

2025 AFRICA GAMES INDUSTRY REPORT



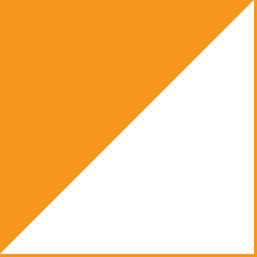


Image Credits : Sea Monster, Chow Town

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WELCOME NOTE



Image Credits: Africa Games Week, Cape Town



FOREWORD

The African games industry is surging forward, fuelled by a vibrant community and an unwavering spirit of innovation. This year has witnessed remarkable milestones, from record participation in industry events to groundbreaking collaborations such as the Disney Iwájú Rising Chef game.

Despite challenges such as limited funding and access to international markets, the industry's momentum is undeniable. New voices are emerging alongside established veterans, creating a dynamic ecosystem supported by talent programmes, community meetups, and regional conferences.

To further accelerate this growth, we need data. Data that validates our progress showcases our potential and empowers stakeholders to make informed decisions. The Africa Games Industry Report serves this crucial purpose, crystallising the industry's achievements, challenges, and opportunities into a single, comprehensive resource.

This report is a testament to the collective effort of documenting and archiving the African games industry's journey, not just for today's creators but for generations to come. A special thanks to the dedicated team at Maliyo Games for their tireless work in bringing this report to life, going above and beyond to contribute to the growth of our vibrant ecosystem.

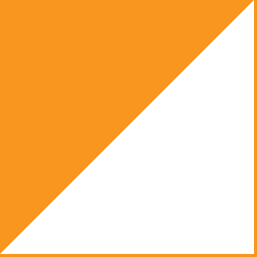
We invite you to explore this report, gain valuable insights, and join us in shaping the future of African game development.

Hugo Obi

Founder & CEO, Maliyo Games



Image Credits : Maliyo Games Office, Lagos, Nigeria



INTRODUCTION



ABOUT THIS REPORT

The Africa Games Industry Report is an in-depth exploration of Africa's games ecosystem, providing essential data, insights, and narratives from across the continent. Now in its second edition, this report continues to be a benchmark resource for understanding the trajectory of Africa's games industry, from emerging studios to the evolving development landscape for mobile, console, and PC games.

With the industry's growth driven by increased mobile access, a rising tech-savvy youth, and a unique cultural footprint, the report highlights how African game studios are transforming local stories into global cultural products.

This year, we've expanded our focus to include additional industry benchmarks, as well as private and public sector initiatives, to highlight the growing influence of the games industry across the continent. Alongside these updates, the report presents case studies, and regional analyses, offering a full view of Africa's role within the global games industry. It is a must-read for developers, policymakers, investors, and educators who seek to understand or participate in this emerging African sector.



Image Credits: Disney Iwájù Rising Chef (Maliyo Games)

WHO THIS REPORT IS FOR AND HOW TO READ IT

This report serves a diverse group of stakeholders related to the African gaming industry. Each section is colour-coded to help you quickly find the information most relevant to you. However, we do encourage you to explore other sections for a more holistic view of the continental games ecosystem. Here's how each audience group can navigate the report:

GAME DEVELOPERS AND STUDIOS (GREEN LABEL)

This report is a resource for game developers, indie studios, and creative teams seeking to expand their reach in Africa. You'll find industry benchmarks, emerging trends, and cultural insights into African player preferences and market dynamics. Use the green-coded sections to explore local success stories, funding opportunities, and strategies for integrating African cultural narratives into games.

INVESTORS (PINK LABEL)

Investors seeking to understand Africa's high-growth potential with the games industry will find actionable insights within the pink-labelled sections. Explore market revenue projections, fintech advancements, and investment trends shaping the industry. Data-driven analyses of opportunities in mobile gaming and regional growth patterns are also included.

POLICY MAKERS (YELLOW LABEL)

For government officials, NGOs, and development agencies, the report's yellow-labelled sections address regulatory needs, digital access challenges, and the economic potential of the African games sector. These insights can support policy initiatives that encourage industry growth, improve digital literacy, and tackle youth unemployment through gaming.

GENERAL PUBLIC (BROWN LABEL)

Gamers, enthusiasts, and curious readers can explore the brown-labelled sections for an engaging overview of Africa's games culture. Discover popular game genres, community trends, and cultural impact as the industry continues to grow.

Following the color-coded labels to access audience-focused content or dive deeper into additional sections for a comprehensive look at Africa's gaming sector and its exciting trajectory.



THE GAMES INDUSTRY



Image Credits: Africa Games Week, Cape Town

THE GLOBAL GAMES INDUSTRY

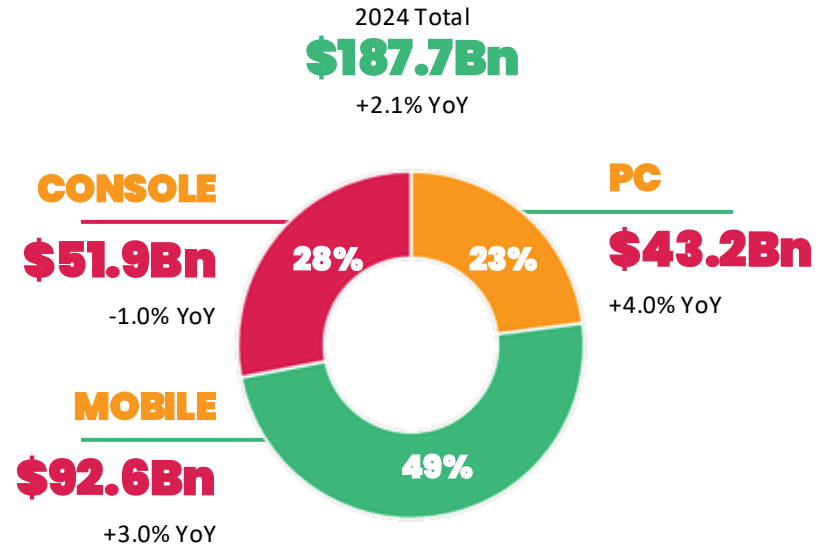
The global gaming industry is experiencing remarkable growth, driven by new technologies and shifting player interests. In 2024, the industry's revenue is expected to exceed \$187 billion, backed by a player base of over 3.42 billion worldwide.

Mobile gaming continues to dominate, generating around \$92 billion in revenue, supported by the widespread adoption of smartphones, particularly in emerging markets. Console gaming also remains strong, projected to reach approximately \$51 billion, with a loyal fan base drawn to high-quality, premium offerings. PC gaming, known for its versatility and cross-platform reach, retains a significant share, appealing to a diverse player base.

Millions of viewers are tuning in to watch their favourite games played by experts, generating substantial revenue through sponsorships, adverts, and event ticket sales. In addition, technologies such as virtual reality (VR) and cloud gaming are expanding access and delivering new immersive experiences, opening up exciting opportunities for both players and developers.

Collectively, these trends highlight gaming's evolution into a dominant global entertainment medium, with diverse platforms attracting a broad range of players and driving innovation across the industry.

2024 Global Games Revenue



Newzoo. (2024). Global Games Market Report 2024. Graph retrieved from <https://newzoo.com/resources/trend-reports/newzoos-global-games-market-report-2024-free-version>

Source(s):

- Newzoo Global Games Market Report 2024 <https://newzoo.com/resources/trend-reports/newzoos-global-games-market-report-2024-free-version>
- <https://newzoo.com/resources/blog/global-games-market-revenue-estimates-and-forecasts-in-2024>

REVENUE BY REGION

In 2024, the global games industry demonstrates a clear division between dominant markets like Asia-Pacific and North America and the rapidly growing yet smaller markets of Latin America and the Middle East & Africa. The Asia-Pacific region leads the global market, driven by China's \$45.0 billion contribution, while North America, with the U.S. generating \$47.0 billion, remains a close contender. Together, these regions account for nearly half of all consumer spending on games globally. North America alone represents 27% of global revenues.

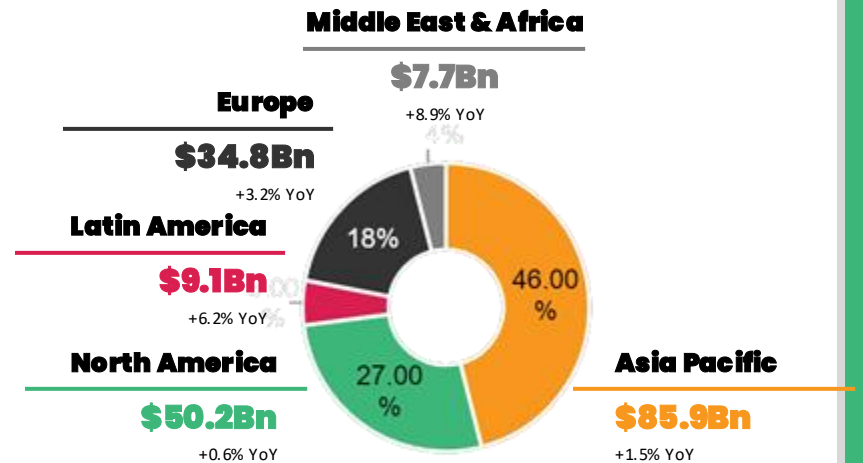
However, growth rates tell a different story. While North America shows modest growth at just +0.6% year-on-year due to a slowdown in the console games market, Latin America and the Middle East & Africa exhibit impressive expansion at +6.2% and +8.9%, respectively. These mobile-first regions, despite contributing only 9% to global revenues, highlight their potential as emerging markets fuelled by increasing smartphone penetration and a young demographic.

Source(s):

- https://www.linkedin.com/posts/aslashcev_i-analyzed-19977-new-mobile-games-launched-activity-7262052237273710593-nJlF?utm_source=share&utm_medium=member_android

Global Games Market Revenues in 2024

Per region with year-on-year growth rates



Analysis of New Mobile Games in 2024, showing key trends based on data from AppMagic. (Source: Slashcev, A., 2024, retrieved from https://www.linkedin.com/posts/aslashcev_i-analyzed-19977-new-mobile-games-launched-activity-7262052237273710593-nJlF).

EMERGING REGIONS FOR GAMES

The global games industry is increasingly recognising the significance of emerging markets, which are experiencing rapid growth due to expanding internet access, the rise of mobile technology, and youthful, tech-savvy populations. Regions like Turkey, India, Brazil, and Africa are driving new waves of engagement, introducing unique market characteristics, and reshaping global gaming trends.

With billions of potential players, these countries and regions not only represent large, untapped audiences but also bring distinct cultural flavours and innovation that enrich the global games development landscape. By spotlighting these markets, we can better understand their contributions to the industry's expansion and the specific opportunities they offer to game developers, publishers, and investors.

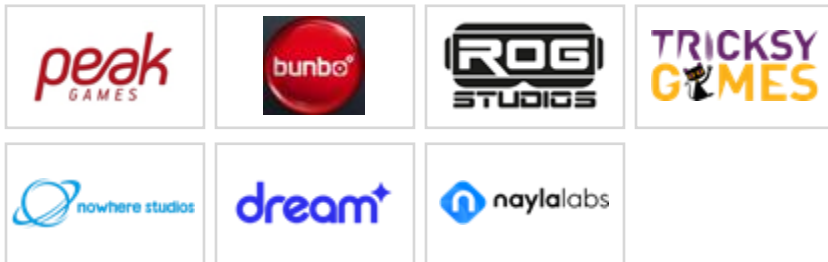


TÜRKIYE



Turkey's games industry is growing rapidly as a mobile-first market. The most recent data estimates that the Turkish gaming market generated approximately \$580 million in revenue, supported by a strong base of 47 million gamers (2023). Turkey's growing games industry has also attracted notable investment interest, with 40 investment deals in 2023 alone totalling \$30.2 million. Turkey's strength lies in mobile gaming, which attracts a broad user base in both urban and rural areas.

Turkey's games industry has achieved remarkable milestones, including producing two games industry unicorns—an extraordinary accomplishment for a single market. These unicorns, Peak Games and Dream Games, have become giants in mobile gaming, showcasing Turkey's potential in the global games industry.



Population

87 Million



GDP per capita

\$12,985



Average Age

33 Years



Official Language

Turkish



Revenue

580 Million USD (2023)

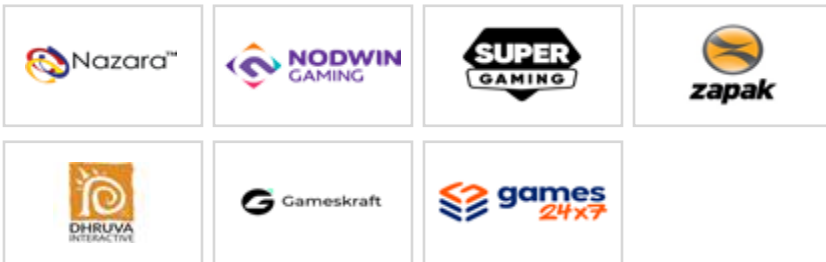
Source(s):

- TÜRKIYE GAME MARKET 2023 REPORT
<https://www.turkiye.oyunsektoruraporu.com/en/>
- <https://www.worldometers.info/world-population/turkey-population/>
- <https://data.worldbank.org/country/turkiye>
- <https://lucidityinsights.com/articles/turkeys-unicorn-boom>

INDIA



India's gaming market has become one of the fastest-growing in the world, fuelled by a population exceeding 1.4 billion and a dominant focus on mobile gaming, which comprises nearly 78% of the industry's revenue. With three gaming unicorns—Dream11, MPL (Mobile Premier League), and Games24x7—India is solidifying its presence in the global gaming sector. In 2023, the industry generated \$830 million, reflecting a 15.9% year-on-year growth with projections of reaching \$943 million in 2024. Projections suggest it will surpass the \$1 billion mark by 2025. Further growth estimates point to \$1.4 billion by 2028, with an impressive 11.1% CAGR over the next five years. While only 3% of Indian gamers currently make in-game purchases, market potential remains vast, with an ARRPU of \$0.29 per month, positioning India as an essential growth market for global gaming companies.



Population

1.4 Billion



GDP per capita

\$2,484



Average Age

28 Years



Official Language

Hindi and English



Revenue

\$830 Million (2023)

Source(s):

- <https://finance.yahoo.com/news/india-games-market-analysis-2024-172400720.html>
- https://www.business-standard.com/companies/start-ups/gaming-unicorn-dream11-onboarded-55-million-users-in-2023-amid-tax-battle-124011201147_1.html

BRAZIL



Brazil, Latin America's largest gaming market, generated \$251.6 million in revenue in 2022, fuelled primarily by mobile gaming, which accounts for 51.7% of the market. Console gaming follows at 20.5%, with PCs close behind at 19.4%. Recent shifts have seen console gaming overtake PC, reflecting changing consumer preferences and an expanding console player base. The Brazil Game Show (BGS) plays a key role in the industry as the largest gaming convention in Latin America, attracting local and international participants to promote collaboration, investment, and industry growth. Employing around 13,225 professionals, Brazil's gaming sector represents a vibrant segment of its digital economy, and ongoing growth initiatives continue to highlight its potential as a key player in the global game development landscape.



