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Global MMO Games Market Research Report 2026(Status and Outlook)

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Abstracts

A massively multiplayer online game (MMO) is an online game with large numbers of players, typically from hundreds to thousands, on the same server. MMOs usually feature a huge, persistent open world, although some games differ.In terms of applications, mobile applications account for most of the market share. From a regional perspective, China has the largest market share.

The global MMO Games market size was estimated at USD 13630.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global MMO Games market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global MMO Games market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

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In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the MMO Games market.

Global MMO Games Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Tencent

NetEase

Activision Blizzard(Microsoft)

Supercell

NEXON

NCSoft

Electronic Arts

Bluehole

Mixi Inc.

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SQUARE ENIX

ChangYou

Shanda Interactive Entertainment

GungHo Online Entertainment

Daybreak Game Company

Gamigo

Jagex Games Studio

Ankama

Sony Online Entertainment

Ubisoft Entertainment SA

Riot Games

Valve Corporation

Wargaming.net

Perfect World Entertainment

Zhejiang Century Huatong Group CO.,LTD.

37 Interactive Entertainment ?Shanghai?Technology Co., Ltd.

HoYoverse

Market Segmentation (by Type)

MMO Role Play Games (MMORPG)

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MMO First Person Shooter (MMOFPS)

MMO Real-time Strategy (MMORTS)

Market Segmentation (by Application)

Mobile

PC

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

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

In-depth analysis of the MMO Games Market

Overview of the regional outlook of the MMO Games Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

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 MMO 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,

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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 shares the main producing countries of MMO Games, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 data for each segment and sub-segment

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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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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of MMO Games
1.2 Key Market Segments
  1.2.1 MMO Games Segment by Type
  1.2.2 MMO 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 MMO GAMES MARKET OVERVIEW

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

3 MMO GAMES MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant
3.2 Global MMO Games Product Life Cycle
3.3 Global MMO Games Revenue Market Share by Company (2020-2025)
3.4 MMO Games Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
3.5 Headquarters, Areas Served, and Product Types of Major Players
3.6 MMO Games Market Competitive Situation and Trends
  3.6.1 MMO Games Market Concentration Rate
  3.6.2 Global 5 and 10 Largest MMO Games Players Market Share by Revenue
  3.6.3 Mergers & Acquisitions, Expansion

4 MMO GAMES VALUE CHAIN ANALYSIS

4.1 MMO Games Value Chain Analysis
4.2 Midstream Market Analysis
4.3 Downstream Customer Analysis

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5 THE DEVELOPMENT AND DYNAMICS OF MMO GAMES MARKET

5.1 Key Development Trends
5.2 Driving Factors
5.3 Market Challenges
5.4 Industry News
  5.4.1 New Product Developments
  5.4.2 Mergers & Acquisitions
  5.4.3 Expansions
  5.4.4 Collaboration/Supply Contracts
5.5 PEST Analysis
  5.5.1 Industry Policies Analysis
  5.5.2 Economic Environment Analysis
  5.5.3 Social Environment Analysis
  5.5.4 Technological Environment Analysis
5.6 Global MMO Games Market Porter's Five Forces Analysis

6 MMO GAMES MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)
6.2 Global MMO Games Market by Type (2020-2025)
6.3 Global MMO Games Market Size Growth Rate by Type (2021-2025)

7 MMO GAMES MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)
7.2 Global MMO Games Market Size (M USD) by Application (2020-2025)
7.3 Global MMO Games Market Size Growth Rate by Application (2021-2025)

8 MMO GAMES MARKET SEGMENTATION BY REGION

8.1 Global MMO Games Market Size by Region
  8.1.1 Global MMO Games Market Size by Region
  8.1.2 Global MMO Games Market Size Market Share by Region
8.2 North America
  8.2.1 North America MMO Games Market Size by Country
  8.2.2 U.S.
  8.2.3 Canada
  8.2.4 Mexico

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8.3 Europe
8.3.1 Europe MMO 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 Spain
8.4 Asia Pacific
8.4.1 Asia Pacific MMO 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 MMO 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 MMO 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 Tencent
9.1.1 Tencent Basic Information
9.1.2 Tencent MMO Games Product Overview
9.1.3 Tencent MMO Games Product Market Performance
9.1.4 Tencent SWOT Analysis
9.1.5 Tencent Business Overview
9.1.6 Tencent Recent Developments
9.2 NetEase
9.2.1 NetEase Basic Information
9.2.2 NetEase MMO Games Product Overview

