

# China WeChat Mini Games Industry Report 2026



**MERIDIAN  
PLAY**



**JINKE**  
金科文化

# Who We Are



**Meridian Play is a gaming corporate advisory and accelerator focused on building cross-border partnerships between East and West. We support studios and publishers with:**

**Go-To-Market Strategy**

**Asia Market Entry**

**Long-Term Strategic Partnerships**

**East-West Market Expansion**

**Backed by a strong industry network and deep expertise across Asia, we have supported 70+ Publishing & strategic deals and helped raise Pre-A, Series A funding, and project financing.**

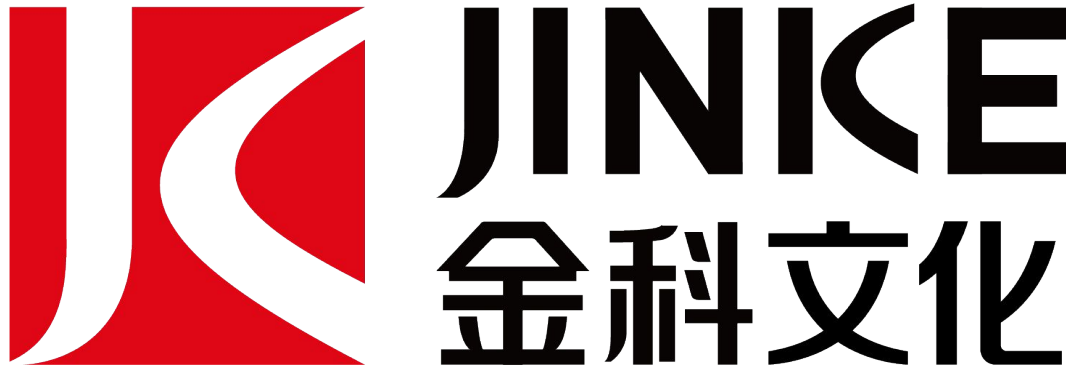
# About JINKE



Founded in 2006 and publicly listed in 2015, JINKE is a leading Chinese game developer and publisher with extensive experience in mobile games. Following its €1 billion acquisition of Outfit7 in 2017, the JINKE Group expanded its global reach to more than 25 billion lifetime downloads and up to 470 million monthly active users (MAU). In China's Android market alone, its portfolio reaches peak DAU of up to 20 million.

JINKE has extensive experience publishing international games in China, working with partners including SEGA, MY.GAMES, ZeptoLab, COOKAPPS, Playgendary, Top App Games, CarX Technologies, and G5 Entertainment.

Backed by strong relationships with China's leading distribution platforms and deep expertise in publishing, operations, and user acquisition, JINKE helps international developers successfully launch and grow their games across China's app stores and WeChat Mini Games ecosystem.



# The Introduction of WeChat Ecosystem

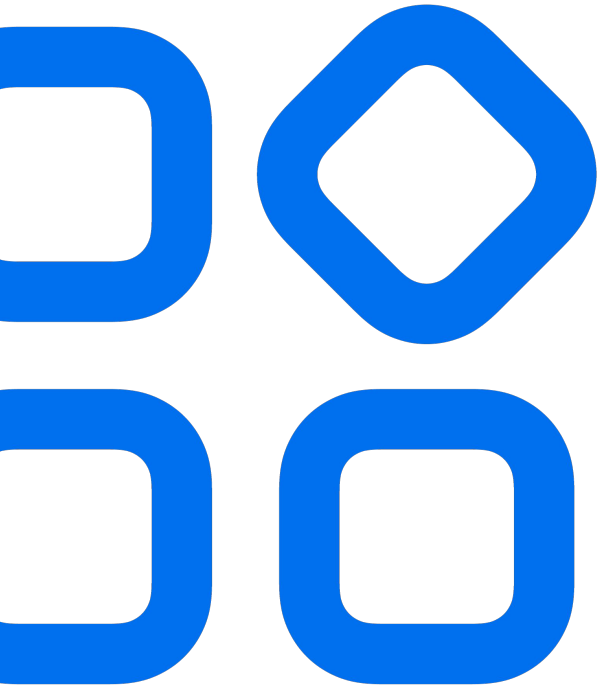
**Launched by Tencent in 2011, WeChat has grown into one of the world's largest digital ecosystem platforms and the leading communication app in China.**

