Game Market Copilot

STEAM 2025 / YEAR IN REVIEW

Steam 2025 in review: trends from the tags and review counts of every new release

An annual report covering all 20,917 games released on Steam in 2025. It analyzes the overall review-count distribution, releases and review counts by primary tag, the top 20 titles by review count, and the self-publishing split.

Annual report | 2025 releases | Full census

Game Market Copilot
Data as of 2026-08-24

Background art: Hollow Knight: Silksong / PEAK / Dispatch / Megabonk (Steam store)

Foreword



Shuntaro Nakajima
Founder
Game Market Copilot

In 2025, 20,917 new games shipped on Steam. This report uses the tags and review counts of every one of them to analyze which genres and trends actually collected reviews.

The data was aggregated on August 24, 2026. Why publish a 2025 review eight months into the next year instead of in January? The honest main reason is that Game Market Copilot, the system I built for this kind of game-market analysis, only recently came together. There is also a practical one: a January retrospective counts November and December releases before their reviews have had time to accumulate, so year-end titles never get a fair reading. Late as it is, I hope this analysis of 2025 helps your game development and marketing ahead.

Source: Game Market Copilot / Scope: 20,917 Steam releases of 2025 / Data as of 2026-08-24 / Metric: Steam purchase reviews

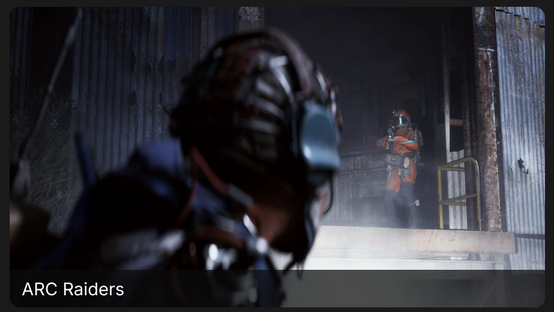
Contents

04 The 2025 picture and key findings
06 Chapter 1: Releases and review-count distributions by primary tag
14 Chapter 2: The games that passed 1,000 reviews
20 Appendix: How primary tags are set, conclusions, and scope


Hollow Knight: Silksong



R.E.P.O.


ARC Raiders



Schedule I

Screenshots from the Steam store pages of top-reviewed 2025 releases.

THE 2025 PICTURE

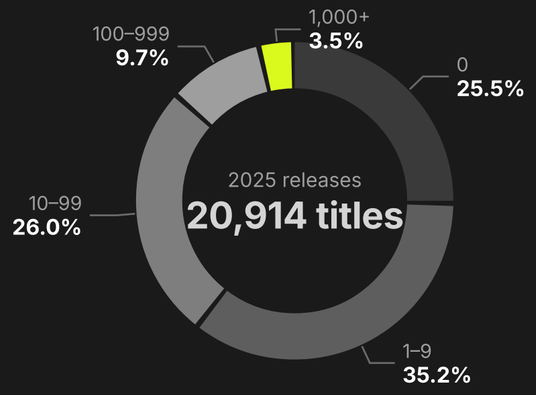
20,917 games released in 2025. Half ended with 4 or fewer Steam purchase reviews.

Half of the titles released on Steam in 2025 have 4 or fewer reviews, and **one in four has no review at all**. 27 reviews marks the top-25% boundary, and 173 reviews marks the top 10%.

20,917
Games released on Steam in 2025

4 reviews
Half of all releases are at or below this

173 reviews
The top-10% boundary by review count



0	5,332	25.5%
1–9	7,363	35.2%
10–99	5,440	26.0%
100–999	2,037	9.7%
1,000+	742	3.5%

Source: Game Market Copilot / Scope: 20,917 Steam releases of 2025 (band denominators re-aggregated at 20,914) / Data as of 2026-08-24 / Metric: Steam purchase reviews

KEY FINDINGS FIRST

Key findings

Terms: primary tag = the #1 tag in each title's Steam tag order (371 kinds). Steam purchase reviews = reviews left by users who bought the game on Steam.

01 Which tags had the most releases?
Titles carrying the three broad genre tags Casual, Action, and Adventure account for 34.5% of the 20,901 tagged releases. Chapter 1 compares the 27 tags with the most releases.

02 How do review-count distributions differ by tag?
Three shapes appear across tag distributions: a solid-floor shape with very few zero-review titles, a polarized shape with many zero-review and many 1,000-review titles at once, and a bottom-heavy shape where zero-review titles dominate. The second half of chapter 1 analyzes them.

03 Which primary tags produced the 1,000-review hits?
The 742 hits that passed 1,000 reviews spread across 170 primary tags. Chapter 2 looks at which genres produced the most of them.

04 What differs by publishing setup?
Self-published titles make up 75.5% of all releases, but among the 1,000-review hits, publisher-backed titles hold 59.0%.

> This report analyzes Steam purchase-review counts and primary tags.

