

# Global Anime-Style Open-World Games Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Anime-Style Open-World Games market size was valued at US\$ 2799 million in 2025 and is forecast to a readjusted size of US\$ 5972 million by 2032 with a CAGR of 10.5% during review period.

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 is a detailed and comprehensive analysis for global Anime-Style Open-World Games market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Anime-Style Open-World Games market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Anime-Style Open-World Games market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Anime-Style Open-World Games market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Anime-Style Open-World Games market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Anime-Style Open-World Games

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

#### Market segmentation

Anime-Style Open-World Games market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Open-World Adventure RPG

Open-World Action RPG

Shared Open-World MMORPG

Other

#### Market segment by World Setting

Fantasy World Setting

Sci-Fi / Post-Apocalyptic Setting

Urban Supernatural Setting

IP-Based Anime Setting

Others

#### Market segment by Application

Mobile Game

PC Game

Console Game

Cross-Platform Game

Others

#### Market segment by players, this report covers

miHoYo

Kuro Games

Perfect World Games

Infold Games

Hero Entertainment

Netmarble

#### Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Anime-Style Open-World Games product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Anime-Style Open-World Games, with revenue, gross margin, and global market share of Anime-Style Open-World Games from 2021 to 2026.

Chapter 3, the Anime-Style Open-World Games competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Anime-Style Open-World Games market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Anime-Style Open-World Games.

Chapter 13, to describe Anime-Style Open-World Games research findings and conclusion.

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