

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

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Abstracts

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

Games for women are targeted at women, and are different from games developed for men. They are generally divided into otome games, BL (boys? love game) games (for women), and reverse harem games. They are basically simulation and adventure games with a variety of love themes, and the characters that appear are generally beautiful.

United States market for Female-oriented Mobile Games is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Female-oriented Mobile Games is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Female-oriented Mobile Games is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Female-oriented Mobile Games players cover Nintendo, Idea Factory, Broccoli, Prototype, Konami, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Female-oriented Mobile Games Industry Forecast? looks at past sales and reviews total world Female-oriented Mobile Games sales in 2025, providing a comprehensive analysis by region and market sector

of projected Female-oriented Mobile Games sales for 2026 through 2032. With Female-oriented Mobile Games sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Female-oriented Mobile Games industry.

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

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

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

Segmentation by Type:

Otome Games

BL Games

Reverse Harem Games

Others

Segmentation by Application:

Minor Female

Adult 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

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.

Nintendo

Idea Factory

Broccoli

Prototype

Konami

66RPG

Papergames

Tencent

NetEase Games

miHoYo

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 Female-oriented Mobile Games Market Size (2021-2032)
 - 2.1.2 Female-oriented Mobile Games Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Female-oriented Mobile Games by Country/Region (2021, 2025 & 2032)
- 2.2 Female-oriented Mobile Games Segment by Type
 - 2.2.1 Otome Games
 - 2.2.2 BL Games
 - 2.2.3 Reverse Harem Games
 - 2.2.4 Others
 - 2.2.5 Female-oriented Mobile Games Market Size by Type
 - 2.2.5.1 Female-oriented Mobile Games Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)
- 2.3 Female-oriented Mobile Games Segment by Application
 - 2.3.1 Minor Female
 - 2.3.2 Adult Female
 - 2.3.3 Female-oriented Mobile Games Market Size by Application
 - 2.3.3.1 Female-oriented Mobile Games Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)

3 FEMALE-ORIENTED MOBILE GAMES MARKET SIZE BY PLAYER

3.1 Female-oriented Mobile Games Market Size Market Share by Player

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

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

3.2 Global Female-oriented 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 FEMALE-ORIENTED MOBILE GAMES BY REGION

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

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

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

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

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

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

5 AMERICAS

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

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

5.3 Americas Female-oriented 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 Female-oriented Mobile Games Market Size by Region (2021-2026)

- 6.2 APAC Female-oriented Mobile Games Market Size by Type (2021-2026)
- 6.3 APAC Female-oriented 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 Female-oriented Mobile Games Market Size by Country (2021-2026)
- 7.2 Europe Female-oriented Mobile Games Market Size by Type (2021-2026)
- 7.3 Europe Female-oriented 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 Female-oriented Mobile Games by Region (2021-2026)
- 8.2 Middle East & Africa Female-oriented Mobile Games Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Female-oriented 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 FEMALE-ORIENTED MOBILE GAMES MARKET FORECAST