Source(s):

- 2023 Brazilian Gaming Industry Survey. ABRAGAMES: São Paulo, 2023.
https://www.brazilgames.org/uploads/5/6/8/0/56805537/2023_relat%C3%B3rio_final_v4.3.3_eng.pdf
- <https://www.gamesindustry.biz/brazilian-games-industry-grew-by-32-in-2023>
- <https://www.gamesindustry.biz/the-brazilian-games-industry-in-numbers#:~:text=The%20Brazilian%20games%20market,-The%20Game%20Brasil&text=According%20to%20the%20survey%2C%20mobile,of%20their%20revenue%20from%20a%20broad>



Population

212 Million



GDP per capita

\$10,043



Average Age

34 Years



Official Language

Portuguese



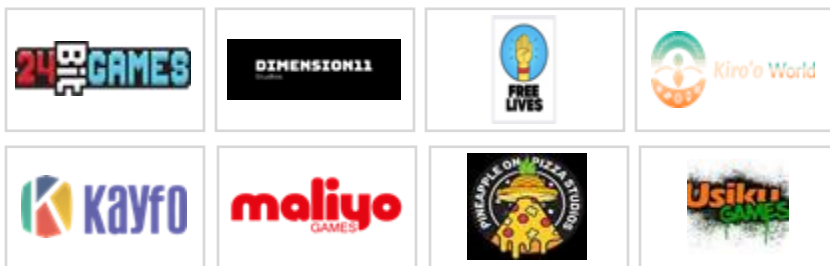
Revenue

251.6 Million USD (2022)

AFRICA



Africa's games industry is growing rapidly, with revenues projected to exceed \$1 billion by 2024. This expansion is primarily fuelled by mobile, which makes up nearly 90% of the market due to high smartphone accessibility and affordability. Local studios like Maliyo Games, Kiro'o Games, and Nyamakop are creating culturally relevant content that appeals to African audiences while positioning themselves to compete globally. While mobile gaming continues to lead Africa's games market, console and PC gaming are gradually gaining traction in countries like Nigeria, South Africa, Morocco, and Algeria. In these regions, competitors like PlayStation and Xbox have made significant inroads, fostering a growing audience for console gaming. Similarly, PC gaming is expanding, with studios like South Africa's Nyamakop developing games specifically for this platform. Esports is also on the rise, with popular tournaments like Comic Con Africa and the African Esports Championship attracting regional interest.



Population

1.5 Billion



GDP per capita

\$1,636



Average Age

33 Years



Official Language

English, French, Arabic, Portuguese, Swahili, Spanish



Revenue

\$862.8 Million (2022)

Source(s):

- <https://african.business/2024/02/technology-information/mobile-games-and-esports-new-frontiers-africa-video-games>



KEY TAKEAWAYS

01.

The global gaming industry is experiencing remarkable growth. In 2024, it was expected to generate over \$187 billion in revenue with an expanded player base of over 3.42 billion worldwide.

02.

Mobile gaming leads, bringing in around \$92 billion globally, largely due to high smartphone proliferation in emerging markets.

03.

Console gaming remains a powerful segment, projected to reach \$51 billion, appealing to a loyal and dedicated fan base.

04.

PC gaming maintains a significant presence, favored for its versatility and cross-platform capabilities.

05.

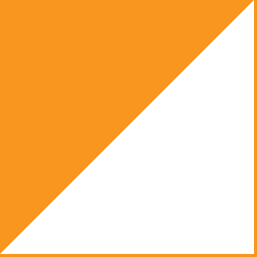
Esports is gaining traction, with millions of viewers and high revenue from sponsorships, ads, and ticket sales.

06.

Cloud gaming and VR are expanding access and creating immersive experiences, opening new opportunities for players and developers alike.

07.

Emerging markets are reshaping the industry landscape. Regions such as Turkey, India, Brazil, and Africa are seeing rapid growth due to increasing internet access and the rise of mobile technology.



A GREAT YEAR FOR AFRICA



Image Credits: Africa Games Week, Cape Town

Disney • KUGALI

IWÁJÚ

RISING CHEF



Image Credits: Maliyo Games, Iwájú Rising Chef

AFRICA'S TOP GAMES MARKET

Africa's mobile games sector has experienced consistent growth, with its top five markets—South Africa, Egypt, Nigeria, Algeria, and Tunisia—showing significant revenue increases from 2019 to 2024. This data, which represents revenue generated solely from in-app purchases in mobile games played on Android and iOS devices, highlights the increasing popularity of mobile gaming across the continent.

South Africa continues to lead in total revenue, consistently generating the highest figures, peaking at \$115.8 million in 2022 before a slight decline to \$111.9 million in 2024. Despite this dip, it remains the region's most lucrative market. Egypt follows as a major contributor, with revenue growing steadily from \$31.3 million in 2019 to \$54.8 million in 2021. However, its revenue shows a notable decline in subsequent years, reaching \$39.1 million by 2024. Nigeria exhibits the most significant growth among the five, with revenue surging from \$11.0 million in 2019 to \$60.9 million in 2024. This remarkable increase highlights Nigeria's expanding mobile gaming base, driven by its large, youthful population and improving digital infrastructure. Tunisia and Algeria, while smaller markets, display fluctuating trends. Tunisia saw gradual increases in revenue until 2021, peaking at \$15.0 million, before experiencing a steady decline to \$6.8 million in 2024. Algeria experienced similar growth early on, reaching \$12.5 million in 2021, but declining to \$8.0 million by 2024.

These trends demonstrate the diversity of Africa's gaming markets, with Nigeria standing out for its rapid growth, while more established markets like South Africa maintain steady revenues. The declines in Egypt, Tunisia, and Algeria suggest evolving consumer behaviours and changing economic condition.



Source(s):
• AppTweak

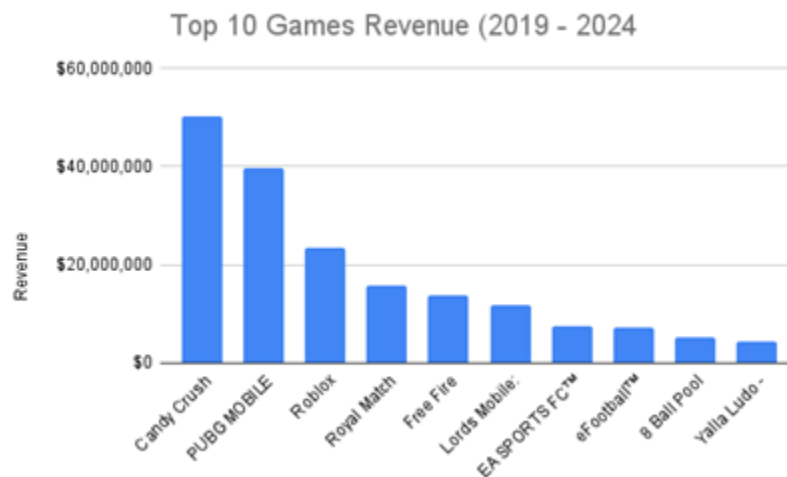
TOP-GROSSING GAMES IN AFRICA

In the top five African games markets—South Africa, Egypt, Nigeria, Algeria, and Tunisia—a select group of games has emerged as leaders in generating revenue through in-app purchases on Android and iOS devices. Dominating this list is Candy Crush, with \$50 million in revenue, followed by PUBG MOBILE at \$40 million. These games highlight the popularity of diverse genres, from casual puzzle games to action-packed battle royales.

Other notable performers include Roblox (\$25 million), Royal Match and Free Fire (each at \$15 million), and Lords Mobile (\$12 million). Sports-focused titles such as EA SPORTS FC™ and eFootball™ each garnered \$10 million, reflecting Africa’s passion for football-themed games. 8 Ball Pool brought in \$8 million, while Yalla Ludo rounded out the top 10 with \$5 million.

This data showcases the variety in gaming preferences across Africa’s leading markets, underscoring opportunities for game developers to cater to these diverse tastes and capitalise on the region’s growing appetite for mobile gaming.

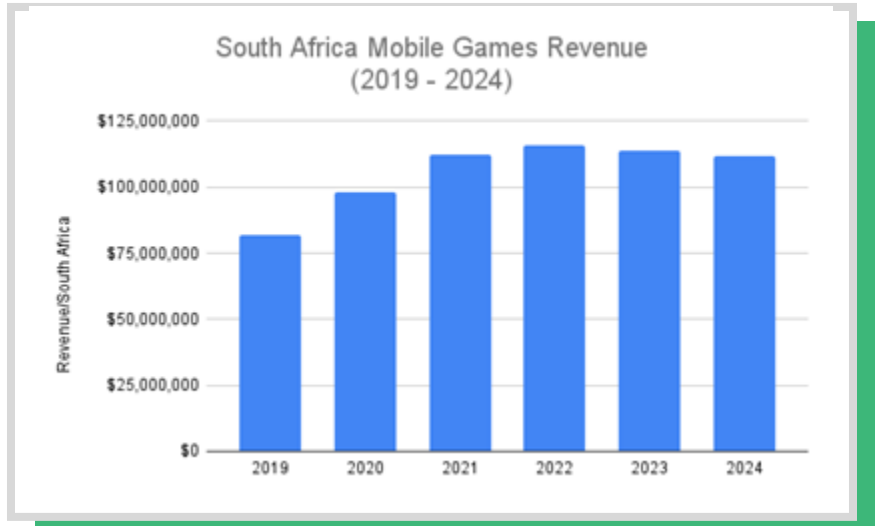
Mobile Games Revenue 2019 - 2024



Source(s):
• AppTweak

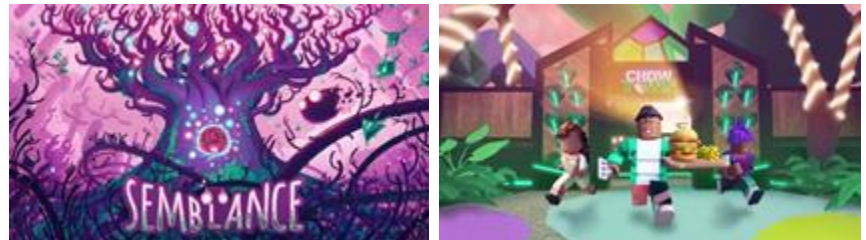
SOUTH AFRICA

South Africa is a leader in the African games industry, with approximately 26 million players and a gaming market projected to grow from \$266 million in 2023 to \$333 million by 2026, reflecting a 7.8% compound annual growth rate (CAGR). The market thrives on mobile games due to the widespread use of smartphones, alongside a strong console and PC gaming community. Popular mobile games include PUBG Mobile, Clash of Kings, and Call of Duty Mobile. Increased internet penetration and the gradual rollout of 5G technology are enhancing online gaming experiences.



Game Studios [LOGO]:

Nyamakop, Carry1st, Free Lives, Sea Monster, 24 Bit Games.



Key Stats



Internet Penetration

74.7%



Mobile Adoption

81.9%



Use Of Digital Payments

Approximately 60% of South Africans make or receive digital payments.

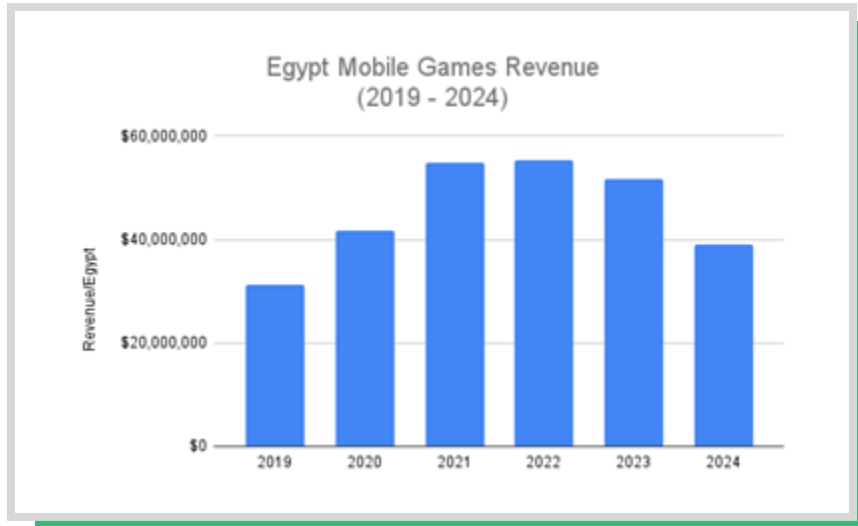
- Source(s):
- https://cod-esports.fandom.com/wiki/Carry1st_Africa_Cup_2024
 - <https://comicconafrika.co.za/gaming/>
 - <https://www.gamesindustry.biz/the-south-african-games-industry-in-numbers>



EGYPT

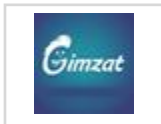
Egypt's gaming market is a leading force in the MENA region, accounting for 10.5% of the \$1.92 billion generated in 2023. The country's gaming sector has experienced significant growth, driven by a young, tech-savvy population and the rising demand for mobile gaming. With over 35 million gamers, Egypt constitutes more than half of the MENA-3's gaming audience, surpassing Saudi Arabia and the United Arab Emirates in terms of player numbers.

Mobile gaming dominates in Egypt, where 87.2% of gamers use smartphones to play, averaging 8.7 hours per week. With revenues expected to grow to \$2.65 billion by 2027, Egypt is poised for further development in areas like esports, mobile gaming, and culturally relevant game content.



Game Studios [LOGO]:

Gimzat Inc, Rumbling Games studios, AN Games Studio, Instinct Games, 2024 Studios



Key Stats



Internet Penetration

72.2%

- Source(s):
- https://cod-esports.fandom.com/wiki/Carry1st_Africa_Cup_2024
 - <https://comicconafrika.co.za/gaming/>
 - <https://www.gamesindustry.biz/the-south-african-games-industry-in-numbers>



Mobile Adoption

97.4%



Use Of Digital Payments

64% of Egyptian users increased their use of at least one digital payment method in the last year



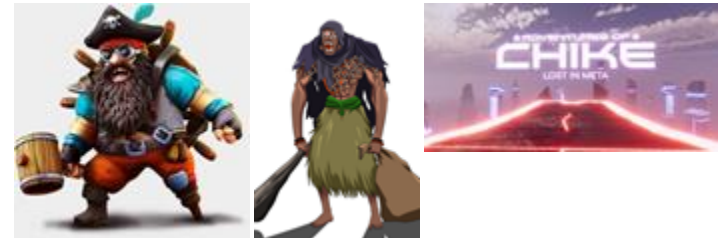
NIGERIA

Nigeria is one of Africa's fastest-growing gaming markets, with revenue reaching \$249 million in 2021, largely driven by mobile gaming. Its rapidly expanding urban centres and increasing smartphone adoption make it a focal point for casual and social games. Despite challenges like inconsistent internet speeds, the market shows resilience, with developers experimenting with locally relevant content to appeal to Nigeria's vibrant audience. As infrastructure improves, Nigeria is poised to become a key player in Africa's gaming industry, offering untapped opportunities for both developers and investors.



Game Studios [LOGO]:

Gimzat Inc, Rumbling Games studios, AN Games Studio, Instinct Games, 2024 Studios



Key Stats



Internet Penetration

35.5%



Mobile Adoption

78.5 %



Use Of Digital Payments

Over 45% of Nigerians use digital payment services.

