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

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Abstracts

The global Mobile TCG market size is predicted to grow from US$ 1211 million in 2025 to US$ 2353 million in 2032; it is expected to grow at a CAGR of 10.1% from 2026 to 2032.

Mobile Trading Card Games (TCG) or Collectible Card Games (CCG) refer to digital strategy games designed and optimized primarily for play on smartphones and tablet devices. These games emulate the core mechanics of physical TCGs, where players collect virtual cards (often through blind packs or in-game purchases), build custom decks based on a fixed set of rules, and engage in turn-based competitive play (PvP) against other players. Due to the nature of mobile platforms, these titles often feature simplified interfaces, shorter match times (typically 3 to 10 minutes), and streamlined resource management to facilitate quick, on-the-go play. While some are direct digital adaptations of classic franchises (like Magic: The Gathering Arena), others are original designs (like Marvel Snap), innovating with mechanics specifically tailored for a touch-screen and fast-paced mobile environment.

United States market for Mobile TCG 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 Mobile TCG 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 Mobile TCG is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Mobile TCG players cover Konami, Nuverse, Cygames, Wizards of the

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Coast, 2K Games, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

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

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

Market Segmentation

Segmentation by Type:

iOS

Android

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Segmentation by Application:

Male

Female

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

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- 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.

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

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