

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

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Abstracts

The global Game Promotion Service market size is predicted to grow from US\$ 8878 million in 2025 to US\$ 13180 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

Game promotion services refer to a series of marketing and user acquisition activities provided by professional organizations or teams to game developers and publishers, aimed at increasing game awareness, attracting target users, promoting downloads/registrations, increasing activity and paid conversions.

The booming game promotion services market is primarily driven by fierce competition in the gaming market, rising user acquisition costs, fragmented player attention, and the maturing mobile internet and social media ecosystems. With tens of thousands of new games launching annually, relying solely on the product itself is no longer enough to achieve effective exposure. Developers must rely on professional promotion services, leveraging their expertise in channel resources, data algorithms, creative content, and localized operations to achieve precise user reach and efficient conversions.

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

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

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

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

Segmentation by Type:

Online Promotion

Offline 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

MeetSocial

Game Marketing Genie

Diva Agency

GamerSEO

YRS TRULY

Dentsu

Fourth Floor Creative

GameInfluencer

INDIE PUPS

PocketWhale

Ediie

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Figure 78. GCC Countries Game Promotion Service Market Size 2027-2032 (\$ millions)

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