

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 2023, 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

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

India

Singapore

Malaysia

South Korea

Taiwan

Thailand

Vietnam

Philippines

Rest of Asia-Pacific

Latin America

Middle East & Africa

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Ecosystem
- 1.3. Currency and Limitations
 - 1.3.1. Currency
 - 1.3.2. Limitations
- 1.4. Key Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Approach
- 2.2. Data Collection & Validation
 - 2.2.1. Secondary Research
 - 2.2.2. Primary Research
- 2.3. Market Assessment
 - 2.3.1. Market Size Estimation
 - 2.3.2. Bottom-up Approach
 - 2.3.3. Top-down Approach
 - 2.3.4. Growth Forecast
- 2.4. Assumptions for the Study

3. EXECUTIVE SUMMARY

- 3.1. Overview
- 3.2. Market Analysis, by Model
- 3.3. Market Analysis, by Genre
- 3.4. Market Analysis, by Revenue Stream
- 3.5. Market Analysis, by Platform
- 3.6. Market Analysis, by Streaming
- 3.7. Market Analysis, by Geography
- 3.8. Competitive Analysis

4. IMPACT OF COVID-19 ON THE ONLINE GAMING MARKET

5. MARKET INSIGHTS

5.1. Introduction

5.2. Market Dynamics

5.2.1. Global Online Gaming Market: Impact Analysis of Market Drivers (2023–2030)

5.2.1.1. Rising Popularity of Online Gaming

5.2.1.2. Surging Use of Smartphones for Online Gaming

5.2.1.3. Growing Internet Infrastructure in Developing Countries

5.2.2. Global Online Gaming Market: Impact Analysis of Market Restraints (2023–2030)

5.2.2.1. Complexity of Standards & Regulations

5.2.3. Global Online Gaming Market: Impact Analysis of Market Opportunities (2023–2030)

5.2.3.1. Creation Of New Monetization Models

5.2.3.2. Integration Of In-game Advertisements

5.2.4. Global Online Gaming Market: Impact Analysis of Market Challenges (2023–2030)

5.2.4.1. Cybersecurity & Data Privacy Issues

5.2.4.2. Unregulated Gambling & Betting

5.2.5. Global Online Gaming Market: Impact Analysis of Market Trends (2023–2030)

5.2.5.1. Growth in Online Gaming Events

5.2.5.2. Increasing Corporate Investments through Sponsorships & Advertisements

5.2.6. Global Online Gaming Market: Impact Analysis of Technology Trends (2023–2030)

5.2.6.1. Integration of Augmented Reality (AR) & Virtual Reality (VR) Technologies

5.2.6.2. Increasing Use of Artificial Intelligence (AI) & Blockchain Technologies

6. GLOBAL ONLINE GAMING MARKET, BY MODEL

6.1. Introduction

6.2. Free-to-play Games

6.3. Pay-to-play Games

7. GLOBAL ONLINE GAMING MARKET, BY GENRE

7.1. Introduction

7.2. Action/Adventure

7.3. Sandbox

7.4. Simulation and Sports

7.5. Role-playing

7.6. Player Vs. Player

- 7.7. Multiplayer Online Battle Arena
- 7.8. Real-time Strategy
- 7.9. Shooters
- 7.10. Racing
- 7.11. Puzzlers and Party Games
- 7.12. Survival Horror
- 7.13. Other Genres

8. GLOBAL ONLINE GAMING MARKET, BY REVENUE STREAM

- 8.1. Introduction
- 8.2. Advertisements & Sponsorships
- 8.3. Game Publisher Fees
- 8.4. Media & Broadcasting Rights
- 8.5. Ticket Sales
- 8.6. Merchandise Sales

9. GLOBAL ONLINE GAMING MARKET, BY PLATFORM

- 9.1. Introduction
- 9.2. Mobile Platforms
 - 9.2.1. Smartphone Games
 - 9.2.2. Tablet Games
- 9.3. Consoles
- 9.4. PCs
 - 9.4.1. Boxed/Downloadable PC Games
 - 9.4.2. Browser PC Games
- 9.5. Other Platforms

