

A Data-Driven Guide to the Untold
Reality of Contemporary Web Gaming

The 2026 State of Web Gaming Report

A Study of Developer
and Gamer Perceptions

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Author's Foreword

The best stories in video games are those that go untold. Few of those unspoken realities, however, are as fascinating as the rise of the new generation of web gaming.

As growth plateaus across PC, console, and mobile – in no small part because of the ongoing discoverability challenge those platforms face – web gaming has reinvented itself. It's a movement already delighting hundreds of millions of players, and yet it has almost gone unnoticed – both in the press, and even in the games industry itself.

Web games today offer an expansive new form, where creativity and growth abound. The previous era of web gaming was an important moment for games. Back in the 2000s, driven by the rise of Flash and Java, web games presented a new opportunity to reach mass audiences. But things have moved on – even if many still have their understanding of web gaming framed by that era.

Web gaming has stepped up as a truly modern format that meets the needs of an audience longing for more ways to play. As you'll discover below, it has a knack for fitting around the realities of modern life. It understands and complements the modern media consumption habits that emerged long after the mainstream ecosystem of console and PC was established. And it is speaking to a vast array of demographics, including the medium's most devoted fans.

All of which might sound rather surprising. But that is the great thing about gaming's untold stories. They are full of gold. And today, to truly understand gaming broadly, you have to have your finger on the pulse of web gaming. Writing this report helped me do just that – and I hope you enjoy the same benefits reading it.



**Will Freeman,
Game Industry
Journalist**

An Introduction

Through my work, I've been closely following the web gaming movement for a decade. Across all that time, however, authoritative data around the new reality of web games has been extremely hard to come by.

With a bit of effort, you might uncover reports from [Statista](#) and [Verified Market Reports](#) that reveal revenue growth projections for the global web gaming market. As an indicator of growth, those are encouraging numbers. But they fail to paint a meaningful picture. To fully understand the opportunity, limitations, and realities of web gaming today, considerably more detail is required. With that in mind, Poki commissioned the independent research that informs this report.

What are the motivations of consumers that gravitate to web gaming? How do those players behave and consume web games? How do developers perceive the opportunity, and what are they doing to embrace it? How have things moved on since the web gaming boom of the 2000s?

We wanted unbiased answers to those questions, and many more. So we appointed an MRS-certified independent research partner to survey hundreds of developers and thousands of players, with a view to building a robust pool of data that reveals the truth of web gaming today.

The result is this report, which endeavors to fill the knowledge gaps. Knowledge really is power. Whether you're looking to share the untold story of web gaming's renaissance, want a reliable resource for future coverage, or need to keep your ear to the rail of the industry more generally, this report is for you.

We hope this study helps you understand web gaming – and its relationship with gaming and culture more broadly – at a much deeper level, whatever your interest in games.

Thank you for reading it.



Stein Janssen,
COO,
Poki

Key Findings

Web Gamers are Highly Engaged

37%

of gamers play web games
'multiple times per day'

Web Gaming is a Launchpad for Discovery

62%

of players have downloaded or purchased
a game after discovering it on the web

Web Gamers are High-Value

27%

of web gamers spend more than \$50
on gaming purchases each month

Studios are Moving on Web

53%

plan to port mobile games to
browser in the next 12 months

Web Gamers are Multitaskers

90%

of respondents multitask
while playing web games

Developers are Drawn to Web Gaming as a Means to Address Discoverability

46%

see discoverability
as a leading benefit
of web gaming

44% believe web gaming presents
a gateway to other platforms

53% see web games as offering
a means to reach new players

Web Gamers Play in Various Situations

80%

Gamers play at home relaxing

34% during short breaks

22% commuting

15% at school/work

Some Developers Remain Cautious

36%

cite insufficient revenue and

36% also cite insufficient audience
size as the two biggest barriers to
embracing web gaming

