

Global Gacha Games Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Gacha Games market size is expected to reach \$ 11620 million by 2032, rising at a market growth of 13.8% CAGR during the forecast period (2026-2032).

Gacha games are video games which encourage players to spend in-game currency for virtual items as they progress. In gacha games, items such as cards and characters can be won through a mechanism, similar to a vending machine, in which players pull, spin, or roll using in-game currency to receive a random item.

With more people owning smartphones, gacha games have become more accessible, allowing a broader audience to engage with these games. Gacha games attract both casual gamers, who may play in short bursts, and hardcore players, who invest significant time and money into their gaming experience.

This report studies the global Gacha Games demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Gacha 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 Gacha Games that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Gacha Games total market, 2021-2032, (USD Million)

Global Gacha Games total market by region & country, CAGR, 2021-2032, (USD

Million)

U.S. VS China: Gacha Games total market, key domestic companies, and share, (USD Million)

Global Gacha Games revenue by player, revenue and market share 2021-2026, (USD Million)

Global Gacha Games total market by Type, CAGR, 2021-2032, (USD Million)

Global Gacha Games total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Gacha 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 Genshin Impact (HoYoverse), Fire Emblem Heroes (Nintendo), Langrisser (Zlongame), Azur Lane (Shanghai Manjuu), Pokemon Masters (DeNA), Star Wars, Marvel Strike Force, Dragon Ball Legends (Dimps), Dragalia Lost (Cygames) (CyberAgent), Raid: Shadow Legends, 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 Gacha 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 Gacha Games Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Gacha Games Market, Segmentation by Type:

RPG Games

Card Games

Others

Global Gacha Games Market, Segmentation by Application:

Android Platform

iOS Platform

PC and Web Browser

Others

Companies Profiled:

Genshin Impact (HoYoverse)

Fire Emblem Heroes (Nintendo)

Langrisser (Zlongame)

Azur Lane (Shanghai Manjuu)

Pokemon Masters (DeNA)

Star Wars

Marvel Strike Force

Dragon Ball Legends (Dimps)

Dragalia Lost (Cygames) (CyberAgent)

Raid: Shadow Legends

Key Questions Answered

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

Contents

1 SUPPLY SUMMARY

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

2 DEMAND SUMMARY

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

3 WORLD GACHA GAMES COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Gacha Games Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)

- 3.2.1 Global Gacha Games Industry Rank of Major Players
- 3.2.2 Global Concentration Ratios (CR4) for Gacha Games in 2025
- 3.2.3 Global Concentration Ratios (CR8) for Gacha Games in 2025
- 3.3 Gacha Games Company Evaluation Quadrant
- 3.4 Gacha Games Market: Overall Company Footprint Analysis
 - 3.4.1 Gacha Games Market: Region Footprint
 - 3.4.2 Gacha Games Market: Company Product Type Footprint
 - 3.4.3 Gacha 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: Gacha Games Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Gacha Games Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Gacha Games Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Gacha Games Consumption Value Comparison
 - 4.2.1 United States VS China: Gacha Games Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Gacha Games Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Gacha Games Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Gacha Games Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Gacha Games Revenue, (2021-2026)
- 4.4 China Based Companies Gacha Games Revenue and Market Share, 2021-2026
 - 4.4.1 China Based Gacha Games Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies Gacha Games Revenue, (2021-2026)
- 4.5 Rest of World Based Gacha Games Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based Gacha Games Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Gacha Games Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Gacha Games Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 RPG Games

5.2.2 Card Games

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World Gacha Games Market Size by Type (2021-2026)

5.3.2 World Gacha Games Market Size by Type (2027-2032)

5.3.3 World Gacha Games Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY APPLICATION

6.1 World Gacha Games Market Size Overview by Application: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application

