

Global Online Card Game Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Online Card Game market size is predicted to grow from US\$ 11008 million in 2025 to US\$ 18919 million in 2032; it is expected to grow at a CAGR of 8.6% from 2026 to 2032.

Online Card Games are digital or network-based games that simulate collectible card game (CCG) or trading card game (TCG) mechanics, where players build decks of cards (characters, spells, abilities, or units) and compete in real-time or turn-based matches over the internet, often supported by ranking systems, multiplayer matchmaking, and live-service content updates.

Recent and planned online card game projects include Riot Games' Riftbound trading card game expansion into digital ecosystems, Blizzard's continued Hearthstone expansion packs and new gameplay modes, Konami's ongoing updates to Yu-Gi-Oh! Master Duel global infrastructure, Wizards of the Coast's Magic: The Gathering Arena cross-platform enhancements and mobile scaling initiatives, Cygames' Shadowverse: Worlds Beyond development, Tencent and NetEase investments in new anime-IP-based card RPG hybrids, and multiple blockchain-based collectible card game platforms under development in North America and Asia, all focusing on expanding cross-platform play, increasing live-service monetization, and integrating esports and digital collectible ecosystems.

2025 Market Average Gross Profit Margin: 60%.

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

Global key Online Card Game players cover Blizzard Entertainment, Konami Holdings Corporation, Wizards of the Coast LLC (Hasbro), The Pok?mon Company, MARVEL, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Card Game and breaks down the forecast by Platform, by End User, 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 Online Card Game.

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

Segmentation by Platform:

Mobile

PC

Segmentation by Monetization Model:

Free-To-Play

Purchase

Segmentation by Game Structure Type:

Collectible Card Games

Fixed-Deck Card Games

Segmentation by End User:

Children Players

Teen Players

Adult Players

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.

Blizzard Entertainment

Konami Holdings Corporation

Wizards of the Coast LLC (Hasbro)

The Pok?mon Company

MARVEL

Cygames

Riot Games

Supercell

Mattel163

Mega Crit Games

Playstack Ltd

CD PROJEKT

Shiny Shoe LLC

Tencent Games

NetEase Games

Bilibili Games

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 Online Card Game Market Size (2021-2032)
 - 2.1.2 Online Card Game Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Online Card Game by Country/Region (2021, 2025 & 2032)
- 2.2 Online Card Game Segment by Platform
 - 2.2.1 Mobile
 - 2.2.2 PC
 - 2.2.3 Online Card Game Market Size by Platform
 - 2.2.3.1 Online Card Game Market Size CAGR by Platform (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Online Card Game Market Size Market Share by Platform (2021-2026)
- 2.3 Online Card Game Segment by Monetization Model
 - 2.3.1 Free-To-Play
 - 2.3.2 Purchase
 - 2.3.3 Online Card Game Market Size by Monetization Model
 - 2.3.3.1 Online Card Game Market Size CAGR by Monetization Model (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Online Card Game Market Size Market Share by Monetization Model (2021-2026)
- 2.4 Online Card Game Segment by Game Structure Type
 - 2.4.1 Collectible Card Games
 - 2.4.2 Fixed-Deck Card Games
 - 2.4.3 Online Card Game Market Size by Game Structure Type
 - 2.4.3.1 Online Card Game Market Size CAGR by Game Structure Type (2021 VS

