



Mobile Games Talent Intelligence  
December 2025



**Neon River** is an executive search firm with deep experience of working with mobile games companies around the world as clients.

We hire leaders at “C” and “VP” levels across key functions like marketing, product management, engineering, game design, finance and operations.



**MINICLIP**  
PLAY GAMES



metacore



**lingokids**

*“At Miniclip, we’ve worked with Peter and Neon River on several important hires over the years, and we’ve always been very happy with the experience.”*

*I’d recommend Neon River as one of the very best executive search firms in the market.”*

**Rob Small, Founder and President**



**MINICLIP**  
PLAY GAMES





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## The Top 30 Mobile Games Leaders in EMEA 2025

Every year we publish a list of the Top 30 Mobile Games Leaders in EMEA, celebrating the leaders, founders and executives who have played a key role in shaping one of Europe's most exciting ecosystems.

Our latest 2025 edition can be found [here](#)

This year's edition is in partnership with Make-A-Wish UK, who do fantastic work in the games sector and beyond, helping children going through the toughest of times.

To find out more about how you can help Make-A-Wish to bring joy to children around the world, please click [here](#)

We have only used data on employees based in Europe, Middle East and Africa (EMEA) and candidates based outside of these geographies are not counted as part of our statistics.

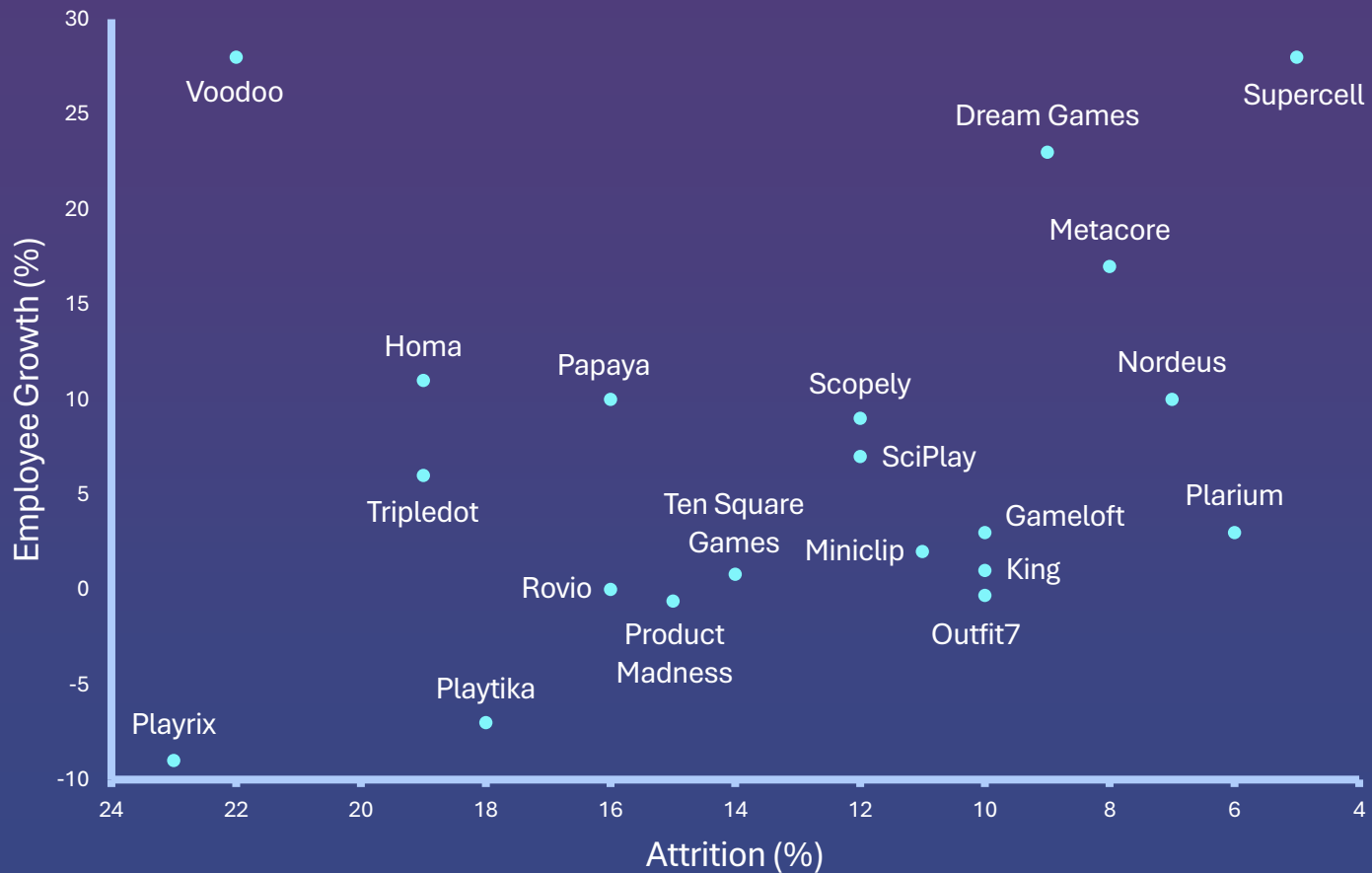
The data in this report is based on data from LinkedIn and it is worth noting that whilst many people have a LinkedIn profile, not every employee of every mobile games company has an accurate, up to date profile. It is best therefore to view the statistics within this report as being indicative of patterns and trends rather than being wholly accurate and complete statistics to be taken as fact.

