

Global Anime Mobile Games Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Anime Mobile Games market size is predicted to grow from US\$ 9244 million in 2025 to US\$ 15835 million in 2032; it is expected to grow at a CAGR of 8.1% from 2026 to 2032.

Anime Mobile Games refer to digital games built around anime-inspired visual design, character collection and cultivation, narrative content, ACGN-oriented user communities, and long-term live-service operation, with iOS, Android, HarmonyOS, and other mobile platforms as the primary distribution and monetization channels. The category mainly includes mobile RPGs, card and collection games, strategy and tactical games, otome romance simulation games, rhythm and idol-training games, and anime IP-adapted mobile games. Upstream inputs mainly include game engines, cloud servers, CDN services, graphics rendering tools, character illustrations, 3D modeling, Live2D assets, scenario writing, voice acting, music and sound effects, IP licensing, payment systems, data analytics systems, and user acquisition resources. Downstream customers include mobile gamers, core ACGN users, anime IP fans, female-oriented game users, broader digital entertainment consumers, mobile app stores, Android distribution channels, regional publishers, and live-service operators. On a mobile revenue recognition basis, the global gross margin of the anime mobile games industry in 2025 is estimated at around 55%~75%. Self-developed and self-published leading companies with owned IP, strong long-term operation capability, and a higher share of official top-up revenue generally operate at around 65%~75%, while companies relying more on licensed IP, regional publishing, channel revenue sharing, and paid user acquisition usually record gross margins of around 55%~65%. For newly launched titles, actual operating margin may be significantly lower than gross margin due to development amortization, marketing expenses, and platform revenue sharing.

From the current market perspective, anime mobile games have evolved from a niche content category serving core ACGN users into a distinct segment with strong commercialization capability and clear user recognition within the global mobile gaming market. The supply side is mainly concentrated in China, Japan, and South Korea. Chinese developers have improved rapidly in original IP creation, high-quality art production, long-term live-service operation, global publishing, and cross-platform linkage. Japanese companies have deep experience in anime IP resources, character commercialization, high-paying domestic users, and long lifecycle product management, while Korean companies continue to strengthen their capabilities in character art, monetization design, industrialized content production, and overseas publishing. Competition in this market has shifted from simple gameplay and gacha mechanics toward a broader contest in character appeal, narrative updates, version events, voice acting, music, community communication, and emotional connection with users. Leading titles maintain user stickiness through continuous content supply and stable operation cadence, while smaller products without clear positioning or differentiated experience are more likely to face a rapid decline in popularity after launch. Looking ahead, anime mobile games are expected to move further toward higher production quality, refined live-service operation, cross-platform interoperability, and broader user segmentation. Mobile platforms will remain the most important monetization channel, but leading developers will place greater emphasis on PC interoperability, official top-up channels, global account systems, community activities, animated content, music performances, and offline events to extend brand lifecycle and deepen user retention. In terms of product format, mobile RPGs, card and collection games, strategy and tactical games, female-oriented romance interaction, dress-up cultivation, virtual character companionship, and light social content will jointly support market growth. As users become more mature in aesthetics and content consumption habits, simple visual imitation, frequent gacha events, and short-term campaigns will be less sufficient to build long-term competitiveness. Developers need to continue investing in character relationships, world-building, narrative writing, combat experience, localization, and community co-creation. The main growth drivers come from the global penetration of ACGN culture, improved mobile device performance, stronger acceptance of virtual characters and immersive content among younger users, and better global publishing efficiency for high-quality mobile games. Anime, manga, light novels, virtual idols, short videos, and social platforms are jointly expanding the entry points for anime-style content, enabling mobile games to convert IP fans and broader entertainment users more effectively. The growth of female-oriented and general-audience products is pushing anime mobile games beyond the traditional male-oriented character collection model toward romance companionship, aesthetic consumption, lifestyle content, and light social entertainment. At the same time, AI-assisted art production, voice synthesis,