**Over the years, WeChat has expanded beyond messaging into a large-scale digital ecosystem that combines social network, Mini Programs, gaming, e-commerce, and a broad range of everyday online services within a single platform.**

**As of March 2026, the combined monthly active users of WeChat globally reached **1.43 billion**. WeChat plays a major role in everyday life across China.**



# WeChat Mini Programs



**WeChat Mini Programs are applications built within the WeChat ecosystem, enabling users to access various services instantly without installing separate applications.**

**Users can access them via QR codes, search, official accounts, in-app recommendations, or shared links. Since its 2016 public beta, the platform has grown significantly.**

**According to QuestMobile data, as of March 2026, overall Mini Program monthly active users reached 1.021 billion, with WeChat Mini Programs accounting for 973 million, representing a 5.8% YoY increase as the ecosystem's core component.**

# WeChat Mini Games

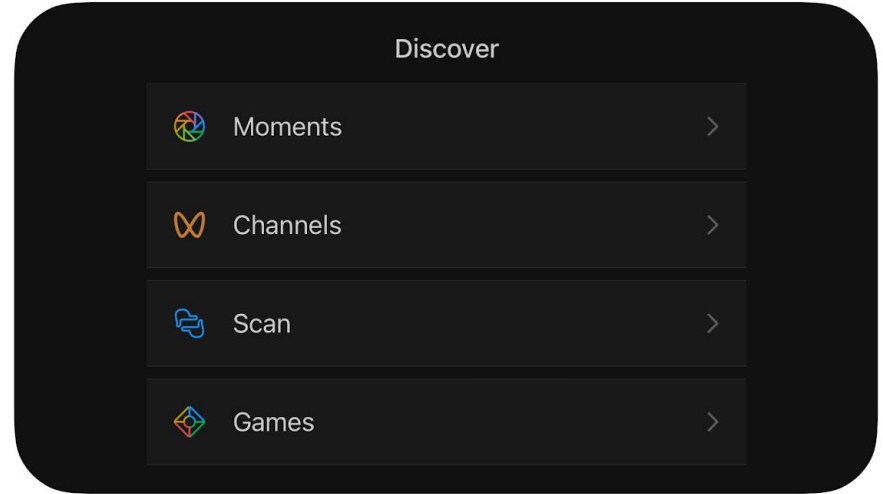


**WeChat Mini Games are web-based titles built directly inside WeChat.**

**Within only one app platform, they offer social elements, a huge game catalog, and instant access with no downloads required.**



Jump 跳一跳Tiao Yi Tiao was the first WeChat Mini Game



WeChat Mini Games on the Discover page

# Overview of China's Mini Games Market



In 2025, China's Mini Games market generated RMB 53.535 billion (~\$7.65B) in revenue, representing a significant 34.39% year-on-year increase. The market is projected to surpass RMB 70 billion (~\$9.72B) in 2026.

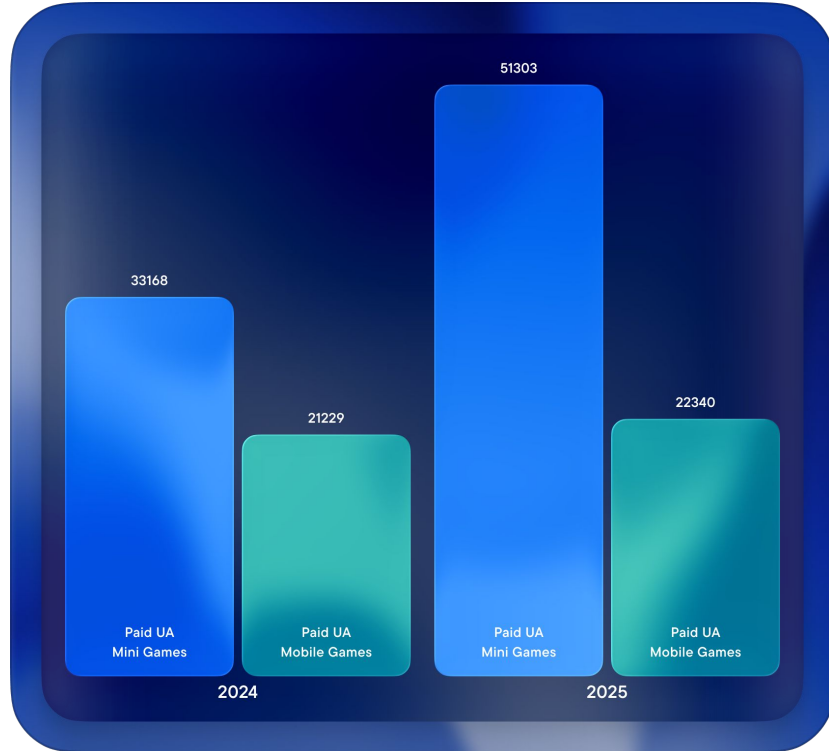
Within this market, in-app purchases (IAP) generated gross revenue of RMB 36.464 billion (~\$5.06B), accounting for 68.11% of the total, while advertising monetization contributed RMB 17.071 billion (~\$2.37B), making up the remaining 31.89%.