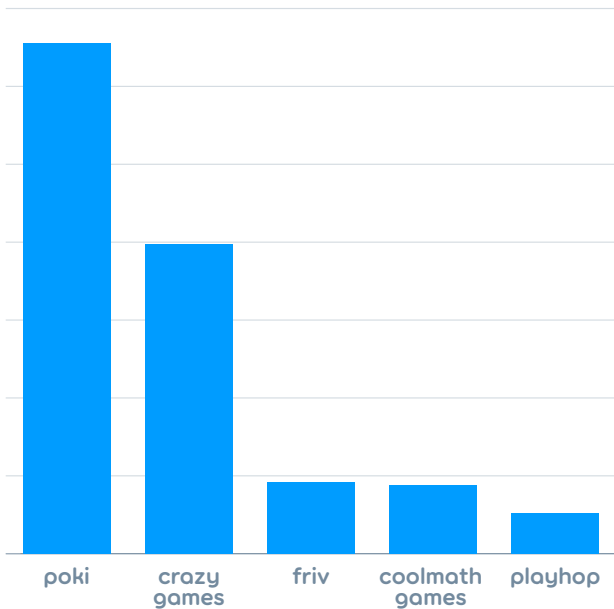
PART 1

Framing the Fundamentals

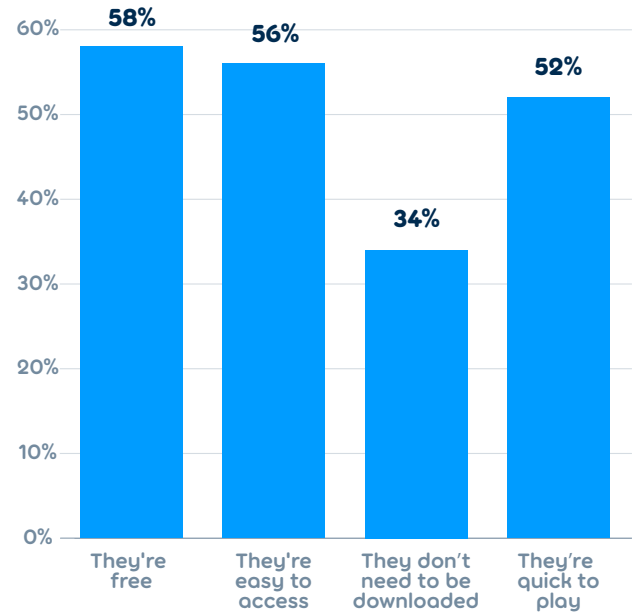
**Accessibility, Engagement,
and Player Habits**

As stores become overcrowded, component prices soar, and the attention economy gives consumers ever more choice with regard to how they spend their precious time, the once snowballing growth of PC and console has lost momentum. **Through 2025, consumer spend on console rose only 2.3% above its previous all-time high from 2020, while investment into gamemakers in 2025 fell by 55% from 2024.** At the same time, consumer interest in web games has been steadily rising. Poki itself sees more than 100 million monthly active players in 2026, up from 10 million in 2020. As shown in relative UMV traffic data from digital intelligence platform Similarweb, web players have many platforms to choose from, but what are their reasons for playing?

Web gaming audience size across the top-5 platforms



Why do you play web/browser games?

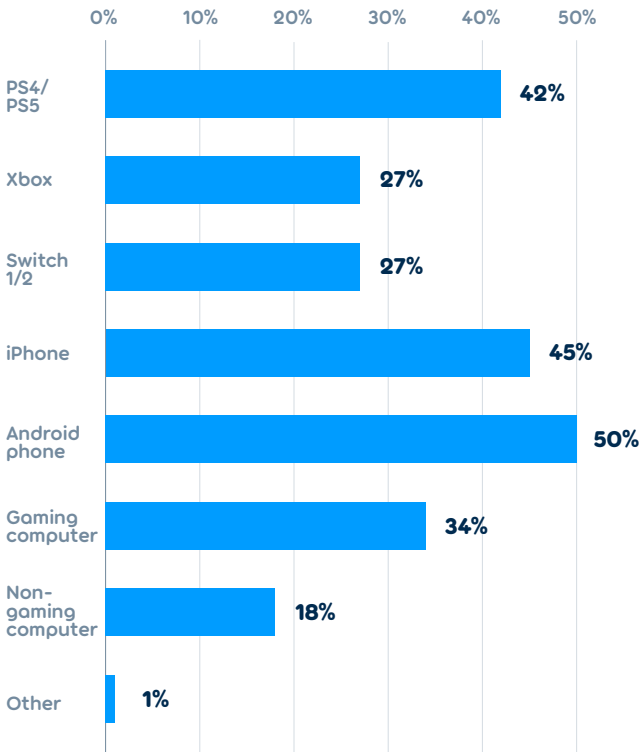


Speaking to consumers directly via the study commissioned for the report, the player motivations driving this rise in 2026 are clearly in no small part down to the low barriers to entry web gaming presents.

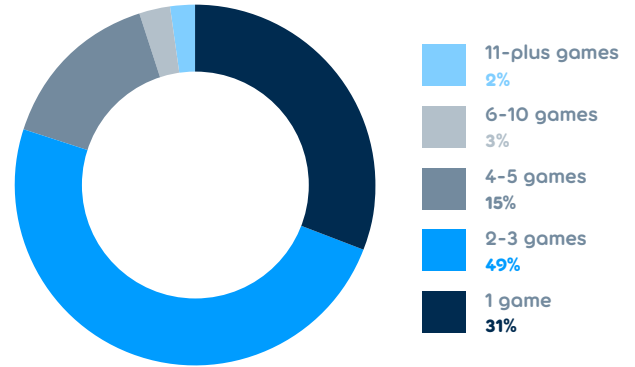
Consumers are clearly attracted not just to web gaming's effectively free nature (see Part 3), but equally the proposition of ease-of-access, the lack of downloads, and the format's suitability for short-form play sessions. That is a stark contrast to the world of console and PC, where large download files, frequent updates, and longform content dominate. We can already see, then, that web gaming's appeal is deeply rooted to shifts in consumption habits, which were once deeply rooted in the old model. As such, to truly understand the phenomenon of web gaming in 2026, it is worth diving deeper into the data that reveals consumer motivations and play habits.

Here in 2026, the most common type of web gamer plays multiple times per day, spends 11-to-20 minutes per session, and engages with two-to-three individual titles in a single session. They are also highly engaged across the wider gaming medium and ecosystem, demonstrating high instances of owning multiple other gaming and gaming-related platforms.

