

Global Trading Card Games (TCG) on Mobile Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Trading Card Games (TCG) on Mobile 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.

Trading Card Games (TCG) on mobile refer to digital versions of traditional trading card games that can be played on smartphones and tablets. These games typically involve players collecting cards, building decks, and engaging in strategic gameplay against other players or AI opponents.

The global key companies of Trading Card Games (TCG) on Mobile include Konami, Nuverse, Cygames, Wizards of the Coast, 2K Games, etc. In 2023, the global top five players had a share 75.54% in terms of revenue.

The main sales regions for mobile Trading Card Games (TCGs) encompass North America, Asia-Pacific, and Europe. North America stands out with strong consumer spending and a well-established TCG culture. Meanwhile, the Asia-Pacific region, led by Japan, China, and South Korea, dominates the market thanks to high mobile gaming penetration and a strong affinity for anime and fantasy themes. Europe, particularly the UK, Germany, and France, is experiencing growing interest, driven by the popularity of gaming and collectible card subcultures. Additionally, emerging markets in Latin America and the Middle East are gradually gaining traction, supported by increasing smartphone usage and enhanced gaming accessibility.

The mobile TCG market is undergoing rapid evolution, characterized by trends such as live-service models that keep players engaged through regular content updates, esports initiatives to attract competitive players, and social features like guilds and multiplayer

modes that foster community interaction. Opportunities are emerging from diversified monetization strategies, including subscriptions, premium passes, and partnerships with other gaming or entertainment sectors. Furthermore, localization and culturally tailored content are unlocking potential in untapped regions.

However, challenges remain. Developers must balance accessibility for casual players with enough depth to satisfy hardcore enthusiasts, address piracy in digital formats, ensure robust cybersecurity in blockchain-integrated systems, and navigate the saturated mobile gaming market, where visibility and differentiation are critical. Retaining players in this content-driven environment also demands significant investment in ongoing updates and feature development.

In conclusion, the mobile TCG market is both dynamic and highly competitive, driven by technological advancements and innovative gameplay. Trends like blockchain integration, cross-platform compatibility, and augmented reality (AR) are transforming the player experience. Meanwhile, opportunities in emerging markets, esports, and franchise partnerships are expanding the audience base. To thrive in this landscape, developers must overcome challenges such as market saturation, player retention, and regulatory complexities. Striking a balance between accessibility, monetization, and engaging content will be crucial for sustained growth and long-term success in this vibrant sector.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Trading Card Games (TCG) on Mobile 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 Trading Card Games (TCG) on Mobile.

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

Segmentation by Type:

iOS

Android

Segmentation by IP:

Original IP

Licensed IP

Segmentation by Social & Competitive:

Competitive

Casual/Social

Others

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

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 Games

The Pokemon Company

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 Trading Card Games (TCG) on Mobile Market Size (2021-2032)
- 2.1.2 Trading Card Games (TCG) on Mobile Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Trading Card Games (TCG) on Mobile by Country/Region (2021, 2025 & 2032)

2.2 Trading Card Games (TCG) on Mobile Segment by Type

- 2.2.1 iOS
- 2.2.2 Android
- 2.2.3 Trading Card Games (TCG) on Mobile Market Size by Type
 - 2.2.3.1 Trading Card Games (TCG) on Mobile Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2026)

2.3 Trading Card Games (TCG) on Mobile Segment by IP

- 2.3.1 Original IP
- 2.3.2 Licensed IP
- 2.3.3 Trading Card Games (TCG) on Mobile Market Size by IP
 - 2.3.3.1 Trading Card Games (TCG) on Mobile Market Size CAGR by IP (2021 VS 2025 VS 2032)
 - 2.3.3.2 Global Trading Card Games (TCG) on Mobile Market Size Market Share by IP (2021-2026)