text generation, user operation analytics, and multilingual localization tools may improve development and operation efficiency, although their value will still depend on content quality control, copyright compliance, character consistency, and user experience management. The main constraints include rising development costs, content homogenization, high user acquisition expenses, regulatory pressure, and retention challenges. High-specification anime mobile games require continuous investment in character modeling, animation, narrative writing, voice acting, music, server operation, version events, and multi-region localization, which raises project cycles and funding barriers compared with traditional lightweight mobile games. Gacha monetization, minor protection, payment transparency, data compliance, and content review may also affect commercial design and launch schedules. As leading titles capture more user time and spending budgets, smaller developers without strong IP, stable publishing capability, or clearly differentiated gameplay will face increasing difficulty in profitability. Future competition will focus more on content production capacity, IP accumulation, global operation, technical efficiency, and community governance, while products relying mainly on theme imitation or visual similarity will face a narrower growth space.

LPI (LP Information)' newest research report, the 'Anime Mobile Games Industry Forecast' looks at past sales and reviews total world Anime Mobile Games sales in 2025, providing a comprehensive analysis by region and market sector of projected Anime Mobile Games sales for 2026 through 2032. With Anime Mobile Games sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Anime Mobile Games industry.

This Insight Report provides a comprehensive analysis of the global Anime Mobile Games landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Anime Mobile Games portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Anime Mobile Games market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Anime Mobile Games and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Anime Mobile Games.

This report presents a comprehensive overview, market shares, and growth opportunities of Anime Mobile Games market by product type, application, key players and key regions and countries.

Segmentation by Type:

RPG

Card & Collection Game

Strategy & Tactical Game

Otome & Romance Simulation Game

Rhythm & Idol Game

Other

Segmentation by IP Source:

Original Game IP

Anime / Manga Licensed IP

Light Novel / Web Novel IP

Other

Segmentation by Application:

Male-oriented Anime Games

Female-oriented Anime Games

General ACGN User Games

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

miHoYo

Tencent

NetEase

Papergames

Kuro Games

Hypergryph

Yostar

Cygames

Aniplex

Bandai Namco Entertainment

Sega

Square Enix

KLab

Nexon

Shift Up

Smilegate

Kakao Games

Crunchyroll Games

Ankama

XD

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Anime Mobile Games Market Size (2021-2032)
- 2.1.2 Anime Mobile Games Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Anime Mobile Games by Country/Region (2021, 2025 & 2032)

2.2 Anime Mobile Games Segment by Type

- 2.2.1 RPG
- 2.2.2 Card & Collection Game
- 2.2.3 Strategy & Tactical Game
- 2.2.4 Otome & Romance Simulation Game
- 2.2.5 Rhythm & Idol Game
- 2.2.6 Other
- 2.2.7 Anime Mobile Games Market Size by Type
 - 2.2.7.1 Anime Mobile Games Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.7.2 Global Anime Mobile Games Market Size Market Share by Type (2021-2026)

2.3 Anime Mobile Games Segment by IP Source

- 2.3.1 Original Game IP
- 2.3.2 Anime / Manga Licensed IP
- 2.3.3 Light Novel / Web Novel IP
- 2.3.4 Other
- 2.3.5 Anime Mobile Games Market Size by IP Source
 - 2.3.5.1 Anime Mobile Games Market Size CAGR by IP Source (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Anime Mobile Games Market Size Market Share by IP Source

(2021-2026)

2.4 Anime Mobile Games Segment by Application

2.4.1 Male-oriented Anime Games

2.4.2 Female-oriented Anime Games

2.4.3 General ACGN User Games

2.4.4 Other

2.4.5 Anime Mobile Games Market Size by Application

2.4.5.1 Anime Mobile Games Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.4.5.2 Global Anime Mobile Games Market Size Market Share by Application (2021-2026)

3 ANIME MOBILE GAMES MARKET SIZE BY PLAYER

3.1 Anime Mobile Games Market Size Market Share by Player

3.1.1 Global Anime Mobile Games Revenue by Player (2021-2026)

3.1.2 Global Anime Mobile Games Revenue Market Share by Player (2021-2026)

3.2 Global Anime Mobile Games Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 ANIME MOBILE GAMES BY REGION

4.1 Anime Mobile Games Market Size by Region (2021-2026)

4.2 Global Anime Mobile Games Annual Revenue by Country/Region (2021-2026)

4.3 Americas Anime Mobile Games Market Size Growth (2021-2026)

4.4 APAC Anime Mobile Games Market Size Growth (2021-2026)

4.5 Europe Anime Mobile Games Market Size Growth (2021-2026)

4.6 Middle East & Africa Anime Mobile Games Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Anime Mobile Games Market Size by Country (2021-2026)

