

Global Online Smartphone & Tablet 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 Smartphone & Tablet Games market size was valued at USD 126820 million in 2023 and is forecast to a readjusted size of USD 276370 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.

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.

The Global Info Research report includes an overview of the development of the Online Smartphone & Tablet Games industry chain, the market status of 18-25 Years Old (Massively Multiplayer Online (MMO), Simulation Games), 26-35 Years Old (Massively Multiplayer Online (MMO), Simulation Games), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Online Smartphone & Tablet Games.

Regionally, the report analyzes the Online Smartphone & Tablet 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 Smartphone & Tablet Games market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Online Smartphone & Tablet 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 Smartphone & Tablet 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., Massively Multiplayer Online (MMO), Simulation Games).

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 Smartphone & Tablet Games market.

Regional Analysis: The report involves examining the Online Smartphone & Tablet 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 Smartphone & Tablet 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 Smartphone & Tablet Games:

Company Analysis: Report covers individual Online Smartphone & Tablet 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 Smartphone & Tablet Games This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Age (18-25 Years Old, 26-35 Years Old).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Online Smartphone & Tablet 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 Smartphone & Tablet Games market is split by Type and by Age. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Age in terms of value.

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, 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 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 2019 to 2024.

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 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 Smartphone & Tablet Games market forecast, by regions, type and age, 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 Smartphone & Tablet Games.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Online Smartphone & Tablet Games

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Online Smartphone & Tablet Games by Type

