

Global Sim Racing Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Sim Racing market size will reach 2,056.44 Million USD in 2025 and is projected to reach 7,507.25 Million USD by 2032, with a CAGR of 20.32% (2025-2032). Notably, the China Sim Racing 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

Sim racing, short for simulated racing, is a form of motorsport that takes place in a virtual environment using simulation software and specialized racing hardware. Participants, known as sim racers, use computer simulations that accurately replicate the physics, handling characteristics, and tracks of real-life race cars. With detailed car models and lifelike track layouts, sim racing provides a realistic racing experience, allowing enthusiasts to compete against each other in multiplayer sessions or organized online races and leagues. Sim racing has become increasingly popular due to its accessibility, affordability, and the ability to compete against others from anywhere in the world, offering an engaging alternative for racing enthusiasts to hone their skills and experience the thrill of motorsport from home.

The major global suppliers of Sim Racing include PXN, Logitech, BenQ, Thrustmaster, MOZA Racing, SIMAGIC, Asetek, CAMMUS, Fanatec, X-MOTION, AOC, CXC Simulations, Heusinkveld, SimXperience, GTR Simulator GTA, VIOTEK, PNS, 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 Sim Racing. 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 Sim Racing 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 Sim Racing 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 Sim Racing 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 Sim Racing Include:

PXN

Logitech

BenQ

Thrustmaster

MOZA Racing

SIMAGIC

Asetek

CAMMUS

Fanatec

X-MOTION

AOC

CXC Simulations

Heusinkveld

SimXperience

GTR Simulator GTA

VIOTEK

PNS

Sim Racing Product Segment Include:

Wheel & Wheel Bases

Monitor

Pedals

Others

Sim Racing Product Application Include:

Professional

Amateur

Chapter Scope

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