5.2 Americas Anime Mobile Games Market Size by Type (2021-2026)

5.3 Americas Anime Mobile Games Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Anime Mobile Games Market Size by Region (2021-2026)

6.2 APAC Anime Mobile Games Market Size by Type (2021-2026)

6.3 APAC Anime Mobile Games Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Anime Mobile Games Market Size by Country (2021-2026)

7.2 Europe Anime Mobile Games Market Size by Type (2021-2026)

7.3 Europe Anime Mobile Games Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Anime Mobile Games by Region (2021-2026)

8.2 Middle East & Africa Anime Mobile Games Market Size by Type (2021-2026)

8.3 Middle East & Africa Anime Mobile Games Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL ANIME MOBILE GAMES MARKET FORECAST

10.1 Global Anime Mobile Games Forecast by Region (2027-2032)

10.1.1 Global Anime Mobile Games Forecast by Region (2027-2032)

10.1.2 Americas Anime Mobile Games Forecast

10.1.3 APAC Anime Mobile Games Forecast

10.1.4 Europe Anime Mobile Games Forecast

10.1.5 Middle East & Africa Anime Mobile Games Forecast

10.2 Americas Anime Mobile Games Forecast by Country (2027-2032)

10.2.1 United States Market Anime Mobile Games Forecast

10.2.2 Canada Market Anime Mobile Games Forecast

10.2.3 Mexico Market Anime Mobile Games Forecast

10.2.4 Brazil Market Anime Mobile Games Forecast

10.3 APAC Anime Mobile Games Forecast by Region (2027-2032)

10.3.1 China Anime Mobile Games Market Forecast

10.3.2 Japan Market Anime Mobile Games Forecast

10.3.3 Korea Market Anime Mobile Games Forecast

10.3.4 Southeast Asia Market Anime Mobile Games Forecast

10.3.5 India Market Anime Mobile Games Forecast

10.3.6 Australia Market Anime Mobile Games Forecast

10.4 Europe Anime Mobile Games Forecast by Country (2027-2032)

10.4.1 Germany Market Anime Mobile Games Forecast

10.4.2 France Market Anime Mobile Games Forecast

10.4.3 UK Market Anime Mobile Games Forecast

10.4.4 Italy Market Anime Mobile Games Forecast

10.4.5 Russia Market Anime Mobile Games Forecast

10.5 Middle East & Africa Anime Mobile Games Forecast by Region (2027-2032)

10.5.1 Egypt Market Anime Mobile Games Forecast

10.5.2 South Africa Market Anime Mobile Games Forecast

10.5.3 Israel Market Anime Mobile Games Forecast

10.5.4 Turkey Market Anime Mobile Games Forecast

10.6 Global Anime Mobile Games Forecast by Type (2027-2032)

10.7 Global Anime Mobile Games Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Anime Mobile Games Forecast

11 KEY PLAYERS ANALYSIS

11.1 miHoYo

11.1.1 miHoYo Company Information

11.1.2 miHoYo Anime Mobile Games Product Offered

11.1.3 miHoYo Anime Mobile Games Revenue, Gross Margin and Market Share
(2021-2026)