The data used in this report has been collated during December 2025, and we will provide updated reports every six months.

We hope you find the report to be interesting and if you have any feedback or suggestions for future editions, please email [peter@neonriver.com](mailto:peter@neonriver.com)

## Trends

Which companies are performing the best in terms of employee growth and attrition?










## Employee Growth Top 5 Companies

		YoY growth	Previous ranking
	Supercell	+28%	1 <sup>st</sup>
	Voodoo	+28%	5 <sup>th</sup>
	Dream Games	+23%	2 <sup>nd</sup>
	Metacore	+17%	New
	Homa	+11%	New

## Employee Retention Top 5 Companies

		Attrition (last 12 months)	Previous ranking
	Supercell	5%	1 <sup>st</sup>
	Plarium	6%	New
	Nordeus	7%	2 <sup>nd</sup>
	Metacore	8%	3 <sup>rd</sup>
	Dream Games	9%	New

## Company Highlights



- Headcount is stable (1% increase) with a relatively low attrition rate (10%).
- Lost 8 employees to Voodoo, and 5 each to Supercell and Scopely.



- Negative employee growth (-7) and relatively high attrition rates (18%).
- Lost 7 employees to Play Perfect, and 6 each to Voodoo, Wix, and PAPAYA.



- Headcount was reduced by 14% over the last year.
- Additionally, attrition rates have increased to 22%.
- Lost 11 employees to Voodoo.



- Employee growth accelerated from 7% to 9% since the last report.
- Attrition rate fell slightly, from 14% to 12%.



- New to the report this year, Plarium's employee growth is a moderate 3%.
- Very low attrition rate at 6% is 2<sup>nd</sup> only to Supercell.

## Company Highlights

The Playrix logo is written in a lowercase, rounded, green font.

- Headcount was reduced by 9% over the last year and attrition increased from 16% to 23%, the highest in this report.
- Playrix has had to relocate a lot of staff following the war in Ukraine, perhaps explaining their high attrition.



- Remained as the strongest performing company for both percentage employee growth (28%) and lowest attrition (5%) once again.
- Hired 5 employees from King and lost 1.



- Gameloft reversed last report's negative employee growth from -2% to 3% this time.
- Attrition further improved from 15% to 10%.

The Voodoo logo is written in a white, bold, sans-serif font on a black rectangular background.

- Both growth rates and attrition continued to move in positive directions.
- Growth increased from 18% to 28%, placing Voodoo as tied for the fastest growing company in the report.
- The attrition rate fell from 24% to 22%, but is the 2<sup>nd</sup> highest in this report behind Playrix.



## Company Highlights



- With attrition of 11% and employee growth of 2% Miniclip has solid growth and attrition stats in what has been a challenging year for many mobile games companies.



- Rovio's headcount remains static with a 0% growth rate.
- Attrition rates are moderate at 16%.
- Lost 5 employees to Metacore.



- Product Madness had stronger performance with employee growth improving from -5% in our last report to - 0.6%.
- Retention remained stable with attrition at 15%.
- Lost 4 employees to Scopely.



- With employee growth of 7% and 17% attrition, SciPlay is performing strongly compared to competitors in the social casino sector.
- Hired 5 employees from its social casino competitor, Playtika.