Source: Game Market Copilot / Scope: 20,901 tagged Steam releases of 2025, 371 primary tags (publishing-setup figures use 20,840 known-setup titles and 724 known-setup 1,000-review titles as denominators) / Data as of 2026-08-24

01

SECTION 01

Releases and review-count distributions by primary tag

First we compare releases and median review counts by primary tag. Then we read the review-count distributions of representative tags through three recurring shapes.

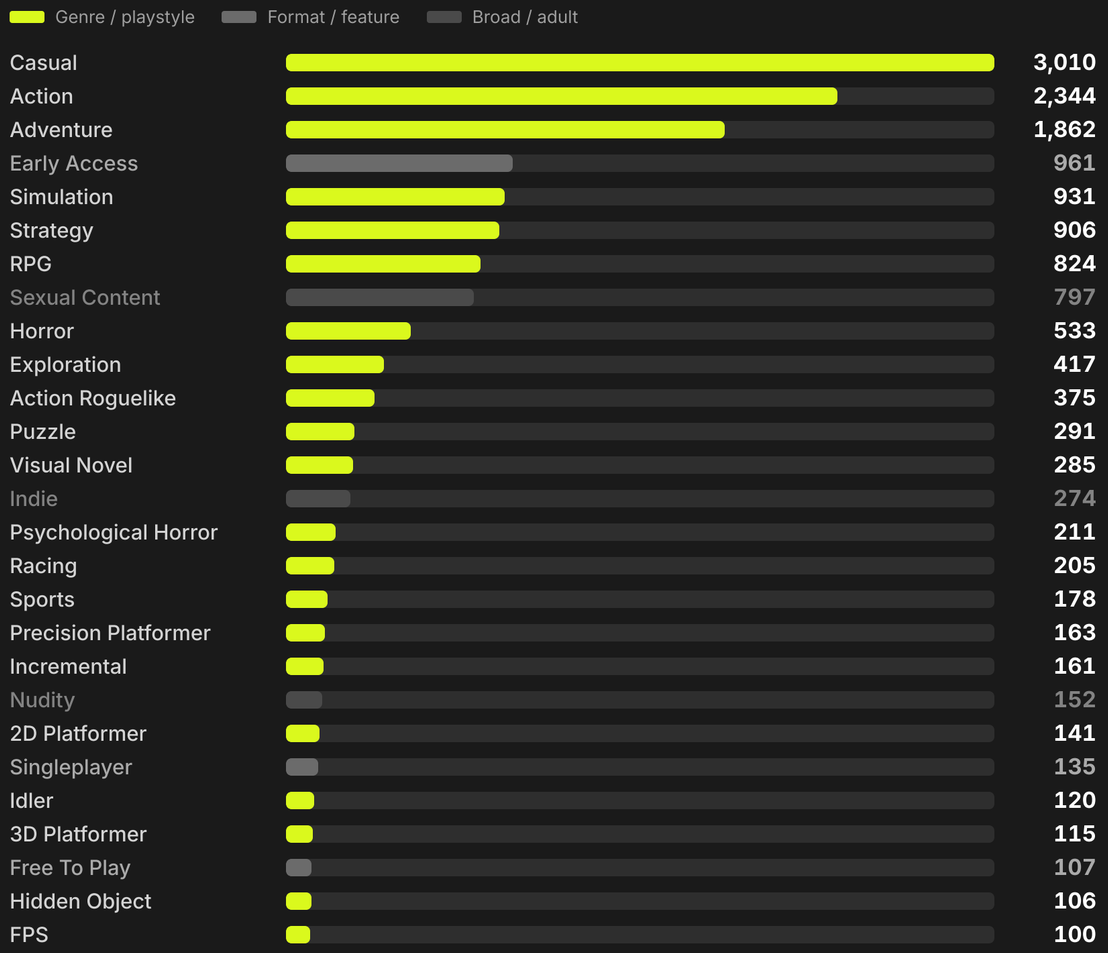


Art: Hades II / My Summer Car, two of the most-reviewed 2025 releases (Steam store)

RELEASES BY PRIMARY TAG

Game releases ranked by primary tag

Every 2025 release is counted by its primary tag; the 27 tags with 100 or more releases are ranked by release count.

