

Global Game Overseas Strategy Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Game Overseas Strategy Service 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.

A game overseas strategy service refers to a systematic marketing and localization strategy developed for domestic game products entering overseas markets, aiming to enhance the game's brand awareness, user base, and commercial performance in global target markets. This plan typically covers market research, target country selection, brand positioning, localization and cultural adaptation, channel distribution strategies, advertising, social media marketing, KOL collaboration, data analysis, and user retention optimization. By combining the habits of players and the characteristics of media in different regions, differentiated promotion strategies are developed to achieve precise reach and efficient customer acquisition. With increasing global game competition and rising overseas expansion costs, more and more companies are adopting an integrated "content + traffic + data" promotion model, leveraging AI-powered intelligent targeting and cross-platform collaboration to create a localized, long-term, and sustainable overseas market presence.

United States market for Game Overseas Strategy Service 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 Overseas Strategy Service 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 Overseas Strategy Service 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 Overseas Strategy Service players cover Game Marketer, Future Friends 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 Overseas Strategy Service Industry Forecast” looks at past sales and reviews total world Game Overseas Strategy Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Game Overseas Strategy Service sales for 2026 through 2032. With Game Overseas Strategy Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Game Overseas Strategy Service industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Game Overseas Strategy Service 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 Overseas Strategy Service.

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

Market Segmentation

Segmentation by Type:

Online Promotion

Offline Promotion

Segmentation by Promotion Objective:

Brand Awareness Promotion

User Acquisition Promotion

Retention and Engagement Promotion

Segmentation by Execution Approach:

Integrated Marketing Plan

Content-driven Promotion

Data-driven Promotion

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

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

Diva Agency

GamerSEO

YRS TRULY

Dentsu

Fourth Floor Creative

GameInfluencer

INDIE PUPS

PocketWhale

Tec-do

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