2025 VS 2032)

2.4.3.2 Global Online Card Game Market Size Market Share by Game Structure Type (2021-2026)

2.5 Online Card Game Segment by End User

2.5.1 Children Players

2.5.2 Teen Players

2.5.3 Adult Players

2.5.4 Online Card Game Market Size by End User

2.5.4.1 Online Card Game Market Size CAGR by End User (2021 VS 2025 VS 2032)

2.5.4.2 Global Online Card Game Market Size Market Share by End User (2021-2026)

3 ONLINE CARD GAME MARKET SIZE BY PLAYER

3.1 Online Card Game Market Size Market Share by Player

3.1.1 Global Online Card Game Revenue by Player (2021-2026)

3.1.2 Global Online Card Game Revenue Market Share by Player (2021-2026)

3.2 Global Online Card Game 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 ONLINE CARD GAME BY REGION

4.1 Online Card Game Market Size by Region (2021-2026)

4.2 Global Online Card Game Annual Revenue by Country/Region (2021-2026)

4.3 Americas Online Card Game Market Size Growth (2021-2026)

4.4 APAC Online Card Game Market Size Growth (2021-2026)

4.5 Europe Online Card Game Market Size Growth (2021-2026)

4.6 Middle East & Africa Online Card Game Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Online Card Game Market Size by Country (2021-2026)

5.2 Americas Online Card Game Market Size by Platform (2021-2026)

5.3 Americas Online Card Game Market Size by End User (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Online Card Game Market Size by Region (2021-2026)

6.2 APAC Online Card Game Market Size by Platform (2021-2026)

6.3 APAC Online Card Game Market Size by End User (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 Online Card Game Market Size by Country (2021-2026)

7.2 Europe Online Card Game Market Size by Platform (2021-2026)

7.3 Europe Online Card Game Market Size by End User (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 Online Card Game by Region (2021-2026)

8.2 Middle East & Africa Online Card Game Market Size by Platform (2021-2026)

8.3 Middle East & Africa Online Card Game Market Size by End User (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 ONLINE CARD GAME MARKET FORECAST

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

11 KEY PLAYERS ANALYSIS

11.1 Blizzard Entertainment

11.1.1 Blizzard Entertainment Company Information

11.1.2 Blizzard Entertainment Online Card Game Product Offered

11.1.3 Blizzard Entertainment Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Blizzard Entertainment Main Business Overview

11.1.5 Blizzard Entertainment Latest Developments

11.2 Konami Holdings Corporation

11.2.1 Konami Holdings Corporation Company Information

11.2.2 Konami Holdings Corporation Online Card Game Product Offered

11.2.3 Konami Holdings Corporation Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Konami Holdings Corporation Main Business Overview

11.2.5 Konami Holdings Corporation Latest Developments

11.3 Wizards of the Coast LLC (Hasbro)

11.3.1 Wizards of the Coast LLC (Hasbro) Company Information

11.3.2 Wizards of the Coast LLC (Hasbro) Online Card Game Product Offered

11.3.3 Wizards of the Coast LLC (Hasbro) Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Wizards of the Coast LLC (Hasbro) Main Business Overview

11.3.5 Wizards of the Coast LLC (Hasbro) Latest Developments

11.4 The Pok?mon Company

11.4.1 The Pok?mon Company Company Information

11.4.2 The Pok?mon Company Online Card Game Product Offered

11.4.3 The Pok?mon Company Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 The Pok?mon Company Main Business Overview