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

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

10.1.2 Americas Female-oriented Mobile Games Forecast

10.1.3 APAC Female-oriented Mobile Games Forecast

10.1.4 Europe Female-oriented Mobile Games Forecast

10.1.5 Middle East & Africa Female-oriented Mobile Games Forecast

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

10.2.1 United States Market Female-oriented Mobile Games Forecast

10.2.2 Canada Market Female-oriented Mobile Games Forecast

10.2.3 Mexico Market Female-oriented Mobile Games Forecast

10.2.4 Brazil Market Female-oriented Mobile Games Forecast

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

10.3.1 China Female-oriented Mobile Games Market Forecast

10.3.2 Japan Market Female-oriented Mobile Games Forecast

10.3.3 Korea Market Female-oriented Mobile Games Forecast

10.3.4 Southeast Asia Market Female-oriented Mobile Games Forecast

10.3.5 India Market Female-oriented Mobile Games Forecast

10.3.6 Australia Market Female-oriented Mobile Games Forecast

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

10.4.1 Germany Market Female-oriented Mobile Games Forecast

10.4.2 France Market Female-oriented Mobile Games Forecast

10.4.3 UK Market Female-oriented Mobile Games Forecast

10.4.4 Italy Market Female-oriented Mobile Games Forecast

10.4.5 Russia Market Female-oriented Mobile Games Forecast

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

10.5.1 Egypt Market Female-oriented Mobile Games Forecast

10.5.2 South Africa Market Female-oriented Mobile Games Forecast

10.5.3 Israel Market Female-oriented Mobile Games Forecast

10.5.4 Turkey Market Female-oriented Mobile Games Forecast

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

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

10.7.1 GCC Countries Market Female-oriented Mobile Games Forecast

11 KEY PLAYERS ANALYSIS

11.1 Nintendo

- 11.1.1 Nintendo Company Information
- 11.1.2 Nintendo Female-oriented Mobile Games Product Offered
- 11.1.3 Nintendo Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 Nintendo Main Business Overview
- 11.1.5 Nintendo Latest Developments
- 11.2 Idea Factory
 - 11.2.1 Idea Factory Company Information
 - 11.2.2 Idea Factory Female-oriented Mobile Games Product Offered
 - 11.2.3 Idea Factory Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 Idea Factory Main Business Overview
 - 11.2.5 Idea Factory Latest Developments
- 11.3 Broccoli
 - 11.3.1 Broccoli Company Information
 - 11.3.2 Broccoli Female-oriented Mobile Games Product Offered
 - 11.3.3 Broccoli Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.3.4 Broccoli Main Business Overview
 - 11.3.5 Broccoli Latest Developments
- 11.4 Prototype
 - 11.4.1 Prototype Company Information
 - 11.4.2 Prototype Female-oriented Mobile Games Product Offered
 - 11.4.3 Prototype Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.4.4 Prototype Main Business Overview
 - 11.4.5 Prototype Latest Developments
- 11.5 Konami
 - 11.5.1 Konami Company Information
 - 11.5.2 Konami Female-oriented Mobile Games Product Offered
 - 11.5.3 Konami Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 Konami Main Business Overview
 - 11.5.5 Konami Latest Developments
- 11.6 66RPG
 - 11.6.1 66RPG Company Information
 - 11.6.2 66RPG Female-oriented Mobile Games Product Offered
 - 11.6.3 66RPG Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)

- 11.6.4 66RPG Main Business Overview
- 11.6.5 66RPG Latest Developments
- 11.7 Papergames
 - 11.7.1 Papergames Company Information
 - 11.7.2 Papergames Female-oriented Mobile Games Product Offered
 - 11.7.3 Papergames Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Papergames Main Business Overview
 - 11.7.5 Papergames Latest Developments
- 11.8 Tencent
 - 11.8.1 Tencent Company Information
 - 11.8.2 Tencent Female-oriented Mobile Games Product Offered
 - 11.8.3 Tencent Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Tencent Main Business Overview
 - 11.8.5 Tencent Latest Developments
- 11.9 NetEase Games
 - 11.9.1 NetEase Games Company Information
 - 11.9.2 NetEase Games Female-oriented Mobile Games Product Offered
 - 11.9.3 NetEase Games Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 NetEase Games Main Business Overview
 - 11.9.5 NetEase Games Latest Developments
- 11.10 miHoYo
 - 11.10.1 miHoYo Company Information
 - 11.10.2 miHoYo Female-oriented Mobile Games Product Offered
 - 11.10.3 miHoYo Female-oriented Mobile Games Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 miHoYo Main Business Overview
 - 11.10.5 miHoYo Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Female-oriented Mobile Games Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Female-oriented Mobile Games Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Otome Games
- Table 4. Major Players of BL Games
- Table 5. Major Players of Reverse Harem Games
- Table 6. Major Players of Others
- Table 7. Female-oriented Mobile Games Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 8. Global Female-oriented Mobile Games Market Size by Type (2021-2026) & (\$ millions)
- Table 9. Global Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)
- Table 10. Female-oriented Mobile Games Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 11. Global Female-oriented Mobile Games Market Size by Application (2021-2026) & (\$ millions)
- Table 12. Global Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)
- Table 13. Global Female-oriented Mobile Games Revenue by Player (2021-2026) & (\$ millions)
- Table 14. Global Female-oriented Mobile Games Revenue Market Share by Player (2021-2026)
- Table 15. Female-oriented Mobile Games Key Players Head office and Products Offered
- Table 16. Female-oriented Mobile Games Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 17. New Products and Potential Entrants
- Table 18. Mergers & Acquisitions, Expansion
- Table 19. Global Female-oriented Mobile Games Market Size by Region (2021-2026) & (\$ millions)
- Table 20. Global Female-oriented Mobile Games Market Size Market Share by Region (2021-2026)
- Table 21. Global Female-oriented Mobile Games Revenue by Country/Region

