

Global Gaming Advertising Services Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G88CB9624281EN.html>

Date: June 2026

Pages: 106

Price: US\$ 3,660.00 (Single User License)

ID: G88CB9624281EN

Abstracts

The global Gaming Advertising Services market size is predicted to grow from US\$ 8769 million in 2025 to US\$ 13196 million in 2032; it is expected to grow at a CAGR of 6.2% from 2026 to 2032.

Gaming Advertising Services refer to specialized digital marketing solutions designed to promote brands, products, and game titles through in-game advertising, game-adjacent media channels, esports platforms, influencer ecosystems, and programmatic ad networks that target gaming audiences; these services integrate ad technology, creative production, data analytics, and cross-platform campaign management to deliver immersive, interactive, and performance-driven advertising experiences within mobile, PC, console, VR, and cloud gaming environments.

The industry chain of gaming advertising services involves upstream contributors such as game developers, ad-tech vendors, creative studios, data analytics platforms, and esports organizers providing content inventory and technical infrastructure, midstream players like advertising networks, demand-side platforms, influencer agencies, and marketing service providers executing programmatic delivery, campaign optimization, and cross-platform integration, and downstream stakeholders including brands, advertisers, game publishers, and end-user gamers who receive targeted advertising experiences, while value is created through audience reach, monetization efficiency, content engagement, behavioral insights, and performance-driven advertising outcomes across digital ecosystems.

Ongoing and planned projects in gaming advertising services include major expansions of programmatic in-game ad exchanges, development of AI-driven personalized creative platforms, global esports advertising infrastructure rollouts, new metaverse-

focused ad integration systems, partnerships between ad-tech companies and AAA game publishers, large-scale mobile gaming ad inventory upgrades, cloud gaming ad monetization frameworks, immersive XR ad format R&D pipelines, and cross-platform measurement standards initiatives, all aiming to enhance global ad scalability, increase inventory transparency, improve advertiser targeting precision, and elevate user engagement across next-generation gaming ecosystems.

2025 Global Market Average Gross Profit Margin: 38%.

The global gaming advertising services market is undergoing rapid expansion as gaming evolves into one of the world's largest digital entertainment and media ecosystems. Market development is driven by the rising number of gamers, increasing gameplay time, deeper integration of advertising into mobile games, and the surge of esports viewership, which together elevate demand for brand exposure within gaming environments.

Regionally, North America and Europe dominate due to high digital ad spending and mature gaming markets, while Asia-Pacific shows the fastest growth fueled by mobile-first user populations and strong mobile game monetization ecosystems. Emerging regions like Latin America, the Middle East, and Southeast Asia are becoming high-ROI zones for advertisers due to young demographics and rapidly improving connectivity.

Opportunities arise from AI-driven personalization, metaverse-centric immersive ad formats, XR gaming, and cross-platform identity tracking, all enhancing precision targeting and performance attribution. However, risks include regulatory tightening on data privacy, user resistance to intrusive ad formats, and increasing sensitivity around brand safety in diverse gaming environments.

Market trends highlight the shift toward native and non-intrusive in-game ads, growth of cloud gaming ad inventory, expansion of esports sponsorship models, and rising demand for real-time analytics that measure deep user engagement. Competitive dynamics are shaped by the dominance of large ad-tech companies, the rapid consolidation of mobile ad networks, and increasing collaboration between game publishers and third-party ad platforms. Players differentiate through advanced AI optimization, diversified game inventory, transparent measurement, and large-scale programmatic capabilities. As gaming becomes a core component of omnichannel digital advertising strategies, service providers that integrate brand marketing, in-game monetization, influencer ecosystems, and cross-platform analytics are positioned to gain the most.

Overall, the market continues to accelerate due to strong advertiser adoption, expanding gaming user bases, and continuous innovation in immersive ad delivery technologies.

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

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

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

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

Segmentation by Type:

In-Game Audio Advertising

In-Game Video Advertising

Segmentation by Delivery Technology:

Programmatic

AI-Driven Personalized

Location-Based

Others

Segmentation by Platform Type:

Mobile Gaming Advertising

PC Gaming Advertising

Console Gaming Advertising

Others

Segmentation by Application:

Consumer Electronics Brands

Food And Beverage Brands

Automotive And Mobility Brands

Fashion And Lifestyle Brands

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.

