

# Global Anime-Style Open-World Games Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Anime-Style Open-World Games market size is expected to reach \$ 5972 million by 2032, rising at a market growth of 10.5% CAGR during the forecast period (2026-2032).

Anime-style open-world games refer to digital games that combine anime-inspired character design, stylized visual presentation, fantasy, sci-fi or urban supernatural worldbuilding, open-world exploration, real-time combat, character collection and progression, narrative quests, resource gathering and long-term live-service updates. Major product forms include open-world adventure RPGs, open-world action RPGs, shared open-world RPGs and open-world styling or life-adventure games. The upstream value chain mainly includes game engines, 3D modeling and animation, character concept art, motion capture, music and audio production, server and cloud infrastructure, payment systems, publishing channels, user acquisition and localization services. The downstream market covers global mobile, PC and console players, with core users including anime-oriented players, open-world RPG players, action game players and consumers of character collection and story-driven content. The industry gross margin in 2025 is generally estimated at 58%–72%. Leading live-service titles benefit from reusable character assets, global publishing, strong paying-user conversion and stable content updates, while new projects usually face significant pressure from R&D amortization, platform fees, server costs, continuous content updates and user acquisition expenses.

In terms of current market conditions, anime-style open-world games have moved beyond the early stage driven by one or two benchmark titles and are entering a more diversified phase of competition across developers, themes and platforms. Competition in this category is no longer limited to character artwork, gacha design or the existence

of an open-world map. It increasingly depends on character development, combat systems, exploration density, narrative presentation, update cadence and community operations. Leading titles benefit from accumulated content, global publishing experience and stable user communities, while new entrants are seeking differentiation through urban fantasy, sci-fi settings, anime IP adaptation, styling and fashion gameplay, and multiplayer exploration. As players demand better visuals, smoother controls, richer map interactions, stronger storytelling and more balanced monetization, the entry threshold continues to rise, making simple imitation of leading products increasingly difficult.

Looking ahead, anime-style open-world games are expected to evolve toward higher production quality, industrialized development pipelines, cross-platform interoperability, global simultaneous publishing and long-term live-service operations. Mobile platforms will remain important for user acquisition and monetization, while PC and console platforms will become more important for core player retention, visual performance, combat experience and content visibility. Cross-platform accounts, synchronized progression and unified global versions are likely to become standard features for major titles. Developers will place greater emphasis on content production efficiency and version management by using modular map development, reusable combat assets, AI-assisted art production, automated testing and real-time rendering optimization. Monetization is also likely to shift from heavy reliance on character gacha toward a more diversified structure involving characters, cosmetics, passes, collaboration events and community-driven content consumption.

The main growth drivers come from the global expansion of anime culture, stronger acceptance of virtual characters among younger users, the immersive nature of open-world gameplay and the amplification effect of livestreaming, short-video platforms and online communities. Compared with linear RPGs or lightweight anime-style mobile games, anime-style open-world games are more capable of creating long-term companionship and recurring community discussion. Characters, storylines, maps and live events can all become reusable content assets that repeatedly bring users back. Chinese developers have developed strong capabilities in art production, monetization design, cross-platform publishing and live operations, while Korean and Japanese developers may compete through IP resources, action-game experience and anime culture foundations. As more projects move into global release, differences in theme, combat experience and content update efficiency will become key factors shaping market share.

The main constraints are high development costs, rapid content consumption,

expensive user acquisition, platform fee pressure and long operating cycles. Open-world products require much heavier investment in maps, art assets, storylines, voice acting, combat systems, servers and multi-platform optimization than ordinary anime-style mobile games. If a game suffers from slow updates, repetitive gameplay, poor optimization or overly aggressive monetization after launch, user churn and community backlash can occur quickly. In addition, regulatory requirements related to minors, gacha mechanics, virtual currencies, data compliance, payment rules and content review are becoming more important across regions, affecting both global publishing and monetization design. Future market expansion will not be guaranteed simply by the launch of more projects. Sustainable growth will still depend on a limited number of companies with stable R&D investment, continuous content supply, global operating capabilities and effective community management.