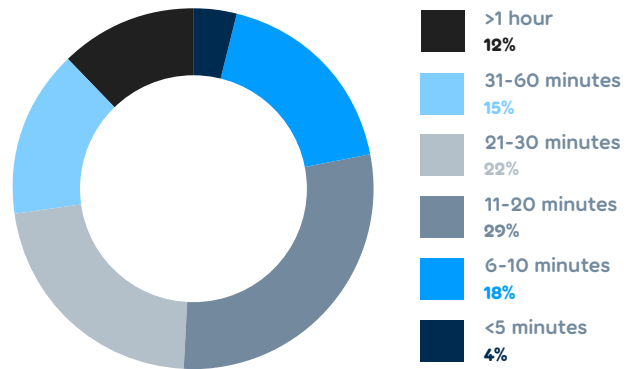
Percentage of web gamers that own other platforms



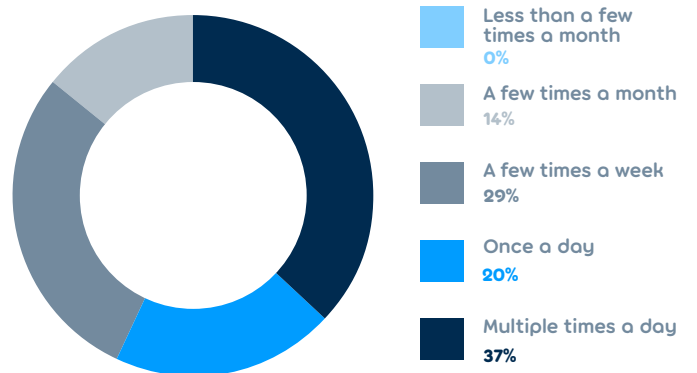
How many individual web games do you play in a single session?



How long do you typically play web games in a single session?



How often do you play games on websites which offer 'web' or 'browser' games?



Looking at that data, we can see that web gamers are highly engaged, playing web titles often, making repeated daily visits to consume multiple games. Equally, it becomes apparent that they are also invested in gaming more generally (see Part 3, page 16, for more on player value and spending habits). It is immediately clear that web gaming is about much more than simply serving the casual and hypercasual player types with a passing or fleeting interest in games.

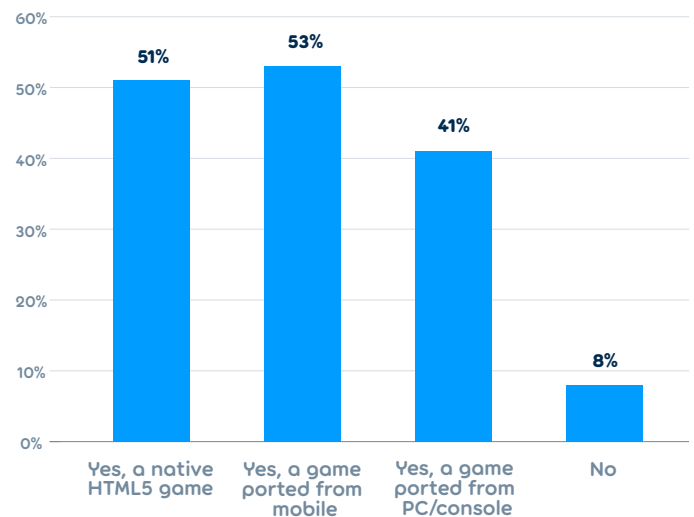
Web games absolutely continue to serve the casual audience. However, the contemporary web gaming audience is now much broader than that. We can see that highly devoted players repeatedly commit time and attention to play via web portals, as part of their mix of gaming consumption. That highly engaged audience's interest in browser-based games suggests that web is not perceived by consumers as a lesser form of gaming. Rather, it is a format that consumers of all types consider worth giving devoted time and attention; something we'll give more focus in Part 3.

This study also unearthed data that reveals how consumers themselves are sensitive to friction, demonstrating little tolerance to it. **46%** of the web gamers surveyed for this report have stopped playing a mobile game because it took too long to open or load. **28%**, meanwhile, have stopped playing a mobile gaming app because the download size was too large. It's a similar picture on PC and console, where **32%** have stopped playing a game because it took too long to open or load, while **26%** stepped back from engagement after realising a download was too large. Consumer resilience to friction has clearly declined, across load time, download size, and update time. Those issues are effectively eradicated by web gaming – providing another insight into the motivators behind its rise.

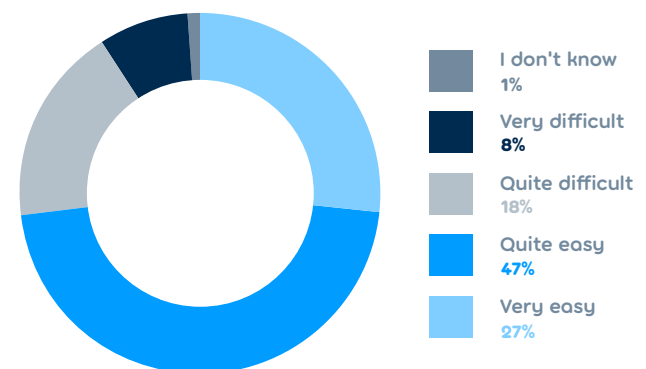
Consumers are clearly moving on web gaming in increased numbers, with convenience and ease-of-access demonstrably driving engagement, and attracting a broad and invested audience. But how do game developers see this reality?

