

Global Mobile TCG Market Research Report 2026(Status and Outlook)

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Abstracts

Mobile Trading Card Games (TCG) or Collectible Card Games (CCG) refer to digital strategy games designed and optimized primarily for play on smartphones and tablet devices. These games emulate the core mechanics of physical TCGs, where players collect virtual cards (often through blind packs or in-game purchases), build custom decks based on a fixed set of rules, and engage in turn-based competitive play (PvP) against other players. Due to the nature of mobile platforms, these titles often feature simplified interfaces, shorter match times (typically 3 to 10 minutes), and streamlined resource management to facilitate quick, on-the-go play. While some are direct digital adaptations of classic franchises (like Magic: The Gathering Arena), others are original designs (like Marvel Snap), innovating with mechanics specifically tailored for a touch-screen and fast-paced mobile environment.

The global Mobile TCG market size was estimated at USD 1136.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 9.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Mobile TCG 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 TCG 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 TCG market.

Global Mobile TCG 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

Konami
Nuverse
Cygames
Wizards of the Coast
2K Games
Blizzard Entertainment
Riot Game
Pokemon

Market Segmentation (by Type)

iOS

Android

Market Segmentation (by Application)

Male

Female

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 TCG Market

Overview of the regional outlook of the Mobile TCG Market:

Customization of the Report

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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 Mobile TCG 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 TCG, 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Mobile TCG

1.2 Key Market Segments

1.2.1 Mobile TCG Segment by Type

1.2.2 Mobile TCG 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 TCG MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MOBILE TCG MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Mobile TCG Product Life Cycle

3.3 Global Mobile TCG Revenue Market Share by Company (2020-2025)

3.4 Mobile TCG 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 TCG Market Competitive Situation and Trends

3.6.1 Mobile TCG Market Concentration Rate

3.6.2 Global 5 and 10 Largest Mobile TCG Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MOBILE TCG VALUE CHAIN ANALYSIS

4.1 Mobile TCG Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MOBILE TCG 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 TCG Market Porter's Five Forces Analysis

6 MOBILE TCG MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Mobile TCG Market by Type (2020-2025)

6.3 Global Mobile TCG Market Size Growth Rate by Type (2021-2025)

7 MOBILE TCG MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Mobile TCG Market Size (M USD) by Application (2020-2025)

7.3 Global Mobile TCG Market Size Growth Rate by Application (2021-2025)

8 MOBILE TCG MARKET SEGMENTATION BY REGION

8.1 Global Mobile TCG Market Size by Region

8.1.1 Global Mobile TCG Market Size by Region

8.1.2 Global Mobile TCG Market Size Market Share by Region

8.2 North America

8.2.1 North America Mobile TCG 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 TCG 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 TCG 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 TCG 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 TCG 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 Konami

