

# Global Gacha Games Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview:

Gacha games are video games which encourage players to spend in-game currency for virtual items as they progress. In gacha games, items such as cards and characters can be won through a mechanism, similar to a vending machine, in which players pull, spin, or roll using in-game currency to receive a random item.

The Global Gacha Games Market Size was estimated at USD 480.02 million in 2023 and is projected to reach USD 783.14 million by 2029, exhibiting a CAGR of 8.50% during the forecast period.

This report provides a deep insight into the global Gacha Games market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Gacha Games Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Gacha Games market in any manner.

## Global Gacha Games Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Genshin Impact

Fire Emblem Heroes

Langrisser Mobile

Azur Lane

Pokemon Masters EX

Star Wars

Marvel Strike Force

Dragon Ball Legends

Dragalia Lost

Raid: Shadow Legends

Market Segmentation (by Type)

Card Games

RPG Games

Others

Market Segmentation (by Application)

Android

iOS

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Gacha Games Market

Overview of the regional outlook of the Gacha Games Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

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### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Gacha Games Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Gacha Games
- 1.2 Key Market Segments
  - 1.2.1 Gacha Games Segment by Type
  - 1.2.2 Gacha Games Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 GACHA GAMES MARKET OVERVIEW**

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 GACHA GAMES MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Gacha Games Revenue Market Share by Company (2019-2024)
- 3.2 Gacha Games Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Gacha Games Market Size Sites, Area Served, Product Type
- 3.4 Gacha Games Market Competitive Situation and Trends
  - 3.4.1 Gacha Games Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Gacha Games Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

### **4 GACHA GAMES VALUE CHAIN ANALYSIS**

- 4.1 Gacha Games Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF GACHA GAMES MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 GACHA GAMES MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Gacha Games Market Size Market Share by Type (2019-2024)
- 6.3 Global Gacha Games Market Size Growth Rate by Type (2019-2024)

## **7 GACHA GAMES MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Gacha Games Market Size (M USD) by Application (2019-2024)
- 7.3 Global Gacha Games Market Size Growth Rate by Application (2019-2024)

## **8 GACHA GAMES MARKET SEGMENTATION BY REGION**

- 8.1 Global Gacha Games Market Size by Region
  - 8.1.1 Global Gacha Games Market Size by Region
  - 8.1.2 Global Gacha Games Market Size Market Share by Region
- 8.2 North America
  - 8.2.1 North America Gacha Games Market Size by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada
  - 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Gacha Games Market Size by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia



## 8.4 Asia Pacific

### 8.4.1 Asia Pacific Gacha Games Market Size by Region

#### 8.4.2 China

#### 8.4.3 Japan

#### 8.4.4 South Korea

#### 8.4.5 India

#### 8.4.6 Southeast Asia

## 8.5 South America

### 8.5.1 South America Gacha Games Market Size by Country

#### 8.5.2 Brazil

#### 8.5.3 Argentina

#### 8.5.4 Columbia

## 8.6 Middle East and Africa

### 8.6.1 Middle East and Africa Gacha Games Market Size by Region

#### 8.6.2 Saudi Arabia

#### 8.6.3 UAE

#### 8.6.4 Egypt

#### 8.6.5 Nigeria

#### 8.6.6 South Africa

## 9 KEY COMPANIES PROFILE

### 9.1 Genshin Impact

#### 9.1.1 Genshin Impact Gacha Games Basic Information

#### 9.1.2 Genshin Impact Gacha Games Product Overview

#### 9.1.3 Genshin Impact Gacha Games Product Market Performance

#### 9.1.4 Genshin Impact Gacha Games SWOT Analysis

#### 9.1.5 Genshin Impact Business Overview

#### 9.1.6 Genshin Impact Recent Developments

### 9.2 Fire Emblem Heroes

#### 9.2.1 Fire Emblem Heroes Gacha Games Basic Information

#### 9.2.2 Fire Emblem Heroes Gacha Games Product Overview

#### 9.2.3 Fire Emblem Heroes Gacha Games Product Market Performance

#### 9.2.4 Genshin Impact Gacha Games SWOT Analysis

#### 9.2.5 Fire Emblem Heroes Business Overview

#### 9.2.6 Fire Emblem Heroes Recent Developments

### 9.3 Langrisser Mobile

#### 9.3.1 Langrisser Mobile Gacha Games Basic Information

#### 9.3.2 Langrisser Mobile Gacha Games Product Overview

- 9.3.3 Langrisser Mobile Gacha Games Product Market Performance
- 9.3.4 Genshin Impact Gacha Games SWOT Analysis
- 9.3.5 Langrisser Mobile Business Overview
- 9.3.6 Langrisser Mobile Recent Developments
- 9.4 Azur Lane
  - 9.4.1 Azur Lane Gacha Games Basic Information
  - 9.4.2 Azur Lane Gacha Games Product Overview
  - 9.4.3 Azur Lane Gacha Games Product Market Performance
  - 9.4.4 Azur Lane Business Overview
  - 9.4.5 Azur Lane Recent Developments
- 9.5 Pokemon Masters EX
  - 9.5.1 Pokemon Masters EX Gacha Games Basic Information
  - 9.5.2 Pokemon Masters EX Gacha Games Product Overview
  - 9.5.3 Pokemon Masters EX Gacha Games Product Market Performance
  - 9.5.4 Pokemon Masters EX Business Overview
  - 9.5.5 Pokemon Masters EX Recent Developments
- 9.6 Star Wars
  - 9.6.1 Star Wars Gacha Games Basic Information
  - 9.6.2 Star Wars Gacha Games Product Overview
  - 9.6.3 Star Wars Gacha Games Product Market Performance
  - 9.6.4 Star Wars Business Overview
  - 9.6.5 Star Wars Recent Developments
- 9.7 Marvel Strike Force
  - 9.7.1 Marvel Strike Force Gacha Games Basic Information
  - 9.7.2 Marvel Strike Force Gacha Games Product Overview
  - 9.7.3 Marvel Strike Force Gacha Games Product Market Performance
  - 9.7.4 Marvel Strike Force Business Overview
  - 9.7.5 Marvel Strike Force Recent Developments
- 9.8 Dragon Ball Legends
  - 9.8.1 Dragon Ball Legends Gacha Games Basic Information
  - 9.8.2 Dragon Ball Legends Gacha Games Product Overview
  - 9.8.3 Dragon Ball Legends Gacha Games Product Market Performance
  - 9.8.4 Dragon Ball Legends Business Overview
  - 9.8.5 Dragon Ball Legends Recent Developments
- 9.9 Dragalia Lost
  - 9.9.1 Dragalia Lost Gacha Games Basic Information
  - 9.9.2 Dragalia Lost Gacha Games Product Overview
  - 9.9.3 Dragalia Lost Gacha Games Product Market Performance
  - 9.9.4 Dragalia Lost Business Overview

9.9.5 Dragalia Lost Recent Developments

9.10 Raid: Shadow Legends

9.10.1 Raid: Shadow Legends Gacha Games Basic Information

9.10.2 Raid: Shadow Legends Gacha Games Product Overview

9.10.3 Raid: Shadow Legends Gacha Games Product Market Performance

9.10.4 Raid: Shadow Legends Business Overview

9.10.5 Raid: Shadow Legends Recent Developments

## **10 GACHA GAMES REGIONAL MARKET FORECAST**

10.1 Global Gacha Games Market Size Forecast

10.2 Global Gacha Games Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Gacha Games Market Size Forecast by Country

10.2.3 Asia Pacific Gacha Games Market Size Forecast by Region

10.2.4 South America Gacha Games Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Gacha Games by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Gacha Games Market Forecast by Type (2025-2030)

11.2 Global Gacha Games Market Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Gacha Games Market Size Comparison by Region (M USD)
- Table 5. Global Gacha Games Revenue (M USD) by Company (2019-2024)
- Table 6. Global Gacha Games Revenue Share by Company (2019-2024)
- Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Gacha Games as of 2022)
- Table 8. Company Gacha Games Market Size Sites and Area Served
- Table 9. Company Gacha Games Product Type
- Table 10. Global Gacha Games Company Market Concentration Ratio (CR5 and HHI)
- Table 11. Mergers & Acquisitions, Expansion Plans
- Table 12. Value Chain Map of Gacha Games
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Gacha Games Market Challenges
- Table 18. Global Gacha Games Market Size by Type (M USD)
- Table 19. Global Gacha Games Market Size (M USD) by Type (2019-2024)
- Table 20. Global Gacha Games Market Size Share by Type (2019-2024)
- Table 21. Global Gacha Games Market Size Growth Rate by Type (2019-2024)
- Table 22. Global Gacha Games Market Size by Application
- Table 23. Global Gacha Games Market Size by Application (2019-2024) & (M USD)
- Table 24. Global Gacha Games Market Share by Application (2019-2024)
- Table 25. Global Gacha Games Market Size Growth Rate by Application (2019-2024)
- Table 26. Global Gacha Games Market Size by Region (2019-2024) & (M USD)
- Table 27. Global Gacha Games Market Size Market Share by Region (2019-2024)
- Table 28. North America Gacha Games Market Size by Country (2019-2024) & (M USD)
- Table 29. Europe Gacha Games Market Size by Country (2019-2024) & (M USD)
- Table 30. Asia Pacific Gacha Games Market Size by Region (2019-2024) & (M USD)
- Table 31. South America Gacha Games Market Size by Country (2019-2024) & (M USD)
- Table 32. Middle East and Africa Gacha Games Market Size by Region (2019-2024) &

(M USD)

Table 33. Genshin Impact Gacha Games Basic Information

Table 34. Genshin Impact Gacha Games Product Overview

Table 35. Genshin Impact Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Genshin Impact Gacha Games SWOT Analysis

Table 37. Genshin Impact Business Overview

Table 38. Genshin Impact Recent Developments

Table 39. Fire Emblem Heroes Gacha Games Basic Information

Table 40. Fire Emblem Heroes Gacha Games Product Overview

Table 41. Fire Emblem Heroes Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Genshin Impact Gacha Games SWOT Analysis

