

Global Gaming GPU Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Gaming GPU market size is expected to reach \$ 32115 million by 2032, rising at a market growth of 1.0% CAGR during the forecast period (2026-2032).

Gaming GPU refer to discrete desktop PC add-in boards designed primarily for PC gaming, esports, game streaming, high-refresh-rate visual output, creator workflows, and selected local AI-enhanced graphics applications. A typical gaming graphics card integrates a consumer GPU, high-speed video memory, a custom or reference PCB, voltage regulation modules, thermal solutions, display outputs, firmware, and driver software, and connects to the desktop platform through a PCIe interface. The product category is currently built around three major consumer GPU platforms: NVIDIA GeForce RTX, AMD Radeon RX, and Intel Arc. Its principal functions include real-time 3D rendering, ray tracing, AI-assisted upscaling, frame generation, video encoding, multi-monitor output, and high-resolution gaming acceleration. Mainstream product forms include entry-level single-fan cards, dual-fan mainstream cards, triple-fan performance cards, factory-overclocked flagship cards, compact small-form-factor cards, blower-style niche designs, and liquid-cooled premium models.

Typical assessed prices range from approximately USD 200?350 for entry-level products, USD 350?800 for mainstream and performance-tier products, and above USD 1,000 for high-end and flagship products, with actual market prices affected by memory supply, tariffs, channel inventory, launch-cycle scarcity, and brand positioning.

Based on our research, the gaming graphics card industry should be understood as a board-level hardware and ecosystem market rather than a simple GPU-chip market. Under the narrow scope adopted in this report, the category refers to discrete desktop PC graphics add-in boards used primarily for gaming, esports, game streaming, creator

workflows, and high-performance personal visual computing. This scope is deliberately separated from data-centre GPUs, workstation graphics cards, gaming-console SoCs, gaming-laptop GPU modules, and integrated graphics. Such a boundary is more suitable for identifying real AIB suppliers, estimating board-level revenue, and assessing the competitive structure of the market. The transition to NVIDIA GeForce RTX 50 Series, AMD Radeon RX 9000 Series, and Intel Arc B-Series has moved competition from conventional frame-rate improvement toward a broader combination of AI-assisted graphics, ray tracing, memory bandwidth, power efficiency, thermal design, and software ecosystem strength.

From a supply perspective, the global industry is highly layered. U.S.-headquartered GPU platform suppliers control the core architecture, reference designs, software stack, and GPU allocation, while Taiwan- and Hong Kong-based AIB vendors account for much of the global branded board supply. Mainland Chinese brands are increasingly visible in regional channels, especially in differentiated aesthetics, Intel Arc products, and mainstream gaming price bands. This structure means that revenue concentration is higher than the number of visible brands may suggest. NVIDIA, AMD, and Intel determine the strategic direction of the GPU platform, whereas ASUS, MSI, GIGABYTE, ZOTAC, Palit, SAPHIRE, PowerColor, PNY, ASRock, COLORFUL and other board vendors compete through cooling, PCB design, factory overclocking, acoustics, form factor, industrial design, after-sales service, and retail-channel strength.

From a demand perspective, 2025 represented a recovery year for the desktop AIB market, supported by new GPU launches, replacement demand, higher-resolution monitors, creator workloads, and the broader AI PC narrative. However, this recovery should not be interpreted as a return to structurally high growth. Entry-level discrete GPUs face pressure from increasingly capable integrated graphics, gaming laptops, handheld gaming PCs, and cloud-based gaming alternatives. At the high end, AI infrastructure demand indirectly competes for wafer, packaging, and memory supply, contributing to higher prices and tighter allocation. As a result, 2026 is expected to see revenue pressure despite elevated ASPs, while the medium-term outlook is more likely to feature modest revenue growth, premium mix improvement, and continued unit volatility.

From a technology and product-route perspective, the competitive basis of gaming graphics cards is shifting toward AI-enhanced rendering, memory capacity, thermal-acoustic engineering, compact board design, display standards, and driver maturity. NVIDIA remains structurally advantaged through its RTX and DLSS ecosystem, broad AIB network, and premium brand power. AMD continues to compete through Radeon

RX products, value positioning, and open graphics technologies, while Intel Arc has become a credible but still small challenger in selected budget and mainstream price bands. For AIB vendors, the main differentiation opportunities are no longer limited to clock speed; they increasingly lie in cooler architecture, power delivery, small-form-factor compatibility, BIOS tuning, product aesthetics, regional channel control, and warranty execution.

This report studies the global Gaming GPU production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Gaming GPU total production and demand, 2021-2032, (Units)

Global Gaming GPU total production value, 2021-2032, (USD Million)

Global Gaming GPU production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Gaming GPU consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Gaming GPU domestic production, consumption, key domestic manufacturers and share

Global Gaming GPU production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Gaming GPU production by Performance Tier, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Gaming GPU production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Gaming GPU market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NVIDIA Corporation, AMD, Intel Corporation, ASUSTeK Computer Inc., Micro-Star International Co., Ltd., GIGA-BYTE Technology Co., Ltd., ZOTAC Technology Limited, Palit Microsystems Ltd., SAPPHIRE Technology Limited, TUL Corporation, 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 Gaming GPU market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K US\$/Unit) by manufacturer, by Performance Tier, 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 Gaming GPU Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Gaming GPU Market, Segmentation by Performance Tier:

Enthusiast / Flagship

Performance / Upper Mainstream

Mainstream

Entry-level / Value

Global Gaming GPU Market, Segmentation by Board Form Factor:

Triple-fan Air-cooled Cards

Dual / Single-fan Compact Cards

Liquid-cooled / Hybrid Cards

Blower / Passive / Other

Global Gaming GPU Market, Segmentation by Interface Class:

GDDR7 / PCIe 5.0 Class

GDDR6 / PCIe 4.0?5.0 Class

Legacy GDDR6 / PCIe 3.0?4.0 Class

Other

Global Gaming GPU Market, Segmentation by Application:

AAA Gaming and 4K Gaming

Esports and High-refresh Gaming

Game Streaming and Creator PC

General DIY Upgrade

Other

Companies Profiled:

NVIDIA Corporation

AMD

Intel Corporation

ASUSTeK Computer Inc.

Micro-Star International Co., Ltd.

GIGA-BYTE Technology Co., Ltd.

ZOTAC Technology Limited

Palit Microsystems Ltd.

SAPPHIRE Technology Limited

TUL Corporation

PNY Technologies, Inc.

ASRock Incorporation

XFX

INNO3D

Acer Inc.

COLORFUL Technology Company Limited

MAXSUN

GUNNIR

SPARKLE Computer Co., Ltd.

BIOSTAR Microtech International Corp.

Manli Technology Group Limited

AFOX Corporation

Key Questions Answered:

1. How big is the global Gaming GPU market?
2. What is the demand of the global Gaming GPU market?
3. What is the year over year growth of the global Gaming GPU market?
4. What is the production and production value of the global Gaming GPU market?
5. Who are the key producers in the global Gaming GPU market?
6. What are the growth factors driving the market demand?

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