

Esports Market: Segmented: By Device Type (Smart Phone, Smart TV, Desktop -Laptop-Tablets, Gaming Console), By Streaming Type (On Demand, Live), By Application (Platform, Service), By Revenue Stream (Media Rights, Game Publisher Fee, Sponsorship, Digital Advertisement, Tickets, and Merchandise), And Region – Global Analysis of Market Size, Share & Trends For 2019–2021 And Forecasts To 2031

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Abstracts

[170+ pages Report] Esports Market to surpass USD 8.8 billion by 2031 from USD 1.4 billion in 2021 at a CAGR of 20.6% in the coming years, i.e., 2021-2031.

Product Overview

Esports, which is elongated as electronic sports, is a kind of video game competition. Esports are usually organized multiplayer video game events between professional players, either individually or in teams. It describes the competitive and structured video gaming scene. In actuality, competitive video gaming is a rapidly expanding global phenomenon with millions of followers and billions of dollars on the line. Casual gamers have become serious stars because of streaming services and live events, with seven-figure wages and enormous commercial endorsements.

Market Highlights

Esports Market is expected to project a notable CAGR of 20.6% by 2031

Factors like rising viewing and a drop in outdoor sporting activity as a result of the COVID-19 pandemic. Furthermore, market growth is influenced by increasing

penetration among young gamers as well as influencer-driven marketing. The popularity of social media and live video streaming among young people has fueled the eSports market. Many eSports companies are enlisting athletes and sportspeople to help promote their products, which is helping the market flourish.

Global Esports Market: Segments

Gaming Console segment is expected to grow with the highest CAGR during 2021-31

On the basis of Device Type, the global Esports Market is fragmented into Smart Phone, Smart TV, Desktop -Laptop-Tablets, and Gaming Console. In previous years, the gaming console segment dominated the Esports market share, and this trend is projected to continue over the forecast period. The segment's growth may be ascribed to a variety of advantages supplied by this device type, including excellent gaming quality, which leads to a much better gaming experience, high security, and so on.

Game Publisher Fee segment is expected to grow with the highest CAGR during 2021-31

Global Esports Market is classified on the basis of Revenue Stream into Media Rights, Game Publisher Fee, Sponsorship, Digital Advertisement, and Tickets and Merchandise. In previous years, the game publisher fee segment dominated the total Esports market, and this trend is projected to continue during the projection period. This is due to the growing use of Esports in the gaming industry to obtain a strategic and competitive advantage over their competitors. Furthermore, it offers a complete gaming solution as well as a platform for e-sport tournaments, propelling the sector forward.

Market Dynamics

Drivers

The growing awareness of Video Games and the rising popularity of Esports

The e-sport market is growing due to a number of causes, including increased knowledge of video games and the increased popularity of Esport. Additionally, significant players' long-term investment initiatives and an increase in the number of tournaments and events with large prize pools will generate attractive prospects in the market during the projection period.

Higher penetration of the smartphones in the emerging economies

Smartphone adoption is increasing in developing nations due to a variety of variables

including rising per capita income, cost affordability, and the availability of various low-cost choices with considerable features, among others. This boosts the popularity of online smartphone and video gaming. Video games have been providing children with amusement for decades.

Restraint

Lack of Standardization

The threat of esports gambling/betting, as well as a lack of standardization, are hampering the business negatively.

Global Esports Market: Key Players

Activision Blizzard, Inc.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

CJ Corporation

Electronic Arts

FACEIT

Gameloft SE

Gfinity

Kabam

Modern Times Group

Nintendo

NVIDIA Corporation

Other Prominent Players

Global Esports Market: Regions

Global Esports Market is segmented based on regional analysis into five major regions: North America, Latin America, Europe, Asia Pacific and the Middle East and Africa.