2.4 Trading Card Games (TCG) on Mobile Segment by Social & Competitive

- 2.4.1 Competitive

2.4.2 Casual/Social

2.4.3 Others

2.4.4 Trading Card Games (TCG) on Mobile Market Size by Social & Competitive

2.4.4.1 Trading Card Games (TCG) on Mobile Market Size CAGR by Social & Competitive (2021 VS 2025 VS 2032)

2.4.4.2 Global Trading Card Games (TCG) on Mobile Market Size Market Share by Social & Competitive (2021-2026)

2.5 Trading Card Games (TCG) on Mobile Segment by Application

2.5.1 Male

2.5.2 Female

2.5.3 Trading Card Games (TCG) on Mobile Market Size by Application

2.5.3.1 Trading Card Games (TCG) on Mobile Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.3.2 Global Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2026)

3 TRADING CARD GAMES (TCG) ON MOBILE MARKET SIZE BY PLAYER

3.1 Trading Card Games (TCG) on Mobile Market Size Market Share by Player

3.1.1 Global Trading Card Games (TCG) on Mobile Revenue by Player (2021-2026)

3.1.2 Global Trading Card Games (TCG) on Mobile Revenue Market Share by Player (2021-2026)

3.2 Global Trading Card Games (TCG) on Mobile 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 TRADING CARD GAMES (TCG) ON MOBILE BY REGION

4.1 Trading Card Games (TCG) on Mobile Market Size by Region (2021-2026)

4.2 Global Trading Card Games (TCG) on Mobile Annual Revenue by Country/Region (2021-2026)

4.3 Americas Trading Card Games (TCG) on Mobile Market Size Growth (2021-2026)

4.4 APAC Trading Card Games (TCG) on Mobile Market Size Growth (2021-2026)

4.5 Europe Trading Card Games (TCG) on Mobile Market Size Growth (2021-2026)

4.6 Middle East & Africa Trading Card Games (TCG) on Mobile Market Size Growth

(2021-2026)

5 AMERICAS

5.1 Americas Trading Card Games (TCG) on Mobile Market Size by Country
(2021-2026)

5.2 Americas Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026)

5.3 Americas Trading Card Games (TCG) on Mobile Market Size by Application
(2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Trading Card Games (TCG) on Mobile Market Size by Region (2021-2026)

6.2 APAC Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026)

6.3 APAC Trading Card Games (TCG) on Mobile 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 Trading Card Games (TCG) on Mobile Market Size by Country (2021-2026)

7.2 Europe Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026)

7.3 Europe Trading Card Games (TCG) on Mobile 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 Trading Card Games (TCG) on Mobile by Region (2021-2026)

8.2 Middle East & Africa Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026)

8.3 Middle East & Africa Trading Card Games (TCG) on Mobile Market Size by Application (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 TRADING CARD GAMES (TCG) ON MOBILE MARKET FORECAST