This report studies the global Anime-Style Open-World Games demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Anime-Style Open-World Games, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Anime-Style Open-World Games that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Anime-Style Open-World Games total market, 2021-2032, (USD Million)

Global Anime-Style Open-World Games total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Anime-Style Open-World Games total market, key domestic companies, and share, (USD Million)

Global Anime-Style Open-World Games revenue by player, revenue and market share 2021-2026, (USD Million)

Global Anime-Style Open-World Games total market by Type, CAGR, 2021-2032, (USD Million)

Global Anime-Style Open-World Games total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Anime-Style Open-World Games market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include miHoYo, Kuro Games, Perfect World Games, Infold Games,

Hero Entertainment, Netmarble, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Anime-Style Open-World Games market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Anime-Style Open-World Games Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Anime-Style Open-World Games Market, Segmentation by Type:

Open-World Adventure RPG

Open-World Action RPG

Shared Open-World MMORPG

Other

Global Anime-Style Open-World Games Market, Segmentation by World Setting:

Fantasy World Setting

Sci-Fi / Post-Apocalyptic Setting

Urban Supernatural Setting

IP-Based Anime Setting

Others

Global Anime-Style Open-World Games Market, Segmentation by Application:

Mobile Game

PC Game

Console Game

Cross-Platform Game

Others

Companies Profiled:

miHoYo

Kuro Games

Perfect World Games

Infold Games

Hero Entertainment

Netmarble

### Key Questions Answered

1. How big is the global Anime-Style Open-World Games market?
2. What is the demand of the global Anime-Style Open-World Games market?
3. What is the year over year growth of the global Anime-Style Open-World Games market?
4. What is the total value of the global Anime-Style Open-World Games market?
5. Who are the Major Players in the global Anime-Style Open-World Games market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 Anime-Style Open-World Games Introduction
- 1.2 World Anime-Style Open-World Games Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Anime-Style Open-World Games Total Market by Region (by Headquarter Location)
  - 1.3.1 World Anime-Style Open-World Games Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.3 China Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.4 Europe Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.5 Japan Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.6 South Korea Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company Anime-Style Open-World Games Revenue (2021-2032)
  - 1.3.8 India Based Company Anime-Style Open-World Games Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 Anime-Style Open-World Games Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.2 World Anime-Style Open-World Games Consumption Value by Region
  - 2.2.1 World Anime-Style Open-World Games Consumption Value by Region (2021-2026)
  - 2.2.2 World Anime-Style Open-World Games Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.4 China Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.5 Europe Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.6 Japan Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.7 South Korea Anime-Style Open-World Games Consumption Value (2021-2032)
- 2.8 ASEAN Anime-Style Open-World Games Consumption Value (2021-2032)

## 2.9 India Anime-Style Open-World Games Consumption Value (2021-2032)

### **3 WORLD ANIME-STYLE OPEN-WORLD GAMES COMPANIES COMPETITIVE ANALYSIS**

#### 3.1 World Anime-Style Open-World Games Revenue by Player (2021-2026)

#### 3.2 Industry Rank and Concentration Rate (CR)

##### 3.2.1 Global Anime-Style Open-World Games Industry Rank of Major Players

##### 3.2.2 Global Concentration Ratios (CR4) for Anime-Style Open-World Games in 2025

##### 3.2.3 Global Concentration Ratios (CR8) for Anime-Style Open-World Games in 2025

#### 3.3 Anime-Style Open-World Games Company Evaluation Quadrant

#### 3.4 Anime-Style Open-World Games Market: Overall Company Footprint Analysis

##### 3.4.1 Anime-Style Open-World Games Market: Region Footprint

##### 3.4.2 Anime-Style Open-World Games Market: Company Product Type Footprint

##### 3.4.3 Anime-Style Open-World Games Market: Company Product Application Footprint

#### 3.5 Competitive Environment

##### 3.5.1 Historical Structure of the Industry

##### 3.5.2 Barriers of Market Entry

##### 3.5.3 Factors of Competition

#### 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

#### 4.1 United States VS China: Anime-Style Open-World Games Revenue Comparison (by Headquarter Location)

##### 4.1.1 United States VS China: Anime-Style Open-World Games Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

##### 4.1.2 United States VS China: Anime-Style Open-World Games Revenue Market Share Comparison (2021 & 2025 & 2032)

#### 4.2 United States Based Companies VS China Based Companies: Anime-Style Open-World Games Consumption Value Comparison

