

Global Gaming As A Service Market Size study, by Streaming Type (File Streaming and Video Streaming), Device Type (PC and Laptop, Mobile and Tablets, and Console), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G7384DEFC445EN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G7384DEFC445EN

Abstracts

Global Gaming As A Service Market is valued approximately at USD 1.73 billion in 2023 and is anticipated to grow with a staggering CAGR of more than 37.40% over the forecast period 2024-2032. Gaming As A Service (GaaS) is reshaping how games are consumed, distributed, and monetized. It represents a significant shift from traditional game ownership to cloud-based access models, allowing users to stream and interact with high-quality games in real-time across multiple devices without expensive hardware. This as-a-service approach aligns perfectly with a generation accustomed to on-demand entertainment and has fostered an entirely new ecosystem of developers, publishers, and platform providers who are capitalizing on subscription-based and freemium models.

The convergence of 5G technology, edge computing, and scalable cloud infrastructure is further pushing the boundaries of what is possible in GaaS. Video streaming services for games are now capable of delivering ultra-low latency experiences, while file streaming models are empowering players to start gameplay within seconds of initiating a download. The reduced dependency on consoles and high-end PCs has expanded accessibility, allowing players from diverse economic backgrounds and geographies to immerse themselves in premium gaming content. Additionally, new business models built around microtransactions, battle passes, and seasonal content are boosting long-term engagement and revenue per user.

Developers are increasingly leveraging AI-based personalization, real-time analytics, and adaptive content delivery to craft bespoke gaming journeys. This not only deepens

player immersion but also provides publishers with valuable insights to iterate faster and innovate more confidently. Moreover, partnerships between cloud giants and game studios have led to the rollout of cross-platform compatibility, which breaks down the silos between PC, mobile, and console environments. As a result, players now demand seamless transitions and synchronized progression between devices, pushing service providers to optimize for interoperability and user experience continuity.

The rising cultural importance of gaming, fueled by eSports, influencer marketing, and social communities, has turned GaaS into a lifestyle trend rather than a mere entertainment option. Technological advances such as ray tracing in the cloud, GPU virtualization, and dynamic rendering have further erased the quality gap between local gaming and streaming services. With major platforms increasingly offering AAA titles on a pay-as-you-play or all-access subscription model, GaaS is becoming the go-to option for casual players and pros alike, especially in urban markets where internet infrastructure can support it.

Regionally, North America currently dominates the Gaming As A Service market, driven by the presence of industry leaders, high-speed internet penetration, and a culture of early technology adoption. The United States has emerged as a hotspot for cloud gaming R&D, subscription innovations, and platform experimentation. Europe follows closely with countries like Germany, the UK, and France leading regulatory and infrastructure alignment for GaaS deployment. The Asia Pacific region is expected to register the fastest growth, particularly due to surging mobile gaming adoption in China, India, South Korea, and Southeast Asia. Meanwhile, Latin America and the Middle East & Africa are gaining traction with infrastructure upgrades and rising interest in cross-platform gaming services.

Major market player included in this report are:

Microsoft Corporation

Amazon Web Services, Inc.

NVIDIA Corporation

Google LLC

Sony Interactive Entertainment LLC

Electronic Arts Inc.

Ubisoft Entertainment SA

Tencent Holdings Ltd.

Intel Corporation

Blade Group (Shadow)

Blacknut

Parsec Cloud, Inc.

Rainway Inc.

RemoteMyApp Sp. z o.o.

Hatch Entertainment Ltd.

The detailed segments and sub-segment of the market are explained below:

By Streaming Type

File Streaming

Video Streaming

By Device Type

PC and Laptop

Mobile and Tablets

Console

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Companies Mentioned

Microsoft Corporation

Amazon Web Services, Inc.

NVIDIA Corporation

Google LLC

Sony Interactive Entertainment LLC

Electronic Arts Inc.

Ubisoft Entertainment SA

Tencent Holdings Ltd.