There is a clear divide. Many developers have moved on web gaming already, or are planning to. The thousands of titles already on web platforms – including iconic hits such as Outfit7's Talking Tom Gold Run, SYBO's Subway Surfers and Fingersoft's Hill Climb Racing – make it clear that many are already on web. And after surveying hundreds of developers for this report, it emerged that **53%** plan to port mobile games to browsers in the next 12 months. Others have active plans to build native games or port from other platforms. Only **8%** of surveyed devs have no plans to develop for or port to web (though many more may still be considering their options, rather than having a firm plan for web in place). And most by far agree publishing or distributing a game to web is either 'quite easy' or 'very easy'.

Are you planning to distribute a game on web in the next 12 months?



In your view, how difficult is it to publish or distribute a game to a browser gaming platform?



So developers are all convinced? Not quite. Despite the plans to port, caution continues to abound. **27%** of surveyed developers still see web gaming as a 'legacy channel', while **54%** believe web gaming is a 'fun nostalgia channel'. Many in the industry seem to still view web gaming through the lens that framed it back in the 2000s, when it spearheaded the casual movement, even establishing a shared rulebook of game design that would go on to supercharge the emergence of highly monetising mobile games. That was an important time for gaming's drive forward. The same is true of web games today, albeit in a different context.

Elsewhere, there are concerns that web gaming fails to provide the engaging, retaining hooks that teams have grown used to, particularly on mobile. **19%** of surveyed developers perceive web games to not be sticky enough, while **32%** see web gaming as a 'low-quality channel'. So what is going on?

The contradictions appear to be founded in the divide that separates developers seizing the opportunity, and those that perceive web games today to be the same entity they were in the 2000s. There is a gap between perception and reality for that latter group. That is clear when we consider that while **19%** of developers perceive web games not to be sticky enough, **37%** of players play 'multiple times daily'. **86%** of web game players play at least a few times a week or more. In reality, web games engage and retain significantly. Stickiness is clearly not an issue. And despite **32%** of developers believing that web gaming provides a 'low quality channel', **92%** of consumers describe HTML5 web games as 'quite' or 'very' high quality.

Again, a great many game makers have embraced web, or are planning to do so, and their motivations are clear.

Clearly, some developers have their perceptions of web gaming anchored to the past – and that is holding them back, making them late to web gaming's expansive opportunity. The tide is turning, however, as momentum and interest around web's distinct renaissance builds, led by consumer uptake that states the case for the format's value and potential. And as we turn to consider how web games fit into contemporary realities of media consumption more broadly, we can see that there are even more motivations for studios to update those perceptions.

The Technical Challenge

Technical challenges were a commonly cited issue for developers still feeling cautious about taking their games to web. **53%** of surveyed game makers expressed that concern. And yet **74%** say publishing to browser is 'quite easy' or 'very easy'. Speaking to developers on the ground already publishing to web, it is apparent that while there will inevitably be new learnings and technical challenges, the technical overheads are eclipsed by those seen across the likes of PC and console:



Porting a Unity game to web takes 1-to-2 hours, but the real work lies in reducing load size, adapting controls and UI for PC and mobile, optimising ad placement, and integrating SDKs like Poki's. Building standardised tooling can cover 70% of that effort, the remaining 30% is game-specific. Less overhead than a PC/console port, but it requires real know-how.



Xavier Liard,
CEO,
StoreRider

PART 2

Web Gaming, Culture, and Consumption in a Crowded Media Landscape

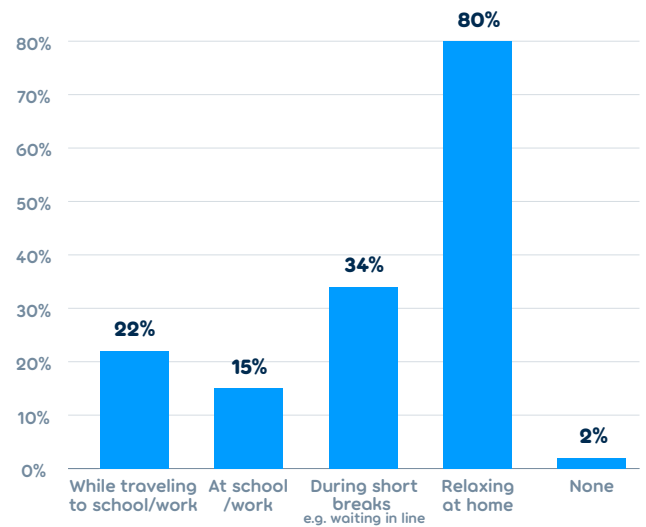
The battlegrounds of the attention economy have never been busier. Today games compete for attention with streamed content, social media, traditional broadcast, and more. The realities of modern life also mean the vast gaming audience is more time-poor than ever. The discoverability challenge, then, can be viewed as part of a larger issue. Games today have a bounty of competition from outside their own medium.

Video games also increasingly exist as vehicles for wider popular culture, as seen through the new generation of cross-branding experiences and star-studded musical performances across platforms like Roblox and Fortnite.

