

Global Mobile Game Publish Service Market Research Report 2026(Status and Outlook)

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Abstracts

Mobile game publish service is a one-stop game listing solution for game developers, covering the entire process from product optimization, platform docking, marketing to operation and maintenance. This service helps developers overcome various challenges in the game publishing process, including the review requirements of various app stores, localization adaptation, user acquisition and monetization strategies, etc. Professional mobile game publishers usually have rich platform resources, mature promotion channels and data analysis capabilities, and can formulate targeted distribution strategies for games of different sizes and types. Services include but are not limited to: Game performance optimization and compatibility testing, multilingual localization, app store aso optimization, advertising and user acquisition, community operation and event planning, data analysis and version iteration, etc. Mobile game publishing services pay special attention to the market characteristics and cultural differences in different regions, helping games to achieve global distribution or regional deep cultivation. With the maturity of the mobile game market, distribution services have become increasingly professional, and publishers focusing on specific categories or regions have emerged to provide developers with more accurate and efficient distribution support, reduce game listing risks, and increase the probability of commercial success. The mobile game publishing service market has emerged as a critical segment within the broader gaming industry, driven by the rapid expansion of mobile gaming worldwide. As the number of smartphone users continues to grow and network infrastructures improve, developers increasingly seek professional publishing partners to navigate the complex landscape of app stores, regional regulations, and global audience reach. Mobile game publishers provide a wide range of services, including localization, platform integration, user acquisition, marketing, app store optimization, and data-driven performance analysis, enabling developers to focus on game creation while maximizing market impact. The market is characterized by intense

competition, with publishers needing to deliver innovative strategies for user engagement, retention, and monetization across diverse regions and genres. Emerging markets, particularly in Asia, Latin America, and the Middle East, present significant growth opportunities, emphasizing the importance of culturally aware and region-specific marketing. At the same time, established markets demand sophisticated approaches to maintain visibility and player loyalty in a crowded ecosystem. Technological advancements, especially in artificial intelligence and analytics, are increasingly leveraged to optimize publishing outcomes, from predictive user behavior models to monetization strategies.

The global Mobile Game Publish Service market size was estimated at USD 1217.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Mobile Game Publish Service 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 Mobile Game Publish Service 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.

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 Mobile Game Publish Service market.

Global Mobile Game Publish Service 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

Electronic Arts
Activision
ZeptoLab
GameHouse
KetchApp
Ayopa Game
Gameloft
PlayPlayFun LLP
Big Fish
Tamatem
Game Insight
tinyBuild LLC
Headup Games
Catness Games
Trailsparkler
Kwalee
Sandsoft International Tech

Market Segmentation (by Type)

International Publish Service
Regional Publish Service

Market Segmentation (by Application)

Casual Mobile Games
Hybrid Casual Mobile Games

Ultra Casual Mobile Games

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 Mobile Game Publish Service Market

Overview of the regional outlook of the Mobile Game Publish Service 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 Mobile Game Publish Service 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 shares the main producing countries of Mobile Game Publish Service, 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

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

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Mobile Game Publish Service

1.2 Key Market Segments

1.2.1 Mobile Game Publish Service Segment by Type

1.2.2 Mobile Game Publish Service 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 MOBILE GAME PUBLISH SERVICE MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MOBILE GAME PUBLISH SERVICE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Mobile Game Publish Service Product Life Cycle

3.3 Global Mobile Game Publish Service Revenue Market Share by Company (2020-2025)

3.4 Mobile Game Publish Service 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 Mobile Game Publish Service Market Competitive Situation and Trends

3.6.1 Mobile Game Publish Service Market Concentration Rate

3.6.2 Global 5 and 10 Largest Mobile Game Publish Service Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MOBILE GAME PUBLISH SERVICE VALUE CHAIN ANALYSIS

4.1 Mobile Game Publish Service Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MOBILE GAME PUBLISH SERVICE 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 Mobile Game Publish Service Market Porter's Five Forces Analysis

