

Global Online Games Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Online Games market size was valued at USD 124320 million in 2023 and is forecast to a readjusted size of USD 270920 million by 2030 with a CAGR of 11.8% during review period.

Online games refer to games that are played over some form of computer network, most often the Internet. Online games can range from simple text-based games to games incorporating complex graphics and virtual worlds populated by many players simultaneously.

Online Game can be classified into Massively Multiplayer Online (MMO), Simulation Games, Action/Adventure, Strategy Games, Sports Games, Role-Playing (RPG) and Educational Games types. The revenue share of Massively Multiplayer Online (MMO) segment is growing fast and took up about 28% of the global market share in 2019.

Based on Age Group, the market is segmented into 18-25 years old, 26-35 years old, 36-45 years old, Above 45 years old and Below 18 years old. 18-25 years old and 26-35 years old are two major consumer groups .

In 2019, Asia-Pacific is anticipated to hold the largest market share in the online game industry, countries such as China, Japan, and South Korea show high potential in the market growth.

United States is the second largest market of online game industry.

Key players in the market are Tencent, Sony, Microsoft, NetEase Games, Activision Blizzard, Electronic Arts, NEXON, Sega, Bandai Namco, Nintendo, Square Enix,

Ubisoft, NCSOFT, Zynga, etc. Top 5 players occupied more than 55% market share in 2019. Tencent is the largest market player.

The Global Info Research report includes an overview of the development of the Online Games industry chain, the market status of Smartphone & Tablet (IOS, Android), PC (IOS, Android), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Online Games.

Regionally, the report analyzes the Online Games markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Online Games market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Online Games market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Online Games industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., IOS, Android).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Online Games market.

Regional Analysis: The report involves examining the Online Games market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future

projections and forecasts for the Online Games market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Online Games:

Company Analysis: Report covers individual Online Games players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Online Games. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Smartphone & Tablet, PC).

Technology Analysis: Report covers specific technologies relevant to Online Games. It assesses the current state, advancements, and potential future developments in Online Games areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Online Games market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Online Games market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

IOS

Android

Windows

Market segment by Application

Smartphone & Tablet

PC

TV

Other

Market segment by players, this report covers

Tencent

Netease

Microsoft

Sony

Electronic Arts

Sega

Ubisoft

Nintendo

Square Enix

Activision Blizzard Inc.

Gameloft SA

Glu Mobile

Kabam

Rovio Entertainment Ltd.

Supercell Oy

Zynga Inc.

CyberAgent

Walt Disney

Gamevil

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Online Games product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Online Games, with revenue, gross margin and global market share of Online Games from 2019 to 2024.

Chapter 3, the Online 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Online Games market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Online Games.

Chapter 13, to describe Online Games research findings and conclusion.

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