## Company Highlights



- With 10% employee growth, Papaya is just outside our Top 5 fastest growing companies.
- Papaya has grown strongly over recent years.



- Outfit7's employee growth remained steady (-0.3%) maintaining its low attrition rate of 10%.
- Lost 5 employees to Aurion11, a mobile AdTech company.



- Homa's employee growth rate of 11% makes it the 5<sup>th</sup> fastest growing company in our report.
- However, attrition is relatively high at 19%.
- Lost 8 employees to its competitor Voodoo, and hired 7 from Moon Active.



- With 23% employee growth, it's the 3<sup>rd</sup> fastest growing company in our report.
- Dream Games has 9% attrition – the 5<sup>th</sup> best in our report.
- Lost 4 employees to Turkish mobile games startup Grand Games.

## Company Highlights



- Headcount growth strengthened from 1% to 6%.
- Attrition, while still relatively high, improved from 25% to 19%.



- Nordeus' headcount growth of 10% is relatively strong.
- The attrition rate is also very healthy at just 7% for a second report in a row, placing it 2<sup>nd</sup> after Supercell.



- Ranked 4<sup>th</sup> for employee growth with 17% employee growth.
- Remains one of the strongest in terms of attrition rate (8%), ranking 4<sup>th</sup> place among the companies in the report.



- Grew headcount by 0.8%, reversing the headcount reduction seen in our last report.
- Improved attrition to 14% from 18% in our last report.





**3,095 employees**  
(in EMEA)

**+1% YoY growth**

**10% Attrition**  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Voodoo	8
Supercell	5
Scopely	5
Star Stable	2
MAG Interactive	2

Hired Talent from:  
(last 12 months)

Bank of America	5
Liftoff Mobile	2
Amazon	2
Gameloft	2
Freenow	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	23%
Art and Design	10%
Operations	8%
IT	5%
Marketing	4%

Most hires by location  
(last 12 months)

London	45
Stockholm	33
Barcelona	21
Kenya	12
Saudi Arabia	10



**3,058 employees**  
(in EMEA)

-7% YoY growth

**18% Attrition**  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Play Perfect	7
Voodoo	6
Wix	6
PAPAYA	6
SciPlay	5

Hired Talent from:  
(last 12 months)

Moon Active	6
Intel	4
Tripledote	3
a1qa	3
cloverbite	3

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	35%
Art and Design	12%
IT	11%
Product Management	5%
Operations	4%

Most hires by location  
(last 12 months)

Tel Aviv	125
Warsaw	54
Ukraine	27
Romania	24
Center District	24

# MOON ACTIVE

1,932 employees  
(in EMEA)

-14% YoY growth

22% Attrition  
(employees leaving in  
last 12 months)

## Talent Flows

Lost talent to:  
(last 12 months)

Voodoo	11
Homa	7
Playrix	6
Playtika	6
Unity	4

Hired Talent from:  
(last 12 months)

PLAYSTUDIOS	3
Intel	3
Ilyon	2
Artlist	2
SnoopGame	2

## Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	29%
IT	14%
Art and Design	14%
Operations	8%
Product Management	8%

Most hires by location  
(last 12 months)

Tel Aviv	82
Center District	20
Warsaw	13
Romania	6
Lithuania	4





1,355 employees  
(in EMEA)

+9% YoY growth

12% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Voodoo	5
Fortis Games	3
Blizzard	3
Metacore	2
Playrix	2

Hired Talent from:  
(last 12 months)

Socialpoint	6
King	5
Playtika	5
Product Madness	4
Ubisoft	4

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	25%
Engineering	17%
IT	15%
Product Management	7%
HR	4%

Most hires by location  
(last 12 months)

Barcelona	111
London	16
Dublin	11
Sevilla	10
Tel Aviv	8



1,332 employees  
(in EMEA)

+3% YoY growth

6% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Brain Rocket	2
Scale Ops	1
Playtika	1
Popixels	1
NDA Company	1

Hired Talent from:  
(last 12 months)

Pingle Studios	3
Fractured Byte	2
EPAM Systems	2
Moon Active	2
Room 8 Group	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	24%
Art and Design	24%
IT	12%
Marketing	5%
Human Resources	4%

Most hires by location  
(last 12 months)

Ukraine	50
Tel Aviv	15
Warsaw	13
Gdansk	4
Israel	3



1,319 employees  
(in EMEA)