9.1.1 Konami Basic Information

9.1.2 Konami Mobile TCG Product Overview

9.1.3 Konami Mobile TCG Product Market Performance

9.1.4 Konami SWOT Analysis

9.1.5 Konami Business Overview

9.1.6 Konami Recent Developments

9.2 Nuverse

9.2.1 Nuverse Basic Information

9.2.2 Nuverse Mobile TCG Product Overview

- 9.2.3 Nuverse Mobile TCG Product Market Performance
- 9.2.4 Nuverse SWOT Analysis
- 9.2.5 Nuverse Business Overview
- 9.2.6 Nuverse Recent Developments
- 9.3 Cygames
 - 9.3.1 Cygames Basic Information
 - 9.3.2 Cygames Mobile TCG Product Overview
 - 9.3.3 Cygames Mobile TCG Product Market Performance
 - 9.3.4 Cygames SWOT Analysis
 - 9.3.5 Cygames Business Overview
 - 9.3.6 Cygames Recent Developments
- 9.4 Wizards of the Coast
 - 9.4.1 Wizards of the Coast Basic Information
 - 9.4.2 Wizards of the Coast Mobile TCG Product Overview
 - 9.4.3 Wizards of the Coast Mobile TCG Product Market Performance
 - 9.4.4 Wizards of the Coast Business Overview
 - 9.4.5 Wizards of the Coast Recent Developments
- 9.5 2K Games
 - 9.5.1 2K Games Basic Information
 - 9.5.2 2K Games Mobile TCG Product Overview
 - 9.5.3 2K Games Mobile TCG Product Market Performance
 - 9.5.4 2K Games Business Overview
 - 9.5.5 2K Games Recent Developments
- 9.6 Blizzard Entertainment
 - 9.6.1 Blizzard Entertainment Basic Information
 - 9.6.2 Blizzard Entertainment Mobile TCG Product Overview
 - 9.6.3 Blizzard Entertainment Mobile TCG Product Market Performance
 - 9.6.4 Blizzard Entertainment Business Overview
 - 9.6.5 Blizzard Entertainment Recent Developments
- 9.7 Riot Game
 - 9.7.1 Riot Game Basic Information
 - 9.7.2 Riot Game Mobile TCG Product Overview
 - 9.7.3 Riot Game Mobile TCG Product Market Performance
 - 9.7.4 Riot Game Business Overview
 - 9.7.5 Riot Game Recent Developments
- 9.8 Pokemon
 - 9.8.1 Pokemon Basic Information
 - 9.8.2 Pokemon Mobile TCG Product Overview
 - 9.8.3 Pokemon Mobile TCG Product Market Performance

9.8.4 Pokemon Business Overview

9.8.5 Pokemon Recent Developments

10 MOBILE TCG MARKET FORECAST BY REGION

10.1 Global Mobile TCG Market Size Forecast

10.2 Global Mobile TCG Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Mobile TCG Market Size Forecast by Country

10.2.3 Asia Pacific Mobile TCG Market Size Forecast by Region

10.2.4 South America Mobile TCG Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Mobile TCG by Country

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

11.1 Global Mobile TCG Market Forecast by Type (2026-2035)

11.1.1 Global Mobile TCG Market Size Forecast by Type (2026-2035)

11.2 Global Mobile TCG Market Forecast by Application (2026-2035)

11.2.1 Global Mobile TCG 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 TCG Market Size by Type (M USD)
- Table 4. Global Mobile TCG Market Size by Application
- Table 5. Mobile TCG Market Size Comparison by Region (M USD)
- Table 6. Global Mobile TCG Revenue (M USD) by Company (2020-2025)
- Table 7. Global Mobile TCG Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Mobile TCG 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 TCG 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 TCG 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 TCG Market Size by Type (M USD)
- Table 22. Global Mobile TCG Market Size (M USD) by Type (2020-2025)
- Table 23. Global Mobile TCG Market Share by Type (2020-2025)
- Table 24. Global Mobile TCG Market Size Growth Rate by Type (2021-2025)
- Table 25. Global Mobile TCG Market Size by Application
- Table 26. Global Mobile TCG Market Size by Application (2020-2025) & (M USD)
- Table 27. Global Mobile TCG Market Share by Application (2020-2025)
- Table 28. Global Mobile TCG Market Size Growth Rate by Application (2021-2025)
- Table 29. Global Mobile TCG Market Size by Region (2020-2025) & (M USD)
- Table 30. Global Mobile TCG Market Size Market Share by Region (2020-2025)
- Table 31. North America Mobile TCG Market Size by Country (2020-2025) & (M USD)
- Table 32. Europe Mobile TCG Market Size by Country (2020-2025) & (M USD)
- Table 33. Asia Pacific Mobile TCG Market Size by Region (2020-2025) & (M USD)
- Table 34. South America Mobile TCG Market Size by Country (2020-2025) & (M USD)

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

Table 36. Konami Basic Information

Table 37. Konami Mobile TCG Product Overview

Table 38. Konami Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Konami SWOT Analysis

