

Esports Market Size, Share & Trends Analysis Report By Revenue Source (Sponsorship, Advertising, Merchandise & Tickets, Media Rights), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/E49591973F67EN.html>

Date: June 2022

Pages: 171

Price: US\$ 4,950.00 (Single User License)

ID: E49591973F67EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Esports Market Growth & Trends

The global esports market size is expected to reach USD 12,494.3 million by 2030, registering a compound annual growth rate (CAGR) of 21.9% from 2022 to 2030, according to a new report by Grand View Research, Inc. The increasing mobile usage in emerging countries, rising awareness regarding esports, and increasing popularity of video games are expected to fuel the market growth during the forecast period.

Consumers demand high-quality and interactive gaming content aligned with the dynamic entertainment industry. The alignment of entertainment and gaming will influence the growth of the entire sports industry, including online streamers and small and big-budget game developers. The increasing investments from commercial partners and substantial audience growth have resulted in revenue growth in the esports market. The industry has become more structured, with associations and league formats developing new competitive structures. Moreover, the growing partnerships, acquisitions, and mergers have projected strong growth in the esports market.

The streaming platforms, such as Twitch, have attracted viewers by streaming esports and gaming. The esports tournaments have fascinated athletes and celebrities and have drawn a broad audience's attention. Additionally, esports and gaming make it easy to draw the attention of enthusiastic and young viewers who are hard to reach through

traditional media channels. The ability to grab the attention of the young and enthusiastic audience has attracted many brands to invest in esports events in sponsorships and advertising. The interest of investors has increased with the centralization of an Esports team, rising audience, and the introduction of a more franchise-style league. The rising interest of brands in esports teams to reach potential customers is expected to drive market growth during the forecast period.

In addition to sponsorship, ticket sales and merchandise are essential revenue segments that drive the esports market's growth. The franchisee is focusing on hosting local events that include fans in stadiums, generating significant revenue, thus contributing to the further development of the esports market. The Esports apparel market has witnessed substantial growth due to a growing fanbase, league-level merchandise deals, and increased retail presence. The esports teams no longer have to rely on winning competitions as teams can independently sell their merchandise to their fans. For instance, Ralph Lauren partnered as the apparel partner for G2 Esports. One of G2 Esports' famous players, Martin' Rekkles' Larsson, was featured in Ralph Lauren's Wimbledon Campaign. G2 and Ralph Lauren partnered across several campaigns and events and produced a range of digital-first activations on Twitch and TikTok.

Esports Market Report Highlights

The sponsorship segment held the largest share of esports market revenue in 2021, representing around 40.0%. Through sponsorships, brands can reach potential customers directly via online and offline media channels

The media rights segment, which generates significant revenue, is expected to expand at the highest CAGR of over 23.0% during the forecast period. The numerous leagues, championships, and events that usually occur on various streaming platforms are expected to generate considerable revenue from media rights

The Asia Pacific region is expected to gain a significant market share in the forecasted period. The countries such as China and South Korea are anticipated to play a vital role in developing the esports ecosystem in the region.

Contents

CHAPTER 1. MARKET SEGMENTATION AND SCOPE

- 1.1 Market Segmentation and Scope
- 1.2 Market Definition
- 1.3 Information Procurement
 - 1.3.1 Purchased Database
 - 1.3.2 GVR'S Internal Database
 - 1.3.3 Secondary Sources & Third-Party Perspectives
 - 1.3.4 Primary Research
- 1.4 Information Analysis
 - 1.4.1 Data Analysis Models
- 1.5 Market Formulation & Data Visualization
- 1.6 Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY & MARKET SNAPSHOT

- 2.1 Market Outlook
- 2.2 Segmental Outlook
- 2.3 Competitive Insights

CHAPTER 3. ESPORTS INDUSTRY OUTLOOK, TRENDS & SCOPE

- 3.1 Market Introduction
- 3.2 Esports - Market Size and Growth Prospects
- 3.3 Esports - Value Chain Analysis
- 3.4 Esports - Market Dynamics
 - 3.4.1 Market Driver Analysis
 - 3.4.1.1 Increasing mobile usage in the gaming industry
 - 3.4.1.2 Increasing number of tournaments and prize pool
 - 3.4.1.3 Franchise model: a big shift in Esports industry
 - 3.4.2 Market Restraint Analysis
 - 3.4.2.1 Cyberattacks
 - 3.4.2.2 Threats in Esports gambling/betting
 - 3.4.3 Market Opportunity Analysis
 - 3.4.3.1 Cloud gaming enabling new opportunities
 - 3.4.4 Market Challenges Analysis
 - 3.4.4.1 Lack of standardization

