





We are delighted to share with you our third Mobile Games Talent Intelligence Report.

This report focuses on analysing the talent movements of some of the largest mobile games companies in Europe.



Neon River is an executive search firm, founded by Peter Franks that has deep experience of working with games companies around the world.

“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

If you’d like to get in touch, please email us at peter@neonriver.com

Our most recent list of the Top 30 Leaders in mobile gaming can be found [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 May 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

Employee Growth Top 5 Companies

		YoY %	Previous ranking (6 months ago)
		 32%	1 st
		 30%	2 nd
		 24%	New Entry
		 19%	New Entry
		 18%	5 th

Employee Retention Top 5 Companies

		Attrition (Employees leaving in last 12 months)	Previous ranking (6 months ago)
		6%	1 st
		7%	New Entry
		8%	1 st
		9%	2 nd
	 	10%	2 nd / 2 nd
	 		New Entry / New Entry

Company Highlights



- Both employee growth and attrition rates improved – most notably attrition decreased from 22% 6 months ago to 14%.
- Lost 9 employees to Scopely.



- Remained as the best company for both percentage employee growth (32%) and lowest attrition (6%).
- Hired 6 employees from Rovio.



- Headcount is stable (0.5% increase) with a relatively low attrition rate (10%).
- Ongoing talent competition with Scopely — with movement of talent in both directions (5 hires from Scopely and 4 departures to Scopely).
- Lost 6 employees to Voodoo.



- Growth rate slowed down to 13% from 18% (6 months ago) and 57% (a year ago).
- Remains one of the strongest in terms of attrition rate (8%), ranking 3rd place among the companies in the report.

Company Highlights



- Solid employee growth of 5%.
- Maintained strong attrition performance at 9%, ranking 4th among the companies in the report.



- Both employee growth and attrition rates improved - employee growth increased by 4%, while attrition decreased by 4%.
- Lost talent to Supercell and Metacore (6 employees each).



- Relatively strong employee growth of 13%.
- However, attrition is remained relatively high at 21%.
- Still in a battle with Voodoo for talent – Homa hired 4 people from Voodoo and lost 6 to Voodoo.



- Minimal change in both employee growth (from 4% to 3%) and attrition (steady at 10% since the last edition).
- The attrition rate is solid, raking 5th place among the companies in the report.

Company Highlights



- Playrix showed improvement in both categories in the last report, but experienced a slight decline this time - growth rate dropped from 5% to 2%, and attrition increased from 14% to 16%.



- Showed very strong employee growth (30%), 2nd only to Supercell.
- Strong attrition of 11%.
- Hired 4 employees from the Turkish rival Ace Games.



- Saw a 6% decline in headcount over the last 12 months.
- Retention remains a challenge with a relatively high attrition rate of 18%.



- Gameloft saw improvements in both growth rate and attrition - growth improved from -9% to -2%, and attrition decreased from 19% to 15%.
- However, there remains room for improvement in both metrics.

Company Highlights



- Both metrics declined - growth rate dropped from 3% to 0.5%, and attrition increased from 12% to 13%.
- While growth is slow, the attrition rate remains relatively healthy.



SCOPELY

- Scopely previously had strong employee growth of 13% in the last report, which has now dropped to 7%.
- Attrition rate increased slightly, from 13% to 14%.



- Tripledot faced a challenging year previously, with a notably high attrition rate of 30%. This time, both growth and attrition rates showed improvement - growth increased from -4% to 1%, and attrition improved from 30% to 25%.
- The attrition rate remains the highest among the companies in the report, along with Huuuge Games.



- Tactile Games saw a slight decline in both metrics (growth dropped from 6% to 5%, and attrition increased from 14% to 16%).

Company Highlights



- Both stats slightly improved – employee growth grew from 5% to 6%, and the attrition rate dropped from 23% to 22%.
- Love hiring from Playgendary (10 employees), a Cyprus-based mobile game developer.



