

Global Video Games Buy and Rent Service Market Research Report 2026(Status and Outlook)

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Abstracts

The video game buy and rent service industry has a promising future with the increasing popularity of gaming and the growing demand for convenient access to a wide range of games. The global gaming industry is experiencing significant growth, with more people engaging in gaming as a form of entertainment. This trend is expected to continue, creating a larger customer base for video game buy and rent services. The shift towards digital distribution of games has made it easier for buy and rent services to offer a wide selection of games without the need for physical copies. This allows for greater convenience and accessibility for customers. Video game buy and rent services provide a cost-effective alternative to purchasing games outright. This appeals to gamers who want to try out different games without committing to buying them at full price.

The global Video Games Buy and Rent Service market size was estimated at USD 1820.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 7.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Video Games Buy and Rent 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 Video Games Buy and Rent 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 Video Games Buy and Rent Service market.

Global Video Games Buy and Rent 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

gm2p
GameFly
Console Classix
FlexShopper
Reddit
Amazon Prime Gaming
EA Play
Boomerang
Google Play Pass
Rentle
Classic Arcade Game Rentals
Xbox Game Pass

PlayStation Now
Utomik
GeForce Now
Internet Archive
Netflix Games
Stadia Pro
Redbox
Epic Games Store

Market Segmentation (by Type)

Online Rental Services
Subscription Services
Others

Market Segmentation (by Application)

Physical Game Store
Online Game Store

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 Video Games Buy and Rent Service Market
Overview of the regional outlook of the Video Games Buy and Rent 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 Video Games Buy and Rent 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 Video Games Buy and Rent 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Video Games Buy and Rent Service

1.2 Key Market Segments

1.2.1 Video Games Buy and Rent Service Segment by Type

1.2.2 Video Games Buy and Rent 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 VIDEO GAMES BUY AND RENT SERVICE MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 VIDEO GAMES BUY AND RENT SERVICE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Video Games Buy and Rent Service Product Life Cycle

3.3 Global Video Games Buy and Rent Service Revenue Market Share by Company (2020-2025)

3.4 Video Games Buy and Rent 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 Video Games Buy and Rent Service Market Competitive Situation and Trends

3.6.1 Video Games Buy and Rent Service Market Concentration Rate

3.6.2 Global 5 and 10 Largest Video Games Buy and Rent Service Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 VIDEO GAMES BUY AND RENT SERVICE VALUE CHAIN ANALYSIS

4.1 Video Games Buy and Rent Service Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF VIDEO GAMES BUY AND RENT 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 Video Games Buy and Rent Service Market Porter's Five Forces Analysis

6 VIDEO GAMES BUY AND RENT SERVICE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Video Games Buy and Rent Service Market by Type (2020-2025)
- 6.3 Global Video Games Buy and Rent Service Market Size Growth Rate by Type (2021-2025)

7 VIDEO GAMES BUY AND RENT SERVICE MARKET SEGMENTATION BY APPLICATION

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

8 VIDEO GAMES BUY AND RENT SERVICE MARKET SEGMENTATION BY REGION

8.1 Global Video Games Buy and Rent Service Market Size by Region

8.1.1 Global Video Games Buy and Rent Service Market Size by Region

8.1.2 Global Video Games Buy and Rent Service Market Size Market Share by Region

8.2 North America

8.2.1 North America Video Games Buy and Rent 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 Video Games Buy and Rent 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 Video Games Buy and Rent 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 Video Games Buy and Rent 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 Video Games Buy and Rent 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 gm2p

