

# Global Online Smartphone & Tablet Games Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Online Smartphone & Tablet Games market size was valued at US\$ 159650 million in 2024 and is forecast to a readjusted size of USD 350230 million by 2031 with a CAGR of 12.0% 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.

The Online Game industry can be broken down into several segments:

? Massively Multiplayer Online (MMO)

? Simulation Games

? Action/Adventure

? Strategy Games

? Sports Games

? Role-Playing (RPG)

? Educational Games

Across the world, the major players cover Microsoft, Nintendo, Sony, etc.

The online game market is highly fragmented as the demand for online games and increasing penetration of mobile applications across the various regions is catering to an intense rivalry in the market. 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 55% market share. Tencent is the largest market player, with 21% market share.

Asia-Pacific is anticipated to hold the largest market share in the online game industry, with above 50% market share. United States is the second largest market of online game industry.

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 28% of the global market share.

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 with more interest, money and habits, environment impact, etc.

This report is a detailed and comprehensive analysis for global Online Smartphone & Tablet Games market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Age. 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 Online Smartphone & Tablet Games market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Online Smartphone & Tablet Games market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

*Global Online Smartphone & Tablet Games Market 2025 by Company, Regions, Type and Application, Forecast to 2031...*

Global Online Smartphone & Tablet Games market size and forecasts, by Type and by Age, in consumption value (\$ Million), 2020-2031

Global Online Smartphone & Tablet Games market shares of main players, in revenue (\$ Million), 2020-2025

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 Online Smartphone & Tablet 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 Online Smartphone & Tablet 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 Microsoft, Nintendo, Sony, Tencent, Activision Blizzard, Sega, Electronic Arts, Ubisoft, Zynga, Square Enix, etc.

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

Market segmentation

Online Smartphone & Tablet Games market is split by Type and by Age. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Age. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Massively Multiplayer Online (MMO)

Simulation Games

Action/Adventure

Strategy Games

Sports Games

Role-Playing (RPG)

Educational Games

#### Market segment by Age

18-25 Years Old

26-35 Years Old

36-45 Years Old

Above 45 Years Old

Below 18 Years Old

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

Microsoft

Nintendo

Sony

Tencent

Activision Blizzard

Sega

Electronic Arts

Ubisoft

Zynga

Square Enix

NetEase Games

NEXON

NCSoft

Bandai Namco

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 Online Smartphone & Tablet Games product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Online Smartphone & Tablet Games, with revenue, gross margin, and global market share of Online Smartphone & Tablet Games from 2020 to 2025.

Chapter 3, the Online Smartphone & Tablet 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 Age, with consumption value and growth rate by Type, by Age, from 2020 to 2031

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 2020 to 2025. and Online Smartphone & Tablet Games market forecast, by regions, by Type and by Age, with consumption value, from 2026 to 2031.

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

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

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

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