10. GLOBAL ONLINE GAMING MARKET, BY STREAMING

- 10.1. Introduction
- 10.2. Live Streaming
- 10.3. On-demand Streaming

11. ONLINE GAMING MARKET, BY GEOGRAPHY

- 11.1. Introduction
- 11.2. Asia-Pacific

- 11.2.1. China
- 11.2.2. Japan
- 11.2.3. South Korea
- 11.2.4. India
- 11.2.5. Philippines
- 11.2.6. Thailand
- 11.2.7. Taiwan
- 11.2.8. Singapore
- 11.2.9. Vietnam
- 11.2.10. Malaysia
- 11.2.11. Rest of Asia-Pacific
- 11.3. Europe
 - 11.3.1. Germany
 - 11.3.2. U.K.
 - 11.3.3. France
 - 11.3.4. Italy
 - 11.3.5. Spain
 - 11.3.6. Netherlands
 - 11.3.7. Denmark
 - 11.3.8. Rest of Europe
- 11.4. North America
 - 11.4.1. U.S.
 - 11.4.2. Canada
- 11.5. Latin America
- 11.6. Middle East & Africa

12. COMPETITIVE LANDSCAPE

- 12.1. Introduction
- 12.2. Key Growth Strategies
 - 12.2.1. Market Differentiators
 - 12.2.2. Synergy Analysis: Major Deals & Strategic Alliances
- 12.3. Competitive Dashboard
 - 12.3.1. Industry Leaders
 - 12.3.2. Market Differentiators
 - 12.3.3. Vanguards
 - 12.3.4. Emerging Companies
- 12.4. Vendor Market Positioning
- 12.5. Market Ranking by the Key Players

13. COMPANY PROFILES

13.1. Microsoft Corporation

- 13.1.1. Business Overview
- 13.1.2. Financial Overview
- 13.1.3. Product Portfolio
- 13.1.4. Strategic Developments

13.2. Activision Blizzard, Inc.

- 13.2.1. Business Overview
- 13.2.2. Financial Overview
- 13.2.3. Product Portfolio
- 13.2.4. Strategic Developments

13.3. Apple Inc.

- 13.3.1. Business Overview
- 13.3.2. Financial Overview
- 13.3.3. Product Portfolio

13.4. Electronic Arts Inc.

- 13.4.1. Business Overview
- 13.4.2. Financial Overview
- 13.4.3. Product Portfolio
- 13.4.4. Strategic Developments

13.5. Nintendo Co., Ltd.

- 13.5.1. Business Overview
- 13.5.2. Financial Overview
- 13.5.3. Product Portfolio
- 13.5.4. Strategic Developments

13.6. Capcom Co., Ltd.

- 13.6.1. Business Overview
- 13.6.2. Financial Overview
- 13.6.3. Product Portfolio
- 13.6.4. Strategic Developments

13.7. SEGA (A Subsidiary of Sega Sammy Holdings Inc.)

- 13.7.1. Business Overview
- 13.7.2. Financial Overview
- 13.7.3. Product Portfolio
- 13.7.4. Strategic Developments

13.8. Rovio Entertainment Corporation

- 13.8.1. Business Overview

- 13.8.2. Financial Overview
- 13.8.3. Product Portfolio
- 13.8.4. Strategic Developments
- 13.9. GungHo Online Entertainment, Inc.
 - 13.9.1. Business Overview
 - 13.9.2. Financial Overview
 - 13.9.3. Product Portfolio
- 13.10. Ubisoft Entertainment
 - 13.10.1. Business Overview
 - 13.10.2. Financial Overview
 - 13.10.3. Product Portfolio
 - 13.10.4. Strategic Developments
- 13.11. Sony Interactive Entertainment Inc. (A Subsidiary of Sony Group Corporation)
 - 13.11.1. Business Overview
 - 13.11.2. Financial Overview
 - 13.11.3. Product Portfolio
 - 13.11.4. Strategic Developments
- 13.12. SQUARE ENIX HOLDINGS CO., LTD
 - 13.12.1. Business Overview
 - 13.12.2. Financial Overview
 - 13.12.3. Product Portfolio
 - 13.12.4. Strategic Developments
- 13.13. Gameloft (A Subsidiary of Vivendi)
 - 13.13.1. Business Overview
 - 13.13.2. Financial Overview
 - 13.13.3. Product Portfolio
 - 13.13.4. Strategic Developments
- 13.14. iTechArt
 - 13.14.1. Business Overview
 - 13.14.2. Product Portfolio
- 13.15. Amazon.Com, Inc.
 - 13.15.1. Business Overview
 - 13.15.2. Financial Overview
 - 13.15.3. Product Portfolio
 - 13.15.4. Strategic Developments
- 13.16. Tencent Holdings Ltd.
 - 13.16.1. Business Overview
 - 13.16.2. Financial Overview
 - 13.16.3. Strategic Developments

14. APPENDIX

14.1. Questionnaire

14.2. Available Customization

List Of Tables

LIST OF TABLES

Table 1 Currency Conversion Rate (2018–2022)

