

Board Games Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Board Games Market was valued at USD 12.2 billion in 2024 and is estimated to grow at a CAGR of 5.5% to reach USD 20.6 billion by 2034.

In the growing digital world, many individuals and families are actively seeking ways to reduce screen time and re-engage in meaningful, face-to-face interactions. Board games offer a unique opportunity for people to connect in person through shared experiences that foster communication, teamwork, competition, and fun.

Rising Adoption of Monopoly

The monopoly segment held a notable share in 2024, driven by its iconic status and multigenerational appeal. Known for its simple yet engaging economic gameplay, Monopoly continues to perform strongly in the classic and licensed versions. Brands have extended the franchise through limited editions, pop culture tie-ins, and digital integrations to keep the game fresh and relevant. Its accessibility to a broad age group and its recognizable branding makes Monopoly not just a game but a cultural fixture in family entertainment. The segment consistently contributes a significant share, backed by steady consumer demand and nostalgic value.

Strategy & War to Gain Traction

The strategy and war segment witnessed a significant share in 2024, backed by serious hobbyists and adult players seeking depth, complexity, and competitive gameplay. Games in this category, such as war simulations and Euro-style strategy titles, often feature rich mechanics, longer play times, and high replay value. This segment has seen strong growth due to the rise of gaming communities, conventions, and online

influencers who spotlight these titles. As players increasingly look for immersive and intellectually stimulating experiences, publishers are responding with intricate storylines, modular expansions, and premium components. The demand in this segment is niche but highly loyal, creating strong repeat purchase behavior and a robust aftermarket.

Regional Insights

North America to Emerge as a Lucrative Region

North America board games market generated significant revenues in 2024, driven by a strong retail infrastructure, a culture that embraces family and social gaming, and high consumer spending on entertainment. The market evolves as younger demographics show growing interest in tabletop games beyond traditional titles. Innovative game design, increased visibility through influences, and widespread adoption of crowdfunding have further accelerated growth. With North American consumers valuing both nostalgia and novelty, the market remains dynamic and primed for continued expansion.

Major players in the board games market are IELLO, Indie Boards and Cards, Kosmos Verlags-GmbH & Co. KG, North Star Games, HABA - Habermaass GmbH, Fantasy Flight Games, Schmidt Spiele GmbH, Hasbro Inc., CMON Limited, Z-Man Games LLC, Asmodee Group, Mattel Inc., Days of Wonder, Goliath Games LLC, USAopoly Inc., Spin Master Corp., Czech Games Edition, University Games Corp., Ravensburger AG, and PlayMonster LLC.

To strengthen their market foothold, companies in the board games industry are focusing on several strategic initiatives. These include expanding intellectual property through licensed collaborations with movies, TV shows, and gaming franchises to tap into established fan bases. Firms are also embracing digital transformation, offering app-assisted games and online tutorials to enhance user experience. Crowdfunding is being leveraged to validate concepts and build early consumer engagement, especially for indie titles. In addition, partnerships with board game cafés, hobby stores, and e-commerce platforms help diversify distribution. Many companies are also investing in global localization strategies to enter new markets while tailoring content to regional preferences.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Data mining sources
 - 1.3.1 Global
 - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
 - 1.4.1 Base year calculation
 - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2034
- 2.2 Key market trends
 - 2.2.1 Regional
 - 2.2.2 Product type
 - 2.2.3 Game theme
 - 2.2.4 Type
 - 2.2.5 Age group
 - 2.2.6 Distribution channel
- 2.3 CXO perspectives: Strategic imperatives
 - 2.3.1 Key decision points for industry executives
 - 2.3.2 Critical success factors for market players
- 2.4 Future outlook and strategic recommendations

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Supplier landscape
 - 3.1.2 Profit margin