- 3.4.4.2 Infrastructure concerned
- 3.5 Esports - Penetration & Growth Prospect Mapping
- 3.6 Business Environment Analysis Tools
 - 3.6.1 Pest Analysis
 - 3.6.2 Porter's Five Force Analysis
- 3.7 Tencent Games: Gaining an Upper Hand In Esports Industry
- 3.8 Esports: A Long Term Business Opportunity For Brands
- 3.9 Major Esports tournaments in various regions
 - 3.9.1 The Americas
 - 3.9.2 Europe
 - 3.9.3 Asia Pacific
 - 3.9.4 Middle East & Africa

CHAPTER 4. CONSUMER BEHAVIOUR ANALYSIS

- 4.1 Esports Demographics
 - 4.1.1 Gender
 - 4.1.2 Age
- 4.2 Media Consumption Habits
 - 4.2.1 Streaming Platform Analysis
- 4.3 Esports Audience Opportunity Analysis

CHAPTER 5. ESPORTS REVENUE SOURCE OUTLOOK

- 5.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (Revenue, USD Million)
- 5.2 Esports Market: Revenue Source Movement Analysis
 - 5.2.1 Sponsorship
 - 5.2.1.1 Market estimates and forecast by region, 2018 - 2030 (USD Million)
 - 5.2.2 Advertising
 - 5.2.2.1 Market estimates and forecast by region, 2018 - 2030 (USD Million)
 - 5.2.3 Merchandise & Tickets
 - 5.2.3.1 Market estimates and forecast by region, 2018 - 2030 (USD Million)
 - 5.2.4 Publisher Fees
 - 5.2.4.1 Market estimates and forecast by region, 2018 - 2030 (USD Million)
 - 5.2.5 Media Rights
 - 5.2.5.1 Market estimates and forecast by region, 2018 - 2030 (USD Million)

CHAPTER 6. REGIONAL ESTIMATES & TREND ANALYSIS

6.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (Revenue, USD Million)

6.2 Esports Market Share by Region, 2021 & 2030

6.3 North America

6.3.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.3.2 U.S.

6.3.2.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.3.3 Canada

6.3.3.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4 Europe

6.4.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.2 Germany

6.4.2.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.3 U.K.

6.4.3.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.4 Spain

6.4.4.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.5 Poland

6.4.5.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.6 France

6.4.6.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.4.7 Italy

6.4.7.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.5 Asia Pacific

6.5.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.5.2 China

6.5.2.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.5.3 Japan

6.5.3.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.5.4 South Korea

6.5.4.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.5.5 Australia

6.5.5.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.6 Latin America

6.6.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.6.2 Brazil

6.6.2.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

6.6.3 Mexico

- 6.6.3.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)
- 6.7 Middle East & Africa
 - 6.7.1 Market estimates and forecast by revenue source, 2018 - 2030 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

- 7.1 Key Global Players, Recent Developments & Their Impact on the Industry
- 7.2 Key Company Categorization (Sponsorship, Media Rights, and Esports Teams)
- 7.3 Key Company Analysis, 2021

CHAPTER 8. COMPETITIVE LANDSCAPE

- 8.1 Activision Blizzard, Inc.
 - 8.1.1 Company overview
 - 8.1.2 Financial performance
 - 8.1.3 Product benchmarking
 - 8.1.4 Recent developments
- 8.2 Electronic Arts Inc.
 - 8.2.1 Company overview
 - 8.2.2 Financial performance
 - 8.2.3 Product benchmarking
 - 8.2.4 Recent developments
- 8.3 Gameloft SE
 - 8.3.1 Company overview
 - 8.3.2 Financial performance
 - 8.3.3 Product benchmarking
 - 8.3.4 Recent developments
- 8.4 HTC Corporation
 - 8.4.1 Company overview
 - 8.4.2 Financial performance
 - 8.4.3 Product benchmarking
 - 8.4.4 Recent developments
- 8.5 Intel Corporation
 - 8.5.1 Company overview
 - 8.5.2 Financial performance
 - 8.5.3 Product benchmarking
 - 8.5.4 Recent developments
- 8.6 Modern Times Group (MTG)
 - 8.6.1 Company overview

- 8.6.2 Financial performance
- 8.6.3 Product benchmarking
- 8.6.4 Recent developments
- 8.7 Nintendo of America Inc.
 - 8.7.1 Company overview
 - 8.7.2 Financial performance
 - 8.7.3 Product benchmarking
 - 8.7.4 Recent developments
- 8.8 NVIDIA Corporation
 - 8.8.1 Company overview
 - 8.7.2 Financial performance
 - 8.8.3 Product benchmarking
 - 8.8.4 Recent developments
- 8.9 Tencent Holdings Limited
 - 8.9.1 Company overview
 - 8.9.2 Financial performance
 - 8.9.3 Product benchmarking
 - 8.9.4 Recent developments
- 8.10 Valve Corporation
 - 8.10.1 Company overview
 - 8.10.2 Financial performance
 - 8.10.3 Product benchmarking
 - 8.10.4 Recent developments

