

# **Global Esports Market Size study, by Revenue source (Sponsorship, Advertising, Merchandise & Tickets, Publisher Fees, Media Rights), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Esports Market is valued approximately at USD 1.4 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 24.4% over the forecast period 2021-2027. Esports is a sports activity in which a competition is performed in the platform of video games. It is an organized and multiplayer game which is particularly held between professional players. The global Esports market is being driven by growing mobile usage in the gaming industry and rise in number of tournaments and prize pools. Furthermore, cloud gaming enabling new gaming technology, will provide new opportunities for the global Esports industry. For instance, according to statista, as in year 2019, the smartphone penetration rate reached 46.44% which increased to 54.23% in year 2020 and it is expected to reach 95.81% by year 2040. As a result, increase in smartphone penetration rate across the world, will serve as a catalyst for the Esports industry in the future. However, rise in threat of cyberattacks and threats in Esports gambling, may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global Esports Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key region considered for the region analysis of global esports market. The Overwatch League and rise in investment in esports makes North America the leading region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to the growing penetration of mobile gaming and internet usage in the region. Major market player included in this report are:

Activision Blizzard, Inc.

Electronic Arts Inc.

Gameloft SE

HTC corporation

Intel corporation

Modern Times Group (MTG)

Nintendo of America Inc.

NVIDIA Corporation

Tencent Holdings Limited

Valve Corporation

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Revenue source:

Sponsorship

Advertising

Merchandise & Tickets

Publisher Fees

Media Rights

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Esports Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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