

Global Trading Card Games (TCG) on Mobile Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Trading Card Games (TCG) on Mobile market size is expected to reach \$ 2396 million by 2032, rising at a market growth of 9.6% CAGR during the forecast period (2026-2032).

Trading Card Games (TCG) on mobile refer to digital versions of traditional trading card games that can be played on smartphones and tablets. These games typically involve players collecting cards, building decks, and engaging in strategic gameplay against other players or AI opponents.

The global key companies of Trading Card Games (TCG) on Mobile include Konami, Nuverse, Cygames, Wizards of the Coast, 2K Games, etc. In 2023, the global top five players had a share 75.54% in terms of revenue.

The main sales regions for mobile Trading Card Games (TCGs) encompass North America, Asia-Pacific, and Europe. North America stands out with strong consumer spending and a well-established TCG culture. Meanwhile, the Asia-Pacific region, led by Japan, China, and South Korea, dominates the market thanks to high mobile gaming penetration and a strong affinity for anime and fantasy themes. Europe, particularly the UK, Germany, and France, is experiencing growing interest, driven by the popularity of gaming and collectible card subcultures. Additionally, emerging markets in Latin America and the Middle East are gradually gaining traction, supported by increasing smartphone usage and enhanced gaming accessibility.

The mobile TCG market is undergoing rapid evolution, characterized by trends such as live-service models that keep players engaged through regular content updates, esports initiatives to attract competitive players, and social features like guilds and multiplayer

modes that foster community interaction. Opportunities are emerging from diversified monetization strategies, including subscriptions, premium passes, and partnerships with other gaming or entertainment sectors. Furthermore, localization and culturally tailored content are unlocking potential in untapped regions.

However, challenges remain. Developers must balance accessibility for casual players with enough depth to satisfy hardcore enthusiasts, address piracy in digital formats, ensure robust cybersecurity in blockchain-integrated systems, and navigate the saturated mobile gaming market, where visibility and differentiation are critical. Retaining players in this content-driven environment also demands significant investment in ongoing updates and feature development.

In conclusion, the mobile TCG market is both dynamic and highly competitive, driven by technological advancements and innovative gameplay. Trends like blockchain integration, cross-platform compatibility, and augmented reality (AR) are transforming the player experience. Meanwhile, opportunities in emerging markets, esports, and franchise partnerships are expanding the audience base. To thrive in this landscape, developers must overcome challenges such as market saturation, player retention, and regulatory complexities. Striking a balance between accessibility, monetization, and engaging content will be crucial for sustained growth and long-term success in this vibrant sector.

This report studies the global Trading Card Games (TCG) on Mobile demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Trading Card Games (TCG) on Mobile, 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 Trading Card Games (TCG) on Mobile that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Trading Card Games (TCG) on Mobile total market, 2021-2032, (USD Million)

Global Trading Card Games (TCG) on Mobile total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Trading Card Games (TCG) on Mobile total market, key domestic

companies, and share, (USD Million)

Global Trading Card Games (TCG) on Mobile revenue by player, revenue and market share 2021-2026, (USD Million)

Global Trading Card Games (TCG) on Mobile total market by Type, CAGR, 2021-2032, (USD Million)

Global Trading Card Games (TCG) on Mobile total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Trading Card Games (TCG) on Mobile 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 Konami, Nuverse, Cygames, Wizards of the Coast, 2K Games, Blizzard Entertainment, Riot Game, Pokemon, 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 Trading Card Games (TCG) on Mobile market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, 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 Trading Card Games (TCG) on Mobile Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Trading Card Games (TCG) on Mobile Market, Segmentation by Type:

iOS

Android

Global Trading Card Games (TCG) on Mobile Market, Segmentation by Application:

Male

Female

Companies Profiled:

Konami

Nuverse

Cygames

Wizards of the Coast

2K Games

Blizzard Entertainment

Riot Game

Pokemon

Key Questions Answered

1. How big is the global Trading Card Games (TCG) on Mobile market?
2. What is the demand of the global Trading Card Games (TCG) on Mobile market?
3. What is the year over year growth of the global Trading Card Games (TCG) on Mobile market?
4. What is the total value of the global Trading Card Games (TCG) on Mobile market?
5. Who are the Major Players in the global Trading Card Games (TCG) on Mobile market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Trading Card Games (TCG) on Mobile Introduction
- 1.2 World Trading Card Games (TCG) on Mobile Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Trading Card Games (TCG) on Mobile Total Market by Region (by Headquarter Location)
 - 1.3.1 World Trading Card Games (TCG) on Mobile Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.3 China Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.4 Europe Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.5 Japan Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
 - 1.3.8 India Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Trading Card Games (TCG) on Mobile Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)
- 2.2 World Trading Card Games (TCG) on Mobile Consumption Value by Region
 - 2.2.1 World Trading Card Games (TCG) on Mobile Consumption Value by Region (2021-2026)
 - 2.2.2 World Trading Card Games (TCG) on Mobile Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Trading Card Games (TCG) on Mobile Consumption Value

(2021-2032)

2.4 China Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)

2.5 Europe Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)

2.6 Japan Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)

2.7 South Korea Trading Card Games (TCG) on Mobile Consumption Value

(2021-2032)

2.8 ASEAN Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)

2.9 India Trading Card Games (TCG) on Mobile Consumption Value (2021-2032)

3 WORLD TRADING CARD GAMES (TCG) ON MOBILE COMPANIES COMPETITIVE ANALYSIS

3.1 World Trading Card Games (TCG) on Mobile Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Trading Card Games (TCG) on Mobile Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Trading Card Games (TCG) on Mobile in 2025

3.2.3 Global Concentration Ratios (CR8) for Trading Card Games (TCG) on Mobile in 2025

3.3 Trading Card Games (TCG) on Mobile Company Evaluation Quadrant

3.4 Trading Card Games (TCG) on Mobile Market: Overall Company Footprint Analysis

3.4.1 Trading Card Games (TCG) on Mobile Market: Region Footprint

3.4.2 Trading Card Games (TCG) on Mobile Market: Company Product Type Footprint

3.4.3 Trading Card Games (TCG) on Mobile Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Trading Card Games (TCG) on Mobile Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Trading Card Games (TCG) on Mobile Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Trading Card Games (TCG) on Mobile Revenue Market

Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Trading Card Games (TCG) on Mobile Consumption Value Comparison

4.2.1 United States VS China: Trading Card Games (TCG) on Mobile Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Trading Card Games (TCG) on Mobile Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Trading Card Games (TCG) on Mobile Companies and Market Share, 2021-2026

4.3.1 United States Based Trading Card Games (TCG) on Mobile Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Trading Card Games (TCG) on Mobile Revenue, (2021-2026)

4.4 China Based Companies Trading Card Games (TCG) on Mobile Revenue and Market Share, 2021-2026

4.4.1 China Based Trading Card Games (TCG) on Mobile Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Trading Card Games (TCG) on Mobile Revenue, (2021-2026)

4.5 Rest of World Based Trading Card Games (TCG) on Mobile Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Trading Card Games (TCG) on Mobile Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Trading Card Games (TCG) on Mobile Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Trading Card Games (TCG) on Mobile Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 iOS