All data are from 2025 China Game Industry Report



# Rising Mini Games Ad Spend

## Mini Games VS Mobile Games



**When we say "Paid UA games," we mean titles that are actively running paid ads across different platforms to get downloads and sign-ups.**

**In 2025, the Mini Games market were about 51,000 games running ads, which is a huge 54% jump year-over-year. This completely outpaced traditional mobile games, which only had 22,000 ad-running titles and grew a tiny 5.2%. It just shows how incredibly competitive the Mini Games space has become.**

All data are from DataEye "2025 Mini-Game Advertising Data Report"

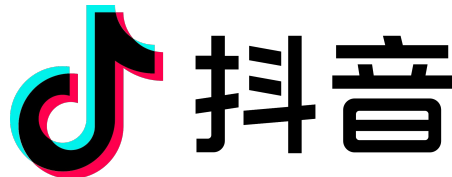
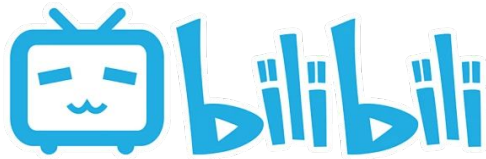
# WeChat Mini Games Ecosystem In The Market



**China's mini-game market is experiencing a significant boom. The country's mainstream mini-game platforms include WeChat, Douyin, Kuaishou, Alipay, Meituan, and Bilibili.**

**Among these, Tencent's WeChat Mini Games and ByteDance's Douyin Mini Games stand out as top-tier market leaders.**

**Driven by high daily active users (DAUs), mini-games have emerged as a dominant and continually expanding trend across all major platforms in China.**



# Comparison of Mini Games Penetration Rates

## WeChat Mini Games VS Douyin Mobile Games

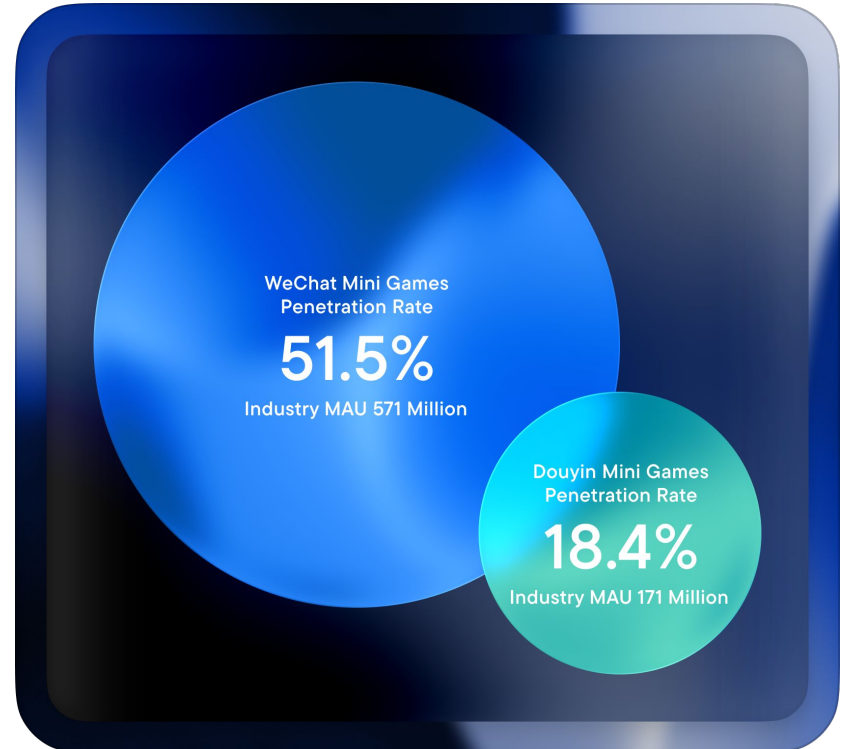
**Currently, WeChat and Douyin are leading the development of China's Mini Games market.**