11.1.4 miHoYo Main Business Overview

11.1.5 miHoYo Latest Developments

11.2 Tencent

11.2.1 Tencent Company Information

11.2.2 Tencent Anime Mobile Games Product Offered

11.2.3 Tencent Anime Mobile Games Revenue, Gross Margin and Market Share
(2021-2026)

11.2.4 Tencent Main Business Overview

11.2.5 Tencent Latest Developments

11.3 NetEase

11.3.1 NetEase Company Information

11.3.2 NetEase Anime Mobile Games Product Offered

11.3.3 NetEase Anime Mobile Games Revenue, Gross Margin and Market Share
(2021-2026)

11.3.4 NetEase Main Business Overview

11.3.5 NetEase Latest Developments

11.4 Papergames

11.4.1 Papergames Company Information

11.4.2 Papergames Anime Mobile Games Product Offered

11.4.3 Papergames Anime Mobile Games Revenue, Gross Margin and Market Share
(2021-2026)

11.4.4 Papergames Main Business Overview

11.4.5 Papergames Latest Developments

11.5 Kuro Games

11.5.1 Kuro Games Company Information

11.5.2 Kuro Games Anime Mobile Games Product Offered

11.5.3 Kuro Games Anime Mobile Games Revenue, Gross Margin and Market Share
(2021-2026)

11.5.4 Kuro Games Main Business Overview

11.5.5 Kuro Games Latest Developments

11.6 Hypergryph

- 11.6.1 Hypergryph Company Information
- 11.6.2 Hypergryph Anime Mobile Games Product Offered
- 11.6.3 Hypergryph Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
- 11.6.4 Hypergryph Main Business Overview
- 11.6.5 Hypergryph Latest Developments
- 11.7 Yostar
 - 11.7.1 Yostar Company Information
 - 11.7.2 Yostar Anime Mobile Games Product Offered
 - 11.7.3 Yostar Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Yostar Main Business Overview
 - 11.7.5 Yostar Latest Developments
- 11.8 Cygames
 - 11.8.1 Cygames Company Information
 - 11.8.2 Cygames Anime Mobile Games Product Offered
 - 11.8.3 Cygames Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Cygames Main Business Overview
 - 11.8.5 Cygames Latest Developments
- 11.9 Aniplex
 - 11.9.1 Aniplex Company Information
 - 11.9.2 Aniplex Anime Mobile Games Product Offered
 - 11.9.3 Aniplex Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Aniplex Main Business Overview
 - 11.9.5 Aniplex Latest Developments
- 11.10 Bandai Namco Entertainment
 - 11.10.1 Bandai Namco Entertainment Company Information
 - 11.10.2 Bandai Namco Entertainment Anime Mobile Games Product Offered
 - 11.10.3 Bandai Namco Entertainment Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Bandai Namco Entertainment Main Business Overview
 - 11.10.5 Bandai Namco Entertainment Latest Developments
- 11.11 Sega
 - 11.11.1 Sega Company Information
 - 11.11.2 Sega Anime Mobile Games Product Offered
 - 11.11.3 Sega Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)

- 11.11.4 Sega Main Business Overview
- 11.11.5 Sega Latest Developments
- 11.12 Square Enix
 - 11.12.1 Square Enix Company Information
 - 11.12.2 Square Enix Anime Mobile Games Product Offered
 - 11.12.3 Square Enix Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Square Enix Main Business Overview
 - 11.12.5 Square Enix Latest Developments
- 11.13 KLab
 - 11.13.1 KLab Company Information
 - 11.13.2 KLab Anime Mobile Games Product Offered
 - 11.13.3 KLab Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 KLab Main Business Overview
 - 11.13.5 KLab Latest Developments
- 11.14 Nexon
 - 11.14.1 Nexon Company Information
 - 11.14.2 Nexon Anime Mobile Games Product Offered
 - 11.14.3 Nexon Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Nexon Main Business Overview
 - 11.14.5 Nexon Latest Developments
- 11.15 Shift Up
 - 11.15.1 Shift Up Company Information
 - 11.15.2 Shift Up Anime Mobile Games Product Offered
 - 11.15.3 Shift Up Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Shift Up Main Business Overview
 - 11.15.5 Shift Up Latest Developments
- 11.16 Smilegate
 - 11.16.1 Smilegate Company Information
 - 11.16.2 Smilegate Anime Mobile Games Product Offered
 - 11.16.3 Smilegate Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Smilegate Main Business Overview
 - 11.16.5 Smilegate Latest Developments
- 11.17 Kakao Games
 - 11.17.1 Kakao Games Company Information