6.2.1 Android Platform

6.2.2 iOS Platform

6.2.3 PC and Web Browser

6.2.4 Others

6.3 Market Segment by Application

6.3.1 World Gacha Games Market Size by Application (2021-2026)

6.3.2 World Gacha Games Market Size by Application (2027-2032)

6.3.3 World Gacha Games Market Size Market Share by Application (2021-2032)

7 COMPANY PROFILES

7.1 Genshin Impact (HoYoverse)

7.1.1 Genshin Impact (HoYoverse) Details

7.1.2 Genshin Impact (HoYoverse) Major Business

7.1.3 Genshin Impact (HoYoverse) Gacha Games Product and Services

7.1.4 Genshin Impact (HoYoverse) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)

7.1.5 Genshin Impact (HoYoverse) Recent Developments/Updates

7.1.6 Genshin Impact (HoYoverse) Competitive Strengths & Weaknesses

7.2 Fire Emblem Heroes (Nintendo)

7.2.1 Fire Emblem Heroes (Nintendo) Details

- 7.2.2 Fire Emblem Heroes (Nintendo) Major Business
- 7.2.3 Fire Emblem Heroes (Nintendo) Gacha Games Product and Services
- 7.2.4 Fire Emblem Heroes (Nintendo) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
- 7.2.5 Fire Emblem Heroes (Nintendo) Recent Developments/Updates
- 7.2.6 Fire Emblem Heroes (Nintendo) Competitive Strengths & Weaknesses
- 7.3 Langrisser (Zlongame)
 - 7.3.1 Langrisser (Zlongame) Details
 - 7.3.2 Langrisser (Zlongame) Major Business
 - 7.3.3 Langrisser (Zlongame) Gacha Games Product and Services
 - 7.3.4 Langrisser (Zlongame) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
 - 7.3.5 Langrisser (Zlongame) Recent Developments/Updates
 - 7.3.6 Langrisser (Zlongame) Competitive Strengths & Weaknesses
- 7.4 Azur Lane (Shanghai Manjuu)
 - 7.4.1 Azur Lane (Shanghai Manjuu) Details
 - 7.4.2 Azur Lane (Shanghai Manjuu) Major Business
 - 7.4.3 Azur Lane (Shanghai Manjuu) Gacha Games Product and Services
 - 7.4.4 Azur Lane (Shanghai Manjuu) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
 - 7.4.5 Azur Lane (Shanghai Manjuu) Recent Developments/Updates
 - 7.4.6 Azur Lane (Shanghai Manjuu) Competitive Strengths & Weaknesses
- 7.5 Pokemon Masters (DeNA)
 - 7.5.1 Pokemon Masters (DeNA) Details
 - 7.5.2 Pokemon Masters (DeNA) Major Business
 - 7.5.3 Pokemon Masters (DeNA) Gacha Games Product and Services
 - 7.5.4 Pokemon Masters (DeNA) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
 - 7.5.5 Pokemon Masters (DeNA) Recent Developments/Updates
 - 7.5.6 Pokemon Masters (DeNA) Competitive Strengths & Weaknesses
- 7.6 Star Wars
 - 7.6.1 Star Wars Details
 - 7.6.2 Star Wars Major Business
 - 7.6.3 Star Wars Gacha Games Product and Services
 - 7.6.4 Star Wars Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
 - 7.6.5 Star Wars Recent Developments/Updates
 - 7.6.6 Star Wars Competitive Strengths & Weaknesses
- 7.7 Marvel Strike Force

- 7.7.1 Marvel Strike Force Details
- 7.7.2 Marvel Strike Force Major Business
- 7.7.3 Marvel Strike Force Gacha Games Product and Services
- 7.7.4 Marvel Strike Force Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
- 7.7.5 Marvel Strike Force Recent Developments/Updates
- 7.7.6 Marvel Strike Force Competitive Strengths & Weaknesses
- 7.8 Dragon Ball Legends (Dimps)
- 7.8.1 Dragon Ball Legends (Dimps) Details
- 7.8.2 Dragon Ball Legends (Dimps) Major Business
- 7.8.3 Dragon Ball Legends (Dimps) Gacha Games Product and Services
- 7.8.4 Dragon Ball Legends (Dimps) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
- 7.8.5 Dragon Ball Legends (Dimps) Recent Developments/Updates
- 7.8.6 Dragon Ball Legends (Dimps) Competitive Strengths & Weaknesses
- 7.9 Dragalia Lost (Cygames) (CyberAgent)
- 7.9.1 Dragalia Lost (Cygames) (CyberAgent) Details
- 7.9.2 Dragalia Lost (Cygames) (CyberAgent) Major Business
- 7.9.3 Dragalia Lost (Cygames) (CyberAgent) Gacha Games Product and Services
- 7.9.4 Dragalia Lost (Cygames) (CyberAgent) Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
- 7.9.5 Dragalia Lost (Cygames) (CyberAgent) Recent Developments/Updates
- 7.9.6 Dragalia Lost (Cygames) (CyberAgent) Competitive Strengths & Weaknesses
- 7.10 Raid: Shadow Legends
- 7.10.1 Raid: Shadow Legends Details
- 7.10.2 Raid: Shadow Legends Major Business
- 7.10.3 Raid: Shadow Legends Gacha Games Product and Services
- 7.10.4 Raid: Shadow Legends Gacha Games Revenue, Gross Margin and Market Share (2021-2026)
- 7.10.5 Raid: Shadow Legends Recent Developments/Updates
- 7.10.6 Raid: Shadow Legends Competitive Strengths & Weaknesses