- Saw a strong improvement in headcount growth, rising from 13% to 18%, placing 5th in the ranking.
- Retention also improved, with the attrition rate decreasing from 26% to 24%, though it remains one of the highest among the companies in the report.



- Product Madness showed solid improvement in both headcount growth and retention. The growth rate improved from -9% to -5%, and attrition saw the biggest improvement across all companies, dropping from 22% to 15%.
- However, it remains a challenging year, as the growth rate is still negative.

Company Highlights



- Papaya is growing rapidly, with an annual growth rate of 24%, ranking 3rd after Supercell and Dream Games.
- Hired the most employees (4) from Moon Active



- With a high growth rate of 19%, it ranks 4th after Papaya.
- The attrition rate is also very healthy at just 7%, placing 2nd after Supercell.
- Overall, these are strong results across both metrics.



- Headcount growth is modest at 2%, which is lower than many newer entrants.
- The attrition rate is relatively low at 11%.



- It was a very tough year for Huuuge Games, with a headcount growth rate of -22% (the lowest among all companies in the report) and an attrition rate of 25%, the highest alongside Tripledot, perhaps reflecting growth challenges in the social casino sector.

Company Highlights

The logo for MoonActive, featuring the word "MOON" in blue and "ACTIVE" in dark blue, both in a bold, sans-serif font.

- As a relatively large company with over 2,000 employees, it is still growing, with a 2% increase in a year.
- While the attrition rate is somewhat high at 16%, the overall results are solid across both metrics.

The logo for Outfit7, featuring the word "OUTFIT7" in red, bold, sans-serif font, set against a white rectangular background.

- Outfit7 is growing headcount slowly (1%) whilst the attrition rate is kept very low (10%)
- Lost 4 employees to Bragg, a provider of casino games services and products.

The logo for SciPlay, featuring a stylized green flame icon with a white eye-like shape inside, followed by the word "SciPlay" in a green, sans-serif font.

- Experienced rapid headcount growth of 17%, with a moderate attrition rate of 15%
- Hired 5 talents from its social casino rival, Playtika, over the past year.

Trends

Which companies' attrition and employee growth statistics are improving or declining since our last report six months ago?

Improving



Mixed




Declining





1,261 employees
(in EMEA)

 7% YoY

14% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Voodoo	6
King	4
Playrix	3
Playtika	2
Fortis Games	2

Hired Talent from:
(last 12 months)

Playtika	9
Product Madness	6
King	5
Tilting Point	4
Glovo	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	25%
Engineering	17%
IT	16%
Product Management	6%
HR	4%

Most hires by location
(last 12 months)

Barcelona	117
London	18
Madrid	13
Tel Aviv	10
Sevilla	8



3,246 employees
(in EMEA)

— 0% YoY

14% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Scopely	9
Monday.com	7
PLAYSTUDIOS	5
SciPlay	5
Playrix	5

Hired Talent from:
(last 12 months)

EPAM Systems	6
Moon Active	5
Intel Corporation	5
Clover Bite	3
Huuuge Games	3

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	36%
Art and Design	12%
IT	11%
Product Management	5%
Operations	4%

Most hires by location
(last 12 months)

Tel Aviv	144
Warsaw	105
Ukraine	41
Romania	38
Center District	27



1,118 employees
(in EMEA)

 32% YoY

6% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Antihero Studios	2
Northern Stars Studio	2
Titmouse	2
Housemarque	1
Rovio	1

Hired Talent from:
(last 12 months)

Rovio	6
Next Games	2
King	2
Voodoo	2
Mehiläinen	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	18%
Art and Design	16%
IT	8%
Operations	6%
Marketing	5%

Most hires by location
(last 12 months)

Helsinki	114
London	43
Iraq	9
Istanbul	7
Paris	7



3,158 employees
(in EMEA)

 **0.5%** YoY

10% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Voodoo	6
Scopely	5
Mojang Studios	3
Revolut	2
Electronic Arts	2

Hired Talent from:
(last 12 months)

Scopely	4
Creative Assembly	3
Gameloft	3
Modulai	2
Rovio	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	23%
Art and Design	11%
Operations	7%
IT	6%
Product Management	4%