- 11.17.2 Kakao Games Anime Mobile Games Product Offered
- 11.17.3 Kakao Games Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
- 11.17.4 Kakao Games Main Business Overview
- 11.17.5 Kakao Games Latest Developments
- 11.18 Crunchyroll Games
 - 11.18.1 Crunchyroll Games Company Information
 - 11.18.2 Crunchyroll Games Anime Mobile Games Product Offered
 - 11.18.3 Crunchyroll Games Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 Crunchyroll Games Main Business Overview
 - 11.18.5 Crunchyroll Games Latest Developments
- 11.19 Ankama
 - 11.19.1 Ankama Company Information
 - 11.19.2 Ankama Anime Mobile Games Product Offered
 - 11.19.3 Ankama Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.19.4 Ankama Main Business Overview
 - 11.19.5 Ankama Latest Developments
- 11.20 XD
 - 11.20.1 XD Company Information
 - 11.20.2 XD Anime Mobile Games Product Offered
 - 11.20.3 XD Anime Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.20.4 XD Main Business Overview
 - 11.20.5 XD Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Anime Mobile Games Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Anime Mobile Games Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of RPG

Table 4. Major Players of Card & Collection Game

Table 5. Major Players of Strategy & Tactical Game

Table 6. Major Players of Otome & Romance Simulation Game

Table 7. Major Players of Rhythm & Idol Game

Table 8. Major Players of Other

Table 9. Anime Mobile Games Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 10. Global Anime Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 11. Global Anime Mobile Games Market Size Market Share by Type (2021-2026)

Table 12. Major Players of Original Game IP

Table 13. Major Players of Anime / Manga Licensed IP

Table 14. Major Players of Light Novel / Web Novel IP

Table 15. Major Players of Other

Table 16. Anime Mobile Games Market Size CAGR by IP Source (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Anime Mobile Games Market Size by IP Source (2021-2026) & (\$ millions)

Table 18. Global Anime Mobile Games Market Size Market Share by IP Source (2021-2026)

Table 19. Anime Mobile Games Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 20. Global Anime Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 21. Global Anime Mobile Games Market Size Market Share by Application (2021-2026)

Table 22. Global Anime Mobile Games Revenue by Player (2021-2026) & (\$ millions)

Table 23. Global Anime Mobile Games Revenue Market Share by Player (2021-2026)

Table 24. Anime Mobile Games Key Players Head office and Products Offered

Table 25. Anime Mobile Games Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 26. New Products and Potential Entrants

Table 27. Mergers & Acquisitions, Expansion

Table 28. Global Anime Mobile Games Market Size by Region (2021-2026) & (\$ millions)

Table 29. Global Anime Mobile Games Market Size Market Share by Region (2021-2026)

Table 30. Global Anime Mobile Games Revenue by Country/Region (2021-2026) & (\$ millions)

Table 31. Global Anime Mobile Games Revenue Market Share by Country/Region (2021-2026)

Table 32. Americas Anime Mobile Games Market Size by Country (2021-2026) & (\$ millions)

Table 33. Americas Anime Mobile Games Market Size Market Share by Country (2021-2026)

Table 34. Americas Anime Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 35. Americas Anime Mobile Games Market Size Market Share by Type (2021-2026)

Table 36. Americas Anime Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 37. Americas Anime Mobile Games Market Size Market Share by Application (2021-2026)

Table 38. APAC Anime Mobile Games Market Size by Region (2021-2026) & (\$ millions)

Table 39. APAC Anime Mobile Games Market Size Market Share by Region (2021-2026)

Table 40. APAC Anime Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 41. APAC Anime Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 42. Europe Anime Mobile Games Market Size by Country (2021-2026) & (\$ millions)

Table 43. Europe Anime Mobile Games Market Size Market Share by Country (2021-2026)

Table 44. Europe Anime Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 45. Europe Anime Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 46. Middle East & Africa Anime Mobile Games Market Size by Region (2021-2026) & (\$ millions)

Table 47. Middle East & Africa Anime Mobile Games Market Size by Type (2021-2026)

& (\$ millions)

Table 48. Middle East & Africa Anime Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 49. Key Market Drivers & Growth Opportunities of Anime Mobile Games