8 INDUSTRY CHAIN ANALYSIS

- 8.1 Gacha Games Industry Chain
- 8.2 Gacha Games Upstream Analysis
- 8.3 Gacha Games Midstream Analysis
- 8.4 Gacha Games Downstream Analysis

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

10.1 Methodology

10.2 Research Process and Data Source

10.3 Disclaimer

List Of Figures

LIST OF FIGURES

Table 1. World Gacha Games Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Gacha Games Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Gacha Games Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Gacha Games Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Gacha Games Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Gacha Games Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Gacha Games Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Gacha Games Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Gacha Games Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Gacha Games Players in 2025

Table 12. World Gacha Games Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Gacha Games Company Evaluation Quadrant

Table 14. Head Office of Key Gacha Games Players

Table 15. Gacha Games Market: Company Product Type Footprint

Table 16. Gacha Games Market: Company Product Application Footprint

Table 17. Gacha Games Mergers & Acquisitions Activity

Table 18. United States VS China Gacha Games Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Gacha Games Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Gacha Games Companies, Headquarters (States, Country)

Table 21. United States Based Companies Gacha Games Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Gacha Games Revenue Market Share

(2021-2026)

Table 23. China Based Gacha Games Companies, Headquarters (Province, Country)

Table 24. China Based Companies Gacha Games Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Gacha Games Revenue Market Share (2021-2026)

Table 26. Rest of World Based Gacha Games Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Gacha Games Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Gacha Games Revenue Market Share (2021-2026)

Table 29. World Gacha Games Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Gacha Games Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Gacha Games Market Size by Type (2027-2032) & (USD Million)

Table 32. World Gacha Games Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 33. World Gacha Games Market Size by Application (2021-2026) & (USD Million)

Table 34. World Gacha Games Market Size by Application (2027-2032) & (USD Million)

Table 35. Genshin Impact (HoYoverse) Basic Information, Manufacturing Base and Competitors

Table 36. Genshin Impact (HoYoverse) Major Business

Table 37. Genshin Impact (HoYoverse) Gacha Games Product and Services

Table 38. Genshin Impact (HoYoverse) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 39. Genshin Impact (HoYoverse) Recent Developments/Updates

Table 40. Genshin Impact (HoYoverse) Competitive Strengths & Weaknesses

Table 41. Fire Emblem Heroes (Nintendo) Basic Information, Manufacturing Base and Competitors

Table 42. Fire Emblem Heroes (Nintendo) Major Business

Table 43. Fire Emblem Heroes (Nintendo) Gacha Games Product and Services

Table 44. Fire Emblem Heroes (Nintendo) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Fire Emblem Heroes (Nintendo) Recent Developments/Updates

Table 46. Fire Emblem Heroes (Nintendo) Competitive Strengths & Weaknesses

Table 47. Langrisser (Zlongame) Basic Information, Manufacturing Base and Competitors

Table 48. Langrisser (Zlongame) Major Business

Table 49. Langrisser (Zlongame) Gacha Games Product and Services

Table 50. Langrisser (Zlongame) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Langrisser (Zlongame) Recent Developments/Updates

Table 52. Langrisser (Zlongame) Competitive Strengths & Weaknesses

Table 53. Azur Lane (Shanghai Manjuu) Basic Information, Manufacturing Base and Competitors

Table 54. Azur Lane (Shanghai Manjuu) Major Business

Table 55. Azur Lane (Shanghai Manjuu) Gacha Games Product and Services

Table 56. Azur Lane (Shanghai Manjuu) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Azur Lane (Shanghai Manjuu) Recent Developments/Updates

