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Global Game Marketing Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Game Marketing Services market size is predicted to grow from US$ 2577 million in 2025 to US$ 4759 million in 2032; it is expected to grow at a CAGR of 9.3% from 2026 to 2032.

Game marketing services refer to market promotion and user acquisition solutions specifically provided for game products, including brand communication, public relations activities, social media operations, KOL placement, advertising planning, community management, pre-promotion and user retention. With the continued expansion and intensified competition in the global game industry, manufacturers are increasingly relying on professional marketing teams or organizations to improve user conversion rates and brand influence through refined operations and data-driven strategies. In the future, with the development of AI marketing, metaverse interaction, cross-platform integration and global localization promotion, game marketing services will tend to be personalized, automated and globalized, bringing more efficient market growth methods to game companies.

United States market for Game Marketing Services 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 Game Marketing Services 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 Game Marketing Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Game Marketing Services players cover Game Marketer, Future Friends

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Games, Game If You Are, Big Games Machine, Game Marketing Genie, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Game Marketing Services 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 Game Marketing Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Game Marketing Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Game Marketing Services 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 Game Marketing Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Game Marketing Services market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Online Promotion

Offline Promotion

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Segmentation by Application:

- Mobile Games
- Computer Games
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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- 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.

- Game Marketer
- Future Friends Games
- Game If You Are
- Big Games Machine
- Game Marketing Genie
- Dynamic

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Diva Agency

GamerSEO

YRS TRULY

Dentsu

Fourth Floor Creative

GameInfluencer

INDIE PUPS

PocketWhale

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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 Game Marketing Services Market Size (2021-2032)
  2.1.2 Game Marketing Services Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Game Marketing Services by Country/Region (2021, 2025 & 2032)
2.2 Game Marketing Services Segment by Type
  2.2.1 Online Promotion
  2.2.2 Offline Promotion
  2.2.3 Game Marketing Services Market Size by Type
    2.2.3.1 Game Marketing Services Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Game Marketing Services Market Size Market Share by Type (2021-2026)
2.3 Game Marketing Services Segment by Application
  2.3.1 Mobile Games
  2.3.2 Computer Games
  2.3.3 Others
  2.3.4 Game Marketing Services Market Size by Application
    2.3.4.1 Game Marketing Services Market Size CAGR by Application (2021 VS 2025 VS 2032)
    2.3.4.2 Global Game Marketing Services Market Size Market Share by Application (2021-2026)

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3 GAME MARKETING SERVICES MARKET SIZE BY PLAYER

3.1 Game Marketing Services Market Size Market Share by Player
  3.1.1 Global Game Marketing Services Revenue by Player (2021-2026)
  3.1.2 Global Game Marketing Services Revenue Market Share by Player (2021-2026)
3.2 Global Game Marketing Services 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 GAME MARKETING SERVICES BY REGION

4.1 Game Marketing Services Market Size by Region (2021-2026)
4.2 Global Game Marketing Services Annual Revenue by Country/Region (2021-2026)
4.3 Americas Game Marketing Services Market Size Growth (2021-2026)
4.4 APAC Game Marketing Services Market Size Growth (2021-2026)
4.5 Europe Game Marketing Services Market Size Growth (2021-2026)
4.6 Middle East & Africa Game Marketing Services Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Game Marketing Services Market Size by Country (2021-2026)
5.2 Americas Game Marketing Services Market Size by Type (2021-2026)
5.3 Americas Game Marketing Services Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Game Marketing Services Market Size by Region (2021-2026)
6.2 APAC Game Marketing Services Market Size by Type (2021-2026)
6.3 APAC Game Marketing Services Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea

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6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe Game Marketing Services Market Size by Country (2021-2026)
7.2 Europe Game Marketing Services Market Size by Type (2021-2026)
7.3 Europe Game Marketing Services 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 Game Marketing Services by Region (2021-2026)
8.2 Middle East & Africa Game Marketing Services Market Size by Type (2021-2026)
8.3 Middle East & Africa Game Marketing Services 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 GAME MARKETING SERVICES MARKET FORECAST

10.1 Global Game Marketing Services Forecast by Region (2027-2032)
  10.1.1 Global Game Marketing Services Forecast by Region (2027-2032)
  10.1.2 Americas Game Marketing Services Forecast
  10.1.3 APAC Game Marketing Services Forecast