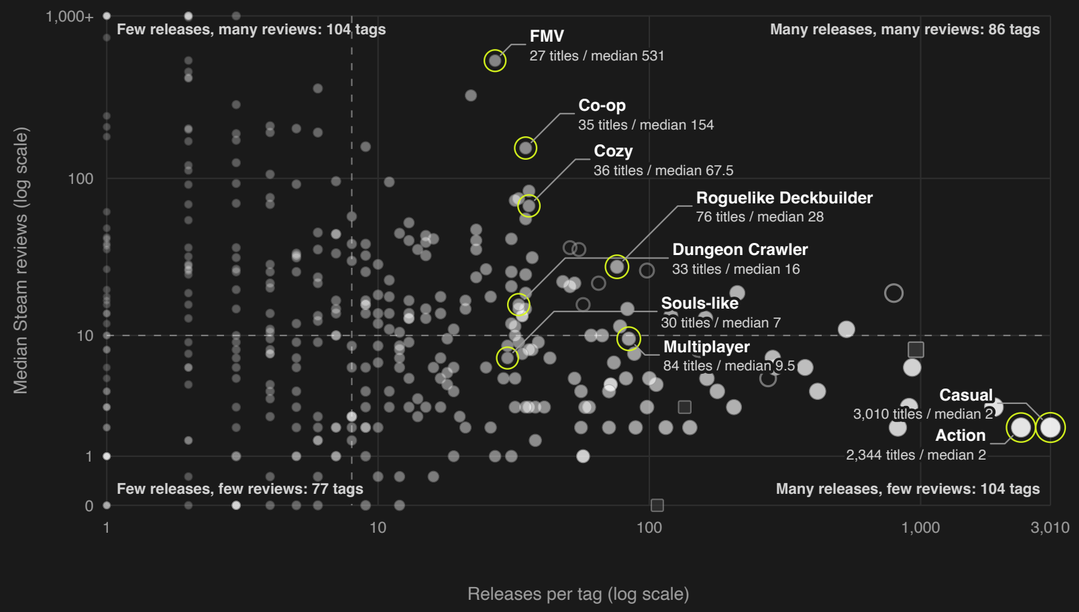


Source: Game Market Copilot / Scope: 20,901 tagged Steam releases of 2025 (371 primary tags); the 27 tags with 100+ releases are shown / Data as of 2026-08-24 (per-tag counts reflect catalog retrieval; band pages differ by a few titles)

MEDIAN REVIEWS BY TAG

Reading competition and attention from releases and median reviews

All 371 tags are plotted with median review count on the vertical axis and release count on the horizontal axis. Higher means a higher median review count for the tag; further right means more competitors. Casual, for example, has the most competitors at 3,010 releases and a median of 2 reviews. FMV and Co-op carry high medians for how few releases they have.



Source: Game Market Copilot / Scope: 20,901 tagged Steam releases of 2025, all 371 primary tags / Data as of 2026-08-24 / Metrics: release count and median Steam purchase reviews

DISTRIBUTION SHAPES BY TAG

Representative tags fall into three rough shapes

Sorting the tags annotated on the earlier scatter plot by review count, their distributions settle into roughly three shapes. Tags like Cozy and Co-op cluster in the solid-floor shape. The following pages walk through representative tags for each shape.



Free To Play sits far outside these shapes with 83% zero-review titles, but that likely reflects how the purchase-review metric interacts with F2P, so it is excluded from the shape comparison.

Source: Game Market Copilot / Scope: 2025 Steam releases of the 9 primary tags shown (band denominators re-aggregated) / Data as of 2026-08-24 / Metric: review-count band composition

TAG DETAIL / SOLID FLOOR 1

Co-op and Cozy in detail

These are the flagship solid-floor tags: almost no zero-review titles, thick from the middle up. Co-op has 35 releases with a median of 154 reviews; the largest is Split Fiction at 77,794. Among the 93 tags with 30+ releases, Co-op posts the highest 1,000-plus and 100-plus rates and the lowest zero-review rate. Cozy has 36 releases with a median of 67.5; the largest is Hello Kitty Island Adventure at 9,528. Note that titles with these primary tags skew toward games whose identity was voted up to the #1 tag slot (see the appendix, How primary tags are set).

Co-op 35 releases / median 154



Split Fiction
77,794 reviews · Released 2025-03-06



Jump Space
10,592 reviews · Released 2025-09-19



Little Nightmares III
10,090 reviews · Released 2025-10-09



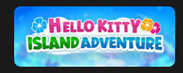
Escape Simulator 2
4,206 reviews · Released 2025-10-27



POPUCOM
3,413 reviews · Released 2025-06-01



Cozy 36 releases / median 67.5



Hello Kitty Island Adventure
9,528 reviews · Released 2025-01-30



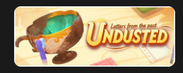
Tiny Bookshop
6,863 reviews · Released 2025-08-07



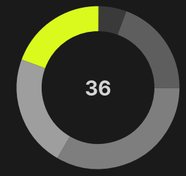
Winter Burrow
2,747 reviews · Released 2025-11-12



Ithya: Magic Studies
2,065 reviews · Released 2025-05-07



Undusted: Letters from the Past
1,698 reviews · Released 2025-10-13



Source: Game Market Copilot / Scope: 35 Co-op and 36 Cozy primary-tag releases of 2025 / Data as of 2026-08-24 / Metric: Steam purchase reviews (rows show the most-reviewed examples; counts come from full per-tag aggregation). Capsule art from the Steam store; each row links to the store page

TAG DETAIL / SOLID FLOOR 2

Roguelike Deckbuilder and FMV in detail

Two more solid-floor tags. Roguelike Deckbuilder has 76 releases with a median of 28 reviews; the largest is Monster Train 2 at 8,591. FMV, the tag for games driven by live-action video, has 27 releases with a median of 531, and its top titles are Chinese-language releases. For FMV, becoming the primary tag itself correlates with attention (see the appendix).

