

Trophy Games Approaches the Launch of The Ranchers

On Wednesday evening, Trophy Games announced that it expects to launch The Ranchers in an early access version in the second quarter of 2026.

In May 2022, Trophy Games entered into an agreement with RedPilz Studio regarding the game The Ranchers, under which Trophy Games will act as the publisher. Now – four years later – the game is finally approaching launch, which is a major event for Trophy Games, which is new to the role of publisher. The Ranchers has been delayed several times, but with more than 350,000 so-called wishlists, the game holds significant potential.

The Ranchers has been selected to participate in the upcoming Steam Next Fest in February 2026. This event is one of the most important marketing windows on the Steam platform and gives hundreds of thousands of players the opportunity to try a public demo, livestream gameplay, and further increase the game's number of wishlists. With more than 350,000 wishlists already, the game's participation in Next Fest is expected to significantly strengthen this momentum and ensure that even more wishlists are converted into purchases when the game is officially released.

The early access launch of The Ranchers is planned for the second quarter of 2026, which has been strategically chosen to ensure that the game lives up to the high quality standards expected of a premium title, while at the same time allowing the development team at RedPilz Studio to incorporate the final feedback from the demo in February. The early access period will function as the primary revenue-generating phase, followed by a full launch with more features, which is often seen within game launches, where a large part of revenue is generated shortly after launch, when hype and interest are at their highest.

The Ranchers is not included in the company's expectations for 2026, which imply expected revenue in the range of DKK 130–153 million, with EBITDA of DKK 28–36 million and EBIT of DKK 18–24 million. This is due to the significant uncertainty involved in projecting the financial performance of The Ranchers, which is why Trophy Games will provide an update as soon as there is greater insight into expected sales.

The Chief Executive Officer of Trophy Games, Søren Gleie, states:

We have experienced enormous patience and enthusiasm from the The Ranchers community. By setting the launch to Q2, we are giving our investors and players a clear path towards the release of what we believe will be a genre-defining title within the life-sim category.

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