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10.1.4 Europe Game Marketing Services Forecast
10.1.5 Middle East & Africa Game Marketing Services Forecast
10.2 Americas Game Marketing Services Forecast by Country (2027-2032)
10.2.1 United States Market Game Marketing Services Forecast
10.2.2 Canada Market Game Marketing Services Forecast
10.2.3 Mexico Market Game Marketing Services Forecast
10.2.4 Brazil Market Game Marketing Services Forecast
10.3 APAC Game Marketing Services Forecast by Region (2027-2032)
10.3.1 China Game Marketing Services Market Forecast
10.3.2 Japan Market Game Marketing Services Forecast
10.3.3 Korea Market Game Marketing Services Forecast
10.3.4 Southeast Asia Market Game Marketing Services Forecast
10.3.5 India Market Game Marketing Services Forecast
10.3.6 Australia Market Game Marketing Services Forecast
10.4 Europe Game Marketing Services Forecast by Country (2027-2032)
10.4.1 Germany Market Game Marketing Services Forecast
10.4.2 France Market Game Marketing Services Forecast
10.4.3 UK Market Game Marketing Services Forecast
10.4.4 Italy Market Game Marketing Services Forecast
10.4.5 Russia Market Game Marketing Services Forecast
10.5 Middle East & Africa Game Marketing Services Forecast by Region (2027-2032)
10.5.1 Egypt Market Game Marketing Services Forecast
10.5.2 South Africa Market Game Marketing Services Forecast
10.5.3 Israel Market Game Marketing Services Forecast
10.5.4 Turkey Market Game Marketing Services Forecast
10.6 Global Game Marketing Services Forecast by Type (2027-2032)
10.7 Global Game Marketing Services Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Game Marketing Services Forecast

11 KEY PLAYERS ANALYSIS

11.1 Game Marketer
11.1.1 Game Marketer Company Information
11.1.2 Game Marketer Game Marketing Services Product Offered
11.1.3 Game Marketer Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Game Marketer Main Business Overview
11.1.5 Game Marketer Latest Developments
11.2 Future Friends Games

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11.2.1 Future Friends Games Company Information
11.2.2 Future Friends Games Game Marketing Services Product Offered
11.2.3 Future Friends Games Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Future Friends Games Main Business Overview
11.2.5 Future Friends Games Latest Developments
11.3 Game If You Are
11.3.1 Game If You Are Company Information
11.3.2 Game If You Are Game Marketing Services Product Offered
11.3.3 Game If You Are Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Game If You Are Main Business Overview
11.3.5 Game If You Are Latest Developments
11.4 Big Games Machine
11.4.1 Big Games Machine Company Information
11.4.2 Big Games Machine Game Marketing Services Product Offered
11.4.3 Big Games Machine Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Big Games Machine Main Business Overview
11.4.5 Big Games Machine Latest Developments
11.5 Game Marketing Genie
11.5.1 Game Marketing Genie Company Information
11.5.2 Game Marketing Genie Game Marketing Services Product Offered
11.5.3 Game Marketing Genie Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 Game Marketing Genie Main Business Overview
11.5.5 Game Marketing Genie Latest Developments
11.6 Dynamic
11.6.1 Dynamic Company Information
11.6.2 Dynamic Game Marketing Services Product Offered
11.6.3 Dynamic Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Dynamic Main Business Overview
11.6.5 Dynamic Latest Developments
11.7 Diva Agency
11.7.1 Diva Agency Company Information
11.7.2 Diva Agency Game Marketing Services Product Offered
11.7.3 Diva Agency Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)

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11.7.4 Diva Agency Main Business Overview
11.7.5 Diva Agency Latest Developments
11.8 GamerSEO
11.8.1 GamerSEO Company Information
11.8.2 GamerSEO Game Marketing Services Product Offered
11.8.3 GamerSEO Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 GamerSEO Main Business Overview
11.8.5 GamerSEO Latest Developments
11.9 YRS TRULY
11.9.1 YRS TRULY Company Information
11.9.2 YRS TRULY Game Marketing Services Product Offered
11.9.3 YRS TRULY Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 YRS TRULY Main Business Overview
11.9.5 YRS TRULY Latest Developments
11.10 Dentsu
11.10.1 Dentsu Company Information
11.10.2 Dentsu Game Marketing Services Product Offered
11.10.3 Dentsu Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Dentsu Main Business Overview
11.10.5 Dentsu Latest Developments
11.11 Fourth Floor Creative
11.11.1 Fourth Floor Creative Company Information
11.11.2 Fourth Floor Creative Game Marketing Services Product Offered
11.11.3 Fourth Floor Creative Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Fourth Floor Creative Main Business Overview
11.11.5 Fourth Floor Creative Latest Developments
11.12 GameInfluencer
11.12.1 GameInfluencer Company Information
11.12.2 GameInfluencer Game Marketing Services Product Offered
11.12.3 GameInfluencer Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 GameInfluencer Main Business Overview
11.12.5 GameInfluencer Latest Developments
11.13 INDIE PUPS
11.13.1 INDIE PUPS Company Information

