

# **Global Traditional Casual Games Market Size study & Forecast, by Game Types (Strategy Games, Word Games, Solitaire, Brain Games, Memory and Puzzel Games, Others), by Device Type (Tablet, Smartphone, PC or Laptops, Others), by Monetization Model (Subscription Based, Advertisement based, In-game purchases, Merchandising, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Traditional Casual Games Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Traditional Casual Games refer to types of video games that are played for enjoyment and do not require users to invest significant time to it. These games are targeted towards mass market users, and not for a hardcore gaming enthusiast. There different traditional casual games available for users are Solitaire, Brain Games, Memory, and Puzzel Games among others. The increasing penetration of Smartphones, and growing inclination towards online gaming in post covid era as well as strategic initiatives from leading market players are key factors accelerating the market growth.

According to Statista – in 2020, the total number of smartphone users in India was estimated at 748 million, and as per projections the number of smartphone users would exceed to 1.5 billion users in 2040. Also, growing penetration of internet services in developing regions and rising popularity of e-sports tournaments would create lucrative growth prospectus for the market over the forecast period. However, the increasing penetration of counterfeit products and rising concern over data security & cyber frauds

impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Traditional Casual Games Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to presence of leading game studios as well as availability of required technological infrastructure in the region. Whereas Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising penetration of smartphones users and increasing availability of low-cost internet services in the region.

Major market player included in this report are:

Arkadium

Microsoft Corporation

Creatiosoft

Nintendo

Roblox

Ubisoft

Pocket Gems, Inc

Bandai Namco Entertainment Inc

Activision Publishing, Inc.

Epic Games, Inc.

Recent Developments in the Market:

In March 2021, Istanbul based Dream Games raised USD 50 million funding to develop the next generation of casual puzzle games. The funding round was led by Index Ventures, the backers of King, Roblox and Supercell, also seen participation from existing investors Balderton Capital and Makers Fund.

In February 2022, Singapore based gaming startup Potato Play raised around USD 5 million from investors including Everblue Management, Play Ventures, Atlas Ventures and Beenext to scale up its Casual Puzzle Game offering.

Global Traditional Casual Games 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 Game Types, Device Type, Monetization Model, 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 Game Types

Strategy Games

Word Games

Solitaire

Brain Games

Memory and Puzzel Games

Others

By Device Type

Tablet

Smartphone

PC or Laptops

Others

By Monetization Model

Subscription Based

Advertisement based

In-game purchases

Merchandising

Others

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

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