**As of August 2025, WeChat recorded an industry-wide MAU of 571 million, while Douyin stood at 171 million.**

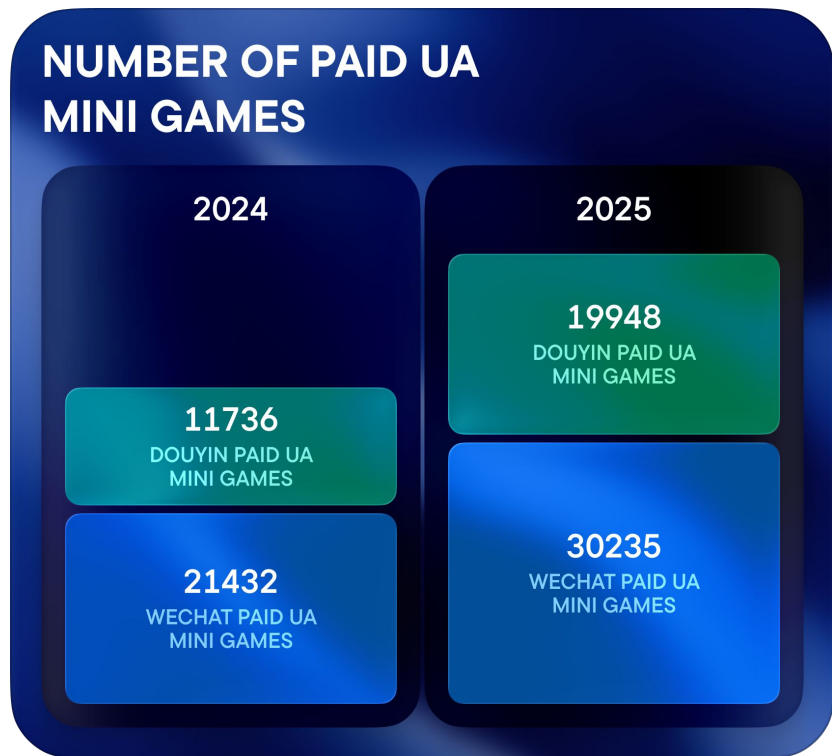
**In terms of Mini Games penetration rates, WeChat achieved 51.5%, significantly ahead of Douyin's 18.4%.**

[Platform] Mini Games Penetration Rate = [Platform] Mini Games Industry MAU ÷ Total [Platform] App MAU

All data are from QuestMobile TRUTH中国移动互联网数据库2025年8月;  
TRUTH全景生态流量数据库2025年8月



# WeChat Mini Games VS Douyin Mini Games



**In 2025, the number of Paid UA for Douyin Mini Games reached 19,000, representing a year-over-year increase of nearly 70%.**

**Meanwhile, WeChat Mini Games recorded 30,000 Paid UA during the same period.**

# **WeChat Mini Games Market Overview**

**In conclusion, WeChat remains the market leader in this space, driven by its massive user scale and a Mini Games penetration rate exceeding 50%.**

