

# **Global Game Applications Market Size study & Forecast, by Marketplace (Google Play Store, Apple iOS Store) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/G7266350033CEN.html>

Date: January 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G7266350033CEN

## **Abstracts**

Global Game Applications Market is valued at approximately USD 100.36 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 13.3% over the forecast period 2022-2029. Game Applications refers to software application, intended to entertain users through graphic games. The user of the gaming application interacts with graphical objects that simulate imaginary characters that are an integral part of the background story of the game. Moreover, apart from entertainment purposes games are also developed for other domains such as education, business, and healthcare applications. The penetration of smartphones worldwide and rising emergence of high-speed internet services as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The growing penetration of smartphones due to rapid growth in mobile technology is contributing to the growth of the Global Game Applications Market. For instance, according to Statista – in 2021, the global smartphone market was valued at USD 481.2 billion, and the market is projected to grow to USD 500 billion by 2026. In addition, as per the India Brand Equity Foundation (IBEF)- in 2021, India's smartphone shipments increased by 11% to 169 million units, and market revenue reached USD 38 billion. Also, rising advancements in smartphone technology and increasing usage of digital entertainment would create a lucrative growth prospectus for the market over the forecast period. However, rising concern over data privacy stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Game Applications Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market

players as well as growing adoption of social media integrations in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising expansion of low-cost internet services, and increasing penetration of smartphones with low-cost high-speed internet services in the region.

Major market players included in this report are:

Tencent Holding Ltd

Nintendo

Activision Blizzard

Ubisoft

Electronic Arts Inc.

Take-Two Interactive Software, Inc.

Bethesda Softworks LLC

Zynga Inc.

Epic Games, Inc.

NetEase, Inc.

Recent Developments in the Market:

In January 2022, Chinese entertainment and tech group Tencent Holdings announced acquisition of UK based Sumo Group for a transaction value of USD 1.25 billion. This acquisition would enable Tencent to expand its presence in Europe region.

In August 2022, China based NetEase, Inc., a leader in internet and online game services announced that its games division, NetEase Games, acquired Quantic Dream S.A.

Global Game Applications Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Marketplace, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Marketplace  
Google Play Store  
Apple iOS Store

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  
RoLA  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Game Applications Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Game Applications Market, by Marketplace, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL GAME APPLICATIONS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL GAME APPLICATIONS MARKET DYNAMICS

- 3.1. Game Applications Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Growing penetration of smartphones worldwide
    - 3.1.1.2. Rising emergence of high-speed internet services
    - 3.1.1.3. Strategic initiatives from leading market players
  - 3.1.2. Market Challenges
    - 3.1.2.1. Rising concern over data privacy
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising advancement in smartphone technology
    - 3.1.3.2. Increasing usage of digital entertainment

### CHAPTER 4. GLOBAL GAME APPLICATIONS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL GAME APPLICATIONS MARKET, BY MARKETPLACE**

- 6.1. Market Snapshot
- 6.2. Global Game Applications Market by Marketplace, Performance - Potential Analysis
- 6.3. Global Game Applications Market Estimates & Forecasts by Marketplace  
2019-2029 (USD Billion)
- 6.4. Game Applications Market, Sub Segment Analysis
  - 6.4.1. Google Play Store
  - 6.4.2. Apple iOS Store

## **CHAPTER 7. GLOBAL GAME APPLICATIONS MARKET, REGIONAL ANALYSIS**

- 7.1. Game Applications Market, Regional Market Snapshot
- 7.2. North America Game Applications Market
  - 7.2.1. U.S. Game Applications Market
    - 7.2.1.1. Marketplace breakdown estimates & forecasts, 2019-2029
  - 7.2.2. Canada Game Applications Market
- 7.3. Europe Game Applications Market Snapshot
  - 7.3.1. U.K. Game Applications Market
  - 7.3.2. Germany Game Applications Market