- Source(s):
- https://cod-esports.fandom.com/wiki/Carry1st_Africa_Cup_2024
 - <https://comicconafrika.co.za/gaming/>
 - <https://www.gamesindustry.biz/the-south-african-games-industry-in-numbers>



KENYA

Kenya's gaming industry generated \$46 million in revenue in 2021, with a strong focus on mobile gaming. Approximately 30% of urban mobile gamers, particularly in Nairobi, regularly make in-app purchases. The country's position as East Africa's tech hub and increasing smartphone penetration have attracted international interest. Key growth opportunities include the development of educational games, augmented reality (AR) and virtual reality (VR) experiences, and games that reflect local cultural influences.



Source(s):

- https://cod-esports.fandom.com/wiki/Carry1st_Africa_Cup_2024
- <https://comiconafrica.co.za/gaming/>
- <https://www.gamesindustry.biz/the-south-african-games-industry-in-numbers>

Key Stats



Internet Penetration

40.8%



Mobile Adoption

63.2 %



Use Of Digital Payments

76% of Kenyans use digital payment services.

Game Studios

Usiku Games, Mekan Games, Kunta Content, Weza Interactive.





KEY TAKEAWAYS

01.

South Africa leads in game revenues, generating over \$110 million from 2020 to 2023, followed by Egypt and Nigeria.

02.

Mobile games dominate, accounting for nearly 90% of Africa's games industry revenues, with popular genres including action, adventure, and sports games.

03.

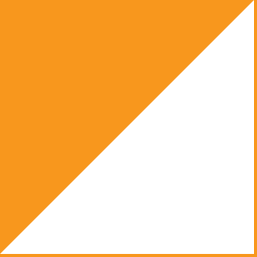
South Africa's gaming market is projected to grow from \$266 million in 2023 to \$333 million by 2026, driven by mobile gaming and esports.

04.

Nigeria's gaming market generated \$249 million in 2021, supported by a young, tech-savvy population and a growing esports scene.

05.

Kenya's gaming industry generated \$46 million in 2021, with significant growth in mobile gaming and a focus on educational, AR, and VR games.



THE STATE OF THE INDUSTRY



Image Credits: Lagos Games Week, Lagos

MAH MES. LAGOS MAH GAMES.

STUDIOS

The African games industry is experiencing a surge in growth, driven by a passionate community of developers and a rapidly expanding player base. This growing ecosystem is now home to approximately 250 game studios, each contributing unique perspectives and innovative games.

Recent data from the African Games Developer Survey highlights substantial growth across regions between 2023 and 2024. West Africa has emerged as a dominant force, with studios increasing from 12 in 2023 to 57 in 2024. Southern Africa followed a similar trend, growing from 5 studios to 35 in the same period. East Africa recorded significant progress as well, with studios rising from 8 in 2023 to 24 in 2024. Central Africa expanded from just 1 studio in 2023 to 8 in 2024, while North Africa showed modest growth, increasing from 1 to 6 studios. Notably, the United Kingdom also established its first African studio in 2024, reflecting the diaspora's influence.



SOUTH AFRICA

Pineapple On Pizza

Pineapple on Pizza Studios, founded in Johannesburg in 2022, has rapidly established itself in South Africa's gaming scene. The studio emphasises humour and creativity, which has helped it gain traction in the indie game community. One of its early achievements includes being named a top finalist in Création Africa, a programme which supports promising entrepreneurs with incubation, seed funding, and international networking. Pineapple on Pizza Studios has developed several unique games that showcase its creative strengths. Swing, for example, is a 2D casual arcade game designed for relaxing gameplay, while Moya is a puzzle-platformer set in an African-inspired fantasy world. Other titles like Braai Guy and POP Invaders further highlight the studio's focus on making engaging, culturally resonant games, featuring themes and stories from the diverse South African context.



Source(s):
<https://www.popstudiosza.com/>
<https://iqoqo.org/pineapple-on-pizza-studios-levelling-up-in-the-gaming-industry/>
<https://www.linkedin.com/company/popstudiosza/>

Sea Monster Entertainment

Sea Monster Entertainment is a South African studio recognised for its innovative blend of storytelling, technology, and purposeful design. The studio focuses on creating impactful games, animations, and AR/VR experiences that deliver education and social value through entertainment. Their projects often tackle critical themes like financial literacy, health, and entrepreneurship, tailored to resonate with both African and global audiences.

Chow Town is a game developed for Nedbank as part of a strategic initiative to educate and empower young players. The game, hosted on Roblox, targets tweens with engaging gameplay centred around entrepreneurship and financial responsibility.

Set in an Afro-futuristic street market, Chow Town allows players to build and manage their restaurant businesses, themed around iconic South African foods like the beloved "braai." Players can experience the thrill of becoming takeaway bosses, managing resources, making strategic decisions, and interacting in a culturally rich environment. The game combines playful social interactions with meaningful lessons on money management and business ownership, all aligned with Nedbank's brand purpose of fostering financial literacy.



Source(s):
<https://www.seamonster.digital/>
<https://www.seamonster.digital/portfolios/nedbank-chow-town>

CAMEROON

Kiro'o Games

Founded in 2013 and based in Yaoundé, Cameroon, Kiro'o Games is a pioneering force in African game development. The studio focuses on promoting African culture through interactive storytelling, with its flagship game, Aurion: Legacy of the Kori-Odan, drawing inspiration from African mythology and values. In a landmark achievement, Kiro'o Games recently became the first Black African game developer to launch a title on Xbox. Through this partnership with Microsoft, formalised in July 2024, Aurion is now accessible to millions of Xbox console owners worldwide, marking a pivotal moment for both the studio and the African gaming industry as a whole.



Noohkema Interactive

Noohkema Interactive is a Cameroon-based game development studio founded in 2017. The studio stands out for its commitment to integrating African culture into its games, focusing on storytelling, mythology, and diverse African traditions.

Afro Warriors: Battle for Power is a bold celebration of African mythology and history, presenting legendary warriors from various African cultures in a high-stakes battle for supremacy. Players can choose from a roster of characters inspired by real historical figures and mythical icons, each with unique abilities and fighting styles. Set against richly detailed African backdrops, the game immerses players in an action-packed experience that showcases the continent's diverse traditions. Afro Warriors is not just a game; it's a cultural exploration brought to life through interactive storytelling.

Source(s):
<https://kirooworld.com/>
<https://launchbaseafrica.com/2024/08/05/cameroons-kiroo-games-makes-history-first-black-african-game-on-xbox/>
<https://www.wearerech.africa/en/fils-uk/news/tech/xbox-honors-cameroonian-game-studio-kiroo-games>

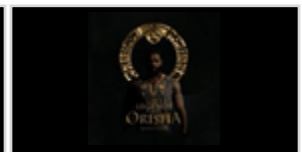
Source(s):
<https://www.noohkema.com/>

NIGERIA

Maliyo Games

Maliyo Games, headquartered in Lagos, Nigeria, is at the forefront of African gaming innovation. With a mission to tell Africa's stories through casual games, the studio has released over 40 titles, focusing on culturally relevant themes that resonate with players across the continent.

Notable among its creations is Whot King, which transforms a traditional African card game into a fun and accessible digital experience. Another is Disney Iwájú: Rising Chef, developed in partnership with Disney Games and Kugali Media. Inspired by the Disney+ series Iwájú, the game transports players to a futuristic Lagos, blending vibrant storytelling with local cuisine and dynamic gameplay. This project not only celebrates Nigerian culture but also exemplifies Maliyo's dedication to integrating African narratives into global entertainment, solidifying its position as a pioneer in showcasing the continent's creative brilliance.



Dimension 11

Founded in 2018 in Lagos, Nigeria, Dimension 11 Studios is making waves in the West African gaming landscape. Known for its dedication to creating relatable, culturally immersive games, Dimension 11 has achieved a significant milestone with its latest title, Legends of Orisha: Blood and Water. The game secured a partnership with Microsoft ID@Xbox, further amplifying the studio's influence within the region and opening opportunities for a global audience. This achievement highlights the strength of Nigerian talent and the increasing visibility of African narratives in games from the region.

Source(s):
<https://www.maliyo.com/disney-iwaju-rising-chef/>
<https://games.disney.com/disney-iwaju-rising-chef>

Source(s):
<https://www.dimension11studios.com/>
<https://gamesindustryafrica.com/2023/03/13/dimension-11-games-resurfaces-with-new-publishing-update/>

GHANA

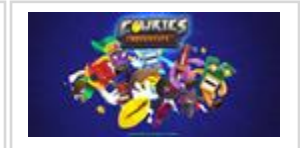
Leti Arts

Leti Arts, founded in 2009, is a studio known for blending gaming with African culture. Their game Sweave exemplifies this, allowing players to navigate African-inspired patterns while learning about symbols like Gye Nyame and Epa. As players dodge obstacles, they unlock cultural insights, making the game both entertaining and educational.

Sweave was recognised for its unique approach, even securing a spot on Gameloft's platform in 2024, marking a major achievement for Leti Arts. This success highlights their ability to create games that are not only fun but deeply rooted in African heritage.

Bawala Studios

Bawala Studios, based in Accra, Ghana, is a vibrant creative hub specialising in animation and video game development. One of Bawala Studios' notable projects is Cowries Adventure. This game blends casual gameplay with an engaging storyline, following a young hero on a quest to collect cowries, an ancient African currency, while navigating obstacles and challenges. The game features vibrant, hand-drawn art that reflects African cultural motifs and encourages players to explore themes of perseverance, resourcefulness, and community. Each level presents new puzzles and mechanics, offering players a variety of experiences within the overarching narrative.



Source(s):
<https://www.maliyo.com/disney-iwaju-rising-chef/>
<https://games.disney.com/disney-iwaju-rising-chef>

Source(s):
<https://www.dimension11studios.com/>
<https://gamesindustryafrica.com/2023/03/13/dimension-11-games-resurfaces-with-new-publishing-update/>



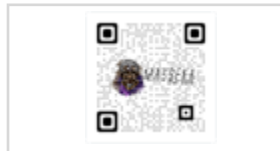
SÉNÉGAL

Kayfo Games

Kayfo Games, based in Dakar, Senegal, is a leading game studio bringing African stories to life. Founded in 2019, the studio develops casual mobile and educational games that celebrate African heritage. Titles like Clean My Beach address environmental awareness, while Detective Syra: Murder in Dakar immerses players in a mystery-rich hidden object adventure infused with African culture. Through its games and initiatives, Kayfo inspires pride in local narratives and drives innovation across the African gaming landscape.

Masseka Game Studio

Masseka Game Studio, founded in 2017 by Central African entrepreneur Teddy Kossoko, is a game development company focused on celebrating African culture through its games. The studio's flagship project, Kissoro Tribal Game, is inspired by the traditional Central African board game Kissoro. This game combines cultural storytelling with features like challenges, tutorials, and quests. It is available in multiple languages, including French, English, Japanese, and Spanish.



Source(s):
<https://kayfo.sn/>

Source(s):
<https://massekagame.com/#>

KENYA

Kunta Content

Established in 2016 and based in Nairobi, Kunta Content is a studio focused on bringing authentic African stories to interactive platforms. Recently, it became the first African studio to launch on the Minecraft Marketplace with *Bankush: An African Experience*. This milestone not only showcases Kenyan culture but also demonstrates Nairobi's growing influence as East Africa's tech and gaming hub. By delivering games with deep cultural resonance, Kunta Content is helping to shape the region's game development landscape and elevate its profile on the global stage.

Daniel Macharia

Daniel Macharia, a former banker turned indie developer, is the creator of *Nairobberry*, a 2D mobile platformer inspired by the chaotic dynamics of urban survival in modern Nairobi. Collaborating with an all-Kenyan team, Macharia worked alongside Anab Samatar and Shadrack Munene for character design, Nancy Mweu and Donelle Wahome for enemy design, Jackson Konyango for environments, and Paul Jillo and James Mutunga for music.

The game captures the challenges of navigating a city often shaped by corruption, street violence, and resilience, offering players a mix of beat-'em-up action and fast-paced problem-solving. Players face obstacles such as corrupt police officers and gangsters, reflecting some of the topical issues residents encounter in their day-to-day life. With its straightforward mechanics and clever integration of Nairobi's urban dynamics, *Nairobberry* delivers an exciting, socially relevant mobile gaming experience while showcasing Kenya's growing indie development talent.



Source(s):
<https://www.kuntacontent.com/>
<https://gamesindustryafrica.com/2023/09/01/kunta-content-breaks-new-ground-on-minecraft-marketplace/>

Source(s):
<https://premortem.games/2024/08/14/how-the-nairobberry-game-launch-leveraged-a-political-revolution-to-highlight-kenyan-talent/>
<https://www.voazimbabwe.com/a/burgeoning-africa-gaming-industry-attracts-major-tech-firms/7750240.html>

COMMUNITY & ECOSYSTEM INITIATIVES

Africa's gaming ecosystem is an interconnected network of events, initiatives, and communities driving the industry forward. Through a range of platforms, the continent celebrates its creativity, nurtures talent, and fosters collaboration across borders. Africa Games Week, Lagos Games Week, Africacomcade, and Playtopia have emerged as key events, bringing together developers, enthusiasts, and stakeholders to explore innovative ideas, showcase local talent, and strengthen industry networks.

At the same time, talent development initiatives such as GameUp Africa, ARK Fellowship, ITTHYNK, Ashesi University, and Game Hub Senegal are equipping aspiring game creators with essential skills, mentorship, and resources. These initiatives not only empower individuals but also contribute to the growth of Africa's gaming landscape by cultivating a new generation of developers and designers.

Despite this progress, data from the 2025 African Game Developer Survey highlights challenges in accessing support. Only 33.3% of game developers have participated in accelerators or support programmes, underscoring the need for improved access, greater investment and structural backing. These insights provide a glimpse into the opportunities and hurdles shaping Africa's gaming industry, explored further in the sections ahead.



Image Credits: Disney Iwájù Rising Chef (Maliyo Games)

COMMUNITY & EVENTS

AFRICACOMICADE

Africacomicaide is one of Africa's leading platforms for gaming and animation. This annual event includes a game jam, workshops, and panel discussions, connecting African developers with global industry leaders. It also supports emerging talent through initiatives like the Spark Fellowship for skill development and the ARK Fellowship, which focuses on entrepreneurial training and funding access for African game studios. Africacomicaide provides a collaborative and learning environment, working with global partners like Unity and Xbox to strengthen the African gaming industry.

PLAYTOPIA

Playtopia is South Africa's alternative games and interactive arts festival, celebrating indie games and digital creativity. This Cape Town-based festival features a mix of local and international indie games, virtual reality experiences, and interactive digital art installations. It attracts a diverse crowd of game developers, artists, and tech enthusiasts, offering workshops and talks that support knowledge sharing and creative exploration.

AGW

Africa Games Week (AGW), hosted annually in Cape Town, South Africa, is the premier games convention and esports event in Africa. It brings together game developers, industry professionals, and investors, fostering networking and collaboration. AGW focuses on highlighting the African gaming market's potential, with panels on topics like game development, esports, and investment opportunities. It serves as a significant launchpad for both African studios and international companies looking to expand in the region.

