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Global Single-player AAA Game Market Growth (Status and Outlook) 2026-2032

https://marketpublishers.com/r/G73669D58619EN.html
Date: October 2026
Pages: 101
Price: US$ 3,660.00 (Single User License)
ID: G73669D58619EN

Abstracts

The global Single-player AAA Game market size is predicted to grow from US$ 46880 million in 2025 to US$ 78770 million in 2032; it is expected to grow at a CAGR of 7.8% from 2026 to 2032.

A Single-player AAA Game is a high-budget, high-profile video game designed primarily for a solo player experience rather than multiplayer or online engagement. The “AAA” designation refers to games that have substantial financial investment, large development teams, extensive production values, and aggressive marketing campaigns, comparable to blockbuster films in the entertainment industry.

Gross Margin Analysis

The gross margin of the single-player AAA game industry is typically high, generally between 40% and 60%, but the specific level is affected by development costs, distribution models, and sales channels. Traditional single-player AAA games have long development cycles and large investments; the development cost of a single game can reach tens of millions to hundreds of millions of US dollars. Therefore, initial sales and pre-sale revenue have a significant impact on gross margin. With the widespread adoption of digital distribution platforms and proprietary channels, publishers can reduce physical retail costs and intermediaries, further improving gross margin. In addition, extending the product lifecycle through DLC (downloadable content), deluxe editions, and season passes also brings additional revenue to single-player AAA games, increasing overall profit margin. Industry leaders, through large-scale development, multi-IP operation, and global distribution, have achieved a significant cost dilution effect, maintaining high gross margins within the industry.

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Industry Drivers

The main drivers of growth in the single-player AAA game industry include technological advancements, evolving player demands, and maximizing IP value. First, advancements in graphics processing capabilities, physics simulation, AI technology, and cross-platform development tools enable developers to create more immersive and interactive single-player game experiences, thereby attracting core player groups. Secondly, the increasing demand from global gamers for high-quality narratives, open worlds, and immersive experiences is driving continuous innovation and high-budget investment in single-player AAA games. Furthermore, the licensing and cross-media collaborations of well-known IPs (movies, anime, novels, etc.) have significantly enhanced the market appeal and revenue potential of games. The maturity of digital distribution and social media marketing enables games to quickly reach global markets, increasing sales and profit margins.

Report Scope

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Single-player AAA Game 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 Single-player AAA Game.

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

Market Segmentation

Segmentation by Type:

Independent Studios

Major Publishers

Segmentation by Payment Types:

Paid Games

Free Games

Segmentation by Game Genres:

Action-Adventure

Shooting Games

Others

Segmentation by Application:

Film and Animation

Education and Training

Others

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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

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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.

2K Games

Activision Blizzard

Bandai Namco Entertainment

Capcom

CD Projekt Red

Electronic Arts

Epic Games

FromSoftware

Game Science

Krafton

Nintendo

PlayStation Studios

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Sega

Rockstar Games

Square Enix

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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 Single-player AAA Game Market Size (2021-2032)
  2.1.2 Single-player AAA Game Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Single-player AAA Game by Country/Region (2021, 2025 & 2032)
2.2 Single-player AAA Game Segment by Type
  2.2.1 Independent Studios
  2.2.2 Major Publishers
  2.2.3 Single-player AAA Game Market Size by Type
    2.2.3.1 Single-player AAA Game Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Single-player AAA Game Market Size Market Share by Type (2021-2026)
2.3 Single-player AAA Game Segment by Payment Types
  2.3.1 Paid Games
  2.3.2 Free Games
  2.3.3 Single-player AAA Game Market Size by Payment Types
    2.3.3.1 Single-player AAA Game Market Size CAGR by Payment Types (2021 VS 2025 VS 2032)
    2.3.3.2 Global Single-player AAA Game Market Size Market Share by Payment Types (2021-2026)
2.4 Single-player AAA Game Segment by Game Genres
  2.4.1 Action-Adventure

