

# Gaming Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global gaming market size reached US\$ 202.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 343.6 Billion by 2028, exhibiting a growth rate (CAGR) of 9.08% during 2023-2028.

Gaming, also known as video games or electronic games, refers to a computer application which is played with a certain set of rules. It involves mental or physical stimulation that provides entertainment and relaxation to the player or the spectators. Gaming is a powerful tool that can help children in developing certain life skills and can also aid the educators in seeking ways to supplement classroom teaching. The gaming sector has been revolutionized with the advent of advanced graphical engines and information technology.

The increasing proliferation of mobile phones and easy availability of games on the internet along with innovations in both hardware and software are expected to have a positive impact on the growth of the global gaming market. In addition, the growing adoption of mobile and browser games which offer free-to-play business models is another trend that is gaining traction in the gaming market. Further, with the rising popularity of e-sports, multiplayer video game competition between professional and amateur players, the gaming market is witnessing an accelerated growth worldwide. Some of the other factors propelling the gaming market are empowering nature of games; availability of different genres, such as strategy, action, simulation, etc.; and a shift from physical games to online games.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global gaming market report, along with forecast at the global and regional level from

2023-2028. Our report has categorized the market based on device type, platform, revenue type, type and age group.

#### Breakup by Device Type:

- Consoles
- Mobiles and Tablets
- Computers

Based on the device type, the global gaming market has been segmented into consoles, mobiles and tablets, and computers. Mobiles and Tablets currently account for the largest share.

#### Breakup by Platform:

- Online
- Offline

Based on the platform, the market has been segmented into online and offline. The offline segment currently accounts for a larger share.

#### Breakup by Revenue Type:

- In-Game Purchase
- Game Purchase
- Advertising

Based on the revenue type, the market has been segmented into in-game purchase, game purchase and advertising.

#### Breakup by Type:

- Adventure/Role Playing Games
- Puzzles
- Social Games
- Strategy
- Simulation
- Others

Based on type, the market has been segmented into adventure/role playing games, puzzles, social games, strategy, simulation and others.

Breakup by Age Group:

Adult

Children

Based on the age group, the market has been segmented into adult and children. Adult games currently dominate the global gaming market.

Regional Insights:

Asia Pacific

North America

Europe

Middle East and Africa

Latin America

Region-wise, Asia Pacific accounts for the largest market share. Other major regions are North America, Europe, Middle East and Africa and Latin America.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Tencent Holdings Limited, Sony Corporation, Microsoft Corporation, Apple Inc., Activision Blizzard, Inc., Google LLC, NetEase Inc., Electronic Arts Inc., Nintendo Co., Ltd. and Bandai Namco Holdings Inc.

This report provides a deep insight into the global gaming market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the gaming market in any manner.

Key Questions Answered in This Report

1. What was the size of the global gaming market in 2022?
2. What is the expected growth rate of the global gaming market during 2023-2028?

3. What are the key factors driving the global gaming market?
4. What has been the impact of COVID-19 on the global gaming market?
5. What is the breakup of the global gaming market based on the device type?
6. What is the breakup of the global gaming market based on the platform?
7. What is the breakup of the global gaming market based on revenue type?
8. What is the breakup of the global gaming market based on the type?
9. What is the breakup of the global gaming market based on the age group?
10. What are the key regions in the global gaming market?
11. Who are the key players/companies in the global gaming market?

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