

U.S. Video Game Market Size, Share & Trends Analysis Report By Device (Console, Mobile, Computer), By Type (Online, Offline), Key Companies, Competitive Analysis, And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/UEAF5EBC126CEN.html>

Date: July 2025

Pages: 90

Price: US\$ 3,250.00 (Single User License)

ID: UEAF5EBC126CEN

Abstracts

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U.S. Video Game Market Size & Trends

The U.S. video game market size was estimated at USD 52.13 billion in 2024 and is projected to reach USD 131.30 billion by 2033, growing at a CAGR of 10.7% from 2025 to 2033. The growth is primarily driven by increasing consumer demand for immersive entertainment experiences, rapid graphics and gameplay technologies advancements, and the expanding influence of online multiplayer and esports ecosystems. The rise in high-speed internet accessibility, cloud gaming services, and mobile gaming platforms significantly enhances user engagement and broadens market reach. The integration of artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) is revolutionizing game development, offering highly personalized and interactive content. These innovations are attracting new demographics and increasing user retention and in-game spending.

The rapid evolution and deployment of cloud gaming platforms and immersive technologies fundamentally transform the U.S. video game industry. Advanced systems such as AI-driven game engines, real-time streaming infrastructures, and virtual/augmented reality (VR/AR) interfaces enable developers and publishers to deliver highly engaging and accessible gaming experiences. The demand for seamless, low-latency gameplay across multiple devices continues to grow, thereby accelerating

the expansion of the U.S. video game industry.

Additionally, shifting consumer demographics and the rising popularity of eSports and live-streaming platforms drive demand for interactive and socially connected gaming ecosystems. The proliferation of platforms like Twitch and YouTube Gaming has created new revenue streams and community-driven content models. This evolution aligns with the increasing preference for multiplayer and cross-platform gaming experiences, positioning video games as a dominant force in entertainment and digital media and fueling market growth.

Furthermore, the rising adoption of video games in educational technology, corporate training, and mental wellness applications significantly contributes to market expansion. Gamification of learning modules, simulation-based training tools, and therapeutic games for stress relief and cognitive development are gaining traction across non-traditional user segments. Federal and state-level educational initiatives and corporate investments in digital upskilling are encouraging the integration of video games into broader societal functions. This convergence of entertainment, education, and wellness fosters long-term growth and innovation in the U.S. video game industry.

U.S. Video Game Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest technology trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. video game market report based on device and type:

Device Outlook (Revenue, USD Billion, 2021 - 2033)

Console

Mobile

Computer

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Online

Offline

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
 - 1.2.1. Information analysis
 - 1.2.2. Market formulation & data visualization
 - 1.2.3. Data validation & publishing
- 1.3. Research Scope and Assumptions
 - 1.3.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. U.S. VIDEO GAME MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Market Opportunities
- 3.3. U.S. Video Game Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic landscape
 - 3.3.2.3. Social Landscape
 - 3.3.2.4. Technological Landscape
 - 3.3.2.5. Environmental Landscape
 - 3.3.2.6. Legal Landscape

CHAPTER 4. U.S. VIDEO GAME MARKET: DEVICE ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. U.S. Video Game Market: Device Movement Analysis, 2024 & 2033 (USD Billion)
- 4.3. Console
 - 4.3.1. Console Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Billion)
- 4.4. Mobile
 - 4.4.1. Mobile Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Billion)
- 4.5. Computer
 - 4.5.1. Computer Solution Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Billion)

CHAPTER 5. U.S. VIDEO GAME MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. U.S. Video Game Market: Type Movement Analysis, 2024 & 2033 (USD Billion)
- 5.3. Online
 - 5.3.1. Online Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Billion)
- 5.4. Offline
 - 5.4.1. Offline Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Billion)