Table 50. Key Market Challenges & Risks of Anime Mobile Games

Table 51. Key Industry Trends of Anime Mobile Games

Table 52. Global Anime Mobile Games Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 53. Global Anime Mobile Games Market Size Market Share Forecast by Region (2027-2032)

Table 54. Global Anime Mobile Games Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 55. Global Anime Mobile Games Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 56. miHoYo Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 57. miHoYo Anime Mobile Games Product Offered

Table 58. miHoYo Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 59. miHoYo Main Business

Table 60. miHoYo Latest Developments

Table 61. Tencent Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 62. Tencent Anime Mobile Games Product Offered

Table 63. Tencent Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 64. Tencent Main Business

Table 65. Tencent Latest Developments

Table 66. NetEase Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 67. NetEase Anime Mobile Games Product Offered

Table 68. NetEase Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. NetEase Main Business

Table 70. NetEase Latest Developments

Table 71. Papergames Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 72. Papergames Anime Mobile Games Product Offered

Table 73. Papergames Anime Mobile Games Revenue (\$ million), Gross Margin and

Market Share (2021-2026)

Table 74. Papergames Main Business

Table 75. Papergames Latest Developments

Table 76. Kuro Games Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 77. Kuro Games Anime Mobile Games Product Offered

Table 78. Kuro Games Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Kuro Games Main Business

Table 80. Kuro Games Latest Developments

Table 81. Hypergryph Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 82. Hypergryph Anime Mobile Games Product Offered

Table 83. Hypergryph Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Hypergryph Main Business

Table 85. Hypergryph Latest Developments

Table 86. Yostar Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 87. Yostar Anime Mobile Games Product Offered

Table 88. Yostar Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Yostar Main Business

Table 90. Yostar Latest Developments

Table 91. Cygames Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 92. Cygames Anime Mobile Games Product Offered

Table 93. Cygames Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. Cygames Main Business

Table 95. Cygames Latest Developments

Table 96. Aniplex Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 97. Aniplex Anime Mobile Games Product Offered

Table 98. Aniplex Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 99. Aniplex Main Business

Table 100. Aniplex Latest Developments

Table 101. Bandai Namco Entertainment Details, Company Type, Anime Mobile Games

Area Served and Its Competitors

Table 102. Bandai Namco Entertainment Anime Mobile Games Product Offered

Table 103. Bandai Namco Entertainment Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. Bandai Namco Entertainment Main Business

Table 105. Bandai Namco Entertainment Latest Developments

Table 106. Sega Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 107. Sega Anime Mobile Games Product Offered

Table 108. Sega Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. Sega Main Business

Table 110. Sega Latest Developments

Table 111. Square Enix Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 112. Square Enix Anime Mobile Games Product Offered

Table 113. Square Enix Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 114. Square Enix Main Business

Table 115. Square Enix Latest Developments

Table 116. KLab Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 117. KLab Anime Mobile Games Product Offered

Table 118. KLab Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 119. KLab Main Business

Table 120. KLab Latest Developments

Table 121. Nexon Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 122. Nexon Anime Mobile Games Product Offered

Table 123. Nexon Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 124. Nexon Main Business

Table 125. Nexon Latest Developments

Table 126. Shift Up Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 127. Shift Up Anime Mobile Games Product Offered

Table 128. Shift Up Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. Shift Up Main Business

Table 130. Shift Up Latest Developments

Table 131. Smilegate Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 132. Smilegate Anime Mobile Games Product Offered

Table 133. Smilegate Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 134. Smilegate Main Business

Table 135. Smilegate Latest Developments

Table 136. Kakao Games Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 137. Kakao Games Anime Mobile Games Product Offered

Table 138. Kakao Games Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. Kakao Games Main Business

Table 140. Kakao Games Latest Developments

Table 141. Crunchyroll Games Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 142. Crunchyroll Games Anime Mobile Games Product Offered

Table 143. Crunchyroll Games Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. Crunchyroll Games Main Business

Table 145. Crunchyroll Games Latest Developments

Table 146. Ankama Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 147. Ankama Anime Mobile Games Product Offered

Table 148. Ankama Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Ankama Main Business

Table 150. Ankama Latest Developments

Table 151. XD Details, Company Type, Anime Mobile Games Area Served and Its Competitors