List Of Tables

LIST OF TABLES

Table 1 Global Esports market, 2018 - 2030 (USD Million)

Table 2 Global market estimates and forecasts by region, 2018 - 2030 (USD Million)

Table 3 Global market estimates and forecasts by revenue source, 2018 - 2030 (USD Million)

Table 4 Esport market - Key driver impact

Table 5 Top mobile games and their users

Table 6 Esport market - Key restraint impact

Table 7 Cyber risk associated with the Esports industry

Table 8 Esport market - Key opportunity impact

Table 9 Esport market - Key challenges impact

Table 10 Tencent Holdings Limited investments in various game companies

Table 11 Global Esports market in sponsorships, by region, 2018 - 2030 (USD Million)

Table 12 Global Esports market in advertising, by region, 2018 - 2030 (USD Million)

Table 13 Global Esports market in merchandise & tickets, by region, 2018 - 2030 (USD Million)

Table 14 Global Esports market in publisher fees by region, 2018 - 2030 (USD Million)

Table 15 Global Esports market in media rights, by region, 2018 - 2030 (USD Million)

Table 16 North America Esports market by revenue source, 2018 - 2030 (USD Million)

Table 17 U.S. Esports market by revenue source, 2018 - 2030 (USD Million)

Table 18 Canada Esports market by revenue source, 2018 - 2030 (USD Million)

Table 19 Europe Esports market by revenue source, 2018 - 2030 (USD Million)

Table 20 U.K. Esports market by revenue source, 2018 - 2030 (USD Million)

Table 21 Germany Esports market by revenue source, 2018 - 2030 (USD Million)

Table 22 Spain Esports market by revenue source, 2018 - 2030 (USD Million)

Table 23 Poland Esports market by revenue source, 2018 - 2030 (USD Million)

Table 24 France Esports market by revenue source, 2018 - 2030 (USD Million)

Table 25 Italy Esports market by revenue source, 2018 - 2030 (USD Million)

Table 26 Asia Pacific Esports market by revenue source, 2018 - 2030 (USD Million)

Table 27 China Esports market by revenue source, 2018 - 2030 (USD Million)

Table 28 Japan Esports market by revenue source, 2018 - 2030 (USD Million)

Table 29 South Korea Esports market by revenue source, 2018 - 2030 (USD Million)

Table 30 Australia Esports market by revenue source, 2018 - 2030 (USD Million)

Table 31 Latin America Esports market by revenue source, 2018 - 2030 (USD Million)

Table 32 Brazil Esports market by revenue source, 2018 - 2030 (USD Million)

Table 33 Mexico Esports market by revenue source, 2018 - 2030 (USD Million)

Table 34 MEA Esports market by revenue source 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Esports market segmentation and scope
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research process
- Fig. 5 Market formulation and data visualization
- Fig. 6 Industry Snapshot - Esports
- Fig. 7 Esports market - Market size and growth prospects
- Fig. 8 Esports market - Business opportunities for brands
- Fig. 9 Esports Market: Increasing prize pool money in the international Dota 2 championship Esports tournament
- Fig. 10 Esports Market: Prize pool comparison of famous tournaments
- Fig. 11 Penetration & growth prospect mapping
- Fig. 12 Porter's five forces analysis
- Fig. 13 Esports - PEST analysis
- Fig. 14 Esports market revenue source outlook key takeaways
- Fig. 15 Esports market: Revenue source movement analysis
- Fig. 16 Global Esports market in sponsorships, 2018 - 2030 (USD Million)
- Fig. 17 Global Esports market in advertising, 2018 - 2030 (USD Million)
- Fig. 18 Global Esports market in merchandise & tickets, 2018 - 2030 (USD Million)
- Fig. 19 Global Esports market in publisher fees market, 2018 - 2030 (USD Million)
- Fig. 20 Global Esports market in media rights, 2018 - 2030 (USD Million)
- Fig. 21 Regional marketplace: Key takeaways
- Fig. 22 Regional outlook, 2021 - 2030
- Fig. 23 North America Esports market, 2018 - 2030 (USD Million)
- Fig. 24 Europe Esports market, 2018 - 2030 (USD Million)
- Fig. 25 Asia Pacific Esports market, 2018 - 2030 (USD Million)
- Fig. 26 Latin America Esports market, 2018 - 2030 (USD Million)
- Fig. 27 MEA Esports market, 2018 - 2030 (USD Million)

I would like to order

Product name: Esports Market Size, Share & Trends Analysis Report By Revenue Source (Sponsorship, Advertising, Merchandise & Tickets, Media Rights), By Region, And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/E49591973F67EN.html>

Price: US\$ 4,950.00 (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/E49591973F67EN.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