Google Ads

Meta Audience Network

Unity Ads

ironSource / Unity LevelPlay

AppLovin

Digital Turbine / Fyber

Tencent Marketing Solutions

TikTok Pangle

InMobi Gaming Ads

AdColony (Digital Turbine)

Chartboost

Vungle (Liftoff)

Moloco Gaming Advertising

Bidstack (In-Game Native Advertising)

Anzu In-Game Advertising

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 Gaming Advertising Services Market Size (2021-2032)
- 2.1.2 Gaming Advertising Services Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Gaming Advertising Services by Country/Region (2021, 2025 & 2032)

2.2 Gaming Advertising Services Segment by Type

- 2.2.1 In-Game Audio Advertising
- 2.2.2 In-Game Video Advertising
- 2.2.3 Gaming Advertising Services Market Size by Type
 - 2.2.3.1 Gaming Advertising Services Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Gaming Advertising Services Market Size Market Share by Type (2021-2026)

2.3 Gaming Advertising Services Segment by Delivery Technology

- 2.3.1 Programmatic
- 2.3.2 AI-Driven Personalized
- 2.3.3 Location-Based
- 2.3.4 Others
- 2.3.5 Gaming Advertising Services Market Size by Delivery Technology
 - 2.3.5.1 Gaming Advertising Services Market Size CAGR by Delivery Technology (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Gaming Advertising Services Market Size Market Share by Delivery Technology (2021-2026)

2.4 Gaming Advertising Services Segment by Platform Type

2.4.1 Mobile Gaming Advertising

2.4.2 PC Gaming Advertising

2.4.3 Console Gaming Advertising

2.4.4 Others

2.4.5 Gaming Advertising Services Market Size by Platform Type

2.4.5.1 Gaming Advertising Services Market Size CAGR by Platform Type (2021 VS 2025 VS 2032)

2.4.5.2 Global Gaming Advertising Services Market Size Market Share by Platform Type (2021-2026)

2.5 Gaming Advertising Services Segment by Application

2.5.1 Consumer Electronics Brands

2.5.2 Food And Beverage Brands

2.5.3 Automotive And Mobility Brands

2.5.4 Fashion And Lifestyle Brands

2.5.5 Others

2.5.6 Gaming Advertising Services Market Size by Application

2.5.6.1 Gaming Advertising Services Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.6.2 Global Gaming Advertising Services Market Size Market Share by Application (2021-2026)

3 GAMING ADVERTISING SERVICES MARKET SIZE BY PLAYER

3.1 Gaming Advertising Services Market Size Market Share by Player

3.1.1 Global Gaming Advertising Services Revenue by Player (2021-2026)

3.1.2 Global Gaming Advertising Services Revenue Market Share by Player (2021-2026)

3.2 Global Gaming Advertising 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 GAMING ADVERTISING SERVICES BY REGION

4.1 Gaming Advertising Services Market Size by Region (2021-2026)

4.2 Global Gaming Advertising Services Annual Revenue by Country/Region

(2021-2026)

- 4.3 Americas Gaming Advertising Services Market Size Growth (2021-2026)
- 4.4 APAC Gaming Advertising Services Market Size Growth (2021-2026)
- 4.5 Europe Gaming Advertising Services Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Gaming Advertising Services Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Gaming Advertising Services Market Size by Country (2021-2026)
- 5.2 Americas Gaming Advertising Services Market Size by Type (2021-2026)
- 5.3 Americas Gaming Advertising 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 Gaming Advertising Services Market Size by Region (2021-2026)
- 6.2 APAC Gaming Advertising Services Market Size by Type (2021-2026)
- 6.3 APAC Gaming Advertising Services 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 Gaming Advertising Services Market Size by Country (2021-2026)
- 7.2 Europe Gaming Advertising Services Market Size by Type (2021-2026)
- 7.3 Europe Gaming Advertising 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 Gaming Advertising Services by Region (2021-2026)
- 8.2 Middle East & Africa Gaming Advertising Services Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Gaming Advertising 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 GAMING ADVERTISING SERVICES MARKET FORECAST

