

How much money did global gamers give to Genshin Impact?

According to a report by AppMagic, user spending in Genshin Impact on the App Store and Google Play since August 2020 has exceeded 1.8 billion USD.

Since its first release in September 2020, Genshin Impact has truly become a global phenomenon and is growing at an amazing rate.



In addition to the lively open world design and diverse and rich character system, Genshin Impact also especially attracts gamers thanks to the extremely lucky but equally stimulating gacha shooting mechanism.



It is this gacha mechanism that has helped Genshin Impact continuously break unprecedented records in terms of revenue. And according to a report by the AppMagic analysis organization, user spending in Genshin Impact on the two platforms App Store and Google Play since August 2020 has exceeded 1.8 billion USD (after deducting the discount). for app stores and taxes).



In which, China and Japan are the two markets contributing the most to the above achievement with the proportions of 30% and 23% respectively. The reason is because Genshin Impact is especially popular in the Asian market when it meets the needs of mobile RPGs of the gaming community.



However, miHoYo's game also achieved a lot of success in the Western market. Accordingly, the US is the market that accounts for 20% of Genshin Impact's revenue and Russia is at 17th place in the ranking with 13.3 million USD in consumption from players from September 2020 to January 2022.

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