LAGOS GAMES WEEK

Lagos Games Week is one of Nigeria's major gaming events, celebrating the growing gaming culture in the country. It features game tournaments, panel discussions, and showcases from local developers, and has become a central gathering for gaming enthusiasts and developers alike. This event emphasises community building, offering exposure to Nigerian games and esports, and connects local talent with regional and global players in the industry.

Source(s):

- <https://africacomicaide.org/about-us/>
- <https://www.africanchangestories.org/2024/03/06/africacomicaide-using-data-driven-strategies-to-propel-africas-games-industry/>



TALENT DEVELOPMENT & ACCELERATION

GameUp Africa is a 5-month online bootcamp organised by Maliyo Games, designed to upskill entry-level game developers across Africa. Participants from countries like Nigeria, Kenya, Ghana, and Cameroon receive training in game development, art and sound design. Launched in 2020, the programme emphasises hands-on projects, peer networking, and mentorship from international experts, making it a key player in nurturing game development talent in Africa.

Game Camp Africa, led by Microsoft, supports aspiring game developers across Africa with workshops, mentorship, and networking opportunities. Launched in 2023, it spans cities like Johannesburg and Nairobi, focusing on game creation, business strategy, and pitching ideas. The programme is free, aiming to equip participants with industry knowledge and connections for the continent's growing gaming scene.

The Ark Fellowship offers African entrepreneurs and innovators an intensive support programme, fostering their potential with resources, mentorship, and funding opportunities. This initiative aims to empower emerging talent and elevate Africa's tech and creative sectors, enabling fellows to develop and scale impactful projects across various industries, including gaming.

Digital Lab Africa (DLA) is a mentorship and incubation platform supporting emerging African talent in the digital creative industries. Initially launched by the French Institute in South Africa in 2016, it is now organised by the Tshimologong Digital Innovation Precinct in Johannesburg. The programme focuses on animation, video games, immersive experiences (AR/VR), music, and digital art, aiming to accelerate projects with mentorship, resources, and access to industry networks. Since its inception, DLA has supported over 48 projects and provides participants with opportunities like funding pitches and participation in events like the Fak'ugesi Festival.

Ashesi University is a non-profit institution in Ghana. It places a strong emphasis on technology and entrepreneurship, preparing students for diverse fields, including game development. The university's hands-on learning approach and focus on critical thinking, ethics, and problem-solving make it a key player in nurturing talent for Africa's growing digital and creative sectors.

ITTHYNK is a tech incubator and consultancy based in South Africa, dedicated to supporting startups and emerging tech talent. Through mentorship, funding, and project-based learning, ITTHYNK plays a pivotal role in advancing the African digital landscape, supporting ventures across sectors like gaming, AI, and mobile tech.

Senegal Games Hub in Dakar is a creative incubator focused on supporting African tech and gaming startups. By offering resources, mentorship, and networking opportunities, the Senegal Games Hub aims to drive innovation and foster collaboration in Senegal's and Africa's tech ecosystems. It is instrumental in supporting early-stage companies that contribute to the region's burgeoning digital and gaming landscape.

FUNDING: INVESTMENT & GOVT POLICY

The African games industry faces notable challenges due to limited government support, with inadequate policies, funding shortages, and an underdeveloped business environment for creative sectors like gaming. These barriers hinder local studios from scaling effectively or competing internationally. Data from the 2025 African Game Developer Survey highlights these constraints, revealing that only 3% of respondents have ever received government funding.

Despite this challenge, governments in countries like Morocco, Nigeria, and South Africa have started taking targeted steps. Morocco's partnership with Xbox Game Camp aims to advance its local gaming ecosystem through training and funding opportunities, positioning the country as a regional hub. Lagos State in Nigeria has set ambitious goals to capture 30% of Africa's gaming market, supported by investments in infrastructure and events like the African Gaming Expo. In South Africa, gaming is being leveraged to address social issues, exemplified by The StepWell Saga – Stronger Together, a mobile game promoting mental health among youth.

These suggest that while comprehensive government support for gaming remains limited across Africa, initial investments and partnerships indicate a growing recognition of the industry's potential to drive economic and social development.

Source(s):

- https://www.linkedin.com/pulse/21-top-highlights-african-games-industry-first-semester-q1mcf?utm_source=share&utm_medium=member_android&utm_campaign=share_via
- <https://www.arise.tv/sanwo-olu-lagos-targeting-control-of-30-africas-gaming-industry/>



Image Credits : Daruu (Nila)



KEY TAKEAWAYS

01.

Africa's game industry is expanding fast, with about 250 studios producing culturally unique games.

02.

Kiro'o Games, based in Cameroon, is a leader in African game development, promoting African stories through titles like Aurion and became the first black African-developed game to launch on Xbox in 2024.

03.

Nigerian studio Dimension 11 Studios gained global reach with Legends of Orisha, in partnership with Microsoft's ID@Xbox.

04.

Kunta Content in Kenya launched Bankush on Minecraft Marketplace, showcasing Kenyan culture.

05.

South Africa's Pineapple on Pizza Studios has gained attention, being a Création Africa program finalist.

06.

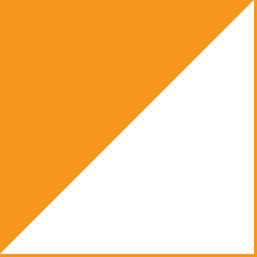
Popular games from across the continent include Sweave (Leti Arts) and Disney Iwájú: Rising Chef (Maliyo Games) demonstrate Africa's creativity and global appeal.

07.

Events like Lagos Games Week and Africa Games Week support community building and industry networking.

08.

Government support remains limited, but some, like Morocco and Nigeria are making early strides.



NEWS FROM 2024



Image Credits: Afrocomidade, Lagos (Sp)

JANUARY

January 29, 2024: Leading game publisher Carry1st secured investment from the Sony Innovation Fund, marking it as the first recipient of the Sony Innovation Fund: Africa. This investment is set to drive growth across Africa's digital entertainment industry.

FEBRUARY

February 7, 2024: Kenyan studios Shuaku Games and Uso Games merged to form Asili Entertainment, aiming to produce culturally relevant games for the African market.

February 14, 2024: Maliyo Games launched "Disney Iwájú: Rising Chef," developed in collaboration with Disney and Kugali Studios, coinciding with the Disney+ series release.

February 24, 2024: Kenya hosted the Green Game Summit, organised by Usiku Games, marking Africa's first event focused on eco-friendly practices in game development.

February 28, 2024: Maliyo Games, celebrated yet another milestone with the opening of their brand-new studio in Yaba, the home of Nigeria's technology industry, in the capital city, Lagos. The launch event was attended by a diverse group of individuals from across the games ecosystem. The guest of honour was Her Excellency, The Honourable Hannatu Musawa, the Minister of Arts, Culture, and the Creative Economy (FMACCE).

MARCH

March 15, 2024: During the Africa Gaming Expo Lagos 2024 opening, Lagos Governor Babajide Sanwo-Olu highlighted Lagos State's commitment to Africa's gaming market, aiming to surpass \$1 billion in revenue in 2024.

MAY

May 6, 2024: Carry1st was recognized at the MENA Games Awards for its payment solution, Pay1st, in the Best Tool & Service Provider category.

May 6, 2024: Tunisia's NewGen Studio received an Honourable Mention at the MENA Games Awards for "West Hunt."

May 6, 2024: Egypt's Game Hermits received recognition at the MENA Games Awards in the Best Games Start-Up category.

May 15, 2024: A new studio, Two Name Games, was founded in South Africa by gaming academia professionals to create playful, transformative experiences.

June

June 10, 2024: Microsoft partnered with Morocco for the Game Camp Africa initiative to foster tech innovation and support young developers.

June 26, 2024: South Africa's Foundation for Professional Development launched "The StepWell Saga – Stronger Together," a mobile game on mental health funded by Grand Challenges Canada.

AUGUST

August 28, 2024: Sony's MENA Hero Project targeted developers in Tunisia, Egypt, and Morocco, supporting local talent with global exposure.

SEPTEMBER

September 4, 2024: Nigeria's Adventurers Software showcased "Adventurers – Path to Greatness" at DreamHack in Sweden, highlighting African mythology.

September 11, 2024: South Africa's Yellow Lab Games was recognised as one of the "Indie 80" at the Tokyo Game Show for their upcoming title "Metavoidal."

September 18, 2024: Cameroon's Kiro'o Games announced the release of "Aurion: Legacy of Kori-Odan" on Xbox consoles.

September 19, 2024: Senegal's Kayfo Game Studio and Kenya's Jiwe Studios were selected for the Afrique Créative programme, supported by Agence française de développement.

September 19, 2024: Madagascar's Red Raketa Studio partnered with New Tales and Boiler Interactive to bring their project "Kalanoro" to life.

OCTOBER

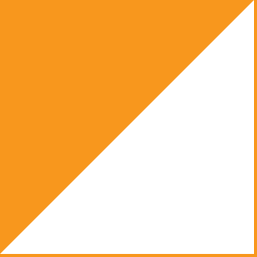
October 1, 2024: Supercell invited Maliyo Games (Nigeria), Leti Arts (Ghana), Kayfo Game Studio (Senegal), and Usiku Games (Kenya) to its Games First event, celebrating African studios in the global games community.

NOVEMBER

November 6, 2024 : Developer, Visionaries have signed a publishing deal with Hawthorn Games from China to release their first game – Business Heroes: Street Grub.

DECEMBER

December 2, 2024 : Industry leaders from around the world gather in Cape Town for Africa Games Week, a key event driving the growth and development of the African games ecosystem..



THE AFRICA GAMES INDUSTRY SURVEY



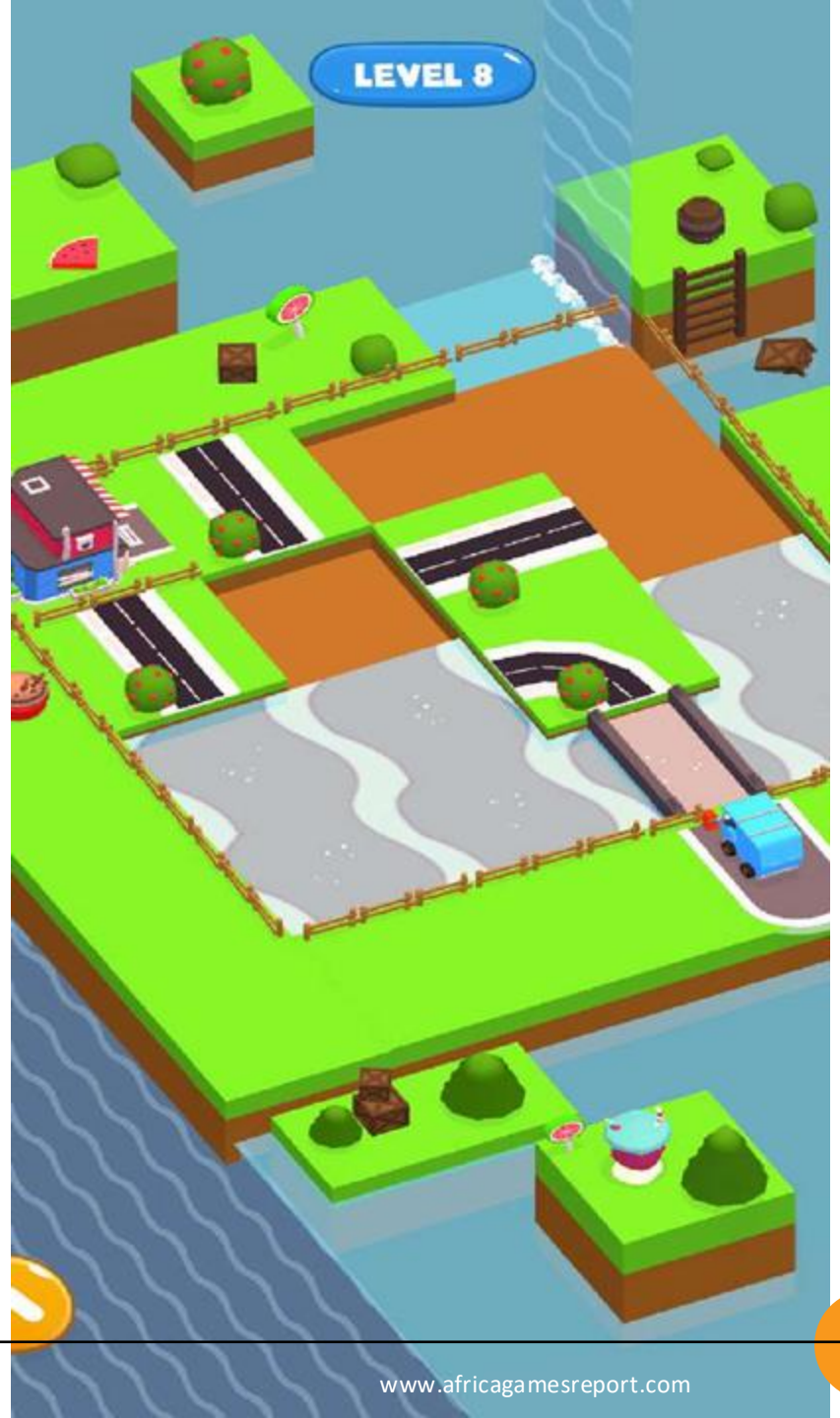
Image Credits:
GamesFEST, Joburg (Sp)

METHODOLOGY

To gain a deeper understanding of Africa's burgeoning games industry, a comprehensive survey was conducted, targeting game developers, studios, and enthusiasts across the continent. The aim was to explore key challenges and opportunities, including access to funding, infrastructure gaps, distribution barriers, and cultural influences shaping the sector.

The survey was meticulously designed and distributed online between April and May 2024, leveraging diverse social media platforms to ensure broad participation. Responses were collected from a wide range of stakeholders, providing insights into the realities of game development across various regions.

Analysis of the collected data was completed in Q4 2024, and the findings form the basis of this report. This data provides valuable insights into the current state of the African games industry and its potential for growth.

