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# Gaming As A Service Market Size, Share & Trends Analysis Report By Platform, By Game Type (Action, Adventure, Role-Playing, Simulation), By Revenue Model (Subscription, In-Game Purchases), By End Use, By Region, And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/GC51335C7EACEN.html
Date: May 2025
Pages: 140
Price: US$ 4,950.00 (Single User License)
ID: GC51335C7EACEN

## Abstracts

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

Gaming As A Service Market Size & Trends

The global gaming as a service market size was estimated at USD 4.91 billion in 2024 and is expected to expand at a CAGR of 24.9% from 2025 to 2030. The rise of cloud gaming is a key driver in gaming as a service (GaaS) market, reshaping how games are accessed and played.

Advances in cloud infrastructure now enable seamless streaming of graphically intense games, removing the need for high-end hardware and broadening access to a larger audience. Platforms like Google Stadia and NVIDIA GeForce Now are leading this shift by offering instant game access across a range of devices with a stable internet connection.

This growing accessibility and reduced entry barriers accelerate market expansion by enabling players to enjoy AAA games on mobile phones, tablets, and smart TVs. Key drivers such as improvements in internet speed, the rollout of 5G, and advances in edge computing are enhancing streaming quality and minimizing latency. As a result, cloud gaming is becoming a central component of gaming as a service model, offering a consistent, high-quality experience regardless of hardware limitations.

The shift towards free-to-play games, supported by in-game microtransactions, is among the most popular market trends. Many developers are choosing this revenue model to attract a wide audience without the barrier of entry costs. Microtransactions, such as cosmetic items or character skins, are a steady source of income, enabling developers to update games regularly. The success of free-to-play titles like Apex Legends and Call of Duty: Warzone proves this model can create sustainable revenue. Gaming as a service industry continues to embrace microtransactions, driving innovation in in-game purchases and virtual economies.

Esports are becoming an essential part of the market, with exponential growth in tournaments, live streams, and organized competitions. Game developers are incorporating esports elements directly into their games, enhancing the competitive aspect and creating opportunities for professional play. Platforms like Twitch and YouTube Gaming are becoming the go-to spaces for watching esports, amplifying the visibility and reach of games. This integration also benefits developers, as it helps extend their games' lifecycle through sustained community engagement. The continued growth of esports within the GaaS ecosystem demonstrates the increasing professionalization and commercialization of competitive gaming.

Live service games, which are constantly updated with new content and events, are a prominent trend in the market. Titles like Fortnite and Destiny 2 have embraced this model, offering ongoing updates, seasonal events, and new features that keep players engaged for extended periods. This trend has led to games becoming more like ongoing services rather than one-time purchases, with developers using player feedback to refine the experience. As a result, live service games have become highly profitable by maintaining active player bases and regularly introducing new monetization strategies. Gaming as a service industry is evolving to prioritize long-term player engagement over short-term sales.

Gaming as a service industry in Asia Pacific is experiencing a surge in mobile gaming, driven by the high penetration of smartphones and the increasing availability of affordable mobile data plans. Countries like China, Japan, and South Korea lead the way with a massive gaming audience, and mobile-first game development is at the forefront of innovation. China has witnessed the rise of mobile games such as PUBG Mobile and Honor of Kings, contributing significantly to the region’s gaming revenue. This trend has led to local developers focusing on creating mobile-optimized experiences that cater to regional tastes. As the gaming as a service industry continues to expand, Asia Pacific is poised to be a dominant force, thanks to its mobile gaming leadership and tech-savvy demographic.

Sony has also made significant strides in the gaming-as-a-service industry through its PlayStation Now and PlayStation Plus services. PlayStation Now allows gamers to stream and download a wide range of PlayStation games, making it a competitive player in the cloud gaming space. Sony's PlayStation Plus service, which offers monthly game downloads and exclusive discounts, further enhances the company's subscription-based model. With a large and loyal user base, Sony has been integrating more cloud-based features into its ecosystem, providing an all-in-one gaming service. The growth of PlayStation’s subscription services and the upcoming launch of its new PlayStation Plus tiers further solidify Sony's role as a key player in the evolving gaming-as-a-service industry.

Global Gaming As A Service Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global gaming as a service market report based on platform, game type, revenue model, end use, and region:

Platform Outlook (Revenue, USD Million, 2018 - 2030)

PCs and Laptops

Smartphones and Tablets

Gaming Consoles

Game Type Outlook (Revenue, USD Million, 2018 - 2030)

Action

Adventure

Role-Playing

Simulation

Strategy

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Sports

Others

Revenue Model Outlook (Revenue, USD Million, 2018 - 2030)

Subscription

In-Game Purchases

Advertising

Others

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Individual

Commercial

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

- U.S.
- Canada
- Mexico

Europe

- Germany
- UK
- France

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- Asia Pacific
    - China
    - Japan
    - India
    - South Korea
    - Australia
- Latin America
    - Brazil
- Middle East and Africa
    - Saudi Arabia
    - UAE
    - South Africa

**Companies Mentioned**

Activision Blizzard
Bandai Namco Entertainment
Electronic Arts (EA)
Epic Games
Microsoft Corporation
Riot Games
Sony Interactive Entertainment
Square Enix
Take-Two Interactive
Tencent Games
Ubisoft
Valve Corporation

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