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Global Mobile Gaming Market – Analysis By Operating System, By Device, By Platform, By Region, By Country (2020 Edition): Market Insights and Outlook Post Covid-19 Pandemic (2020-2025)

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Abstracts

Executive Summary

The Global Mobile Gaming Market, valued at USD 65.24 Billion in the year 2019 has been witnessing unprecedented growth in the last few years on the back of high proliferation of smartphones, rising demand of cloud gaming, growing number of gamers across the world and growing internet penetration. Additionally, rise of social gaming and e-Sports and increasing demand of AR/VR in mobile gaming will drive the Mobile Gaming market value in the near future. However, the Mobile Gaming industry generates majority of its revenues from small set of dedicated gamers who spends tens of dollars every month on their favorite games.

Among the Operating System of the Mobile Gaming market (Android and iOS), Android is very popular globally and is expected to keep growing in the forecast period. The demand of android mobile phones among users will keep increasing in future.

Among the Device of the Mobile Gaming market (Smartphone and Tablet), Smartphone has been gaining popularity globally for gaming and is expected to keep growing in the forecast period. The demand of smartphone in Mobile Gaming due to its less cost than other devices like PC, Tablet, which will keep increasing in future.

Among the Platform in the Mobile Gaming market (Online and Offline), online platform has been gaining popularity globally and is expected to keep growing in the forecast period. The increasing demand of cloud games will drive market. Growth rate of Mobile

Gaming market from 2020 to 2025 will be 17.5% in terms of CAGR, mostly on the back of ex-US markets where content localization, smartphone penetration and faster internet bandwidth will facilitate growth. The APAC market is expected to lead the global market throughout the forecast period. The increasing internet penetration and smartphone users in APAC countries are expected to infuse market growth tremendously.

Scope of the Report

The report analyses the Mobile Gaming market by Value.

The report analyses the Mobile Gaming Market by Operating (Android and iOS).

The report analyses the Mobile Gaming Market by Device (Smartphone and Tablet).

The report analyses the Mobile Gaming Market by Platform (Online and Offline).

The Global Mobile Gaming Market has been analysed By Region (Americas, Europe and Asia Pacific) and By Country (United States, Brazil, Canada, Germany, France, United Kingdom, China, Japan, South Korea, India).

The attractiveness of the market has been presented by region, by Operating System, by Device and By Platform. Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, mergers and acquisitions and new product development. The companies analysed in the report include Tencent, Activision Blizzard, Electronic Arts, Nintendo, Nexon, Ubisoft, Take two interactive, Zynga, Sony, Microsoft, Niantic and Gameloft.

The report analyses the impact of Covid-19 on Mobile Gaming market.

The report presents the analysis of Mobile Gaming market for the historical period of 2015-2019 and the forecast period of 2020-2025.

Key Target Audience

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Mobile Gaming Vendors

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Government and Policy Makers

Investment Banks and Equity Firms

Regulatory Authorities

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Contents

1. RESEARCH METHODOLOGY AND EXECUTIVE SUMMARY

1.1 Research Methodology
1.2 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. GLOBAL MOBILE GAMING MARKET: PRODUCT OUTLOOK

4. GLOBAL MOBILE GAMING MARKET: SIZING AND FORECAST

4.1 Market Size, By Value, Year 2015-2025

5. GLOBAL MOBILE GAMING MARKET SEGMENTATION - BY OPERATING SYSTEM, BY PLATFORM, BY DEVICE

5.1 Competitive Scenario of Mobile Gaming Market: By Operating System
  5.1.1 Android – Market Size and Forecast (2015-2025)
  5.1.2 iOS – Market Size and Forecast (2015-2025)
5.2 Competitive Scenario of Mobile Gaming Market: By Platform
  5.2.1 Online – Market Size and Forecast (2015-2025)
  5.2.2 Offline – Market Size and Forecast (2015-2025)
5.3 Competitive Scenario of Mobile Gaming Market: By Device
  5.3.1 Smartphone – Market Size and Forecast (2015-2025)
  5.3.2 Tablet – Market Size and Forecast (2015-2025)

6. GLOBAL MOBILE GAMING MARKET: REGIONAL ANALYSIS

6.1 Competitive Scenario of Mobile Gaming Market: By Region

7. AMERICA MOBILE GAMING MARKET: SEGMENTATION BY OPERATING SYSTEM, BY PLATFORM, BY DEVICE (2015-2025)

7.1 America Mobile Gaming Market: Size and Forecast (2015-2025), By Value
7.2 Market Segmentation by Operating System (Android and iOS)
7.3 Market Segmentation by Platform (Online and Offline)
7.4 Market Segmentation by Device (Smartphone and Tablet)