9.1.1 gm2p Basic Information

9.1.2 gm2p Video Games Buy and Rent Service Product Overview

9.1.3 gm2p Video Games Buy and Rent Service Product Market Performance

9.1.4 gm2p SWOT Analysis

9.1.5 gm2p Business Overview

9.1.6 gm2p Recent Developments

9.2 GameFly

9.2.1 GameFly Basic Information

9.2.2 GameFly Video Games Buy and Rent Service Product Overview

9.2.3 GameFly Video Games Buy and Rent Service Product Market Performance

9.2.4 GameFly SWOT Analysis

9.2.5 GameFly Business Overview

9.2.6 GameFly Recent Developments

9.3 Console Classix

9.3.1 Console Classix Basic Information

9.3.2 Console Classix Video Games Buy and Rent Service Product Overview

9.3.3 Console Classix Video Games Buy and Rent Service Product Market

Performance

9.3.4 Console Classix SWOT Analysis

9.3.5 Console Classix Business Overview

9.3.6 Console Classix Recent Developments

9.4 FlexShopper

9.4.1 FlexShopper Basic Information

9.4.2 FlexShopper Video Games Buy and Rent Service Product Overview

9.4.3 FlexShopper Video Games Buy and Rent Service Product Market Performance

9.4.4 FlexShopper Business Overview

9.4.5 FlexShopper Recent Developments

9.5 Reddit

9.5.1 Reddit Basic Information

9.5.2 Reddit Video Games Buy and Rent Service Product Overview

9.5.3 Reddit Video Games Buy and Rent Service Product Market Performance

9.5.4 Reddit Business Overview

9.5.5 Reddit Recent Developments

9.6 Amazon Prime Gaming

9.6.1 Amazon Prime Gaming Basic Information

9.6.2 Amazon Prime Gaming Video Games Buy and Rent Service Product Overview

9.6.3 Amazon Prime Gaming Video Games Buy and Rent Service Product Market

Performance

- 9.6.4 Amazon Prime Gaming Business Overview
- 9.6.5 Amazon Prime Gaming Recent Developments
- 9.7 EA Play
 - 9.7.1 EA Play Basic Information
 - 9.7.2 EA Play Video Games Buy and Rent Service Product Overview
 - 9.7.3 EA Play Video Games Buy and Rent Service Product Market Performance
 - 9.7.4 EA Play Business Overview
 - 9.7.5 EA Play Recent Developments
- 9.8 Boomerang
 - 9.8.1 Boomerang Basic Information
 - 9.8.2 Boomerang Video Games Buy and Rent Service Product Overview
 - 9.8.3 Boomerang Video Games Buy and Rent Service Product Market Performance
 - 9.8.4 Boomerang Business Overview
 - 9.8.5 Boomerang Recent Developments
- 9.9 Google Play Pass
 - 9.9.1 Google Play Pass Basic Information
 - 9.9.2 Google Play Pass Video Games Buy and Rent Service Product Overview
 - 9.9.3 Google Play Pass Video Games Buy and Rent Service Product Market Performance
 - 9.9.4 Google Play Pass Business Overview
 - 9.9.5 Google Play Pass Recent Developments
- 9.10 Rentle
 - 9.10.1 Rentle Basic Information
 - 9.10.2 Rentle Video Games Buy and Rent Service Product Overview
 - 9.10.3 Rentle Video Games Buy and Rent Service Product Market Performance
 - 9.10.4 Rentle Business Overview
 - 9.10.5 Rentle Recent Developments
- 9.11 Classic Arcade Game Rentals
 - 9.11.1 Classic Arcade Game Rentals Basic Information
 - 9.11.2 Classic Arcade Game Rentals Video Games Buy and Rent Service Product Overview
 - 9.11.3 Classic Arcade Game Rentals Video Games Buy and Rent Service Product Market Performance
 - 9.11.4 Classic Arcade Game Rentals Business Overview
 - 9.11.5 Classic Arcade Game Rentals Recent Developments
- 9.12 Xbox Game Pass
 - 9.12.1 Xbox Game Pass Basic Information
 - 9.12.2 Xbox Game Pass Video Games Buy and Rent Service Product Overview
 - 9.12.3 Xbox Game Pass Video Games Buy and Rent Service Product Market

