

Global Social Casino Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)

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Abstracts

The report entitled “Global Social Casino Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)”, provides analysis of the global social casino, with detailed analysis of market size and growth. The analysis includes the market by value, by segment, by platform and by region. The report also provides detailed segment analysis and regional analysis of North America, Asia and Europe.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global social casino has also been forecasted for the years 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Zynga Inc., Playtika Ltd., Scientific Games Corporation and Caesars Entertainment Corporation are some of the key operating players in the global social casino market. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

Region Coverage

North America

Asia

Europe

ROW

Company Coverage

Caesars Entertainment Corporation

Playtika Ltd.

Scientific Games Corporation

Zynga Inc.

Executive Summary

Social casino is a sub segment of social gaming which permit players to play casino based social games, which is inspired by real money versions of the casino games. Social casino gaming is the gambling of a virtual currency without the chance of real loss or gain. Generally, there are two business models employed in the social casino gaming industry named as Up-front and Free game or freemium or free-to-play commercial model. The different categories or types of social games are casino style, poker, slots, bingo and various other table games.

The global social casino market has witnessed stable growth in the past few years and the growth surged in 2020 owing to imposition of lockdown due to COVID-19 and causing closure of casinos. Furthermore, the market is expected to grow at a healthy rate during the forecasted period (2021-2025) the market would further propel with a poised growth rate. The growth of global advanced wound care market would be supported by the growth drivers such as escalation of smart devices and connections, upsurge in gaming & smartphones traffic, rising global population, increasing internet penetration etc. However, the growth of global social casino market is being obstructed by various challenges such as, government regulation, reliance on third party, etc.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

- 2.1 Gaming: An Overview
- 2.2 Social Gaming: An Overview
- 2.3 Social Casino: An Overview
- 2.4 Categories of Social Casino: An Overview
- 2.5 Advantages & Disadvantages of Social Casino

3. GLOBAL MARKET ANALYSIS

- 3.1 Global Gaming Market: An Analysis
 - 3.1.1 Global Gaming Market by Value
 - 3.1.2 Global Gaming Market by Segments (social gaming and other)
- 3.2 Global Social Gaming Market: An Analysis
 - 3.2.1 Global Social Gaming Market by Value
- 3.3 Global Social Casino Market: An Analysis
 - 3.3.1 Global Social Casino Market by Value
 - 3.3.2 Global Social Casino Market by Segment (slots, bingo and other)
 - 3.3.3 Global Social Casino Market by Platform (mobile and desktop)
 - 3.3.4 Global Social Casino Market by Region (North America, Asia, Europe, and ROW)
- 3.4 Global Social Casino Market: Segment Analysis
 - 3.4.1 Global Slots Market by Value
 - 3.4.2 Global Bingo Market by Value
- 3.5 Global Social Casino Market: Platform Analysis
 - 3.5.1 Global Mobile Social Casino Market by Value
 - 3.5.2 Global Desktop Social Casino Market by Value

4. REGIONAL MARKET ANALYSIS

- 4.1 North America Social Casino Market: An Analysis
 - 4.1.1 North America Social Casino Market by Value
- 4.2 Asia Social Casino Market: An Analysis
 - 4.2.1 Asia Social Casino Market by Value
- 4.3 Europe Social Casino Market: An Analysis