10.1 Global Trading Card Games (TCG) on Mobile Forecast by Region (2027-2032)

10.1.1 Global Trading Card Games (TCG) on Mobile Forecast by Region (2027-2032)

10.1.2 Americas Trading Card Games (TCG) on Mobile Forecast

10.1.3 APAC Trading Card Games (TCG) on Mobile Forecast

10.1.4 Europe Trading Card Games (TCG) on Mobile Forecast

10.1.5 Middle East & Africa Trading Card Games (TCG) on Mobile Forecast

10.2 Americas Trading Card Games (TCG) on Mobile Forecast by Country (2027-2032)

10.2.1 United States Market Trading Card Games (TCG) on Mobile Forecast

10.2.2 Canada Market Trading Card Games (TCG) on Mobile Forecast

10.2.3 Mexico Market Trading Card Games (TCG) on Mobile Forecast

10.2.4 Brazil Market Trading Card Games (TCG) on Mobile Forecast

10.3 APAC Trading Card Games (TCG) on Mobile Forecast by Region (2027-2032)

10.3.1 China Trading Card Games (TCG) on Mobile Market Forecast

10.3.2 Japan Market Trading Card Games (TCG) on Mobile Forecast

10.3.3 Korea Market Trading Card Games (TCG) on Mobile Forecast

10.3.4 Southeast Asia Market Trading Card Games (TCG) on Mobile Forecast

10.3.5 India Market Trading Card Games (TCG) on Mobile Forecast

10.3.6 Australia Market Trading Card Games (TCG) on Mobile Forecast

10.4 Europe Trading Card Games (TCG) on Mobile Forecast by Country (2027-2032)

10.4.1 Germany Market Trading Card Games (TCG) on Mobile Forecast

10.4.2 France Market Trading Card Games (TCG) on Mobile Forecast

10.4.3 UK Market Trading Card Games (TCG) on Mobile Forecast

10.4.4 Italy Market Trading Card Games (TCG) on Mobile Forecast

10.4.5 Russia Market Trading Card Games (TCG) on Mobile Forecast

10.5 Middle East & Africa Trading Card Games (TCG) on Mobile Forecast by Region (2027-2032)

10.5.1 Egypt Market Trading Card Games (TCG) on Mobile Forecast

10.5.2 South Africa Market Trading Card Games (TCG) on Mobile Forecast

10.5.3 Israel Market Trading Card Games (TCG) on Mobile Forecast

10.5.4 Turkey Market Trading Card Games (TCG) on Mobile Forecast

10.6 Global Trading Card Games (TCG) on Mobile Forecast by Type (2027-2032)

10.7 Global Trading Card Games (TCG) on Mobile Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Trading Card Games (TCG) on Mobile Forecast

11 KEY PLAYERS ANALYSIS

11.1 Konami

11.1.1 Konami Company Information

11.1.2 Konami Trading Card Games (TCG) on Mobile Product Offered

11.1.3 Konami Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Konami Main Business Overview

11.1.5 Konami Latest Developments

11.2 Nuverse

11.2.1 Nuverse Company Information

11.2.2 Nuverse Trading Card Games (TCG) on Mobile Product Offered

11.2.3 Nuverse Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Nuverse Main Business Overview

11.2.5 Nuverse Latest Developments

11.3 Cygames

11.3.1 Cygames Company Information

11.3.2 Cygames Trading Card Games (TCG) on Mobile Product Offered

11.3.3 Cygames Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Cygames Main Business Overview

11.3.5 Cygames Latest Developments

11.4 Wizards of the Coast

11.4.1 Wizards of the Coast Company Information

11.4.2 Wizards of the Coast Trading Card Games (TCG) on Mobile Product Offered

11.4.3 Wizards of the Coast Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Wizards of the Coast Main Business Overview

11.4.5 Wizards of the Coast Latest Developments

11.5 2K Games

11.5.1 2K Games Company Information

11.5.2 2K Games Trading Card Games (TCG) on Mobile Product Offered

11.5.3 2K Games Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 2K Games Main Business Overview

11.5.5 2K Games Latest Developments

11.6 Blizzard Entertainment

11.6.1 Blizzard Entertainment Company Information

11.6.2 Blizzard Entertainment Trading Card Games (TCG) on Mobile Product Offered

11.6.3 Blizzard Entertainment Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Blizzard Entertainment Main Business Overview

11.6.5 Blizzard Entertainment Latest Developments

11.7 Riot Games

11.7.1 Riot Games Company Information

11.7.2 Riot Games Trading Card Games (TCG) on Mobile Product Offered

11.7.3 Riot Games Trading Card Games (TCG) on Mobile 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 The Pokemon Company

11.8.1 The Pokemon Company Company Information

11.8.2 The Pokemon Company Trading Card Games (TCG) on Mobile Product Offered

11.8.3 The Pokemon Company Trading Card Games (TCG) on Mobile Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 The Pokemon Company Main Business Overview

11.8.5 The Pokemon Company Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Trading Card Games (TCG) on Mobile Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Trading Card Games (TCG) on Mobile Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of iOS

Table 4. Major Players of Android

Table 5. Trading Card Games (TCG) on Mobile Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2026)

Table 8. Major Players of Original IP

Table 9. Major Players of Licensed IP

Table 10. Trading Card Games (TCG) on Mobile Market Size CAGR by IP (2021 VS 2025 VS 2032) & (\$ millions)

Table 11. Global Trading Card Games (TCG) on Mobile Market Size by IP (2021-2026) & (\$ millions)

Table 12. Global Trading Card Games (TCG) on Mobile Market Size Market Share by IP (2021-2026)

Table 13. Major Players of Competitive

Table 14. Major Players of Casual/Social

Table 15. Major Players of Others

Table 16. Trading Card Games (TCG) on Mobile Market Size CAGR by Social & Competitive (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Trading Card Games (TCG) on Mobile Market Size by Social & Competitive (2021-2026) & (\$ millions)

