bring in a steady flow of revenue while still keeping games accessible to a broad audience.

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