1.3.1 Overview: Global Online Smartphone & Tablet Games Market Size by Type: 2019 Versus 2023 Versus 2030

1.3.2 Global Online Smartphone & Tablet Games Consumption Value Market Share by Type in 2023

1.3.3 Massively Multiplayer Online (MMO)

1.3.4 Simulation Games

1.3.5 Action/Adventure

1.3.6 Strategy Games

1.3.7 Sports Games

1.3.8 Role-Playing (RPG)

1.3.9 Educational Games

1.4 Global Online Smartphone & Tablet Games Market by Age

1.4.1 Overview: Global Online Smartphone & Tablet Games Market Size by Age: 2019 Versus 2023 Versus 2030

1.4.2 18-25 Years Old

1.4.3 26-35 Years Old

1.4.4 36-45 Years Old

1.4.5 Above 45 Years Old

1.4.6 Below 18 Years Old

1.5 Global Online Smartphone & Tablet Games Market Size & Forecast

1.6 Global Online Smartphone & Tablet Games Market Size and Forecast by Region

1.6.1 Global Online Smartphone & Tablet Games Market Size by Region: 2019 VS 2023 VS 2030

1.6.2 Global Online Smartphone & Tablet Games Market Size by Region, (2019-2030)

1.6.3 North America Online Smartphone & Tablet Games Market Size and Prospect (2019-2030)

1.6.4 Europe Online Smartphone & Tablet Games Market Size and Prospect (2019-2030)

1.6.5 Asia-Pacific Online Smartphone & Tablet Games Market Size and Prospect (2019-2030)

1.6.6 South America Online Smartphone & Tablet Games Market Size and Prospect (2019-2030)

1.6.7 Middle East and Africa Online Smartphone & Tablet Games Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

2.1 Microsoft

2.1.1 Microsoft Details

2.1.2 Microsoft Major Business

2.1.3 Microsoft Online Smartphone & Tablet Games Product and Solutions

2.1.4 Microsoft Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 Microsoft Recent Developments and Future Plans

2.2 Nintendo

2.2.1 Nintendo Details

2.2.2 Nintendo Major Business

2.2.3 Nintendo Online Smartphone & Tablet Games Product and Solutions

2.2.4 Nintendo Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 Nintendo Recent Developments and Future Plans

2.3 Sony

2.3.1 Sony Details

2.3.2 Sony Major Business

2.3.3 Sony Online Smartphone & Tablet Games Product and Solutions

2.3.4 Sony Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Sony Recent Developments and Future Plans

2.4 Tencent

2.4.1 Tencent Details

2.4.2 Tencent Major Business

2.4.3 Tencent Online Smartphone & Tablet Games Product and Solutions

2.4.4 Tencent Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Tencent Recent Developments and Future Plans

2.5 Activision Blizzard

2.5.1 Activision Blizzard Details

2.5.2 Activision Blizzard Major Business

2.5.3 Activision Blizzard Online Smartphone & Tablet Games Product and Solutions

2.5.4 Activision Blizzard Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)

- 2.5.5 Activision Blizzard Recent Developments and Future Plans
- 2.6 Sega
 - 2.6.1 Sega Details
 - 2.6.2 Sega Major Business
 - 2.6.3 Sega Online Smartphone & Tablet Games Product and Solutions
 - 2.6.4 Sega Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Sega Recent Developments and Future Plans
- 2.7 Electronic Arts
 - 2.7.1 Electronic Arts Details
 - 2.7.2 Electronic Arts Major Business
 - 2.7.3 Electronic Arts Online Smartphone & Tablet Games Product and Solutions
 - 2.7.4 Electronic Arts Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Electronic Arts Recent Developments and Future Plans
- 2.8 Ubisoft
 - 2.8.1 Ubisoft Details
 - 2.8.2 Ubisoft Major Business
 - 2.8.3 Ubisoft Online Smartphone & Tablet Games Product and Solutions
 - 2.8.4 Ubisoft Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.8.5 Ubisoft Recent Developments and Future Plans
- 2.9 Zynga
 - 2.9.1 Zynga Details
 - 2.9.2 Zynga Major Business
 - 2.9.3 Zynga Online Smartphone & Tablet Games Product and Solutions
 - 2.9.4 Zynga Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Zynga Recent Developments and Future Plans
- 2.10 Square Enix
 - 2.10.1 Square Enix Details
 - 2.10.2 Square Enix Major Business
 - 2.10.3 Square Enix Online Smartphone & Tablet Games Product and Solutions
 - 2.10.4 Square Enix Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Square Enix Recent Developments and Future Plans
- 2.11 NetEase Games
 - 2.11.1 NetEase Games Details
 - 2.11.2 NetEase Games Major Business

- 2.11.3 NetEase Games Online Smartphone & Tablet Games Product and Solutions
- 2.11.4 NetEase Games Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
- 2.11.5 NetEase Games Recent Developments and Future Plans
- 2.12 NEXON
 - 2.12.1 NEXON Details
 - 2.12.2 NEXON Major Business
 - 2.12.3 NEXON Online Smartphone & Tablet Games Product and Solutions
 - 2.12.4 NEXON Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 NEXON Recent Developments and Future Plans
- 2.13 NCSoft
 - 2.13.1 NCSoft Details
 - 2.13.2 NCSoft Major Business
 - 2.13.3 NCSoft Online Smartphone & Tablet Games Product and Solutions
 - 2.13.4 NCSoft Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.13.5 NCSoft Recent Developments and Future Plans
- 2.14 Bandai Namco
 - 2.14.1 Bandai Namco Details
 - 2.14.2 Bandai Namco Major Business
 - 2.14.3 Bandai Namco Online Smartphone & Tablet Games Product and Solutions
 - 2.14.4 Bandai Namco Online Smartphone & Tablet Games Revenue, Gross Margin and Market Share (2019-2024)
 - 2.14.5 Bandai Namco Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Online Smartphone & Tablet Games Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)
 - 3.2.1 Market Share of Online Smartphone & Tablet Games by Company Revenue
 - 3.2.2 Top 3 Online Smartphone & Tablet Games Players Market Share in 2023
 - 3.2.3 Top 6 Online Smartphone & Tablet Games Players Market Share in 2023
- 3.3 Online Smartphone & Tablet Games Market: Overall Company Footprint Analysis
 - 3.3.1 Online Smartphone & Tablet Games Market: Region Footprint
 - 3.3.2 Online Smartphone & Tablet Games Market: Company Product Type Footprint
 - 3.3.3 Online Smartphone & Tablet Games Market: Company Product Application Footprint

- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global Online Smartphone & Tablet Games Consumption Value and Market Share by Type (2019-2024)
- 4.2 Global Online Smartphone & Tablet Games Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY AGE

- 5.1 Global Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2024)
- 5.2 Global Online Smartphone & Tablet Games Market Forecast by Age (2025-2030)

6 NORTH AMERICA

- 6.1 North America Online Smartphone & Tablet Games Consumption Value by Type (2019-2030)
- 6.2 North America Online Smartphone & Tablet Games Consumption Value by Age (2019-2030)
- 6.3 North America Online Smartphone & Tablet Games Market Size by Country
 - 6.3.1 North America Online Smartphone & Tablet Games Consumption Value by Country (2019-2030)
 - 6.3.2 United States Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)
 - 6.3.3 Canada Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)
 - 6.3.4 Mexico Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

7 EUROPE

- 7.1 Europe Online Smartphone & Tablet Games Consumption Value by Type (2019-2030)
- 7.2 Europe Online Smartphone & Tablet Games Consumption Value by Age (2019-2030)
- 7.3 Europe Online Smartphone & Tablet Games Market Size by Country
 - 7.3.1 Europe Online Smartphone & Tablet Games Consumption Value by Country

(2019-2030)

7.3.2 Germany Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

7.3.3 France Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

7.3.4 United Kingdom Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

7.3.5 Russia Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

7.3.6 Italy Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Type

(2019-2030)

8.2 Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Age

(2019-2030)

8.3 Asia-Pacific Online Smartphone & Tablet Games Market Size by Region

8.3.1 Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Region

(2019-2030)

8.3.2 China Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

8.3.3 Japan Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

8.3.4 South Korea Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

8.3.5 India Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

8.3.6 Southeast Asia Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

8.3.7 Australia Online Smartphone & Tablet Games Market Size and Forecast

(2019-2030)

9 SOUTH AMERICA

9.1 South America Online Smartphone & Tablet Games Consumption Value by Type

(2019-2030)

9.2 South America Online Smartphone & Tablet Games Consumption Value by Age

(2019-2030)

9.3 South America Online Smartphone & Tablet Games Market Size by Country

9.3.1 South America Online Smartphone & Tablet Games Consumption Value by Country (2019-2030)

9.3.2 Brazil Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

9.3.3 Argentina Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Age (2019-2030)

10.3 Middle East & Africa Online Smartphone & Tablet Games Market Size by Country

10.3.1 Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Country (2019-2030)

10.3.2 Turkey Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

10.3.4 UAE Online Smartphone & Tablet Games Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Online Smartphone & Tablet Games Market Drivers

11.2 Online Smartphone & Tablet Games Market Restraints

11.3 Online Smartphone & Tablet Games Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Online Smartphone & Tablet Games Industry Chain

12.2 Online Smartphone & Tablet Games Upstream Analysis

12.3 Online Smartphone & Tablet Games Midstream Analysis

12.4 Online Smartphone & Tablet Games Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Online Smartphone & Tablet Games Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Online Smartphone & Tablet Games Consumption Value by Age, (USD Million), 2019 & 2023 & 2030

Table 3. Global Online Smartphone & Tablet Games Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Online Smartphone & Tablet Games Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Microsoft Company Information, Head Office, and Major Competitors

Table 6. Microsoft Major Business

Table 7. Microsoft Online Smartphone & Tablet Games Product and Solutions

Table 8. Microsoft Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Microsoft Recent Developments and Future Plans

Table 10. Nintendo Company Information, Head Office, and Major Competitors

Table 11. Nintendo Major Business

Table 12. Nintendo Online Smartphone & Tablet Games Product and Solutions

Table 13. Nintendo Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Nintendo Recent Developments and Future Plans

Table 15. Sony Company Information, Head Office, and Major Competitors

Table 16. Sony Major Business

Table 17. Sony Online Smartphone & Tablet Games Product and Solutions

Table 18. Sony Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Sony Recent Developments and Future Plans

Table 20. Tencent Company Information, Head Office, and Major Competitors

Table 21. Tencent Major Business

Table 22. Tencent Online Smartphone & Tablet Games Product and Solutions

Table 23. Tencent Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Tencent Recent Developments and Future Plans