- 7.3.3. France Game Applications Market
- 7.3.4. Spain Game Applications Market
- 7.3.5. Italy Game Applications Market
- 7.3.6. Rest of Europe Game Applications Market
- 7.4. Asia-Pacific Game Applications Market Snapshot
  - 7.4.1. China Game Applications Market
  - 7.4.2. India Game Applications Market
  - 7.4.3. Japan Game Applications Market
  - 7.4.4. Australia Game Applications Market
  - 7.4.5. South Korea Game Applications Market
  - 7.4.6. Rest of Asia Pacific Game Applications Market
- 7.5. Latin America Game Applications Market Snapshot
  - 7.5.1. Brazil Game Applications Market
  - 7.5.2. Mexico Game Applications Market
  - 7.5.3. Rest of Latin America Game Applications Market
- 7.6. Rest of The World Game Applications Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Tencent Holdings Ltd.
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. Nintendo
  - 8.2.3. Activision Blizzard
  - 8.2.4. Ubisoft
  - 8.2.5. Electronic Arts Inc.
  - 8.2.6. Take-Two Interactive Software, Inc.
  - 8.2.7. Bethesda Softworks LLC
  - 8.2.8. Zynga Inc
  - 8.2.9. Epic Games, Inc.
  - 8.2.10. NetEase, Inc.

## **CHAPTER 9. RESEARCH PROCESS**

## 9.1. Research Process

### 9.1.1. Data Mining

### 9.1.2. Analysis

### 9.1.3. Market Estimation

### 9.1.4. Validation

### 9.1.5. Publishing

## 9.2. Research Attributes

## 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Game Applications Market, report scope

TABLE 2. Global Game Applications Market estimates & forecasts by Region  
2019-2029 (USD Billion)

TABLE 3. Global Game Applications Market estimates & forecasts by Marketplace  
2019-2029 (USD Billion)

TABLE 4. Global Game Applications Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 5. Global Game Applications Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 6. Global Game Applications Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 7. Global Game Applications Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 8. Global Game Applications Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 9. Global Game Applications Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 10. Global Game Applications Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 11. Global Game Applications Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 12. Global Game Applications Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 13. Global Game Applications Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 14. U.S. Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 15. U.S. Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 16. U.S. Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 17. Canada Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 18. Canada Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 19. Canada Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 20. UK Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 21. UK Game Applications Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 22. UK Game Applications Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 23. Germany Game Applications Market estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 24. Germany Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 25. Germany Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 26. France Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 27. France Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 28. France Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 29. Italy Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 30. Italy Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 31. Italy Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 32. Spain Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 33. Spain Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 34. Spain Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 35. RoE Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 36. RoE Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 37. RoE Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 38. China Game Applications Market estimates & forecasts, 2019-2029 (USD

Billion)

TABLE 39. China Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 40. China Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 41. India Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 42. India Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 43. India Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 44. Japan Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 45. Japan Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 46. Japan Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 47. South Korea Game Applications Market estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 48. South Korea Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 49. South Korea Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 50. Australia Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 51. Australia Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 52. Australia Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 53. RoAPAC Game Applications Market estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 54. RoAPAC Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 55. RoAPAC Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 56. Brazil Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 57. Brazil Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 58. Brazil Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 59. Mexico Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 60. Mexico Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 61. Mexico Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 62. RoLA Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 63. RoLA Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 64. RoLA Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 65. Row Game Applications Market estimates & forecasts, 2019-2029 (USD  
Billion)

TABLE 66. Row Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 67. Row Game Applications Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 68. List of secondary sources, used in the study of global Game Applications  
Market

TABLE 69. List of primary sources, used in the study of global Game Applications  
Market

TABLE 70. Years considered for the study

TABLE 71. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final  
deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Game Applications Market, research methodology
  - FIG 2. Global Game Applications Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Game Applications Market, key trends 2021
  - FIG 5. Global Game Applications Market, growth prospects 2022-2029
  - FIG 6. Global Game Applications Market, porters 5 force model
  - FIG 7. Global Game Applications Market, pest analysis
  - FIG 8. Global Game Applications Market, value chain analysis
  - FIG 9. Global Game Applications Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Game Applications Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Game Applications Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Game Applications Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Game Applications Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Game Applications Market, regional snapshot 2019 & 2029
  - FIG 15. North America Game Applications Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Game Applications Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia Pacific Game Applications Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Game Applications Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Game Applications Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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