6 MOBILE GAME PUBLISH SERVICE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Mobile Game Publish Service Market by Type (2020-2025)
- 6.3 Global Mobile Game Publish Service Market Size Growth Rate by Type (2021-2025)

7 MOBILE GAME PUBLISH SERVICE MARKET SEGMENTATION BY APPLICATION

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

8 MOBILE GAME PUBLISH SERVICE MARKET SEGMENTATION BY REGION

- 8.1 Global Mobile Game Publish Service Market Size by Region
 - 8.1.1 Global Mobile Game Publish Service Market Size by Region

- 8.1.2 Global Mobile Game Publish Service Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Mobile Game Publish Service Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Mobile Game Publish Service 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 Mobile Game Publish Service 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 Mobile Game Publish Service 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 Mobile Game Publish Service 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 Electronic Arts
 - 9.1.1 Electronic Arts Basic Information
 - 9.1.2 Electronic Arts Mobile Game Publish Service Product Overview
 - 9.1.3 Electronic Arts Mobile Game Publish Service Product Market Performance

- 9.1.4 Electronic Arts SWOT Analysis
- 9.1.5 Electronic Arts Business Overview
- 9.1.6 Electronic Arts Recent Developments
- 9.2 Activision
 - 9.2.1 Activision Basic Information
 - 9.2.2 Activision Mobile Game Publish Service Product Overview
 - 9.2.3 Activision Mobile Game Publish Service Product Market Performance
 - 9.2.4 Activision SWOT Analysis
 - 9.2.5 Activision Business Overview
 - 9.2.6 Activision Recent Developments
- 9.3 ZeptoLab
 - 9.3.1 ZeptoLab Basic Information
 - 9.3.2 ZeptoLab Mobile Game Publish Service Product Overview
 - 9.3.3 ZeptoLab Mobile Game Publish Service Product Market Performance
 - 9.3.4 ZeptoLab SWOT Analysis
 - 9.3.5 ZeptoLab Business Overview
 - 9.3.6 ZeptoLab Recent Developments
- 9.4 GameHouse
 - 9.4.1 GameHouse Basic Information
 - 9.4.2 GameHouse Mobile Game Publish Service Product Overview
 - 9.4.3 GameHouse Mobile Game Publish Service Product Market Performance
 - 9.4.4 GameHouse Business Overview
 - 9.4.5 GameHouse Recent Developments
- 9.5 KetchApp
 - 9.5.1 KetchApp Basic Information
 - 9.5.2 KetchApp Mobile Game Publish Service Product Overview
 - 9.5.3 KetchApp Mobile Game Publish Service Product Market Performance
 - 9.5.4 KetchApp Business Overview
 - 9.5.5 KetchApp Recent Developments
- 9.6 Ayopa Game
 - 9.6.1 Ayopa Game Basic Information
 - 9.6.2 Ayopa Game Mobile Game Publish Service Product Overview
 - 9.6.3 Ayopa Game Mobile Game Publish Service Product Market Performance
 - 9.6.4 Ayopa Game Business Overview
 - 9.6.5 Ayopa Game Recent Developments
- 9.7 Gameloft
 - 9.7.1 Gameloft Basic Information
 - 9.7.2 Gameloft Mobile Game Publish Service Product Overview
 - 9.7.3 Gameloft Mobile Game Publish Service Product Market Performance

