

UK Party Game Apps: Subscriptions, Ratings and Data, 2026

Key figure: £363.48/year

More than half of UK party game apps sell a subscription-style plan, and a weekly plan left running for a year costs a median £363.48 - 10.4x the same app's own yearly price.

A study of 137 UK App Store party game apps, published by TAMBA. 1 October 2026.

Produced by TAMBA's developer. TAMBA is not counted in the 137 apps studied. Its own listing is shown alongside them for comparison.

Subscriptions and pricing

58% of apps studied (79 of 137) show a subscription-style plan

- 40% (55 apps) show a weekly plan, highest visible weekly price £12.99.
 - Median weekly plan annualised £363.48 (10.4x the same app's yearly price).
 - Most expensive annualised £675.48.
 - 41 apps show both a weekly and yearly price, making weekly billing the costly option if not cancelled.
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Age ratings, pricing and data

64% of the 42 apps rated 4+ or 9+ (27 of 42) show a subscription plan, a tracking label, or both.

20 of 42 (48%) show a subscription plan.

- 20 of 42 (48%) carry Apple's "data used to track you" label.
 - 8 of 42 (19%) flag advertising.
 - 19 of 136 labelled apps (14%) show no subscription, no ads flag, and "Data Not Collected" - TAMBA's own listing matches this profile.
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Market shape

The 5 most-rated apps hold **58%** of all ratings; the top 10 hold **74%**

- 71 of 137 (52%) have fewer than 100 ratings.
- 12 developers publish more than one app, accounting for 37 of 137 apps.
- 49 apps (36%) released in 2025 or later.
- 37 apps (27%) not updated in 12+ months, 15 of those still show an active subscription plan.
- Apps with a subscription plan average a 4.55 rating vs 4.52 without - ratings do not support the idea that users penalise subscriptions.

What it costs if you forget to cancel

Plan	Weekly price	After 4 weeks	After 12 weeks	After 52 weeks
Cheapest visible weekly plan	£0.99	£3.96	£11.88	£51.48
Median visible weekly plan	£6.99	£27.96	£83.88	£363.48
Highest visible weekly plan	£12.99	£51.96	£155.88	£675.48
TAMBA (one-time unlock)	£4.99	£4.99	£4.99	£4.99

Illustrative only. Real spend depends on free trials and on whether and when someone cancels.

Methodology and limits

1. Universe = top 30 UK App Store results for 18 party-game search terms, not a census.
2. Subscription-style = plan names in visible IAP list, a lower bound.
3. Annualised weekly cost = highest visible weekly price x52, shows cost if left running not typical spend.
4. Age ratings and privacy labels are developer-declared, not audited.
5. Ratings counts are a popularity proxy not downloads.
6. Conflict of interest disclosed: study produced by TAMBA's developer.
7. Collection date: 19 September 2026, UK storefront.

Download the data

Download the aggregate dataset (CSV, no app names): tambagame.com/report.

For methodology questions or interviews: rodell@tambagame.com.

About TAMBA

TAMBA is a UK-made party card game. About 75% of its content is free to play; a one-time £4.99 unlocks every current and future card for life. No subscription, no ads, and “Data Not Collected” per its own App Store privacy label. Shown alongside the 137 apps for comparison, not counted among them.