-9% YoY growth

23% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Plata Card	7
VOKI Games	3
Strikerz Inc.	3
Press Fire Games	3
VIZOR	3

Hired Talent from:  
(last 12 months)

Boolat Play	6
Moon Active	6
Playtika	5
Wargaming	5
Yandex	3

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	34%
Engineering	25%
Quality Assurance	8%
IT	7%
Program & Project Management	4%

Most hires by location  
(last 12 months)

Serbia	44
Ukraine	24
Cyprus	17
Warsaw	17
Russia	12





1,273 employees  
(in EMEA)  
  
+28% YoY growth

5% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

King	1
McKinsey & Co	1
Northern Stars Studio	1
Yousician	1
Little Zoo Studio	1

Hired Talent from:  
(last 12 months)

King	5
Unity	4
Wolt	3
Rovio	2
Fiskars Group	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	18%
Art and Design	15%
IT	7%
Operations	6%
Marketing	5%

Most hires by location  
(last 12 months)

Helsinki	110
London	55
Kenya	8
Iraq	6
Istanbul	5



1,176 employees  
(in EMEA)

+3% YoY growth

10% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Creative Assembly	3
VOKI Games	2
AMC Studio	2
Playrix	2
Amusnet	2

Hired Talent from:  
(last 12 months)

Room 8 Group	3
Loyalty Games	2
Tilting Point	2
Pixagon Games	2
PLAION	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	25%
Engineering	21%
Quality Assurance	14%
Marketing	6%
IT	6%

Most hires by location  
(last 12 months)

Ukraine	49
Paris	14
Romania	10
Sofia	9
Barcelona	8

# Voodoo

797 employees (in  
EMEA)

+28% YoY growth

22% Attrition  
(employees leaving in  
last 12 months)

## Talent Flows

Lost talent to:  
(last 12 months)

52 Entertainment	3
Swile	2
Modma Games	2
Scopely	2
erudite.app	1

Hired Talent from:  
(last 12 months)

Moon Active	11
Homa	8
King	8
Playtika	6
Ace Games	6

## Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	27%
Art and Design	23%
IT	11%
Marketing	5%
HR	5%

Most hires by location  
(last 12 months)

Paris	116
Barcelona	24
Istanbul	22
Warsaw	11
London	9





609 employees (in  
EMEA)

+2% YoY growth

11% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Scopely	3
Evolution	2
Voodoo	2
Sumo Digital	1
SYBO	1

Hired Talent from:  
(last 12 months)

Rollic	2
Kwalee	1
TapNation	1
Masomo	1
Dream Games	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	27%
Art and Design	16%
IT	12%
Business Development	5%
Product Management	5%

Most hires by location  
(last 12 months)

Lisbon	26
London	16
Izmir	7
Genoa	5
Istanbul	1



538 employees (in  
EMEA)

+0% YoY growth

16% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Metacore	5
Small Giant Games	3
Supercell	2
Remedy Entertainment	2
Google	2

Hired Talent from:  
(last 12 months)

King	2
Sandsoft	2
Zynga	2
Dream Games	2
Product Madness	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	25%
Engineering	19%
IT	11%
Marketing	11%
Media and Comms	5%

Most hires by location  
(last 12 months)

Helsinki	28
Stockholm	16
Barcelona	14
Izmir	8
Copenhagen	2



500 employees (in  
EMEA)

-0.6% YoY growth

15% Attrition

(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Scopely	4
RubyPlay	2
Rovio	2
Socialpoint	1
Ubisoft	1

Hired Talent from:  
(last 12 months)

Huuuge Games	2
Outplay	2
Scopely	1
Socialpoint	1
Ubisoft	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	27%
Art and Design	23%
Product Management	7%
IT	6%
Marketing	6%

Most hires by location  
(last 12 months)

Barcelona	26
London	9
Gdansk	4
Ukraine	3
Catalonia	2



441 employees  
(in EMEA)  
+7% YoY growth

12% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Playtika	2
SuperPlay	1
Sunday	1
Candivore	1
HyperMonk	1

Hired Talent from:  
(last 12 months)

Playtika	5
EY	2
Moon Active	2
Jump Games	1
Bini Games	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	30%
Art and Design	19%
IT	10%
Product Management	7%
Marketing	6%

Most hires by location  
(last 12 months)

Tel Aviv	34
Ukraine	12
Ankara	8
Istanbul	6
Center District, Israel	4





400 employees (in  
EMEA)