Intel Corporation

Blade Group (Shadow)

Blacknut

Parsec Cloud, Inc.

Rainway Inc.

RemoteMyApp Sp. z o.o.

Hatch Entertainment Ltd.

Contents

CHAPTER 1. GLOBAL GAMING AS A SERVICE MARKET EXECUTIVE SUMMARY

- 1.1. Global Gaming As A Service Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Streaming Type
 - 1.3.2. By Device Type
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL GAMING AS A SERVICE MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Infrastructure Readiness
 - 2.3.3.2. Technology Availability
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Competitive Landscape
 - 2.3.3.5. Cost Structures
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Consumer Preferences
 - 2.3.4.2. Technological Adoption
 - 2.3.4.3. Socio-economic Trends
 - 2.3.4.4. Content Consumption Habits
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL GAMING AS A SERVICE MARKET DYNAMICS

- 3.1. Market Drivers

- 3.1.1. Proliferation of High-Speed Networks (5G & Fiber)
- 3.1.2. Cloud & Edge Computing Scalability
- 3.1.3. Shift to Subscription & Freemium Models
- 3.2. Market Challenges
 - 3.2.1. Latency & Bandwidth Constraints
 - 3.2.2. Content Licensing & Rights Management
- 3.3. Market Opportunities
 - 3.3.1. Cross-Platform Interoperability
 - 3.3.2. Emerging Economies & Mobile Adoption
 - 3.3.3. Integration with eSports and Social Communities

CHAPTER 4. GLOBAL GAMING AS A SERVICE 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
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunity
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL GAMING AS A SERVICE MARKET SIZE & FORECASTS BY STREAMING TYPE, 2022-2032

- 5.1. Segment Dashboard
- 5.2. Global Gaming As A Service Market: Streaming Type Revenue Trend Analysis,

2022 & 2032 (USD Million/Billion)