Performance

- 9.12.4 Xbox Game Pass Business Overview
- 9.12.5 Xbox Game Pass Recent Developments

9.13 PlayStation Now

- 9.13.1 PlayStation Now Basic Information
- 9.13.2 PlayStation Now Video Games Buy and Rent Service Product Overview
- 9.13.3 PlayStation Now Video Games Buy and Rent Service Product Market

Performance

- 9.13.4 PlayStation Now Business Overview
- 9.13.5 PlayStation Now Recent Developments

9.14 Utomik

- 9.14.1 Utomik Basic Information
- 9.14.2 Utomik Video Games Buy and Rent Service Product Overview
- 9.14.3 Utomik Video Games Buy and Rent Service Product Market Performance
- 9.14.4 Utomik Business Overview
- 9.14.5 Utomik Recent Developments

9.15 GeForce Now

- 9.15.1 GeForce Now Basic Information
- 9.15.2 GeForce Now Video Games Buy and Rent Service Product Overview
- 9.15.3 GeForce Now Video Games Buy and Rent Service Product Market

Performance

- 9.15.4 GeForce Now Business Overview
- 9.15.5 GeForce Now Recent Developments

9.16 Internet Archive

- 9.16.1 Internet Archive Basic Information
- 9.16.2 Internet Archive Video Games Buy and Rent Service Product Overview
- 9.16.3 Internet Archive Video Games Buy and Rent Service Product Market

Performance

- 9.16.4 Internet Archive Business Overview
- 9.16.5 Internet Archive Recent Developments

9.17 Netflix Games

- 9.17.1 Netflix Games Basic Information
- 9.17.2 Netflix Games Video Games Buy and Rent Service Product Overview
- 9.17.3 Netflix Games Video Games Buy and Rent Service Product Market

Performance

- 9.17.4 Netflix Games Business Overview
- 9.17.5 Netflix Games Recent Developments

9.18 Stadia Pro

- 9.18.1 Stadia Pro Basic Information

- 9.18.2 Stadia Pro Video Games Buy and Rent Service Product Overview
- 9.18.3 Stadia Pro Video Games Buy and Rent Service Product Market Performance
- 9.18.4 Stadia Pro Business Overview
- 9.18.5 Stadia Pro Recent Developments

9.19 Redbox

- 9.19.1 Redbox Basic Information
- 9.19.2 Redbox Video Games Buy and Rent Service Product Overview
- 9.19.3 Redbox Video Games Buy and Rent Service Product Market Performance
- 9.19.4 Redbox Business Overview
- 9.19.5 Redbox Recent Developments

9.20 Epic Games Store

- 9.20.1 Epic Games Store Basic Information
- 9.20.2 Epic Games Store Video Games Buy and Rent Service Product Overview
- 9.20.3 Epic Games Store Video Games Buy and Rent Service Product Market Performance
- 9.20.4 Epic Games Store Business Overview
- 9.20.5 Epic Games Store Recent Developments

10 VIDEO GAMES BUY AND RENT SERVICE MARKET FORECAST BY REGION

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

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

- 11.1 Global Video Games Buy and Rent Service Market Forecast by Type (2026-2035)
 - 11.1.1 Global Video Games Buy and Rent Service Market Size Forecast by Type (2026-2035)
- 11.2 Global Video Games Buy and Rent Service Market Forecast by Application (2026-2035)
 - 11.2.1 Global Video Games Buy and Rent 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 Video Games Buy and Rent Service Market Size by Type (M USD)

Table 4. Global Video Games Buy and Rent Service Market Size by Application

Table 5. Video Games Buy and Rent Service Market Size Comparison by Region (M USD)

Table 6. Global Video Games Buy and Rent Service Revenue (M USD) by Company (2020-2025)

Table 7. Global Video Games Buy and Rent Service Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Video Games Buy and Rent 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 Video Games Buy and Rent 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. Video Games Buy and Rent 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 Video Games Buy and Rent Service Market Size by Type (M USD)

