

# Esports: Global Market Trends & Forecast

<https://marketpublishers.com/r/EFB2E775B284EN.html>

Date: February 2023

Pages: 112

Price: US\$ 5,500.00 (Single User License)

ID: EFB2E775B284EN

## Abstracts

### Report Scope:

The scope of this report is broad and covers the global markets for esports, which is organized globally to generate various types of revenue streams, ranging from media rights to sponsorships to tickets and merchandise. In this report, the esports market is segmented based on revenue streams, streaming type and region.

The report also offers insights on drivers, challenges and opportunities facing the esports market. These insights were gathered through primary and secondary research. Strategies adopted by companies in the esports market are provided so readers can analyze ongoing trends in the market. COVID-19 has had a massive impact on society since the start of 2020. This report considers the impact of COVID-19 and the economic slowdown it created. With people relying more on technology to pass the time during the period of social distance restrictions, demand for esports increased. It is expected that this demand will continue to increase in the forecast period.

The report also includes a discussion of the major players in each of the regional markets for esports. It explains the major market drivers of the global market for esports, the current trends within the industry and the regional dynamics of the esports market. The report concludes with a special focus on the vendor landscape, which includes detailed profiles of the major vendors in the esports industry globally.

### Report Includes:

61 data tables and 23 additional tables

An overview of global esports market

Analyses of global market trends, with data from 2021 and 2022, and projections of compound annual growth rates (CAGRs) through 2027

Highlights of the market potential for esports market based on revenue stream, streaming type, gaming genre and region

Analysis of the market dynamics, specifically growth drivers, restraints, and opportunities; and discussion on development of virtual sports and safety issues and frauds related to gaming transactions

Information on popular esports games and market analysis of target audience

Detailed description about revenue streams of esports market, i.e., media rights, advertising, tickets and merchandise sales, sponsorships, and publisher fees

Coverage of esports market landscape and involved parties

Company profiles of major players within the industry, including Amazon, CJ Corp., Microsoft Corp., Sony Corp. and Tencent Holdings Ltd.

## Contents

### **CHAPTER 1 INTRODUCTION**

- 1.1 Study Goals and Objectives
- 1.2 Information Sources
- 1.3 Reasons for Doing This Study
- 1.4 What's New in This Update?
- 1.5 Intended Audience
- 1.6 Scope of Report
- 1.7 Methodology
- 1.8 Geographic Breakdown
- 1.9 Analyst's Credentials
- 1.10 BCC Custom Research
- 1.11 Related BCC Research Reports

### **CHAPTER 2 SUMMARY AND HIGHLIGHTS**

### **CHAPTER 3 MARKET OVERVIEW**

- 3.1 Introduction
- 3.2 History of Esports
- 3.3 Value Chain Analysis of Esports Market
- 3.4 Standards and Regulations
- 3.5 Technology Analysis
- 3.6 Assessment of the Impact of COVID-19 on the Market

### **CHAPTER 4 MARKET DYNAMICS**

- 4.1 Introduction
- 4.2 Market Drivers
  - 4.2.1 Rising Popularity of Video Games
  - 4.2.2 Future of Artificial Intelligence (AI)
  - 4.2.3 Increasing Popularity of Live Streaming
  - 4.2.4 Increase in Demand for Mobile Gaming
  - 4.2.5 Rising Adoption of Esports Platforms
- 4.3 Market Opportunities
  - 4.3.1 Opportunities for Collaboration Among Different Nations
  - 4.3.2 Opportunities from Regions Such as North America