- 9.7.4 Gameloft Business Overview
- 9.7.5 Gameloft Recent Developments
- 9.8 PlayPlayFun LLP
 - 9.8.1 PlayPlayFun LLP Basic Information
 - 9.8.2 PlayPlayFun LLP Mobile Game Publish Service Product Overview
 - 9.8.3 PlayPlayFun LLP Mobile Game Publish Service Product Market Performance
 - 9.8.4 PlayPlayFun LLP Business Overview
 - 9.8.5 PlayPlayFun LLP Recent Developments
- 9.9 Big Fish
 - 9.9.1 Big Fish Basic Information
 - 9.9.2 Big Fish Mobile Game Publish Service Product Overview
 - 9.9.3 Big Fish Mobile Game Publish Service Product Market Performance
 - 9.9.4 Big Fish Business Overview
 - 9.9.5 Big Fish Recent Developments
- 9.10 Tamatem
 - 9.10.1 Tamatem Basic Information
 - 9.10.2 Tamatem Mobile Game Publish Service Product Overview
 - 9.10.3 Tamatem Mobile Game Publish Service Product Market Performance
 - 9.10.4 Tamatem Business Overview
 - 9.10.5 Tamatem Recent Developments
- 9.11 Game Insight
 - 9.11.1 Game Insight Basic Information
 - 9.11.2 Game Insight Mobile Game Publish Service Product Overview
 - 9.11.3 Game Insight Mobile Game Publish Service Product Market Performance
 - 9.11.4 Game Insight Business Overview
 - 9.11.5 Game Insight Recent Developments
- 9.12 tinyBuild LLC
 - 9.12.1 tinyBuild LLC Basic Information
 - 9.12.2 tinyBuild LLC Mobile Game Publish Service Product Overview
 - 9.12.3 tinyBuild LLC Mobile Game Publish Service Product Market Performance
 - 9.12.4 tinyBuild LLC Business Overview
 - 9.12.5 tinyBuild LLC Recent Developments
- 9.13 Headup Games
 - 9.13.1 Headup Games Basic Information
 - 9.13.2 Headup Games Mobile Game Publish Service Product Overview
 - 9.13.3 Headup Games Mobile Game Publish Service Product Market Performance
 - 9.13.4 Headup Games Business Overview
 - 9.13.5 Headup Games Recent Developments
- 9.14 Catness Games

- 9.14.1 Catness Games Basic Information
- 9.14.2 Catness Games Mobile Game Publish Service Product Overview
- 9.14.3 Catness Games Mobile Game Publish Service Product Market Performance
- 9.14.4 Catness Games Business Overview
- 9.14.5 Catness Games Recent Developments
- 9.15 Trailsparkler
 - 9.15.1 Trailsparkler Basic Information
 - 9.15.2 Trailsparkler Mobile Game Publish Service Product Overview
 - 9.15.3 Trailsparkler Mobile Game Publish Service Product Market Performance
 - 9.15.4 Trailsparkler Business Overview
 - 9.15.5 Trailsparkler Recent Developments
- 9.16 Kwalee
 - 9.16.1 Kwalee Basic Information
 - 9.16.2 Kwalee Mobile Game Publish Service Product Overview
 - 9.16.3 Kwalee Mobile Game Publish Service Product Market Performance
 - 9.16.4 Kwalee Business Overview
 - 9.16.5 Kwalee Recent Developments
- 9.17 Sandsoft International Tech
 - 9.17.1 Sandsoft International Tech Basic Information
 - 9.17.2 Sandsoft International Tech Mobile Game Publish Service Product Overview
 - 9.17.3 Sandsoft International Tech Mobile Game Publish Service Product Market Performance
 - 9.17.4 Sandsoft International Tech Business Overview
 - 9.17.5 Sandsoft International Tech Recent Developments

10 MOBILE GAME PUBLISH SERVICE MARKET FORECAST BY REGION

- 10.1 Global Mobile Game Publish Service Market Size Forecast
- 10.2 Global Mobile Game Publish Service Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Mobile Game Publish Service Market Size Forecast by Country
 - 10.2.3 Asia Pacific Mobile Game Publish Service Market Size Forecast by Region
 - 10.2.4 South America Mobile Game Publish Service Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Mobile Game Publish Service by Country

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

- 11.1 Global Mobile Game Publish Service Market Forecast by Type (2026-2035)

