

Asia Pacific E-sports Market 2020-2030 by Game Type, Revenue Source, Device, Streaming Platform, Audience Type, Viewer Gender, Age Group, and Country: Trend Forecast and Growth Opportunity

<https://marketpublishers.com/r/A62B60520C06EN.html>

Date: June 2020

Pages: 142

Price: US\$ 2,023.00 (Single User License)

ID: A62B60520C06EN

Abstracts

Asia Pacific e-sports market will grow by 20.7% annually with a total addressable market cap of \$13.83 billion over 2020-2030 driven by the rising need for remote sports and virtual games amid the COVID-19 pandemic.

Highlighted with 40 tables and 80 figures, this 142-page report “Asia Pacific E-sports Market 2020-2030 by Game Type, Revenue Source, Device, Streaming Platform, Audience Type, Viewer Gender, Age Group, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific e-sports market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2015-2019 and provides forecast from 2020 till 2030 with 2019 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify Asia Pacific e-sports market in every aspect of the classification from perspectives of Game Type, Revenue Source, Device, Streaming Platform, Audience Type, Viewer Gender, Age Group, and Country.

Based on Game Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Multiplayer Online Battle Arena (MOBA)

Player vs. Player (PvP)

First Person Shooters (FPS)

Real Time Strategy (RTS)

Massive Multiplayer Online Games (MMOG)

Other Game Types

Based on Revenue Source, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

Game Publisher Fee

Merchandize & Tickets

Advertisement

Sponsorships

IT Industry

Consumer Electronics

Drink & Beverage

Financial Institutes & Banks

Retail Industry

Others

Media Rights

Subscriptions

Online Advertisements

Other Revenue Sources

Based on Device, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

PCs

Consoles

Laptops & Tablets

Smartphones

Other Devices

Based on Streaming Platform, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2019-2030 included in each section.

YouTube

Twitch

Hayu

DouYu

Other Streaming Platforms

Based on Audience Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) and viewership (million) for 2019-2030 included in each section.

Regular Viewers

Occasional Viewers

Based on Viewer Gender, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) and viewership (million) for 2019-2030 included in each section.

Male Viewers

Female Viewers

Based on Age Group, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) and viewership (million) for 2019-2030 included in each section.

35 Year Old Viewers

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)

For each aforementioned country, detailed analysis and data for annual revenue are available for 2019-2030. The breakdown of key national markets by Game Type, Revenue Source, and Device over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Asia Pacific e-sports market are assayed quantitatively and qualitatively through GMD's Risk Assessment System.

According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

Activision Blizzard Inc.

Cloud9

Counter Logic Gaming

EA Sports.

Echo Fox Fnatic

Electronic Arts Inc.

Envy Gaming

Epic Games Inc.

G2 Esports

Gfinity Plc

Hi-Rez Studios

Immortals

Intergalactic Gaming Ltd.

Modern Times Group MTG AB

Nintendo Co. Ltd.

Take-Two Interactive Software Inc.

Team Liquid

Team SoloMid

Tencent Holdings Ltd.

Valve Corporation

(Please note: The report will be updated before delivery so that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF ASIA PACIFIC MARKET BY GAME TYPE

- 3.1 Market Overview by Game Type
- 3.2 Multiplayer Online Battle Arena (MOBA)
- 3.3 Player vs. Player (PvP)
- 3.4 First Person Shooters (FPS)
- 3.5 Real Time Strategy (RTS)
- 3.6 Massive Multiplayer Online Games (MMOG)
- 3.7 Other Game Types

4 SEGMENTATION OF ASIA PACIFIC MARKET BY REVENUE SOURCE

- 4.1 Market Overview by Revenue Source
- 4.2 Game Publisher Fee

- 4.3 Merchandize & Tickets
- 4.4 Advertisement
- 4.5 Sponsorships
- 4.6 Media Rights
- 4.7 Other Revenue Sources

5 SEGMENTATION OF ASIA PACIFIC MARKET BY DEVICE

- 5.1 Market Overview by Device
- 5.2 PCs
- 5.3 Consoles
- 5.4 Laptops & Tablets
- 5.5 Smartphones
- 5.6 Other Devices