Table 152. XD Anime Mobile Games Product Offered

Table 153. XD Anime Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 154. XD Main Business

Table 155. XD Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Anime Mobile Games Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Anime Mobile Games Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Anime Mobile Games Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Anime Mobile Games Sales Market Share by Country/Region (2025)
- Figure 8. Anime Mobile Games Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Anime Mobile Games Market Size Market Share by Type in 2025
- Figure 10. Global Anime Mobile Games Market Size Market Share by IP Source in 2025
- Figure 11. Anime Mobile Games in Male-oriented Anime Games
- Figure 12. Global Anime Mobile Games Market: Male-oriented Anime Games (2021-2026) & (\$ millions)
- Figure 13. Anime Mobile Games in Female-oriented Anime Games
- Figure 14. Global Anime Mobile Games Market: Female-oriented Anime Games (2021-2026) & (\$ millions)
- Figure 15. Anime Mobile Games in General ACGN User Games
- Figure 16. Global Anime Mobile Games Market: General ACGN User Games (2021-2026) & (\$ millions)
- Figure 17. Anime Mobile Games in Other
- Figure 18. Global Anime Mobile Games Market: Other (2021-2026) & (\$ millions)
- Figure 19. Global Anime Mobile Games Market Size Market Share by Application in 2025
- Figure 20. Global Anime Mobile Games Revenue Market Share by Player in 2025
- Figure 21. Global Anime Mobile Games Market Size Market Share by Region (2021-2026)
- Figure 22. Americas Anime Mobile Games Market Size 2021-2026 (\$ millions)
- Figure 23. APAC Anime Mobile Games Market Size 2021-2026 (\$ millions)
- Figure 24. Europe Anime Mobile Games Market Size 2021-2026 (\$ millions)
- Figure 25. Middle East & Africa Anime Mobile Games Market Size 2021-2026 (\$ millions)
- Figure 26. Americas Anime Mobile Games Value Market Share by Country in 2025

Figure 27. United States Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 28. Canada Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 29. Mexico Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 30. Brazil Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 31. APAC Anime Mobile Games Market Size Market Share by Region in 2025

Figure 32. APAC Anime Mobile Games Market Size Market Share by Type (2021-2026)

Figure 33. APAC Anime Mobile Games Market Size Market Share by Application (2021-2026)

Figure 34. China Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 35. Japan Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 36. South Korea Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 37. Southeast Asia Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 38. India Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 39. Australia Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 40. Europe Anime Mobile Games Market Size Market Share by Country in 2025

Figure 41. Europe Anime Mobile Games Market Size Market Share by Type (2021-2026)

Figure 42. Europe Anime Mobile Games Market Size Market Share by Application (2021-2026)

Figure 43. Germany Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 44. France Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 45. UK Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 46. Italy Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 47. Russia Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 48. Middle East & Africa Anime Mobile Games Market Size Market Share by Region (2021-2026)

Figure 49. Middle East & Africa Anime Mobile Games Market Size Market Share by Type (2021-2026)

Figure 50. Middle East & Africa Anime Mobile Games Market Size Market Share by Application (2021-2026)

Figure 51. Egypt Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 52. South Africa Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 53. Israel Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 54. Turkey Anime Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 55. GCC Countries Anime Mobile Games Market Size Growth 2021-2026 (\$

millions)

Figure 56. Americas Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 57. APAC Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 58. Europe Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 59. Middle East & Africa Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 60. United States Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 61. Canada Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 62. Mexico Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 63. Brazil Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 64. China Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 65. Japan Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 66. Korea Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 67. Southeast Asia Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 68. India Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 69. Australia Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 70. Germany Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 71. France Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 72. UK Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 73. Italy Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 74. Russia Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 75. Egypt Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 76. South Africa Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 77. Israel Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 78. Turkey Anime Mobile Games Market Size 2027-2032 (\$ millions)

Figure 79. Global Anime Mobile Games Market Size Market Share Forecast by Type (2027-2032)

Figure 80. Global Anime Mobile Games Market Size Market Share Forecast by Application (2027-2032)

Figure 81. GCC Countries Anime Mobile Games Market Size 2027-2032 (\$ millions)

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