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Global Online Action Game Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Online Action Game market size is predicted to grow from US$ 6637 million in 2025 to US$ 9910 million in 2031; it is expected to grow at a CAGR of 6.9% from 2025 to 2031.

Online action games are video games that require real-time interaction, quick reflexes, and strategic thinking, played over the internet. These games often involve combat, exploration, and cooperative or competitive multiplayer gameplay. They include various subgenres such as first-person shooters (FPS), battle royale, fighting games, hack-and-slash, and multiplayer online battle arenas (MOBA).

Market development :

As an important part of the global game market, online action games have continued to grow in recent years, benefiting from the rise of the e-sports industry, the prosperity of the game live broadcast industry, and the promotion of new technologies such as cloud games and blockchain. In 2024, the global online game market is expected to reach US$250 billion, of which action games account for an important share. Online action games are characterized by high interactivity, competitiveness, and social attributes, making them a popular choice for global players. With the improvement of game hardware performance and the popularization of 5G and cloud computing, more high-quality, low-latency action games can be promoted globally.

Regional analysis:

The global online action game market is mainly concentrated in the Asia-Pacific region, North America and Europe. The Asia-Pacific region (APAC) has the largest market size

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in the world, accounting for more than 45%, and major countries include China, Japan, South Korea, and Southeast Asia. The North American market size ranks second in the world, and major countries include the United States and Canada. The European market size accounts for about 20%, and major countries include the United Kingdom, Germany, and France.

Market competition analysis:

The online action game market is highly competitive, and major players include global game giants, independent studios, and emerging companies. Old IPs such as 'Call of Duty' and 'GTA' still dominate the market. Cloud games, virtual reality (VR), and augmented reality (AR) have become new competition points. Players' demand for seamless switching between PC, console, and mobile terminals has increased.

Market development opportunities:

Esports industry growth. 5G and cloud gaming popularization. AI and blockchain technology integration. Emerging market expansion.

Market risk analysis:

Policy and regulatory risks. Rising user acquisition costs. Network security issues. Content homogeneity.

Latest investment, M&A and expansion trends:

Microsoft's acquisition of Activision Blizzard (2023): the world's largest game acquisition, affecting the entire action game market. Tencent increases overseas investment: acquires multiple game studios in Europe and Southeast Asia to promote internationalization strategy. Sony and Take-Two discuss cooperation: may promote a new round of blockbuster development and enhance the PS5 game ecosystem.

LPI (LP Information)' newest research report, the “Online Action Game Industry Forecast” looks at past sales and reviews total world Online Action Game sales in 2024, providing a comprehensive analysis by region and market sector of projected Online Action Game sales for 2025 through 2031. With Online Action Game sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Online Action Game industry.

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

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

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

Segmentation by Type:

PC

Mobile

Segmentation by Application:

Male

Female

This report also splits the market by region:

Americas

United States

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- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel

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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.

Sony Interactive Entertainment

Blizzard Entertainment

Activision

ByteDance Nuverse

Capcom

Ubisoft

Xbox Game Studios

Bethesda Softwork

Funcom

Rockstar Games

Supergiant Games

Tencent

NetEase Games

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