

Global Online Game Market Growth (Status and Outlook) 2025-2031

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Online Game market size is predicted to grow from US\$ 148800 million in 2025 to US\$ 305850 million in 2031; it is expected to grow at a CAGR of 12.8% from 2025 to 2031.

Online games refer to games that are played over some form of computer network, most often the Internet. Online games can range from simple text-based games to games incorporating complex graphics and virtual worlds populated by many players simultaneously.

Online Game can be classified into Massively Multiplayer Online (MMO), Simulation Games, Action/Adventure, Strategy Games, Sports Games, Role-Playing (RPG) and Educational Games types. The revenue share of Massively Multiplayer Online (MMO) segment is growing fast and took up about 28% of the global market share in 2019.

Based on Age Group, the market is segmented into 18-25 years old, 26-35 years old, 36-45 years old, Above 45 years old and Below 18 years old. 18-25 years old and 26-35 years old are two major consumer groups .

In 2019, Asia-Pacific is anticipated to hold the largest market share in the online game industry, countries such as China, Japan, and South Korea show high potential in the market growth.

United States is the second largest market of online game industry.

Key players in the market are Tencent, Sony, Microsoft, NetEase Games, Activision Blizzard, Electronic Arts, NEXON, Sega, Bandai Namco, Nintendo, Square Enix, Ubisoft, NCSoft, Zynga, etc. Top 5 players occupied more than 55% market share in 2019. Tencent is the largest market player.

LPI (LP Information)' newest research report, the "Online Game Industry Forecast" looks at past sales and reviews total world Online Game sales in 2024, providing a comprehensive analysis by region and market sector of projected Online Game sales for 2025 through 2031. With Online Game sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Online Game industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Game and breaks down the forecast by Type, by Consumer Age Range, 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 Game.

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

Segmentation by Type:

Massively Multiplayer Online (MMO)

Simulation Games

Action/Adventure

Strategy Games

Sports Games

Role-Playing (RPG)

Educational Games

Segmentation by Consumer Age Range:

Below 18 years old

18-25 years old

26-35 years old

36-45 years old

Above 45 years old

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.

Microsoft

Nintendo

Sony

Tencent

Activision Blizzard

Sega

Electronic Arts

Apple

Ubisoft

Zynga

Square Enix

NetEase Games

NEXON

NCSOFT

Bandai Namco Holdings

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