- 10.1 Global Gaming Advertising Services Forecast by Region (2027-2032)
 - 10.1.1 Global Gaming Advertising Services Forecast by Region (2027-2032)
 - 10.1.2 Americas Gaming Advertising Services Forecast
 - 10.1.3 APAC Gaming Advertising Services Forecast
 - 10.1.4 Europe Gaming Advertising Services Forecast
 - 10.1.5 Middle East & Africa Gaming Advertising Services Forecast
- 10.2 Americas Gaming Advertising Services Forecast by Country (2027-2032)
 - 10.2.1 United States Market Gaming Advertising Services Forecast
 - 10.2.2 Canada Market Gaming Advertising Services Forecast
 - 10.2.3 Mexico Market Gaming Advertising Services Forecast
 - 10.2.4 Brazil Market Gaming Advertising Services Forecast
- 10.3 APAC Gaming Advertising Services Forecast by Region (2027-2032)
 - 10.3.1 China Gaming Advertising Services Market Forecast
 - 10.3.2 Japan Market Gaming Advertising Services Forecast
 - 10.3.3 Korea Market Gaming Advertising Services Forecast
 - 10.3.4 Southeast Asia Market Gaming Advertising Services Forecast
 - 10.3.5 India Market Gaming Advertising Services Forecast
 - 10.3.6 Australia Market Gaming Advertising Services Forecast
- 10.4 Europe Gaming Advertising Services Forecast by Country (2027-2032)

- 10.4.1 Germany Market Gaming Advertising Services Forecast
- 10.4.2 France Market Gaming Advertising Services Forecast
- 10.4.3 UK Market Gaming Advertising Services Forecast
- 10.4.4 Italy Market Gaming Advertising Services Forecast
- 10.4.5 Russia Market Gaming Advertising Services Forecast
- 10.5 Middle East & Africa Gaming Advertising Services Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Gaming Advertising Services Forecast
 - 10.5.2 South Africa Market Gaming Advertising Services Forecast
 - 10.5.3 Israel Market Gaming Advertising Services Forecast
 - 10.5.4 Turkey Market Gaming Advertising Services Forecast
- 10.6 Global Gaming Advertising Services Forecast by Type (2027-2032)
- 10.7 Global Gaming Advertising Services Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Gaming Advertising Services Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Google Ads
 - 11.1.1 Google Ads Company Information
 - 11.1.2 Google Ads Gaming Advertising Services Product Offered
 - 11.1.3 Google Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Google Ads Main Business Overview
 - 11.1.5 Google Ads Latest Developments
- 11.2 Meta Audience Network
 - 11.2.1 Meta Audience Network Company Information
 - 11.2.2 Meta Audience Network Gaming Advertising Services Product Offered
 - 11.2.3 Meta Audience Network Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 Meta Audience Network Main Business Overview
 - 11.2.5 Meta Audience Network Latest Developments
- 11.3 Unity Ads
 - 11.3.1 Unity Ads Company Information
 - 11.3.2 Unity Ads Gaming Advertising Services Product Offered
 - 11.3.3 Unity Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.3.4 Unity Ads Main Business Overview
 - 11.3.5 Unity Ads Latest Developments
- 11.4 ironSource / Unity LevelPlay