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9.2.3 NetEase MMO Games Product Market Performance
9.2.4 NetEase SWOT Analysis
9.2.5 NetEase Business Overview
9.2.6 NetEase Recent Developments
9.3 Activision Blizzard(Microsoft)
9.3.1 Activision Blizzard(Microsoft) Basic Information
9.3.2 Activision Blizzard(Microsoft) MMO Games Product Overview
9.3.3 Activision Blizzard(Microsoft) MMO Games Product Market Performance
9.3.4 Activision Blizzard(Microsoft) SWOT Analysis
9.3.5 Activision Blizzard(Microsoft) Business Overview
9.3.6 Activision Blizzard(Microsoft) Recent Developments
9.4 Supercell
9.4.1 Supercell Basic Information
9.4.2 Supercell MMO Games Product Overview
9.4.3 Supercell MMO Games Product Market Performance
9.4.4 Supercell Business Overview
9.4.5 Supercell Recent Developments
9.5 NEXON
9.5.1 NEXON Basic Information
9.5.2 NEXON MMO Games Product Overview
9.5.3 NEXON MMO Games Product Market Performance
9.5.4 NEXON Business Overview
9.5.5 NEXON Recent Developments
9.6 NCSoft
9.6.1 NCSoft Basic Information
9.6.2 NCSoft MMO Games Product Overview
9.6.3 NCSoft MMO Games Product Market Performance
9.6.4 NCSoft Business Overview
9.6.5 NCSoft Recent Developments
9.7 Electronic Arts
9.7.1 Electronic Arts Basic Information
9.7.2 Electronic Arts MMO Games Product Overview
9.7.3 Electronic Arts MMO Games Product Market Performance
9.7.4 Electronic Arts Business Overview
9.7.5 Electronic Arts Recent Developments
9.8 Bluehole
9.8.1 Bluehole Basic Information
9.8.2 Bluehole MMO Games Product Overview
9.8.3 Bluehole MMO Games Product Market Performance

+357 96 030922
info@marketpublishers.com

9.8.4 Bluehole Business Overview
9.8.5 Bluehole Recent Developments
9.9 Mixi Inc.
9.9.1 Mixi Inc. Basic Information
9.9.2 Mixi Inc. MMO Games Product Overview
9.9.3 Mixi Inc. MMO Games Product Market Performance
9.9.4 Mixi Inc. Business Overview
9.9.5 Mixi Inc. Recent Developments
9.10 SQUARE ENIX
9.10.1 SQUARE ENIX Basic Information
9.10.2 SQUARE ENIX MMO Games Product Overview
9.10.3 SQUARE ENIX MMO Games Product Market Performance
9.10.4 SQUARE ENIX Business Overview
9.10.5 SQUARE ENIX Recent Developments
9.11 ChangYou
9.11.1 ChangYou Basic Information
9.11.2 ChangYou MMO Games Product Overview
9.11.3 ChangYou MMO Games Product Market Performance
9.11.4 ChangYou Business Overview
9.11.5 ChangYou Recent Developments
9.12 Shanda Interactive Entertainment
9.12.1 Shanda Interactive Entertainment Basic Information
9.12.2 Shanda Interactive Entertainment MMO Games Product Overview
9.12.3 Shanda Interactive Entertainment MMO Games Product Market Performance
9.12.4 Shanda Interactive Entertainment Business Overview
9.12.5 Shanda Interactive Entertainment Recent Developments
9.13 GungHo Online Entertainment
9.13.1 GungHo Online Entertainment Basic Information
9.13.2 GungHo Online Entertainment MMO Games Product Overview
9.13.3 GungHo Online Entertainment MMO Games Product Market Performance
9.13.4 GungHo Online Entertainment Business Overview
9.13.5 GungHo Online Entertainment Recent Developments
9.14 Daybreak Game Company
9.14.1 Daybreak Game Company Basic Information
9.14.2 Daybreak Game Company MMO Games Product Overview
9.14.3 Daybreak Game Company MMO Games Product Market Performance
9.14.4 Daybreak Game Company Business Overview
9.14.5 Daybreak Game Company Recent Developments
9.15 Gamigo