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2.4.2 Shooting Games
2.4.3 Others
2.4.4 Single-player AAA Game Market Size by Game Genres
2.4.4.1 Single-player AAA Game Market Size CAGR by Game Genres (2021 VS 2025 VS 2032)
2.4.4.2 Global Single-player AAA Game Market Size Market Share by Game Genres (2021-2026)
2.5 Single-player AAA Game Segment by Application
2.5.1 Film and Animation
2.5.2 Education and Training
2.5.3 Others
2.5.4 Single-player AAA Game Market Size by Application
2.5.4.1 Single-player AAA Game Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.5.4.2 Global Single-player AAA Game Market Size Market Share by Application (2021-2026)

3 SINGLE-PLAYER AAA GAME MARKET SIZE BY PLAYER

3.1 Single-player AAA Game Market Size Market Share by Player
3.1.1 Global Single-player AAA Game Revenue by Player (2021-2026)
3.1.2 Global Single-player AAA Game Revenue Market Share by Player (2021-2026)
3.2 Global Single-player AAA 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 SINGLE-PLAYER AAA GAME BY REGION

4.1 Single-player AAA Game Market Size by Region (2021-2026)
4.2 Global Single-player AAA Game Annual Revenue by Country/Region (2021-2026)
4.3 Americas Single-player AAA Game Market Size Growth (2021-2026)
4.4 APAC Single-player AAA Game Market Size Growth (2021-2026)
4.5 Europe Single-player AAA Game Market Size Growth (2021-2026)
4.6 Middle East & Africa Single-player AAA Game Market Size Growth (2021-2026)

5 AMERICAS

+357 96 030922
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5.1 Americas Single-player AAA Game Market Size by Country (2021-2026)
5.2 Americas Single-player AAA Game Market Size by Type (2021-2026)
5.3 Americas Single-player AAA Game Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Single-player AAA Game Market Size by Region (2021-2026)
6.2 APAC Single-player AAA Game Market Size by Type (2021-2026)
6.3 APAC Single-player AAA Game Market Size by Application (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 Single-player AAA Game Market Size by Country (2021-2026)
7.2 Europe Single-player AAA Game Market Size by Type (2021-2026)
7.3 Europe Single-player AAA Game Market Size by Application (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 Single-player AAA Game by Region (2021-2026)
8.2 Middle East & Africa Single-player AAA Game Market Size by Type (2021-2026)
8.3 Middle East & Africa Single-player AAA Game Market Size by Application (2021-2026)
8.4 Egypt

+357 96 030922
info@marketpublishers.com

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 SINGLE-PLAYER AAA GAME MARKET FORECAST

10.1 Global Single-player AAA Game Forecast by Region (2027-2032)
  10.1.1 Global Single-player AAA Game Forecast by Region (2027-2032)
  10.1.2 Americas Single-player AAA Game Forecast
  10.1.3 APAC Single-player AAA Game Forecast
  10.1.4 Europe Single-player AAA Game Forecast
  10.1.5 Middle East & Africa Single-player AAA Game Forecast
10.2 Americas Single-player AAA Game Forecast by Country (2027-2032)
  10.2.1 United States Market Single-player AAA Game Forecast
  10.2.2 Canada Market Single-player AAA Game Forecast
  10.2.3 Mexico Market Single-player AAA Game Forecast
  10.2.4 Brazil Market Single-player AAA Game Forecast
10.3 APAC Single-player AAA Game Forecast by Region (2027-2032)
  10.3.1 China Single-player AAA Game Market Forecast
  10.3.2 Japan Market Single-player AAA Game Forecast
  10.3.3 Korea Market Single-player AAA Game Forecast
  10.3.4 Southeast Asia Market Single-player AAA Game Forecast
  10.3.5 India Market Single-player AAA Game Forecast
  10.3.6 Australia Market Single-player AAA Game Forecast
10.4 Europe Single-player AAA Game Forecast by Country (2027-2032)
  10.4.1 Germany Market Single-player AAA Game Forecast
  10.4.2 France Market Single-player AAA Game Forecast
  10.4.3 UK Market Single-player AAA Game Forecast
  10.4.4 Italy Market Single-player AAA Game Forecast
  10.4.5 Russia Market Single-player AAA Game Forecast
10.5 Middle East & Africa Single-player AAA Game Forecast by Region (2027-2032)
  10.5.1 Egypt Market Single-player AAA Game Forecast