Table 25. Activision Blizzard Company Information, Head Office, and Major Competitors

Table 26. Activision Blizzard Major Business

Table 27. Activision Blizzard Online Smartphone & Tablet Games Product and Solutions

Table 28. Activision Blizzard Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. Activision Blizzard Recent Developments and Future Plans

Table 30. Sega Company Information, Head Office, and Major Competitors

Table 31. Sega Major Business

Table 32. Sega Online Smartphone & Tablet Games Product and Solutions

Table 33. Sega Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Sega Recent Developments and Future Plans

Table 35. Electronic Arts Company Information, Head Office, and Major Competitors

Table 36. Electronic Arts Major Business

Table 37. Electronic Arts Online Smartphone & Tablet Games Product and Solutions

Table 38. Electronic Arts Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. Electronic Arts Recent Developments and Future Plans

Table 40. Ubisoft Company Information, Head Office, and Major Competitors

Table 41. Ubisoft Major Business

Table 42. Ubisoft Online Smartphone & Tablet Games Product and Solutions

Table 43. Ubisoft Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Ubisoft Recent Developments and Future Plans

Table 45. Zynga Company Information, Head Office, and Major Competitors

Table 46. Zynga Major Business

Table 47. Zynga Online Smartphone & Tablet Games Product and Solutions

Table 48. Zynga Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. Zynga Recent Developments and Future Plans

Table 50. Square Enix Company Information, Head Office, and Major Competitors

Table 51. Square Enix Major Business

Table 52. Square Enix Online Smartphone & Tablet Games Product and Solutions

Table 53. Square Enix Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Square Enix Recent Developments and Future Plans

Table 55. NetEase Games Company Information, Head Office, and Major Competitors

Table 56. NetEase Games Major Business

Table 57. NetEase Games Online Smartphone & Tablet Games Product and Solutions

Table 58. NetEase Games Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. NetEase Games Recent Developments and Future Plans

- Table 60. NEXON Company Information, Head Office, and Major Competitors
- Table 61. NEXON Major Business
- Table 62. NEXON Online Smartphone & Tablet Games Product and Solutions
- Table 63. NEXON Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 64. NEXON Recent Developments and Future Plans
- Table 65. NCSoft Company Information, Head Office, and Major Competitors
- Table 66. NCSoft Major Business
- Table 67. NCSoft Online Smartphone & Tablet Games Product and Solutions
- Table 68. NCSoft Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 69. NCSoft Recent Developments and Future Plans
- Table 70. Bandai Namco Company Information, Head Office, and Major Competitors
- Table 71. Bandai Namco Major Business
- Table 72. Bandai Namco Online Smartphone & Tablet Games Product and Solutions
- Table 73. Bandai Namco Online Smartphone & Tablet Games Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 74. Bandai Namco Recent Developments and Future Plans
- Table 75. Global Online Smartphone & Tablet Games Revenue (USD Million) by Players (2019-2024)
- Table 76. Global Online Smartphone & Tablet Games Revenue Share by Players (2019-2024)
- Table 77. Breakdown of Online Smartphone & Tablet Games by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 78. Market Position of Players in Online Smartphone & Tablet Games, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023
- Table 79. Head Office of Key Online Smartphone & Tablet Games Players
- Table 80. Online Smartphone & Tablet Games Market: Company Product Type Footprint
- Table 81. Online Smartphone & Tablet Games Market: Company Product Application Footprint
- Table 82. Online Smartphone & Tablet Games New Market Entrants and Barriers to Market Entry
- Table 83. Online Smartphone & Tablet Games Mergers, Acquisition, Agreements, and Collaborations
- Table 84. Global Online Smartphone & Tablet Games Consumption Value (USD Million) by Type (2019-2024)
- Table 85. Global Online Smartphone & Tablet Games Consumption Value Share by Type (2019-2024)

Table 86. Global Online Smartphone & Tablet Games Consumption Value Forecast by Type (2025-2030)

Table 87. Global Online Smartphone & Tablet Games Consumption Value by Age (2019-2024)