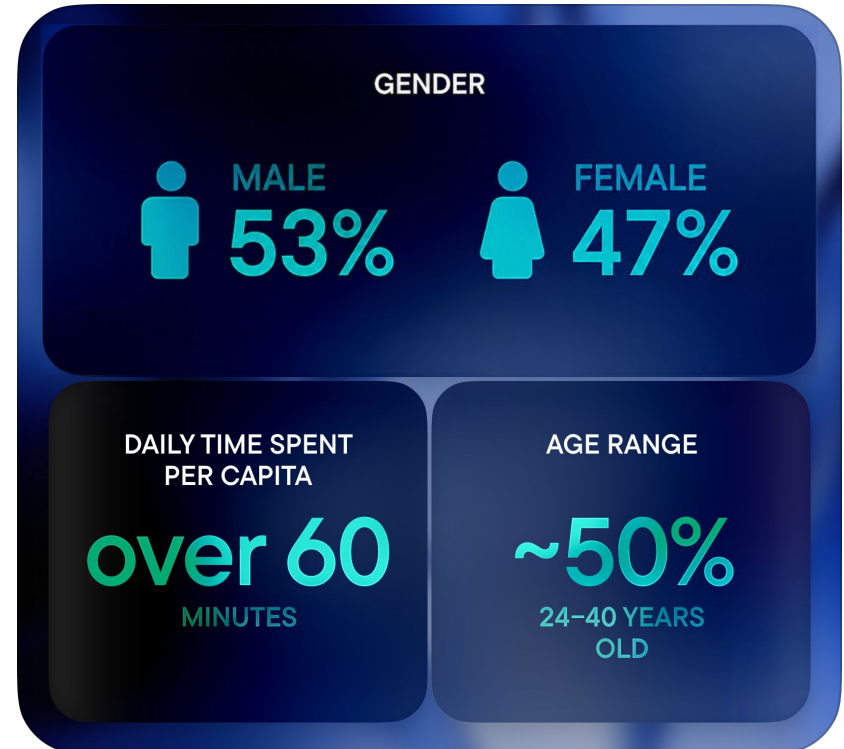
**The following section provides a comprehensive data breakdown of WeChat Mini Games, exploring user demographics, market size, and trending game genres.**

# WeChat Mini Games User Profile



By May 2026, WeChat Mini Game players are 53% male and 47% female, with over half (55%+) living in tier-3 cities or below. Users aged 24-40 account for 50% of the market.

Engagement is huge: daily playtime averages over 60 minutes, and in-game friend interactions hit over 100 million every day.



# WeChat Mini Games User Behavior



## WECHAT MINI GAME USER BEHAVIOR

### AVERAGE DAILY SESSION PER USER



### AVERAGE DAILY USAGE TIME PER USER (MINUTES)



The average daily open frequency per user reached approximately 5.1 times, representing a 4.5% growth rate in 2025.

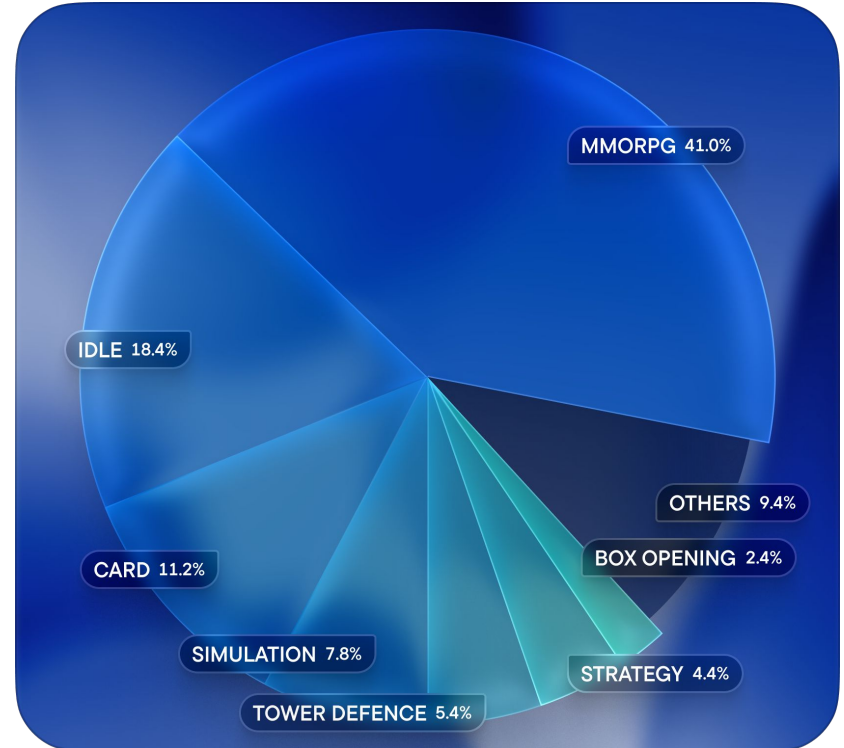
Additionally, the average daily time spent per user on WeChat Mini Games rose to 24.6 minutes, a 27.2% increase over the same period.

