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

https://marketpublishers.com/r/GC9B31CD7CB3EN.html
Date: October 2026
Pages: 101
Price: US$ 3,660.00 (Single User License)
ID: GC9B31CD7CB3EN

Abstracts

The global Mobile Card Games market size is predicted to grow from US$ 2415 million in 2025 to US$ 4625 million in 2032; it is expected to grow at a CAGR of 9.9% from 2026 to 2032.

Mobile Card Games refer to a category of mobile games designed for smartphones and tablets that focus on card collection, deck building, strategic battles, and character progression. Players typically collect, upgrade, and combine different cards to create personalized decks, then compete against other players or in-game systems through strategic decision-making, resource management, and tactical planning. Combining elements from traditional Trading Card Games (TCG), strategy games, role-playing games (RPG), and online competitive games, mobile card games commonly feature card-drawing systems, character development, story-driven missions, guild systems, PvP battles, and seasonal events. Supported by strong player engagement, recurring content updates, and effective monetization models, mobile card games have become a significant segment of the global mobile gaming industry, covering diverse themes such as fantasy, anime, historical, and science-fiction settings.

The Mobile Card Games market has become an important segment of the global mobile gaming industry, supported by increasing smartphone penetration, improved mobile connectivity, and growing consumer spending on digital entertainment. Combining card collection, strategic battles, character development, and social interaction, mobile card games have established sustainable business models through continuous content updates, live operations, and virtual item monetization. Most titles adopt a free-to-play model, generating revenue through in-app purchases, card draws, upgrades, seasonal events, and premium digital content. This model provides strong player retention and extended game lifecycles compared with traditional premium games.

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In recent years, the mobile card games industry has been shifting from simple card-based gameplay toward more sophisticated strategy-driven and IP-oriented experiences. Collectible Card Games (CCG/TCG), deck-building games, and character-based card RPGs have gained popularity by combining strategic depth with attractive storytelling, anime and entertainment IP collaborations, competitive tournaments, and community engagement. The Asia-Pacific region remains a key market due to its strong mobile gaming ecosystem, large player base, and high acceptance of character collection and progression-based monetization systems, particularly in countries such as China, Japan, and South Korea.

Looking ahead, competition in the Mobile Card Games market will increasingly depend on high-quality game development, intellectual property integration, and long-term live-service capabilities. The adoption of artificial intelligence, including intelligent matchmaking, personalized recommendations, automated content generation, and player behavior analysis, is expected to improve user engagement and monetization efficiency. Meanwhile, cross-platform integration, esports development, and community-driven ecosystems will become important growth directions. As the mobile gaming market matures, products relying solely on traditional card-draw monetization may face increasing challenges, while games with innovative mechanics, premium content, and strong player communities are expected to achieve stronger market performance.

Report Scope

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

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

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

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

Market Segmentation

Segmentation by Type:

iOS

Android

Segmentation by IP Source:

Original IP Card Game

Anime IP Card Game

Movie & TV IP Card Game

Game Franchise Card Game

Sports Card Game

Segmentation by Application:

Male

Female

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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

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- 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.

- Konami
- Nuverse
- Cygames
- Wizards of the Coast
- 2K Games
- Blizzard Entertainment
- Riot Game
- Pokemon
- Tencent
- Netease
- Yoka Games

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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 Mobile Card Games Market Size (2021-2032)
  2.1.2 Mobile Card Games Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Mobile Card Games by Country/Region (2021, 2025 & 2032)
2.2 Mobile Card Games Segment by Type
  2.2.1 iOS
  2.2.2 Android
  2.2.3 Mobile Card Games Market Size by Type
    2.2.3.1 Mobile Card Games Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Mobile Card Games Market Size Market Share by Type (2021-2026)
2.3 Mobile Card Games Segment by IP Source
  2.3.1 Original IP Card Game
  2.3.2 Anime IP Card Game
  2.3.3 Movie & TV IP Card Game
  2.3.4 Game Franchise Card Game
  2.3.5 Sports Card Game
  2.3.6 Mobile Card Games Market Size by IP Source
    2.3.6.1 Mobile Card Games Market Size CAGR by IP Source (2021 VS 2025 VS 2032)
    2.3.6.2 Global Mobile Card Games Market Size Market Share by IP Source (2021-2026)
2.4 Mobile Card Games Segment by Application
  2.4.1 Male

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2.4.2 Female
2.4.3 Mobile Card Games Market Size by Application
2.4.3.1 Mobile Card Games Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.4.3.2 Global Mobile Card Games Market Size Market Share by Application (2021-2026)