Roguelike Deckbuilder

76 releases / median 28



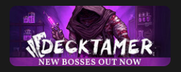
Monster Train 2
8,591 reviews· Released 2025-05-21



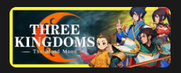
StarVaders
3,735 reviews· Released 2025-04-30



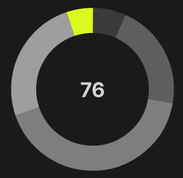
Yao-Guai Hunter
2,079 reviews· Released 2025-04-17



Decktamer
1,980 reviews· Released 2025-10-27



Three Kingdoms: The Blood Moon
733 reviews· Released 2025-04-02



- 0 **6.6%**· 5 titles
- 1–9 **21.1%**· 16 titles
- 10–99 **42.1%**· 32 titles
- 100–999 **25.0%**· 19 titles
- 1,000+ **5.3%**· 4 titles

FMV

27 releases / median 531



Love is All Around 2
3,747 reviews· Released 2025-07-16



美女，请别影响我成仙
3,117 reviews· Released 2025-06-19



咸鱼殿下 / My journey
1,979 reviews· Released 2025-02-28



我只是想让她们都幸福
1,972 reviews· Released 2025-11-08



Heartbeat in Thailand
1,836 reviews· Released 2025-09-18



- 0 **3.7%**· 1 titles
- 1–9 **7.4%**· 2 titles
- 10–99 **11.1%**· 3 titles
- 100–999 **48.1%**· 13 titles
- 1,000+ **29.6%**· 8 titles

Source: Game Market Copilot / Scope: 76 Roguelike Deckbuilder and 27 FMV primary-tag releases of 2025 / Data as of 2026-08-24 / Metric: Steam purchase reviews (rows show the most-reviewed examples; counts come from full per-tag aggregation). Capsule art from the Steam store; each row links to the store page

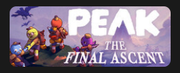
TAG DETAIL / POLARIZED

Multiplayer and Souls-like in detail

The flagship polarized tags, where titles pile up at both extremes. Multiplayer has 85 releases with a median of 9.5 reviews; the largest is PEAK at 292,748. Souls-like has 30 releases with a median of 7; the largest is ELDEN RING NIGHTREIGN at 128,773.

Multiplayer

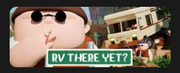
85 releases / median 9.5



PEAK
292,748 reviews· Released 2025-06-16



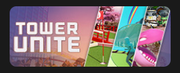
Battlefield 6
291,022 reviews· Released 2025-10-10



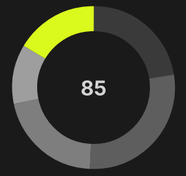
RV There Yet?
70,643 reviews· Released 2025-10-21



LOCKDOWN Protocol
16,498 reviews· Released 2025-11-18



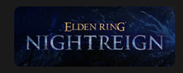
Tower Unite
16,221 reviews· Released 2025-04-19



- 0 **22.4%**· 19 titles
- 1–9 **28.2%**· 24 titles
- 10–99 **21.2%**· 18 titles
- 100–999 **11.8%**· 10 titles
- 1,000+ **16.5%**· 14 titles

Souls-like

30 releases / median 7



ELDEN RING NIGHTREIGN
128,773 reviews· Released 2025-05-29



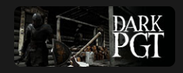
WUCHANG: Fallen Feathers
44,628 reviews· Released 2025-07-23



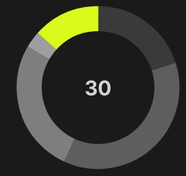
AI LIMIT
22,613 reviews· Released 2025-03-27



The First Berserker: Khazan
20,726 reviews· Released 2025-03-27



Dark PGT
448 reviews· Released 2025-02-20



- 0 **20.0%**· 6 titles
- 1–9 **36.7%**· 11 titles
- 10–99 **26.7%**· 8 titles
- 100–999 **3.3%**· 1 titles
- 1,000+ **13.3%**· 4 titles

Source: Game Market Copilot / Scope: 85 Multiplayer and 30 Souls-like primary-tag releases of 2025 / Data as of 2026-08-24 / Metric: Steam purchase reviews (rows show the most-reviewed examples; counts come from full per-tag aggregation). Capsule art from the Steam store; each row links to the store page

TAG DETAIL / BOTTOM-HEAVY

Casual and Action in detail

The flagship bottom-heavy tags, where most titles sit under 10 reviews. Casual, the biggest tag at 3,010 releases, has a median of 2 reviews, yet 17 titles still passed 1,000. Action, second at 2,340 releases, also has a median of 2, with 47 titles (2.0%) past 1,000.

