

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

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Abstracts

Market Overview:

The global mobile gaming market size reached US\$ 82.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 149.3 Billion by 2028, exhibiting a growth rate (CAGR) of 9.8% during 2023-2028.

Mobile gaming refers to the games that are played in mobile devices, including smartphones, feature phones, smartwatches, pocket PCs, or tablets. Mobile gaming features 2D or 3D graphics that are usually written using royalty-free, cross-platform application programming devices. Gaming on mobile devices usually requires fast central processing units (CPUs), dedicated graphics processing units (GPUs), large random-access memory (RAM), and high-resolution displays. Modern mobile phones are now equipped with infrared, Bluetooth, Wi-Fi, and 4G connectivity, thus enabling users to access mobile gaming online. With these technologies, wireless multiplayer games can be played in live synchronous tournaments and turn-based asynchronous tournaments. Mobile gaming ranges from simple and basic games to more sophisticated games (3D and augmented reality games). Nowadays, mobile games can usually be downloaded from an app store or from a mobile operator's portal.

Mobile Gaming Market Trends:

The market is majorly driven by the increasing utilization of innovative technologies for developing augmented reality (AR) and virtual reality (VR) games and 3D gaming. This can be attributed to the widespread adoption of mobile devices among the masses. In addition to this, the escalating demand for gaming phones with an immersive real-world experience in AR- and VR-enabled games is providing an impetus to the market.

Moreover, the rising number of esports leagues and mobile gamers is acting as another significant growth-inducing factor for the market. The market is further propelled by the advent of high-speed 5G internet resulting in faster data speeds and improved real-time control. Apart from this, a considerable rise in leveraging immersive mobile gaming and advertisements by popular social media platforms to improve their advertising tactics is further fueling the market. Some of the other factors contributing to the market include the inflating disposable income levels, the augmenting adoption of the freemium business model by the key players, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile gaming market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, device type, platform and business model.

Breakup by Type:

Action or Adventure

Casino

Sports and Role Playing

Strategy and Brain

Breakup by Device Type:

Smartphone

Smartwatch

PDA

Tablet

Others

Breakup by Platform:

Android

iOS

Others

Breakup by Business Model:

Freemium

Paid

Free

Paymium

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Activision Blizzard Inc., Electronic Arts Inc., Gameloft SE (Vivendi SE), GungHo Online Entertainment Inc., Kabam Games Inc, Nintendo Co. Ltd, Rovio Entertainment Oyj, Supercell Oy (Tencent Holdings Ltd), Take-Two Interactive Software Inc. and Ubisoft Entertainment SA.

Key Questions Answered in This Report:

How has the global mobile gaming market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global mobile gaming market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the device type?

What is the breakup of the market based on the platform?

What is the breakup of the market based on the business model?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global mobile gaming market and who are the key players?

What is the degree of competition in the industry?

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