11.4.5 The Pok?mon Company Latest Developments

11.5 MARVEL

11.5.1 MARVEL Company Information

11.5.2 MARVEL Online Card Game Product Offered

11.5.3 MARVEL Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 MARVEL Main Business Overview

11.5.5 MARVEL Latest Developments

11.6 Cygames

- 11.6.1 Cygames Company Information
- 11.6.2 Cygames Online Card Game Product Offered
- 11.6.3 Cygames Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
- 11.6.4 Cygames Main Business Overview
- 11.6.5 Cygames Latest Developments
- 11.7 Riot Games
 - 11.7.1 Riot Games Company Information
 - 11.7.2 Riot Games Online Card Game Product Offered
 - 11.7.3 Riot Games Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Riot Games Main Business Overview
 - 11.7.5 Riot Games Latest Developments
- 11.8 Supercell
 - 11.8.1 Supercell Company Information
 - 11.8.2 Supercell Online Card Game Product Offered
 - 11.8.3 Supercell Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 Supercell Main Business Overview
 - 11.8.5 Supercell Latest Developments
- 11.9 Mattel163
 - 11.9.1 Mattel163 Company Information
 - 11.9.2 Mattel163 Online Card Game Product Offered
 - 11.9.3 Mattel163 Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Mattel163 Main Business Overview
 - 11.9.5 Mattel163 Latest Developments
- 11.10 Mega Crit Games
 - 11.10.1 Mega Crit Games Company Information
 - 11.10.2 Mega Crit Games Online Card Game Product Offered
 - 11.10.3 Mega Crit Games Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Mega Crit Games Main Business Overview
 - 11.10.5 Mega Crit Games Latest Developments
- 11.11 Playstack Ltd
 - 11.11.1 Playstack Ltd Company Information
 - 11.11.2 Playstack Ltd Online Card Game Product Offered
 - 11.11.3 Playstack Ltd Online Card Game Revenue, Gross Margin and Market Share (2021-2026)

- 11.11.4 Playstack Ltd Main Business Overview
- 11.11.5 Playstack Ltd Latest Developments
- 11.12 CD PROJEKT
 - 11.12.1 CD PROJEKT Company Information
 - 11.12.2 CD PROJEKT Online Card Game Product Offered
 - 11.12.3 CD PROJEKT Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 CD PROJEKT Main Business Overview
 - 11.12.5 CD PROJEKT Latest Developments
- 11.13 Shiny Shoe LLC
 - 11.13.1 Shiny Shoe LLC Company Information
 - 11.13.2 Shiny Shoe LLC Online Card Game Product Offered
 - 11.13.3 Shiny Shoe LLC Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Shiny Shoe LLC Main Business Overview
 - 11.13.5 Shiny Shoe LLC Latest Developments
- 11.14 Tencent Games
 - 11.14.1 Tencent Games Company Information
 - 11.14.2 Tencent Games Online Card Game Product Offered
 - 11.14.3 Tencent Games Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Tencent Games Main Business Overview
 - 11.14.5 Tencent Games Latest Developments
- 11.15 NetEase Games
 - 11.15.1 NetEase Games Company Information
 - 11.15.2 NetEase Games Online Card Game Product Offered
 - 11.15.3 NetEase Games Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 NetEase Games Main Business Overview
 - 11.15.5 NetEase Games Latest Developments
- 11.16 Bilibili Games
 - 11.16.1 Bilibili Games Company Information
 - 11.16.2 Bilibili Games Online Card Game Product Offered
 - 11.16.3 Bilibili Games Online Card Game Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Bilibili Games Main Business Overview
 - 11.16.5 Bilibili Games Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Online Card Game Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Online Card Game Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Mobile
- Table 4. Major Players of PC
- Table 5. Online Card Game Market Size CAGR by Platform (2021 VS 2025 VS 2032) & (\$ millions)
- Table 6. Global Online Card Game Market Size by Platform (2021-2026) & (\$ millions)
- Table 7. Global Online Card Game Market Size Market Share by Platform (2021-2026)
- Table 8. Major Players of Free-To-Play
- Table 9. Major Players of Purchase
- Table 10. Online Card Game Market Size CAGR by Monetization Model (2021 VS 2025 VS 2032) & (\$ millions)
- Table 11. Global Online Card Game Market Size by Monetization Model (2021-2026) & (\$ millions)
- Table 12. Global Online Card Game Market Size Market Share by Monetization Model (2021-2026)
- Table 13. Major Players of Collectible Card Games
- Table 14. Major Players of Fixed-Deck Card Games
- Table 15. Online Card Game Market Size CAGR by Game Structure Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 16. Global Online Card Game Market Size by Game Structure Type (2021-2026) & (\$ millions)
- Table 17. Global Online Card Game Market Size Market Share by Game Structure Type (2021-2026)
- Table 18. Online Card Game Market Size CAGR by End User (2021 VS 2025 VS 2032) & (\$ millions)
- Table 19. Global Online Card Game Market Size by End User (2021-2026) & (\$ millions)
- Table 20. Global Online Card Game Market Size Market Share by End User (2021-2026)
- Table 21. Global Online Card Game Revenue by Player (2021-2026) & (\$ millions)
- Table 22. Global Online Card Game Revenue Market Share by Player (2021-2026)
- Table 23. Online Card Game Key Players Head office and Products Offered

