

Global Virtual Goods Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Virtual Goods market size will reach US\$ million by 2031.

Basically, the sale of virtual goods started with games. The creativity of game developers led to the birth of virtual goods. In games, virtual goods can be classified as decorative or functional. Decorative goods are those items that can be purchased to add aesthetics, design or just to accentuate the characters in the game. Decorative goods do not affect the game statistics. This includes avatars, outfit, and accessories. On the other hand, functional goods affect the game statistics. They are used to power-up, boost energy, advance a skill or improve game statistics.

United States market for Virtual Goods 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 Virtual Goods 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 Virtual Goods is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Virtual Goods players cover Tencent Holdings Ltd., Epic Games, Inc., Line, KakaoTalk, Hi5 Networks Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the "Virtual Goods Industry Forecast" looks at past sales and reviews total world Virtual Goods sales in 2024, providing a

comprehensive analysis by region and market sector of projected Virtual Goods sales for 2025 through 2031. With Virtual Goods sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Virtual Goods industry.

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

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

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

Segmentation by Type:

13-25

25-35

35-45

45+

Segmentation by Application:

Female

Male

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.

Tencent Holdings Ltd.

Epic Games, Inc.

Line

KakaoTalk

Hi5 Networks Inc.

Bebo Inc.

Myspace LLC

Facebook Inc.

Gree Inc.

Mixi Inc.

Tagged Inc.

Zynga Inc.

Kabam Inc.

Bluehole Inc.

Blizzard Entertainment

Five Jack

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