# Top Genres of WeChat Mini Games Category



For the top 500 paid-UA games, MMORPG, Idle, and Card are the absolute big three—together they take up 70.6% of the market.

Mixing genres is definitely the next big thing. We're going to see a lot more mashups like MMORPG + Idle, Card + Strategy, and Tower Defense + Merge. Single-gameplay titles are just going to lose their edge.



# Monthly Top 10 Mini Games by MAU



## TOP 10 WECHAT MINI GAMES BY MONTHLY ACTIVE USERS



WHITEOUT SURVIVAL  
50.73M MAU



BANGBANG SURVIVOR  
40.41M MAU



SNAKE OFF  
36.61M MAU



TENCENT HAPPY POKER  
(FIGHT THE LANDLORD)  
32.87M MAU



THREE KINGDOMS:  
ICE AGE  
28.94M MAU



DREAMSTAR  
26.81M MAU



PIGGY GO (VARIANT  
OF SHEEP A SHEEP)  
22.50M MAU



HAUNTED DORM  
22.42M MAU



NOBODY'S ADVENTURE  
CHOP-CHOP  
18.60M MAU



FISH EAT FISH  
18.60M MAU

In August 2025, the top WeChat mini-games by MAU showed a pretty clear gap between the tiers.

SLG titles (like Whiteout Survival and Three Kingdoms: Ice Age), casual RPGs (like Nobody's Adventure Chop-Chop), and shooters (like Bangbang Survivor) basically ruled the market, though classic casual games still kept a solid player base.

Overall, we're seeing older, established games holding their ground steadily, while the competition among mid-to-hardcore titles is getting absolutely fierce.

All data are from DataEye "2025 Mini Games Advertising Data Report"

# Top 5 WeChat Mini Games by MAU in Quarters Q1- Q3



Q1 2025		QUARTERLY AVERAGE MAU
RANK	MINI-GAME	
1	Whiteout Survival Strategy	30.12M
2	Nobody's Adventure Chop-Chop RPG	23.14M
3	Tencent Happy Poker (Fight the Landlord) Card & Board	22.40M
4	BigBang Survivor Casual & Puzzle	22.18M
5	Snake Off Casual & Puzzle	22.06M

Q2 2025		QUARTERLY AVERAGE MAU
RANK	MINI-GAME	
1	Whiteout Survival Strategy	40.23M
2	BigBang Survivor Casual & Puzzle	22.99M
3	Tencent Happy Poker (Fight the Landlord) Card & Board	21.32M
4	Catch the Goose Casual & Puzzle	17.04M
5	Nobody's Adventure Chop-Chop RPG	17.03M

Q3 2025		QUARTERLY AVERAGE MAU
RANK	MINI-GAME	
1	Whiteout Survival Strategy	41.79M
2	BigBang Survivor Casual & Puzzle	30.25M
3	Do Not Fall Flat Strategy	23.82M
4	Fun Party Social Party	21.11M
5	Snake Off Casual & Puzzle	20.31M

**Nobody's Adventure Chop-Chop** was a major hit in 2024, but it slumped in 2025, showing that casual and idle games are no longer the absolute rulers of the market.

Meanwhile, **Whiteout Survival** held the top MAU spot for three straight quarters, with its MAU growing 38.7% from 30.12 million in Q1 to 41.79 million in Q3.

This proves a clear shift in WeChat Mini Games from casual to mid-to-hardcore, as strategy and tower defense titles now lead the market.

# WeChat Mini Games Revenue Share and Incentives



IAA and IAP Policy Only for Android

The revenue share for WeChat Mini Games depends entirely on the game type, with publishers taking the majority:

## IAA (Ad-Monetized) Games

A 50/50 split between the publisher and the platform.