Table 18. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Social & Competitive (2021-2026)

Table 19. Trading Card Games (TCG) on Mobile Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 20. Global Trading Card Games (TCG) on Mobile Market Size by Application (2021-2026) & (\$ millions)

Table 21. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2026)

Table 22. Global Trading Card Games (TCG) on Mobile Revenue by Player
(2021-2026) & (\$ millions)

Table 23. Global Trading Card Games (TCG) on Mobile Revenue Market Share by
Player (2021-2026)

Table 24. Trading Card Games (TCG) on Mobile Key Players Head office and Products
Offered

Table 25. Trading Card Games (TCG) on Mobile Concentration Ratio (CR3, CR5 and
CR10) & (2024-2026)

Table 26. New Products and Potential Entrants

Table 27. Mergers & Acquisitions, Expansion

Table 28. Global Trading Card Games (TCG) on Mobile Market Size by Region
(2021-2026) & (\$ millions)

Table 29. Global Trading Card Games (TCG) on Mobile Market Size Market Share by
Region (2021-2026)

Table 30. Global Trading Card Games (TCG) on Mobile Revenue by Country/Region
(2021-2026) & (\$ millions)

Table 31. Global Trading Card Games (TCG) on Mobile Revenue Market Share by
Country/Region (2021-2026)

Table 32. Americas Trading Card Games (TCG) on Mobile Market Size by Country
(2021-2026) & (\$ millions)

Table 33. Americas Trading Card Games (TCG) on Mobile Market Size Market Share
by Country (2021-2026)

Table 34. Americas Trading Card Games (TCG) on Mobile Market Size by Type
(2021-2026) & (\$ millions)

Table 35. Americas Trading Card Games (TCG) on Mobile Market Size Market Share
by Type (2021-2026)

Table 36. Americas Trading Card Games (TCG) on Mobile Market Size by Application
(2021-2026) & (\$ millions)

Table 37. Americas Trading Card Games (TCG) on Mobile Market Size Market Share
by Application (2021-2026)

Table 38. APAC Trading Card Games (TCG) on Mobile Market Size by Region
(2021-2026) & (\$ millions)

Table 39. APAC Trading Card Games (TCG) on Mobile Market Size Market Share by
Region (2021-2026)

Table 40. APAC Trading Card Games (TCG) on Mobile Market Size by Type
(2021-2026) & (\$ millions)

Table 41. APAC Trading Card Games (TCG) on Mobile Market Size by Application
(2021-2026) & (\$ millions)

Table 42. Europe Trading Card Games (TCG) on Mobile Market Size by Country

(2021-2026) & (\$ millions)

Table 43. Europe Trading Card Games (TCG) on Mobile Market Size Market Share by Country (2021-2026)

Table 44. Europe Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026) & (\$ millions)

Table 45. Europe Trading Card Games (TCG) on Mobile Market Size by Application (2021-2026) & (\$ millions)

Table 46. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size by Region (2021-2026) & (\$ millions)

Table 47. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size by Type (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size by Application (2021-2026) & (\$ millions)

Table 49. Key Market Drivers & Growth Opportunities of Trading Card Games (TCG) on Mobile

Table 50. Key Market Challenges & Risks of Trading Card Games (TCG) on Mobile

Table 51. Key Industry Trends of Trading Card Games (TCG) on Mobile

Table 52. Global Trading Card Games (TCG) on Mobile Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 53. Global Trading Card Games (TCG) on Mobile Market Size Market Share Forecast by Region (2027-2032)

Table 54. Global Trading Card Games (TCG) on Mobile Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 55. Global Trading Card Games (TCG) on Mobile Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 56. Konami Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 57. Konami Trading Card Games (TCG) on Mobile Product Offered

Table 58. Konami Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 59. Konami Main Business

Table 60. Konami Latest Developments

Table 61. Nuverse Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 62. Nuverse Trading Card Games (TCG) on Mobile Product Offered

Table 63. Nuverse Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 64. Nuverse Main Business