Casual 3,010 releases / median 2



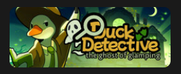
PowerWash Simulator 2
10,704 reviews· Released 2025-10-23



Matchmaking Inc.
5,726 reviews· Released 2025-01-20



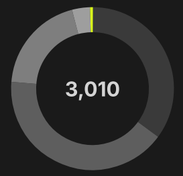
That's not my Neighbor
4,448 reviews· Released 2025-03-11



Duck Detective: The Ghost of Glamping
2,553 reviews· Released 2025-05-22



Monument Valley 3
2,131 reviews· Released 2025-07-22



- 0 **35.0%**· 1,052 titles
- 1–9 **41.3%**· 1,244 titles
- 10–99 **19.6%**· 590 titles
- 100–999 **3.6%**· 107 titles
- 1,000+ **0.6%**· 17 titles

Action 2,340 releases / median 2



Hades II
113,650 reviews· Released 2025-09-25



Marvel's Spider-Man 2
32,126 reviews· Released 2025-01-30



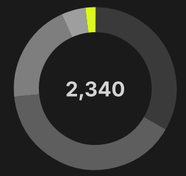
DOOM: The Dark Ages
31,654 reviews· Released 2025-05-14



BALL x PIT
24,310 reviews· Released 2025-10-15



NINJA GAIDEN 4
8,367 reviews· Released 2025-10-20



- 0 **33.2%**· 778 titles
- 1–9 **40.1%**· 939 titles
- 10–99 **19.8%**· 463 titles
- 100–999 **4.8%**· 113 titles
- 1,000+ **2.0%**· 47 titles

Source: Game Market Copilot / Scope: 3,010 Casual and 2,340 Action primary-tag releases of 2025 (band denominators re-aggregated) / Data as of 2026-08-24 / Metric: Steam purchase reviews (rows show the most-reviewed examples; counts come from full per-tag aggregation). Capsule art from the Steam store; each row links to the store page

HOW TO USE CHAPTER 1

Three steps to apply this chapter to your game

The scatter plot, the three shapes, and the tag details from chapter 1 apply to your own game in this order.

1. **Find your tag on the scatter plot**
   Further right means more competitors; higher means a higher median review count.

2. **Check the shape on the band chart**
   See whether your tag leans solid-floor, polarized, or bottom-heavy. With a different shape, the same median produces 1,000-review titles at very different rates.

3. **Look up the per-tag quantiles**
   To compare your own review count, look up the per-tag median, 75%, and 90% boundaries (per-tag figures are available on Game Market Copilot).

> Review counts are not sales and not player counts. Position and shape are the 2025 record, not a reason to re-pick your tags.

Source: Game Market Copilot / Scope: how to read chapter 1 (numbers come from this chapter) / Data as of 2026-08-24

02

SECTION 02

The games that passed 1,000 reviews

Next we look at the 742 titles that passed 1,000 reviews: their primary-tag composition, the share of 1,000-review titles per tag, and the top 20 titles by review count. We then compare the self-published and publisher-backed segments. This is a census and a count-ordered list, not a quality ranking or a tag recommendation.

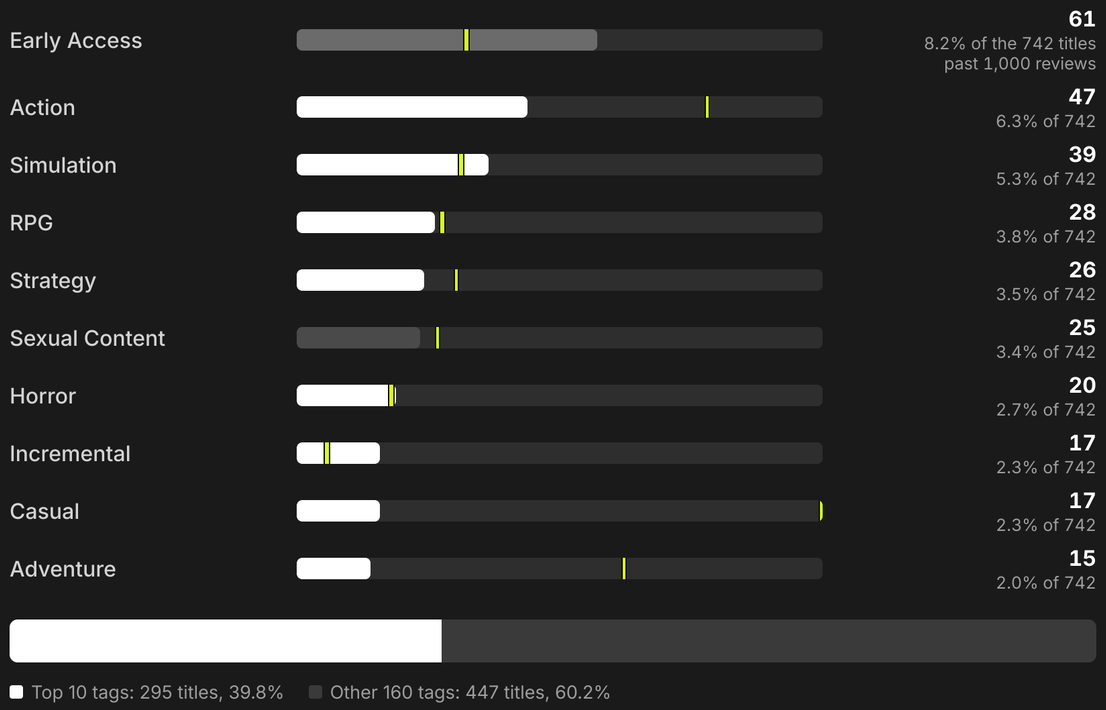


Art: ELDEN RING NIGHTREIGN / Monster Hunter Wilds, two of the most-reviewed 2025 releases (Steam store)

INSIDE THE 1,000-REVIEW COHORT

Primary tags of the 742 titles with 1,000+ reviews

742 of the 2025 releases reached 1,000 or more reviews, spread across 170 primary tags. No single primary tag dominates. Bars show each tag's share of the 1,000-review cohort; the vertical tick marks its share of all releases. Representative tags whose bars overshoot the tick are annotated on the scatter plot to the right.