(2021-2026) & (\$ millions)

Table 22. Global Female-oriented Mobile Games Revenue Market Share by Country/Region (2021-2026)

Table 23. Americas Female-oriented Mobile Games Market Size by Country (2021-2026) & (\$ millions)

Table 24. Americas Female-oriented Mobile Games Market Size Market Share by Country (2021-2026)

Table 25. Americas Female-oriented Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 26. Americas Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)

Table 27. Americas Female-oriented Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 28. Americas Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)

Table 29. APAC Female-oriented Mobile Games Market Size by Region (2021-2026) & (\$ millions)

Table 30. APAC Female-oriented Mobile Games Market Size Market Share by Region (2021-2026)

Table 31. APAC Female-oriented Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 32. APAC Female-oriented Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 33. Europe Female-oriented Mobile Games Market Size by Country (2021-2026) & (\$ millions)

Table 34. Europe Female-oriented Mobile Games Market Size Market Share by Country (2021-2026)

Table 35. Europe Female-oriented Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 36. Europe Female-oriented Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Female-oriented Mobile Games Market Size by Region (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Female-oriented Mobile Games Market Size by Type (2021-2026) & (\$ millions)

Table 39. Middle East & Africa Female-oriented Mobile Games Market Size by Application (2021-2026) & (\$ millions)

Table 40. Key Market Drivers & Growth Opportunities of Female-oriented Mobile Games

Table 41. Key Market Challenges & Risks of Female-oriented Mobile Games
Table 42. Key Industry Trends of Female-oriented Mobile Games
Table 43. Global Female-oriented Mobile Games Market Size Forecast by Region (2027-2032) & (\$ millions)
Table 44. Global Female-oriented Mobile Games Market Size Market Share Forecast by Region (2027-2032)
Table 45. Global Female-oriented Mobile Games Market Size Forecast by Type (2027-2032) & (\$ millions)
Table 46. Global Female-oriented Mobile Games Market Size Forecast by Application (2027-2032) & (\$ millions)
Table 47. Nintendo Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors
Table 48. Nintendo Female-oriented Mobile Games Product Offered
Table 49. Nintendo Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 50. Nintendo Main Business
Table 51. Nintendo Latest Developments
Table 52. Idea Factory Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors
Table 53. Idea Factory Female-oriented Mobile Games Product Offered
Table 54. Idea Factory Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 55. Idea Factory Main Business
Table 56. Idea Factory Latest Developments
Table 57. Broccoli Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors
Table 58. Broccoli Female-oriented Mobile Games Product Offered
Table 59. Broccoli Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 60. Broccoli Main Business
Table 61. Broccoli Latest Developments
Table 62. Prototype Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors
Table 63. Prototype Female-oriented Mobile Games Product Offered
Table 64. Prototype Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 65. Prototype Main Business
Table 66. Prototype Latest Developments
Table 67. Konami Details, Company Type, Female-oriented Mobile Games Area Served

and Its Competitors

Table 68. Konami Female-oriented Mobile Games Product Offered

Table 69. Konami Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 70. Konami Main Business

Table 71. Konami Latest Developments

Table 72. 66RPG Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors

Table 73. 66RPG Female-oriented Mobile Games Product Offered

Table 74. 66RPG Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. 66RPG Main Business

Table 76. 66RPG Latest Developments

Table 77. Papergames Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors

Table 78. Papergames Female-oriented Mobile Games Product Offered

Table 79. Papergames Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Papergames Main Business