##### 4.2.1 United States VS China: Anime-Style Open-World Games Consumption Value Comparison (2021 & 2025 & 2032)

##### 4.2.2 United States VS China: Anime-Style Open-World Games Consumption Value Market Share Comparison (2021 & 2025 & 2032)

#### 4.3 United States Based Anime-Style Open-World Games Companies and Market Share, 2021-2026

##### 4.3.1 United States Based Anime-Style Open-World Games Companies, Headquarters

(States, Country)

4.3.2 United States Based Companies Anime-Style Open-World Games Revenue, (2021-2026)

4.4 China Based Companies Anime-Style Open-World Games Revenue and Market Share, 2021-2026

4.4.1 China Based Anime-Style Open-World Games Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Anime-Style Open-World Games Revenue, (2021-2026)

4.5 Rest of World Based Anime-Style Open-World Games Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Anime-Style Open-World Games Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Anime-Style Open-World Games Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World Anime-Style Open-World Games Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Open-World Adventure RPG

5.2.2 Open-World Action RPG

5.2.3 Shared Open-World MMORPG

5.2.4 Other

5.3 Market Segment by Type

5.3.1 World Anime-Style Open-World Games Market Size by Type (2021-2026)

5.3.2 World Anime-Style Open-World Games Market Size by Type (2027-2032)

5.3.3 World Anime-Style Open-World Games Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY WORLD SETTING**

6.1 World Anime-Style Open-World Games Market Size Overview by World Setting: 2021 VS 2025 VS 2032

6.2 Segment Introduction by World Setting

6.2.1 Fantasy World Setting

6.2.2 Sci-Fi / Post-Apocalyptic Setting

6.2.3 Urban Supernatural Setting

6.2.4 IP-Based Anime Setting

6.2.5 Others

6.3 Market Segment by World Setting

6.3.1 World Anime-Style Open-World Games Market Size by World Setting (2021-2026)

6.3.2 World Anime-Style Open-World Games Market Size by World Setting (2027-2032)

6.3.3 World Anime-Style Open-World Games Market Size Market Share by World Setting (2027-2032)

## **7 MARKET ANALYSIS BY APPLICATION**

7.1 World Anime-Style Open-World Games Market Size Overview by Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Application

7.2.1 Mobile Game

7.2.2 PC Game

7.2.3 Console Game

7.2.4 Cross-Platform Game

7.2.5 Others

7.3 Market Segment by Application

7.3.1 World Anime-Style Open-World Games Market Size by Application (2021-2026)

7.3.2 World Anime-Style Open-World Games Market Size by Application (2027-2032)

7.3.3 World Anime-Style Open-World Games Market Size Market Share by Application (2021-2032)

## **8 COMPANY PROFILES**

8.1 miHoYo

8.1.1 miHoYo Details

8.1.2 miHoYo Major Business

8.1.3 miHoYo Anime-Style Open-World Games Product and Services

8.1.4 miHoYo Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)

8.1.5 miHoYo Recent Developments/Updates

8.1.6 miHoYo Competitive Strengths & Weaknesses

8.2 Kuro Games

8.2.1 Kuro Games Details

8.2.2 Kuro Games Major Business

- 8.2.3 Kuro Games Anime-Style Open-World Games Product and Services
- 8.2.4 Kuro Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)
- 8.2.5 Kuro Games Recent Developments/Updates
- 8.2.6 Kuro Games Competitive Strengths & Weaknesses
- 8.3 Perfect World Games
  - 8.3.1 Perfect World Games Details
  - 8.3.2 Perfect World Games Major Business
  - 8.3.3 Perfect World Games Anime-Style Open-World Games Product and Services
  - 8.3.4 Perfect World Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)
  - 8.3.5 Perfect World Games Recent Developments/Updates
  - 8.3.6 Perfect World Games Competitive Strengths & Weaknesses
- 8.4 Infold Games
  - 8.4.1 Infold Games Details
  - 8.4.2 Infold Games Major Business
  - 8.4.3 Infold Games Anime-Style Open-World Games Product and Services
  - 8.4.4 Infold Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)
  - 8.4.5 Infold Games Recent Developments/Updates
  - 8.4.6 Infold Games Competitive Strengths & Weaknesses
- 8.5 Hero Entertainment
  - 8.5.1 Hero Entertainment Details
  - 8.5.2 Hero Entertainment Major Business
  - 8.5.3 Hero Entertainment Anime-Style Open-World Games Product and Services
  - 8.5.4 Hero Entertainment Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)
  - 8.5.5 Hero Entertainment Recent Developments/Updates
  - 8.5.6 Hero Entertainment Competitive Strengths & Weaknesses
- 8.6 Netmarble
  - 8.6.1 Netmarble Details
  - 8.6.2 Netmarble Major Business
  - 8.6.3 Netmarble Anime-Style Open-World Games Product and Services
  - 8.6.4 Netmarble Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026)
  - 8.6.5 Netmarble Recent Developments/Updates
  - 8.6.6 Netmarble Competitive Strengths & Weaknesses