- Table 24. Online Card Game Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 25. New Products and Potential Entrants
- Table 26. Mergers & Acquisitions, Expansion
- Table 27. Global Online Card Game Market Size by Region (2021-2026) & (\$ millions)
- Table 28. Global Online Card Game Market Size Market Share by Region (2021-2026)
- Table 29. Global Online Card Game Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 30. Global Online Card Game Revenue Market Share by Country/Region (2021-2026)
- Table 31. Americas Online Card Game Market Size by Country (2021-2026) & (\$ millions)
- Table 32. Americas Online Card Game Market Size Market Share by Country (2021-2026)
- Table 33. Americas Online Card Game Market Size by Platform (2021-2026) & (\$ millions)
- Table 34. Americas Online Card Game Market Size Market Share by Platform (2021-2026)
- Table 35. Americas Online Card Game Market Size by End User (2021-2026) & (\$ millions)
- Table 36. Americas Online Card Game Market Size Market Share by End User (2021-2026)
- Table 37. APAC Online Card Game Market Size by Region (2021-2026) & (\$ millions)
- Table 38. APAC Online Card Game Market Size Market Share by Region (2021-2026)
- Table 39. APAC Online Card Game Market Size by Platform (2021-2026) & (\$ millions)
- Table 40. APAC Online Card Game Market Size by End User (2021-2026) & (\$ millions)
- Table 41. Europe Online Card Game Market Size by Country (2021-2026) & (\$ millions)
- Table 42. Europe Online Card Game Market Size Market Share by Country (2021-2026)
- Table 43. Europe Online Card Game Market Size by Platform (2021-2026) & (\$ millions)
- Table 44. Europe Online Card Game Market Size by End User (2021-2026) & (\$ millions)
- Table 45. Middle East & Africa Online Card Game Market Size by Region (2021-2026) & (\$ millions)
- Table 46. Middle East & Africa Online Card Game Market Size by Platform (2021-2026) & (\$ millions)
- Table 47. Middle East & Africa Online Card Game Market Size by End User (2021-2026) & (\$ millions)
- Table 48. Key Market Drivers & Growth Opportunities of Online Card Game
- Table 49. Key Market Challenges & Risks of Online Card Game
- Table 50. Key Industry Trends of Online Card Game

- Table 51. Global Online Card Game Market Size Forecast by Region (2027-2032) & (\$ millions)
- Table 52. Global Online Card Game Market Size Market Share Forecast by Region (2027-2032)
- Table 53. Global Online Card Game Market Size Forecast by Platform (2027-2032) & (\$ millions)
- Table 54. Global Online Card Game Market Size Forecast by End User (2027-2032) & (\$ millions)
- Table 55. Blizzard Entertainment Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 56. Blizzard Entertainment Online Card Game Product Offered
- Table 57. Blizzard Entertainment Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 58. Blizzard Entertainment Main Business
- Table 59. Blizzard Entertainment Latest Developments
- Table 60. Konami Holdings Corporation Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 61. Konami Holdings Corporation Online Card Game Product Offered
- Table 62. Konami Holdings Corporation Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 63. Konami Holdings Corporation Main Business
- Table 64. Konami Holdings Corporation Latest Developments
- Table 65. Wizards of the Coast LLC (Hasbro) Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 66. Wizards of the Coast LLC (Hasbro) Online Card Game Product Offered
- Table 67. Wizards of the Coast LLC (Hasbro) Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 68. Wizards of the Coast LLC (Hasbro) Main Business
- Table 69. Wizards of the Coast LLC (Hasbro) Latest Developments
- Table 70. The Pok?mon Company Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 71. The Pok?mon Company Online Card Game Product Offered
- Table 72. The Pok?mon Company Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 73. The Pok?mon Company Main Business
- Table 74. The Pok?mon Company Latest Developments
- Table 75. MARVEL Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 76. MARVEL Online Card Game Product Offered

