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Global IP-Based Mobile Games Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global IP-Based Mobile Games market size is predicted to grow from US$ 4547 million in 2025 to US$ 7767 million in 2032; it is expected to grow at a CAGR of 8.1% from 2026 to 2032.

IP-Based Mobile Games are mobile games that are based on existing intellectual property (IP) such as movies, TV shows, books, comics, or other popular franchises. These games leverage the existing fanbase and brand recognition of the IP to attract players and generate revenue.

United States market for IP-Based 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 IP-Based 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 IP-Based 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 IP-Based Mobile Games players cover Niantic, Tencent, Activision, Scopely, Bandai Namco, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?IP-Based Mobile Games Industry Forecast? looks at past sales and reviews total world IP-Based Mobile Games sales in 2025, providing a comprehensive analysis by region and market sector of projected IP-Based Mobile Games sales for 2026 through 2032. With IP-Based Mobile Games sales

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broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world IP-Based Mobile Games industry.

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

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

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

Segmentation by Type:

Android

iOS

Segmentation by Application:

Adults

Teenages

This report also splits the market by region:

Americas

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United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

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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.

Niantic

Tencent

Activision

Scopely

Bandai Namco

Netease

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