Over the projection period, Asia Pacific is expected to lead the market. Over the projection period, Asia Pacific is expected to lead the market. The expansion of esports has been hastened by the region's increasing adoption of mobile gaming and internet usage. Over the projection period, an increasing number of breakthroughs and initiatives are predicted to move the industry forward. In previous years, North America had the biggest revenue share, with the United States leading the way. For years together, the area has conquered the business, with PC gaming providing a more specific audience.

Impact of COVID-19 on the Esports Market

The rising number of COVID-19 positive cases prompted a global lockdown, forcing people to stay at home for extended periods of time and increasing the use of online gaming for entertainment and relaxation. This has resulted in a huge surge in the use of E-sports solutions. As a result, end users are increasingly demanding these solutions.

Global Esports Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, Japan, and Rest of Asia Pacific

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, South Africa, and Rest of Middle East and Africa

Global Esports Market report also contains analysis on:

Esports Market Segments:

By Device Type

Smart Phone

Smart TV

Desktop -Laptop-Tablets

Gaming Console

By Streaming Type

On Demand

Live

By Application

Platform

Service

By Revenue Stream

Media Rights

Game Publisher Fee

Sponsorship

Digital Advertisement

Tickets and Merchandise

Esports Market Dynamics

Esports Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Esports Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 1.4 billion

Revenue forecast in 2031 USD 8.8 billion

Growth Rate CAGR of 20.6% from 2021 to 2031

Base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Device Type, Streaming Type, Application, Revenue Stream, and Region

Regional scope

North America, Europe, Asia Pacific, Latin America, Middle East & Africa (MEA)

Key companies profiled Activision Blizzard, Inc., CJ Corporation, Electronic Arts, FACEIT, Gameloft SE, Gfinity, Kabam, Modern Times Group, Nintendo, NVIDIA Corporation, and Other Prominent Players.

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL ESPORTS MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. GLOBAL ESPORTS MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. GLOBAL ESPORTS MARKET

11.1. Market Size & forecast, 2020A-2031F

11.1.1. By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

11.1.2. By Volume (Million Units) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12. GLOBAL ESPORTS MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(U.S. and Canada), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.2. Latin America: (Latin America), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.3. Europe: (United Kingdom, France, Germany, and Rest of Europe), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.4. Asia-Pacific: (China, India, Japan, Rest of Asia Pacific), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.5. Middle East and Africa: (North Africa, South Africa, Rest of Middle East and Africa), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.2. By Device Type: Market Share (2020-2031F)

12.2.1. Smart Phone, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

- 12.2.2. Smart TV, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
- 12.2.3. Desktop -Laptop-Tablets, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
- 12.2.4. Gaming Console, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
- 12.3. By Streaming Type: Market Share (2020-2031F)
 - 12.3.1. On Demand, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.3.2. Live, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
- 12.4. By Application: Market Share (2020-2031F)
 - 12.4.1. Platform, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.4.2. Service, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
- 12.5. By Revenue Stream: Market Share (2020-2031F)
 - 12.5.1. Media Rights, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.5.2. Game Publisher Fee, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.5.3. Sponsorship, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.5.4. Digital Advertisement, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F
 - 12.5.5. Tickets and Merchandise, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

13. COMPANY PROFILE

- 13.1. Activision Blizzard, Inc.
 - 13.1.1. Company Overview
 - 13.1.2. Company Total Revenue (Financials)
 - 13.1.3. Market Potential
 - 13.1.4. Global Presence
 - 13.1.5. Key Performance Indicators
 - 13.1.6. SWOT Analysis
 - 13.1.7. Product Launch
- 13.2. CJ Corporation
- 13.3. Electronic Arts
- 13.4. FACEIT
- 13.5. Gameloft SE
- 13.6. Gfinity

- 13.7. Kabam
- 13.8. Modern Times Group
- 13.9. Nintendo
- 13.10. NVIDIA Corporation
- 13.11. Other Prominent Players

14. CONSULTANT RECOMMENDATION

**The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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