11.1.1 Global Mobile Game Publish Service Market Size Forecast by Type
(2026-2035)

11.2 Global Mobile Game Publish Service Market Forecast by Application (2026-2035)

11.2.1 Global Mobile Game Publish Service Market Size (M USD) Forecast by
Application (2026-2035)

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. Global Mobile Game Publish Service Market Size by Type (M USD)

Table 4. Global Mobile Game Publish Service Market Size by Application

Table 5. Mobile Game Publish Service Market Size Comparison by Region (M USD)

Table 6. Global Mobile Game Publish Service Revenue (M USD) by Company
(2020-2025)

Table 7. Global Mobile Game Publish Service Revenue Share by Company
(2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Mobile Game Publish Service as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Mobile Game Publish Service 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. Mobile Game Publish Service 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 Mobile Game Publish Service Market Size by Type (M USD)

Table 22. Global Mobile Game Publish Service Market Size (M USD) by Type
(2020-2025)

Table 23. Global Mobile Game Publish Service Market Share by Type (2020-2025)

Table 24. Global Mobile Game Publish Service Market Size Growth Rate by Type
(2021-2025)

Table 25. Global Mobile Game Publish Service Market Size by Application

Table 26. Global Mobile Game Publish Service Market Size by Application (2020-2025)
& (M USD)

Table 27. Global Mobile Game Publish Service Market Share by Application
(2020-2025)

Table 28. Global Mobile Game Publish Service Market Size Growth Rate by Application (2021-2025)

Table 29. Global Mobile Game Publish Service Market Size by Region (2020-2025) & (M USD)

Table 30. Global Mobile Game Publish Service Market Size Market Share by Region (2020-2025)

Table 31. North America Mobile Game Publish Service Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Mobile Game Publish Service Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Mobile Game Publish Service Market Size by Region (2020-2025) & (M USD)

Table 34. South America Mobile Game Publish Service Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Mobile Game Publish Service Market Size by Region (2020-2025) & (M USD)

Table 36. Electronic Arts Basic Information

Table 37. Electronic Arts Mobile Game Publish Service Product Overview

Table 38. Electronic Arts Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Electronic Arts SWOT Analysis

Table 40. Electronic Arts Business Overview

Table 41. Electronic Arts Recent Developments

Table 42. Activision Basic Information

Table 43. Activision Mobile Game Publish Service Product Overview

Table 44. Activision Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Activision SWOT Analysis

Table 46. Activision Business Overview

Table 47. Activision Recent Developments

Table 48. ZeptoLab Basic Information

Table 49. ZeptoLab Mobile Game Publish Service Product Overview

Table 50. ZeptoLab Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 51. ZeptoLab SWOT Analysis

Table 52. ZeptoLab Business Overview

Table 53. ZeptoLab Recent Developments

Table 54. GameHouse Basic Information

Table 55. GameHouse Mobile Game Publish Service Product Overview

Table 56. GameHouse Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 57. GameHouse Business Overview

Table 58. GameHouse Recent Developments

Table 59. KetchApp Basic Information

Table 60. KetchApp Mobile Game Publish Service Product Overview

Table 61. KetchApp Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 62. KetchApp Business Overview

Table 63. KetchApp Recent Developments

Table 64. Ayopa Game Basic Information

Table 65. Ayopa Game Mobile Game Publish Service Product Overview

Table 66. Ayopa Game Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Ayopa Game Business Overview

Table 68. Ayopa Game Recent Developments

Table 69. Gameloft Basic Information

Table 70. Gameloft Mobile Game Publish Service Product Overview

Table 71. Gameloft Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Gameloft Business Overview

Table 73. Gameloft Recent Developments

Table 74. PlayPlayFun LLP Basic Information

Table 75. PlayPlayFun LLP Mobile Game Publish Service Product Overview

Table 76. PlayPlayFun LLP Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 77. PlayPlayFun LLP Business Overview

