

Global Video Game Streaming Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Video Game Streaming Services market size is expected to reach \$ 26811 million by 2032, rising at a market growth of 24.0% CAGR during the forecast period (2026-2032).

Cloud gaming services are interactive digital entertainment services in which the game workload is executed on remote servers, edge GPU nodes or virtualized cloud PCs, while real-time video output is encoded and streamed to end-user devices and player inputs are transmitted back to the cloud environment. The scope of this report focuses on consumer cloud gaming subscriptions, bring-your-own-library game streaming, cloud PC services positioned for gaming, white-label cloud gaming platforms, and B2B2C services delivered through telecom operators, smart TVs and digital entertainment platforms. The core value proposition is to reduce dependence on local gaming hardware, shorten download and installation friction, extend premium game access to televisions, PCs, mobile devices, tablets and set-top boxes, and monetize through monthly subscriptions, bundled memberships, usage-based cloud PC fees, platform licensing and operator revenue sharing.

Typical pricing ranges from free or ad-supported access to approximately US\$5?25 per month for mainstream subscriptions, with higher effective pricing for performance-tier cloud PC services.

Based on our research, the essence of cloud gaming services is not the simple ?video streaming? of games, but the re-architecture of game execution, rendering, encoding, network delivery, input feedback, licensing and distribution into a cloud-delivered interactive service model. Under a narrow and professional scope, the market should include consumer cloud gaming services, bring-your-own-library game streaming,

gaming-oriented cloud PCs, white-label cloud gaming technology platforms and B2B2C telecom or smart-TV deployments. It should not include game live-streaming platforms, ordinary game stores or remote-play tools that rely on the user's own local console or PC. This distinction is critical because the economics, technical barriers and supplier landscape of cloud gaming are fundamentally different from those of video content streaming or game broadcasting.

From a supply perspective, the global market is structurally fragmented but strategically concentrated. Microsoft, NVIDIA, Sony and Amazon occupy the top layer because they control major assets in game subscriptions, GPU infrastructure, console ecosystems or cloud platforms. Europe has developed a meaningful independent supplier base, represented by Boosteroid, Blacknut, Shadow, Antstream and Netgem/Gamestream, while Japan and Taiwan-related capabilities are visible through Sony, Ubitus and Broadmedia. China has a distinct structure, combining large ecosystem players such as Tencent, NetEase and China Mobile's Migu with cloud PC-oriented services such as Shunwang, Haima Cloud and Dalong Cloud PC. Therefore, a revenue-only ranking would understate the importance of white-label technology providers, telecom-led distribution models and regional cloud PC specialists.

From the demand side, cloud gaming growth is being driven less by a direct and immediate replacement of consoles, and more by a broader set of access-expansion use cases. These include low-spec PC users, smart-TV gaming without a console, mobile instant play, 5G operator bundles, retro game preservation, family entertainment, and high-performance cloud PCs for gamers who do not want to purchase expensive hardware. Smart-TV gateways are becoming increasingly important, as Samsung and LG aggregate multiple cloud gaming services into their television interfaces. However, these companies should normally be treated as distribution or discovery platforms rather than core cloud gaming service providers, unless they operate the actual gaming workload, licensing and monetization layer.

From a policy and industry dynamics perspective, cloud gaming is increasingly shaped by app-store rules, content licensing and merger-control remedies. Apple's global policy change allowing a single app to stream a full game catalog reduces friction for mobile distribution, while the UK CMA's treatment of Activision cloud streaming rights shows that regulators now view cloud gaming as a market with potential independent competitive significance. At the same time, the shutdown of Stadia, restructuring of Luna, emergence of Netflix TV games and consolidation of white-label assets show that the sector is still in a phase of business-model validation. Over the medium term, winners are likely to be those that combine premium content rights, scalable GPU

capacity, low-latency network coverage, multi-device access and disciplined unit economics.

This report studies the global Video Game Streaming Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Video Game Streaming Services, 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 Video Game Streaming Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Video Game Streaming Services total market, 2021-2032, (USD Million)

Global Video Game Streaming Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Video Game Streaming Services total market, key domestic companies, and share, (USD Million)

Global Video Game Streaming Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Video Game Streaming Services total market by Service Model, CAGR, 2021-2032, (USD Million)

Global Video Game Streaming Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Video Game Streaming Services 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 Corporation, NVIDIA Corporation, Sony Group Corporation, Amazon.com, Inc., Tencent Holdings Limited, Migu, NetEase, Inc., Boosteroid, Blacknut SAS, Ubitus K.K., 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 Video Game Streaming Services 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 Video Game Streaming Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video Game Streaming Services Market, Segmentation by Service Model:

Subscription Game Library

Bring-Your-Own-Library Streaming

Cloud PC for Gaming

White-label / B2B2C Platform

Global Video Game Streaming Services Market, Segmentation by Content Access Model:

Platform-owned Subscription Catalog

Licensed Third-party Catalog

User-owned Store Library

Single-title Cloud Version

Global Video Game Streaming Services Market, Segmentation by Access Device:

Smart TV / Set-top Box

PC / Browser

Mobile / Tablet

Handheld / Other Devices

Global Video Game Streaming Services Market, Segmentation by Cloud Infrastructure Route:

Centralized GPU Cloud

Edge GPU Deployment

Virtualized Cloud PC

Hybrid Partner Network

Global Video Game Streaming Services Market, Segmentation by Application:

Living-room Console Replacement

Low-spec PC Access

Mobile Instant Play

Telecom / Pay-TV Bundle

Other

Companies Profiled:

Microsoft Corporation

NVIDIA Corporation

Sony Group Corporation

Amazon.com, Inc.

Tencent Holdings Limited

Migu

NetEase, Inc.

Boosteroid

Blacknut SAS

Ubitus K.K.

Shadow SAS

Antstream Ltd.

Netgem S.A.

Netflix, Inc.

OnMobile Global

CareGame

Zhejiang Shunwang Technologies

Anhui Yanmo Technology

Shanghai Dalong Information Technology

Broadmedia Corporation

Key Questions Answered

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

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