Most hires by location
(last 12 months)

London	53
Stockholm	50
Barcelona	28
Nigeria	15
UAE	14



264 employees (in EMEA)

 13% YoY

8% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Small Giant Games	4
BIT ODD	2
Glera Games	1
DICE	1
Next Games	1

Hired Talent from:
(last 12 months)

Rovio	6
Noice	2
Moon Active	2
Gram Games	2
Wooga	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	28%
Engineering	22%
IT	10%
Marketing	6%
QA	6%

Most hires by location
(last 12 months)

Helsinki	35
Berlin	10
Tampere	4
Stockholm	2
Kenya	1



595 employees (in EMEA)

 5% YoY

9% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Air Apps	3
TapNation	2
Sumo Digital	1
Sky	1
Rune Games	1

Hired Talent from:
(last 12 months)

Deloitte	2
Solvay	2
Warner Bros.	2
RINA	1
Whimsy Games	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	28%
Art and Design	17%
IT	13%
QA	5%
Business Development	5%

Most hires by location
(last 12 months)

Lisbon	26
Izmir	13
London	10
Genoa	8
Istanbul	6



551 employees (in EMEA)

 7% YoY

12% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Supercell	6
Metacore	6
Voodoo	3
Small Giant Games	2
Netflix	2

Hired Talent from:
(last 12 months)

Zynga	2
Dream Games	2
Supercell	2
Socialpoint	2
Netflix	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	27%
Engineering	18%
IT	12%
Marketing	9%
Media & Comms	6%

Most hires by location
(last 12 months)

Helsinki	38
Stockholm	19
Barcelona	15
Copenhagen	1
Tempere	1



372 employees (in
EMEA)

 13% YoY

21% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Voodoo	6
CrazyLabs	3
Adikteev	1
Appodeal	1
Paradox Interactive	1

Hired Talent from:
(last 12 months)

Voodoo	4
Zynga	2
Popcore	1
Kolibri Games	1
Socialpoint	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	15%
Operations	14%
Art and Design	13%
IT	5%
Product Management	4%

Most hires by location
(last 12 months)

Paris	15
Iran	11
Saudi Arabia	9
Barcelona	5
UAE	5



360 employees (in
EMEA)

 3% YoY

10% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Metacore	2
Supercell	2
Playtika	1
InnoGames	1
CrazyLabs	1

Hired Talent from:
(last 12 months)

Scopely	2
InnoGames	1
SuperGaming	1
Kolibri Games	1
Zynga	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	34%
Engineering	21%
IT	8%
Communications / PR	6%
Product Management	6%

Most hires by location
(last 12 months)

Berlin	39
Hamburg	1
London	1
Cologne Bonn	1
Gothernburg	1

playrix

1,373 employees
(in EMEA)

 2% YoY

16% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

VOKI Games	4
Nexters	3
ChillBase	3
FluytStudio	3
AppQuantum	3

Hired Talent from:
(last 12 months)

Playtika	5
Daily Magic	5
Yandex	5
Belka Games	4
Moon Active	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	35%
Engineering	22%
IT	8%
QA	8%
Media & Comms	5%

Most hires by location
(last 12 months)

Serbia	76
Cyprus	29
Ukraine	17
Russia	12
Ireland	11



304 employees (in
EMEA)

 30% YoY

11% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Rovio	2
Grand Games	2
Tactile Games	2
Playrix	1
Good Job Games	1

Hired Talent from:
(last 12 months)

Ace Games	4
Mercedes-Benz	3
Gamegos	2
Passion Punch	2
N-Path Games	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	31%
Engineering	22%
Marketing	8%
Sales	8%
HR	5%

Most hires by location
(last 12 months)

Istanbul	83
London	6
Ankara	2
Izmir	2
Tanzania	1



256 employees (in
EMEA)

▼ 7% YoY

18% Attrition
(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Voodoo	2
Showpad	1
FootballTeam Game	1
Moon Active	1
Google	1