Table 78. PlayPlayFun LLP Recent Developments

Table 79. Big Fish Basic Information

Table 80. Big Fish Mobile Game Publish Service Product Overview

Table 81. Big Fish Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Big Fish Business Overview

Table 83. Big Fish Recent Developments

Table 84. Tamatem Basic Information

Table 85. Tamatem Mobile Game Publish Service Product Overview

Table 86. Tamatem Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Tamatem Business Overview

- Table 88. Tamatem Recent Developments
- Table 89. Game Insight Basic Information
- Table 90. Game Insight Mobile Game Publish Service Product Overview
- Table 91. Game Insight Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. Game Insight Business Overview
- Table 93. Game Insight Recent Developments
- Table 94. tinyBuild LLC Basic Information
- Table 95. tinyBuild LLC Mobile Game Publish Service Product Overview
- Table 96. tinyBuild LLC Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. tinyBuild LLC Business Overview
- Table 98. tinyBuild LLC Recent Developments
- Table 99. Headup Games Basic Information
- Table 100. Headup Games Mobile Game Publish Service Product Overview
- Table 101. Headup Games Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. Headup Games Business Overview
- Table 103. Headup Games Recent Developments
- Table 104. Catness Games Basic Information
- Table 105. Catness Games Mobile Game Publish Service Product Overview
- Table 106. Catness Games Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 107. Catness Games Business Overview
- Table 108. Catness Games Recent Developments
- Table 109. Trailsparkler Basic Information
- Table 110. Trailsparkler Mobile Game Publish Service Product Overview
- Table 111. Trailsparkler Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 112. Trailsparkler Business Overview
- Table 113. Trailsparkler Recent Developments
- Table 114. Kwalee Basic Information
- Table 115. Kwalee Mobile Game Publish Service Product Overview
- Table 116. Kwalee Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)
- Table 117. Kwalee Business Overview
- Table 118. Kwalee Recent Developments
- Table 119. Sandsoft International Tech Basic Information
- Table 120. Sandsoft International Tech Mobile Game Publish Service Product Overview

Table 121. Sandsoft International Tech Mobile Game Publish Service Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Sandsoft International Tech Business Overview

Table 123. Sandsoft International Tech Recent Developments

Table 124. Global Mobile Game Publish Service Market Size Forecast by Region (2026-2035) & (M USD)

Table 125. North America Mobile Game Publish Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 126. Europe Mobile Game Publish Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 127. Asia Pacific Mobile Game Publish Service Market Size Forecast by Region (2026-2035) & (M USD)

Table 128. South America Mobile Game Publish Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 129. Middle East and Africa Mobile Game Publish Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Global Mobile Game Publish Service Market Size Forecast by Type (2026-2035) & (M USD)

Table 131. Global Mobile Game Publish Service Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

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

Figure 29. North America Mobile Game Publish Service Market Size Market Share by Country in 2024

Figure 30. U.S. Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Mobile Game Publish Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Mobile Game Publish Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Mobile Game Publish Service Market Share by Country in 2024

Figure 35. Germany Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Mobile Game Publish Service Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Mobile Game Publish Service Market Size Market Share by Region in 2024

Figure 42. China Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Mobile Game Publish Service Market Size and Growth Rate (M USD)

Figure 48. South America Mobile Game Publish Service Market Size Market Share by Country in 2024

- Figure 49. Brazil Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 50. Argentina Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 51. Columbia Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 52. Middle East and Africa Mobile Game Publish Service Market Size and Growth Rate (M USD)
- Figure 53. Middle East and Africa Mobile Game Publish Service Market Size Market Share by Region in 2024
- Figure 54. Saudi Arabia Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 55. UAE Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 56. Egypt Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. Nigeria Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 58. South Africa Mobile Game Publish Service Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. Global Mobile Game Publish Service Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 60. Global Mobile Game Publish Service Market Share Forecast by Type (2026-2035)
- Figure 61. Global Mobile Game Publish Service Market Share Forecast by Application (2026-2035)

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