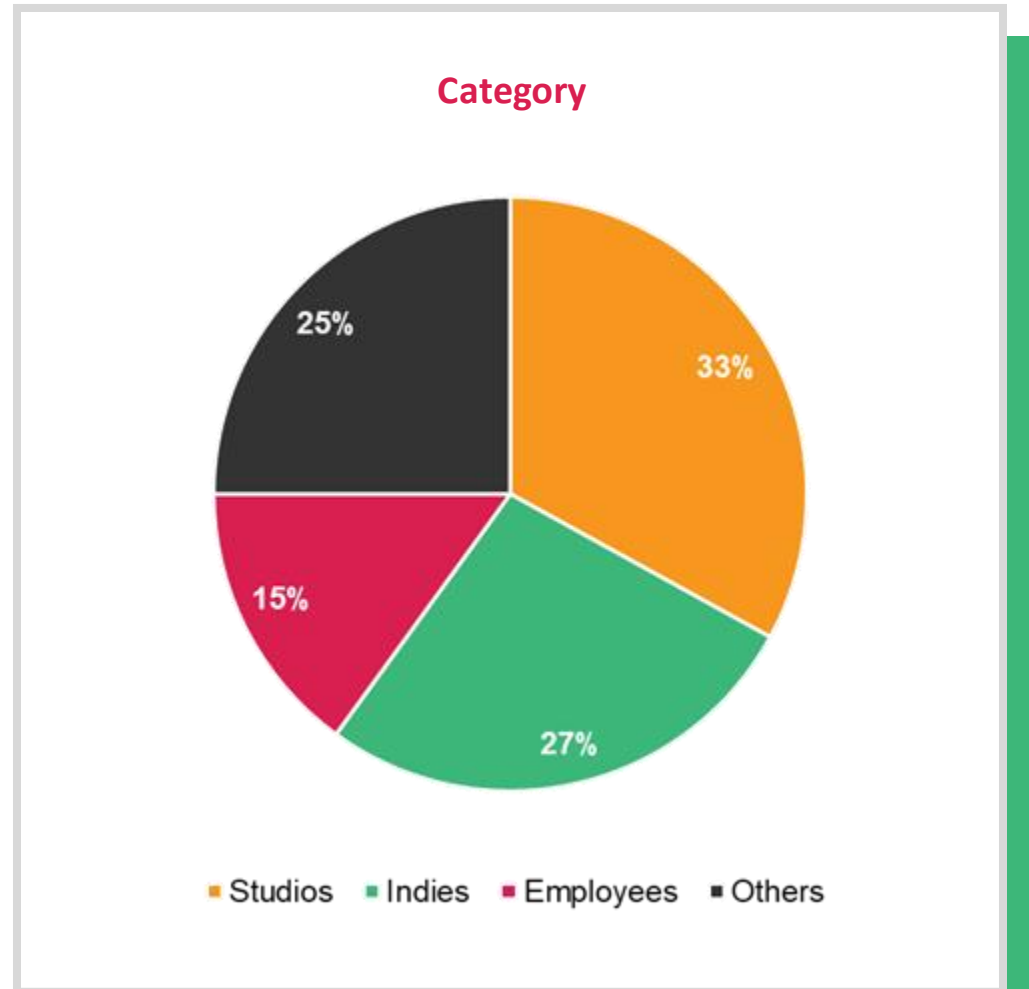


PROFILE OF RESPONDENTS

The survey collected responses from 116 individuals involved in Africa's games industry, representing a variety of roles. A significant portion, 32%, work in structured game studio environments, highlighting the prevalence of formalised development spaces. Additionally, 15% are employed by these studios, reflecting a strong workforce in established companies.

Indie and solo developers together form 16% of respondents, with 13% identifying as independent creators and 3% as solo developers, demonstrating individual contributions to the sector. Hobbyists or part-time developers make up 13%, reflecting notable interest in game creation beyond professional commitments. Freelancers account for 11%, underscoring the importance of project-based work within the industry.

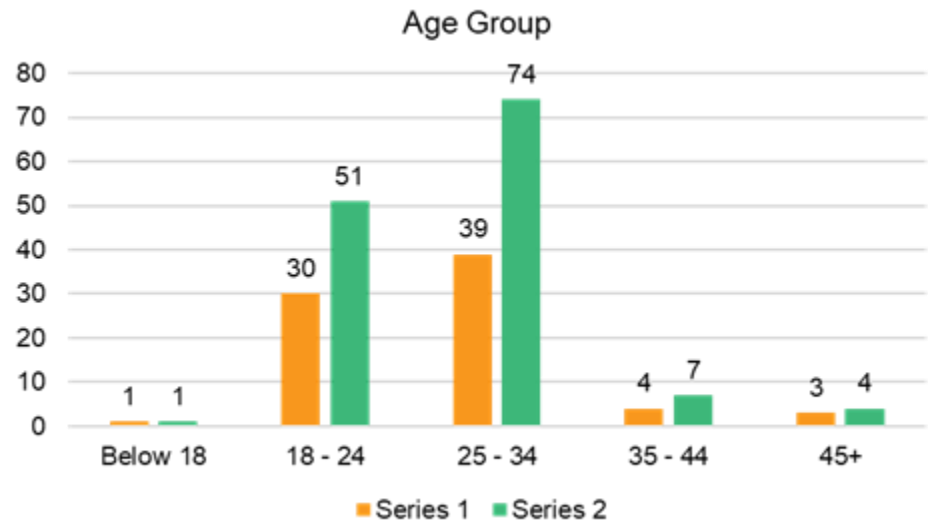
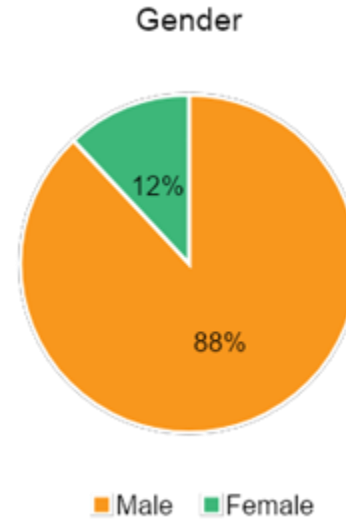
This data highlights the diverse range of contributors shaping Africa's growing games industry, from established studios to independent and part-time creators.



GENDER AND AGE DISTRIBUTION

The 2024 Africa Game Developer Survey highlights the demographics shaping the continent's gaming industry. Male developers make up a significant majority, accounting for 88% of respondents, while female developers represent 12%, highlighting a growing yet still underrepresented group in the industry.

The survey reveals a youthful demographic leading Africa's gaming industry. The majority of respondents, aged 25–34, represent the largest group, with 74 participants actively contributing to game development. The 18–24 age bracket follows closely, with 51 respondents showcasing emerging talent entering the industry. Mid-career professionals aged 35–44 account for 7 participants, while those aged 45 and above comprise 4 respondents. Younger contributors, below the age of 18, represent a smaller segment with 1 respondent. This diverse age distribution shows the involvement of various generations in shaping Africa's gaming ecosystem.



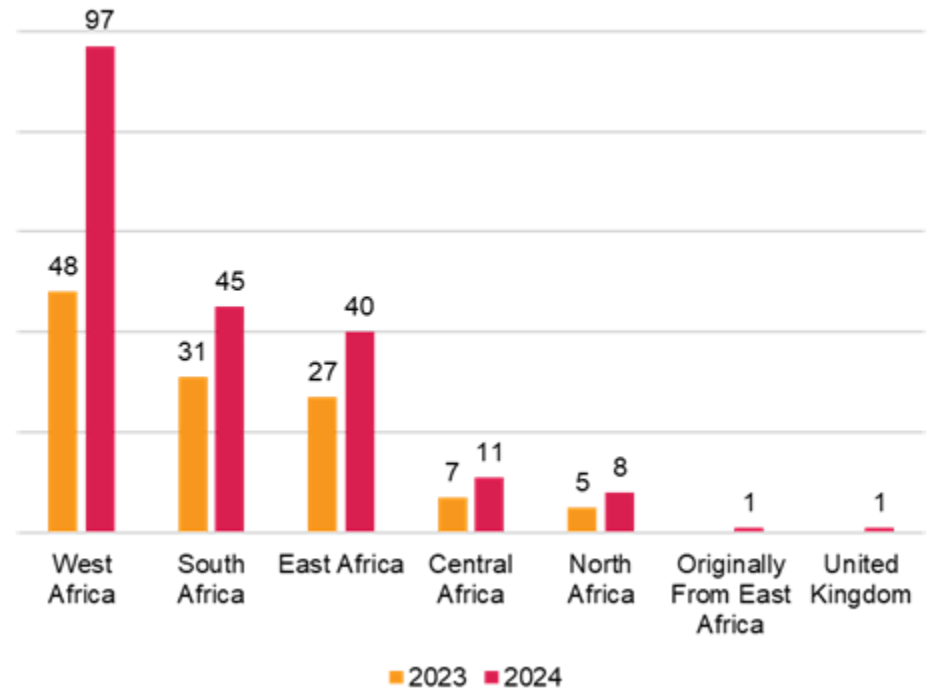
RESPONDENTS BY REGION

The survey revealed a notable increase in participation across all regions of Africa between 2023 and 2024. West Africa recorded the most significant growth, rising from 48 participants in 2023 to 97 in 2024, demonstrating its growing prominence in the continental games industry. Southern Africa also registered an increase, with 45 participants in 2024 compared to 31 the previous year.

East Africa followed closely, climbing from 27 participants in 2023 to 40 in 2024. Central Africa saw a modest rise from 7 to 11 participants, while North Africa experienced a slight increase from 5 to 8. Additionally, the survey included one participant from East Africa and one from the United Kingdom in 2024, reflecting broader diversity in the pool.

This upward trend in participation highlights growing interest and engagement in game development across the continent, with West Africa leading the charge.

Participants By Region In Year 2024 VS 2023

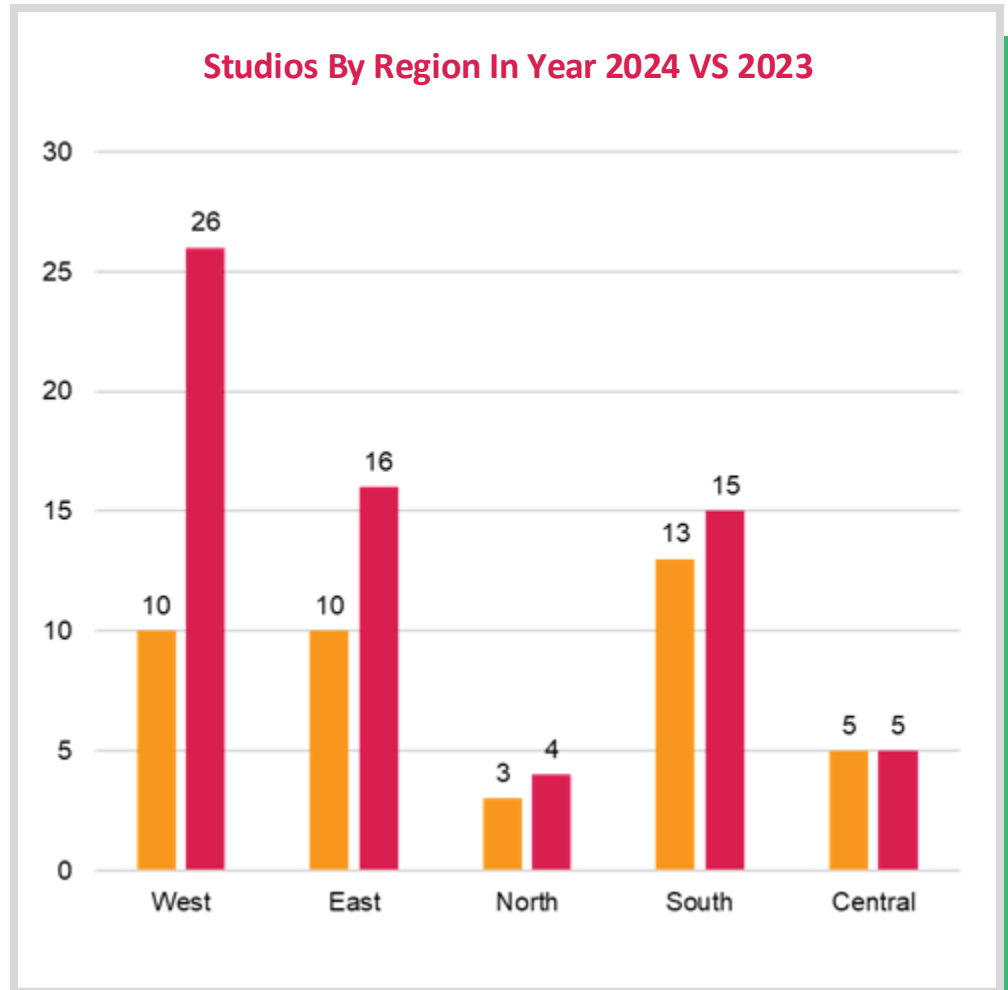


STUDIOS BY REGION

The survey data highlights remarkable growth in the number of game studios across Africa between 2023 and 2024. West Africa saw the most substantial increase, expanding from 12 studios in 2023 to 57 in 2024, emphasising its dominant role in the continent's game development landscape. Southern Africa followed with significant growth, rising from 5 studios in 2023 to 35 in 2024.

East Africa also demonstrated notable progress, increasing from 8 studios in 2023 to 24 in 2024. Central Africa grew modestly, adding seven new studios to reach 8 in 2024, while North Africa rose from 1 studio in 2023 to 6 in 2024.

This widespread growth reflects a rising interest in game development across all regions, with West Africa emerging as a key hub for studio expansion and activity.



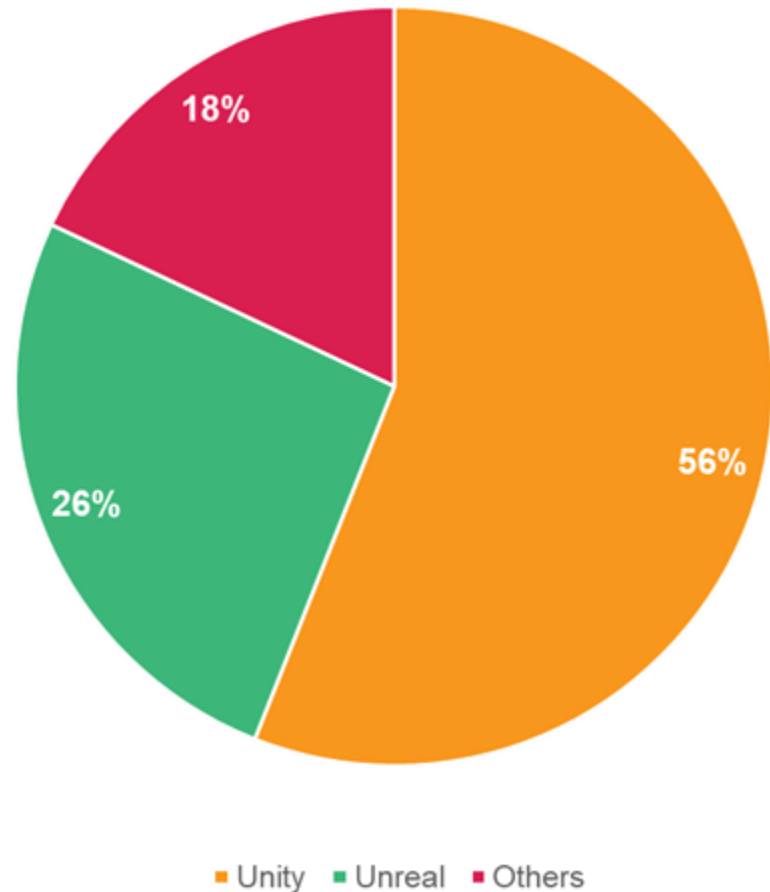
DEVELOPMENT ENGINES

The 2024 survey data highlights Unity as the dominant engine, capturing 62% of the market among African game developers. This underscores its strong preference due to its comprehensive toolset, user-friendly interface, and widespread community support. Unreal Engine ranks second with 15%, appealing to developers seeking advanced 3D rendering and high-quality visuals. Godot, known for its open-source nature and lightweight features, holds third place with 9%.

Other engines like Phaser (2%) and GDevelop (1%) occupy smaller shares, along with proprietary engines at 1%. The remaining engines, including AWS, Flutter, FMOD/Reaper, Ren'Py, Twine, and Vulkan, collectively represent less than 1%, indicating their niche usage for specific projects or experimental designs.