## **9 INDUSTRY CHAIN ANALYSIS**

- 9.1 Anime-Style Open-World Games Industry Chain
- 9.2 Anime-Style Open-World Games Upstream Analysis
- 9.3 Anime-Style Open-World Games Midstream Analysis
- 9.4 Anime-Style Open-World Games Downstream Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

- 11.1 Methodology
- 11.2 Research Process and Data Source
- 11.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World Anime-Style Open-World Games Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Anime-Style Open-World Games Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Anime-Style Open-World Games Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Anime-Style Open-World Games Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Anime-Style Open-World Games Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Anime-Style Open-World Games Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Anime-Style Open-World Games Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Anime-Style Open-World Games Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Anime-Style Open-World Games Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Anime-Style Open-World Games Players in 2025
- Table 12. World Anime-Style Open-World Games Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Anime-Style Open-World Games Company Evaluation Quadrant
- Table 14. Head Office of Key Anime-Style Open-World Games Players
- Table 15. Anime-Style Open-World Games Market: Company Product Type Footprint
- Table 16. Anime-Style Open-World Games Market: Company Product Application Footprint
- Table 17. Anime-Style Open-World Games Mergers & Acquisitions Activity
- Table 18. United States VS China Anime-Style Open-World Games Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Anime-Style Open-World Games Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Anime-Style Open-World Games Companies, Headquarters (States, Country)