+10% YoY growth

16% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

RealPlay	2
Moon Active	1
SuperPlay	1
Scopely	1
Checkout.com	1

Hired Talent from:  
(last 12 months)

Playtika	6
Moon Active	3
Supersonic	2
Moburst	2
Payoneer	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	19%
Art and Design	15%
IT	11%
Research	9%
Marketing	6%

Most hires by location  
(last 12 months)

Tel Aviv	55
Warsaw	13
Center District	8
Haifa District	3
South District	1



399 employees (in  
EMEA)

-0.3% YoY growth

10% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Aurion11	5
Sportradar	3
Bragg	3
Birdbuddy	1
Scopely	1

Hired Talent from:  
(last 12 months)

Kwalee	1
Nirto Games	1
Homa	1
Outbrain	1
LightAct	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	28%
Art and Design	22%
Media and Comms	10%
IT	6%
Marketing	6%

Most hires by location  
(last 12 months)

Ljubljana	12
Maribor	1
Barcelona	1
Glasgow	1
Slovakia	1



386 employees (in  
EMEA)

+11% YoY growth

19% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Voodoo	8
CrazyLabs	4
Avalanche	2
OUTFIT7	1
Hitapps	1

Hired Talent from:  
(last 12 months)

Moon Active	7
Huuuge Games	2
Voodoo	1
Socialpoint	1
Zynga	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	16%
Operations	16%
Art and Design	12%
IT	4%
Marketing	4%

Most hires by location  
(last 12 months)

Paris	18
Iran	10
UAE	7
London	6
Egypt	4



349 employees (in  
EMEA)

+23% YoY growth

9% Attrition

(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Grand Games	4
Playrix	1
Wonder Games	1
Circle Games	1
Tactile	1

Hired Talent from:  
(last 12 months)

Aselsan	4
Eatron Tech.	3
Trendyol Games	2
Codeway	2
Jagex	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	30%
Engineering	22%
Sales	9%
Marketing	7%
HR	5%

Most hires by location  
(last 12 months)

Istanbul	80
London	9
Ankara	3
Izmir	1
Naples	1





347 employees (in EMEA)

+6% YoY growth

19% Attrition

(employees leaving in last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Super Bana	3
Playtika	3
Live Play Mobile	2
Voodoo	2
Invizar	1

Hired Talent from:  
(last 12 months)

VIZOR	5
Freeplay	3
AppLovin	2
Playrix	2
Gamewise	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	27%
Art and Design	24%
IT	7%
Marketing	6%
Research	6%

Most hires by location  
(last 12 months)

London	21
Belarus	18
Warsaw	15
Barcelona	10
Berlin	3



313 employees (in  
EMEA)

+10% YoY growth

7% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

UserWise	2
Nutanix	1
Nestle	1
Tenstorrent	1
Stardust Effect	1

Hired Talent from:  
(last 12 months)

playSTUDIOS	3
FIS	2
Microsoft	2
TomTom	1
Ubisoft	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Engineering	33%
Art and Design	25%
IT	8%
Marketing	4%
Product Management	4%

Most hires by location  
(last 12 months)

Serbia	50
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297 employees (in  
EMEA)

+17% YoY growth

8% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Small Giant Games	4
Supercell	2
Solita	1
BIT ODD	1
Steer Studios	1

Hired Talent from:  
(last 12 months)

Rovio	5
Wooga	5
Ubisoft RedLynx	4
Small Giant Games	2
King	2

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	28%
Engineering	23%
IT	10%
Marketing	6%
Quality Assurance	6%

Most hires by location  
(last 12 months)

Helsinki	36
Berlin	11
Stockholm	4
Tampere	2
Berlin	2



260 employees (in  
EMEA)

+0.8% YoY growth

14% Attrition  
(employees leaving in  
last 12 months)

### Talent Flows

Lost talent to:  
(last 12 months)

Techland	2
BoomBit	1
Reality Games	1
Blizzard	1
Voodoo	1

Hired Talent from:  
(last 12 months)

Techland	1
Infomedica	1
SciPlay	1
Splunk	1
the LEGO Group	1

### Talent Intelligence

Most popular functions:  
(by percentage of workforce)

Art and Design	30%
Engineering	22%
Quality Assurance	7%
IT	6%
Product Management	6%

Most hires by location  
(last 12 months)

Wroclaw	26
Lagnica	1
Poznam	1





Next Generation Executive Search