Table 77. MARVEL Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 78. MARVEL Main Business

Table 79. MARVEL Latest Developments

Table 80. Cygames Details, Company Type, Online Card Game Area Served and Its Competitors

Table 81. Cygames Online Card Game Product Offered

Table 82. Cygames Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 83. Cygames Main Business

Table 84. Cygames Latest Developments

Table 85. Riot Games Details, Company Type, Online Card Game Area Served and Its Competitors

Table 86. Riot Games Online Card Game Product Offered

Table 87. Riot Games Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 88. Riot Games Main Business

Table 89. Riot Games Latest Developments

Table 90. Supercell Details, Company Type, Online Card Game Area Served and Its Competitors

Table 91. Supercell Online Card Game Product Offered

Table 92. Supercell Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 93. Supercell Main Business

Table 94. Supercell Latest Developments

Table 95. Mattel163 Details, Company Type, Online Card Game Area Served and Its Competitors

Table 96. Mattel163 Online Card Game Product Offered

Table 97. Mattel163 Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 98. Mattel163 Main Business

Table 99. Mattel163 Latest Developments

Table 100. Mega Crit Games Details, Company Type, Online Card Game Area Served and Its Competitors

Table 101. Mega Crit Games Online Card Game Product Offered

Table 102. Mega Crit Games Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 103. Mega Crit Games Main Business

Table 104. Mega Crit Games Latest Developments

- Table 105. Playstack Ltd Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 106. Playstack Ltd Online Card Game Product Offered
- Table 107. Playstack Ltd Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 108. Playstack Ltd Main Business
- Table 109. Playstack Ltd Latest Developments
- Table 110. CD PROJEKT Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 111. CD PROJEKT Online Card Game Product Offered
- Table 112. CD PROJEKT Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 113. CD PROJEKT Main Business
- Table 114. CD PROJEKT Latest Developments
- Table 115. Shiny Shoe LLC Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 116. Shiny Shoe LLC Online Card Game Product Offered
- Table 117. Shiny Shoe LLC Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 118. Shiny Shoe LLC Main Business
- Table 119. Shiny Shoe LLC Latest Developments
- Table 120. Tencent Games Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 121. Tencent Games Online Card Game Product Offered
- Table 122. Tencent Games Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 123. Tencent Games Main Business
- Table 124. Tencent Games Latest Developments
- Table 125. NetEase Games Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 126. NetEase Games Online Card Game Product Offered
- Table 127. NetEase Games Online Card Game Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 128. NetEase Games Main Business
- Table 129. NetEase Games Latest Developments
- Table 130. Bilibili Games Details, Company Type, Online Card Game Area Served and Its Competitors
- Table 131. Bilibili Games Online Card Game Product Offered
- Table 132. Bilibili Games Online Card Game Revenue (\$ million), Gross Margin and

Market Share (2021-2026)

Table 133. Bilibili Games Main Business

Table 134. Bilibili Games Latest Developments

List Of Figures

LIST OF FIGURES

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

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

- Figure 61. Mexico Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 62. Brazil Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 63. China Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 64. Japan Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 65. Korea Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 66. Southeast Asia Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 67. India Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 68. Australia Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 69. Germany Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 70. France Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 71. UK Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 72. Italy Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 73. Russia Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 74. Egypt Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 75. South Africa Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 76. Israel Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 77. Turkey Online Card Game Market Size 2027-2032 (\$ millions)
- Figure 78. Global Online Card Game Market Size Market Share Forecast by Platform (2027-2032)
- Figure 79. Global Online Card Game Market Size Market Share Forecast by End User (2027-2032)
- Figure 80. GCC Countries Online Card Game Market Size 2027-2032 (\$ millions)

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