

Virtual Goods Market in China 2023

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Abstracts

The market for virtual goods and services has grown significantly in recent years, driven in part by the increasing popularity of online gaming, social media platforms, and e-commerce sites. Virtual goods and services can offer a range of benefits, including increased user engagement, new revenue streams for platform operators, and greater access to entertainment and education for users. According to the latest research, the virtual goods market in China is poised to grow by USD 156.6 billion during 2023-2029, progressing at a CAGR of 8.47% during the forecast period.

This industry report offers market estimates of the China market, followed by a detailed analysis of the type. The China market data on virtual goods can be segmented by type: games, leisure and entertainment, lifestyle services, telecommunications.

The China virtual goods market is highly competitive. The leading players in the virtual goods market include Fulu Holdings Limited, Baidu Inc, China Mobile Communications Group Co. Ltd. (CMCC), China Telecommunications Corporation, China Unicom Group Co. Ltd., NetEase Inc., Tencent Holdings Ltd.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive coverage of the market across different market segments, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the China Virtual Goods Market

Identify segments/areas to invest in over the forecast period in the China Virtual Goods Market

Understand the competitive environment, the market's leading players

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

Strategy consulting and research support for three months.

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Leisure and entertainment

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Fulu Holdings Limited

Baidu, Inc

China Mobile Communications Group Co., Ltd. (CMCC)

China Telecommunications Corporation

China Unicom Group Co., Ltd.

NetEase, Inc.

Tencent Holdings Ltd.

Part 6. Methodology

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