## IAP (In-App Purchase) Games

The publisher keeps 60%, and WeChat takes a 40%.

To encourage publishers to launch new titles, WeChat rolls out annual incentive policy. These rewards are credited back to publishers as non-withdrawable ad credits (used to buy UA within the Tencent ecosystem).

For example, the 2026 policy features a growth bonus: games earn a 5% bonus (\$100K) for every \$2M in gross revenue generated within any 30-day window.

## What Overseas Developers Need to Know About Publishing on WeChat?

### Challenges

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Foreign companies face regulatory and operational barriers on WeChat.

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ISBN licenses can only be obtained through qualified Chinese entities.

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Payment systems, compliance requirements, and platform operations are difficult to manage without local support.

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Registration and ongoing operations often require local infrastructure and expertise.

### Solutions

**Partner with a licensed Chinese publisher who can:**

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Handle regulatory compliance and ISBN applications

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Manage platform operations and payment integration

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Support localization and user acquisition

---

Operate and update the game locally

# Challenges of Entering the WeChat Mini Games Market



## How Publishers Reach Players on WeChat?

**WeChat doesn't use standard app store features or editors to push games. Instead, publishers scale up by combining like social sharing and paid UA.**



### Launch Boosts & Leaderboards

- Apply for WeChat's "New Game" traffic support before launch.
- Reaching Top Grossing or Most Popular charts can generate significant organic traffic.



### Social Sharing

- Leverage friend leaderboards, group sharing, gifting, and referral mechanics.
- Well-designed social features encourage players to bring in new users organically.



### Game Club Community

- Built-in community featuring ratings, reviews, and discussion forums.
- High-quality user-generated content can be promoted by Tencent across the broader WeChat ecosystem.



### Paid User Acquisition

- Tencent Ads can promote games across WeChat Moments, feeds, and video content.
- Fastest way to scale, but requires strong retention and monetization to achieve positive ROI.

## Challenges of Entering the WeChat Mini Games Market



# Technical Challenges of Adapting Games to WeChat Mini Games

**Core Objective:** Load in under 10 seconds and maintain smooth gameplay. WeChat users have very low tolerance for loading delays or performance issues, making optimization critical for retention and monetization.



### Cocos & Laya

- Native WeChat support
- One-click export for launch and future updates
- Lowest development cost and maintenance effort



### Unity

- Most common engine for complex games
- Requires WeChat SDK/plugins for conversion
- Every update must be rebuilt and re-exported



### Custom Engines

- Not officially supported by WeChat
- Often require significant redevelopment or a complete port
- Highest cost, risk, and development effort

## Performance Optimization & Live Operations Performance Challenges

### Strict Package Limits

Main Build (First-load Package): Typically limited to 4MB

Memory Usage: Best controlled within 1GB (varies by game type & device)

First-Load Time: Ideally reduced from 20–30 seconds to under 10 seconds

### Smooth Gameplay

Optimize memory, CPU, and GPU usage

Reduce lag during scene transitions

Compress assets and remove unnecessary resources

Common Solutions

### Resource Streaming

Keep the core package lightweight

Deliver large assets and updates through CDN downloads

Load content dynamically in the background

### Performance Debugging

Use Chrome DevTools and WeChat Developer Tools

Monitor memory usage, loading times, and frame rates

Continuously optimize performance for new content updates

### Supporting Future Updates

New content is developed in the original project

Each update must be rebuilt and re-exported for WeChat

Ongoing optimization is required to maintain performance and package size limits

# China's Mini Games Market: Key Trends



1

**WeChat remains the leading Mini Games platform in China.**

4

**Competition is heating up, with more than 9,000 active Mini Game projects in development.**

2

**The market is evolving from simple casual games to deeper genres such as SLG, tower defense, and RPG.**

5

**WeChat's traffic incentives have made Mini Games a core user acquisition channel for Chinese publishers.**

3

**Hybrid gameplay mechanics and multi-genre designs are becoming the industry standard.**

6

**For overseas developers, Mini Games offer one of the fastest and most accessible routes into the China market.**

# Contacts



## Thank you!

Let's connect to build a  
great story together!

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