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10.5.2 South Africa Market Single-player AAA Game Forecast
10.5.3 Israel Market Single-player AAA Game Forecast
10.5.4 Turkey Market Single-player AAA Game Forecast
10.6 Global Single-player AAA Game Forecast by Type (2027-2032)
10.7 Global Single-player AAA Game Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Single-player AAA Game Forecast

11 KEY PLAYERS ANALYSIS

11.1 2K Games
11.1.1 2K Games Company Information
11.1.2 2K Games Single-player AAA Game Product Offered
11.1.3 2K Games Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 2K Games Main Business Overview
11.1.5 2K Games Latest Developments
11.2 Activision Blizzard
11.2.1 Activision Blizzard Company Information
11.2.2 Activision Blizzard Single-player AAA Game Product Offered
11.2.3 Activision Blizzard Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Activision Blizzard Main Business Overview
11.2.5 Activision Blizzard Latest Developments
11.3 Bandai Namco Entertainment
11.3.1 Bandai Namco Entertainment Company Information
11.3.2 Bandai Namco Entertainment Single-player AAA Game Product Offered
11.3.3 Bandai Namco Entertainment Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Bandai Namco Entertainment Main Business Overview
11.3.5 Bandai Namco Entertainment Latest Developments
11.4 Capcom
11.4.1 Capcom Company Information
11.4.2 Capcom Single-player AAA Game Product Offered
11.4.3 Capcom Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Capcom Main Business Overview
11.4.5 Capcom Latest Developments
11.5 CD Projekt Red
11.5.1 CD Projekt Red Company Information

+357 96 030922
info@marketpublishers.com

11.5.2 CD Projekt Red Single-player AAA Game Product Offered
11.5.3 CD Projekt Red Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 CD Projekt Red Main Business Overview
11.5.5 CD Projekt Red Latest Developments
11.6 Electronic Arts
11.6.1 Electronic Arts Company Information
11.6.2 Electronic Arts Single-player AAA Game Product Offered
11.6.3 Electronic Arts Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 Electronic Arts Main Business Overview
11.6.5 Electronic Arts Latest Developments
11.7 Epic Games
11.7.1 Epic Games Company Information
11.7.2 Epic Games Single-player AAA Game Product Offered
11.7.3 Epic Games Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Epic Games Main Business Overview
11.7.5 Epic Games Latest Developments
11.8 FromSoftware
11.8.1 FromSoftware Company Information
11.8.2 FromSoftware Single-player AAA Game Product Offered
11.8.3 FromSoftware Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 FromSoftware Main Business Overview
11.8.5 FromSoftware Latest Developments
11.9 Game Science
11.9.1 Game Science Company Information
11.9.2 Game Science Single-player AAA Game Product Offered
11.9.3 Game Science Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 Game Science Main Business Overview
11.9.5 Game Science Latest Developments
11.10 Krafton
11.10.1 Krafton Company Information
11.10.2 Krafton Single-player AAA Game Product Offered
11.10.3 Krafton Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Krafton Main Business Overview