Table 81. Papergames Latest Developments

Table 82. Tencent Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors

Table 83. Tencent Female-oriented Mobile Games Product Offered

Table 84. Tencent Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Tencent Main Business

Table 86. Tencent Latest Developments

Table 87. NetEase Games Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors

Table 88. NetEase Games Female-oriented Mobile Games Product Offered

Table 89. NetEase Games Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. NetEase Games Main Business

Table 91. NetEase Games Latest Developments

Table 92. miHoYo Details, Company Type, Female-oriented Mobile Games Area Served and Its Competitors

Table 93. miHoYo Female-oriented Mobile Games Product Offered

Table 94. miHoYo Female-oriented Mobile Games Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. miHoYo Main Business

Table 96. miHoYo Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Female-oriented Mobile Games Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Female-oriented Mobile Games Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Female-oriented Mobile Games Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Female-oriented Mobile Games Sales Market Share by Country/Region (2025)

Figure 8. Female-oriented Mobile Games Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Female-oriented Mobile Games Market Size Market Share by Type in 2025

Figure 10. Female-oriented Mobile Games in Minor Female

Figure 11. Global Female-oriented Mobile Games Market: Minor Female (2021-2026) & (\$ millions)

Figure 12. Female-oriented Mobile Games in Adult Female

Figure 13. Global Female-oriented Mobile Games Market: Adult Female (2021-2026) & (\$ millions)

Figure 14. Global Female-oriented Mobile Games Market Size Market Share by Application in 2025

Figure 15. Global Female-oriented Mobile Games Revenue Market Share by Player in 2025

Figure 16. Global Female-oriented Mobile Games Market Size Market Share by Region (2021-2026)

Figure 17. Americas Female-oriented Mobile Games Market Size 2021-2026 (\$ millions)

Figure 18. APAC Female-oriented Mobile Games Market Size 2021-2026 (\$ millions)

Figure 19. Europe Female-oriented Mobile Games Market Size 2021-2026 (\$ millions)

Figure 20. Middle East & Africa Female-oriented Mobile Games Market Size 2021-2026 (\$ millions)

Figure 21. Americas Female-oriented Mobile Games Value Market Share by Country in 2025

Figure 22. United States Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 23. Canada Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 24. Mexico Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 25. Brazil Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 26. APAC Female-oriented Mobile Games Market Size Market Share by Region in 2025

Figure 27. APAC Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)

Figure 28. APAC Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)

Figure 29. China Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 30. Japan Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 31. South Korea Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 32. Southeast Asia Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 33. India Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 34. Australia Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 35. Europe Female-oriented Mobile Games Market Size Market Share by Country in 2025

Figure 36. Europe Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)

Figure 37. Europe Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)

Figure 38. Germany Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 39. France Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 40. UK Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 41. Italy Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 42. Russia Female-oriented Mobile Games Market Size Growth 2021-2026 (\$

millions)

Figure 43. Middle East & Africa Female-oriented Mobile Games Market Size Market Share by Region (2021-2026)

Figure 44. Middle East & Africa Female-oriented Mobile Games Market Size Market Share by Type (2021-2026)

Figure 45. Middle East & Africa Female-oriented Mobile Games Market Size Market Share by Application (2021-2026)

Figure 46. Egypt Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 47. South Africa Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 48. Israel Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 49. Turkey Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 50. GCC Countries Female-oriented Mobile Games Market Size Growth 2021-2026 (\$ millions)

Figure 51. Americas Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 52. APAC Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 53. Europe Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 54. Middle East & Africa Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 55. United States Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 56. Canada Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 57. Mexico Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 58. Brazil Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 59. China Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 60. Japan Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 61. Korea Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 62. Southeast Asia Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 63. India Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 64. Australia Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 65. Germany Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 66. France Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 67. UK Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 68. Italy Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 69. Russia Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 70. Egypt Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 71. South Africa Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 72. Israel Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 73. Turkey Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

Figure 74. Global Female-oriented Mobile Games Market Size Market Share Forecast by Type (2027-2032)

Figure 75. Global Female-oriented Mobile Games Market Size Market Share Forecast by Application (2027-2032)

Figure 76. GCC Countries Female-oriented Mobile Games Market Size 2027-2032 (\$ millions)

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