Table 40. Konami Business Overview

Table 41. Konami Recent Developments

Table 42. Nuverse Basic Information

Table 43. Nuverse Mobile TCG Product Overview

Table 44. Nuverse Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Nuverse SWOT Analysis

Table 46. Nuverse Business Overview

Table 47. Nuverse Recent Developments

Table 48. Cygames Basic Information

Table 49. Cygames Mobile TCG Product Overview

Table 50. Cygames Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Cygames SWOT Analysis

Table 52. Cygames Business Overview

Table 53. Cygames Recent Developments

Table 54. Wizards of the Coast Basic Information

Table 55. Wizards of the Coast Mobile TCG Product Overview

Table 56. Wizards of the Coast Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Wizards of the Coast Business Overview

Table 58. Wizards of the Coast Recent Developments

Table 59. 2K Games Basic Information

Table 60. 2K Games Mobile TCG Product Overview

Table 61. 2K Games Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 62. 2K Games Business Overview

Table 63. 2K Games Recent Developments

Table 64. Blizzard Entertainment Basic Information

Table 65. Blizzard Entertainment Mobile TCG Product Overview

Table 66. Blizzard Entertainment Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Blizzard Entertainment Business Overview

Table 68. Blizzard Entertainment Recent Developments

Table 69. Riot Game Basic Information

Table 70. Riot Game Mobile TCG Product Overview

- Table 71. Riot Game Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. Riot Game Business Overview
- Table 73. Riot Game Recent Developments
- Table 74. Pokemon Basic Information
- Table 75. Pokemon Mobile TCG Product Overview
- Table 76. Pokemon Mobile TCG Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. Pokemon Business Overview
- Table 78. Pokemon Recent Developments
- Table 79. Global Mobile TCG Market Size Forecast by Region (2026-2035) & (M USD)
- Table 80. North America Mobile TCG Market Size Forecast by Country (2026-2035) & (M USD)
- Table 81. Europe Mobile TCG Market Size Forecast by Country (2026-2035) & (M USD)
- Table 82. Asia Pacific Mobile TCG Market Size Forecast by Region (2026-2035) & (M USD)
- Table 83. South America Mobile TCG Market Size Forecast by Country (2026-2035) & (M USD)
- Table 84. Middle East and Africa Mobile TCG Market Size Forecast by Country (2026-2035) & (M USD)
- Table 85. Global Mobile TCG Market Size Forecast by Type (2026-2035) & (M USD)
- Table 86. Global Mobile TCG Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Mobile TCG
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Mobile TCG Market Size (M USD), 2025-2035
- Figure 5. Global Mobile TCG 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 TCG Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Mobile TCG Product Life Cycle
- Figure 12. Global Mobile TCG Revenue Share by Company in 2025
- Figure 13. Mobile TCG 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 TCG Revenue in 2025
- Figure 15. Value Chain Map of Mobile TCG
- Figure 16. Global Mobile TCG Market PEST Analysis
- Figure 17. Global Mobile TCG Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Mobile TCG Market Share by Type
- Figure 20. Market Share of Mobile TCG by Type (2020-2025)
- Figure 21. Global Mobile TCG Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Mobile TCG Market Share by Application
- Figure 24. Global Mobile TCG Market Share by Application (2020-2025)
- Figure 25. Global Mobile TCG Market Share by Application in 2024
- Figure 26. Global Mobile TCG Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Mobile TCG Market Size Market Share by Region (2020-2025)
- Figure 28. North America Mobile TCG Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Mobile TCG Market Size Market Share by Country in 2024
- Figure 30. U.S. Mobile TCG Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 31. Canada Mobile TCG Market Size (M USD) and Growth Rate (2020-2025)
- Figure 32. Mexico Mobile TCG Market Size (M USD) and Growth Rate (2020-2025)
- Figure 33. Europe Mobile TCG Market Size and Growth Rate (2020-2025) & (M USD)

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

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