Gaming Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

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Source: **Straits Research**

USD 221.24 billion

USD 236.39 billion

USD 424.23 billion

CAGR 6.50%
Forecast Years

Historical Years

Base Year

2021 2022 2023 2024 E 2025 F 2026 F 2027 F 2028 F 2029 F 2030 F 2031 F 2032 F 2033 F

Emerging Countries

United States   Germany   China

Emerging Companies

Z-pad   TrueGaming Network Ltd   twofour54

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Company Profiles

Z-pad   TrueGaming Network Ltd.   twofour54

Virgin Games   MCM Central   Semaphore

Lucid Games Ltd.   Ibtikar Technologies

Sony Interactive Entertainment, Inc

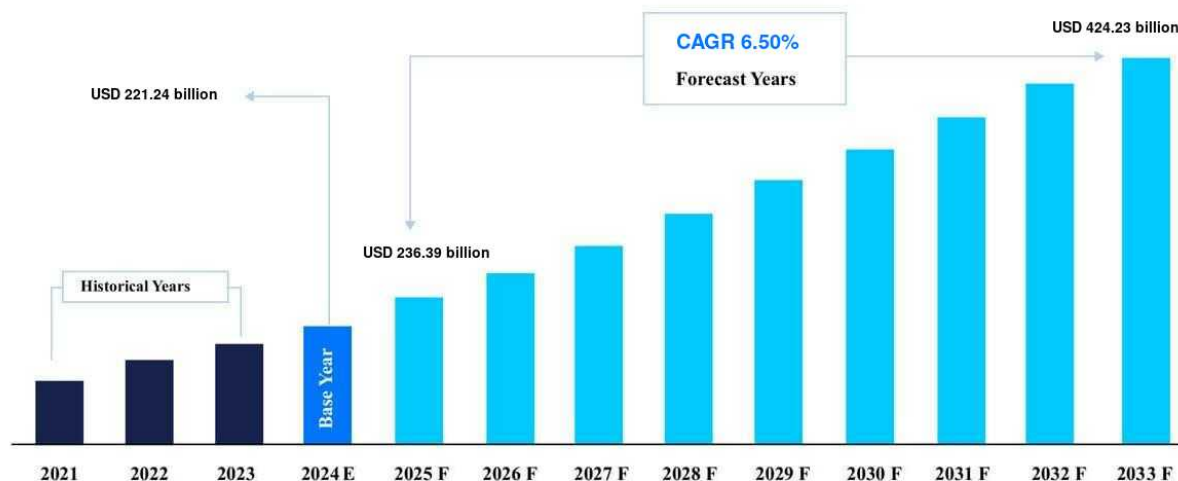Rovio Entertainment Corporation   Electronic Arts, Inc.

Others

Note: More company profiles available on full reports.

Top 5 Company Market Share

Total

36%

Top 5 company market share

Market Trends

Growth Trends

- Advancements in gaming technology: Virtual Reality (VR), Augmented Reality (AR), Cloud-based gaming, etc.
- Growth of e-sports and competitive gaming.
- Increase in mobile gaming due to the proliferation of smartphones.
- Introduction of subscription-based gaming services.
- Popularity of social interaction in games - multiplayer games, online streaming, etc.
- Growth in the market of gaming hardware: consoles, controller, VR headsets etc.

Key Market Indicators

- Per capita expenditure on gaming.
- Number of games downloaded and sold, physically and digitally.
- Growth rate of the gaming industry.
- Market size of mobile gaming versus other gaming platforms such as PC, console, etc.
- Gaming industry's contribution to the GDP.
- Trends in gaming-related search queries.
- The popularity of different gaming genres.
- The amount of time people spend on gaming.

Factors considered while calculating market size and share

- Number of active gamers in the market.
- Total revenue generated by the gaming industry.
- Breakdown of the market share by different categories such as video games, board games, etc.
- Market share broken down by geography and gaming platforms such as PC, consoles, mobile games, etc.
- Estimating the potential market growth opportunities based on current trends and gamer preferences.

Rising piracy issues and increasing availability of counterfeit products

The global market faces significant challenges due to rising piracy issues and the increasing availability of counterfeit products. Piracy poses a substantial threat to game developers and publishers, as it undermines their intellectual property rights and reduces potential revenue. The proliferation of counterfeit consoles and games exacerbates this issue, presenting a formidable obstacle to market growth. As consumers seek affordable gaming options, the demand for low-cost counterfeit products has surged.

Market Trends

Emergence of next-generation gaming consoles

The emergence of next-generation gaming consoles, often referred to as eighth-generation consoles, has significantly shaped this landscape since their debut. Major players like Nintendo, Microsoft, and Sony have released innovative consoles, including the Nintendo Switch, Xbox One, and PlayStation 4. These devices not only boast impressive hardware specifications but also integrate advanced technologies that enhance gameplay experiences.

Moreover, features such as the ability to record and share in-game footage online have further captivated audiences, creating a vibrant community of content creators and enhancing social interaction among players. This evolution in console technology has not only attracted traditional gamers but has also drawn in new audiences, fueling further growth in this market.

Virtual reality (vr) and augmented reality (ar) integration

The global market is experiencing significant opportunities through the integration of Virtual Reality (VR) and Augmented Reality (AR) technologies. These innovations create immersive experiences that enhance player engagement and interaction. For instance, VR platforms like Oculus Quest offer gamers fully immersive environments where they can explore vast worlds and interact with characters in ways traditional gaming cannot replicate.

On the other hand, AR games such as Pokémon GO have successfully merged real-world environments with digital elements, encouraging players to explore their surroundings while catching virtual creatures. This blend of physical and digital realms not only attracts diverse demographics, including those outside the traditional gaming community, but also opens new revenue streams through in-game purchases and advertising.

Market Segments

By Device

Mobile dominates at 48-50% with widespread smartphone use, consoles hold xx% for premium gaming, and computers at xx% thrive with esports and PC enthusiasts.

Mobile

48-50%

By Type

Online gaming leads with multiplayer and cloud growth, while offline gaming persists with single-player and traditional appeal.

Online

XX%

Regional Overview

North America

North America takes 25-27%, with the U.S. (82-85% of region) driving tech and high spending.

82-85%

United States Market Share

Europe

Europe secures a significant share, with Germany excelling in esports and consoles.

XX%

Germany Market Share

APAC

APAC holds 46-48%, with China (48-50% of region) leading via mobile gaming and vast user base.

48-50%

China Market Share

Regional Overview

Middle East and Africa

MEA accounts for a notable share, with Saudi Arabia advancing mobile gaming access.

XX%

Saudi Arabia Market Share

LATAM

LATAM claims a notable share, with Brazil growing through mobile gaming adoption.

XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquaters	Establisheds	Key Executives	Revenues
Sony Interactive Entertainment, Inc	https://sonyinteractive.com/en/	San Mateo, California, USA	1993	Hideaki Nishino, President and CEO	~$31 Billion
TrueGaming Network Ltd.	https://www.truegamingnetwork.com/	Portsmouth, United Kingdom	2010	Richard Stone, CEO	~$XX Million
Electronic Arts Inc	https://www.ea.com/	Redwood City, California, USA	1982	Andrew Wilson, CEO	~$7.5 Billion
Rovio Entertainment Corporation	https://www.rovio.com/	Espoo, Finland	2003	Alexandre Pelletier-Normand, CEO	~$XX Million
Virgin Games	https://www.virgingames.com/	London, UK	2003	Matthew Bates (Managing Director)	~$100 Million

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