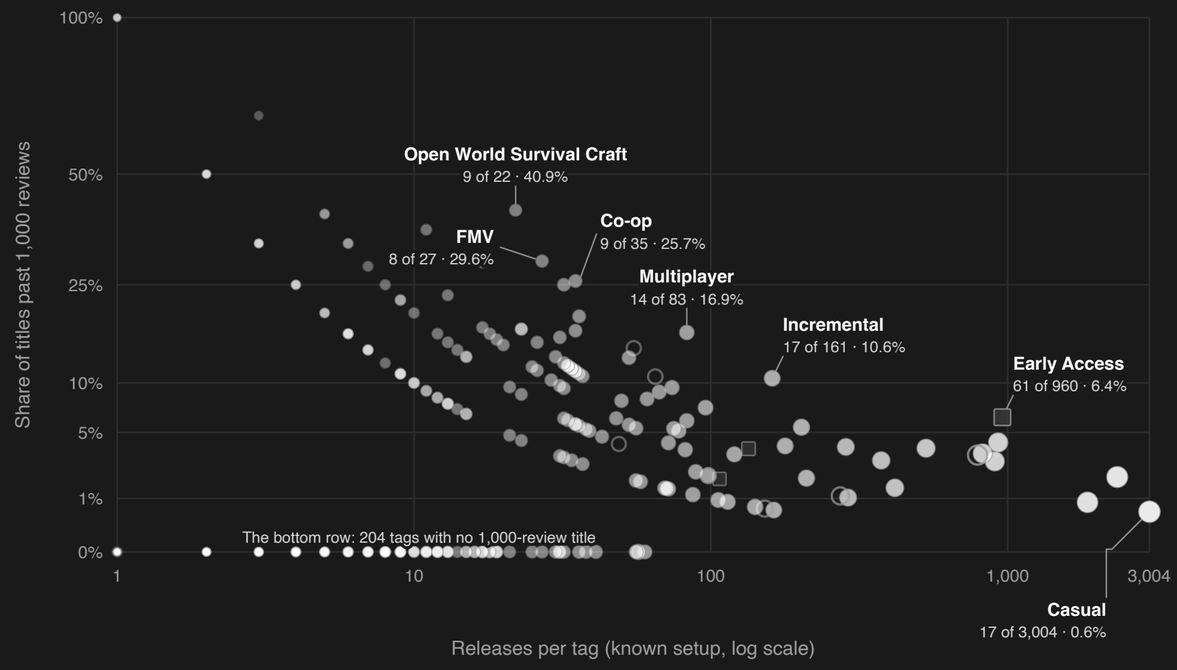
Primary tags mix genres with format and content categories, so this is not a like-for-like genre comparison. Per-tag rates are covered by the scatter plot on the right and the previous chapter.

Source: Game Market Copilot / Scope: the 742 Steam releases of 2025 with 1,000+ reviews (band denominators re-aggregated) / Data as of 2026-08-24 / Metric: titles and share per primary tag

ACROSS ALL 371 TAGS

The 1,000-review rate by tag

More than half of all tags produced no 1,000-review title at all, and on small tags a single title swings the rate widely, so treat these rates as rough reference. For format and style tags, becoming the primary tag itself correlates with attention (see the appendix, How primary tags are set).



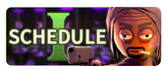
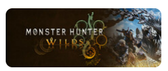
Source: Game Market Copilot / Scope: all 371 primary tags, 20,845 titles with known publishing setup (the scatter uses catalog-retrieval values; the publishing-setup pages re-aggregate at 20,840, a few titles apart) / Data as of 2026-08-24 / Metric: share of releases with 1,000+ Steam purchase reviews

MOST REVIEWED, RANKS 1–10

The 20 most-reviewed 2025 releases

The top 20 of the 20,917 releases of 2025, ordered by review count. Bar length is relative to the #1 title.