3 MOBILE CARD GAMES MARKET SIZE BY PLAYER

3.1 Mobile Card Games Market Size Market Share by Player
3.1.1 Global Mobile Card Games Revenue by Player (2021-2026)
3.1.2 Global Mobile Card Games Revenue Market Share by Player (2021-2026)
3.2 Global Mobile Card Games 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 MOBILE CARD GAMES BY REGION

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

5 AMERICAS

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

6 APAC

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6.1 APAC Mobile Card Games Market Size by Region (2021-2026)
6.2 APAC Mobile Card Games Market Size by Type (2021-2026)
6.3 APAC Mobile Card Games 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 Mobile Card Games Market Size by Country (2021-2026)
7.2 Europe Mobile Card Games Market Size by Type (2021-2026)
7.3 Europe Mobile Card Games 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 Mobile Card Games by Region (2021-2026)
8.2 Middle East & Africa Mobile Card Games Market Size by Type (2021-2026)
8.3 Middle East & Africa Mobile Card Games 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

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info@marketpublishers.com

10 GLOBAL MOBILE CARD GAMES MARKET FORECAST

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

11 KEY PLAYERS ANALYSIS

11.1 Konami
11.1.1 Konami Company Information

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11.1.2 Konami Mobile Card Games Product Offered
11.1.3 Konami Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Konami Main Business Overview
11.1.5 Konami Latest Developments
11.2 Nuverse
11.2.1 Nuverse Company Information
11.2.2 Nuverse Mobile Card Games Product Offered
11.2.3 Nuverse Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Nuverse Main Business Overview
11.2.5 Nuverse Latest Developments
11.3 Cygames
11.3.1 Cygames Company Information
11.3.2 Cygames Mobile Card Games Product Offered
11.3.3 Cygames Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Cygames Main Business Overview
11.3.5 Cygames Latest Developments
11.4 Wizards of the Coast
11.4.1 Wizards of the Coast Company Information
11.4.2 Wizards of the Coast Mobile Card Games Product Offered
11.4.3 Wizards of the Coast Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Wizards of the Coast Main Business Overview
11.4.5 Wizards of the Coast Latest Developments
11.5 2K Games
11.5.1 2K Games Company Information
11.5.2 2K Games Mobile Card Games Product Offered
11.5.3 2K Games Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 2K Games Main Business Overview
11.5.5 2K Games Latest Developments
11.6 Blizzard Entertainment
11.6.1 Blizzard Entertainment Company Information
11.6.2 Blizzard Entertainment Mobile Card Games Product Offered
11.6.3 Blizzard Entertainment Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Blizzard Entertainment Main Business Overview

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11.6.5 Blizzard Entertainment Latest Developments
11.7 Riot Game
11.7.1 Riot Game Company Information
11.7.2 Riot Game Mobile Card Games Product Offered
11.7.3 Riot Game Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Riot Game Main Business Overview
11.7.5 Riot Game Latest Developments
11.8 Pokemon
11.8.1 Pokemon Company Information
11.8.2 Pokemon Mobile Card Games Product Offered
11.8.3 Pokemon Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Pokemon Main Business Overview
11.8.5 Pokemon Latest Developments
11.9 Tencent
11.9.1 Tencent Company Information
11.9.2 Tencent Mobile Card Games Product Offered
11.9.3 Tencent Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 Tencent Main Business Overview
11.9.5 Tencent Latest Developments
11.10 Netease
11.10.1 Netease Company Information
11.10.2 Netease Mobile Card Games Product Offered
11.10.3 Netease Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Netease Main Business Overview
11.10.5 Netease Latest Developments
11.11 Yoka Games
11.11.1 Yoka Games Company Information
11.11.2 Yoka Games Mobile Card Games Product Offered
11.11.3 Yoka Games Mobile Card Games Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Yoka Games Main Business Overview
11.11.5 Yoka Games Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

