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Online Gaming Market by Model (Free-to-play, Pay-to-play), Genre, Revenue Stream (Media & Broadcasting Rights, Advertisement & Sponsorships, Others), Platform, Streaming (Live Streaming, On-demand Streaming) and Geography—Global Forecast to 2030

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Abstracts

The research report titled, ‘Online Gaming Market by Model (Free-to-play, Pay-to-play), Genre, Revenue Stream (Media & Broadcasting Rights, Advertisement & Sponsorships, Others), Platform, Streaming (Live Streaming, On-demand Streaming) and Geography—Global Forecast to 2030’, provides in-depth analysis of online gaming market across five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2030.

The global online gaming market is expected to reach $431.87 billion by 2030, at a CAGR of 19.6% during the forecast period of 2023–2030.

The growth of this market is attributed to the rise in popularity of online gaming, a surge in the use of smartphones for online gaming, and the gradual establishment of internet infrastructure in developing countries. In addition, new monetization models and in-game advertisements and sponsorships are expected to offer significant opportunities for the growth of this market. However, a lack of standards and regulations can restrain the market growth.

Based on model, the global online gaming market is segmented into free-to-play games and pay-to-play games. In 2023, the free-to-play segment is expected to account for the larger share of the global online gaming market. However, the pay-to-play segment is slated to register the highest CAGR during the forecasted period due to the increasing number of internet users and the growing spending on entertainment during the

COVID-19 pandemic. In addition, the streamlining of the regulations instead of the prohibitions is expected to support the growth of this segment in the future.

Based on genre, the global online gaming market is segmented into simulation and sports, role-playing, player vs. player, multiplayer online battle arena, real-time strategy, shooters, racing, puzzlers and party games, survival horror and other genres. In 2023, the action-adventure segment is expected to account for the largest share of the global online gaming market. However, the shooters (FPS and TPS) segment is projected to register the highest CAGR during the forecast period due to increasing internet usage, live game streaming, and the wide range of open-source capture and broadcasting technologies.

Based on revenue stream, the global online gaming market is segmented into game publisher fees, media & broadcasting rights, tickets sales, advertisements & sponsorships, and merchandise sales. In 2023, the advertisements & sponsorships segment is expected to account for the largest share of the global online gaming market. However, the game publisher fees segment is expected to account for the highest CAGR during the forecasted period. The rising need for game production financing, a surge in marketing of finished games, and the growing number of gamers via various community blogs such as YouTube and other social media.

Based on platform, the global online gaming market is segmented into mobile platforms, PCs, consoles, and other platforms. In 20233, the mobile platforms segment is expected to account for the largest share of the global online gaming market and is slated to register the highest CAGR during the forecasted period. The growing penetration of high-performance smartphones; availability of high-speed internet connectivity; development of free-to-play online games; and the growing availability of phones with better screen resolution, refresh rate, and touch sampling rate.

Based on streaming, the global online gaming market is segmented into live streaming and on-demand streaming. In 2023, the live streaming segment is expected to account for the largest share of the global online gaming market. However, the on-demand streaming segment is slated to register the highest CAGR during the forecast period. The incorporation of advanced technologies in the digital media industry and the increasing adoption of smartphones boost the growth of this segment.

Based on geography, the online gaming market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa (MEA). In 2023, the Asia-Pacific region is expected to account for the largest share of the online gaming market. The large market share of Asia Pacific is mainly attributed to the high focus of gaming companies on game development in China, Japan, South Korea, and India and the deployment of multiple tactics and strategies by China's game developers to attract users and integrate social media networks with games. In addition, eSports are a highly competitive and rapidly expanding form of video gaming, mainly among professional players. Asian countries have a massive presence in eSports. Asia-Pacific is rapidly becoming the world's most important eSports and online video gaming hub. The increasing number of smartphone users and high internet penetration in Asia-Pacific also contribute to the growth of the online gaming market in APAC

The key players operating in the global online gaming market are Microsoft Corporation (U.S.), Activision Blizzard, Inc. (U.S.), Apple Inc. (U.S.) , Electronic Arts Inc. (U.S.), Nintendo Co., Ltd. (Japan), Capcom Co., Ltd. (Japan), SEGA (U.S.), Rovio Entertainment Corporation (Finland), GungHo Online Entertainment (Japan), Ubisoft Entertainment (Japan), Sony Interactive Entertainment Inc. (Japan), SQUARE ENIX HOLDINGS CO., LTD. (Japan), Gameloft (France), iTechArt (U.S.), Amazon.Com, Inc. (U.S.), and Tencent Holdings Ltd. (China).

Key questions answered in the report:

Which are the high growth market segments in terms of model, genre, revenue stream, platform, streaming and countries?

What is the historical market for online gaming across the globe?

What are the market forecasts and estimates from 2023–2030?

What are the major drivers, restraints, and opportunities in the global online gaming market?

Who are the major players in the global online gaming market, and what shares of the market do they hold?

Who are the major players in various countries, and what shares of the market do they hold?

How is the competitive landscape?

What are the recent developments in the global online gaming market?

What are the different strategies adopted by the major players in the global online gaming market?

What are the geographical trends and high growth countries?

Who are the local emerging players in the global online gaming market and how do they compete with the other players?

Scope of the report:

Online gaming Market, by Model

Free-to-play Games

Pay-to-Play Games

Online gaming Market, by Genre

Action-Adventure

Sandbox

Simulation and Sports

Role-playing

Player VS. Player

Multiplayer Online Battle Arena

Real-time Strategy

Shooters

Racing

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Puzzlers and Party Games

Survival Horror

Other Genres

Online gaming Market, by Revenue Stream

Advertisements & Sponsorships

Game Publisher Fees

Media & Broadcasting Rights

Ticket Sales

Merchandise Sales

Online gaming Market, by Platform

Mobile Platforms

Tablet Games

Smartphone Games

PCs

Browser PC Games

Boxed/Downloadable PC Games

Consoles

Other Platforms

Online gaming Market, by Streaming

- Live Streaming
- On-demand Streaming

Online gaming Market, by Geography

- North America
  - U.S.
  - Canada
- Europe
  - U.K.
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Denmark
  - Rest of Europe
- Asia-Pacific
  - China
  - Japan

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- India
- Singapore
- Malaysia
- South Korea
- Taiwan
- Thailand
- Vietnam
- Philippines
- Rest of Asia-Pacific

Latin America

Middle East & Africa

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