- 3.1.3 Value addition at each stage
- 3.1.4 Factor affecting the value chain
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Digital integration
 - 3.2.1.2 Expansion of board game caf?s and community events
 - 3.2.1.3 Increasing crowdfunding and indie game development
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Digital distraction and screen-based entertainment
 - 3.2.2.2 High manufacturing and logistics costs
 - 3.2.3 Opportunities
 - 3.2.3.1 Hybrid physical-digital games
 - 3.2.3.2 Educational and therapeutic applications
- 3.3 Growth potential analysis
- 3.4 Future market trends
- 3.5 Technology and innovation landscape
 - 3.5.1 Current technological trends
 - 3.5.2 Emerging technologies
- 3.6 Price trends
 - 3.6.1 By region
 - 3.6.2 By product type
- 3.7 Trade statistics (HS code- 9504)
 - 3.7.1 Major importing countries
 - 3.7.2 Major exporting countries
- 3.8 Regulatory landscape
 - 3.8.1 Standards and compliance requirements
 - 3.8.2 Regional regulatory frameworks
 - 3.8.3 Certification standards
- 3.9 Porter's analysis
- 3.10 PESTEL analysis
- 3.11 Consumer behaviour analysis
 - 3.11.1 Purchasing patterns
 - 3.11.2 Preference analysis
 - 3.11.3 Regional variations in consumer behaviour
 - 3.11.4 Impact of e-commerce on buying decisions

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction

- 4.2 Company market share analysis
 - 4.2.1 By region
 - 4.2.1.1 North America
 - 4.2.1.2 Europe
 - 4.2.1.3 Asia Pacific
 - 4.2.1.4 Latin America
 - 4.2.1.5 Middle East and Africa
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
 - 4.6.1 Mergers & acquisitions
 - 4.6.2 Partnerships & collaborations
 - 4.6.3 New product launches
- 4.7 Expansion plans

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Monopoly
- 5.3 Scrabble
- 5.4 Chess
- 5.5 Puzzles
- 5.6 Card & dice
- 5.7 Collectible card
- 5.8 Miniature
- 5.9 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY GAME THEME, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Strategy & war
- 6.3 Sci-fi games
- 6.4 Fantasy games
- 6.5 Sports
- 6.6 Adventure & exploration
- 6.7 Horror & mystery

- 6.8 Educational & trivia
- 6.9 Others (history and civilization, etc.)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY TYPE, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Physical
- 7.3 Digital board games / mobile app adaptations
- 7.4 AR/VR integrated board games
- 7.5 Print and play games

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY AGE GROUP, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 8.1 Key trends
- 8.2 2 - 5 years
- 8.3 5 - 12 years
- 8.4 12 - 25 years
- 8.5 Above 25 years

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 9.1 Key trends
- 9.2 Online
 - 9.2.1 E-commerce
 - 9.2.2 Company websites
- 9.3 Offline
 - 9.3.1 Toy and department stores
 - 9.3.2 Specialty stores
 - 9.3.3 Supermarkets and hypermarkets
 - 9.3.4 Others (board game caf?s & bars, etc.)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034, (USD BILLION) (MILLION UNITS)

- 10.1 Key trends
- 10.2 North America

- 10.2.1 U.S.
- 10.2.2 Canada
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 France
 - 10.3.4 Spain
 - 10.3.5 Italy
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 Japan
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 South Korea
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Argentina
- 10.6 MEA
 - 10.6.1 South Africa
 - 10.6.2 Saudi Arabia
 - 10.6.3 UAE

CHAPTER 11 COMPANY PROFILES

- 11.1 Asmodee Group
- 11.2 CMON Limited
- 11.3 Czech Games Edition
- 11.4 Days of Wonder
- 11.5 Fantasy Flight Games
- 11.6 Goliath Games LLC
- 11.7 HABA - Habermaass GmbH
- 11.8 Hasbro Inc.
- 11.9 IELLO
- 11.10 Indie Boards and Cards
- 11.11 Kosmos Verlags-GmbH & Co. KG
- 11.12 Mattel Inc.
- 11.13 North Star Games
- 11.14 PlayMonster LLC

- 11.15 Ravensburger AG
- 11.16 Schmidt Spiele GmbH
- 11.17 Spin Master Corp.
- 11.18 University Games Corp.
- 11.19 USAopoly Inc.
- 11.20 Z-Man Games LLC

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