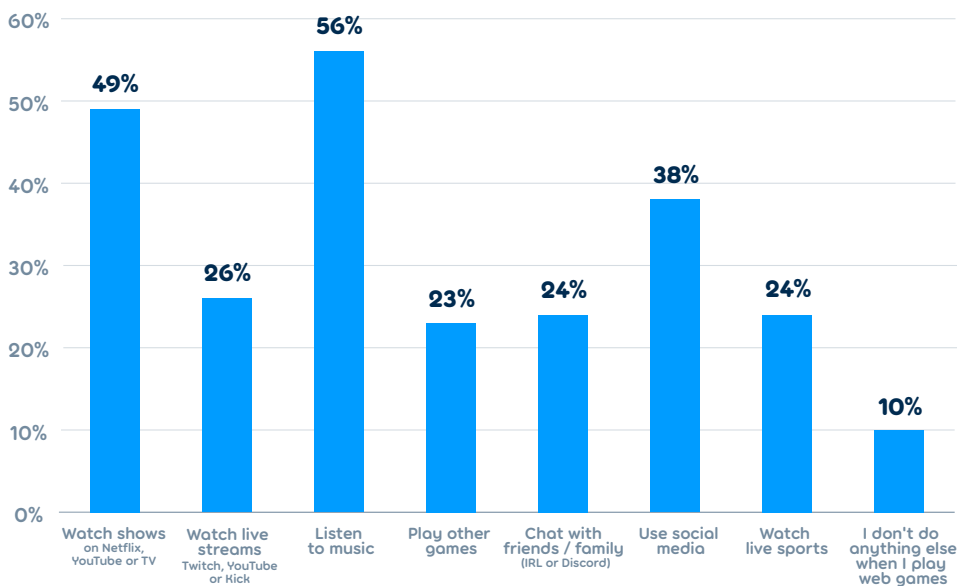
In the era of a bristling attention economy, busy lives, saturated traditional gaming storefronts, and cultural crossover, where do web games fit in? It turns out that their convenient, shortform, readily digestible nature has made them quite the complement for today's realities. The survey commissioned for this report found that **56%** of respondents listen to music while playing web games. **49%** watch shows across the likes of Netflix, YouTube or TV, while web gaming. **38%** also use social media simultaneously, and **26%** consume livestreams at the same time. **44%**, meanwhile, give the browser game their primary attention even when multitasking. Web gamers are more than capable of simultaneous consumption of multiple forms.

Consumers are also playing web games across every part of their lives, from the traditional home gaming context, to seizing 'micro moments' while traveling, working, and so on. If we consider the previous data about playing multiple times daily in short sessions, we can begin to understand why web gaming is engaging so many players, including those with a devotion to all kinds of gaming, from high-friction console experiences to native mobile games.

When are you most likely to play web games?



Which of the following are you most likely to do at the same time as playing web games?



The study also reveals that web games are highly social, whether in a multiplayer context, or in cases where singleplayer games are consumed socially. **54%** of surveyed consumers play web games with a friend or family member ‘very often’ or ‘often’, for example.

And there's the matter of the appeal of other cultural elements appearing in games, be they viral trends or crossbranding experiences. While many of us likely associate those kind of experiences with the giants of live-service, such as Fortnite, Minecraft, and Roblox, the fact that web games can be rapidly updated without weeks-long processes of approval and vetting from platform holders means the medium is primed to quickly respond to cultural moments. And consumers are clearly drawn to that, with **51%** of surveyed gamers having played a web game that references internet trends/memes.

“Today player attention moves on fast”, offers **Omar Waly, Founder and CTO, Radical Play.**

“The ability to rapidly update games, lean into viral moments, and deliver seasonal content meant we kept players engaged, retained, and returning for more. That has meaningfully helped us keep player attention in an increasingly fragmented, complex landscape of media consumptions. Play sessions are certainly brief, but we see how players keep returning to our games as they hop back and forth between the likes of gaming, social media, streaming TV shows, and more.”

“Instant updates are easily one of the biggest advantages of web games,” adds **Emre Şahin, CEO & Co-Founder of Emolingo.** *“Because players always have access to the latest version, we can test ideas, fix issues, balance gameplay, and react to player feedback much faster than on traditional platforms. If a problem slips through, we can also roll back to a stable version quickly, minimising disruption for players. Speed is especially important when player interests shift rapidly. Whether it’s a viral trend, a seasonal event, or a new gameplay idea, being able to move fast allows us to stay relevant and meet players where their attention is.*

“At Emolingo Games, we regularly update our games with content inspired by seasonal events, internet trends, and current player interests. Being able to quickly introduce new themes, game modes, and timely updates helps keep our games feeling fresh and relevant. In web gaming, trends can come and go very quickly, and the ability to act on those opportunities in time is a major advantage for devs.”

With all that considered, we can see that web games now exist as a dynamic, low-friction entertainment layer integrated into daily routines, and that can respond to the wider cultural context that all games exist in.

Once more, developer perceptions of this reality are mixed. Many are attracted to the idea of web gaming offering ‘rapid updates and approvals’, while **56%** agree that web gaming stands as a growing channel. As we can see in the data below, the perceived benefits and barriers of web gaming paints a mixed, nuanced picture of contradictions.