4.3.3 Educational and Social Opportunities

4.4 Market Challenges

4.4.1 Prevalence of Betting Frauds and Match-Fixing Threats

4.4.2 Sedentary Behavior, Obesity and Cardiovascular Disease

4.4.3 Eye Fatigue and Sleep Deprivation

4.4.4 Lack of Standardization

4.4.5 Problems with Legal Regulations

## **CHAPTER 5 MARKET BREAKDOWN BY REVENUE STREAM**

5.1 Introduction

5.2 Media Rights

5.3 Advertising

5.4 Tickets and Merchandise

5.5 Sponsorships

5.6 Publisher Fees

## **CHAPTER 6 MARKET BREAKDOWN BY STREAMING TYPE**

6.1 Introduction

6.2 Live

6.3 On-demand

## **CHAPTER 7 MARKET BREAKDOWN BY GAMING GENRE**

7.1 Introduction

7.2 Player vs. Player (PvP)

7.3 Multiplayer Online Battle Arena (MOBA)

7.4 Real-Time Strategy (RTS)

7.5 First-Person Shooter (FPS)

7.6 Fantasy Sports

## **CHAPTER 8 MARKET BREAKDOWN BY REGION**

8.1 Introduction

8.2 North American Market for Esports

8.2.1 U.S.

8.2.2 Canada

8.2.3 Mexico

### 8.3 European Market for Esports

8.3.1 Germany

8.3.2 U.K.

8.3.3 France

8.3.4 Rest of Europe

### 8.4 Asia-Pacific Market for Esports

8.4.1 China

8.4.2 Japan

8.4.3 South Korea

8.4.4 India

8.4.5 Rest of Asia-Pacific

### 8.5 RoW Market for Esports

## **CHAPTER 9 PATENT ANALYSIS**

### 9.1 Global Esports Patents by Applicant Company

## **CHAPTER 10 COMPETITIVE LANDSCAPE**

### 10.1 Recent Developments

### 10.2 Most Popular Esports Games

### 10.3 Market Landscape and Participants

### 10.4 Target Audience Analysis

## **CHAPTER 11 COMPANY PROFILES**

ACTIVISION BLIZZARD

AMAZON

ALLIED ESPORTS ENTERTAINMENT

BANDAI NAMCO ENTERTAINMENT

CAPCOM CO. LTD.

CJ CORP.

CONTAGIOUS GAMING INC.

DOUYU

ELECTRONIC ARTS INC.

EPIC GAMES INC.

FACEIT

GFINITY PLC

GUNGHO ONLINE ENTERTAINMENT INC.

HI-REZ STUDIOS  
HUYA  
KONAMI HOLDINGS CORP.  
KUUHUBB INC.  
MAD CATZ INTERACTIVE INC.  
MICROSOFT CORP.  
MODERN TIMES GROUP  
PLUG IN DIGITAL  
SEGA  
SONY CORP.  
SQUARE ENIX CO. LTD.  
TAKE-TWO INTERACTIVE SOFTWARE INC.  
TENCENT  
THE STARS GROUP INC.  
TURNER BROADCASTING SYSTEM  
UBISOFT ENTERTAINMENT SA  
VALVE CORP.  
VERSUS SYSTEMS INC.  
ZYNAGA INC.

## List Of Tables

### LIST OF TABLES

- Summary Table: Global Market for Esports, by Region, Through 2027
- Table 1: Global Market for Esports, by Revenue Stream, Through 2027
- Table 2: Global Market for Esports, by Streaming Type, Through 2027
- Table 3: Global Market for Esports, by Gaming Genre, Through 2027
- Table 4: Global Market for Esports, by Region, Through 2027
- Table 5: Top 5 Popular Esports in U.S., 2021
- Table 6: Top 5 Popular Esports in Canada, 2021
- Table 7: Top 5 Popular Esports in Mexico, 2021
- Table 8: North American Market for Esports, by Country, Through 2027
- Table 9: North American Market for Esports, by Revenue Stream, Through 2027
- Table 10: North American Market for Esports, by Streaming Type, Through 2027
- Table 11: Top 5 Popular Esports in Germany, 2021
- Table 12: Top 5 Popular Esports in the U.K, 2021
- Table 13: Top 5 Popular Esports in France, 2021
- Table 14: European Market for Esports, by Country, Through 2027
- Table 15: European Market for Esports, by Revenue Stream, Through 2027
- Table 16: European Market for Esports, by Streaming Type, Through 2027
- Table 17: Top 5 Popular Esports in China, 2021
- Table 18: Top 5 Popular Esports in Japan, 2021
- Table 19: Top 5 Popular Esports in South Korea, 2021
- Table 20: Top 5 Popular Esports in India, 2021
- Table 21: Asia-Pacific Market for Esports, by Country/Region, Through 2027
- Table 22: Asia-Pacific Market for Esports, by Revenue Stream, Through 2027
- Table 23: Asia-Pacific Market for Esports, by Streaming Type, Through 2027
- Table 24: RoW Market for Esports, by Sub-Region, Through 2027
- Table 25: RoW Market for Esports, by Revenue Stream, Through 2027
- Table 26: RoW Market for Esports, by Streaming Type, Through 2027
- Table 27: Global Esports Patents, by Applicant Company
- Table 28: Recent Developments in the Esports Market, 2021 and 2022
- Table 29: Biggest Esports Games with Total Prize Money, 2022
- Table 30: Number of Viewers of the Biggest Esports Games for the Most Popular Tournaments, 2022
- Table 31: Top 10 Professional Esports Companies, by Their Revenue and Value, 2021
- Table 32: Top 7 Most Watched Esports Games on Twitch, 2021
- Table 33: Top Esports Games Developers and Their Most Popular Game Franchises,

2022

Table 34: Top 10 Esports Games, by Player Participation and Number of Tournaments, 2022

Table 35: Activision Blizzard Inc.: Net Revenue, 2019-2021

Table 36: Amazon: Net Revenue, 2019-2021

Table 37: Allied Esports & Entertainment Inc.: Net Revenue, 2019-2021

Table 38: Bandai Namco Group: Net Revenue, 2019-2021

Table 39: Capcom Co. Ltd.: Net Revenue, 2019-2021

Table 40: CJ Corp.: Recent Financial Performance, Through 2021

Table 41: Electronic Arts Inc.: Net Revenue, 2019-2021

Table 42: Epic Games Inc.: Products and Services

Table 43: Gfinity plc: Recent Financial Performance, 2019-2021

Table 44: GungHo Online Entertainment Inc.: Recent Financial Performance, 2019-2021

