

Esports: Global Market Trends & Forecast

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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.

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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
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