5.2.2 Android

5.3 Market Segment by Type

5.3.1 World Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026)

5.3.2 World Trading Card Games (TCG) on Mobile Market Size by Type (2027-2032)

5.3.3 World Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY APPLICATION

6.1 World Trading Card Games (TCG) on Mobile Market Size Overview by Application:
2021 VS 2025 VS 2032

6.2 Segment Introduction by Application

6.2.1 Male

6.2.2 Female

6.3 Market Segment by Application

6.3.1 World Trading Card Games (TCG) on Mobile Market Size by Application
(2021-2026)

6.3.2 World Trading Card Games (TCG) on Mobile Market Size by Application
(2027-2032)

6.3.3 World Trading Card Games (TCG) on Mobile Market Size Market Share by
Application (2021-2032)

7 COMPANY PROFILES

7.1 Konami

7.1.1 Konami Details

7.1.2 Konami Major Business

7.1.3 Konami Trading Card Games (TCG) on Mobile Product and Services

7.1.4 Konami Trading Card Games (TCG) on Mobile Revenue, Gross Margin and
Market Share (2021-2026)

7.1.5 Konami Recent Developments/Updates

7.1.6 Konami Competitive Strengths & Weaknesses

7.2 Nuverse

7.2.1 Nuverse Details

7.2.2 Nuverse Major Business

7.2.3 Nuverse Trading Card Games (TCG) on Mobile Product and Services

7.2.4 Nuverse Trading Card Games (TCG) on Mobile Revenue, Gross Margin and
Market Share (2021-2026)

7.2.5 Nuverse Recent Developments/Updates

7.2.6 Nuverse Competitive Strengths & Weaknesses

7.3 Cygames

7.3.1 Cygames Details

7.3.2 Cygames Major Business

7.3.3 Cygames Trading Card Games (TCG) on Mobile Product and Services

7.3.4 Cygames Trading Card Games (TCG) on Mobile Revenue, Gross Margin and
Market Share (2021-2026)

- 7.3.5 Cygames Recent Developments/Updates
- 7.3.6 Cygames Competitive Strengths & Weaknesses
- 7.4 Wizards of the Coast
 - 7.4.1 Wizards of the Coast Details
 - 7.4.2 Wizards of the Coast Major Business
 - 7.4.3 Wizards of the Coast Trading Card Games (TCG) on Mobile Product and Services
 - 7.4.4 Wizards of the Coast Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)
 - 7.4.5 Wizards of the Coast Recent Developments/Updates
 - 7.4.6 Wizards of the Coast Competitive Strengths & Weaknesses
- 7.5 2K Games
 - 7.5.1 2K Games Details
 - 7.5.2 2K Games Major Business
 - 7.5.3 2K Games Trading Card Games (TCG) on Mobile Product and Services
 - 7.5.4 2K Games Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)
 - 7.5.5 2K Games Recent Developments/Updates
 - 7.5.6 2K Games Competitive Strengths & Weaknesses
- 7.6 Blizzard Entertainment
 - 7.6.1 Blizzard Entertainment Details
 - 7.6.2 Blizzard Entertainment Major Business
 - 7.6.3 Blizzard Entertainment Trading Card Games (TCG) on Mobile Product and Services
 - 7.6.4 Blizzard Entertainment Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)
 - 7.6.5 Blizzard Entertainment Recent Developments/Updates
 - 7.6.6 Blizzard Entertainment Competitive Strengths & Weaknesses
- 7.7 Riot Game
 - 7.7.1 Riot Game Details
 - 7.7.2 Riot Game Major Business
 - 7.7.3 Riot Game Trading Card Games (TCG) on Mobile Product and Services
 - 7.7.4 Riot Game Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)
 - 7.7.5 Riot Game Recent Developments/Updates
 - 7.7.6 Riot Game Competitive Strengths & Weaknesses
- 7.8 Pokemon
 - 7.8.1 Pokemon Details
 - 7.8.2 Pokemon Major Business

- 7.8.3 Pokemon Trading Card Games (TCG) on Mobile Product and Services
- 7.8.4 Pokemon Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)
- 7.8.5 Pokemon Recent Developments/Updates
- 7.8.6 Pokemon Competitive Strengths & Weaknesses

8 INDUSTRY CHAIN ANALYSIS

- 8.1 Trading Card Games (TCG) on Mobile Industry Chain
- 8.2 Trading Card Games (TCG) on Mobile Upstream Analysis
- 8.3 Trading Card Games (TCG) on Mobile Midstream Analysis
- 8.4 Trading Card Games (TCG) on Mobile Downstream Analysis