The data reveals that the majority of developers gravitate towards established engines with robust ecosystems, while niche and proprietary solutions are less commonly adopted.

Primary Engine In Year 2024



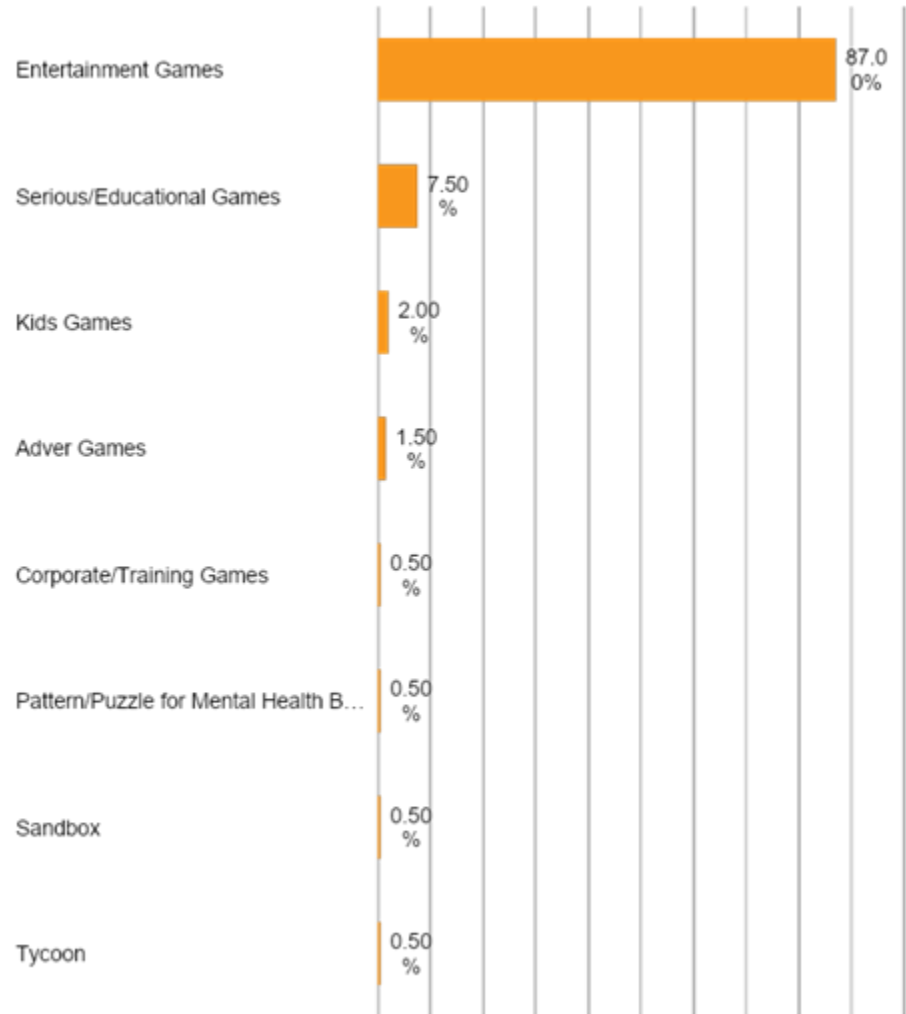
GAMES CATEGORIES

The survey reveals that most African game developers produce multiple categories of games, with entertainment games being the predominant focus. A remarkable 87% of respondents create entertainment games, spanning various genres such as action, adventure, puzzle, and simulation, all designed primarily for enjoyment and leisure.

Additionally, 7% of developers focus on serious or educational games, which aim to inform, teach, or train players through interactive experiences. Games designed specifically for children account for 2%, catering to younger audiences with age-appropriate content. Adversarial games, which often emphasise competition or conflict, are produced by 1% of respondents, while less than 1% develop corporate or training games, tailored for professional skill-building or workplace scenarios.

These figures highlight entertainment as the dominant category, reflecting its widespread appeal, while other types of games serve more niche or specialised purposes.

Category In Year 2024



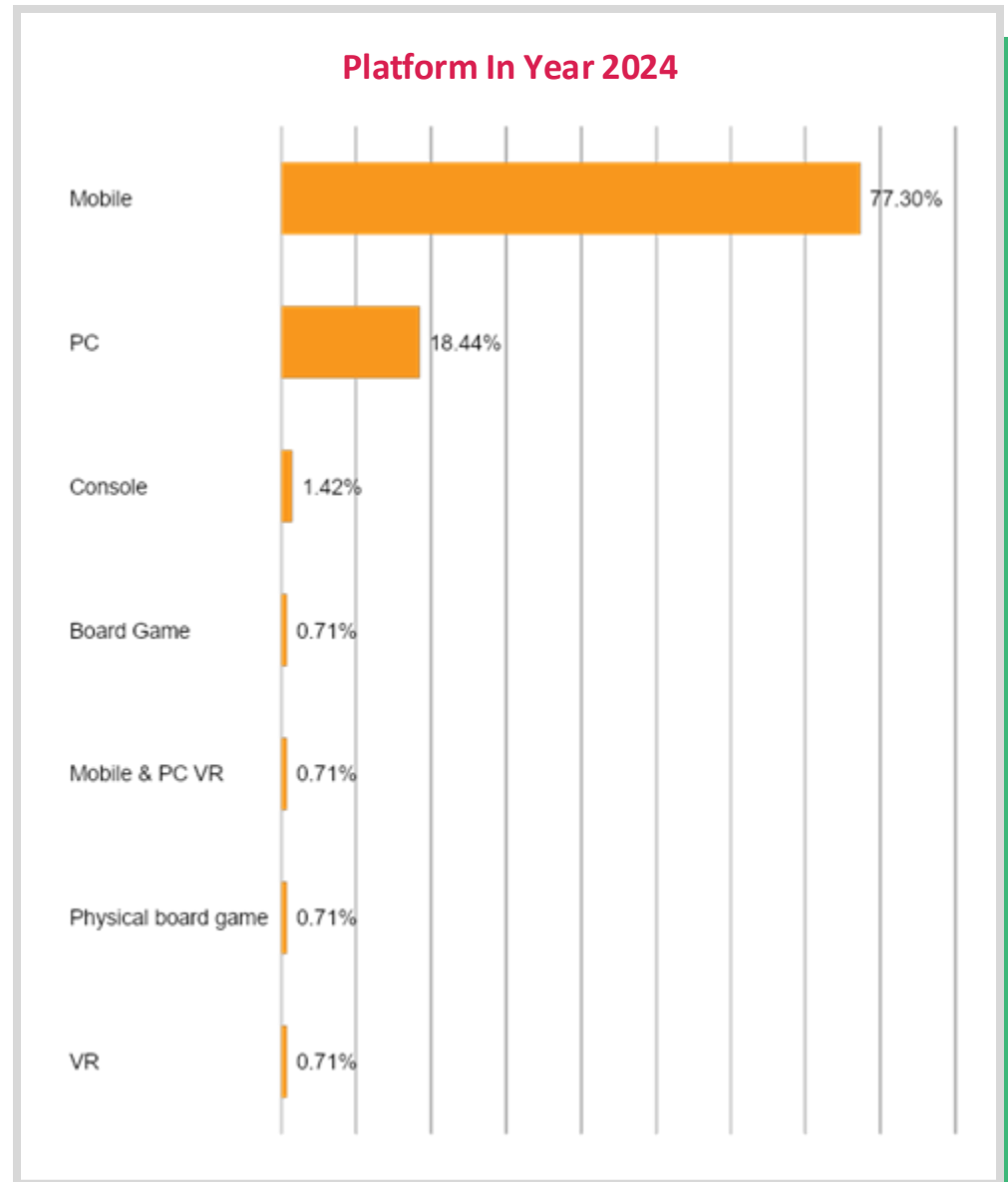
GAMES PLATFORMS

The survey data highlights the dominance of mobile and PC platforms in the African games industry. A significant 77% of developers build games for mobile devices, reflecting the widespread use of smartphones and the accessibility of mobile games to a broad audience.

Meanwhile, 18% of respondents create games for PC, showcasing its robust ecosystem that accommodates more complex and immersive gaming experiences.

Game consoles, while less prominent, capture the interest of just over 1% of developers, indicating a smaller but noteworthy focus on this platform. Virtual reality (VR) development remains niche, with less than 1% of respondents targeting VR platforms, signalling the limited accessibility and adoption of VR technology in the region.

These insights underline mobile gaming's stronghold in Africa, with PCs serving as a secondary platform and other platforms catering to more specialised audiences.



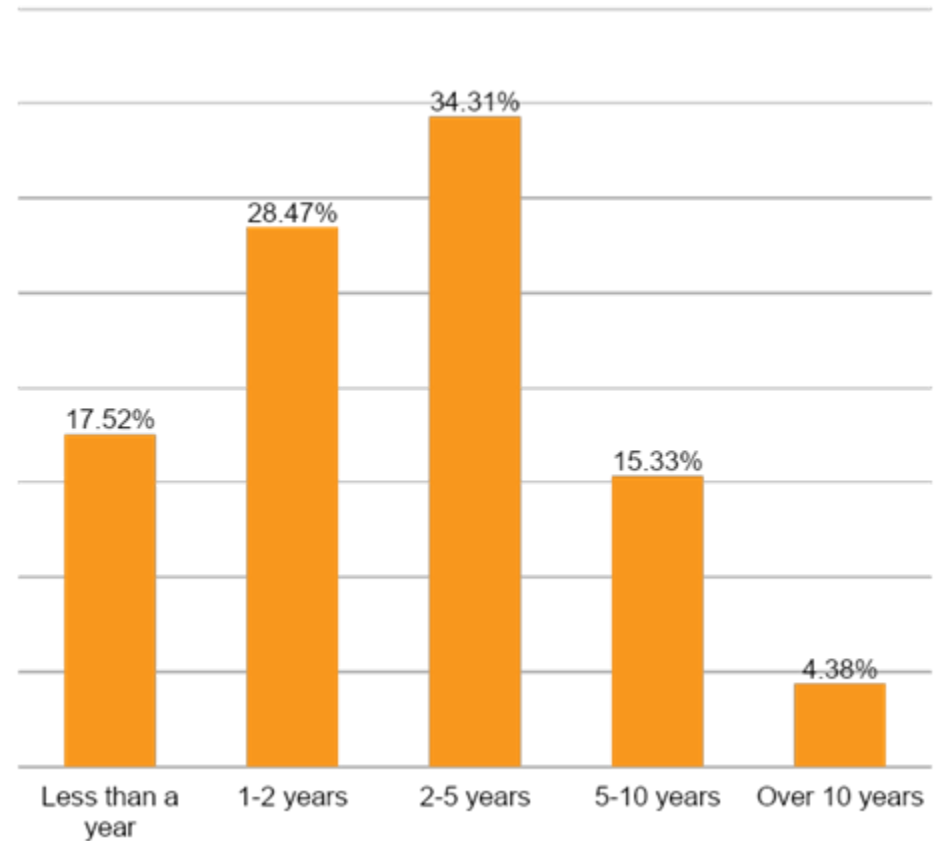
EXPERIENCE

The survey reveals a diverse range of operating durations among the respondents, highlighting a mix of both newer and more established businesses within the African game development industry. Notably, 34% of respondents reported having five years of experience or less.

Duration of operations provides insight into the maturity and stability of game development studios. Established studios with longer operating histories may have gained valuable experience, while newer studios may be focused on growth, innovation, and establishing themselves in a competitive global market.

It's important to note that there is no clear ideal age for a game studio in the African context. Some studios achieve success quickly, while others may take years to build their presence. While it can be assumed that older studios tend to have a better understanding of the market, this is only one factor among many in evaluating a studio's success across the African continent.

Experience In Year 2024

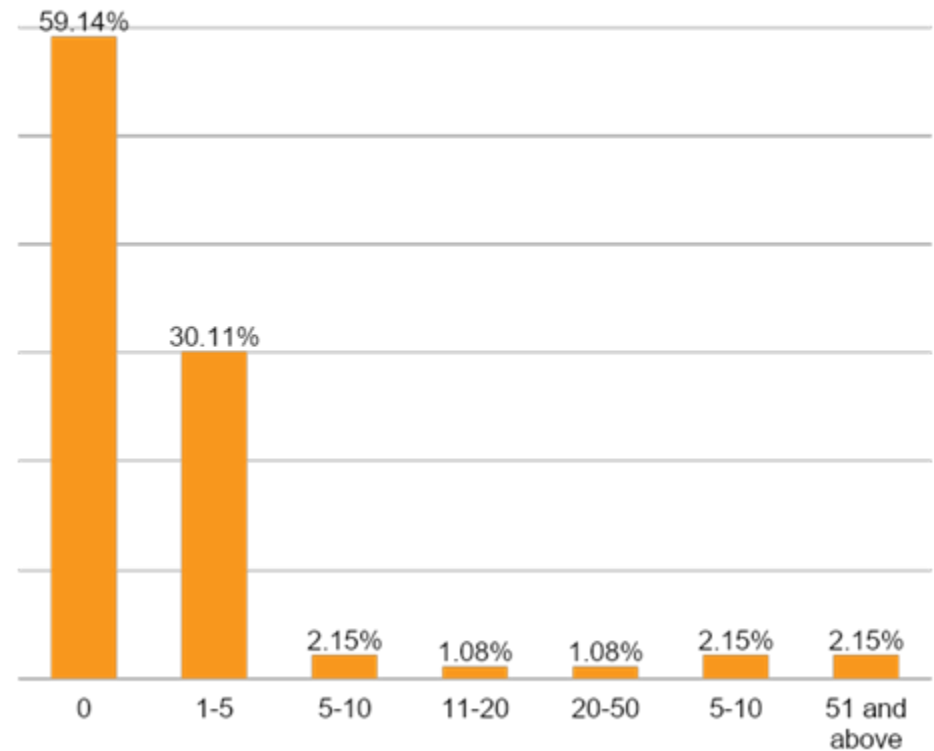


PUBLISHED GAMES

The majority of respondents (59%) indicate that a considerable portion of the surveyed individuals have not yet released a game for public consumption. A lesser percentage have published more. 27 (35%) of the respondents have published up to 5 games

Respondents are at different stages of their game-development journey, and their publishing experience may vary based on factors such as project scope, resources, and personal or professional goals.

