

Global Mobile Trading Card Game Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Mobile Trading Card Game market size is predicted to grow from US\$ 1210 million in 2025 to US\$ 2350 million in 2032; it is expected to grow at a CAGR of 10.1% from 2026 to 2032.

A Mobile Trading Card Game (MTCG) is a digital adaptation of the traditional Trading Card Game (TCG) genre, specifically designed to be played on mobile devices such as smartphones and tablets. Like their physical counterparts, MTCGs center on players constructing customized decks from a large pool of virtual cards, each featuring unique statistics, abilities, and artwork. Gameplay typically involves turn-based battles where players strategically deploy these cards to attack opponents, defend, and utilize special effects to achieve victory. The 'trading' aspect may be replaced or augmented by modern digital monetization and acquisition models, where players acquire new cards primarily through randomized card packs (gacha), in-game currency, or crafting systems, rather than direct player-to-player physical exchange. MTCGs are defined by their accessibility, portability, and free-to-play nature, often featuring robust online multiplayer rankings and frequent digital content updates.

The Mobile Trading Card Game (MTCG) market represents a highly lucrative and competitive segment within the global mobile gaming industry, leveraging the deep strategic engagement of traditional TCGs with the convenience of mobile devices. Market growth is robust, driven by the genre's inherent long-term retention power and highly successful monetization model. The core monetization strategy relies heavily on the gacha/loot box system, compelling players to purchase randomized card packs to acquire rare and powerful cards for deck optimization, a mechanism that consistently generates high Average Revenue Per User (ARPU). The MTCG market thrives on strong Intellectual Property (IP) integration, where established franchises (from video

games, anime, or fantasy universes) are adapted into card games, instantly attracting massive, dedicated fan bases and ensuring immediate scale.

However, the market is characterized by intense competition and high barrier to entry. Success requires not only a balanced and engaging core gameplay loop but also a continuous commitment to live service operations, including frequent meta-balancing updates, seasonal content releases, and competitive tournaments to keep the player base engaged and spending. The genre's major challenge lies in maintaining the delicate balance between free-to-play accessibility and pay-to-win concerns. Games that are perceived as requiring excessive spending to remain competitive often face community backlash, potentially damaging long-term revenue. Future trends suggest a move towards more cross-platform integration and the exploration of blockchain/NFT technology to potentially introduce verifiable ownership and true digital scarcity, mirroring the physical trading experience.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mobile Trading Card Game 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 Mobile Trading Card Game.

This report presents a comprehensive overview, market shares, and growth opportunities of Mobile Trading Card Game market by product type, application, key

players and key regions and countries.

Segmentation by Type:

iOS

Android

Segmentation by IP:

IP-based

Non IP-based

Segmentation by Game Terminal:

Smartphone

Tablet

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 Game

Pokemon

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