Table 65. Nuverse Latest Developments

Table 66. Cygames Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 67. Cygames Trading Card Games (TCG) on Mobile Product Offered

Table 68. Cygames Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. Cygames Main Business

Table 70. Cygames Latest Developments

Table 71. Wizards of the Coast Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 72. Wizards of the Coast Trading Card Games (TCG) on Mobile Product Offered

Table 73. Wizards of the Coast Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. Wizards of the Coast Main Business

Table 75. Wizards of the Coast Latest Developments

Table 76. 2K Games Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 77. 2K Games Trading Card Games (TCG) on Mobile Product Offered

Table 78. 2K Games Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. 2K Games Main Business

Table 80. 2K Games Latest Developments

Table 81. Blizzard Entertainment Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 82. Blizzard Entertainment Trading Card Games (TCG) on Mobile Product Offered

Table 83. Blizzard Entertainment Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Blizzard Entertainment Main Business

Table 85. Blizzard Entertainment Latest Developments

Table 86. Riot Games Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 87. Riot Games Trading Card Games (TCG) on Mobile Product Offered

Table 88. Riot Games Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Riot Games Main Business

Table 90. Riot Games Latest Developments

Table 91. The Pokemon Company Details, Company Type, Trading Card Games (TCG) on Mobile Area Served and Its Competitors

Table 92. The Pokemon Company Trading Card Games (TCG) on Mobile Product

Offered

Table 93. The Pokemon Company Trading Card Games (TCG) on Mobile Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. The Pokemon Company Main Business

Table 95. The Pokemon Company Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Trading Card Games (TCG) on Mobile Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Trading Card Games (TCG) on Mobile Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Trading Card Games (TCG) on Mobile Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Trading Card Games (TCG) on Mobile Sales Market Share by Country/Region (2025)

Figure 8. Trading Card Games (TCG) on Mobile Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Type in 2025

Figure 10. Global Trading Card Games (TCG) on Mobile Market Size Market Share by IP in 2025

Figure 11. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Social & Competitive in 2025

Figure 12. Trading Card Games (TCG) on Mobile in Male

Figure 13. Global Trading Card Games (TCG) on Mobile Market: Male (2021-2026) & (\$ millions)

Figure 14. Trading Card Games (TCG) on Mobile in Female

Figure 15. Global Trading Card Games (TCG) on Mobile Market: Female (2021-2026) & (\$ millions)

Figure 16. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Application in 2025

Figure 17. Global Trading Card Games (TCG) on Mobile Revenue Market Share by Player in 2025

Figure 18. Global Trading Card Games (TCG) on Mobile Market Size Market Share by Region (2021-2026)

Figure 19. Americas Trading Card Games (TCG) on Mobile Market Size 2021-2026 (\$ millions)

Figure 20. APAC Trading Card Games (TCG) on Mobile Market Size 2021-2026 (\$ millions)

Figure 21. Europe Trading Card Games (TCG) on Mobile Market Size 2021-2026 (\$

millions)

Figure 22. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size 2021-2026 (\$ millions)

Figure 23. Americas Trading Card Games (TCG) on Mobile Value Market Share by Country in 2025

Figure 24. United States Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 25. Canada Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Trading Card Games (TCG) on Mobile Market Size Market Share by Region in 2025

Figure 29. APAC Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2026)

Figure 30. APAC Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2026)

Figure 31. China Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Trading Card Games (TCG) on Mobile Market Size Market Share by Country in 2025

Figure 38. Europe Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2026)

Figure 39. Europe Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2026)

Figure 40. Germany Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 41. France Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 42. UK Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 43. Italy Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size Market Share by Type (2021-2026)

Figure 47. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Trading Card Games (TCG) on Mobile Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 54. APAC Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 55. Europe Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 57. United States Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 58. Canada Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$

millions)

Figure 61. China Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 62. Japan Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 63. Korea Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 65. India Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 66. Australia Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 67. Germany Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 68. France Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 69. UK Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 70. Italy Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 71. Russia Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 74. Israel Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

Figure 76. Global Trading Card Games (TCG) on Mobile Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Trading Card Games (TCG) on Mobile Market Size Market Share Forecast by Application (2027-2032)

Figure 78. GCC Countries Trading Card Games (TCG) on Mobile Market Size 2027-2032 (\$ millions)

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