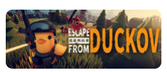
Self-published · Publisher-backed · judged by developer and publisher match

1		**Hollow Knight: Silksong** Metroidvania · Released 2025-09-04	383,971
2		**R.E.P.O.** Horror · Released 2025-02-26	336,838
3		**ARC Raiders** Extraction Shooter · Released 2025-10-30	296,278
4		**PEAK** Multiplayer · Released 2025-06-16	292,748
5		**Battlefield 6** Multiplayer · Released 2025-10-10	291,022
6		**Schedule I** Simulation · Released 2025-03-24	286,581
7		**Grand Theft Auto V Enhanced** Open World · Released 2025-03-04	203,224
8		**Monster Hunter Wilds** Hunting · Released 2025-02-27	199,628
9		**Clair Obscur: Expedition 33** Turn-Based Combat · Released 2025-04-24	180,164
10		**Dispatch** Choices Matter · Released 2025-10-22	172,235

Source: Game Market Copilot / Scope: top of the 20,917 Steam releases of 2025 (includes ports, re-releases, and games that left early access) / Data as of 2026-08-24 / Metric: Steam purchase reviews. Capsule art from the Steam store; each row links to the store page

MOST REVIEWED, RANKS 11–20

Self-published · Publisher-backed · judged by developer and publisher match

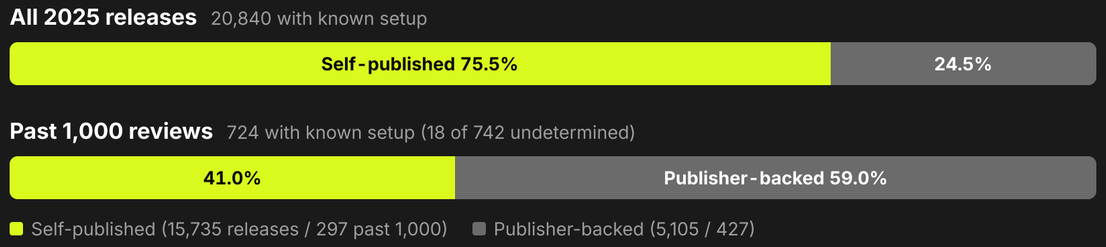
11		**Kingdom Come: Deliverance II** RPG · Released 2025-02-04	142,623
12		**Escape the Backrooms** Horror · Released 2025-10-23	134,400
13		**ELDEN RING NIGHTREIGN** Souls-like · Released 2025-05-29	128,773
14		**DELTARUNE** Story Rich · Released 2025-06-04	121,452
15		**Hades II** Action · Released 2025-09-25	113,650
16		**My Summer Car** Automobile Sim · Released 2025-01-08	107,860
17		**Megabonk** Bullet Heaven · Released 2025-09-18	99,281
18		**SCUM** Open World Survival Craft · Released 2025-06-17	98,106
19		**EA SPORTS FC 26** Football (Soccer) · Released 2025-09-25	96,051
20		**Escape From Duckov** Adventure · Released 2025-10-16	83,080

Source: Game Market Copilot / Scope: top of the 20,917 Steam releases of 2025 (includes ports, re-releases, and games that left early access) / Data as of 2026-08-24 / Metric: Steam purchase reviews. Capsule art from the Steam store; each row links to the store page

BY PUBLISHING SETUP 1

Publishing setup: all releases vs the 1,000-review cohort

So far we have counted the 1,000-review titles by primary tag and by title. Finally, we recount the same cohort by publishing setup. A title whose developer and publisher match on its Steam page is classed as self-published; otherwise it is publisher-backed. The split only describes who publishes: a large studio publishing its own game and a solo developer publishing their own game both count as self-published, so it says nothing about studio size or independence.



On the previous page's top 20, **12 titles are classed as self-published**. They include both small-team games and large companies publishing their own titles.

> From this gap alone, you cannot tell whether publishers bring reviews or whether games headed for popularity attract publishers. It is not a comparison of what a publishing setup does by itself.

Source: Game Market Copilot / Scope: 20,840 Steam releases of 2025 with known publishing setup; 724 of the 742 1,000-review titles (18 undetermined) / Data as of 2026-08-24 / Definition: self-published = exact match of developer and publisher sets

BY PUBLISHING SETUP 2

Review-count distribution and median by publishing setup

How do review counts distribute inside each of the two segments? For self-published titles, the 0 and 1–9 bands hold 65.7%; for publisher-backed titles, the bands from 10 reviews up hold 54.6%. The median and the top-10% boundary also differ sharply between the segments.



Segment	Median reviews	Top-10% boundary
All 2025 releases	**4**	**173**
Self-published	**3**	**85**
Publisher-backed	**14**	**720**