+357 96 030922
info@marketpublishers.com

11.10.5 Krafton Latest Developments
11.11 Nintendo
11.11.1 Nintendo Company Information
11.11.2 Nintendo Single-player AAA Game Product Offered
11.11.3 Nintendo Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Nintendo Main Business Overview
11.11.5 Nintendo Latest Developments
11.12 PlayStation Studios
11.12.1 PlayStation Studios Company Information
11.12.2 PlayStation Studios Single-player AAA Game Product Offered
11.12.3 PlayStation Studios Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 PlayStation Studios Main Business Overview
11.12.5 PlayStation Studios Latest Developments
11.13 Sega
11.13.1 Sega Company Information
11.13.2 Sega Single-player AAA Game Product Offered
11.13.3 Sega Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 Sega Main Business Overview
11.13.5 Sega Latest Developments
11.14 Rockstar Games
11.14.1 Rockstar Games Company Information
11.14.2 Rockstar Games Single-player AAA Game Product Offered
11.14.3 Rockstar Games Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Rockstar Games Main Business Overview
11.14.5 Rockstar Games Latest Developments
11.15 Square Enix
11.15.1 Square Enix Company Information
11.15.2 Square Enix Single-player AAA Game Product Offered
11.15.3 Square Enix Single-player AAA Game Revenue, Gross Margin and Market Share (2021-2026)
11.15.4 Square Enix Main Business Overview
11.15.5 Square Enix Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Single-player AAA Game Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Single-player AAA Game Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Independent Studios
Table 4. Major Players of Major Publishers
Table 5. Single-player AAA Game Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global Single-player AAA Game Market Size by Type (2021-2026) & ($ millions)
Table 7. Global Single-player AAA Game Market Size Market Share by Type (2021-2026)
Table 8. Major Players of Paid Games
Table 9. Major Players of Free Games
Table 10. Single-player AAA Game Market Size CAGR by Payment Types (2021 VS 2025 VS 2032) & ($ millions)
Table 11. Global Single-player AAA Game Market Size by Payment Types (2021-2026) & ($ millions)
Table 12. Global Single-player AAA Game Market Size Market Share by Payment Types (2021-2026)
Table 13. Major Players of Action-Adventure
Table 14. Major Players of Shooting Games
Table 15. Major Players of Others
Table 16. Single-player AAA Game Market Size CAGR by Game Genres (2021 VS 2025 VS 2032) & ($ millions)
Table 17. Global Single-player AAA Game Market Size by Game Genres (2021-2026) & ($ millions)
Table 18. Global Single-player AAA Game Market Size Market Share by Game Genres (2021-2026)
Table 19. Single-player AAA Game Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 20. Global Single-player AAA Game Market Size by Application (2021-2026) & ($ millions)
Table 21. Global Single-player AAA Game Market Size Market Share by Application (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 22. Global Single-player AAA Game Revenue by Player (2021-2026) & ($ millions)
Table 23. Global Single-player AAA Game Revenue Market Share by Player (2021-2026)
Table 24. Single-player AAA Game Key Players Head office and Products Offered
Table 25. Single-player AAA Game Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 26. New Products and Potential Entrants
Table 27. Mergers & Acquisitions, Expansion
Table 28. Global Single-player AAA Game Market Size by Region (2021-2026) & ($ millions)
Table 29. Global Single-player AAA Game Market Size Market Share by Region (2021-2026)
Table 30. Global Single-player AAA Game Revenue by Country/Region (2021-2026) & ($ millions)
Table 31. Global Single-player AAA Game Revenue Market Share by Country/Region (2021-2026)
Table 32. Americas Single-player AAA Game Market Size by Country (2021-2026) & ($ millions)
Table 33. Americas Single-player AAA Game Market Size Market Share by Country (2021-2026)
Table 34. Americas Single-player AAA Game Market Size by Type (2021-2026) & ($ millions)
Table 35. Americas Single-player AAA Game Market Size Market Share by Type (2021-2026)
Table 36. Americas Single-player AAA Game Market Size by Application (2021-2026) & ($ millions)
Table 37. Americas Single-player AAA Game Market Size Market Share by Application (2021-2026)
Table 38. APAC Single-player AAA Game Market Size by Region (2021-2026) & ($ millions)
Table 39. APAC Single-player AAA Game Market Size Market Share by Region (2021-2026)
Table 40. APAC Single-player AAA Game Market Size by Type (2021-2026) & ($ millions)
Table 41. APAC Single-player AAA Game Market Size by Application (2021-2026) & ($ millions)
Table 42. Europe Single-player AAA Game Market Size by Country (2021-2026) & ($ millions)