6 SEGMENTATION OF ASIA PACIFIC MARKET BY STREAMING PLATFORM

- 6.1 Market Overview by Streaming Platform
- 6.2 YouTube
- 6.3 Twitch
- 6.4 Hayu
- 6.5 DouYu
- 6.6 Other Streaming Platforms

7 SEGMENTATION OF ASIA PACIFIC MARKET BY AUDIENCE TYPE

- 7.1 Market Overview by Audience Type
- 7.2 Regular Viewers
- 7.3 Occasional Viewers

8 SEGMENTATION OF ASIA PACIFIC MARKET BY VIEWER GENDER

- 8.1 Market Overview by Viewer Gender
- 8.2 Male Viewers
- 8.3 Female Viewers

9 SEGMENTATION OF ASIA PACIFIC MARKET BY AGE GROUP

- 9.1 Market Overview by Age Group

9.2 35 Year Old Viewers

10 ASIA-PACIFIC MARKET 2019-2030 BY COUNTRY

10.1 Overview of Asia-Pacific Market

10.2 Japan

10.3 China

10.4 Australia

10.5 India

10.6 South Korea

10.7 Rest of APAC Region

11 COMPETITIVE LANDSCAPE

11.1 Overview of Key Vendors

11.2 New Product Launch, Partnership, Investment, and M&A

11.3 Company Profiles

Activision Blizzard Inc.

Cloud9

Counter Logic Gaming

EA Sports.

Echo Fox Fnatic

Electronic Arts Inc.

Envy Gaming

Epic Games Inc.

G2 Esports

Gfinity Plc

Hi-Rez Studios

Immortals

Intergalactic Gaming Ltd.

Modern Times Group MTG AB

Nintendo Co. Ltd.

Take-Two Interactive Software Inc.

Team Liquid

Team SoloMid

Tencent Holdings Ltd.

Valve Corporation

12 INVESTING IN ASIA PACIFIC MARKET: RISK ASSESSMENT AND

MANAGEMENT

12.1 Risk Evaluation of Asia Pacific Market

12.2 Critical Success Factors (CSFs)

Related Reports and Products

List Of Tables

LIST OF TABLES

Table 1. Snapshot of Asia Pacific E-sports Market, 2019-2030

Table 2. Main Product Trends and Market Opportunities in Asia Pacific E-sports Market

Table 3. Asia Pacific E-sports Market by Game Type, 2019-2030, \$ mn

Table 4. Asia Pacific E-sports Market: Player vs. Player (PvP) by Type, 2019-2030, \$ mn

Table 5. Asia Pacific E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 6. Asia Pacific E-sports Market: Sponsorships by Contributor, 2019-2030, \$ mn

Table 7. Asia Pacific E-sports Market: Media Rights by Type, 2019-2030, \$ mn

Table 8. Asia Pacific E-sports Market by Device, 2019-2030, \$ mn

Table 9. Asia Pacific E-sports Market by Streaming Platform, 2019-2030, \$ mn

Table 10. Asia Pacific E-sports Market by Audience Type, 2019-2030, \$ mn

Table 11. Asia Pacific E-sports Viewership by Audience Type, 2019-2030, million

Table 12. Asia Pacific E-sports Market by Viewer Gender, 2019-2030, \$ mn

Table 13. Asia Pacific E-sports Viewership by Viewer Gender, 2019-2030, million

Table 14. Asia Pacific E-sports Market by Age Group, 2019-2030, \$ mn

Table 15. Asia Pacific E-sports Viewership by Age Group, 2019-2030, million

Table 16. APAC E-sports Market by Country, 2019-2030, \$ mn

Table 17. Japan E-sports Market by Game Type, 2019-2030, \$ mn

Table 18. Japan E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 19. Japan E-sports Market by Device, 2019-2030, \$ mn

Table 20. China E-sports Market by Game Type, 2019-2030, \$ mn

Table 21. China E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 22. China E-sports Market by Device, 2019-2030, \$ mn

Table 23. Australia E-sports Market by Game Type, 2019-2030, \$ mn

Table 24. Australia E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 25. Australia E-sports Market by Device, 2019-2030, \$ mn

Table 26. India E-sports Market by Game Type, 2019-2030, \$ mn

Table 27. India E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 28. India E-sports Market by Device, 2019-2030, \$ mn

