

Global Visual Novel Games Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Visual Novel Games market size is predicted to grow from US\$ 550 million in 2025 to US\$ 1092 million in 2032; it is expected to grow at a CAGR of 10.5% from 2026 to 2032.

A visual novel game is a type of interactive fiction game that combines storytelling with visuals, music, and sometimes voice acting. It is a popular genre in Japan and has gained international popularity as well. In a visual novel, players typically follow a predetermined storyline and make choices that affect the outcome of the game. The story is presented through a combination of text and visuals, with players often having the ability to choose between different dialogue options or actions for the main character. Visual novels can cover a wide range of genres, including romance, mystery, fantasy, science fiction, and more. They often feature multiple branching paths and endings, allowing players to experience different storylines and outcomes based on their choices.

Visual novels evolved from adventure games, a genre of computer games. Adventure games can be divided into text adventure games (Text Adventure) and action-adventure games (Action-Adventure Game). Text adventure games are mainly adventure games based on the player's choice of text, thereby promoting the development of the game. Its performance method mainly uses text input and output. It can be simply understood as using the game itself to tell the story. Text adventure games are divided into visual novels and audio novels. Visual novels are derived from the concept of audio novels, and the difference between the two is not that big. In essence, visual novels are a transformation from novels to games. The amount of text is larger than that of normal game content. It is often the case that the entire screen is filled with text, so the text content of visual novels will account for a very large proportion in the game. The rest of

the images and music are designed to support the narrative of the text. Audio novels pay more attention to the experience of game players, and pay great attention to the frequency and rhythm of the game. Generally, pictures fill the screen, and text only takes up a small part, and usually appears at the bottom of the screen, and the text part is as large as possible. Streamlined, because the audio novel mainly serves the pacing of the game itself.

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

Segmentation by Type:

Romance Games

Adventure Games

Mystery Games

Others

Segmentation by Application:

Female

Male

This report also splits the market by region:

United States

China

Europe

Other regions

Japan

South Korea

Southeast Asia

Rest of world

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

SEGA

Capcom (Ace Attorney)

ZA/UM Studio

Nitroplus

Spike Chunsoft

Frontwing

Purple Software

ProjectMoon

Aquaplus

Regista

Nippon Ichi Software

Idea Factory

Bandai Namco

SIGONO

Tencent (Visual Arts)

07th Expansion

Crazy Maple Studio (Chapters)

Pixelberry Studios (Choices)

Pocket Gems (Episode)

Mechat

My Fantasy

66RPG (Orange Light Game)

NetEase Games

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