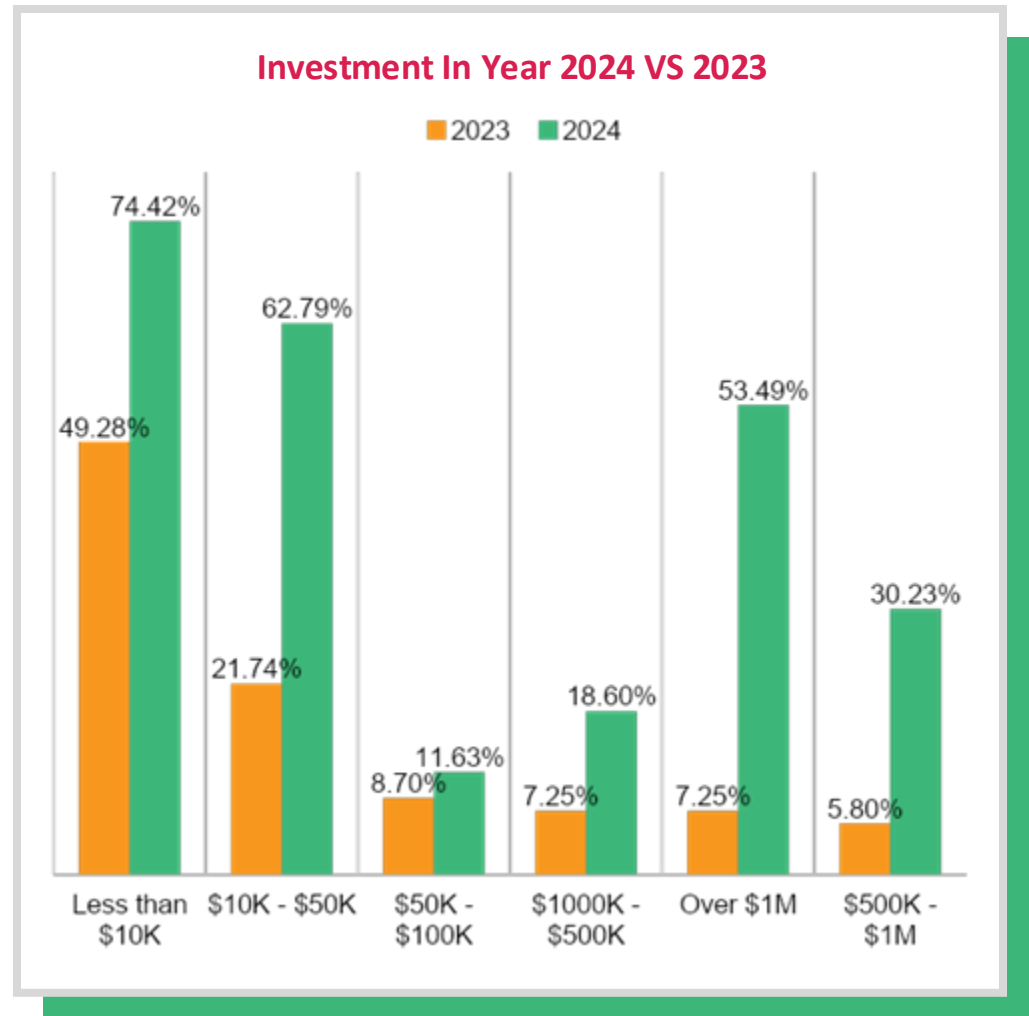
Published Games In Year 2024



INVESTMENT

The survey data, as shown in the chart Investment in Year 2024 vs. 2023, compares planned investment amounts across different ranges for the two years, with red bars representing 2023 and green bars representing 2024. The data reveals a noticeable increase in smaller investment categories for 2024 compared to 2023. In 2024, 74% of respondents plan to invest less than \$10K, a significant rise from 49% in 2023. Similarly, the \$10K – \$50K range also saw growth, with 62% planning to invest in this bracket in 2024, compared to 21% in 2023.

In contrast, larger investment categories such as \$100K – \$500K and over \$1M show relatively lower interest in 2024, with only 18% and 7% planning investments in these ranges, respectively. This shift suggests a trend towards more conservative, smaller-scale investments in 2024 compared to the previous year.



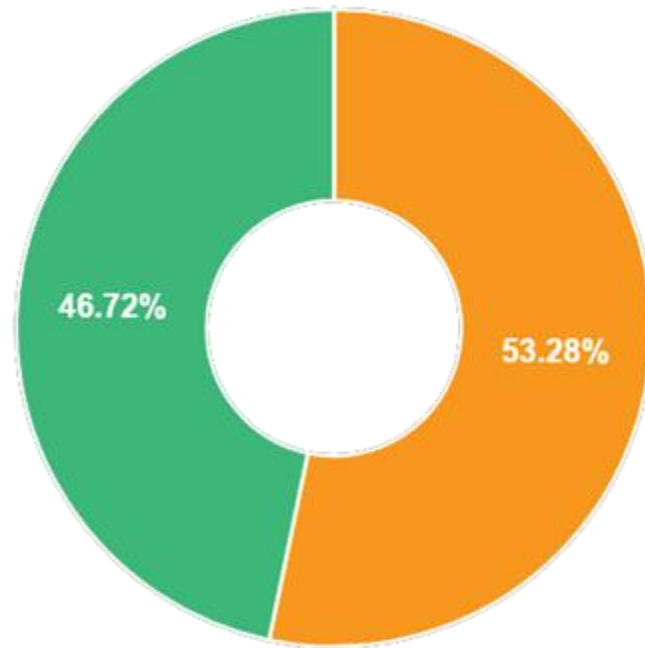
INCOME

The survey data shows that only 46% of respondents earn income from their game development activities. This suggests that a significant portion of the industry consists of hobbyists who rely on other sources of income.

For those generating revenue through game development, it is typically their main source of income. In contrast, respondents who do not earn income from games may derive their earnings from other professional endeavours.

The majority of respondents, 53%, reported that all of their income comes from within their country of residence, indicating that they have not yet generated income from international markets. In a few cases, respondents noted that a substantial portion of their income is derived from international sources.

Income In Year 2024



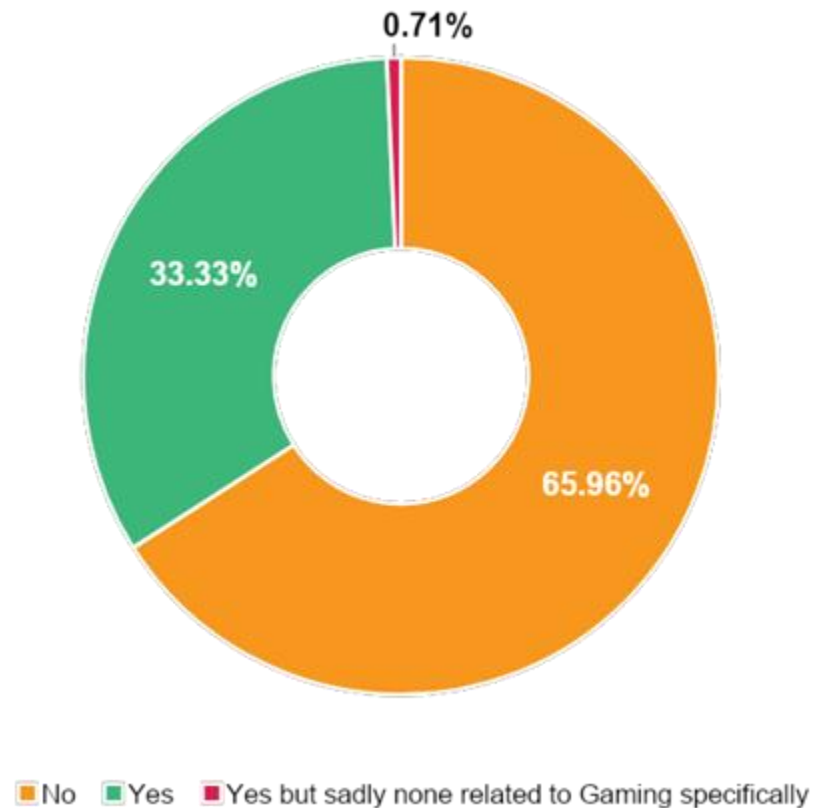
■ No, I don't ■ Yes, I do

ACCESS TO SUPPORT

The survey reveals that access to support for African game companies remains limited. Only 3% of respondents reported receiving funding from government sources, highlighting the rarity of such support in the African context. Additionally, only 33% of respondents have applied for or participated in any accelerator or other support programmes.

These findings suggest that there are few support options available for African game companies, with even fewer specifically tailored to the games sector. It may also indicate that existing programs are not being effectively communicated to the game developers who could benefit from them.

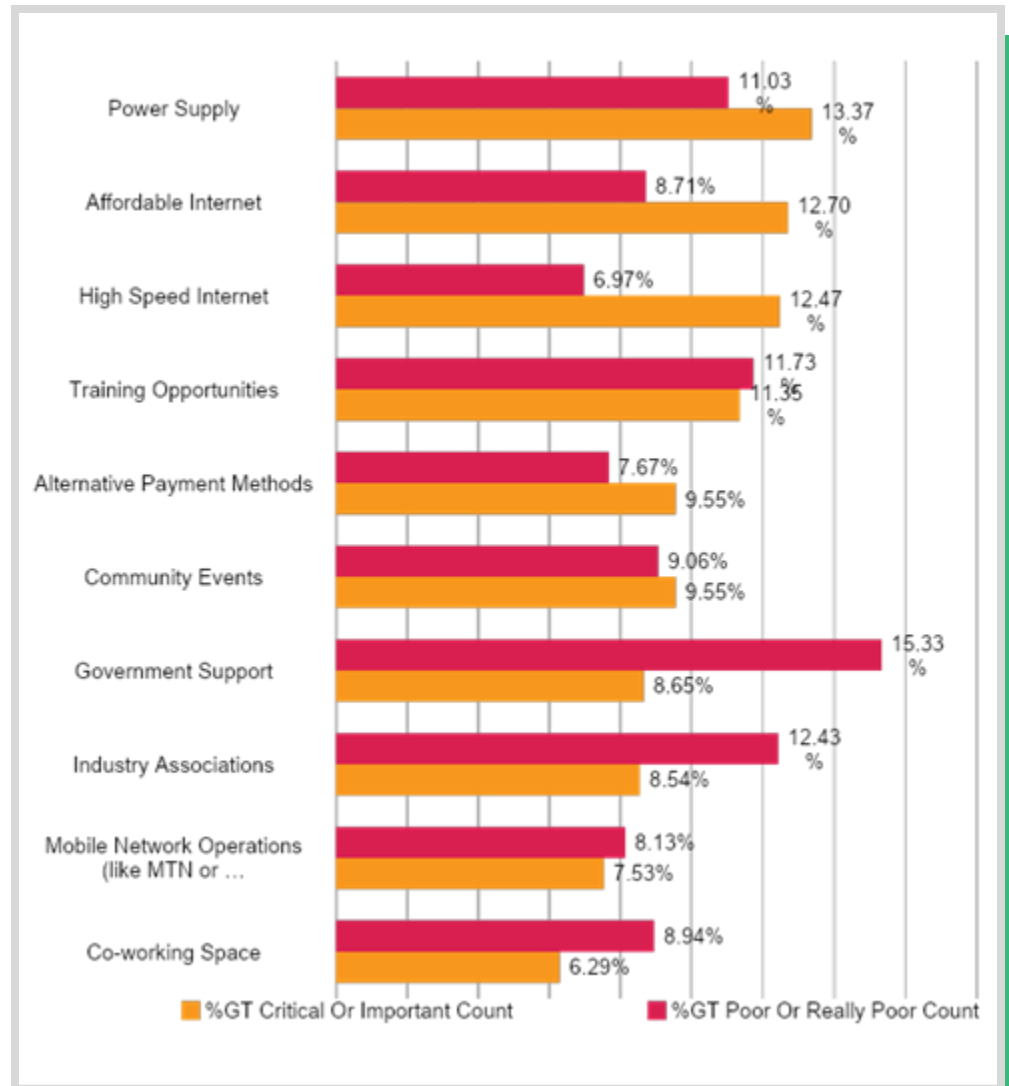
Participation In Support Programs In Year 2024



INFRASTRUCTURE

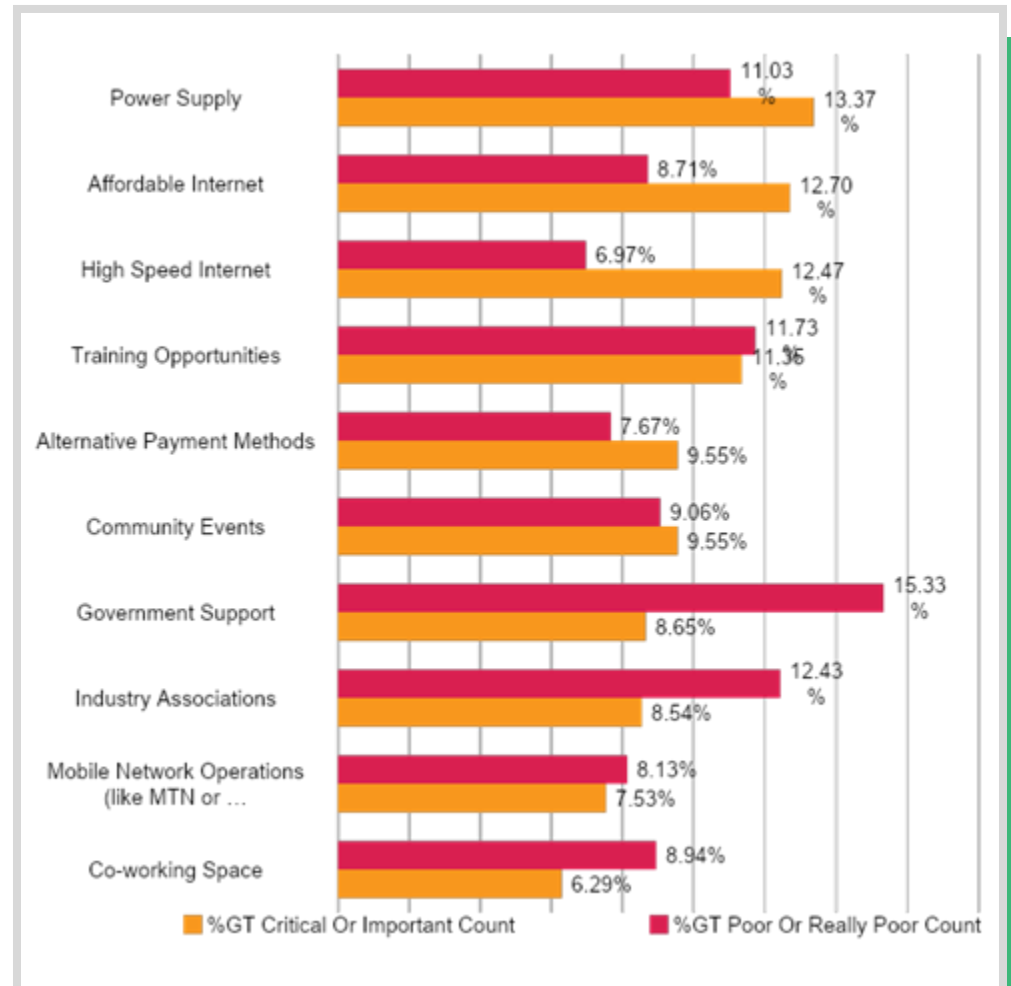
The survey data highlights key infrastructure challenges in the African games industry in 2024. Power supply is rated as highly critical, with 13% of respondents identifying it as essential, but it has a low-quality rating of just 11%, indicating a significant performance gap. Affordable internet and high-speed internet are also crucial, each with a criticality rating of 12%, though their quality ratings are slightly higher, suggesting these areas are somewhat better but still in need of improvement.

These findings highlight the need for more reliable and accessible infrastructure, which leads us to the next section on industry connections and collaboration, where similar gaps in quality and importance are also evident.