Hired Talent from:
(last 12 months)

Techland	1
Boombit	1
Nokia	1
OANDA	1
AppLovin	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	32%
Engineering	20%
QA	7%
IT	6%
HR	5%

Most hires by location
(last 12 months)

Wroclaw	22
Warsaw	2
Katowice	1
Legnica	1
Poznan	1



1,186 employees
(in EMEA)



2% YoY

15% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Plarium	5
Coleplay	3
EA	3
Playtika	1
Playrix	1

Hired Talent from:
(last 12 months)

Pixagon Games	3
Loyalty Games	2
Ubisoft	2
Tilting Point	2
Playrix	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Art and Design	25%
Engineering	21%
QA	14%
IT	6%
Marketing	5%

Most hires by location
(last 12 months)

Ukraine	48
Romania	15
Sofia	13
Paris	9
Barcelona	6



397 employees (in EMEA)

 0.5% YoY

13% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Homa	2
Rovio	2
Scopely	1
NaturalMotion	1
Take-Two Interactive	1

Hired Talent from:
(last 12 months)

Scopely	1
NaturalMotion	1
Hasbro	1
Cypher Games	1
Playtika	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	16%
Art and Design	14%
Marketing	9%
IT	6%
Operations	5%

Most hires by location
(last 12 months)

Istanbul	11
London	8
Barcelona	4
Helsinki	2
Nigeria	2



Talent Flows

Lost talent to:
(last 12 months)

Live Play Mobile	3
Playtika	2
Scopely	2
Voodoo	2
TapNation	1

Hired Talent from:
(last 12 months)

VIZOR	3
FreePlay	2
Ardor Media	2
TapNation	1
Playrix	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	28%
Art and Design	24%
IT	8%
HR	6%
Research	5%

Most hires by location
(last 12 months)

Belarus	22
London	20
Warsaw	18
Barcelona	9
Russia	2



228 employees (in EMEA)

 5% YoY

16% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Playrix	2
Spirii	2
SYBO	1
Denelec	1
Supercell	1

Hired Talent from:
(last 12 months)

Dream Games	2
Space Ape Games	2
Zynga	1
SYBO	1
Teek Games	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	33%
Engineering	27%
QA	10%
IT	6%
Marketing	4%

Most hires by location
(last 12 months)

Copenhagen	32
Istanbul	5
Romania	1
Warsaw	1
Barcelona	1



235 employees (in EMEA)

 6% YoY

22% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

CS.Money	2
Playrix	2
HeadyApps	1
ZiMAD	1
X5 Digital	1

Hired Talent from:
(last 12 months)

Playgendary	10
FreePlay	2
Nexters	2
ArtDock	1
Appodeal	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Art and Design	32%
Engineering	26%
Marketing	6%
Project Management	5%
IT	4%

Most hires by location
(last 12 months)

Serbia	16
Belarus	13
Cyprus	11
UAE	4
Montenegro	3

Voodoo

675 employees (in EMEA)

 18% YoY

24% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

BeReal	4
Homa	4
Unik Corn	2
Supercell	2
Criteo	2

Hired Talent from:
(last 12 months)

King	6
Homa	6
Ace Games	6
Scopely	6
Popcore	5

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	26%
Art and Design	23%
IT	9%
Marketing	5%
HR	5%

Most hires by location
(last 12 months)

Paris	83
Barcelona	47
Istanbul	16
London	6
Tel Aviv	6



500 employees (in EMEA)

▼ 5% YoY

15% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Scopely	6
SOFTSWISS	1
Supersonic	1
DREST	1
Gousto	1

Hired Talent from:
(last 12 months)

Huuuge Games	2
Scopely	1
SOFTSWISS	1
Stark Games	1
BoomBit	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)


Engineering	26%
Art and Design	23%
Product Management	7%
IT	7%
Marketing	5%

Most hires by location
(last 12 months)

Barcelona	13
London	7
Gdansk	7
Ukraine	2
Wroclaw	2



388 employees (in EMEA)