+357 96 030922
info@marketpublishers.com

Table 43. Europe Single-player AAA Game Market Size Market Share by Country (2021-2026)
Table 44. Europe Single-player AAA Game Market Size by Type (2021-2026) & ($ millions)
Table 45. Europe Single-player AAA Game Market Size by Application (2021-2026) & ($ millions)
Table 46. Middle East & Africa Single-player AAA Game Market Size by Region (2021-2026) & ($ millions)
Table 47. Middle East & Africa Single-player AAA Game Market Size by Type (2021-2026) & ($ millions)
Table 48. Middle East & Africa Single-player AAA Game Market Size by Application (2021-2026) & ($ millions)
Table 49. Key Market Drivers & Growth Opportunities of Single-player AAA Game
Table 50. Key Market Challenges & Risks of Single-player AAA Game
Table 51. Key Industry Trends of Single-player AAA Game
Table 52. Global Single-player AAA Game Market Size Forecast by Region (2027-2032) & ($ millions)
Table 53. Global Single-player AAA Game Market Size Market Share Forecast by Region (2027-2032)
Table 54. Global Single-player AAA Game Market Size Forecast by Type (2027-2032) & ($ millions)
Table 55. Global Single-player AAA Game Market Size Forecast by Application (2027-2032) & ($ millions)
Table 56. 2K Games Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 57. 2K Games Single-player AAA Game Product Offered
Table 58. 2K Games Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 59. 2K Games Main Business
Table 60. 2K Games Latest Developments
Table 61. Activision Blizzard Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 62. Activision Blizzard Single-player AAA Game Product Offered
Table 63. Activision Blizzard Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 64. Activision Blizzard Main Business
Table 65. Activision Blizzard Latest Developments
Table 66. Bandai Namco Entertainment Details, Company Type, Single-player AAA Game Area Served and Its Competitors

+357 96 030922
info@marketpublishers.com

Table 67. Bandai Namco Entertainment Single-player AAA Game Product Offered
Table 68. Bandai Namco Entertainment Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 69. Bandai Namco Entertainment Main Business
Table 70. Bandai Namco Entertainment Latest Developments
Table 71. Capcom Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 72. Capcom Single-player AAA Game Product Offered
Table 73. Capcom Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 74. Capcom Main Business
Table 75. Capcom Latest Developments
Table 76. CD Projekt Red Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 77. CD Projekt Red Single-player AAA Game Product Offered
Table 78. CD Projekt Red Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 79. CD Projekt Red Main Business
Table 80. CD Projekt Red Latest Developments
Table 81. Electronic Arts Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 82. Electronic Arts Single-player AAA Game Product Offered
Table 83. Electronic Arts Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 84. Electronic Arts Main Business
Table 85. Electronic Arts Latest Developments
Table 86. Epic Games Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 87. Epic Games Single-player AAA Game Product Offered
Table 88. Epic Games Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 89. Epic Games Main Business
Table 90. Epic Games Latest Developments
Table 91. FromSoftware Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 92. FromSoftware Single-player AAA Game Product Offered
Table 93. FromSoftware Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 94. FromSoftware Main Business

+357 96 030922
info@marketpublishers.com

Table 95. FromSoftware Latest Developments
Table 96. Game Science Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 97. Game Science Single-player AAA Game Product Offered
Table 98. Game Science Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 99. Game Science Main Business
Table 100. Game Science Latest Developments
Table 101. Krafton Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 102. Krafton Single-player AAA Game Product Offered
Table 103. Krafton Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 104. Krafton Main Business
Table 105. Krafton Latest Developments
Table 106. Nintendo Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 107. Nintendo Single-player AAA Game Product Offered
Table 108. Nintendo Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 109. Nintendo Main Business
Table 110. Nintendo Latest Developments
Table 111. PlayStation Studios Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 112. PlayStation Studios Single-player AAA Game Product Offered
Table 113. PlayStation Studios Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 114. PlayStation Studios Main Business
Table 115. PlayStation Studios Latest Developments
Table 116. Sega Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 117. Sega Single-player AAA Game Product Offered
Table 118. Sega Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 119. Sega Main Business
Table 120. Sega Latest Developments
Table 121. Rockstar Games Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 122. Rockstar Games Single-player AAA Game Product Offered