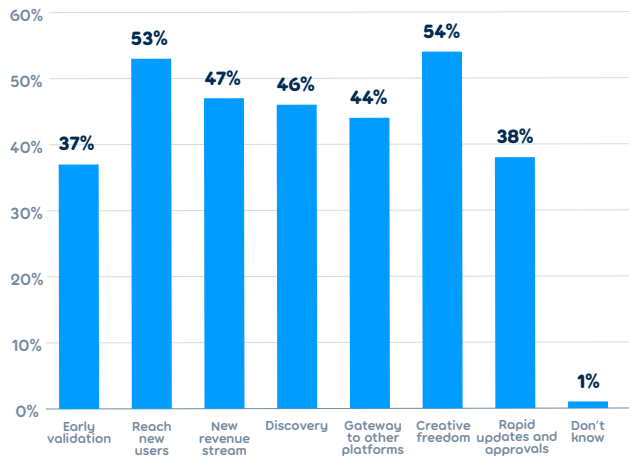


**Omar Waly,
Founder and CTO,
Radical Play**

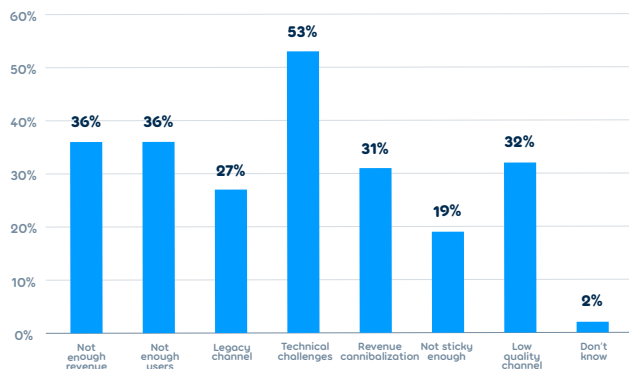


**Emre Şahin,
CEO & Co-Founder,
Emolingo**

What are the biggest potential benefits of distributing your title(s) on web?



What are the biggest barriers to distributing your title(s) on web?



A picture is emerging that frames web gaming very meaningfully as a discovery channel – and one that thrives despite the attention economy presenting ever more distraction to players. **46%** of developers cite discoverability as a key benefit of releasing web games, while **44%** see the format as offering players a gateway to releases on other platforms. **53%**, meanwhile, see web games as offering a means to reach new players – potentially motivated by the plateauing they have experienced on console and PC. Players, meanwhile, are embracing web as a means to discover games because it complements the ways they consume media generally today. As we’ve seen, **62%** of web gamers have bought a game elsewhere after discovering its web-based iteration. Web gaming provides a funnel through which to draw in players to a studio’s work across the gaming ecosystem – and it is the discovery layer that drives that funnel. Developers holding off on moving on web aren’t just sitting out a growing format; they’re leaving the top of their own funnel unattended.

“People discover and play games in many different ways today, and web gaming helps us meet players where they are by giving them another way to engage with the titles they enjoy. For Talking Tom Gold Run, bringing the game to the web was a very natural step. From a technical standpoint, the porting process was straightforward and the core gameplay experience required very few changes, which allowed us to stay true to what players already know and love. We’ve also seen how the web can help introduce the game to new audiences while giving existing fans another way to jump back into the experience.”



Borut Vovk,
Head of Business
Development,
Outfit7

The survey for this report also unearthed a related story, and one that is utterly fascinating – even unexpected. Web gaming is also growing relative to that other giant of social technology; namely social media. Seven in ten respondents (**71%**) say the amount of time they spend playing web games relative to social media is either stable (**43%**) or increasing (**28%**), outnumbering the **22%** who have the opposite experience. Among those web gamers that play most frequently, engaging in frequent sessions daily, **34%** report that their web gaming time is increasing relative to their social media use. This isn't only a game industry story, but one that matters to the entire media industry. Web games are starting to impact engagement with a technology that has a profound impact on society, culture, and the human experience at a global scale.

The key takeaway with regard to games, however, is that web is rising in no small part because it addresses the increasing impact of the discoverability issue, in a way that works for consumers, and that presents developers with a meaningful solution.

Why Convenience Matters in the Attention Economy

With more mediums, formats, and platforms competing for player attention than ever, why does convenience matter, both in terms of consumer access and developer workload?



For the games I make, low friction is all-important when you are fighting for attention against TikTok, YouTube, Roblox, etcetera. A kid taps a link and they are playing a game within a few seconds – no download, install or account required, so the cost of giving it a go is basically nothing. Using the web as a platform offers the opportunity to develop games that can be played worldwide across mobile, tablet, desktop, and Chromebooks. I can roll out updates and seasonal content instantly, and just as importantly, see how real players respond within hours and act on it the next day. Web suits shorter play sessions, and the games themselves are quick to build too. 2-to-6 weeks of core development time suits me, rather than sinking months or years into a project with the risks that entails.



**Jim Hall,
Founder,
HappyLander**

PART 3

Revenue, Value, and Affordability

As we've seen, consumer interest in web games is driven by the format's convenience, and its ability to fit around modern consumption habits and daily realities. But there is another major factor to consider when we try to frame web gaming in 2026; cost and value.

For consumers, the proposition is clear. Web games are free-to-play, often almost entirely funded by ads, meaning there is no obligation to invest in IAP, subscriptions, or any other spend. Beyond the hardware cost – which is also relatively low, considering web games can run on mobile devices and low-spec PCs – web gaming is authentically free. And that speaks to web gamers. **58%** of whom say they play web games because they are free. **34%**, meanwhile, are motivated to play web games because of their affordability, while **29%** feel web games offer good value for money.

