

Global Esports Market 2022-2028

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Abstracts

Esports, short for electronic sports, are video games that are played in a highly organized competitive environment. These games can range from popular, team-oriented multiplayer online battle arenas (MOBAs), to single player first person shooters, to survival battle royales, to virtual reconstructions of physical sports. According to market research study published by Gen Consulting Company, the global esports market stood at around USD 1,904 million in 2021 and is projected to rise to a worth of USD 10,258 million by 2028 end, thereby garnering a CAGR of 27.2% during 2022-2028.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global esports market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the esports industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the revenue model, and region. The global market for esports can be segmented by revenue model: sponsorships, media rights, advertising, tickets and merchandise, others. The sponsorships segment is estimated to account for the largest share of the global esports market. Esports market is further segmented by region: Asia Pacific, Europe, North America, Rest of the World (RoW). North America held the largest revenue share in 2021.

By revenue model:

 sponsorships

 media rights

advertising

tickets and merchandise

others

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The report has also analysed the competitive landscape of the global esports market with some of the key players being Activision Blizzard, Inc., Bethesda Softworks LLC, Capcom Co., Ltd., Douyu International Holdings Ltd., Electronic Arts Inc., Gfinity plc, GungHo Online Entertainment, Inc., HUYA Inc., Konami Digital Entertainment Co., Ltd., Kuu Hubb Oy, Mad Catz Global Limited, Microsoft Corp., Modern Times Group, NetEase, Inc., Nintendo Co., Ltd., Parlay Games Inc., Sega Corporation, Sony Corporation, Square Enix Holdings Co., Ltd., Stars Group Inc., Tencent Holdings Ltd., Turner Broadcasting System, Inc., Twitch Interactive (Amazon.com, Inc.), Ubisoft Entertainment SA, Zynga Inc., among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global esports market.

To classify and forecast the global esports market based on revenue model, region.

To identify drivers and challenges for the global esports market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global esports market.

To identify and analyze the profile of leading players operating in the global esports market.

Why Choose This Report

Gain a reliable outlook of the global esports market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Activision Blizzard, Inc.
Bethesda Softworks LLC
Capcom Co., Ltd.
Douyu International Holdings Ltd.
Electronic Arts Inc.
Gfinity plc
GungHo Online Entertainment, Inc.
HUYA Inc.
Konami Digital Entertainment Co., Ltd.
Kuu Hubb Oy
Mad Catz Global Limited
Microsoft Corp.
Modern Times Group
NetEase, Inc.
Nintendo Co., Ltd.
Parlay Games Inc.
Sega Corporation
Sony Corporation
Square Enix Holdings Co., Ltd.
Stars Group Inc.
Tencent Holdings Ltd.
Turner Broadcasting System, Inc.
Twitch Interactive (Amazon.com, Inc.)
Ubisoft Entertainment SA
Zynga Inc.

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