7.5 America Mobile Gaming Market: Country Analysis
7.6 Market Opportunity Chart of America Mobile Gaming Market - By Country, By Value, 2025
7.7 Competitive Scenario of America Mobile Gaming Market: By Country
7.8 United States Mobile Gaming Market: Size and Forecast (2015-2025), By Value
7.9 United States Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
7.10 Canada Mobile Gaming Market: Size and Forecast (2015-2025), By Value
7.11 Canada Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
7.12 Brazil Mobile Gaming Market: Size and Forecast (2015-2025), By Value
7.13 Brazil Mobile Gaming Market Segmentation - by Operating System, By Platform, By Device

8. EUROPE MOBILE GAMING MARKET: SEGMENTATION BY OPERATING SYSTEM, BY PLATFORM, BY DEVICE (2015-2025)

8.1 Europe Mobile Gaming Market: Size and Forecast (2015-2025), By Value
8.2 Market Segmentation by Operating System (Android and iOS)
8.3 Market Segmentation by Platform (Online and Offline)
8.4 Market Segmentation by Device (Smartphone and Tablet)
8.5 Europe Mobile Gaming Market: Country Analysis
8.6 Market Opportunity Chart of Europe Mobile Gaming Market - By Country, By Value, 2025
8.7 Competitive Scenario of Europe Mobile Gaming Market: By Country
8.8 Germany Mobile Gaming Market: Size and Forecast (2015-2025), By Value
8.9 Germany Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
8.10 United Kingdom Mobile Gaming Market: Size and Forecast (2015-2025), By Value
8.11 United Kingdom Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
8.12 France Mobile Gaming Market: Size and Forecast (2015-2025), By Value
8.13 France Mobile Gaming Market Segmentation - by Operating System, By Platform, By Device

9. ASIA PACIFIC MOBILE GAMING MARKET: SEGMENTATION BY OPERATING SYSTEM, BY PLATFORM, BY DEVICE (2015-2025)

9.1 Asia Pacific Mobile Gaming Market: Size and Forecast (2015-2025), By Value

9.2 Market Segmentation by Operating System (Android and iOS)
9.3 Market Segmentation by Platform (Online and Offline)
9.4 Market Segmentation by Device (Smartphone and Tablet)
9.5 Asia Pacific Mobile Gaming Market: Country Analysis
9.6 Market Opportunity Chart of Asia Pacific Mobile Gaming Market - By Country, By Value, 2025
9.7 Competitive Scenario of Asia Pacific Mobile Gaming Market: By Country
9.8 China Mobile Gaming Market: Size and Forecast (2015-2025), By Value
9.9 China Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
9.10 Japan Mobile Gaming Market: Size and Forecast (2015-2025), By Value
9.11 Japan Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
9.12 South Korea Mobile Gaming Market: Size and Forecast (2015-2025), By Value
9.13 South Korea Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device
9.14 India Mobile Gaming Market: Size and Forecast (2015-2025), By Value
9.15 India Mobile Gaming Market Segmentation - By Operating System, By Platform, By Device

10. GLOBAL MOBILE GAMING MARKET DYNAMICS

10.1 Drivers
10.2 Restraints
10.3 Trends

11. MARKET ATTRACTIVENESS

11.1 Market Attractiveness Chart of Mobile Gaming Market - By Operating System, 2025
11.2 Market Attractiveness Chart of Mobile Gaming Market – By Platform, 2025
11.3 Market Attractiveness Chart of Mobile Gaming Market - By Device, 2025
11.4 Market Attractiveness Chart of Mobile Gaming Market - By Region, 2025

12. COMPETITIVE LANDSCAPE

12.1 Mergers and Acquisitions
12.2 Market Share Analysis

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13. COMPANY ANALYSIS (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

13.1 Tencent
13.2 Activision Blizzard
13.3 Electronics Arts
13.4 Zynga
13.5 Nintendo
13.6 Ubisoft
13.7 Take Two Interactive
13.8 Nexon
13.9 Gameloft
13.10 Sony Interactive Entertainment
13.11 Microsoft
13.12 Niantic