9 RESEARCH FINDINGS AND CONCLUSION

10 APPENDIX

- 10.1 Methodology
- 10.2 Research Process and Data Source
- 10.3 Disclaimer

List Of Figures

LIST OF FIGURES

- Table 1. World Trading Card Games (TCG) on Mobile Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Trading Card Games (TCG) on Mobile Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Trading Card Games (TCG) on Mobile Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Trading Card Games (TCG) on Mobile Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Trading Card Games (TCG) on Mobile Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Trading Card Games (TCG) on Mobile Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Trading Card Games (TCG) on Mobile Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Trading Card Games (TCG) on Mobile Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Trading Card Games (TCG) on Mobile Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Trading Card Games (TCG) on Mobile Players in 2025
- Table 12. World Trading Card Games (TCG) on Mobile Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Trading Card Games (TCG) on Mobile Company Evaluation Quadrant
- Table 14. Head Office of Key Trading Card Games (TCG) on Mobile Players
- Table 15. Trading Card Games (TCG) on Mobile Market: Company Product Type Footprint
- Table 16. Trading Card Games (TCG) on Mobile Market: Company Product Application Footprint
- Table 17. Trading Card Games (TCG) on Mobile Mergers & Acquisitions Activity
- Table 18. United States VS China Trading Card Games (TCG) on Mobile Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Trading Card Games (TCG) on Mobile Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Trading Card Games (TCG) on Mobile Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Trading Card Games (TCG) on Mobile Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Trading Card Games (TCG) on Mobile Revenue Market Share (2021-2026)

Table 23. China Based Trading Card Games (TCG) on Mobile Companies, Headquarters (Province, Country)

Table 24. China Based Companies Trading Card Games (TCG) on Mobile Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Trading Card Games (TCG) on Mobile Revenue Market Share (2021-2026)

Table 26. Rest of World Based Trading Card Games (TCG) on Mobile Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Trading Card Games (TCG) on Mobile Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Trading Card Games (TCG) on Mobile Revenue Market Share (2021-2026)

Table 29. World Trading Card Games (TCG) on Mobile Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Trading Card Games (TCG) on Mobile Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Trading Card Games (TCG) on Mobile Market Size by Type (2027-2032) & (USD Million)

Table 32. World Trading Card Games (TCG) on Mobile Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 33. World Trading Card Games (TCG) on Mobile Market Size by Application (2021-2026) & (USD Million)

Table 34. World Trading Card Games (TCG) on Mobile Market Size by Application (2027-2032) & (USD Million)

Table 35. Konami Basic Information, Manufacturing Base and Competitors

Table 36. Konami Major Business

Table 37. Konami Trading Card Games (TCG) on Mobile Product and Services

Table 38. Konami Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 39. Konami Recent Developments/Updates