- 11.4.1 ironSource / Unity LevelPlay Company Information
- 11.4.2 ironSource / Unity LevelPlay Gaming Advertising Services Product Offered
- 11.4.3 ironSource / Unity LevelPlay Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 ironSource / Unity LevelPlay Main Business Overview
- 11.4.5 ironSource / Unity LevelPlay Latest Developments
- 11.5 AppLovin
 - 11.5.1 AppLovin Company Information
 - 11.5.2 AppLovin Gaming Advertising Services Product Offered
 - 11.5.3 AppLovin Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 AppLovin Main Business Overview
 - 11.5.5 AppLovin Latest Developments
- 11.6 Digital Turbine / Fyber
 - 11.6.1 Digital Turbine / Fyber Company Information
 - 11.6.2 Digital Turbine / Fyber Gaming Advertising Services Product Offered
 - 11.6.3 Digital Turbine / Fyber Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 Digital Turbine / Fyber Main Business Overview
 - 11.6.5 Digital Turbine / Fyber Latest Developments
- 11.7 Tencent Marketing Solutions
 - 11.7.1 Tencent Marketing Solutions Company Information
 - 11.7.2 Tencent Marketing Solutions Gaming Advertising Services Product Offered
 - 11.7.3 Tencent Marketing Solutions Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Tencent Marketing Solutions Main Business Overview
 - 11.7.5 Tencent Marketing Solutions Latest Developments
- 11.8 TikTok Pangle
 - 11.8.1 TikTok Pangle Company Information
 - 11.8.2 TikTok Pangle Gaming Advertising Services Product Offered
 - 11.8.3 TikTok Pangle Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 TikTok Pangle Main Business Overview
 - 11.8.5 TikTok Pangle Latest Developments
- 11.9 InMobi Gaming Ads
 - 11.9.1 InMobi Gaming Ads Company Information
 - 11.9.2 InMobi Gaming Ads Gaming Advertising Services Product Offered
 - 11.9.3 InMobi Gaming Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)

- 11.9.4 InMobi Gaming Ads Main Business Overview
- 11.9.5 InMobi Gaming Ads Latest Developments
- 11.10 AdColony (Digital Turbine)
 - 11.10.1 AdColony (Digital Turbine) Company Information
 - 11.10.2 AdColony (Digital Turbine) Gaming Advertising Services Product Offered
 - 11.10.3 AdColony (Digital Turbine) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 AdColony (Digital Turbine) Main Business Overview
 - 11.10.5 AdColony (Digital Turbine) Latest Developments
- 11.11 Chartboost
 - 11.11.1 Chartboost Company Information
 - 11.11.2 Chartboost Gaming Advertising Services Product Offered
 - 11.11.3 Chartboost Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Chartboost Main Business Overview
 - 11.11.5 Chartboost Latest Developments
- 11.12 Vungle (Liftoff)
 - 11.12.1 Vungle (Liftoff) Company Information
 - 11.12.2 Vungle (Liftoff) Gaming Advertising Services Product Offered
 - 11.12.3 Vungle (Liftoff) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Vungle (Liftoff) Main Business Overview
 - 11.12.5 Vungle (Liftoff) Latest Developments
- 11.13 Moloco Gaming Advertising
 - 11.13.1 Moloco Gaming Advertising Company Information
 - 11.13.2 Moloco Gaming Advertising Gaming Advertising Services Product Offered
 - 11.13.3 Moloco Gaming Advertising Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Moloco Gaming Advertising Main Business Overview
 - 11.13.5 Moloco Gaming Advertising Latest Developments
- 11.14 Bidstack (In-Game Native Advertising)
 - 11.14.1 Bidstack (In-Game Native Advertising) Company Information
 - 11.14.2 Bidstack (In-Game Native Advertising) Gaming Advertising Services Product Offered
 - 11.14.3 Bidstack (In-Game Native Advertising) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Bidstack (In-Game Native Advertising) Main Business Overview
 - 11.14.5 Bidstack (In-Game Native Advertising) Latest Developments
- 11.15 Anzu In-Game Advertising

- 11.15.1 Anzu In-Game Advertising Company Information
- 11.15.2 Anzu In-Game Advertising Gaming Advertising Services Product Offered
- 11.15.3 Anzu In-Game Advertising Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
- 11.15.4 Anzu In-Game Advertising Main Business Overview
- 11.15.5 Anzu In-Game Advertising Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Gaming Advertising Services Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Gaming Advertising Services Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of In-Game Audio Advertising

Table 4. Major Players of In-Game Video Advertising

Table 5. Gaming Advertising Services Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Gaming Advertising Services Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Gaming Advertising Services Market Size Market Share by Type (2021-2026)

Table 8. Major Players of Programmatic

Table 9. Major Players of AI-Driven Personalized

Table 10. Major Players of Location-Based

Table 11. Major Players of Others

Table 12. Gaming Advertising Services Market Size CAGR by Delivery Technology (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Gaming Advertising Services Market Size by Delivery Technology (2021-2026) & (\$ millions)