 24% YoY

10% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Supersonic	1
Moon Active	1
Fiverr	1
Checkout.com	1
Playnetic	1

Hired Talent from:
(last 12 months)

Moon Active	4
Playtika	3
Ilyon	2
Plarium	2
888holdings	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	20%
Art and Design	14%
IT	10%
Research	9%
Marketing	6%

Most hires by location
(last 12 months)

Tel Aviv	70
Center District	16
Warsaw	12
Haifa	3
Iran	2



300 employees (in EMEA)

 19% YoY

7% Attrition
(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Microsoft	5
BlueCat	2
Tenstorrent	1
HTEC	1
Nutanix	1

Hired Talent from:
(last 12 months)

PLAYSTUDIOS	3
Microsoft	2
Ubisoft	2
Seven Bridges	2
MWM	2

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	31%
Art and Design	25%
IT	8%
Marketing	4%
Product Management	4%

Most hires by location
(last 12 months)

Serbia	61
Romania	1
The Randstad	1

Easybrain

315 employees (in
EMEA)



2% YoY

11% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

VIZOR	2
Moon Active	2
Playgama	1
Royal Ark	1
Playrix	1

Hired Talent from:
(last 12 months)

Playtika	2
EPAM Systems	2
Moon Active	1
Itch.io	1
Hitapps	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	40%
Art and Design	15%
IT	9%
Marketing	6%
Project Management	5%

Most hires by location
(last 12 months)

Belarus	14
Warsaw	11
Cyprus	6
Gdansk	2
Cracow	1



366 employees (in EMEA)

▼ 22% YoY

35% Attrition

(employees leaving in last 12 months)

Talent Flows

Lost talent to:
(last 12 months)

Playtika	3
Aristocrat Interactive	2
BIT ODD	2
Product Madness	2
Fun Crafters	2

Hired Talent from:
(last 12 months)

Playtika	1
Tango	1
MY.GAMES	1
William Hill	1
MURKA	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	32%
Art and Design	10%
IT	7%
QA	6%
Accounting	5%

Most hires by location
(last 12 months)

Warsaw	19
Szczecin	5
Berlin	3
Helsinki	3
Bydgoszcz	2

MOONACTIVE

2,120 employees
(in EMEA)



2% YoY

16% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Playtika	5
PAPAYA	4
Appcharge	3
Grand Games	3
VIZOR	3

Hired Talent from:
(last 12 months)

Payoneer	5
Wolt	4
PLAYSTUDIOS	4
Check Point	4
Intel	4

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	29%
IT	15%
Arts and Design	14%
Product Management	8%
Operations	7%

Most hires by location
(last 12 months)

Tel Aviv	211
Warsaw	36
Center District	31
Ukraine	18
Lithuania	9



398 employees (in
EMEA)



1% YoY

10% Attrition

(employees leaving in last
12 months)

Talent Flows

Lost talent to:
(last 12 months)

Bragg	4
Supercell	1
Nordeus	1
Sportradar	1
JustWatch	1

Hired Talent from:
(last 12 months)

Aleph Group	2
Ericsson	1
Endava	1
Kwalee	1
Outbrain	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	28%
Art and Design	21%
Media & Comms	10%
IT	7%
Marketing	6%

Most hires by location
(last 12 months)

Ljubljana	19
Maribor	3
Cyprus	2
Kranj	2
Brezovica	1



Talent Flows

Lost talent to:
(last 12 months)

Scopely	3
Playtika	2
Monday.com	2
Fitness22	1
Glaive	1

Hired Talent from:
(last 12 months)

Playtika	5
FunneLoop	2
Israel Defense	2
Jellyfish	1
Moon Active	1

Talent Intelligence

Most popular functions:
(by percentage of workforce)

Engineering	31%
Art and Design	18%
IT	9%
Marketing	9%
Product Management	7%

Most hires by location
(last 12 months)

Tel Aviv	35
Istanbul	23
Ukraine	18
Ankara	18
Center District	9



Next Generation Executive Search