

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

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Abstracts

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

Mobile Games IP, or Intellectual Property, refers to the ownership and legal rights associated with creative elements within mobile games. These elements can include characters, storylines, artwork, music, and unique gameplay mechanics. IP protection ensures that game developers have exclusive rights to their creations, preventing others from copying or using them without permission. This safeguards the financial and creative investments made in mobile game development and allows for the potential monetization of IP through licensing or merchandise.

The mobile games IP industry has witnessed a dynamic shift in recent years. The trend was marked by a growing focus on established IP adaptations (e.g., movie tie-ins, popular franchises) for mobile gaming to leverage existing fan bases. Additionally, the industry was exploring augmented reality (AR) and virtual reality (VR) integration, enhancing the immersive potential of mobile games. Monetization models were diversifying, with in-game purchases, subscription services, and ad-based revenue becoming prominent. Continuous technological advancements and evolving player preferences were shaping the landscape, making innovation and adaptability key to success.

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

the world Mobile Games IP industry.

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

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

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

Segmentation by Type:

Television

Comics

Others

Segmentation by Application:

Android

IOS

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.

Bandai Namco

Niantic

Tencent

Scopely

Nintendo

FoxNext

Minecraft

TYPE-MOON

Kabam

Riot Games

Jam City, Inc

Roblox

Fuchun Technology

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