5.2.1. File Streaming

5.2.2. Video Streaming

CHAPTER 6. GLOBAL GAMING AS A SERVICE MARKET SIZE & FORECASTS BY DEVICE TYPE, 2022-2032

6.1. Segment Dashboard

6.2. Global Gaming As A Service Market: Device Type Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1. PC and Laptop

6.2.2. Mobile and Tablets

6.2.3. Console

CHAPTER 7. GLOBAL GAMING AS A SERVICE MARKET SIZE & FORECASTS BY REGION, 2022-2032

7.1. North America Gaming As A Service Market

7.1.1. U.S. Gaming As A Service Market

7.1.1.1. Streaming Type breakdown size & forecasts, 2022-2032

7.1.1.2. Device Type breakdown size & forecasts, 2022-2032

7.1.2. Canada Gaming As A Service Market

7.2. Europe Gaming As A Service Market

7.2.1. U.K. Gaming As A Service Market

7.2.2. Germany Gaming As A Service Market

7.2.3. France Gaming As A Service Market

7.2.4. Spain Gaming As A Service Market

7.2.5. Italy Gaming As A Service Market

7.2.6. Rest of Europe Gaming As A Service Market

7.3. Asia-Pacific Gaming As A Service Market

7.3.1. China Gaming As A Service Market

7.3.2. India Gaming As A Service Market

7.3.3. Japan Gaming As A Service Market

7.3.4. Australia Gaming As A Service Market

7.3.5. South Korea Gaming As A Service Market

7.3.6. Rest of Asia Pacific Gaming As A Service Market

7.4. Latin America Gaming As A Service Market

7.4.1. Brazil Gaming As A Service Market

7.4.2. Mexico Gaming As A Service Market

- 7.4.3. Rest of Latin America Gaming As A Service Market
- 7.5. Middle East & Africa Gaming As A Service Market
 - 7.5.1. Saudi Arabia Gaming As A Service Market
 - 7.5.2. South Africa Gaming As A Service Market
 - 7.5.3. Rest of Middle East & Africa Gaming As A Service Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Microsoft Corporation
 - 8.1.2. Amazon Web Services, Inc.
 - 8.1.3. NVIDIA Corporation
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Microsoft Corporation
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Amazon Web Services, Inc.
 - 8.3.3. NVIDIA Corporation
 - 8.3.4. Google LLC
 - 8.3.5. Sony Interactive Entertainment LLC
 - 8.3.6. Electronic Arts Inc.
 - 8.3.7. Ubisoft Entertainment SA
 - 8.3.8. Tencent Holdings Ltd.
 - 8.3.9. Intel Corporation
 - 8.3.10. Blade Group (Shadow)
 - 8.3.11. Blacknut
 - 8.3.12. Parsec Cloud, Inc.
 - 8.3.13. Rainway Inc.
 - 8.3.14. RemoteMyApp Sp. z o.o.
 - 8.3.15. Hatch Entertainment Ltd.

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

List Of Tables

LIST OF TABLES

TABLE 1. Global Gaming As A Service market, report scope

TABLE 2. Global Gaming As A Service market estimates & forecasts by Region
2022-2032 (USD Million/Billion)

TABLE 3. Global Gaming As A Service market estimates & forecasts by Streaming
Type 2022-2032 (USD Million/Billion)

TABLE 4. Global Gaming As A Service market estimates & forecasts by Device Type
2022-2032 (USD Million/Billion)

TABLE 5. Global Gaming As A Service market by segment, estimates & forecasts,
2022-2032 (USD Million/Billion)

TABLE 6. North America Gaming As A Service market estimates & forecasts,
2022-2032 (USD Million/Billion)

TABLE 7. Europe Gaming As A Service market estimates & forecasts, 2022-2032 (USD
Million/Billion)

TABLE 8. Asia Pacific Gaming As A Service market estimates & forecasts, 2022-2032
(USD Million/Billion)

TABLE 9. Latin America Gaming As A Service market estimates & forecasts, 2022-2032
(USD Million/Billion)

TABLE 10. Middle East & Africa Gaming As A Service market estimates & forecasts,
2022-2032 (USD Million/Billion)

TABLE 11. U.S. Gaming As A Service market estimates & forecasts, 2022-2032 (USD
Million/Billion)

TABLE 12. Canada Gaming As A Service market estimates & forecasts, 2022-2032
(USD Million/Billion)

... (Continued through all region & segment combinations)

List Of Figures

LIST OF FIGURES

- FIG 1. Global Gaming As A Service market, research methodology
- FIG 2. Global Gaming As A Service market, market estimation techniques
- FIG 3. Global Gaming As A Service market size estimates & forecast methods
- FIG 4. Global Gaming As A Service market, key trends 2023
- FIG 5. Global Gaming As A Service market, growth prospects 2022-2032
- FIG 6. Global Gaming As A Service market, Porter's 5 Force Model
- FIG 7. Global Gaming As A Service market, PESTEL analysis
- FIG 8. Global Gaming As A Service market, value chain analysis
- FIG 9. Gaming As A Service market by segment, 2022 & 2032 (USD Million/Billion)
- FIG 10. North America Gaming As A Service market 2022 & 2032 (USD Million/Billion)
- FIG 11. Europe Gaming As A Service market 2022 & 2032 (USD Million/Billion)
- FIG 12. Asia Pacific Gaming As A Service market 2022 & 2032 (USD Million/Billion)
- FIG 13. Latin America Gaming As A Service market 2022 & 2032 (USD Million/Billion)
- FIG 14. Middle East & Africa Gaming As A Service market 2022 & 2032 (USD Million/Billion)
- FIG 15. Global Gaming As A Service market, company market share analysis (2023)
- ... (Figures continue as per region & segment breakdown)

I would like to order

Product name: Global Gaming As A Service Market Size study, by Streaming Type (File Streaming and Video Streaming), Device Type (PC and Laptop, Mobile and Tablets, and Console), and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G7384DEFC445EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G7384DEFC445EN.html>