Table 14. Global Gaming Advertising Services Market Size Market Share by Delivery Technology (2021-2026)

Table 15. Major Players of Mobile Gaming Advertising

Table 16. Major Players of PC Gaming Advertising

Table 17. Major Players of Console Gaming Advertising

Table 18. Major Players of Others

Table 19. Gaming Advertising Services Market Size CAGR by Platform Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 20. Global Gaming Advertising Services Market Size by Platform Type (2021-2026) & (\$ millions)

Table 21. Global Gaming Advertising Services Market Size Market Share by Platform Type (2021-2026)

Table 22. Gaming Advertising Services Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 23. Global Gaming Advertising Services Market Size by Application (2021-2026)

& (\$ millions)

Table 24. Global Gaming Advertising Services Market Size Market Share by Application (2021-2026)

Table 25. Global Gaming Advertising Services Revenue by Player (2021-2026) & (\$ millions)

Table 26. Global Gaming Advertising Services Revenue Market Share by Player (2021-2026)

Table 27. Gaming Advertising Services Key Players Head office and Products Offered

Table 28. Gaming Advertising Services Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 29. New Products and Potential Entrants

Table 30. Mergers & Acquisitions, Expansion

Table 31. Global Gaming Advertising Services Market Size by Region (2021-2026) & (\$ millions)

Table 32. Global Gaming Advertising Services Market Size Market Share by Region (2021-2026)

Table 33. Global Gaming Advertising Services Revenue by Country/Region (2021-2026) & (\$ millions)

Table 34. Global Gaming Advertising Services Revenue Market Share by Country/Region (2021-2026)

Table 35. Americas Gaming Advertising Services Market Size by Country (2021-2026) & (\$ millions)

Table 36. Americas Gaming Advertising Services Market Size Market Share by Country (2021-2026)

Table 37. Americas Gaming Advertising Services Market Size by Type (2021-2026) & (\$ millions)

Table 38. Americas Gaming Advertising Services Market Size Market Share by Type (2021-2026)

Table 39. Americas Gaming Advertising Services Market Size by Application (2021-2026) & (\$ millions)

Table 40. Americas Gaming Advertising Services Market Size Market Share by Application (2021-2026)

Table 41. APAC Gaming Advertising Services Market Size by Region (2021-2026) & (\$ millions)

Table 42. APAC Gaming Advertising Services Market Size Market Share by Region (2021-2026)

Table 43. APAC Gaming Advertising Services Market Size by Type (2021-2026) & (\$ millions)

Table 44. APAC Gaming Advertising Services Market Size by Application (2021-2026)

& (\$ millions)

Table 45. Europe Gaming Advertising Services Market Size by Country (2021-2026) & (\$ millions)

Table 46. Europe Gaming Advertising Services Market Size Market Share by Country (2021-2026)

Table 47. Europe Gaming Advertising Services Market Size by Type (2021-2026) & (\$ millions)

Table 48. Europe Gaming Advertising Services Market Size by Application (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Gaming Advertising Services Market Size by Region (2021-2026) & (\$ millions)

Table 50. Middle East & Africa Gaming Advertising Services Market Size by Type (2021-2026) & (\$ millions)

Table 51. Middle East & Africa Gaming Advertising Services Market Size by Application (2021-2026) & (\$ millions)

Table 52. Key Market Drivers & Growth Opportunities of Gaming Advertising Services

Table 53. Key Market Challenges & Risks of Gaming Advertising Services

Table 54. Key Industry Trends of Gaming Advertising Services

Table 55. Global Gaming Advertising Services Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 56. Global Gaming Advertising Services Market Size Market Share Forecast by Region (2027-2032)

Table 57. Global Gaming Advertising Services Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 58. Global Gaming Advertising Services Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 59. Google Ads Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 60. Google Ads Gaming Advertising Services Product Offered

Table 61. Google Ads Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 62. Google Ads Main Business

Table 63. Google Ads Latest Developments

Table 64. Meta Audience Network Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 65. Meta Audience Network Gaming Advertising Services Product Offered

