

Global Cloud Gaming Market Size study & Forecast, by Type (File Streaming, Video Streaming), by Device (Smartphones, Tablets, Gaming Consoles, PCs & Laptops, Smart TVs, Head-Mounted Displays), by Gamer Type (Casual Gamers, Avid Gamers, Lifestyle Gamers) and Regional Analysis, 2023-2030

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Abstracts

Global Cloud Gaming Market is valued at approximately USD 1.02 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 45.5% during the forecast period 2023-2030. Cloud gaming, also known as gaming on demand or gaming-as-a-service, is a type of online gaming that allows players to stream video games from remote servers to their devices via the internet. Instead of downloading and installing games on their local devices, players can access and play games on various devices, including smartphones, tablets, laptops, and smart TVs, with the help of a stable internet connection.

The concept of cloud gaming has become a reality owing to recent developments in cutting-edge cloud technology. The interactive gaming application is rendered remotely in the cloud through cloud gaming, and the scenes are then sent back to the player via the internet as a video sequence. This is advantageous for less powerful computers that would not be able to run high-quality games otherwise. The market is mostly driven by the increasing number of people using the internet and the propensity to play games on mobile devices, many of which have storage problems. Games on the cloud may be accessed at any time from practically any device, including tablets and smartphones, which is a big benefit. Because it allows consumers to play games on any OS or device, mobile cloud gaming is also a viable paradigm for gaming distribution. In cloud gaming, all computation work, including video encoding, video streaming, game logic

processing, and game scene rendering, is handled by the central server, which houses all the games. For example, Apple stated in December 2023 that it would now permit game streaming through apps on its App Store. This implies that companies such as Microsoft and Nvidia will be able to release native apps on the App Store for iPhone and iPad for their cloud gaming services, including Xbox Cloud Gaming and GeForce Now.. The demand for cloud games on smartphones is being driven by the expansion of cloud gaming solutions, which is being bolstered by the global Internet penetration rate. This will continue to drive the market's growth going forward. In November 2023, StarHub announced partnerships with cloud gaming distributors CareGame and OnMobile Global to highlight the importance of cloud gaming for smartphone customers. These relationships allowed StarHub to introduce over 100 mobile game titles to GameHub+ Mobile Play, a portable gaming category tailored to mobile gamers. However, the potential for latency issues stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Cloud Gaming Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. In 2022, the Asia Pacific region held the biggest market share in the globe. Numerous demographics and a sizable gaming community in the area are responsible for the supremacy of the region. For example, the world's most populous nations, China, and India, also have sizable gaming populations. Ultimately, another reason for their supremacy in the region is the accessibility of reasonably priced high-speed internet coupled with a high rate of smartphone adoption. Throughout the forecast period, the North American region is expected to increase with significant CAGR over the forecast period. The expansion in the region is ascribed to the existence of established cloud gaming corporations such as NVIDIA Corporation, Microsoft Corporation, and Intel Corporation. Furthermore, the region's extensive technical advancement is anticipated to fuel market expansion. High-speed internet and 5G availability are further factors propelling regional prosperity.

Major market player included in this report are:

Amazon.com, Inc.

Apple Inc.

Electronic Arts, Inc.

Google LLC

Intel Corporation

International Business Machines Corporation (IBM Corporation)

Microsoft Corporation

NVIDIA Corporation

Sony Interactive Entertainment

Ubisoft Inc.

Recent Developments in the Market:

Blacknut and Radian Arc unveiled a new cloud gaming bundle for Malaysian convergence services provider Unifi in December 2023. According to Radian Arc's partnership with Unifi, millions of gamers in Malaysia and around the world will keep getting enhanced gaming experiences. In August 2023, the debut of Ultimate KovvaK's challenge was announced by GeForce NOW. With this release, Nvidia aids players in honing their aim. More than 20 new titles have been added to the GeForce NOW catalogue, led by KovvaK.

Global Cloud Gaming Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Device, Gamer Type, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

File Streaming

Video Streaming

By Device:

Smartphones

Tablets

Gaming Consoles

PCs & Laptops

Smart TVs

Head-Mounted Displays

By Gamer Type:

Casual Gamers

Avid Gamers

Lifestyle Gamers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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