Table 58. Azur Lane (Shanghai Manjuu) Competitive Strengths & Weaknesses

Table 59. Pokemon Masters (DeNA) Basic Information, Manufacturing Base and Competitors

Table 60. Pokemon Masters (DeNA) Major Business

Table 61. Pokemon Masters (DeNA) Gacha Games Product and Services

Table 62. Pokemon Masters (DeNA) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Pokemon Masters (DeNA) Recent Developments/Updates

Table 64. Pokemon Masters (DeNA) Competitive Strengths & Weaknesses

Table 65. Star Wars Basic Information, Manufacturing Base and Competitors

Table 66. Star Wars Major Business

Table 67. Star Wars Gacha Games Product and Services

Table 68. Star Wars Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Star Wars Recent Developments/Updates

Table 70. Star Wars Competitive Strengths & Weaknesses

Table 71. Marvel Strike Force Basic Information, Manufacturing Base and Competitors

Table 72. Marvel Strike Force Major Business

Table 73. Marvel Strike Force Gacha Games Product and Services

Table 74. Marvel Strike Force Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Marvel Strike Force Recent Developments/Updates

Table 76. Marvel Strike Force Competitive Strengths & Weaknesses

Table 77. Dragon Ball Legends (Dimps) Basic Information, Manufacturing Base and Competitors

Table 78. Dragon Ball Legends (Dimps) Major Business

Table 79. Dragon Ball Legends (Dimps) Gacha Games Product and Services

Table 80. Dragon Ball Legends (Dimps) Gacha Games Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 81. Dragon Ball Legends (Dimps) Recent Developments/Updates

Table 82. Dragon Ball Legends (Dimps) Competitive Strengths & Weaknesses

Table 83. Dragalia Lost (Cygames) (CyberAgent) Basic Information, Manufacturing Base and Competitors

Table 84. Dragalia Lost (Cygames) (CyberAgent) Major Business

Table 85. Dragalia Lost (Cygames) (CyberAgent) Gacha Games Product and Services

Table 86. Dragalia Lost (Cygames) (CyberAgent) Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Dragalia Lost (Cygames) (CyberAgent) Recent Developments/Updates

Table 88. Dragalia Lost (Cygames) (CyberAgent) Competitive Strengths & Weaknesses

Table 89. Raid: Shadow Legends Basic Information, Manufacturing Base and Competitors

Table 90. Raid: Shadow Legends Major Business

Table 91. Raid: Shadow Legends Gacha Games Product and Services

Table 92. Raid: Shadow Legends Gacha Games Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Raid: Shadow Legends Recent Developments/Updates

Table 94. Raid: Shadow Legends Competitive Strengths & Weaknesses

Table 95. Global Key Players of Gacha Games Upstream (Raw Materials)

Table 96. Global Gacha Games Typical Customers

LIST OF FIGURES

Figure 1. Gacha Games Picture

Figure 2. World Gacha Games Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Gacha Games Total Revenue (2021-2032) & (USD Million)

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

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

Figure 6. United States Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Gacha Games Revenue (2021-2032) & (USD

Million)

Figure 12. India Based Company Gacha Games Revenue (2021-2032) & (USD Million)

Figure 13. Gacha Games Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Gacha Games Consumption Value (2021-2032) & (USD Million)

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

Figure 17. United States Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 18. China Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 23. India Gacha Games Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Gacha Games by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Gacha Games Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Gacha Games Markets in 2025

Figure 27. United States VS China: Gacha Games Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Gacha Games Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Gacha Games Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Gacha Games Market Size Market Share by Type in 2025

Figure 31. RPG Games

Figure 32. Card Games

Figure 33. Others

Figure 34. World Gacha Games Market Size Market Share by Type (2021-2032)

Figure 35. World Gacha Games Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 36. World Gacha Games Market Size Market Share by Application in 2025

Figure 37. Android Platform

Figure 38. iOS Platform

Figure 39. PC and Web Browser

Figure 40. Others

Figure 41. World Gacha Games Market Size Market Share by Application (2021-2032)

Figure 42. Gacha Games Industrial Chain

Figure 43. Methodology

Figure 44. Research Process and Data Source

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