

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

<https://marketpublishers.com/r/GBC10E68B95EN.html>

Date: January 2023

Pages: 114

Price: US\$ 2,499.00 (Single User License)

ID: GBC10E68B95EN

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL GAMING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
- 5.5 Market Breakup by Device Type
- 5.6 Market Breakup by Platform
- 5.7 Market Breakup by Revenue Type
- 5.8 Market Breakup by Type
- 5.9 Market Breakup by Age Group
- 5.10 Market Breakup by Region
- 5.11 Market Forecast
- 5.12 SWOT Analysis
 - 5.12.1 Overview
 - 5.12.2 Strengths

5.12.3 Weaknesses

5.12.4 Opportunities

5.12.5 Threats

5.13 Value Chain Analysis

5.13.1 Overview

5.13.2 Research and Development

5.13.3 Inputs

5.13.4 Products and Services

5.13.5 Marketing and Distribution

5.13.6 End Users

5.13.7 Post Sales Service

5.14 Porters Five Forces Analysis

5.14.1 Overview

5.14.2 Bargaining Power of Buyers

5.14.3 Bargaining Power of Suppliers

5.14.4 Degree of Competition

5.14.5 Threat of New Entrants

5.14.6 Threat of Substitutes

5.14.7 Threats

6 MARKET BREAKUP BY DEVICE TYPE

6.1 Consoles

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Mobiles and Tablets

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Computers

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY PLATFORM

7.1 Online

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Offline

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY REVENUE TYPE

8.1 In-Game Purchase

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Game Purchase

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Advertising

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY TYPE

9.1 Adventure/Role Playing Games

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Puzzles

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Social Games

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Strategy

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Simulation

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Others

9.6.1 Market Trends

9.6.2 Market Forecast

10 MARKET BREAKUP BY AGE GROUP

10.1 Adult

10.1.1 Market Trends

- 10.1.2 Market Forecast
- 10.2 Children
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast

11 MARKET BREAKUP BY REGION

- 11.1 Asia Pacific
 - 11.1.1 Market Trends
 - 11.1.2 Market Forecast
- 11.2 North America
 - 11.2.1 Market Trends
 - 11.2.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Market Trends
 - 11.3.2 Market Forecast
- 11.4 Middle East and Africa
 - 11.4.1 Market Trends
 - 11.4.2 Market Forecast
- 11.5 Latin America
 - 11.5.1 Market Trends
 - 11.5.2 Market Forecast

12 COMPETITIVE LANDSCAPE

- 12.1 Market Structure
- 12.2 Key Players
- 12.3 Profiles of Key Players
 - 12.3.1 Tencent Holdings Limited
 - 12.3.2 Sony Corporation
 - 12.3.3 Microsoft Corporation
 - 12.3.4 Apple Inc.
 - 12.3.5 Activision Blizzard, Inc.
 - 12.3.6 Google LLC
 - 12.3.7 NetEase Inc.
 - 12.3.8 Electronic Arts Inc.
 - 12.3.9 Nintendo Co., Ltd.
 - 12.3.10 Bandai Namco Holdings Inc.

List Of Tables

LIST OF TABLES

Table 1: Global: Gaming Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Gaming Market Forecast: Breakup by Device Type (in Million US\$), 2023-2028

Table 3: Global: Gaming Market Forecast: Breakup by Platform (in Million US\$), 2023-2028

Table 4: Global: Gaming Market Forecast: Breakup by Revenue Type (in Million US\$), 2023-2028

Table 5: Global: Gaming Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 6: Global: Gaming Market Forecast: Breakup by Age Group (in Million US\$), 2023-2028

Table 7: Global: Gaming Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 8: Global: Gaming Market: Competitive Structure

Table 9: Global: Gaming Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Gaming Market: Major Drivers and Challenges
- Figure 2: Global: Gaming Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Gaming Market: Breakup by Device Type (in %), 2022
- Figure 4: Global: Gaming Market: Breakup by Platform (in %), 2022
- Figure 5: Global: Gaming Market: Breakup by Revenue Type (in %), 2022
- Figure 6: Global: Gaming Market: Breakup by Type (in %), 2022
- Figure 7: Global: Gaming Market: Breakup by Age Group (in %), 2022
- Figure 8: Global: Gaming Market: Breakup by Region (in %), 2022
- Figure 9: Global: Gaming Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 10: Global: Gaming Industry: SWOT Analysis
- Figure 11: Global: Gaming Industry: Value Chain Analysis
- Figure 12: Global: Gaming Industry: Porter's Five Forces Analysis
- Figure 13: Global: Gaming (Consoles) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Gaming (Consoles) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Gaming (Mobiles and Tablets) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Gaming (Mobiles and Tablets) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Gaming (Computers) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Gaming (Computers) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Gaming (Online) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Global: Gaming (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: Global: Gaming (Offline) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 22: Global: Gaming (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 23: Global: Gaming (In-Game Purchase) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 24: Global: Gaming (In-Game Purchase) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 25: Global: Gaming (Game Purchase) Market: Sales Value (in Million US\$), 2017

& 2022

Figure 26: Global: Gaming (Game Purchase) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Gaming (Advertising) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Gaming (Advertising) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Gaming (Adventure/Role Playing Games) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Gaming (Adventure/Role Playing Games) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Gaming (Puzzles) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Gaming (Puzzles) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Gaming (Social Games) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Gaming (Social Games) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Gaming (Strategy) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Gaming (Strategy) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Gaming (Simulation) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Gaming (Simulation) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Global: Gaming (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Global: Gaming (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Global: Gaming (Adult) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Global: Gaming (Adult) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Global: Gaming (Children) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Global: Gaming (Children) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia Pacific: Gaming Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia Pacific: Gaming Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: North America: Gaming Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: North America: Gaming Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 49: Europe: Gaming Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Europe: Gaming Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Middle East and Africa: Gaming Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Middle East and Africa: Gaming Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Latin America: Gaming Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Latin America: Gaming Market Forecast: Sales Value (in Million US\$), 2023-2028

I would like to order

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

Product link: <https://marketpublishers.com/r/GBC10E68B95EN.html>

Price: US\$ 2,499.00 (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/GBC10E68B95EN.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

