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Global Digital Card Games for Mobile Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Card Games for Mobile market size is predicted to grow from US$ 2415 million in 2025 to US$ 4625 million in 2032; it is expected to grow at a CAGR of 9.9% from 2026 to 2032.

Digital Card Games for Mobile refer to digital card-based games specifically designed for smartphones and tablets, which simulate traditional physical card games through software platforms. These games allow players to collect virtual cards, build customized decks, develop characters, and engage in strategic gameplay through turn-based battles, real-time competitions, quests, or multiplayer online matches. Compared with traditional physical card games, mobile digital card games offer greater accessibility, continuous online connectivity, regular content updates, and enhanced social interaction. Most titles adopt a free-to-play business model and generate revenue through card-drawing systems, virtual items, seasonal events, character upgrades, and subscription services. Combining elements of Trading Card Games (TCG), Collectible Card Games (CCG), strategy games, and role-playing games (RPG), Digital Card Games for Mobile cover a wide range of themes, including fantasy, anime, science fiction, and historical settings.

The Mobile Card Games market has become an important segment of the global mobile gaming industry, supported by increasing smartphone penetration, improved mobile connectivity, and growing consumer spending on digital entertainment. Combining card collection, strategic battles, character development, and social interaction, mobile card games have established sustainable business models through continuous content updates, live operations, and virtual item monetization. Most titles adopt a free-to-play model, generating revenue through in-app purchases, card draws, upgrades, seasonal events, and premium digital content. This model provides strong player retention and

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extended game lifecycles compared with traditional premium games.

In recent years, the mobile card games industry has been shifting from simple card-based gameplay toward more sophisticated strategy-driven and IP-oriented experiences. Collectible Card Games (CCG/TCG), deck-building games, and character-based card RPGs have gained popularity by combining strategic depth with attractive storytelling, anime and entertainment IP collaborations, competitive tournaments, and community engagement. The Asia-Pacific region remains a key market due to its strong mobile gaming ecosystem, large player base, and high acceptance of character collection and progression-based monetization systems, particularly in countries such as China, Japan, and South Korea.

Looking ahead, competition in the Mobile Card Games market will increasingly depend on high-quality game development, intellectual property integration, and long-term live-service capabilities. The adoption of artificial intelligence, including intelligent matchmaking, personalized recommendations, automated content generation, and player behavior analysis, is expected to improve user engagement and monetization efficiency. Meanwhile, cross-platform integration, esports development, and community-driven ecosystems will become important growth directions. As the mobile gaming market matures, products relying solely on traditional card-draw monetization may face increasing challenges, while games with innovative mechanics, premium content, and strong player communities are expected to achieve stronger market performance.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Digital Card Games for Mobile 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 Digital Card Games for Mobile portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique

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position in an accelerating global Digital Card Games for Mobile market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Card Games for Mobile 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 Digital Card Games for Mobile.

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

Market Segmentation

Segmentation by Type:

iOS

Android

Segmentation by IP Source:

Original IP Card Game

Anime IP Card Game

Movie & TV IP Card Game

Game Franchise Card Game

Sports Card Game

Segmentation by Application:

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Male

Female

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

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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.

Konami

Nuverse

Cygames

Wizards of the Coast

2K Games

Blizzard Entertainment

Riot Game

Pokemon

Tencent

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Netease

Yoka Games

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