Table 29. South Korea E-sports Market by Game Type, 2019-2030, \$ mn

Table 30. South Korea E-sports Market by Revenue Source, 2019-2030, \$ mn

Table 31. South Korea E-sports Market by Device, 2019-2030, \$ mn

Table 32. E-sports Market in Rest of APAC by Country, 2019-2030, \$ mn

Table 33. Breakdown of Asia Pacific Market by Key Vendor, 2019, %

Table 34. Activision Blizzard Inc.: Company Snapshot

Table 35. Activision Blizzard Inc.: Business Segmentation

Table 36. Activision Blizzard Inc.: Product Portfolio

Table 37. Activision Blizzard Inc.: Revenue, 2016-2018, \$ mn

Table 38. Activision Blizzard Inc.: Recent Developments

Table 39. Risk Evaluation for Investing in Asia Pacific Market, 2019-2030

Table 40. Critical Success Factors and Key Takeaways

List Of Figures

LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Breakdown of Primary Research

Figure 3. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 4. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2030

Figure 5. Asia Pacific E-sports Market, 2019-2030, \$ mn

Figure 6. Asia Pacific E-sports Viewership, 2019-2030, million

Figure 7. Primary Drivers and Impact Factors of Asia Pacific E-sports Market

Figure 8. GDP per capita in the World, 1960-2018, \$ thousand

Figure 9. Forecast of Middle-class Population by Region, 2015-2030, million

Figure 10. Worldwide Connected Devices by Device Type, 2014-2022, billion units

Figure 11. Primary Restraints and Impact Factors of Asia Pacific E-sports Market

Figure 12. Investment Opportunity Analysis

Figure 13. Porter's Five Forces Analysis of Asia Pacific E-sports Market

Figure 14. Breakdown of Asia Pacific E-sports Market by Game Type, 2019-2030, % of Revenue

Figure 15. Asia Pacific Addressable Market Cap in 2020-2030 by Game Type, Value (\$ mn) and Share (%)

Figure 16. Asia Pacific E-sports Market: Multiplayer Online Battle Arena (MOBA), 2019-2030, \$ mn

Figure 17. Asia Pacific E-sports Market: Player vs. Player (PvP), 2019-2030, \$ mn

Figure 18. Asia Pacific E-sports Market: First Person Shooters (FPS), 2019-2030, \$ mn

Figure 19. Asia Pacific E-sports Market: Real Time Strategy (RTS), 2019-2030, \$ mn

Figure 20. Asia Pacific E-sports Market: Massive Multiplayer Online Games (MMOG), 2019-2030, \$ mn

Figure 21. Asia Pacific E-sports Market: Other Game Types, 2019-2030, \$ mn

Figure 22. Breakdown of Asia Pacific E-sports Market by Revenue Source, 2019-2030, % of Revenue

Figure 23. Asia Pacific Addressable Market Cap in 2020-2030 by Revenue Source, Value (\$ mn) and Share (%)

Figure 24. Asia Pacific E-sports Market: Game Publisher Fee, 2019-2030, \$ mn

Figure 25. Asia Pacific E-sports Market: Merchandize & Tickets, 2019-2030, \$ mn

Figure 26. Asia Pacific E-sports Market: Advertisement, 2019-2030, \$ mn

Figure 27. Asia Pacific E-sports Market: Sponsorships, 2019-2030, \$ mn

Figure 28. Asia Pacific E-sports Market: Media Rights, 2019-2030, \$ mn

Figure 29. Asia Pacific E-sports Market: Other Revenue Sources, 2019-2030, \$ mn

Figure 30. Breakdown of Asia Pacific E-sports Market by Device, 2019-2030, % of Sales Revenue

Figure 31. Asia Pacific Addressable Market Cap in 2020-2030 by Device, Value (\$ mn) and Share (%)

Figure 32. Asia Pacific E-sports Market: PCs, 2019-2030, \$ mn

Figure 33. Asia Pacific E-sports Market: Consoles, 2019-2030, \$ mn

Figure 34. Asia Pacific E-sports Market: Laptops & Tablets, 2019-2030, \$ mn

Figure 35. Asia Pacific E-sports Market: Smartphones, 2019-2030, \$ mn

Figure 36. Asia Pacific E-sports Market: Other Devices, 2019-2030, \$ mn

Figure 37. Breakdown of Asia Pacific E-sports Market by Streaming Platform, 2019-2030, % of Sales Revenue

