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Global Video Game Publisher Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Video Game Publisher market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Game publisher is a company or organization responsible for publishing and distributing electronic games. Game publishers typically sign contracts with game developers to obtain the rights to publish the games. Their main responsibilities include market research, advertising, sales channel development, logistics, and customer service.

Game publishers do not directly participate in the game development process, but they are responsible for the marketing and sales of the game, which can have a significant impact on its success. Game publishers typically develop sales strategies, select appropriate sales channels, promote the game, and arrange release dates.

United States market for Video Game Publisher is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Video Game Publisher is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Video Game Publisher is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Video Game Publisher players cover Electronic Arts, Activision Blizzard, Ubisoft, 2K Games, Sony, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Video Game Publisher 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 Video Game Publisher.

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

Segmentation by Type:

Large Triple-a Game Publisher

Small Indie Game Publisher

Segmentation by Application:

Family

Game Hall

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Others

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

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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.

Electronic Arts

Activision Blizzard

Ubisoft

2K Games

Sony

Nintendo

Bandai Namco

Square Enix

Microsoft

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Konami Games

Sega

Capcom

Supercell

NetEase

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Figure 78. GCC Countries Video Game Publisher Market Size 2027-2032 ($ millions)

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