Table 22. Global Video Games Buy and Rent Service Market Size (M USD) by Type (2020-2025)

Table 23. Global Video Games Buy and Rent Service Market Share by Type (2020-2025)

Table 24. Global Video Games Buy and Rent Service Market Size Growth Rate by Type (2021-2025)

Table 25. Global Video Games Buy and Rent Service Market Size by Application

Table 26. Global Video Games Buy and Rent Service Market Size by Application (2020-2025) & (M USD)

Table 27. Global Video Games Buy and Rent Service Market Share by Application (2020-2025)

Table 28. Global Video Games Buy and Rent Service Market Size Growth Rate by Application (2021-2025)

Table 29. Global Video Games Buy and Rent Service Market Size by Region (2020-2025) & (M USD)

Table 30. Global Video Games Buy and Rent Service Market Size Market Share by Region (2020-2025)

Table 31. North America Video Games Buy and Rent Service Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Video Games Buy and Rent Service Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Video Games Buy and Rent Service Market Size by Region (2020-2025) & (M USD)

Table 34. South America Video Games Buy and Rent Service Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Video Games Buy and Rent Service Market Size by Region (2020-2025) & (M USD)

Table 36. gm2p Basic Information

Table 37. gm2p Video Games Buy and Rent Service Product Overview

Table 38. gm2p Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 39. gm2p SWOT Analysis

Table 40. gm2p Business Overview

Table 41. gm2p Recent Developments

Table 42. GameFly Basic Information

Table 43. GameFly Video Games Buy and Rent Service Product Overview

Table 44. GameFly Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 45. GameFly SWOT Analysis

Table 46. GameFly Business Overview

Table 47. GameFly Recent Developments

Table 48. Console Classix Basic Information

Table 49. Console Classix Video Games Buy and Rent Service Product Overview

Table 50. Console Classix Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Console Classix SWOT Analysis

Table 52. Console Classix Business Overview

Table 53. Console Classix Recent Developments

Table 54. FlexShopper Basic Information

Table 55. FlexShopper Video Games Buy and Rent Service Product Overview

Table 56. FlexShopper Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 57. FlexShopper Business Overview

Table 58. FlexShopper Recent Developments

Table 59. Reddit Basic Information

Table 60. Reddit Video Games Buy and Rent Service Product Overview

Table 61. Reddit Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Reddit Business Overview

Table 63. Reddit Recent Developments

Table 64. Amazon Prime Gaming Basic Information

Table 65. Amazon Prime Gaming Video Games Buy and Rent Service Product Overview

Table 66. Amazon Prime Gaming Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 67. Amazon Prime Gaming Business Overview

Table 68. Amazon Prime Gaming Recent Developments

Table 69. EA Play Basic Information

Table 70. EA Play Video Games Buy and Rent Service Product Overview

Table 71. EA Play Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 72. EA Play Business Overview

Table 73. EA Play Recent Developments

Table 74. Boomerang Basic Information

Table 75. Boomerang Video Games Buy and Rent Service Product Overview

Table 76. Boomerang Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Boomerang Business Overview

Table 78. Boomerang Recent Developments

Table 79. Google Play Pass Basic Information

Table 80. Google Play Pass Video Games Buy and Rent Service Product Overview

Table 81. Google Play Pass Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Google Play Pass Business Overview

Table 83. Google Play Pass Recent Developments

Table 84. Rentle Basic Information

Table 85. Rentle Video Games Buy and Rent Service Product Overview

Table 86. Rentle Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Rentle Business Overview

Table 88. Rentle Recent Developments

Table 89. Classic Arcade Game Rentals Basic Information

Table 90. Classic Arcade Game Rentals Video Games Buy and Rent Service Product Overview

Table 91. Classic Arcade Game Rentals Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Classic Arcade Game Rentals Business Overview