4.3.1 Europe Social Casino Market by Value

5. IMPACT OF COVID-19

5.1 Impact on Global Social Casino Market

5.1.1 Social Casinos Gaining Prominence due to Covid-19

5.1.2 Importance of Compliance

5.1.3 Impact on Social Casino Apps in the US

6. MARKET DYNAMICS

6.1 Growth Drivers

6.1.1 Escalation of Smart Devices and Connections

6.1.2 Upsurge in Gaming and Smartphones Traffic

6.1.3 Rising Global Population

6.1.4 Growing Number of Social Media Users

6.1.5 Increasing Internet Penetration

6.2 Challenges

6.2.1 Government Regulations

6.2.2 Reliance on Third Party

6.3 Market Trends

6.3.1 Augment Reality (AR) Technology

6.3.2 Electronic Sports

6.3.3 Virtual Reality (VR) Technology

6.3.4 Fifth-Generation Wireless (5G) Technology

6.3.5 Cloud Gaming

7. COMPETITIVE LANDSCAPE

7.1 Global Social Casino Market Players: A Financial Comparison

7.2 The US Social Casino Slots Market Share by Players

7.3 The U.S. Top 10 Social Casino Titles

7.4 UK Top 10 Social Casino Titles

7.5 Germany Top 10 Social Casino Titles

7.6 France Top 10 Social Casino Titles

7.7 Brazil Top 10 Social Casino Titles

8. COMPANY PROFILES

8.1 Zynga Inc.

8.1.1 Business Overview

8.1.2 Financial Overview

8.1.3 Business Strategy

8.2 Playtika Ltd.

8.2.1 Business Overview

8.2.2 Financial Overview

8.2.3 Business Strategy

8.3 Scientific Games Corporation

8.3.1 Business Overview

8.3.2 Financial Overview

8.3.3 Business Strategy

8.4 Caesars Entertainment Corporation

8.4.1 Business Overview

8.4.2 Financial Overview

8.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

- Figure 1: Different Platform for Gaming
- Figure 2: Features of Social Gaming
- Figure 3: The Freemium or Free-to-Play Model
- Figure 4: Categories of Social Casino
- Figure 5: Advantages & Disadvantages of Social Casino
- Figure 6: Global Gaming Market by Value; 2016-2020 (US\$ Billion)
- Figure 7: Global Gaming Market by Value; 2021-2025 (US\$ Billion)
- Figure 8: Global Gaming Market by Segments; 2020 (Percentage, %)
- Figure 9: Global Social Gaming Market by Value; 2016-2020 (US\$ Billion)
- Figure 10: Global Social Gaming Market by Value; 2021-2025 (US\$ Billion)
- Figure 11: Global Social Casino Market by Value; 2016-2020 (US\$ Billion)
- Figure 12: Global Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 13: Global Social Casino Market by Segment; 2020 (Percentage, %)
- Figure 14: Global Social Casino Market by Platform; 2020 (Percentage, %)
- Figure 15: Global Social Casino Market by Region; 2020 (Percentage, %)
- Figure 16: Global Slots Market by Value; 2020-2025 (US\$ Billion)
- Figure 17: Global Bingo Market by Value; 2020-2025 (US\$ Million)
- Figure 18: Global Mobile Social Casino Market by Value; 2017-2020 (US\$ Billion)
- Figure 19: Global Mobile Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 20: Global Desktop Social Casino Market by Value; 2017-2020 (US\$ Billion)
- Figure 21: Global Desktop Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 22: North America Social Casino Market by Value; 2016-2020 (US\$ Billion)
- Figure 23: North America Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 24: Asia Social Casino Market by Value; 2016-2020 (US\$ Billion)
- Figure 25: Asia Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 26: Europe Social Casino Market by Value; 2016-2020 (US\$ Billion)
- Figure 27: Europe Social Casino Market by Value; 2021-2025 (US\$ Billion)
- Figure 28: Global Mobile Devices and Connections; 2018-2023 (Billion)
- Figure 29: Global Mobile Devices and Connections by Device Type; 2018-2023 (Percentage, %)
- Figure 30: Global Smartphone Traffic, Internet Traffic and Gaming Traffic Share; 2016-2021 (Exabyte Per Month)
- Figure 31: Global Population by Age Groups; 2015-2030 (Million)
- Figure 32: Global Number of Social Media Users; 2016-2021 (Billion)
- Figure 33: Global Number of Internet Users; 2018-2023 (Billion)

- Figure 34: Global Internet Users Growth Rate; 2018-2023 (Percentage, %)
- Figure 35: The US Social Casino Market Share by Players; 2020 (Percentage, %)
- Figure 36: Zynga Inc. Total Revenue; 2016-2020 (US\$ Million)
- Figure 37: Zynga Inc. Total Revenue by Segments; 2020 (Percentage, %)
- Figure 38: Zynga Inc. Total Revenue by Region; 2020 (Percentage, %)
- Figure 39: Playtika Ltd. Revenue; 2018-2020 (US\$ Billion)
- Figure 40: Playtika Ltd. Revenue by Platform; 2020 (Percentage, %)
- Figure 41: Playtika Ltd. Revenue by Region; 2020 (Percentage, %)
- Figure 42: Scientific Games Corporation Total Revenue; 2016-2020 (US\$ Billion)
- Figure 43: Scientific Games Corporation Total Revenue by Segment; 2020 (Percentage, %)
- Figure 44: Scientific Games Corporation Total Revenue by Region; 2020 (Percentage, %)
- Figure 45: Caesars Entertainment Corporation Net Revenue; 2016-2020 (US\$ Billion)
- Figure 46: Caesars Entertainment Corporation Net Revenue by Segment; 2020 (Percentage, %)
- Table 1: Global Social Casino Market Players: A Financial Comparison; 2020 (US\$ Billion/US\$ Million)
- Table 2: The U.S. Top 10 Social Casino Titles
- Table 3: UK Top 10 Social Casino Titles
- Table 4: Germany Top 10 Social Casino Titles
- Table 5: France Top 10 Social Casino Titles
- Table 6: Brazil Top 10 Social Casino Titles

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