+357 96 030922
info@marketpublishers.com

Table 123. Rockstar Games Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 124. Rockstar Games Main Business
Table 125. Rockstar Games Latest Developments
Table 126. Square Enix Details, Company Type, Single-player AAA Game Area Served and Its Competitors
Table 127. Square Enix Single-player AAA Game Product Offered
Table 128. Square Enix Single-player AAA Game Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 129. Square Enix Main Business
Table 130. Square Enix Latest Developments

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info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1. Single-player AAA Game Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Single-player AAA Game Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Single-player AAA Game Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Single-player AAA Game Sales Market Share by Country/Region (2025)
Figure 8. Single-player AAA Game Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Single-player AAA Game Market Size Market Share by Type in 2025
Figure 10. Global Single-player AAA Game Market Size Market Share by Payment Types in 2025
Figure 11. Global Single-player AAA Game Market Size Market Share by Game Genres in 2025
Figure 12. Single-player AAA Game in Film and Animation
Figure 13. Global Single-player AAA Game Market: Film and Animation (2021-2026) & ($ millions)
Figure 14. Single-player AAA Game in Education and Training
Figure 15. Global Single-player AAA Game Market: Education and Training (2021-2026) & ($ millions)
Figure 16. Single-player AAA Game in Others
Figure 17. Global Single-player AAA Game Market: Others (2021-2026) & ($ millions)
Figure 18. Global Single-player AAA Game Market Size Market Share by Application in 2025
Figure 19. Global Single-player AAA Game Revenue Market Share by Player in 2025
Figure 20. Global Single-player AAA Game Market Size Market Share by Region (2021-2026)
Figure 21. Americas Single-player AAA Game Market Size 2021-2026 ($ millions)
Figure 22. APAC Single-player AAA Game Market Size 2021-2026 ($ millions)
Figure 23. Europe Single-player AAA Game Market Size 2021-2026 ($ millions)
Figure 24. Middle East & Africa Single-player AAA Game Market Size 2021-2026 ($ millions)
Figure 25. Americas Single-player AAA Game Value Market Share by Country in 2025

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Figure 26. United States Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 27. Canada Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 28. Mexico Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 29. Brazil Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 30. APAC Single-player AAA Game Market Size Market Share by Region in 2025
Figure 31. APAC Single-player AAA Game Market Size Market Share by Type (2021-2026)
Figure 32. APAC Single-player AAA Game Market Size Market Share by Application (2021-2026)
Figure 33. China Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 34. Japan Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 35. South Korea Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 36. Southeast Asia Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 37. India Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 38. Australia Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 39. Europe Single-player AAA Game Market Size Market Share by Country in 2025
Figure 40. Europe Single-player AAA Game Market Size Market Share by Type (2021-2026)
Figure 41. Europe Single-player AAA Game Market Size Market Share by Application (2021-2026)
Figure 42. Germany Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 43. France Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 44. UK Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 45. Italy Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 46. Russia Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 47. Middle East & Africa Single-player AAA Game Market Size Market Share by Region (2021-2026)
Figure 48. Middle East & Africa Single-player AAA Game Market Size Market Share by Type (2021-2026)
Figure 49. Middle East & Africa Single-player AAA Game Market Size Market Share by Application (2021-2026)
Figure 50. Egypt Single-player AAA Game Market Size Growth 2021-2026 ($ millions)

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Figure 51. South Africa Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 52. Israel Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 53. Turkey Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 54. GCC Countries Single-player AAA Game Market Size Growth 2021-2026 ($ millions)
Figure 55. Americas Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 56. APAC Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 57. Europe Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 58. Middle East & Africa Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 59. United States Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 60. Canada Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 61. Mexico Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 62. Brazil Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 63. China Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 64. Japan Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 65. Korea Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 66. Southeast Asia Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 67. India Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 68. Australia Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 69. Germany Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 70. France Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 71. UK Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 72. Italy Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 73. Russia Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 74. Egypt Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 75. South Africa Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 76. Israel Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 77. Turkey Single-player AAA Game Market Size 2027-2032 ($ millions)
Figure 78. Global Single-player AAA Game Market Size Market Share Forecast by Type (2027-2032)
Figure 79. Global Single-player AAA Game Market Size Market Share Forecast by Application (2027-2032)
Figure 80. GCC Countries Single-player AAA Game Market Size 2027-2032 ($ millions)

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