Table 93. Classic Arcade Game Rentals Recent Developments

Table 94. Xbox Game Pass Basic Information

Table 95. Xbox Game Pass Video Games Buy and Rent Service Product Overview

Table 96. Xbox Game Pass Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Xbox Game Pass Business Overview

Table 98. Xbox Game Pass Recent Developments

Table 99. PlayStation Now Basic Information

Table 100. PlayStation Now Video Games Buy and Rent Service Product Overview

Table 101. PlayStation Now Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 102. PlayStation Now Business Overview

Table 103. PlayStation Now Recent Developments

Table 104. Utomik Basic Information

Table 105. Utomik Video Games Buy and Rent Service Product Overview

Table 106. Utomik Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 107. Utomik Business Overview

Table 108. Utomik Recent Developments

Table 109. GeForce Now Basic Information

Table 110. GeForce Now Video Games Buy and Rent Service Product Overview

Table 111. GeForce Now Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 112. GeForce Now Business Overview

Table 113. GeForce Now Recent Developments

Table 114. Internet Archive Basic Information

Table 115. Internet Archive Video Games Buy and Rent Service Product Overview

Table 116. Internet Archive Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 117. Internet Archive Business Overview

Table 118. Internet Archive Recent Developments

Table 119. Netflix Games Basic Information

Table 120. Netflix Games Video Games Buy and Rent Service Product Overview

Table 121. Netflix Games Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Netflix Games Business Overview

Table 123. Netflix Games Recent Developments

Table 124. Stadia Pro Basic Information

Table 125. Stadia Pro Video Games Buy and Rent Service Product Overview

Table 126. Stadia Pro Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Stadia Pro Business Overview

Table 128. Stadia Pro Recent Developments

Table 129. Redbox Basic Information

Table 130. Redbox Video Games Buy and Rent Service Product Overview

Table 131. Redbox Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 132. Redbox Business Overview

Table 133. Redbox Recent Developments

Table 134. Epic Games Store Basic Information

Table 135. Epic Games Store Video Games Buy and Rent Service Product Overview

Table 136. Epic Games Store Video Games Buy and Rent Service Revenue (M USD) and Gross Margin (2020-2025)

Table 137. Epic Games Store Business Overview

Table 138. Epic Games Store Recent Developments

Table 139. Global Video Games Buy and Rent Service Market Size Forecast by Region (2026-2035) & (M USD)

Table 140. North America Video Games Buy and Rent Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 141. Europe Video Games Buy and Rent Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 142. Asia Pacific Video Games Buy and Rent Service Market Size Forecast by Region (2026-2035) & (M USD)

Table 143. South America Video Games Buy and Rent Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 144. Middle East and Africa Video Games Buy and Rent Service Market Size Forecast by Country (2026-2035) & (M USD)

Table 145. Global Video Games Buy and Rent Service Market Size Forecast by Type

(2026-2035) & (M USD)

Table 146. Global Video Games Buy and Rent Service Market Size Forecast by
Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

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

Region (2020-2025)

Figure 28. North America Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America Video Games Buy and Rent Service Market Size Market Share by Country in 2024

Figure 30. U.S. Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Video Games Buy and Rent Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Video Games Buy and Rent Service Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Video Games Buy and Rent Service Market Share by Country in 2024

Figure 35. Germany Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Video Games Buy and Rent Service Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Video Games Buy and Rent Service Market Size Market Share by Region in 2024

Figure 42. China Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Video Games Buy and Rent Service Market Size and Growth Rate (M USD)

Figure 48. South America Video Games Buy and Rent Service Market Size Market Share by Country in 2024

Figure 49. Brazil Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Video Games Buy and Rent Service Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Video Games Buy and Rent Service Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Video Games Buy and Rent Service Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Video Games Buy and Rent Service Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Video Games Buy and Rent Service Market Share Forecast by Type (2026-2035)

Figure 61. Global Video Games Buy and Rent Service Market Share Forecast by Application (2026-2035)

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