

Global Gacha Games Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Gacha Games market size will reach 5,096.94 Million USD in 2025 and is projected to reach 12,443.94 Million USD by 2032, with a CAGR of 13.60% (2025-2032). Notably, the China Gacha Games market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Gacha games are a genre of mobile and online games that incorporate a virtual “capsule-toy vending machine” mechanic, where players spend in-game currency or real money to obtain randomized virtual items, characters, or equipment. Originating from Japanese game design, these games emphasize collecting and upgrading diverse characters or assets, often featuring gacha pulls that offer varying rarity levels and probabilities. Players are motivated by the excitement of chance and the desire to build strong teams or collections, with many gacha games incorporating role-playing, strategy, or social elements. Despite their popularity for engaging gameplay and progression systems, gacha games have sparked discussions around monetization and gambling-like mechanics.

The major global suppliers of Gacha Games include Genshin Impact (HoYoverse), Fire Emblem Heroes (Nintendo), Langrisser (Zlongame), Azur Lane (Shanghai Manjuu), Pokemon Masters (DeNA), Star Wars, Marvel Strike Force, Dragon Ball Legends (Dimps), Dragalia Lost (Cygames) (CyberAgent), Raid: Shadow Legends, etc. The

global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Gacha Games. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Gacha Games market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Gacha Games market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Gacha Games industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Gacha Games Include:

Genshin Impact (HoYoverse)

Fire Emblem Heroes (Nintendo)

Langrisser (Zlongame)

Azur Lane (Shanghai Manjuu)

Pokemon Masters (DeNA)

Star Wars

Marvel Strike Force

Dragon Ball Legends (Dimps)

Dragalia Lost (Cygames) (CyberAgent)

Raid: Shadow Legends

Gacha Games Product Segment Include:

RPG Games

Card Games

Others

Gacha Games Product Application Include:

Android Platform

iOS Platform

PC and Web Browser

Others

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