Table 40. Konami Competitive Strengths & Weaknesses

Table 41. Nuverse Basic Information, Manufacturing Base and Competitors

Table 42. Nuverse Major Business

Table 43. Nuverse Trading Card Games (TCG) on Mobile Product and Services

- Table 44. Nuverse Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 45. Nuverse Recent Developments/Updates
- Table 46. Nuverse Competitive Strengths & Weaknesses
- Table 47. Cygames Basic Information, Manufacturing Base and Competitors
- Table 48. Cygames Major Business
- Table 49. Cygames Trading Card Games (TCG) on Mobile Product and Services
- Table 50. Cygames Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 51. Cygames Recent Developments/Updates
- Table 52. Cygames Competitive Strengths & Weaknesses
- Table 53. Wizards of the Coast Basic Information, Manufacturing Base and Competitors
- Table 54. Wizards of the Coast Major Business
- Table 55. Wizards of the Coast Trading Card Games (TCG) on Mobile Product and Services
- Table 56. Wizards of the Coast Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 57. Wizards of the Coast Recent Developments/Updates
- Table 58. Wizards of the Coast Competitive Strengths & Weaknesses
- Table 59. 2K Games Basic Information, Manufacturing Base and Competitors
- Table 60. 2K Games Major Business
- Table 61. 2K Games Trading Card Games (TCG) on Mobile Product and Services
- Table 62. 2K Games Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 63. 2K Games Recent Developments/Updates
- Table 64. 2K Games Competitive Strengths & Weaknesses
- Table 65. Blizzard Entertainment Basic Information, Manufacturing Base and Competitors
- Table 66. Blizzard Entertainment Major Business
- Table 67. Blizzard Entertainment Trading Card Games (TCG) on Mobile Product and Services
- Table 68. Blizzard Entertainment Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 69. Blizzard Entertainment Recent Developments/Updates
- Table 70. Blizzard Entertainment Competitive Strengths & Weaknesses
- Table 71. Riot Game Basic Information, Manufacturing Base and Competitors
- Table 72. Riot Game Major Business
- Table 73. Riot Game Trading Card Games (TCG) on Mobile Product and Services
- Table 74. Riot Game Trading Card Games (TCG) on Mobile Revenue, Gross Margin

and Market Share (2021-2026) & (USD Million)

Table 75. Riot Game Recent Developments/Updates

Table 76. Riot Game Competitive Strengths & Weaknesses

Table 77. Pokemon Basic Information, Manufacturing Base and Competitors

Table 78. Pokemon Major Business

Table 79. Pokemon Trading Card Games (TCG) on Mobile Product and Services

Table 80. Pokemon Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Pokemon Recent Developments/Updates

Table 82. Pokemon Competitive Strengths & Weaknesses

Table 83. Global Key Players of Trading Card Games (TCG) on Mobile Upstream (Raw Materials)

Table 84. Global Trading Card Games (TCG) on Mobile Typical Customers

LIST OF FIGURES

Figure 1. Trading Card Games (TCG) on Mobile Picture

Figure 2. World Trading Card Games (TCG) on Mobile Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Trading Card Games (TCG) on Mobile Total Revenue (2021-2032) & (USD Million)

Figure 4. World Trading Card Games (TCG) on Mobile Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Trading Card Games (TCG) on Mobile Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Trading Card Games (TCG) on Mobile Revenue (2021-2032) & (USD Million)

- Figure 13. Trading Card Games (TCG) on Mobile Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Trading Card Games (TCG) on Mobile Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 20. Japan Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 21. South Korea Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 22. ASEAN Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 23. India Trading Card Games (TCG) on Mobile Consumption Value (2021-2032) & (USD Million)
- Figure 24. Producer Shipments of Trading Card Games (TCG) on Mobile by Player Revenue (\$MM) and Market Share (%): 2025
- Figure 25. Global Four-firm Concentration Ratios (CR4) for Trading Card Games (TCG) on Mobile Markets in 2025
- Figure 26. Global Four-firm Concentration Ratios (CR8) for Trading Card Games (TCG) on Mobile Markets in 2025
- Figure 27. United States VS China: Trading Card Games (TCG) on Mobile Revenue Market Share Comparison (2021 & 2025 & 2032)
- Figure 28. United States VS China: Trading Card Games (TCG) on Mobile Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- Figure 29. World Trading Card Games (TCG) on Mobile Market Size by Type, (USD Million), 2021 & 2025 & 2032
- Figure 30. World Trading Card Games (TCG) on Mobile Market Size Market Share by Type in 2025
- Figure 31. iOS
- Figure 32. Android
- Figure 33. World Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2032)
- Figure 34. World Trading Card Games (TCG) on Mobile Market Size by Application,

(USD Million), 2021 & 2025 & 2032

Figure 35. World Trading Card Games (TCG) on Mobile Market Size Market Share by Application in 2025

Figure 36. Male

Figure 37. Female

Figure 38. World Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2032)

Figure 39. Trading Card Games (TCG) on Mobile Industrial Chain

Figure 40. Methodology

Figure 41. Research Process and Data Source

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