Table 88. Global Online Smartphone & Tablet Games Consumption Value Forecast by Age (2025-2030)

Table 89. North America Online Smartphone & Tablet Games Consumption Value by Type (2019-2024) & (USD Million)

Table 90. North America Online Smartphone & Tablet Games Consumption Value by Type (2025-2030) & (USD Million)

Table 91. North America Online Smartphone & Tablet Games Consumption Value by Age (2019-2024) & (USD Million)

Table 92. North America Online Smartphone & Tablet Games Consumption Value by Age (2025-2030) & (USD Million)

Table 93. North America Online Smartphone & Tablet Games Consumption Value by Country (2019-2024) & (USD Million)

Table 94. North America Online Smartphone & Tablet Games Consumption Value by Country (2025-2030) & (USD Million)

Table 95. Europe Online Smartphone & Tablet Games Consumption Value by Type (2019-2024) & (USD Million)

Table 96. Europe Online Smartphone & Tablet Games Consumption Value by Type (2025-2030) & (USD Million)

Table 97. Europe Online Smartphone & Tablet Games Consumption Value by Age (2019-2024) & (USD Million)

Table 98. Europe Online Smartphone & Tablet Games Consumption Value by Age (2025-2030) & (USD Million)

Table 99. Europe Online Smartphone & Tablet Games Consumption Value by Country (2019-2024) & (USD Million)

Table 100. Europe Online Smartphone & Tablet Games Consumption Value by Country (2025-2030) & (USD Million)

Table 101. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Type (2019-2024) & (USD Million)

Table 102. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Type (2025-2030) & (USD Million)

Table 103. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Age (2019-2024) & (USD Million)

Table 104. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Age (2025-2030) & (USD Million)

Table 105. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by

Region (2019-2024) & (USD Million)

Table 106. Asia-Pacific Online Smartphone & Tablet Games Consumption Value by Region (2025-2030) & (USD Million)

Table 107. South America Online Smartphone & Tablet Games Consumption Value by Type (2019-2024) & (USD Million)

Table 108. South America Online Smartphone & Tablet Games Consumption Value by Type (2025-2030) & (USD Million)

Table 109. South America Online Smartphone & Tablet Games Consumption Value by Age (2019-2024) & (USD Million)

Table 110. South America Online Smartphone & Tablet Games Consumption Value by Age (2025-2030) & (USD Million)

Table 111. South America Online Smartphone & Tablet Games Consumption Value by Country (2019-2024) & (USD Million)

Table 112. South America Online Smartphone & Tablet Games Consumption Value by Country (2025-2030) & (USD Million)

Table 113. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Type (2019-2024) & (USD Million)

Table 114. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Type (2025-2030) & (USD Million)

Table 115. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Age (2019-2024) & (USD Million)

Table 116. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Age (2025-2030) & (USD Million)

Table 117. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Country (2019-2024) & (USD Million)

Table 118. Middle East & Africa Online Smartphone & Tablet Games Consumption Value by Country (2025-2030) & (USD Million)

