

Global In-Game Advertising Platform Market 2025 by Company, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/I7D3108200C0EN.html>

Date: December 2025

Pages: 114

Price: US\$ 3,480.00 (Single User License)

ID: I7D3108200C0EN

Abstracts

According to our latest research, the global In-Game Advertising Platform market size will reach USD million in 2031, growing at a CAGR of %over the analysis period.

In-game advertising involves integrating ads into video games to reach players during gameplay. These ads can appear as branded objects, billboards or product placements within the game environment. In-game advertising allows advertisers to engage with a highly engaged audience and can provide a seamless and contextual way to promote their products or services to gamers.

In-game advertising is a breakthrough monetization strategy game studios use to boost their income. The best part about this innovative technology is those game developers earn money via increased download and impression rates and get paid by the providers to show ads to the gamers.

This report is a detailed and comprehensive analysis for global In-Game Advertising Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. 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 In-Game Advertising Platform market size and forecasts, in consumption value

(\$ Million), 2020-2031

Global In-Game Advertising Platform market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global In-Game Advertising Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global In-Game Advertising Platform 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 In-Game Advertising Platform
- 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 In-Game Advertising Platform 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 Anzu.io, AdInMo, Activision Blizzard, Adverty, AppsFlyer, Bidstack, Frameplay, Gadsme, Super League Gaming, Unity Ads, etc.

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

Market segmentation

In-Game Advertising Platform market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Mobile

PC

Console

Metaverse

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

Anzu.io

AdInMo

Activision Blizzard

Adverty

AppsFlyer

Bidstack

Frameplay

Gadsme

Super League Gaming

Unity Ads

PubScale

iion

Chartboost

Viant Technology LLC

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 In-Game Advertising Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of In-Game Advertising Platform, with revenue, gross margin, and global market share of In-Game Advertising Platform from 2020 to 2025.

Chapter 3, the In-Game Advertising Platform 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 Application, with consumption value and growth rate by Type, by Application, 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 In-Game Advertising Platform market forecast, by regions, by Type and by Application, 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 In-Game Advertising Platform.

Chapter 13, to describe In-Game Advertising Platform research findings and conclusion.

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