+357 96 030922
info@marketpublishers.com

9.15.1 Gamigo Basic Information
9.15.2 Gamigo MMO Games Product Overview
9.15.3 Gamigo MMO Games Product Market Performance
9.15.4 Gamigo Business Overview
9.15.5 Gamigo Recent Developments
9.16 Jagex Games Studio
9.16.1 Jagex Games Studio Basic Information
9.16.2 Jagex Games Studio MMO Games Product Overview
9.16.3 Jagex Games Studio MMO Games Product Market Performance
9.16.4 Jagex Games Studio Business Overview
9.16.5 Jagex Games Studio Recent Developments
9.17 Ankama
9.17.1 Ankama Basic Information
9.17.2 Ankama MMO Games Product Overview
9.17.3 Ankama MMO Games Product Market Performance
9.17.4 Ankama Business Overview
9.17.5 Ankama Recent Developments
9.18 Sony Online Entertainment
9.18.1 Sony Online Entertainment Basic Information
9.18.2 Sony Online Entertainment MMO Games Product Overview
9.18.3 Sony Online Entertainment MMO Games Product Market Performance
9.18.4 Sony Online Entertainment Business Overview
9.18.5 Sony Online Entertainment Recent Developments
9.19 Ubisoft Entertainment SA
9.19.1 Ubisoft Entertainment SA Basic Information
9.19.2 Ubisoft Entertainment SA MMO Games Product Overview
9.19.3 Ubisoft Entertainment SA MMO Games Product Market Performance
9.19.4 Ubisoft Entertainment SA Business Overview
9.19.5 Ubisoft Entertainment SA Recent Developments
9.20 Riot Games
9.20.1 Riot Games Basic Information
9.20.2 Riot Games MMO Games Product Overview
9.20.3 Riot Games MMO Games Product Market Performance
9.20.4 Riot Games Business Overview
9.20.5 Riot Games Recent Developments
9.21 Valve Corporation
9.21.1 Valve Corporation Basic Information
9.21.2 Valve Corporation MMO Games Product Overview
9.21.3 Valve Corporation MMO Games Product Market Performance

+357 96 030922
info@marketpublishers.com

9.21.4 Valve Corporation Business Overview
9.21.5 Valve Corporation Recent Developments
9.22 Wargaming.net
9.22.1 Wargaming.net Basic Information
9.22.2 Wargaming.net MMO Games Product Overview
9.22.3 Wargaming.net MMO Games Product Market Performance
9.22.4 Wargaming.net Business Overview
9.22.5 Wargaming.net Recent Developments
9.23 Perfect World Entertainment
9.23.1 Perfect World Entertainment Basic Information
9.23.2 Perfect World Entertainment MMO Games Product Overview
9.23.3 Perfect World Entertainment MMO Games Product Market Performance
9.23.4 Perfect World Entertainment Business Overview
9.23.5 Perfect World Entertainment Recent Developments
9.24 Zhejiang Century Huatong Group CO.,LTD.
9.24.1 Zhejiang Century Huatong Group CO.,LTD. Basic Information
9.24.2 Zhejiang Century Huatong Group CO.,LTD. MMO Games Product Overview
9.24.3 Zhejiang Century Huatong Group CO.,LTD. MMO Games Product Market Performance
9.24.4 Zhejiang Century Huatong Group CO.,LTD. Business Overview
9.24.5 Zhejiang Century Huatong Group CO.,LTD. Recent Developments
9.25 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd.
9.25.1 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Basic Information
9.25.2 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. MMO Games Product Overview
9.25.3 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. MMO Games Product Market Performance
9.25.4 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Business Overview
9.25.5 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Recent Developments
9.26 HoYoverse
9.26.1 HoYoverse Basic Information
9.26.2 HoYoverse MMO Games Product Overview
9.26.3 HoYoverse MMO Games Product Market Performance
9.26.4 HoYoverse Business Overview
9.26.5 HoYoverse Recent Developments