Figure 38. Asia Pacific Addressable Market Cap in 2020-2030 by Streaming Platform, Value (\$ mn) and Share (%)

Figure 39. Asia Pacific E-sports Market: YouTube, 2019-2030, \$ mn

Figure 40. Asia Pacific E-sports Market: Twitch, 2019-2030, \$ mn

Figure 41. Asia Pacific E-sports Market: Hayu, 2019-2030, \$ mn

Figure 42. Asia Pacific E-sports Market: DouYu, 2019-2030, \$ mn

Figure 43. Asia Pacific E-sports Market: Other Streaming Platforms, 2019-2030, \$ mn

Figure 44. Breakdown of Asia Pacific E-sports Market by Audience Type, 2019-2030, % of Revenue

Figure 45. Breakdown of Asia Pacific E-sports Viewership by Audience Type, 2019-2030, % of Viewership

Figure 46. Asia Pacific Addressable Market Cap in 2020-2030 by Audience Type, Value (\$ mn) and Share (%)

Figure 47. Asia Pacific Cumulative E-sports Viewership in 2020-2030 by Audience Type, Volume (million) and Share (%)

Figure 48. Asia Pacific E-sports Market: Regular Viewers, 2019-2030, \$ mn

Figure 49. Asia Pacific E-sports Viewership: Regular Viewers, 2019-2030, million

Figure 50. Asia Pacific E-sports Market: Occasional Viewers, 2019-2030, \$ mn

Figure 51. Asia Pacific E-sports Viewership: Occasional Viewers, 2019-2030, million

Figure 52. Breakdown of Asia Pacific E-sports Market by Viewer Gender, 2019-2030, % of Revenue

Figure 53. Breakdown of Asia Pacific E-sports Viewership by Viewer Gender, 2019-2030, % of Viewership

Figure 54. Asia Pacific Addressable Market Cap in 2020-2030 by Viewer Gender, Value (\$ mn) and Share (%)

Figure 55. Asia Pacific Cumulative E-sports Viewership in 2020-2030 by Viewer Gender, Volume (million) and Share (%)

- Figure 56. Asia Pacific E-sports Market: Male Viewers, 2019-2030, \$ mn
- Figure 57. Asia Pacific E-sports Viewership: Male Viewers, 2019-2030, million
- Figure 58. Asia Pacific E-sports Market: Female Viewers, 2019-2030, \$ mn
- Figure 59. Asia Pacific E-sports Viewership: Female Viewers, 2019-2030, million
- Figure 60. Breakdown of Asia Pacific E-sports Market by Age Group, 2019-2030, % of Revenue
- Figure 61. Breakdown of Asia Pacific E-sports Viewership by Age Group, 2019-2030, % of Viewership
- Figure 62. Asia Pacific Addressable Market Cap in 2020-2030 by Age Group, Value (\$ mn) and Share (%)
- Figure 63. Asia Pacific Cumulative E-sports Viewership in 2020-2030 by Age Group, Volume (million) and Share (%)
- Figure 64. Asia Pacific E-sports Market: 35 Year Old Viewers, 2019-2030, million
- Figure 72. Breakdown of APAC E-sports Market by Country, 2019 and 2030, % of Revenue
- Figure 73. Contribution to APAC 2020-2030 Cumulative Revenue by Country, Value (\$ mn) and Share (%)
- Figure 74. E-sports Market in Japan, 2019-2030, \$ mn
- Figure 75. E-sports Market in China, 2019-2030, \$ mn
- Figure 76. E-sports Market in Australia, 2019-2030, \$ mn
- Figure 77. E-sports Market in India, 2019-2030, \$ mn
- Figure 78. E-sports Market in South Korea, 2019-2030, \$ mn
- Figure 79. E-sports Market in Rest of APAC, 2019-2030, \$ mn
- Figure 80. Growth Stage of Asia Pacific E-sports Industry over the Forecast Period

I would like to order

Product name: Asia Pacific E-sports Market 2020-2030 by Game Type, Revenue Source, Device, Streaming Platform, Audience Type, Viewer Gender, Age Group, and Country: Trend Forecast and Growth Opportunity

Product link: <https://marketpublishers.com/r/A62B60520C06EN.html>

Price: US\$ 2,023.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A62B60520C06EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970