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info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Mobile Card Games Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Mobile Card Games Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of iOS
Table 4. Major Players of Android
Table 5. Mobile Card Games Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global Mobile Card Games Market Size by Type (2021-2026) & ($ millions)
Table 7. Global Mobile Card Games Market Size Market Share by Type (2021-2026)
Table 8. Major Players of Original IP Card Game
Table 9. Major Players of Anime IP Card Game
Table 10. Major Players of Movie & TV IP Card Game
Table 11. Major Players of Game Franchise Card Game
Table 12. Major Players of Sports Card Game
Table 13. Mobile Card Games Market Size CAGR by IP Source (2021 VS 2025 VS 2032) & ($ millions)
Table 14. Global Mobile Card Games Market Size by IP Source (2021-2026) & ($ millions)
Table 15. Global Mobile Card Games Market Size Market Share by IP Source (2021-2026)
Table 16. Major Players of Trading Card Game (TCG)
Table 17. Major Players of Collectible Card Game (CCG)
Table 18. Major Players of Card RPG
Table 19. Major Players of Strategy Card Game
Table 20. Major Players of Card Adventure Game
Table 21. Major Players of Card Simulation Game
Table 22. Mobile Card Games Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 23. Global Mobile Card Games Market Size by Application (2021-2026) & ($ millions)
Table 24. Global Mobile Card Games Market Size Market Share by Application (2021-2026)
Table 25. Global Mobile Card Games Revenue by Player (2021-2026) & ($ millions)
Table 26. Global Mobile Card Games Revenue Market Share by Player (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 27. Mobile Card Games Key Players Head office and Products Offered
Table 28. Mobile Card Games Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 29. New Products and Potential Entrants
Table 30. Mergers & Acquisitions, Expansion
Table 31. Global Mobile Card Games Market Size by Region (2021-2026) & ($ millions)
Table 32. Global Mobile Card Games Market Size Market Share by Region (2021-2026)
Table 33. Global Mobile Card Games Revenue by Country/Region (2021-2026) & ($ millions)
Table 34. Global Mobile Card Games Revenue Market Share by Country/Region (2021-2026)
Table 35. Americas Mobile Card Games Market Size by Country (2021-2026) & ($ millions)
Table 36. Americas Mobile Card Games Market Size Market Share by Country (2021-2026)
Table 37. Americas Mobile Card Games Market Size by Type (2021-2026) & ($ millions)
Table 38. Americas Mobile Card Games Market Size Market Share by Type (2021-2026)
Table 39. Americas Mobile Card Games Market Size by Application (2021-2026) & ($ millions)
Table 40. Americas Mobile Card Games Market Size Market Share by Application (2021-2026)
Table 41. APAC Mobile Card Games Market Size by Region (2021-2026) & ($ millions)
Table 42. APAC Mobile Card Games Market Size Market Share by Region (2021-2026)
Table 43. APAC Mobile Card Games Market Size by Type (2021-2026) & ($ millions)
Table 44. APAC Mobile Card Games Market Size by Application (2021-2026) & ($ millions)
Table 45. Europe Mobile Card Games Market Size by Country (2021-2026) & ($ millions)
Table 46. Europe Mobile Card Games Market Size Market Share by Country (2021-2026)
Table 47. Europe Mobile Card Games Market Size by Type (2021-2026) & ($ millions)
Table 48. Europe Mobile Card Games Market Size by Application (2021-2026) & ($ millions)
Table 49. Middle East & Africa Mobile Card Games Market Size by Region (2021-2026) & ($ millions)
Table 50. Middle East & Africa Mobile Card Games Market Size by Type (2021-2026) & ($ millions)
Table 51. Middle East & Africa Mobile Card Games Market Size by Application

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(2021-2026) & ($ millions)
Table 52. Key Market Drivers & Growth Opportunities of Mobile Card Games
Table 53. Key Market Challenges & Risks of Mobile Card Games
Table 54. Key Industry Trends of Mobile Card Games
Table 55. Global Mobile Card Games Market Size Forecast by Region (2027-2032) & ($ millions)
Table 56. Global Mobile Card Games Market Size Market Share Forecast by Region (2027-2032)
Table 57. Global Mobile Card Games Market Size Forecast by Type (2027-2032) & ($ millions)
Table 58. Global Mobile Card Games Market Size Forecast by Application (2027-2032) & ($ millions)
Table 59. Konami Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 60. Konami Mobile Card Games Product Offered
Table 61. Konami Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 62. Konami Main Business
Table 63. Konami Latest Developments
Table 64. Nuverse Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 65. Nuverse Mobile Card Games Product Offered
Table 66. Nuverse Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 67. Nuverse Main Business
Table 68. Nuverse Latest Developments
Table 69. Cygames Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 70. Cygames Mobile Card Games Product Offered
Table 71. Cygames Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 72. Cygames Main Business
Table 73. Cygames Latest Developments
Table 74. Wizards of the Coast Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 75. Wizards of the Coast Mobile Card Games Product Offered
Table 76. Wizards of the Coast Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 77. Wizards of the Coast Main Business