Table 119. Online Smartphone & Tablet Games Raw Material

Table 120. Key Suppliers of Online Smartphone & Tablet Games Raw Materials

List Of Figures

LIST OF FIGURES

- Figure 1. Online Smartphone & Tablet Games Picture
- Figure 2. Global Online Smartphone & Tablet Games Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
- Figure 3. Global Online Smartphone & Tablet Games Consumption Value Market Share by Type in 2023
- Figure 4. Massively Multiplayer Online (MMO)
- Figure 5. Simulation Games
- Figure 6. Action/Adventure
- Figure 7. Strategy Games
- Figure 8. Sports Games
- Figure 9. Role-Playing (RPG)
- Figure 10. Educational Games
- Figure 11. Global Online Smartphone & Tablet Games Consumption Value by Type, (USD Million), 2019 & 2023 & 2030
- Figure 12. Online Smartphone & Tablet Games Consumption Value Market Share by Age in 2023
- Figure 13. 18-25 Years Old Picture
- Figure 14. 26-35 Years Old Picture
- Figure 15. 36-45 Years Old Picture
- Figure 16. Above 45 Years Old Picture
- Figure 17. Below 18 Years Old Picture
- Figure 18. Global Online Smartphone & Tablet Games Consumption Value, (USD Million): 2019 & 2023 & 2030
- Figure 19. Global Online Smartphone & Tablet Games Consumption Value and Forecast (2019-2030) & (USD Million)
- Figure 20. Global Market Online Smartphone & Tablet Games Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)
- Figure 21. Global Online Smartphone & Tablet Games Consumption Value Market Share by Region (2019-2030)
- Figure 22. Global Online Smartphone & Tablet Games Consumption Value Market Share by Region in 2023
- Figure 23. North America Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)
- Figure 24. Europe Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 25. Asia-Pacific Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 26. South America Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 27. Middle East and Africa Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 28. Global Online Smartphone & Tablet Games Revenue Share by Players in 2023

Figure 29. Online Smartphone & Tablet Games Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 30. Global Top 3 Players Online Smartphone & Tablet Games Market Share in 2023

Figure 31. Global Top 6 Players Online Smartphone & Tablet Games Market Share in 2023

Figure 32. Global Online Smartphone & Tablet Games Consumption Value Share by Type (2019-2024)

Figure 33. Global Online Smartphone & Tablet Games Market Share Forecast by Type (2025-2030)

Figure 34. Global Online Smartphone & Tablet Games Consumption Value Share by Age (2019-2024)

Figure 35. Global Online Smartphone & Tablet Games Market Share Forecast by Age (2025-2030)

Figure 36. North America Online Smartphone & Tablet Games Consumption Value Market Share by Type (2019-2030)

Figure 37. North America Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2030)

Figure 38. North America Online Smartphone & Tablet Games Consumption Value Market Share by Country (2019-2030)

Figure 39. United States Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 40. Canada Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 41. Mexico Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 42. Europe Online Smartphone & Tablet Games Consumption Value Market Share by Type (2019-2030)

Figure 43. Europe Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2030)

Figure 44. Europe Online Smartphone & Tablet Games Consumption Value Market

Share by Country (2019-2030)

Figure 45. Germany Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 46. France Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 47. United Kingdom Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 48. Russia Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 49. Italy Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 50. Asia-Pacific Online Smartphone & Tablet Games Consumption Value Market Share by Type (2019-2030)

Figure 51. Asia-Pacific Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2030)

Figure 52. Asia-Pacific Online Smartphone & Tablet Games Consumption Value Market Share by Region (2019-2030)

Figure 53. China Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 54. Japan Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 55. South Korea Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 56. India Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 57. Southeast Asia Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 58. Australia Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 59. South America Online Smartphone & Tablet Games Consumption Value Market Share by Type (2019-2030)

Figure 60. South America Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2030)

Figure 61. South America Online Smartphone & Tablet Games Consumption Value Market Share by Country (2019-2030)

Figure 62. Brazil Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 63. Argentina Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 64. Middle East and Africa Online Smartphone & Tablet Games Consumption Value Market Share by Type (2019-2030)

Figure 65. Middle East and Africa Online Smartphone & Tablet Games Consumption Value Market Share by Age (2019-2030)

Figure 66. Middle East and Africa Online Smartphone & Tablet Games Consumption Value Market Share by Country (2019-2030)

Figure 67. Turkey Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 68. Saudi Arabia Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 69. UAE Online Smartphone & Tablet Games Consumption Value (2019-2030) & (USD Million)

Figure 70. Online Smartphone & Tablet Games Market Drivers

Figure 71. Online Smartphone & Tablet Games Market Restraints

Figure 72. Online Smartphone & Tablet Games Market Trends

Figure 73. Porters Five Forces Analysis

Figure 74. Manufacturing Cost Structure Analysis of Online Smartphone & Tablet Games in 2023

Figure 75. Manufacturing Process Analysis of Online Smartphone & Tablet Games

Figure 76. Online Smartphone & Tablet Games Industrial Chain

Figure 77. Methodology

Figure 78. Research Process and Data Source

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