- Table 21. United States Based Companies Anime-Style Open-World Games Revenue, (2021-2026) & (USD Million)
- Table 22. United States Based Companies Anime-Style Open-World Games Revenue Market Share (2021-2026)
- Table 23. China Based Anime-Style Open-World Games Companies, Headquarters (Province, Country)
- Table 24. China Based Companies Anime-Style Open-World Games Revenue, (2021-2026) & (USD Million)
- Table 25. China Based Companies Anime-Style Open-World Games Revenue Market Share (2021-2026)
- Table 26. Rest of World Based Anime-Style Open-World Games Companies, Headquarters (Province, Country)
- Table 27. Rest of World Based Companies Anime-Style Open-World Games Revenue (2021-2026) & (USD Million)
- Table 28. Rest of World Based Companies Anime-Style Open-World Games Revenue Market Share (2021-2026)
- Table 29. World Anime-Style Open-World Games Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Table 30. World Anime-Style Open-World Games Market Size Value by Type (2021-2026) & (USD Million)
- Table 31. World Anime-Style Open-World Games Market Size by Type (2027-2032) & (USD Million)
- Table 32. World Anime-Style Open-World Games Market Size by World Setting, (USD Million), 2021 & 2025 & 2032
- Table 33. World Anime-Style Open-World Games Market Size Value by World Setting (2021-2026) & (USD Million)
- Table 34. World Anime-Style Open-World Games Market Size by World Setting (2027-2032) & (USD Million)
- Table 35. World Anime-Style Open-World Games Market Size by Application, (USD Million), 2021 & 2025 & 2032
- Table 36. World Anime-Style Open-World Games Market Size by Application (2021-2026) & (USD Million)
- Table 37. World Anime-Style Open-World Games Market Size by Application (2027-2032) & (USD Million)
- Table 38. miHoYo Basic Information, Manufacturing Base and Competitors
- Table 39. miHoYo Major Business
- Table 40. miHoYo Anime-Style Open-World Games Product and Services
- Table 41. miHoYo Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 42. miHoYo Recent Developments/Updates
- Table 43. miHoYo Competitive Strengths & Weaknesses
- Table 44. Kuro Games Basic Information, Manufacturing Base and Competitors
- Table 45. Kuro Games Major Business
- Table 46. Kuro Games Anime-Style Open-World Games Product and Services
- Table 47. Kuro Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 48. Kuro Games Recent Developments/Updates
- Table 49. Kuro Games Competitive Strengths & Weaknesses
- Table 50. Perfect World Games Basic Information, Manufacturing Base and Competitors
- Table 51. Perfect World Games Major Business
- Table 52. Perfect World Games Anime-Style Open-World Games Product and Services
- Table 53. Perfect World Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 54. Perfect World Games Recent Developments/Updates
- Table 55. Perfect World Games Competitive Strengths & Weaknesses
- Table 56. Infold Games Basic Information, Manufacturing Base and Competitors
- Table 57. Infold Games Major Business
- Table 58. Infold Games Anime-Style Open-World Games Product and Services
- Table 59. Infold Games Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 60. Infold Games Recent Developments/Updates
- Table 61. Infold Games Competitive Strengths & Weaknesses
- Table 62. Hero Entertainment Basic Information, Manufacturing Base and Competitors
- Table 63. Hero Entertainment Major Business
- Table 64. Hero Entertainment Anime-Style Open-World Games Product and Services
- Table 65. Hero Entertainment Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 66. Hero Entertainment Recent Developments/Updates
- Table 67. Hero Entertainment Competitive Strengths & Weaknesses
- Table 68. Netmarble Basic Information, Manufacturing Base and Competitors
- Table 69. Netmarble Major Business
- Table 70. Netmarble Anime-Style Open-World Games Product and Services
- Table 71. Netmarble Anime-Style Open-World Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 72. Netmarble Recent Developments/Updates
- Table 73. Netmarble Competitive Strengths & Weaknesses
- Table 74. Global Key Players of Anime-Style Open-World Games Upstream (Raw

Materials)

Table 75. Global Anime-Style Open-World Games Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Anime-Style Open-World Games Picture

Figure 2. World Anime-Style Open-World Games Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Anime-Style Open-World Games Total Revenue (2021-2032) & (USD Million)

Figure 4. World Anime-Style Open-World Games Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Anime-Style Open-World Games Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Anime-Style Open-World Games Revenue (2021-2032) & (USD Million)

Figure 13. Anime-Style Open-World Games Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 16. World Anime-Style Open-World Games Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 18. China Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 23. India Anime-Style Open-World Games Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Anime-Style Open-World Games by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Anime-Style Open-World Games Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Anime-Style Open-World Games Markets in 2025

Figure 27. United States VS China: Anime-Style Open-World Games Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Anime-Style Open-World Games Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Anime-Style Open-World Games Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Anime-Style Open-World Games Market Size Market Share by Type in 2025

Figure 31. Open-World Adventure RPG

Figure 32. Open-World Action RPG

Figure 33. Shared Open-World MMORPG

Figure 34. Other

Figure 35. World Anime-Style Open-World Games Market Size Market Share by Type (2021-2032)

Figure 36. World Anime-Style Open-World Games Market Size by World Setting, (USD Million), 2021 & 2025 & 2032

Figure 37. World Anime-Style Open-World Games Market Size Market Share by World Setting in 2025

Figure 38. Fantasy World Setting

Figure 39. Sci-Fi / Post-Apocalyptic Setting

Figure 40. Urban Supernatural Setting

Figure 41. IP-Based Anime Setting

Figure 42. Others

Figure 43. World Anime-Style Open-World Games Market Size Market Share by World Setting (2021-2032)

Figure 44. World Anime-Style Open-World Games Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 45. World Anime-Style Open-World Games Market Size Market Share by Application in 2025

Figure 46. Mobile Game

Figure 47. PC Game

Figure 48. Console Game

Figure 49. Cross-Platform Game

Figure 50. Others

Figure 51. World Anime-Style Open-World Games Market Size Market Share by Application (2021-2032)

Figure 52. Anime-Style Open-World Games Industrial Chain

Figure 53. Methodology

Figure 54. Research Process and Data Source

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