🖼 **Infographic: Game Engines vs Game categories**

Title: Unity's dominance challenged in web gaming. Playgama.com maps top engines across web-game categories
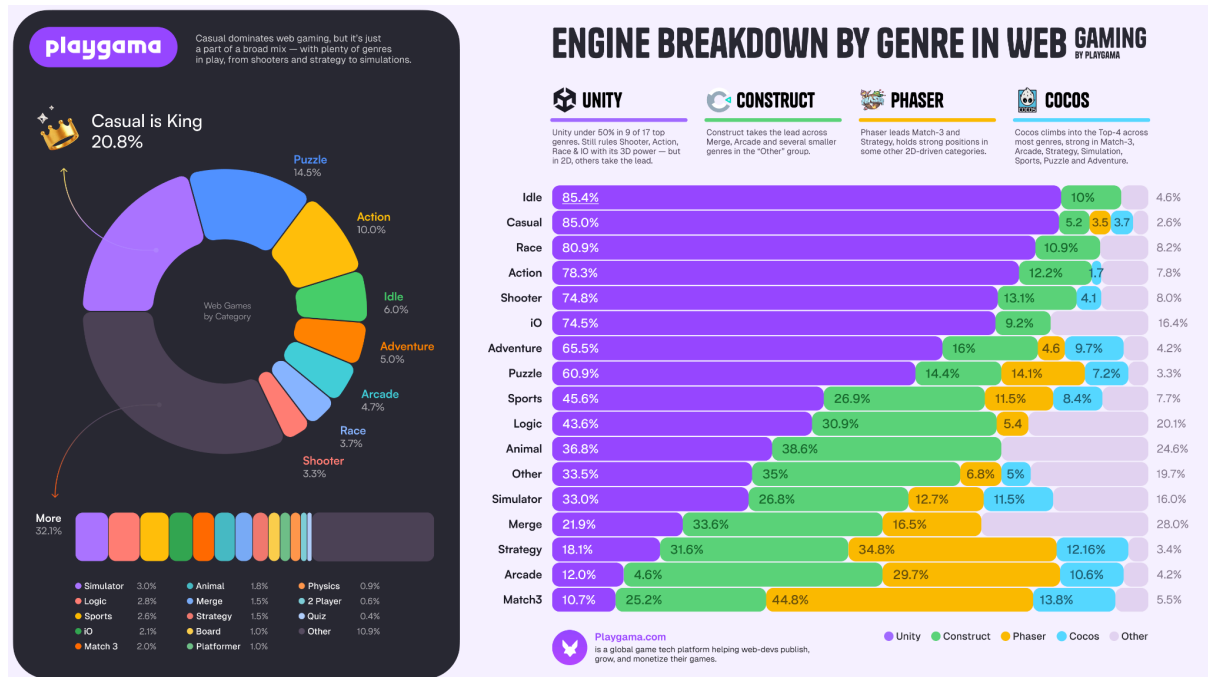
September 2025, Dubai, UAE — In its [previous research](#), Playgama examined global engine trends in web gaming based on games released in H1 2025. The report showed that Unity held more than half of all new releases, followed by Construct (16,4%), Cocos (8,1%) and Phaser (7,1%). This time, the company went further and analyzed how engines distribute across different game categories — offering a closer look at the dynamics behind genres and development stacks.

The results show a nuanced picture: Unity remains the market leader, however its share is under 50% in 9 out of 17 categories. It still rules Idle, Race and Action with its 3D powers and preserves its dominance in Casual, yet in most 2D-driven categories others take the lead. There's a rise of Construct and Phaser in genres such as Arcade, Strategy and Match-3, while Cocos steadily climbs in Puzzle, Simulation and Adventure.

While the infographic highlights the engines with the largest footprint — Unity, Construct, Phaser and Cocos — Playgama also examined a broader set of technologies including Defold, GameMaker, PlayCanvas. For now these engines represent a smaller slice of the market but form part of the wider competitive landscape. For instance, Playcanvas represents 12.4% in IO, 11.3% in Simulators and 10.5% in the Animal category. Defold and GameMaker hold 14,9% and 7.5% in the Merch games respectively.

Casual continues to be the single largest category at around 20% of all new releases, with Unity firmly in the lead — a critical signal given that Casual is also the most monetized

segment of the web-gaming economy. Idle follows a similar pattern, underscoring Unity's reach into categories where revenue potential is highest. At the same time, Unity's strength is most visible in Action, Shooter, Race and iO, where its 3D rendering power gives it a clear edge, while in 2D-driven genres lighter engines increasingly take the lead.

"Engine choice is not random — it maps directly to genre," said Dmitry Kachmar, founder of Playgama. "For now Unity remains unrivaled for 3D and complex projects, but in classic and casual genres developers increasingly choose lighter, faster stacks. The ecosystem is diversifying, and that's a sign of maturity for web gaming."

Beyond pure shares, the research also points to the changing economics of the browser market. As the hybrid web/mobile casual space matures, developers are adding more sophisticated in-app and advertising monetization. Puzzle and Casual titles are attractive because they maximize ad inventory and upsell opportunities, and this in turn drives a steady flow of new releases.

At the same time, the growing presence of Construct, Phaser, and other lightweight engines shows that development is becoming faster and cheaper, opening the field to indies and new entrants. The web is establishing itself as a first-class launch platform, and the diversity of engines points to a more resilient ecosystem ahead.

Playgama expects these shifts to accelerate as new technologies like WebGPU and AI-driven tooling lower technical barriers even further. What was once a niche for simple browser titles is now evolving into a competitive arena where every screen can become a gaming device.

The study is based on multiple new releases across leading HTML5 game distribution platforms in 2024 and 2025 year-to-date, with categories reflecting the labeling systems most commonly used by the sites. When games carried multiple tags, their shares were apportioned evenly, while the "Other" category aggregates minor or weakly classifiable titles.

About Playgama.com
Playgama.com is a global game tech company helping developers publish, grow and monetize their games on the web through a unified multi-platform infrastructure. Its distribution and monetization platform gives access to over 300 million users by partnering with MSN Games, Facebook Gaming, Game Distribution, CrazyGames, Playhop and many other playgrounds. The company also develops Playgama Bridge, a free open-source SDK adopted by over 2,000 developers worldwide, acting as a "master key" that replaces dozens of manual integrations. Founded in 2023 and headquartered in Dubai, Playgama has raised $3M in venture funding in 2024. In 2025, the company was recognized as a finalist at the Mobile Games Awards and MENA Games Industry Awards, and a winner at the Game Dev Heroes awards.