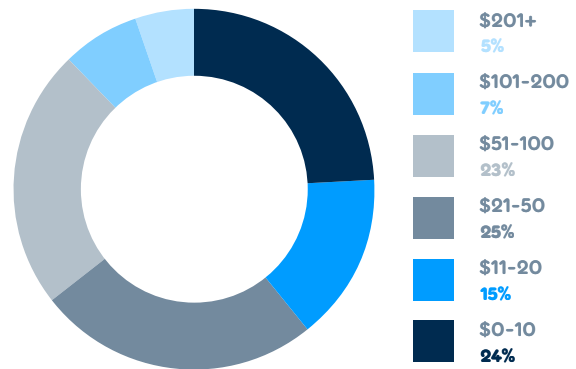
Developers, meanwhile, do appear to be predominantly on board with regard to recognising the value web games present to consumers, with **92%** describing HTML5 web games as 'quite' or 'very' high quality. They are predominantly aware that web games let them provide a quality product to consumers that have to pay nothing to access them. That in turn provides a value to developers who are looking to extend awareness of their games, IP, and brand.

Again, the study that underpins this report revealed that **62%** of surveyed players have become a fan of a gaming or entertainment franchise after discovering it via a browser game. The same number, **62%**, have downloaded or purchased a game after first playing it as a browser game; perhaps on mobile or Steam. Looking at US respondents alone, that figure climbs to **66%**. Amongst the most frequent, engaged web gamers, it rises again, to **72%**. Another picture is building here. Web gamers may be motivated by the format's effectively free nature, but that does not mean they are low value players.

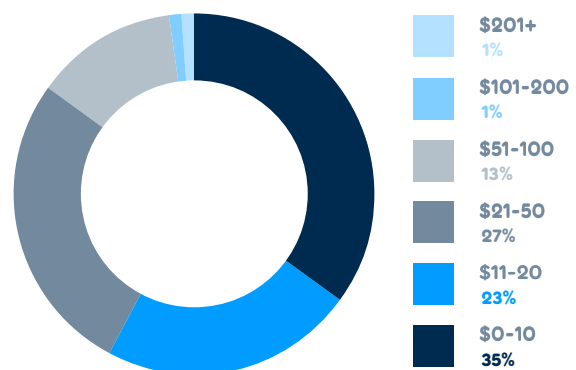
The data reveals a clear correlation between the devotion of web gamers, and their monthly spend on the medium more broadly. **35%** of devoted web gamers - those who play multiple times daily - spend more than \$50 monthly on games, compared to **27%** of all web gamers who spend that amount. Web gamers are clearly high-value players happy to put down money on games. By contrast, **35%** of lighter users – playing just a few sessions per month – spend \$0-\$10 on gaming monthly. And the vast majority of developers do perceive this reality: **91%** rate web gamers as 'quite' or 'very' high value players.

How much do you spend on gaming per month across all platforms including game purchases, subscriptions, in-app purchases and hardware?

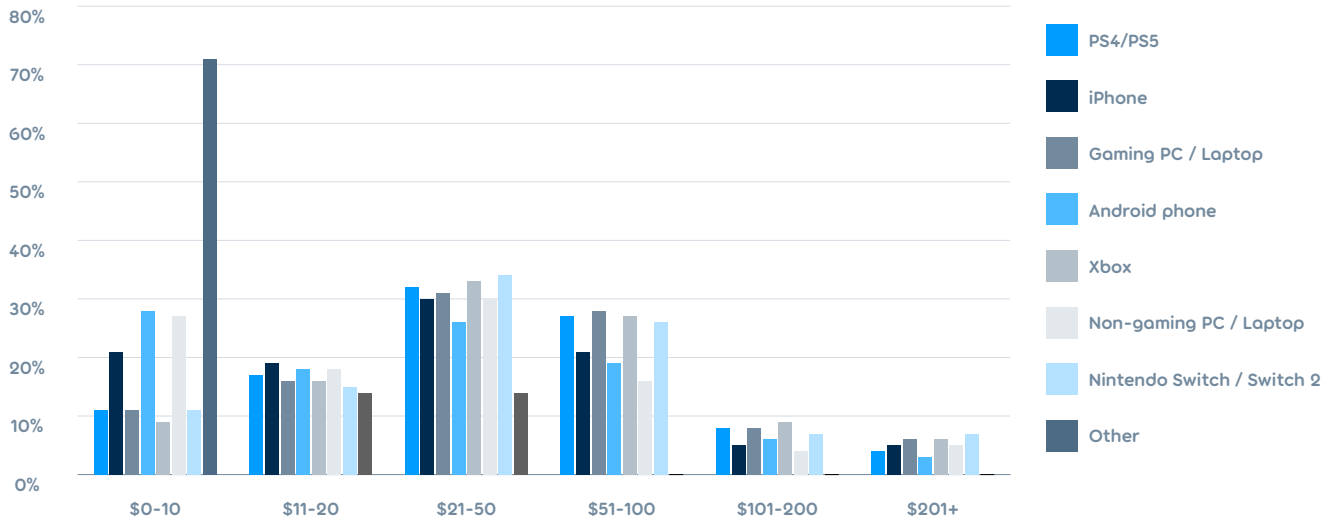
Most frequent web players



Less frequent web players



Spend based on device ownership



Web games, therefore, provide an opportunity to engage both players willing to spend, while generating revenue from players who may otherwise be un-monetised. That is an explicit win-win for game makers.

Developers clearly see the value that both web games and web gamers offer them. And yet we again see contradictions in how those who make games understand the revenue opportunity. A sizable minority of **36%** of surveyed developers believe there is not enough revenue in web gaming, while **31%** fear web games deliver revenue cannibalisation, rather than motivating spend by high value players. **47%**, meanwhile, are attracted to web gaming as a driver of new revenues.