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Table 78. Wizards of the Coast Latest Developments
Table 79. 2K Games Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 80. 2K Games Mobile Card Games Product Offered
Table 81. 2K Games Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 82. 2K Games Main Business
Table 83. 2K Games Latest Developments
Table 84. Blizzard Entertainment Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 85. Blizzard Entertainment Mobile Card Games Product Offered
Table 86. Blizzard Entertainment Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 87. Blizzard Entertainment Main Business
Table 88. Blizzard Entertainment Latest Developments
Table 89. Riot Game Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 90. Riot Game Mobile Card Games Product Offered
Table 91. Riot Game Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 92. Riot Game Main Business
Table 93. Riot Game Latest Developments
Table 94. Pokemon Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 95. Pokemon Mobile Card Games Product Offered
Table 96. Pokemon Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 97. Pokemon Main Business
Table 98. Pokemon Latest Developments
Table 99. Tencent Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 100. Tencent Mobile Card Games Product Offered
Table 101. Tencent Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 102. Tencent Main Business
Table 103. Tencent Latest Developments
Table 104. Netease Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 105. Netease Mobile Card Games Product Offered

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Table 106. Netease Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 107. Netease Main Business
Table 108. Netease Latest Developments
Table 109. Yoka Games Details, Company Type, Mobile Card Games Area Served and Its Competitors
Table 110. Yoka Games Mobile Card Games Product Offered
Table 111. Yoka Games Mobile Card Games Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 112. Yoka Games Main Business
Table 113. Yoka Games Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Mobile Card Games Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Mobile Card Games Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Mobile Card Games Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Mobile Card Games Sales Market Share by Country/Region (2025)
Figure 8. Mobile Card Games Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Mobile Card Games Market Size Market Share by Type in 2025
Figure 10. Global Mobile Card Games Market Size Market Share by IP Source in 2025
Figure 11. Mobile Card Games in Male
Figure 12. Global Mobile Card Games Market: Male (2021-2026) & ($ millions)
Figure 13. Mobile Card Games in Female
Figure 14. Global Mobile Card Games Market: Female (2021-2026) & ($ millions)
Figure 15. Global Mobile Card Games Market Size Market Share by Application in 2025
Figure 16. Global Mobile Card Games Revenue Market Share by Player in 2025
Figure 17. Global Mobile Card Games Market Size Market Share by Region (2021-2026)
Figure 18. Americas Mobile Card Games Market Size 2021-2026 ($ millions)
Figure 19. APAC Mobile Card Games Market Size 2021-2026 ($ millions)
Figure 20. Europe Mobile Card Games Market Size 2021-2026 ($ millions)
Figure 21. Middle East & Africa Mobile Card Games Market Size 2021-2026 ($ millions)
Figure 22. Americas Mobile Card Games Value Market Share by Country in 2025
Figure 23. United States Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 24. Canada Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 25. Mexico Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 26. Brazil Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 27. APAC Mobile Card Games Market Size Market Share by Region in 2025
Figure 28. APAC Mobile Card Games Market Size Market Share by Type (2021-2026)
Figure 29. APAC Mobile Card Games Market Size Market Share by Application (2021-2026)
Figure 30. China Mobile Card Games Market Size Growth 2021-2026 ($ millions)

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Figure 31. Japan Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 32. South Korea Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 33. Southeast Asia Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 34. India Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 35. Australia Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 36. Europe Mobile Card Games Market Size Market Share by Country in 2025
Figure 37. Europe Mobile Card Games Market Size Market Share by Type (2021-2026)
Figure 38. Europe Mobile Card Games Market Size Market Share by Application (2021-2026)
Figure 39. Germany Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 40. France Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 41. UK Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 42. Italy Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 43. Russia Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 44. Middle East & Africa Mobile Card Games Market Size Market Share by Region (2021-2026)
Figure 45. Middle East & Africa Mobile Card Games Market Size Market Share by Type (2021-2026)
Figure 46. Middle East & Africa Mobile Card Games Market Size Market Share by Application (2021-2026)
Figure 47. Egypt Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 48. South Africa Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 49. Israel Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 50. Turkey Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 51. GCC Countries Mobile Card Games Market Size Growth 2021-2026 ($ millions)
Figure 52. Americas Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 53. APAC Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 54. Europe Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 55. Middle East & Africa Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 56. United States Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 57. Canada Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 58. Mexico Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 59. Brazil Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 60. China Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 61. Japan Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 62. Korea Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 63. Southeast Asia Mobile Card Games Market Size 2027-2032 ($ millions)

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Figure 64. India Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 65. Australia Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 66. Germany Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 67. France Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 68. UK Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 69. Italy Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 70. Russia Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 71. Egypt Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 72. South Africa Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 73. Israel Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 74. Turkey Mobile Card Games Market Size 2027-2032 ($ millions)
Figure 75. Global Mobile Card Games Market Size Market Share Forecast by Type (2027-2032)
Figure 76. Global Mobile Card Games Market Size Market Share Forecast by Application (2027-2032)
Figure 77. GCC Countries Mobile Card Games Market Size 2027-2032 ($ millions)

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