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11.13.2 INDIE PUPS Game Marketing Services Product Offered
11.13.3 INDIE PUPS Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 INDIE PUPS Main Business Overview
11.13.5 INDIE PUPS Latest Developments
11.14 PocketWhale
11.14.1 PocketWhale Company Information
11.14.2 PocketWhale Game Marketing Services Product Offered
11.14.3 PocketWhale Game Marketing Services Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 PocketWhale Main Business Overview
11.14.5 PocketWhale Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

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info@marketpublishers.com

List Of Tables

LIST OF TABLES

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

+357 96 030922
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Table 21. Americas Game Marketing Services Market Size by Country (2021-2026) & ($ millions)
Table 22. Americas Game Marketing Services Market Size Market Share by Country (2021-2026)
Table 23. Americas Game Marketing Services Market Size by Type (2021-2026) & ($ millions)
Table 24. Americas Game Marketing Services Market Size Market Share by Type (2021-2026)
Table 25. Americas Game Marketing Services Market Size by Application (2021-2026) & ($ millions)
Table 26. Americas Game Marketing Services Market Size Market Share by Application (2021-2026)
Table 27. APAC Game Marketing Services Market Size by Region (2021-2026) & ($ millions)
Table 28. APAC Game Marketing Services Market Size Market Share by Region (2021-2026)
Table 29. APAC Game Marketing Services Market Size by Type (2021-2026) & ($ millions)
Table 30. APAC Game Marketing Services Market Size by Application (2021-2026) & ($ millions)
Table 31. Europe Game Marketing Services Market Size by Country (2021-2026) & ($ millions)
Table 32. Europe Game Marketing Services Market Size Market Share by Country (2021-2026)
Table 33. Europe Game Marketing Services Market Size by Type (2021-2026) & ($ millions)
Table 34. Europe Game Marketing Services Market Size by Application (2021-2026) & ($ millions)
Table 35. Middle East & Africa Game Marketing Services Market Size by Region (2021-2026) & ($ millions)
Table 36. Middle East & Africa Game Marketing Services Market Size by Type (2021-2026) & ($ millions)
Table 37. Middle East & Africa Game Marketing Services Market Size by Application (2021-2026) & ($ millions)
Table 38. Key Market Drivers & Growth Opportunities of Game Marketing Services
Table 39. Key Market Challenges & Risks of Game Marketing Services
Table 40. Key Industry Trends of Game Marketing Services
Table 41. Global Game Marketing Services Market Size Forecast by Region (2027-2032) & ($ millions)

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Table 42. Global Game Marketing Services Market Size Market Share Forecast by Region (2027-2032)
Table 43. Global Game Marketing Services Market Size Forecast by Type (2027-2032) & ($ millions)
Table 44. Global Game Marketing Services Market Size Forecast by Application (2027-2032) & ($ millions)
Table 45. Game Marketer Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 46. Game Marketer Game Marketing Services Product Offered
Table 47. Game Marketer Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 48. Game Marketer Main Business
Table 49. Game Marketer Latest Developments
Table 50. Future Friends Games Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 51. Future Friends Games Game Marketing Services Product Offered
Table 52. Future Friends Games Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 53. Future Friends Games Main Business
Table 54. Future Friends Games Latest Developments
Table 55. Game If You Are Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 56. Game If You Are Game Marketing Services Product Offered
Table 57. Game If You Are Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 58. Game If You Are Main Business
Table 59. Game If You Are Latest Developments
Table 60. Big Games Machine Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 61. Big Games Machine Game Marketing Services Product Offered
Table 62. Big Games Machine Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. Big Games Machine Main Business
Table 64. Big Games Machine Latest Developments
Table 65. Game Marketing Genie Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 66. Game Marketing Genie Game Marketing Services Product Offered
Table 67. Game Marketing Genie Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)

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Table 68. Game Marketing Genie Main Business
Table 69. Game Marketing Genie Latest Developments
Table 70. Dynamic Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 71. Dynamic Game Marketing Services Product Offered
Table 72. Dynamic Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. Dynamic Main Business
Table 74. Dynamic Latest Developments
Table 75. Diva Agency Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 76. Diva Agency Game Marketing Services Product Offered
Table 77. Diva Agency Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. Diva Agency Main Business
Table 79. Diva Agency Latest Developments
Table 80. GamerSEO Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 81. GamerSEO Game Marketing Services Product Offered
Table 82. GamerSEO Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. GamerSEO Main Business
Table 84. GamerSEO Latest Developments
Table 85. YRS TRULY Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 86. YRS TRULY Game Marketing Services Product Offered
Table 87. YRS TRULY Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. YRS TRULY Main Business
Table 89. YRS TRULY Latest Developments
Table 90. Dentsu Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 91. Dentsu Game Marketing Services Product Offered
Table 92. Dentsu Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. Dentsu Main Business
Table 94. Dentsu Latest Developments
Table 95. Fourth Floor Creative Details, Company Type, Game Marketing Services Area Served and Its Competitors

