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# Global Turn-Based Strategy Games Market Growth (Status and Outlook) 2025-2031

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## Abstracts

According to this study, the global Turn-Based Strategy Games market size will reach US$ 12310 million by 2031.

Turn-based strategy games (TBS) are a subgenre of strategy video and board games in which players take turns making decisions and performing actions, rather than interacting with the game simultaneously in real time. This structured, turn-by-turn format emphasizes thoughtful planning, tactical decision-making, and long-term strategy over quick reflexes.

United States market for Turn-Based Strategy Games is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Turn-Based Strategy Games is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Turn-Based Strategy Games is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Turn-Based Strategy Games players cover Tencent, Firaxis Games, Paradox Interactive, Intelligent Systems, Square Enix, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Turn-Based Strategy Games Industry Forecast” looks at past sales and reviews total world Turn-Based Strategy Games sales in 2024, providing a comprehensive analysis by region and market sector of projected Turn-Based Strategy Games sales for 2025 through 2031. With Turn-Based Strategy

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Games sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Turn-Based Strategy Games industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Turn-Based Strategy Games 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 Turn-Based Strategy Games.

This report presents a comprehensive overview, market shares, and growth opportunities of Turn-Based Strategy Games market by product type, application, key players and key regions and countries.

Segmentation by Type:

Paid Games

Free Games

Segmentation by Application:

Entertainment Consumption

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.

Tencent

Firaxis Games

Paradox Interactive

Intelligent Systems

Square Enix

NetEase

Ubisoft

miHoYo

Blizzard Entertainment

Konami

Lilith Games

Supercell

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Scopely

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