Table 66. Meta Audience Network Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 67. Meta Audience Network Main Business

Table 68. Meta Audience Network Latest Developments

Table 69. Unity Ads Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 70. Unity Ads Gaming Advertising Services Product Offered

Table 71. Unity Ads Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 72. Unity Ads Main Business

Table 73. Unity Ads Latest Developments

Table 74. ironSource / Unity LevelPlay Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 75. ironSource / Unity LevelPlay Gaming Advertising Services Product Offered

Table 76. ironSource / Unity LevelPlay Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 77. ironSource / Unity LevelPlay Main Business

Table 78. ironSource / Unity LevelPlay Latest Developments

Table 79. AppLovin Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 80. AppLovin Gaming Advertising Services Product Offered

Table 81. AppLovin Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 82. AppLovin Main Business

Table 83. AppLovin Latest Developments

Table 84. Digital Turbine / Fyber Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 85. Digital Turbine / Fyber Gaming Advertising Services Product Offered

Table 86. Digital Turbine / Fyber Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 87. Digital Turbine / Fyber Main Business

Table 88. Digital Turbine / Fyber Latest Developments

Table 89. Tencent Marketing Solutions Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 90. Tencent Marketing Solutions Gaming Advertising Services Product Offered

Table 91. Tencent Marketing Solutions Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 92. Tencent Marketing Solutions Main Business

Table 93. Tencent Marketing Solutions Latest Developments

Table 94. TikTok Pangle Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 95. TikTok Pangle Gaming Advertising Services Product Offered

Table 96. TikTok Pangle Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 97. TikTok Pangle Main Business

Table 98. TikTok Pangle Latest Developments

Table 99. InMobi Gaming Ads Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 100. InMobi Gaming Ads Gaming Advertising Services Product Offered

Table 101. InMobi Gaming Ads Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 102. InMobi Gaming Ads Main Business

Table 103. InMobi Gaming Ads Latest Developments

Table 104. AdColony (Digital Turbine) Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 105. AdColony (Digital Turbine) Gaming Advertising Services Product Offered

Table 106. AdColony (Digital Turbine) Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 107. AdColony (Digital Turbine) Main Business

Table 108. AdColony (Digital Turbine) Latest Developments

Table 109. Chartboost Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 110. Chartboost Gaming Advertising Services Product Offered

Table 111. Chartboost Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 112. Chartboost Main Business

Table 113. Chartboost Latest Developments

Table 114. Vungle (Liftoff) Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 115. Vungle (Liftoff) Gaming Advertising Services Product Offered

Table 116. Vungle (Liftoff) Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 117. Vungle (Liftoff) Main Business

Table 118. Vungle (Liftoff) Latest Developments

Table 119. Moloco Gaming Advertising Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 120. Moloco Gaming Advertising Gaming Advertising Services Product Offered

Table 121. Moloco Gaming Advertising Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 122. Moloco Gaming Advertising Main Business

Table 123. Moloco Gaming Advertising Latest Developments

Table 124. Bidstack (In-Game Native Advertising) Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 125. Bidstack (In-Game Native Advertising) Gaming Advertising Services Product Offered

Table 126. Bidstack (In-Game Native Advertising) Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 127. Bidstack (In-Game Native Advertising) Main Business

Table 128. Bidstack (In-Game Native Advertising) Latest Developments

Table 129. Anzu In-Game Advertising Details, Company Type, Gaming Advertising Services Area Served and Its Competitors

Table 130. Anzu In-Game Advertising Gaming Advertising Services Product Offered

Table 131. Anzu In-Game Advertising Gaming Advertising Services Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 132. Anzu In-Game Advertising Main Business