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List Of Figures

LIST OF FIGURES

Figure 1: Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 2: Share of online population that plays Mobile games in different countries
Figure 3: Global Number of Internet Users, 2013-2018 (In % of World Population)
Figure 4: Internet users who game on any device (in %)
Figure 5: Global Number of Internet Users, 2013-2018 (In Billions)
Figure 6: Global Internet Penetration, Q1 2020 (In %)
Figure 7: Global Number of mobile gamers 2015-2019 (In Millions)
Figure 8: Global Internet Users, By Region, Q1 2020 (In %)
Figure 9: Mobile Gaming Market, By Operating System, 2019, 2025
Figure 10: Mobile Gaming Market - By Android, By Value (USD Billion), 2015-2025
Figure 11: Mobile Gaming Market - By iOS, By Value (USD Billion), 2015-2025
Figure 12: Global Mobile Gaming Market, By Platform, 2019, 2025
Figure 13: Mobile Gaming Market – By Online, By Value (USD Billion), 2015-2025
Figure 14: Mobile Gaming Market - By Offline, By Value (USD Billion), 2015-2025
Figure 15: Mobile Gaming Market, By Device, 2019, 2025
Figure 16: Mobile Gaming Market – By Smartphone, By Value (USD Billion), 2015-2025
Figure 17: Mobile Gaming Market - By Tablet, By Value (USD Billion), 2015-2025
Figure 18: Mobile Gaming Market, By Region, 2019, 2025
Figure 19: America Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 20: North America GDP Growth, 2014 – 2018 (In Annual %)
Figure 21: North America Individuals Using the Internet, 2014 – 2017 (In % of Population
Figure 22: North America internet users 2020 (In Million Users)
Figure 23: America Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 24: America Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 25: America Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 26: Market Opportunity Chart of America Mobile Gaming Market - By Country, By Value, 2025
Figure 27: America Mobile Gaming Market, By Country, 2019 & 2025
Figure 28: United States Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 29: U.S. number of mobile game users 2017-2019(In Million)

Figure 30: United States TV & Internet - Share of Time Vs Ads, 2019
Figure 31: Top US Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 32: United States Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 33: United States Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 34: United States Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 35: Canada Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 36: Canada number of mobile game users 2017-2019 (In Million)
Figure 37: Canada Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 38: Mobile game users by age in Canada (in %)
Figure 39: Top Canada Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 40: Canada Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 41: Canada Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 42: Canada Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 43: Brazil Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 44: Brazil number of mobile game users 2017-2019(In Million)
Figure 45: Brazil Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 46: Mobile game users by age in Brazil (in %)
Figure 47: Top Brazil Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 48: Brazil Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 49: Brazil Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 50: Brazil Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 51: Europe Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 52: Europe number of mobile game users, 2017-2019 (in Million)
Figure 53: European Union Individuals Using the Internet, 2014 – 2018 (In % of Population)
Figure 54: Mobile game users by age in Europe (in %)
Figure 55: Europe Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)

Figure 56: Europe Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 57: Europe Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 58: Market Opportunity Chart of Europe Mobile Gaming Market - By Country, By Value, 2025
Figure 59: Europe Mobile Gaming Market, By Country, 2019 & 2025
Figure 60: Germany Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 61: Germany number of mobile game users, 2017-2019 (in Million)
Figure 62: Germany Individuals Using Internet, 2014 – 2018 (In % of Population)
Figure 63: Mobile game users by age in Germany (in %)
Figure 64: Top Germany Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 65: Germany Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 66: Germany Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 67: Germany Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 68: United Kingdom Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 69: UK umber of mobile game users, 2017-2019 (in Million)
Figure 70: United Kingdom Individuals Using Internet, 2014 – 2018 (In % of Population)
Figure 71: Mobile game users by age in UK (in %)
Figure 72: Top UK Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 73: United Kingdom Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 74: United Kingdom Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 75: United Kingdom Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 76: France Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 77: France number of mobile game users, 2017-2019 (in Million)
Figure 78: France Individuals Using the Internet, 2014 – 2018 (In % of Population)
Figure 79: Mobile game users by age in France (in %)
Figure 80: Top France Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 81: France Mobile Gaming Market - By Operating System, By Value, 2015-2025

(USD Billion)
Figure 82: France Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 83: France Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 84: Asia Pacific Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 85: Asia Pacific Internet Penetration, 2017-2020 (in %)
Figure 86: Asia Pacific Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 87: Click to install rates in Asia, by age group (%)
Figure 88: Mobile game users by age in Asia Pacific (in %)
Figure 89: Asia Pacific Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 90: Asia Pacific Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 91: Asia Pacific Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 92: Market Opportunity Chart of Asia Pacific Mobile Gaming Market - By Country, By Value, 2025
Figure 93: Asia Pacific Mobile Gaming Market, By Country, 2019 & 2025
Figure 94: China Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 95: Mobile gamers in China 2015-2019 (in Million)
Figure 96: China Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 97: Top Chinese Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 98: China Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 99: China Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 100: China Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 101: Japan Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 102: Japan number of smartphone users, 2015-2019 (in Million)
Figure 103: Japan Individuals Using the Internet, 2014 – 2018 (In % of Population)
Figure 104: Mobile game users by age in Japan (in %)
Figure 105: Top Japan Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 106: Japan Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 107: Japan Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD

Billion)
Figure 108: Japan Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 109: South Korea Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 110: South Korea number of mobile game users, 2017-2019 (in Million)
Figure 111: South Korea Individuals Using the Internet, 2014 – 2018 (In % of Population)
Figure 112: Mobile game users by age in South Korea (in %)
Figure 113: Top South Korean Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 114: South Korea Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 115: South Korea Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 116: South Korea Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 117: India Mobile Gaming Market Size, By Value, 2015-2025 (USD Billion)
Figure 118: India number of mobile game users, 2017-2019 (in million)
Figure 119: India Individuals Using the Internet, 2014 – 2017 (In % of Population)
Figure 120: Top Indian Mobile Game Publishers Based on Downloads and number of mobile games by 2020 (Million times)
Figure 121: Mobile game users by age in India (in %)
Figure 122: India Mobile Gaming Market - By Operating System, By Value, 2015-2025 (USD Billion)
Figure 123: India Mobile Gaming Market - By Platform, By Value, 2015-2025 (USD Billion)
Figure 124: India Mobile Gaming Market - By Device, By Value, 2015-2025 (USD Billion)
Figure 125: Market Attractiveness Chart of Mobile Gaming Market - By Operating System, By Value, 2025
Figure 126: Market Attractiveness Chart of Mobile Gaming Market - By Platform, By Value, 2025
Figure 127: Market Attractiveness Chart of Mobile Gaming Market - By Device, By Value, 2025
Figure 128: Market Attractiveness Chart of Mobile Gaming Market - By Region, By Value, 2025
Figure 129: Market Share of Leading Mobile Gaming Companies, 2019 (In %)
Figure 130: Tencent Revenue, 2015-2019 (USD Million)

Figure 131: Tencent Gross Profit, 2015-2019 (USD Million)
Figure 132: Tencent Revenue, By Business Segment (%), FY2019
Figure 133: Tencent Revenue, By Business Segment (%), FY2018
Figure 134: Activision Blizzard Net Revenue, 2015-2019 (USD Million)
Figure 135: Activision Blizzard Net Income, 2015-2019 (USD Million)
Figure 136: Activision Blizzard by Business Segment (%), FY2019
Figure 137: Activision Blizzard by Geographical Segment (%), FY2019
Figure 138: Activision Blizzard by Distribution channel (%), FY2019
Figure 139: Activision Blizzard by Platform (%), FY2019
Figure 140: Electronics Arts Revenue, 2015-2019 (USD Million)
Figure 141: Electronics Arts Net Income, 2015-2019 (USD Million)
Figure 142: Electronics Arts by Business Segment (%), FY2019
Figure 143: Electronics Arts by Platform (%), FY2019
Figure 144: Electronics Arts by Geographical Segment (%), FY2019
Figure 145: Zynga Revenue, 2015-2019 (USD Million)
Figure 146: Zynga Net Income, 2015-2019 (USD Million)
Figure 147: Zynga Revenue, By Geographical Segment (%), FY2019
Figure 148: Zynga Revenue, By Business Segment (%), FY2019
Figure 149: Nintendo Revenue, 2015-2019 (USD Million)
Figure 150: Nintendo Operating Profit, 2015-2019 (USD Million)
Figure 151: Nintendo Revenue, By Geographical Segment (%), FY2019
Figure 152: Nintendo Revenue, By Business Segment (%), FY2019
Figure 153: Ubisoft Net Sales, 2015-2019 (USD Million)
Figure 154: Ubisoft Gross Profit, 2015-2019 (USD Million)
Figure 155: Ubisoft Net Sales, By Platforms (%), FY2019
Figure 156: Ubisoft Net Sales, By Geographical Segment (%), FY2019
Figure 157: Take Two Interactive Net Revenue, 2015-2019 (USD Million)
Figure 158: Take Two Interactive Net Income, 2015-2019 (USD Million)
Figure 159: Take Two Interactive by Content (%), FY2019
Figure 160: Take Two Interactive by Geographical Segment (%), FY2019
Figure 161: Take Two Interactive by Distribution channel (%), FY2019
Figure 162: Take two Interactive by Platform (%), FY2019
Figure 163: Nexon Net Sales, 2015-2019 (USD Million)
Figure 164: Nexon Gross Profit, 2015-2019 (USD Million)
Figure 165: Nexon Net Sales, By Platforms (%), FY2019
Figure 166: Nexon Net Sales, By Geographical Segment (%), FY2019
Figure 167: Gameloft Revenue, 2016-2019 (USD Million)
Figure 168: Gameloft EBITA, 2016-2019 (USD Million)
Figure 169: Gameloft Revenue, Headcount by gender (%), FY2019

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Figure 170: Gameloft Revenue, Headcount by gender (%), FY2019
Figure 171: Microsoft Revenue, 2015-2019 (USD Billion)
Figure 172: Microsoft Net Income, 2015-2019 (USD Billion)
Figure 173: Microsoft Revenue, By Business Segment (%), FY2019
Figure 174: Microsoft Revenue, By Geographic Segment (%), FY2019

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