

Global Augmented Reality Games Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Augmented Reality Games market size will reach US\$ 30240 million by 2031.

Augmented Reality (AR) games are interactive digital games that blend virtual elements with the real-world environment through the use of AR technology. Unlike virtual reality (VR), which creates a completely artificial environment, AR overlays digital content—such as characters, objects, or effects—onto a user's physical surroundings, enhancing real-world experiences with virtual elements.

United States market for Augmented Reality Games is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Augmented Reality Games is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Augmented Reality Games is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Augmented Reality Games players cover Niantic, Square Enix, Epic Games, Tencent, NetEase, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Augmented Reality Games Industry Forecast” looks at past sales and reviews total world Augmented Reality Games sales in 2024, providing a comprehensive analysis by region and market sector of projected Augmented Reality Games sales for 2025 through 2031. With Augmented Reality

Games sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented Reality Games industry.

This Insight Report provides a comprehensive analysis of the global Augmented Reality 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 Augmented Reality Games portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Augmented Reality Games market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Augmented Reality 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 Augmented Reality Games.

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

Segmentation by Type:

Strategy Simulation

Puzzle Adventure

Social Interaction

Others

Segmentation by Application:

Entertainment Industry

Education Field

Others

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.

Niantic

Square Enix

Epic Games

Tencent

NetEase

Nintendo

Snap Inc.

Microsoft

Ubisoft

Perfect World

NetEase Games

Krafton

Playrix

Supercell

Tencent Games

Zynga

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