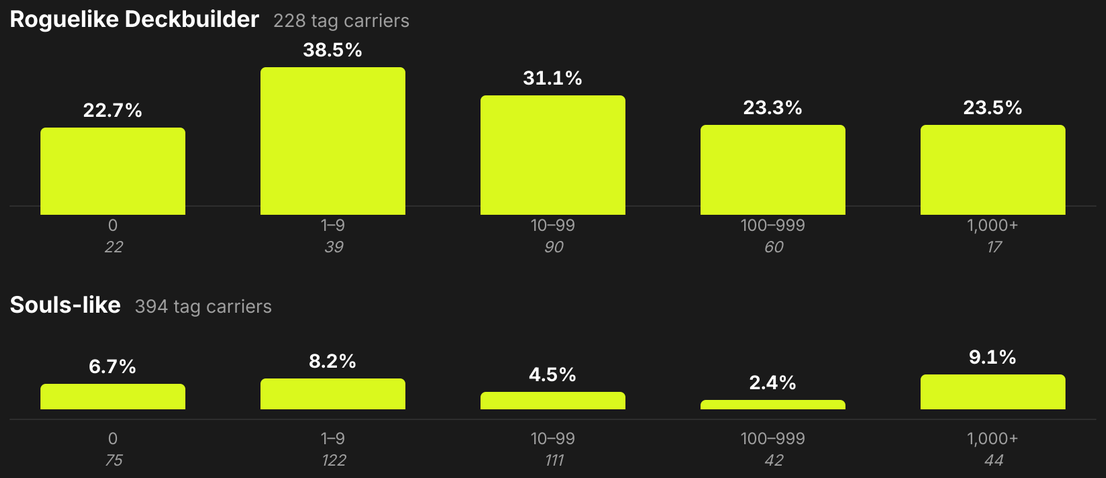
The all-releases row restates page 4 and includes titles with undetermined setup.

Source: Game Market Copilot / Scope: 20,840 Steam releases of 2025 with known publishing setup (15,735 self-published, 5,105 publisher-backed) / Data as of 2026-08-24 / Metrics: band composition, median, top-10% boundary

APPENDIX / HOW PRIMARY TAGS BEHAVE 1

How primary tags are set

A primary tag is the #1 tag in a title's Steam tag order. The order moves with developer settings and user votes, which raises a question: do noticed games get specific #1 tags while quiet games keep broad ones? To check, we measured, for every title carrying a tag, how often that tag is the primary one, split by review band. For genre-type tags, the share shows no clear upward gradient.



Even for zero-review titles, the share where a specific tag becomes primary changes little. The primary-tag mix of zero-review titles is only mildly skewed (Casual is 19.7% of the zero band, against 14.4% of all releases). The shape and median comparisons in chapter 1 are hard to explain by tag-assignment habits alone.

Source: Game Market Copilot / Scope: every 2025 Steam release carrying each tag (Roguelike Deckbuilder 228, Souls-like 394) / Data as of 2026-08-24 / Metric: share of tag carriers where the tag is primary (#1 in tag order)

APPENDIX / HOW PRIMARY TAGS BEHAVE 2

For format and style tags, going primary tracks attention

For format and style tags like Co-op, FMV, and Cozy, the more reviews a title has, the more often the tag is its primary. Their aggregates skew toward games whose identity was voted up to the #1 slot, so the solid floors and overshoots of Co-op, FMV, and Cozy in the main chapters carry this selection.



> This link does not mean changing a tag changes outcomes. Some tags barely move (Multiplayer goes 2.3% to 4.8%; Souls-like is roughly flat). It does not affect the polarized-shape reading.

Source: Game Market Copilot / Scope: every 2025 Steam release carrying each tag (FMV 192, Cozy 638, Co-op 1,252, Multiplayer 2,435) / Data as of 2026-08-24 / Metric: share of tag carriers where the tag is primary

CONCLUSIONS

How to investigate Steam 2025

More than twenty thousand titles released on Steam in 2025. Over half of them have 4 or fewer reviews, and one in four has none. Across representative tags, three distribution shapes appear: solid-floor with few zero-review titles, polarized with many zero-review and many 1,000-review titles at once, and bottom-heavy where titles under 10 reviews dominate. The 742 titles past 1,000 reviews also spread wide: 39.8% in the top 10 primary tags, 60.2% across 160 others.

1. Use release counts to see how crowded your tag is.
2. Use the band shape to see which of the three shapes your tag leans toward.
3. Check the median and the upper boundaries in the per-tag distributions.
4. Check publishing setup as a separate cut. The gaps are observed composition differences, not effects of the setup.

> Release counts show crowding. The median and the upper boundaries only show up when you look at the distribution.

SCOPE AND METHOD

What this report analyzed

Titles analyzed

The 20,917 Steam releases of 2025-01-01 to 2025-12-31, aggregated against the 2026-08-24 snapshot. Includes ports, re-releases, and games that left early access. Retrieval timing leaves denominators a few titles apart between pages.

Steam purchase reviews

The count of reviews left by users who bought the game on Steam. Not sales, not player counts, and release-month differences within 2025 remain.

Primary tag

The #1 tag in each title's Steam tag order (371 kinds). The order moves with votes, so for format and style tags, going primary is not independent of attention (previous page). Adult, broad, and theme categories are not genres in the usual sense.

1,000+ share

Denominators are titles with known publishing setup; the boundary includes 1,000 itself. Self-published means an exact match of developer and publisher sets, and says nothing about contracts or independence. Top titles are identified from listings.

Game Market Copilot continuously collects and aggregates Steam data and Steam purchase reviews to support game developers and publishers with numbers and AI tools. Feel free to quote this report's figures with attribution to Game Market Copilot. Charts made by GMC may be republished as they are (game screenshots and capsule art belong to their rights holders).

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Source: Game Market Copilot / Scope: 20,917 Steam releases of 2025 / Data as of 2026-08-24 / Metric: Steam purchase reviews