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Esports Market By Application (Platform, Service), By Streaming type (On demand, Live), By Device Type (Smart phone, Smart TV, Desktop -laptop-tablets, Gaming console), By Revenue Stream (Media rights, Game publisher fee, Sponsorship, Digital advertisement, Tickets and merchandise): Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The global esports market was valued at $1.3 billion in 2023 and is projected to reach $9.2 billion by 2033, growing at a CAGR of 21.2% from 2023 to 2033.? Electronic sports, commonly known as eSports or eGames, involve organized competitive video gaming where teams compete in tournaments for cash prizes and other rewards. Similar to traditional sports, top-tier athletes vie for the top positions in their chosen games. Additionally, the growing number of mobile users has made it easier for players and viewers to engage with these games from virtually anywhere, eliminating the need to be tied to a desktop computer or a specific location to play or watch esports.

The esports industry has witnessed impressive growth in recent years, fueled by several key factors such as the increasing popularity of online gaming, greater accessibility through mobile devices, and the rise of streaming platforms. The growth of live streaming platforms including Twitch and YouTube Gaming has significantly broadened the reach of esports, making it accessible to a global audience. Mobile gaming is also emerging as a major force, especially in regions such as Asia-Pacific, driven by the increasing penetration of smartphones. Another notable trend is the professionalization of esports, with rising investments from traditional sports teams, media companies, and

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major brands. Furthermore, advancements in virtual reality (VR) and augmented reality (AR) are introducing immersive gaming experiences, enhancing both player engagement and spectator interaction.

Rise in the number of live streaming platforms such as Twitch and YouTube gaming has expanded audience reach, making esports more accessible to a global audience. Mobile gaming is also becoming a dominant force, particularly in regions such as Asia-Pacific, due to increased smartphone penetration. Another significant trend is the professionalization of esports, with growing investments from traditional sports teams, media companies, and brands. In addition, advancements in virtual reality (VR) and augmented reality (AR) are creating new immersive gaming experiences, enhancing player engagement and spectator interaction.

For instance, in September 2024, Ant Esports launched an inauguration of their new manufacturing facility in Okhla Phase II, New Delhi. The first product to roll out of this state-of-the-art facility is the Value Series Power Supply (VS650L), a notable achievement under the Government of India’s “Make in India” initiative.

However, data privacy and security concerns and regulatory and legal challenges are?expected to hamper the global market growth. Furthermore, growing sponsorship and investment strategies are expected to provide numerous opportunities for the growth of the e esports market.

Segment Review:

The esports industry is segmented on the basis of application, streaming type, device type, revenue stream, and region. By application, it is bifurcated into platform and service. By streaming type, it is divided into live and on demand. By device type, it is categorized into smart phone, smart TV, desktop-laptop-tablets, gaming console. By revenue stream, it is classified into media rights, game publisher fee, sponsorship, digital advertisement, tickets, and merchandise. Region-wise, it is analysed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings:

By application, the platform segment accounted for the largest market share in 2023.

By streaming type, the on demand segment accounted for the largest market share in 2023.

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By device type, the smart phone segment accounted for the largest market share in 2023.

By revenue stream, the sponsorship segment accounted for the largest market share in 2023.

Region-wise, North America generated the highest revenue in 2023.

Competitive Landscape:

Competitive analysis and profiles of the major players in the esports market include Tencent, Activision Blizzard, Inc., Modern Times Group, NVIDIA Corporation, Electronic Arts, Gameloft SE, FACEIT, CJ Corporation, Kabam, and Gfinity. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the esports market globally.

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End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

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Technology Trend Analysis

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Additional company profiles with specific to client's interest

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Key Market Segments

By Revenue Stream

Media rights

Game publisher fee

Sponsorship

Digital advertisement

Tickets and merchandise

By Application

Platform

Service

By Streaming type

On demand

Live

By Device Type

Smart phone

Smart TV

Desktop -laptop-tablets

Gaming console

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

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India

Australia

South Korea

Rest of Europe

LAMEA

Latin America

Middle East

Africa

Key Market Players

CJ Corporation

Kabam Inc.

Modern Times Group

Gameloft SE

Gfinity

Activision Blizzard, Inc.

Electronic Arts

FACEIT

FACEIT Ltd.

NVIDIA Corporation

Nintendo Co. Ltd.

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