10 MMO GAMES MARKET FORECAST BY REGION

+357 96 030922
info@marketpublishers.com

10.1 Global MMO Games Market Size Forecast
10.2 Global MMO Games Market Forecast by Region
10.2.1 North America Market Size Forecast by Country
10.2.2 Europe MMO Games Market Size Forecast by Country
10.2.3 Asia Pacific MMO Games Market Size Forecast by Region
10.2.4 South America MMO Games Market Size Forecast by Country
10.2.5 Middle East and Africa Forecasted Sales of MMO Games by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global MMO Games Market Forecast by Type (2026-2035)
11.1.1 Global MMO Games Market Size Forecast by Type (2026-2035)
11.2 Global MMO Games Market Forecast by Application (2026-2035)
11.2.1 Global MMO Games Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global MMO Games Market Size by Type (M USD)
Table 4. Global MMO Games Market Size by Application
Table 5. MMO Games Market Size Comparison by Region (M USD)
Table 6. Global MMO Games Revenue (M USD) by Company (2020-2025)
Table 7. Global MMO Games Revenue Share by Company (2020-2025)
Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in MMO Games as of 2025)
Table 9. Headquarters, Areas Served, and Product Types of Major Players
Table 10. Product Type of Major Players
Table 11. Global MMO Games Company Market Concentration Ratio (CR5 and HHI)
Table 12. Mergers & Acquisitions, Expansion Plans
Table 13. Midstream Market Analysis
Table 14. Downstream Customer Analysis
Table 15. Key Development Trends
Table 16. Driving Factors
Table 17. MMO Games Market Challenges
Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 21. Global MMO Games Market Size by Type (M USD)
Table 22. Global MMO Games Market Size (M USD) by Type (2020-2025)
Table 23. Global MMO Games Market Share by Type (2020-2025)
Table 24. Global MMO Games Market Size Growth Rate by Type (2021-2025)
Table 25. Global MMO Games Market Size by Application
Table 26. Global MMO Games Market Size by Application (2020-2025) & (M USD)
Table 27. Global MMO Games Market Share by Application (2020-2025)
Table 28. Global MMO Games Market Size Growth Rate by Application (2021-2025)
Table 29. Global MMO Games Market Size by Region (2020-2025) & (M USD)
Table 30. Global MMO Games Market Size Market Share by Region (2020-2025)
Table 31. North America MMO Games Market Size by Country (2020-2025) & (M USD)
Table 32. Europe MMO Games Market Size by Country (2020-2025) & (M USD)
Table 33. Asia Pacific MMO Games Market Size by Region (2020-2025) & (M USD)
Table 34. South America MMO Games Market Size by Country (2020-2025) & (M USD)

+357 96 030922
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Table 35. Middle East and Africa MMO Games Market Size by Region (2020-2025) & (M USD)
Table 36. Tencent Basic Information
Table 37. Tencent MMO Games Product Overview
Table 38. Tencent MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 39. Tencent SWOT Analysis
Table 40. Tencent Business Overview
Table 41. Tencent Recent Developments
Table 42. NetEase Basic Information
Table 43. NetEase MMO Games Product Overview
Table 44. NetEase MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 45. NetEase SWOT Analysis
Table 46. NetEase Business Overview
Table 47. NetEase Recent Developments
Table 48. Activision Blizzard(Microsoft) Basic Information
Table 49. Activision Blizzard(Microsoft) MMO Games Product Overview
Table 50. Activision Blizzard(Microsoft) MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 51. Activision Blizzard(Microsoft) SWOT Analysis
Table 52. Activision Blizzard(Microsoft) Business Overview
Table 53. Activision Blizzard(Microsoft) Recent Developments
Table 54. Supercell Basic Information
Table 55. Supercell MMO Games Product Overview
Table 56. Supercell MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 57. Supercell Business Overview
Table 58. Supercell Recent Developments
Table 59. NEXON Basic Information
Table 60. NEXON MMO Games Product Overview
Table 61. NEXON MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 62. NEXON Business Overview
Table 63. NEXON Recent Developments
Table 64. NCSoft Basic Information
Table 65. NCSoft MMO Games Product Overview
Table 66. NCSoft MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 67. NCSoft Business Overview
Table 68. NCSoft Recent Developments
Table 69. Electronic Arts Basic Information
Table 70. Electronic Arts MMO Games Product Overview
Table 71. Electronic Arts MMO Games Revenue (M USD) and Gross Margin