Table 43. Fire Emblem Heroes Business Overview

Table 44. Fire Emblem Heroes Recent Developments

Table 45. Langrisser Mobile Gacha Games Basic Information

Table 46. Langrisser Mobile Gacha Games Product Overview

Table 47. Langrisser Mobile Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Genshin Impact Gacha Games SWOT Analysis

Table 49. Langrisser Mobile Business Overview

Table 50. Langrisser Mobile Recent Developments

Table 51. Azur Lane Gacha Games Basic Information

Table 52. Azur Lane Gacha Games Product Overview

Table 53. Azur Lane Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Azur Lane Business Overview

Table 55. Azur Lane Recent Developments

Table 56. Pokemon Masters EX Gacha Games Basic Information

Table 57. Pokemon Masters EX Gacha Games Product Overview

Table 58. Pokemon Masters EX Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Pokemon Masters EX Business Overview

Table 60. Pokemon Masters EX Recent Developments

Table 61. Star Wars Gacha Games Basic Information

Table 62. Star Wars Gacha Games Product Overview

Table 63. Star Wars Gacha Games Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Star Wars Business Overview

Table 65. Star Wars Recent Developments

Table 66. Marvel Strike Force Gacha Games Basic Information

- Table 67. Marvel Strike Force Gacha Games Product Overview
- Table 68. Marvel Strike Force Gacha Games Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Marvel Strike Force Business Overview
- Table 70. Marvel Strike Force Recent Developments
- Table 71. Dragon Ball Legends Gacha Games Basic Information
- Table 72. Dragon Ball Legends Gacha Games Product Overview
- Table 73. Dragon Ball Legends Gacha Games Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Dragon Ball Legends Business Overview
- Table 75. Dragon Ball Legends Recent Developments
- Table 76. Dragalia Lost Gacha Games Basic Information
- Table 77. Dragalia Lost Gacha Games Product Overview
- Table 78. Dragalia Lost Gacha Games Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Dragalia Lost Business Overview
- Table 80. Dragalia Lost Recent Developments
- Table 81. Raid: Shadow Legends Gacha Games Basic Information
- Table 82. Raid: Shadow Legends Gacha Games Product Overview
- Table 83. Raid: Shadow Legends Gacha Games Revenue (M USD) and Gross Margin (2019-2024)
- Table 84. Raid: Shadow Legends Business Overview
- Table 85. Raid: Shadow Legends Recent Developments
- Table 86. Global Gacha Games Market Size Forecast by Region (2025-2030) & (M USD)
- Table 87. North America Gacha Games Market Size Forecast by Country (2025-2030) & (M USD)
- Table 88. Europe Gacha Games Market Size Forecast by Country (2025-2030) & (M USD)
- Table 89. Asia Pacific Gacha Games Market Size Forecast by Region (2025-2030) & (M USD)
- Table 90. South America Gacha Games Market Size Forecast by Country (2025-2030) & (M USD)
- Table 91. Middle East and Africa Gacha Games Market Size Forecast by Country (2025-2030) & (M USD)
- Table 92. Global Gacha Games Market Size Forecast by Type (2025-2030) & (M USD)
- Table 93. Global Gacha Games Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Industrial Chain of Gacha Games
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Gacha Games Market Size (M USD), 2019-2030
- Figure 5. Global Gacha Games Market Size (M USD) (2019-2030)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Gacha Games Market Size by Country (M USD)
- Figure 10. Global Gacha Games Revenue Share by Company in 2023
- Figure 11. Gacha Games Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Gacha Games Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Gacha Games Market Share by Type
- Figure 15. Market Size Share of Gacha Games by Type (2019-2024)
- Figure 16. Market Size Market Share of Gacha Games by Type in 2022
- Figure 17. Global Gacha Games Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Gacha Games Market Share by Application
- Figure 20. Global Gacha Games Market Share by Application (2019-2024)
- Figure 21. Global Gacha Games Market Share by Application in 2022
- Figure 22. Global Gacha Games Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Gacha Games Market Size Market Share by Region (2019-2024)
- Figure 24. North America Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 25. North America Gacha Games Market Size Market Share by Country in 2023
- Figure 26. U.S. Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 27. Canada Gacha Games Market Size (M USD) and Growth Rate (2019-2024)
- Figure 28. Mexico Gacha Games Market Size (Units) and Growth Rate (2019-2024)
- Figure 29. Europe Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 30. Europe Gacha Games Market Size Market Share by Country in 2023
- Figure 31. Germany Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Gacha Games Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Gacha Games Market Size Market Share by Region in 2023

Figure 38. China Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Gacha Games Market Size and Growth Rate (M USD)

Figure 44. South America Gacha Games Market Size Market Share by Country in 2023

Figure 45. Brazil Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Gacha Games Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Gacha Games Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Gacha Games Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Gacha Games Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Gacha Games Market Share Forecast by Type (2025-2030)

Figure 57. Global Gacha Games Market Share Forecast by Application (2025-2030)



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