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Table 96. Fourth Floor Creative Game Marketing Services Product Offered
Table 97. Fourth Floor Creative Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. Fourth Floor Creative Main Business
Table 99. Fourth Floor Creative Latest Developments
Table 100. GameInfluencer Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 101. GameInfluencer Game Marketing Services Product Offered
Table 102. GameInfluencer Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 103. GameInfluencer Main Business
Table 104. GameInfluencer Latest Developments
Table 105. INDIE PUPS Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 106. INDIE PUPS Game Marketing Services Product Offered
Table 107. INDIE PUPS Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. INDIE PUPS Main Business
Table 109. INDIE PUPS Latest Developments
Table 110. PocketWhale Details, Company Type, Game Marketing Services Area Served and Its Competitors
Table 111. PocketWhale Game Marketing Services Product Offered
Table 112. PocketWhale Game Marketing Services Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. PocketWhale Main Business
Table 114. PocketWhale Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Game Marketing Services Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Game Marketing Services Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Game Marketing Services Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Game Marketing Services Sales Market Share by Country/Region (2025)
Figure 8. Game Marketing Services Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Game Marketing Services Market Size Market Share by Type in 2025
Figure 10. Game Marketing Services in Mobile Games
Figure 11. Global Game Marketing Services Market: Mobile Games (2021-2026) & ($ millions)
Figure 12. Game Marketing Services in Computer Games
Figure 13. Global Game Marketing Services Market: Computer Games (2021-2026) & ($ millions)
Figure 14. Game Marketing Services in Others
Figure 15. Global Game Marketing Services Market: Others (2021-2026) & ($ millions)
Figure 16. Global Game Marketing Services Market Size Market Share by Application in 2025
Figure 17. Global Game Marketing Services Revenue Market Share by Player in 2025
Figure 18. Global Game Marketing Services Market Size Market Share by Region (2021-2026)
Figure 19. Americas Game Marketing Services Market Size 2021-2026 ($ millions)
Figure 20. APAC Game Marketing Services Market Size 2021-2026 ($ millions)
Figure 21. Europe Game Marketing Services Market Size 2021-2026 ($ millions)
Figure 22. Middle East & Africa Game Marketing Services Market Size 2021-2026 ($ millions)
Figure 23. Americas Game Marketing Services Value Market Share by Country in 2025
Figure 24. United States Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 25. Canada Game Marketing Services Market Size Growth 2021-2026 ($ millions)

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Figure 26. Mexico Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 27. Brazil Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 28. APAC Game Marketing Services Market Size Market Share by Region in 2025
Figure 29. APAC Game Marketing Services Market Size Market Share by Type (2021-2026)
Figure 30. APAC Game Marketing Services Market Size Market Share by Application (2021-2026)
Figure 31. China Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 32. Japan Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 33. South Korea Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 34. Southeast Asia Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 35. India Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 36. Australia Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 37. Europe Game Marketing Services Market Size Market Share by Country in 2025
Figure 38. Europe Game Marketing Services Market Size Market Share by Type (2021-2026)
Figure 39. Europe Game Marketing Services Market Size Market Share by Application (2021-2026)
Figure 40. Germany Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 41. France Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 42. UK Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 43. Italy Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 44. Russia Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 45. Middle East & Africa Game Marketing Services Market Size Market Share by Region (2021-2026)
Figure 46. Middle East & Africa Game Marketing Services Market Size Market Share by Type (2021-2026)
Figure 47. Middle East & Africa Game Marketing Services Market Size Market Share by Application (2021-2026)
Figure 48. Egypt Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 49. South Africa Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 50. Israel Game Marketing Services Market Size Growth 2021-2026 ($ millions)

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info@marketpublishers.com

Figure 51. Turkey Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 52. GCC Countries Game Marketing Services Market Size Growth 2021-2026 ($ millions)
Figure 53. Americas Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 54. APAC Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 55. Europe Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 56. Middle East & Africa Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 57. United States Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 58. Canada Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 59. Mexico Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 60. Brazil Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 61. China Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 62. Japan Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 63. Korea Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 64. Southeast Asia Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 65. India Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 66. Australia Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 67. Germany Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 68. France Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 69. UK Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 70. Italy Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 71. Russia Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 72. Egypt Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 73. South Africa Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 74. Israel Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 75. Turkey Game Marketing Services Market Size 2027-2032 ($ millions)
Figure 76. Global Game Marketing Services Market Size Market Share Forecast by Type (2027-2032)
Figure 77. Global Game Marketing Services Market Size Market Share Forecast by Application (2027-2032)
Figure 78. GCC Countries Game Marketing Services Market Size 2027-2032 ($ millions)

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