Table 133. Anzu In-Game Advertising Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Gaming Advertising Services Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Gaming Advertising Services Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Gaming Advertising Services Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Gaming Advertising Services Sales Market Share by Country/Region (2025)
- Figure 8. Gaming Advertising Services Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Gaming Advertising Services Market Size Market Share by Type in 2025
- Figure 10. Global Gaming Advertising Services Market Size Market Share by Delivery Technology in 2025
- Figure 11. Global Gaming Advertising Services Market Size Market Share by Platform Type in 2025
- Figure 12. Gaming Advertising Services in Consumer Electronics Brands
- Figure 13. Global Gaming Advertising Services Market: Consumer Electronics Brands (2021-2026) & (\$ millions)
- Figure 14. Gaming Advertising Services in Food And Beverage Brands
- Figure 15. Global Gaming Advertising Services Market: Food And Beverage Brands (2021-2026) & (\$ millions)
- Figure 16. Gaming Advertising Services in Automotive And Mobility Brands
- Figure 17. Global Gaming Advertising Services Market: Automotive And Mobility Brands (2021-2026) & (\$ millions)
- Figure 18. Gaming Advertising Services in Fashion And Lifestyle Brands
- Figure 19. Global Gaming Advertising Services Market: Fashion And Lifestyle Brands (2021-2026) & (\$ millions)
- Figure 20. Gaming Advertising Services in Others
- Figure 21. Global Gaming Advertising Services Market: Others (2021-2026) & (\$ millions)
- Figure 22. Global Gaming Advertising Services Market Size Market Share by Application in 2025
- Figure 23. Global Gaming Advertising Services Revenue Market Share by Player in

2025

Figure 24. Global Gaming Advertising Services Market Size Market Share by Region (2021-2026)

Figure 25. Americas Gaming Advertising Services Market Size 2021-2026 (\$ millions)

Figure 26. APAC Gaming Advertising Services Market Size 2021-2026 (\$ millions)

Figure 27. Europe Gaming Advertising Services Market Size 2021-2026 (\$ millions)

Figure 28. Middle East & Africa Gaming Advertising Services Market Size 2021-2026 (\$ millions)

Figure 29. Americas Gaming Advertising Services Value Market Share by Country in 2025

Figure 30. United States Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 31. Canada Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 32. Mexico Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 33. Brazil Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 34. APAC Gaming Advertising Services Market Size Market Share by Region in 2025

Figure 35. APAC Gaming Advertising Services Market Size Market Share by Type (2021-2026)

Figure 36. APAC Gaming Advertising Services Market Size Market Share by Application (2021-2026)

Figure 37. China Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 38. Japan Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 39. South Korea Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 40. Southeast Asia Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 41. India Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 42. Australia Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 43. Europe Gaming Advertising Services Market Size Market Share by Country in 2025

Figure 44. Europe Gaming Advertising Services Market Size Market Share by Type

(2021-2026)

Figure 45. Europe Gaming Advertising Services Market Size Market Share by Application (2021-2026)

Figure 46. Germany Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 47. France Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 48. UK Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 49. Italy Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 50. Russia Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 51. Middle East & Africa Gaming Advertising Services Market Size Market Share by Region (2021-2026)

Figure 52. Middle East & Africa Gaming Advertising Services Market Size Market Share by Type (2021-2026)

Figure 53. Middle East & Africa Gaming Advertising Services Market Size Market Share by Application (2021-2026)

Figure 54. Egypt Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 55. South Africa Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 56. Israel Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 57. Turkey Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 58. GCC Countries Gaming Advertising Services Market Size Growth 2021-2026 (\$ millions)

Figure 59. Americas Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 60. APAC Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 61. Europe Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 62. Middle East & Africa Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 63. United States Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 64. Canada Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 65. Mexico Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 66. Brazil Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 67. China Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 68. Japan Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 69. Korea Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 70. Southeast Asia Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 71. India Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 72. Australia Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 73. Germany Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 74. France Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 75. UK Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 76. Italy Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 77. Russia Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 78. Egypt Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 79. South Africa Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 80. Israel Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 81. Turkey Gaming Advertising Services Market Size 2027-2032 (\$ millions)

Figure 82. Global Gaming Advertising Services Market Size Market Share Forecast by Type (2027-2032)

Figure 83. Global Gaming Advertising Services Market Size Market Share Forecast by Application (2027-2032)

Figure 84. GCC Countries Gaming Advertising Services Market Size 2027-2032 (\$ millions)

I would like to order

Product name: Global Gaming Advertising Services Market Growth (Status and Outlook) 2026-2032

Product link: <https://marketpublishers.com/r/G88CB9624281EN.html>

Price: US\$ 3,660.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G88CB9624281EN.html>