Table 45: Konami Holdings Corp.: Net Revenue, 2019-2021

Table 46: Microsoft Corp.: Net Revenue, 2019-2021

Table 47: Modern Times Group: Recent Financial Performance, 2019-2021

Table 48: Sega: Recent Financial Performance, 2019-2021

Table 49: Sony Corp.: Net Revenue, 2020-2022

Table 50: Square Enix Holdings Co. Ltd.: Net Revenue, 2019-2021

Table 51: Take-Two Interactive Software Inc.: Net Revenue, 2019-2021

Table 52: Tencent Holdings Ltd.: Net Revenue, 2019-2021

Table 53: Ubisoft Entertainment SA: Net Revenue, 2019-2021

Table 54: Zynga Inc.: Recent Financial Performance, 2019-2021



## List Of Figures

### LIST OF FIGURES

Summary Figure: Global Market Shares of Esports, by Region, 2021\*

Figure 1: Value Chain Analysis of Esports Market

Figure 2: Global Market Shares of Esports, by Revenue Stream, 2021

Figure 3: Global Market Shares of Esports, by Streaming Type, 2021

Figure 4: Global Market Shares of Esports, by Gaming Genre, 2021

Figure 5: Global Market Shares of Esports, by Region, 2021

Figure 6: Esports Patents Published and Granted by Year, 2018-2022

Figure 7: Global Esports Audience Breakdown, by Age Group, 2021

Figure 8: Activision Blizzard Inc.: Sales Share, by Business Segment, 2021

Figure 9: Activision Blizzard Inc.: Sales Share, by Distribution Channel, 2021

Figure 10: Amazon: Revenue Share, by Segment, 2021

Figure 11: Amazon: Revenue Share, by Region, 2021

Figure 12: Allied Esports & Entertainment Inc.: Revenue Share, by Segment, 2021

Figure 13: Bandai Namco Group: Sales Share, by Business Segment, 2021

Figure 14: Bandai Namco Group: Sales Share, by Region/Country, 2021

Figure 15: Capcom Co. Ltd.: Sales Share, by Business Segment, 2021

Figure 16: CJ Corp.: Revenue Share, by Country, 2021

Figure 17: Electronic Arts Inc.: Revenue Share, by Business Composition, 2021

Figure 18: Electronic Arts Inc.: Revenue Share, by Platform, 2021

Figure 19: Electronic Arts Inc.: Revenue Share, by Region, 2021

Figure 20: Gfinity plc: Revenue Share, by Business Segment, 2021

Figure 21: Gfinity plc: Revenue Share, by Region, 2021

Figure 22: GungHo Online Entertainment Inc.: Revenue Share, by Region, 2021

Figure 23: Konami Holdings Corp.: Revenue Share, by Business Segment, 2021

Figure 24: Konami Holdings Corp.: Revenue Share, by Region/Country, 2021

Figure 25: Microsoft Corp.: Sales Share, by Business Segment, 2021

Figure 26: Modern Times Group: Revenue Share, by Segment, 2021

Figure 27: Modern Times Group: Revenue Share, by Region, 2021

Figure 28: Sega: Revenue Share, by Segment, 2021

Figure 29: Sega: Revenue Share, by Region, 2021

Figure 30: Sony Corp.: Revenue Share, by Business Segment, 2022

Figure 31: Sony Corp.: Revenue Share, by Region/Country, 2021

Figure 32: Square Enix Holdings Co. Ltd.: Revenue Share, by Business Segment, 2021

Figure 33: Take-Two Interactive Software Inc.: Revenue Share, by Gaming Platform, 2021

Figure 34: Take-Two Interactive Software Inc.: Revenue Share, by Region/Country, 2021

Figure 35: Tencent Holdings Ltd.: Revenue Share, by Business Segment, 2021

Figure 36: Tencent Holdings Ltd.: Revenue Share, by Region, 2021

Figure 37: Ubisoft Entertainment SA: Revenue Share, by Platform, 2021

Figure 38: Ubisoft Entertainment SA: Revenue Share, by Distribution Channel, 2021

Figure 39: Ubisoft Entertainment SA: Revenue Share, by Region/Country, 2021

Figure 40: Zynga Inc.: Revenue Share, by Segment, 2021

Figure 41: Zynga Inc.: Revenue Share, by Region, 2021

## I would like to order

Product name: Esports: Global Market Trends & Forecast

Product link: <https://marketpublishers.com/r/EFB2E775B284EN.html>

Price: US\$ 5,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EFB2E775B284EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970