While some developers are keenly aware of that commercial opportunity, there remains caution around the maturity of web gaming’s monetisation and distribution ecosystem.

“I think web/HTML5 gaming is becoming an increasingly interesting complementary channel for mobile studios, even if it’s unlikely to match mobile in revenue scale in the near future,” says **Elena Lobova, Head of Strategic Partnerships** at cozy mobile outfit **Burny Games**. *“For smaller and mid-sized teams especially, web can offer a lower-friction way to validate gameplay ideas, reach new audiences, and diversify distribution beyond the app stores.*

“From my perspective, the biggest barrier is still monetisation maturity compared to mobile, both in terms of revenue potential and ecosystem sophistication. There are also technical and operational challenges when adapting games designed around mobile-first UX, progression, and monetisation systems to browser environments.

“That said, the accessibility of web gaming is a huge advantage: instant play, no install friction, rapid iteration, and easier discoverability. I also see strong potential for web as a top-of-funnel acquisition channel or as part of a broader cross-platform strategy.”



**Elena Lobova,
Head of Strategic
Partnerships,
Burny Games**

That measured blend of optimism and caution neatly captures the mixed picture we may see from game makers in terms of revenue and success. Listening to those voices, then, is key. Developer uptake appears deeply tied to the progression and advancement of the web gaming ecosystem. Together, web gaming platform holders and developers have a collaborative opportunity to evolve the potential and technical offering, which in turn could yet further expand consumer engagement and audience size.

The true gain, however, isn't about audience size alone. It is about audience value. Web gamers are high-value players who regularly spend on other platforms. Web games themselves, meanwhile, don't only open a funnel that supercharges discoverability across all platforms; they provide developers with a means to build a devoted audience that will generate revenue throughout the wider gaming ecosystem.

The Reality of Cost-Efficiency For Studios

The appeal the free nature of web gaming brings to players is plain to see. But how cost-effective is developing for web gaming from the developer perspective?



Developing HTML5 games is generally more cost-effective than developing for consoles or mobile app stores. If a game performs well, it can be easier to achieve a positive ROI (return on investment) because the development and publishing costs are typically lower. However, the HTML5 market is also highly competitive. There are many websites and a huge number of games competing for players' attention. Since publishing HTML5 games is much easier than publishing on consoles or app stores, the barrier to entry is lower, which increases competition. As a result, developers need to create engaging, high-quality HTML5 games and find the right publishing platforms to reach players effectively. Platforms such as Poki can play an important role in helping quality games find their audience.



**Steindy Yanto,
CEO,
Gopandagames**

Conclusion

Until recently, robust data on the new generation of web games has been thin on the ground. That void let the narratives of the 2000s boom continue to shape how much of the industry still sees the format: a casual, low-quality, nostalgic channel players dip into and forget.

The new data unearthed here dismantles that picture. Today's web gamers are deeply engaged, with **37%** playing multiple times a day, and they rate the format on its merits: **92%** describe HTML5 games as 'high quality'. This is not a lesser form of gaming that players tolerate. It is one they choose, repeatedly, frequently, and rate highly.

It is also where they decide what to play next. Web has become the discovery layer of modern gaming. **46%** of developers already see discovery as a core benefit, and players' insights bear it out: **62%** have downloaded or bought a game after first playing it on the web, rising to **72%** among the most frequent. Its pull is strong enough that web gaming is now growing significantly; even against the giant that is social media.

And these are not low-value players. More than a quarter spend over \$50 a month on games, across the wider ecosystem. As such, a developer who isn't on web isn't only missing a growing, high-quality, highly engaged audience. They are absent from the moment those players decide what to buy next, leaving the top of their own funnel unattended.

None of this means anyone yet to move on web has got it wrong. Web gaming's first era was a genuinely different thing, and reading today's format through that lens is understandable. But the format has moved on; on quality, on engagement, on discovery, and on value. And the data today only points one way. As growth across PC, console, and mobile continues to plateau, web gaming's momentum looks increasingly likely to build rather than fade.

The players have already decided. The only open question is how long developers wait to meet them there.

Methodology

This report is based on two online surveys commissioned by Poki and conducted by the MRS-certified creative market research agency Atomik Research. One set of questions were put to 400 game developers in the US and UK, **70%** of which develop primarily for mobile platforms, with the remainder developing for PC. The second question set was put to 2,000 'web gamers' in the US and UK. To qualify for the survey, consumer respondents had to play web games at least once per week. The developer survey focused on game makers' perceptions of the browser gaming reality and opportunity, while the consumer survey focused on gamers' behaviours and experiences of web gaming across all platforms. The fieldwork was completed between May 11-to-19, 2026.

Traffic Data

Traffic data provided by digital intelligence platform Similarweb. The data reflects deduplicated desktop and mobile web audience visits in May 2026 for browser gaming platforms. [See here](#) for methodology.

About Poki

Founded in 2014 and based in Amsterdam, [Poki](#) is the world's leading web gaming platform with 100 million monthly active users. The platform empowers a thriving community of more than 600 developers across 89 countries to experiment, iterate, and reach a global audience with web games. With 1 billion gameplays every month, Poki houses industry-leading developers such as SYBO Games and Fingersoft, alongside indie teams sustaining livelihoods through browser gaming. Poki is built around discovery, connection, and creativity, breaking down the barriers to play and continuing to grow the web gaming industry.

The 2026 State of Web Gaming Report

A Study of Developer
and Gamer Perceptions