

Global Online Microtransaction Market Growth (Status and Outlook) 2023-2029

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Abstracts

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The Online Microtransaction market consists of sales of in-game virtual goods and its related services. Microtransactions are in-game purchases of virtual items for small amounts of money. These often appear in free-to-play games that do not have any cost for downloading the game and only includes the online cost for virtual goods. Microtransactions are done to unlock specific features or enhance the special abilities, content or character in a game.

LPI (LP Information)' newest research report, the "Online Microtransaction Industry Forecast" looks at past sales and reviews total world Online Microtransaction sales in 2022, providing a comprehensive analysis by region and market sector of projected Online Microtransaction sales for 2023 through 2029. With Online Microtransaction sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Online Microtransaction industry.

This Insight Report provides a comprehensive analysis of the global Online Microtransaction landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Online Microtransaction portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Online Microtransaction market.

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

The global Online Microtransaction market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Online Microtransaction is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Online Microtransaction is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Online Microtransaction is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Online Microtransaction players cover SmileGate (CrossFire), Riot Games, Inc, Nexon Co. Ltd, Wargaming.net, NCSoft, Activision Blizzard Inc, Electronic Arts Inc, Valve Corporation and Tencent Holdings Ltd, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

By Type

In-Game Curriencies

Random Chance Purchases

In-Game Items

Expiration

Othes

By Device

Mobile

Gaming Console

PC

Others

Segmentation by application

Teenager

Adult

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.

SmileGate (CrossFire)

Riot Games, Inc

Nexon Co. Ltd

Wargaming.net

NCSOFT

Activision Blizzard Inc

Electronic Arts Inc

Valve Corporation

Tencent Holdings Ltd

NetEase Inc

Microsoft Corp

GungHo Online Entertainment Inc

CyberAgent Inc

Ubisoft Entertainment

Niantic Inc

Take-Two Interactive

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