CHAPTER 6. U.S. VIDEO GAME MARKET: COMPETITIVE LANDSCAPE

- 6.1. Company Categorization
- 6.2. Company Market Positioning
- 6.3. Company Heat Map Analysis
- 6.4. Company Profiles/Listing
 - 6.4.1. Microsoft
 - 6.4.1.1. Participant's Overview
 - 6.4.1.2. Financial Performance
 - 6.4.1.3. Service Benchmarking
 - 6.4.1.4. Strategic Initiatives
 - 6.4.2. Sony Interactive Entertainment Inc.
 - 6.4.2.1. Participant's Overview
 - 6.4.2.2. Financial Performance
 - 6.4.2.3. Service Benchmarking
 - 6.4.2.4. Strategic Initiatives

- 6.4.3. Nintendo of America Inc.
 - 6.4.3.1. Participant's Overview
 - 6.4.3.2. Financial Performance
 - 6.4.3.3. Service Benchmarking
 - 6.4.3.4. Strategic Initiatives
- 6.4.4. Activision Blizzard
 - 6.4.4.1. Participant's Overview
 - 6.4.4.2. Financial Performance
 - 6.4.4.3. Service Benchmarking
 - 6.4.4.4. Strategic Initiatives
- 6.4.5. Electronic Arts Inc.
 - 6.4.5.1. Participant's Overview
 - 6.4.5.2. Financial Performance
 - 6.4.5.3. Service Benchmarking
 - 6.4.5.4. Strategic Initiatives
- 6.4.6. Epic Games, Inc.
 - 6.4.6.1. Participant's Overview
 - 6.4.6.2. Financial Performance
 - 6.4.6.3. Service Benchmarking
 - 6.4.6.4. Strategic Initiatives
- 6.4.7. Take-Two Interactive Software, Inc.
 - 6.4.7.1. Participant's Overview
 - 6.4.7.2. Financial Performance
 - 6.4.7.3. Service Benchmarking
 - 6.4.7.4. Strategic Initiatives
- 6.4.8. Valve Corporation
 - 6.4.8.1. Participant's Overview
 - 6.4.8.2. Financial Performance
 - 6.4.8.3. Service Benchmarking
 - 6.4.8.4. Strategic Initiatives
- 6.4.9. Riot Games, Inc.
 - 6.4.9.1. Participant's Overview
 - 6.4.9.2. Financial Performance
 - 6.4.9.3. Service Benchmarking
 - 6.4.9.4. Strategic Initiatives
- 6.4.10. Insomniac Games, Inc.
 - 6.4.10.1. Participant's Overview
 - 6.4.10.2. Financial Performance
 - 6.4.10.3. Service Benchmarking

6.4.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. Video Game Market Size Estimates & Forecasts 2021 - 2033 (USD Billion)

Table 2 U.S. Video Game Market, By Device 2021 - 2033 (USD Billion)

Table 3 U.S. Video Game Market, By Type 2021 - 2033 (USD Billion)

Table 4 Console Market Estimates & Forecasts, 2021 - 2033 (USD Billion)

Table 5 Mobile Market Estimates & Forecasts, 2021 - 2033 (USD Billion)

Table 6 Computer Market Estimates & Forecasts, 2021 - 2033 (USD Billion)

Table 7 Online Market Estimates & Forecasts, 2021 - 2033 (USD Billion)

Table 8 Offline Market Estimates & Forecasts, 2021 - 2033 (USD Billion)

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. video game market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 U.S. video game market snapshot
- Fig. 7 U.S. video game market segment snapshot
- Fig. 8 U.S. video game market competitive landscape snapshot
- Fig. 9 Market research process
- Fig. 10 Market driver relevance analysis (current & future impact)
- Fig. 11 Market restraint relevance analysis (current & future impact)
- Fig. 12 U.S. video game market, by device, key takeaways
- Fig. 13 U.S. video game market, by device, market share, 2024 & 2033
- Fig. 14 Console market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 15 Mobile market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 16 Computer market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 17 U.S. video game market, by type, key takeaways
- Fig. 18 U.S. video game market, by type, market share, 2024 & 2033
- Fig. 19 Online market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 20 Offline market estimates & forecasts, 2021 - 2033 (USD Billion)
- Fig. 21 Key company categorization
- Fig. 22 Strategy framework?

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