+357 96 030922
info@marketpublishers.com

(2020-2025)
Table 72. Electronic Arts Business Overview
Table 73. Electronic Arts Recent Developments
Table 74. Bluehole Basic Information
Table 75. Bluehole MMO Games Product Overview
Table 76. Bluehole MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 77. Bluehole Business Overview
Table 78. Bluehole Recent Developments
Table 79. Mixi Inc. Basic Information
Table 80. Mixi Inc. MMO Games Product Overview
Table 81. Mixi Inc. MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 82. Mixi Inc. Business Overview
Table 83. Mixi Inc. Recent Developments
Table 84. SQUARE ENIX Basic Information
Table 85. SQUARE ENIX MMO Games Product Overview
Table 86. SQUARE ENIX MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 87. SQUARE ENIX Business Overview
Table 88. SQUARE ENIX Recent Developments
Table 89. ChangYou Basic Information
Table 90. ChangYou MMO Games Product Overview
Table 91. ChangYou MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 92. ChangYou Business Overview
Table 93. ChangYou Recent Developments
Table 94. Shanda Interactive Entertainment Basic Information
Table 95. Shanda Interactive Entertainment MMO Games Product Overview
Table 96. Shanda Interactive Entertainment MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 97. Shanda Interactive Entertainment Business Overview
Table 98. Shanda Interactive Entertainment Recent Developments
Table 99. GungHo Online Entertainment Basic Information
Table 100. GungHo Online Entertainment MMO Games Product Overview
Table 101. GungHo Online Entertainment MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 102. GungHo Online Entertainment Business Overview
Table 103. GungHo Online Entertainment Recent Developments
Table 104. Daybreak Game Company Basic Information
Table 105. Daybreak Game Company MMO Games Product Overview
Table 106. Daybreak Game Company MMO Games Revenue (M USD) and Gross

+357 96 030922
info@marketpublishers.com

Margin (2020-2025)
Table 107. Daybreak Game Company Business Overview
Table 108. Daybreak Game Company Recent Developments
Table 109. Gamigo Basic Information
Table 110. Gamigo MMO Games Product Overview
Table 111. Gamigo MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 112. Gamigo Business Overview
Table 113. Gamigo Recent Developments
Table 114. Jagex Games Studio Basic Information
Table 115. Jagex Games Studio MMO Games Product Overview
Table 116. Jagex Games Studio MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 117. Jagex Games Studio Business Overview
Table 118. Jagex Games Studio Recent Developments
Table 119. Ankama Basic Information
Table 120. Ankama MMO Games Product Overview
Table 121. Ankama MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 122. Ankama Business Overview
Table 123. Ankama Recent Developments
Table 124. Sony Online Entertainment Basic Information
Table 125. Sony Online Entertainment MMO Games Product Overview
Table 126. Sony Online Entertainment MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 127. Sony Online Entertainment Business Overview
Table 128. Sony Online Entertainment Recent Developments
Table 129. Ubisoft Entertainment SA Basic Information
Table 130. Ubisoft Entertainment SA MMO Games Product Overview
Table 131. Ubisoft Entertainment SA MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 132. Ubisoft Entertainment SA Business Overview
Table 133. Ubisoft Entertainment SA Recent Developments
Table 134. Riot Games Basic Information
Table 135. Riot Games MMO Games Product Overview
Table 136. Riot Games MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 137. Riot Games Business Overview
Table 138. Riot Games Recent Developments
Table 139. Valve Corporation Basic Information
Table 140. Valve Corporation MMO Games Product Overview
Table 141. Valve Corporation MMO Games Revenue (M USD) and Gross Margin

+357 96 030922
info@marketpublishers.com

(2020-2025)
Table 142. Valve Corporation Business Overview
Table 143. Valve Corporation Recent Developments
Table 144. Wargaming.net Basic Information
Table 145. Wargaming.net MMO Games Product Overview
Table 146. Wargaming.net MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 147. Wargaming.net Business Overview
Table 148. Wargaming.net Recent Developments
Table 149. Perfect World Entertainment Basic Information
Table 150. Perfect World Entertainment MMO Games Product Overview
Table 151. Perfect World Entertainment MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 152. Perfect World Entertainment Business Overview
Table 153. Perfect World Entertainment Recent Developments
Table 154. Zhejiang Century Huatong Group CO.,LTD. Basic Information
Table 155. Zhejiang Century Huatong Group CO.,LTD. MMO Games Product Overview
Table 156. Zhejiang Century Huatong Group CO.,LTD. MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 157. Zhejiang Century Huatong Group CO.,LTD. Business Overview
Table 158. Zhejiang Century Huatong Group CO.,LTD. Recent Developments
Table 159. 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Basic Information
Table 160. 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. MMO Games Product Overview
Table 161. 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 162. 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Business Overview
Table 163. 37 Interactive Entertainment ?Shanghai?Technology Co., Ltd. Recent Developments
Table 164. HoYoverse Basic Information
Table 165. HoYoverse MMO Games Product Overview
Table 166. HoYoverse MMO Games Revenue (M USD) and Gross Margin (2020-2025)
Table 167. HoYoverse Business Overview
Table 168. HoYoverse Recent Developments
Table 169. Global MMO Games Market Size Forecast by Region (2026-2035) & (M USD)
Table 170. North America MMO Games Market Size Forecast by Country (2026-2035)