INDUSTRY OPPORTUNITIES & COLLABORATION

Training opportunities and alternative payment methods (e.g., mobile money) are rated as highly important (12%), yet both have poor quality ratings, reflecting the need for development in these areas. Government support, while seen as moderately important (8%), receives a low-quality rating of 15%, signalling dissatisfaction with the current level of involvement. Community events and industry associations show balanced importance and poor quality ratings, while co-working spaces and mobile network operators, although less critical, still exhibit notable quality concerns.





KEY TAKEAWAYS

01.

Stable power supply is crucial for maintaining productivity, reducing downtime, and ensuring continuous development and delivery of games to the market. The presence of a substantial percentage of respondents who perceive power supply as critical or very important suggests that addressing power supply challenges is a priority for fostering a thriving games industry in Africa.

02.

High-speed internet enables game developers to access and share resources, conduct research, participate in online communities, and stay up-to-date with the latest industry trends. It also affects the ability to efficiently download and test games, collaborate with team members, and engage with players in real-time.

03.

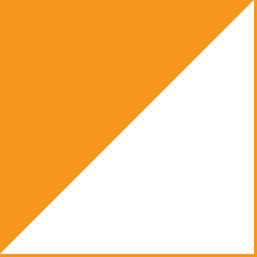
Affordable internet enables game developers to reduce operational costs, reach a broader audience, and stay competitive in the global market. It also affects the ability of players to access and enjoy games, participate in online communities, and engage with games content.

04.

Mobile operators play a crucial role in providing the infrastructure for mobile games, including data connectivity, internet services, and access to app stores. They enable players to download and play games, engage in multiplayer games, and access game content on the go. Respondents who consider mobile network operators as important or very important suggests that these operators are critical partners in the games industry's growth and expansion.

05.

Alternative payment methods, such as mobile money, digital wallets, and localised payment gateways, are essential for expanding the reach of games to a broader audience. They cater to players who may not have access to traditional banking methods or credit cards, making it easier for them to purchase in-game items and access premium content. Respondents suggested that these methods are considered valuable tools for improving the monetisation and accessibility of games.

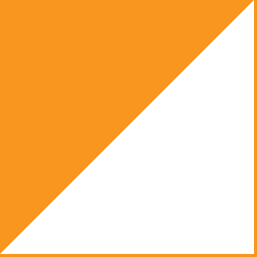


AFRICA GAME STUDIO DIRECTORY



#	Name of Studio	Founded	# of Employees	Country	City	Region	Website
1	Adala Studios		6-10	Kenya	Nairobi	East Africa	https://www.adalastudios.co.ke/
2	Asili Entertainment	2016	6-10	Kenya	Nairobi	East Africa	https://asili.card.co/
3	Atrybute		6-10	South Africa	Johannesburg	South Africa	
4	Betsaleel Games	2018	6-10	Nigeria	Adamawa	West Africa	https://www.ebetsaleel.com/
5	CtrlA Studios	2021	20-50	Sudan	Khartoum	North Africa	http://www.ctrla249.com/
6	Dawn of game studio	2018	6-10	Cameroon	Yaounde	Central Africa	https://twitter.com/dawn_of_games
7	Deluxe Creation Studios	2010	6-10	Nigeria	Lagos	West Africa	http://www.deluxecreation.com/
8	Digitalmania	2012	20-50	Tunisia	Tunis	North Africa	http://www.digitalmanastudio.com/
9	Dimension11	2018	20-50	Nigeria	Lagos	West Africa	https://www.dimension11studio.com/
10	Enter Africa	2018	6-10	Ethiopia	Addis Ababa	East Africa	http://goethe.de/enterafrica
11	EpicArts Studio	2018	6-10	Zambia	Lusaka	South Africa	https://www.epicarts.studio/
12	ITThynk Gaming		10-20	South Africa	Gauteng	South Africa	https://www.itthynkgaming.co.za/
13	Kayfo Games	2019	20-50	Senegal	Dakar	West Africa	https://kayfo.games/
14	Kiro's Games	2013	20-50	Cameroon	Yaune	Central Africa	https://kirooworld.com/
15	Kian Of The Kings			Uganda	Kampala	East Africa	
16	Kunta Contents	2016	6-10	Kenya	Nairobi	East Africa	https://kuntacontent.com/
17	Leti Arts	2009	6-10	Ghana	Greater Accra	West Africa	http://www.letiarts.com/
18	Maliyo Games	2012	20-50	Nigeria	Lagos	West Africa	https://www.maliyo.com/
19	Mekan Games			Kenya	Nairobi	East Africa	Mekangames.com
20	Morbiket		6-10	Tunisia	Tunis	North Africa	http://www.morbiket.com/
21	Noohkema	2016	6-10	Cameroon	Douala	Central Africa	https://www.noohkema.com/
22	NubianVR	2015	6-10	Ghana	Greater Accra	West Africa	http://www.nuaviar.com/
23	Nyamakop	2015	20-50	South Africa	Johannesburg	South Africa	http://www.nyamakop.co.za/
24	Orange VFX Studios	2010	20-50	Nigeria	Lagos	West Africa	https://www.orangevfx.com/
25	QCF Design	2008	6-10	South Africa	Western Cape	South Africa	https://www.qcfdesign.com/
26	Quiva Games	2019	20-50	Nigeria	Enugu	West Africa	https://quiva.games/
27	Realm-Games Studio	2009	6-10	USA	California	North Africa	http://www.realmgames.com/
28	Relu Interactives	2022	6-10	Ghana	Greater Accra	West Africa	https://www.reluinteractives.com/
29	Sea Monster	2011	20-50	South Africa	Western Cape	South Africa	https://www.seamonster.co.za/
30	Studio Bolland	2014	6-10	South Africa	Western Cape	South Africa	http://www.studiobolland.com/
31	Arkitech Studios			Kenya	Nairobi	East Africa	https://arkitech.co.ke/
32	Team II Interactive	2022	6-10	Kenya	Nairobi	East Africa	https://team2interactive.com/

33	Team Lazerbeam			South Africa	Cape Town	South Africa	
34	Usiku Games	2018	20-50	Kenya	Nairobi	East Africa	https://www.usiku.games/
35	Vetkoek Studios	2022	6-10	South Africa	Johannesburg	South Africa	https://vetkoek-studios.itdh.io/
36	Weza Interactive	2016	6-10	Kenya	Nairobi	East Africa	https://www.weza.Africa/
37	Anyhowan yhow Games		1-5	Nigeria	Lagos	West Africa	
38	Cauriolis 2.0		1-5	Senegal	Dakar	West Africa	
39	Clockwork Acorn		6-10	South Africa	Cape Town	South Africa	https://clockworkacorn.com/
40	Deezoh play	2022	1-5	Uganda	Gulu	East Africa	
41	Disputed People Gaming	2023	1-5	South Africa	Johannesburg	South Africa	
42	Dumsor Games	2018	1-5	Ghana	Tema	West Africa	
43	Esegames	2019	50+	Canada	Van couver	North America	http://www.esegaming.com/
44	Gbross oft		1-5	Nigeria	Lagos	West Africa	https://gbrossoft.com/
45	Goon du Interactive		6-10	Nigeria	Enugu	West Africa	
46	Herodot Studio	2018	6-10	Tunis	Tunis	North Africa	https://herodotstudio.com/
47	Immersia VR Studios		1-5	Nigeria	Lagos	West Africa	
48	Keiv Games		1-5	Kenya	Kenya	East Africa	
49	Kucheza	2019	20-50	Nigeria	Lagos	West Africa	http://www.kuchezagaming.com?
50	Last Minute Digital	2020	6-10	South Africa	Johannesburg	South Africa	
51	Mirince Studio		1-5	Nigeria	Lagos	West Africa	
52	N'Ganin Games	2022	6-10	Africa	Africa	Africa	https://linktr.ee/nganin games
53	Ogames Studio		1-5	Ghana	Kumasi	West Africa	https://www.ogamesstudio.com/
54	Omenlv		6-10	South Africa	Johannesburg	South Africa	http://popstudiosza.com
55	Pineapple On Pizza	2022	6-10	South Africa	Johannesburg	South Africa	https://popstudioza.co/n/
56	Pirate Games		10-20	Nigeria	Nigeria	West Africa	
57	Raven Illusion Studio	2018	1-5	Nigeria	Lagos	West Africa	https://www.ravenillusion.studio
58	Revival Game Studios	2019	1-5	Nigeria	Lagos	West Africa	
59	Side Effect Studio		1-5	Nigeria	Abuja	West Africa	
60	Stu diologix		6-10	Nigeria	Ogun	West Africa	
61	Talent Digital Arts	2021	20-50	South Africa	Johannesburg	South Africa	https://www.talentedigital.art/
62	Two Name Games		6-10	South Africa	Johannesburg	South Africa	https://www.twonamegames.com/
63	Urban Gurus	2022	6-10	Kenya	Nairobi	East Africa	https://urban gurus.online/
64	Wolfia Studio		6-10	Nigeria	Lagos	West Africa	https://www.wolfiastudio.com/



FINAL WORD



A MODEL FOR BUILDING A SUCCESSFUL GAMES INDUSTRY



Talent Pipelines

Ecosystem support and workforce development

Junior Talent



Incubation & Prototyping

Early development support & market validation

Proto-companies



Acceleration

Commercially-viable projects & production support

High-Potential Vertical Slices



Access to Investment

External financing & international market support

Project Financing



Rebate Programs

Offset labour costs & incentivize multinationals

Scaling Companies



WHAT A SUCCESSFUL GAMES INDUSTRY CAN BRING

For a viable and thriving African game industry, a strong and interconnected games ecosystem is a prerequisite. Earlier in this report, we mapped out the emerging African games ecosystem, including a variety of key players and stakeholders. In order to ensure the overall success of the industry, game studios, policy actors, investors, and others must work together to help build solid talent pipelines, create conditions that keep investors and potential financiers adequately informed, as well as strengthen bonds between major players in the market.

The outcome of these activities should be a thriving games industry that reaps dividends across several economic sectors. By stakeholder group, these will look as follows:

GENERAL PUBLIC

- Attractive job and career opportunities with the African games industry.
- Culturally-relevant, affordable and accessible African-made games.

INVESTORS

- Investment-ready African game development projects and studios.
- Streamlined benchmarking with investment targets for the industry.
- Data-driven decision-making on which projects to support and grow.

GAME DEVELOPERS

- Easier access to talent, across all levels.
- Easier access to capital and new markets.
- Increased collaboration opportunities.
- Vibrant and supportive community.

POLICYMAKERS

- Increased employment opportunities for skilled labour.
- Ready cultural products for exports in new markets and mediums.
- Increased foreign direct investment.
- Increased domestic tax revenues.



HOW YOU CAN SUPPORT

Every industry actor and market participant has a role to play in strengthening the African game industry. Here are some steps each stakeholder group can take to support the burgeoning African games development ecosystem:

GAME DEVELOPMENT STUDIOS

- Collaborate or partner with existing talent development initiatives such as GameUp Africa, Ashesi University, or the Ark Fellowship to hire, retain and develop new talent in the industry.
- Participate in and/or contribute to games ecosystem events and initiatives, showcasing new work, talent or requests for additional resource for growth.
- Partner with other game studios to create bigger, more expansive titles and IP for the global market.

INVESTORS

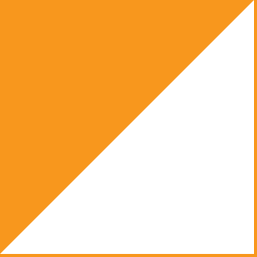
- Provide clarity on which reporting metrics for projects and/or studios are most crucial for investor groups.
- Set up new benchmarks for industry investment, indicating which conditions must be met for a project and/or studio to be investor-ready.
- Partner or collaborate with games ecosystem events and initiatives, providing education on investor-readiness as well as introducing new tools for effective and timely reporting.

POLICYMAKERS

- Work with industry partners and actors to understand how best to support the African game development industry. This can be done through hosting industry-specific town halls and gathering key insights from market leaders and other key stakeholders.
- Work with industry partners and stakeholders to map out the African games industry and its potential impact on various African economic sectors.
- Begin crafting policy tools that will encourage more game development studios to set up in your jurisdiction and consider any investor benefits that would support this (e.g. subsidies, tax breaks and/or holidays).

GENERAL PUBLIC

- Become more knowledgeable about the African games industry by following industry news outlets and becoming familiar with individual African studios and their work.
- Play and support African-made games and share them with your community and/or networks.
- Consider beginning your career in the African games industry by joining one of the talent development initiatives already available or planning a career transition with your current skills.



CREDITS



Image Credits: Africa Games Week, Cape Town



CONTRIBUTORS



HUGO OBI

Maliyo Games

Hugo is the CEO of Maliyo Games, a leading pan-African games developer based in Lagos, Nigeria. He is responsible for a team of diverse and talented designers, developers, artists, and programmers building immersive games with original narratives, character design, and sound inspired by the African continent.



MARIE SHABAYA

Maliyo Games

Marie is an internationally accomplished advisor and is the Founder & Managing Director of Publika Strategic Communications Advisors, a bespoke communications consultancy in Nairobi, Kenya. She is currently the Marketing and Communications Lead at Maliyo Games.



JEMIMA MWANA

Maliyo Games

Jemima Mwana is a versatile professional with a passion for creativity and storytelling. She is currently a Research Associate at Maliyo Games, where she contributes to projects that showcase Africa's growing influence in mobile gaming. Her work focuses on user research, strategic marketing, and community engagement.



KINGSLEY NNAMONAH

Maliyo Games

Kingsley is a results-driven marketing associate at Maliyo Games and a graduate of computer engineering. With a strong technical foundation and a flair for digital marketing, he has successfully spearheaded community engagement campaigns and strategic initiatives that have elevated Maliyo's presence in the African games industry. His contributions play a key role in promoting African narratives and fostering industry growth on a global scale.



KRISTIAN ROBERTS

Nordicity

Kristian has significant expertise in economic policy, research, and writing, with a particular interest in digital media, emerging technologies and their impact on economies around the world. He has led projects for various clients and is adept at leading extensive primary data collection exercises to provide strategic advice for sustained industry growth.

DISCOVER AFRICAN CREATIVITY



Image Credits: Africa Corner, Gamescom

WHO'S BEHIND THIS REPORT?

The Africa Games Industry Report is a product of Maliyo Games, a pan-African games development studio headquartered in Lagos, Nigeria. Last year, Maliyo Games launched the first edition of the Report to industry experts, policymakers, and entrepreneurs in December.

Since its founding in 2012, Maliyo Games has invested in the growth of the games industry in Africa building the talent pipeline with initiatives such as GameUp Africa, an annual five-month training programme targeted at aspiring and entry-level African game developers. Since its inception in 2021, it has quickly become the largest and most impactful programme on the continent, attracting applicants from across Africa. In 2024, the programme was expanded to four comprehensive courses: Programming, Art, Audio, and Marketing.

GET INVOLVED

Our goal is to build a stronger, more sustainable, and vibrant games industry in Africa — One that creates jobs and drives economic growth for the continent

If you would like us to present the findings from the Africa Games Industry Report at global events, collaborate with us on a future report, are interested in engaging with us to produce a similar report for your country and/or region, or just want to tell us what you think about our report, please reach out to us using the details below.

MARIE SHABAYA



maria.shabaya@maliyo.com



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KUCHEZA
STUDIOS

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GAME OVER

