

Global Social-network Game Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Social-network Game Service market size is expected to reach \$ 92540 million by 2032, rising at a market growth of 5.3% CAGR during the forecast period (2026-2032).

Social Network Game Services refer to digital game services that are built around online connectivity, social relationships, multiplayer interaction, user accounts, creator participation, virtual identity and live operations. The market covers game developers, publishers, operators and platform providers that deliver social-network-enabled gaming experiences through mobile apps, PC online services, messaging platforms, social platforms, UGC environments and connected account systems. Typical service formats include social mobile games, casual social games, social casino games without real-money gambling settlement, user-generated gaming platforms, mini games, multiplayer casual games, social RPGs, strategy games and long-life online games with strong community mechanics. The revenue model is primarily free-to-play and service-based, with monetisation from virtual items, virtual currency, battle passes, subscriptions, advertising, event packages and platform revenue sharing.

Typical microtransaction price points range from approximately US\$0.99 to US\$99.99, while subscription or membership products are commonly priced around US\$4.99 to US\$14.99 per month. The core of this industry is therefore not merely game content creation, but the sustained operation of social engagement, community retention, virtual economies, compliance systems and cross-regional monetisation.

Based on our research, the social network game services industry should not be interpreted as a broad synonym for the entire video game market. Under the narrow scope adopted in this report, the sector is defined by service-based games that use

social relationships, multiplayer interaction, virtual identity, live operations and digital monetisation to create recurring engagement. This distinction is important because a traditional premium console title, a pure app store, a payment processor, a cloud infrastructure provider or a real-money gambling operator may be part of the wider games value chain, but does not necessarily constitute a social network game service provider. The core market is instead driven by developers, publishers, operators and UGC platforms that monetise through virtual items, subscriptions, advertising, battle passes, live events and platform revenue sharing.

From a supply-side perspective, the market is highly globalised but not concentrated in a single region. Chinese companies have built considerable scale in mobile games, mini games, long-life online games and international publishing. US companies remain central in UGC platforms, live-service sports and casual social games. Japanese and Korean companies are strong in IP-based mobile games, MMORPGs, card-based games and long-cycle online operations, while Europe and Israel have distinctive positions in casual social games, social casino games and hybrid-casual publishing. This report therefore separates the global longlist from the core formal list and the revenue model list, because many genuine private or mid-sized suppliers lack transparent financial disclosure but should not be removed from the industry map.

Demand growth is increasingly shaped by three structural forces. First, mobile live-service games continue to increase monetisation depth through events, seasons, virtual items and recurring content updates. Second, UGC platforms are shifting the industry from studio-only content production to creator-led supply, which can expand content breadth and social engagement at scale. Third, mini games, casual social games and social casino formats benefit from low-friction access, lightweight sessions and advertising-supported monetisation. At the same time, regulatory pressure is becoming a material operating factor. China's online game approval regime affects release cadence, while UK and EU online safety rules are increasing obligations around user interaction, child safety, content moderation and platform accountability.

Looking ahead, competition will increasingly be determined by operating capability rather than only by launch-day downloads or grossing rank. Leading suppliers will need to combine game design, social graph management, community operations, compliance systems, AI-assisted content pipelines, cross-platform account infrastructure and disciplined user acquisition. The market outlook remains positive, but the industry is also exposed to higher marketing costs, product fatigue, tighter child-safety regulation, privacy constraints, and scrutiny over virtual currency and social casino mechanics. As a result, scale, portfolio depth, user trust and regulatory execution will matter more than

isolated hit creation.

This report studies the global Social-network Game Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Social-network Game Service, 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 Social-network Game Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Social-network Game Service total market, 2021-2032, (USD Million)

Global Social-network Game Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Social-network Game Service total market, key domestic companies, and share, (USD Million)

Global Social-network Game Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Social-network Game Service total market by Service Model, CAGR, 2021-2032, (USD Million)

Global Social-network Game Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Social-network Game Service 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 Tencent Holdings Limited, NetEase, Inc., Roblox Corporation, Microsoft Corporation, King, Activision Blizzard, Take-Two Interactive, Zynga, Electronic Arts Inc., Scopely, Inc., Playtika Holding Corp., KRAFTON, Inc., HoYoverse, miHoYo, 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 Social-network Game Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Service Model, 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 Social-network Game Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Social-network Game Service Market, Segmentation by Service Model:

Operator-published Social Games

Platform-based Social Games

Licensed / IP-based Social Games

Other

Global Social-network Game Service Market, Segmentation by Monetisation Model:

In-app Purchase-led

Advertising-led

Subscription / Membership-led

Mixed Monetisation

Global Social-network Game Service Market, Segmentation by Product Format:

Mobile Social Games

Social Casino Games

UGC Game Platforms

Mini Games / Lightweight Games

Other

Global Social-network Game Service Market, Segmentation by User Access Channel:

App Store-based

Social Platform-based

Web / Browser-based

Other

Global Social-network Game Service Market, Segmentation by Application:

Casual Entertainment

Competitive / Cooperative Multiplayer

Virtual Social Interaction

IP Fan Engagement

Other

Companies Profiled:

Tencent Holdings Limited

NetEase, Inc.

Roblox Corporation

Microsoft Corporation?King?Activision Blizzard?

Take-Two Interactive ?Zynga?

Electronic Arts Inc.

Scopely, Inc.

Playtika Holding Corp.

KRAFTON, Inc.

HoYoverse?miHoYo?

Century Huatong

Supercell Oy

Playrix

Aristocrat Leisure

Bandai Namco Holdings

SEGA SAMMY Holdings

Nexon Co., Ltd.

Netmarble

NCSoft

Sea Limited

Sanqi Interactive

Cygames

GungHo Online Entertainment

MIXI, Inc.

Konami Group

Stillfront Group

Miniclip SA

Moon Active

DoubleU Games

SciPlay

Perfect World

DeNA Co., Ltd.

GREE Holdings

Jam City

Niantic

Kabam

Com2uS

Kakao Games

Huuuge

Tripledote Studios

Key Questions Answered

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

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