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& (M USD)
Table 171. Europe MMO Games Market Size Forecast by Country (2026-2035) & (M USD)
Table 172. Asia Pacific MMO Games Market Size Forecast by Region (2026-2035) & (M USD)
Table 173. South America MMO Games Market Size Forecast by Country (2026-2035) & (M USD)
Table 174. Middle East and Africa MMO Games Market Size Forecast by Country (2026-2035) & (M USD)
Table 175. Global MMO Games Market Size Forecast by Type (2026-2035) & (M USD)
Table 176. Global MMO Games Market Size Forecast by Application (2026-2035) & (M USD)

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List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of MMO Games
Figure 2. Data Triangulation
Figure 3. Key Caveats
Figure 4. Global MMO Games Market Size (M USD), 2025-2035
Figure 5. Global MMO Games Market Size (M USD) (2020-2035)
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. MMO Games Market Size by Country (M USD)
Figure 10. Company Assessment Quadrant
Figure 11. Global MMO Games Product Life Cycle
Figure 12. Global MMO Games Revenue Share by Company in 2025
Figure 13. MMO Games Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
Figure 14. The Global 5 and 10 Largest Players: Market Share by MMO Games Revenue in 2025
Figure 15. Value Chain Map of MMO Games
Figure 16. Global MMO Games Market PEST Analysis
Figure 17. Global MMO Games Market Porter's Five Forces Analysis
Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
Figure 19. Global MMO Games Market Share by Type
Figure 20. Market Share of MMO Games by Type (2020-2025)
Figure 21. Global MMO Games Market Size Growth Rate by Type (2021-2025)
Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
Figure 23. Global MMO Games Market Share by Application
Figure 24. Global MMO Games Market Share by Application (2020-2025)
Figure 25. Global MMO Games Market Share by Application in 2024
Figure 26. Global MMO Games Market Size Growth Rate by Application (2021-2025)
Figure 27. Global MMO Games Market Size Market Share by Region (2020-2025)
Figure 28. North America MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 29. North America MMO Games Market Size Market Share by Country in 2024
Figure 30. U.S. MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 31. Canada MMO Games Market Size (M USD) and Growth Rate (2020-2025)
Figure 32. Mexico MMO Games Market Size (M USD) and Growth Rate (2020-2025)

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Figure 33. Europe MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 34. Europe MMO Games Market Share by Country in 2024
Figure 35. Germany MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 36. France MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 37. U.K. MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 38. Italy MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 39. Spain MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 40. Asia Pacific MMO Games Market Size and Growth Rate (M USD)
Figure 41. Asia Pacific MMO Games Market Size Market Share by Region in 2024
Figure 42. China MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 43. Japan MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 44. South Korea MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 45. India MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 46. Southeast Asia MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 47. South America MMO Games Market Size and Growth Rate (M USD)
Figure 48. South America MMO Games Market Size Market Share by Country in 2024
Figure 49. Brazil MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 50. Argentina MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 51. Columbia MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 52. Middle East and Africa MMO Games Market Size and Growth Rate (M USD)
Figure 53. Middle East and Africa MMO Games Market Size Market Share by Region in 2024
Figure 54. Saudi Arabia MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 55. UAE MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 56. Egypt MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 57. Nigeria MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 58. South Africa MMO Games Market Size and Growth Rate (2020-2025) & (M USD)
Figure 59. Global MMO Games Market Size Forecast by Value (2020-2035) & (M USD)
Figure 60. Global MMO Games Market Share Forecast by Type (2026-2035)
Figure 61. Global MMO Games Market Share Forecast by Application (2026-2035)

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