Table 2 Global Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 3 Global Online Gaming Market Size for Free-to-play Games, by Country/Region, 2021–2030 (USD Million)

Table 4 Global Online Gaming Market Size for Play-to-pay Games, by Country/Region, 2021–2030 (USD Million)

Table 5 Global Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 6 Global Online Gaming Market Size for Action/Adventure, by Country/Region, 2021–2030 (USD Million)

Table 7 Global Online Gaming Market Size for Sandbox, by Country/Region, 2021–2030 (USD Million)

Table 8 Global Online Gaming Market Size for Simulation and Sports, by Country/Region, 2021–2030 (USD Million)

Table 9 Global Online Gaming Market Size for Role-playing, by Country/Region, 2021–2030 (USD Million)

Table 10 Global Online Gaming Market Size for Player Vs. Player, by Country/Region, 2021–2030 (USD Million)

Table 11 Global Online Gaming Market Size for Multiplayer Online Battle Arena, by Country/Region, 2021–2030 (USD Million)

Table 12 Global Online Gaming Market Size for Real-time Strategy, by Country/Region, 2021–2030 (USD Million)

Table 13 Global Online Gaming Market Size for Shooters, by Country/Region, 2021–2030 (USD Million)

Table 14 Global Online Gaming Market Size for Racing, by Country/Region, 2021–2030 (USD Million)

Table 15 Global Online Gaming Market Size for Puzzlers and Party Games, by Country/Region, 2021–2030 (USD Million)

Table 16 Global Online Gaming Market Size for Survival Horror, by Country/Region, 2021–2030 (USD Million)

Table 17 Global Online Gaming Market Size for Other Genres, by Country/Region, 2021–2030 (USD Million)

Table 18 Global Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 19 Global Online Gaming Market Size for Advertisements & Sponsorships, by Country/Region, 2021–2030 (USD Million)

Table 20 Global Online Gaming Market Size for Game Publisher Fees, by Country/Region, 2021–2030 (USD Million)

Table 21 Global Online Gaming Market Size for Media & Broadcasting Rights, by Country/Region, 2021–2030 (USD Million)

Table 22 Global Online Gaming Market Size for Ticket Sales, by Country/Region, 2021–2030 (USD Million)

Table 23 Global Online Gaming Market Size for Merchandise Sales, by Country/Region, 2021–2030 (USD Million)

Table 24 Global Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 25 Global Online Gaming Market Size for Mobile Platforms, by Type, 2021–2030 (USD Million)

Table 26 Global Online Gaming Mobile Market Size for Mobile Platforms, by Country/Region, 2021–2030 (USD Million)

Table 27 Global Online Gaming Market Size for Smartphone Games, by Country/Region, 2021–2030 (USD Million)

Table 28 Global Online Gaming Market Size for Tablet Games, by Country/Region, 2021–2030 (USD Million)

Table 29 Global Online Gaming Market Size for Consoles, by Country/Region, 2021–2030 (USD Million)

Table 30 Global Online Gaming Market Size for PCs, by Type, 2021–2030 (USD Million)

Table 31 Global Online Gaming Market Size for PCs, by Country/Region, 2021–2030 (USD Million)

Table 32 Global Online Gaming Market Size for Boxed/Downloadable PC Games, by Country/Region, 2021–2030 (USD Million)

Table 33 Global Online Gaming Market Size for Browser PC Games, by Country/Region, 2021–2030 (USD Million)

Table 34 Global Online Gaming Market Size for Other Platforms, by Country/Region, 2021–2030 (USD Million)

Table 35 Global Online Gaming Market Size, by Streaming, 2021–2030 (USD Million)

Table 36 Global Online Gaming Market Size for Live Streaming, by Country/Region, 2021–2030 (USD Million)

Table 37 Global Online Gaming Market Size for On-demand Streaming, by Country/Region, 2021–2030 (USD Million)

Table 38 Global Online Gaming Market Size, by Country/Region, 2021–2030 (USD Million)

Table 39 Asia-Pacific: Online Gaming Market Size, by Country/Region, 2021–2030 (USD Million)

Table 40 Asia-Pacific: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 41 Asia-Pacific: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 42 Asia-Pacific: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 43 Asia-Pacific: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 44 Asia-Pacific: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 45 Asia-Pacific: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 46 Asia-Pacific: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 47 China: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 48 China: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 49 China: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 50 China: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 51 China: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 52 China: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 53 China: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 54 Japan: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 55 Japan: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 56 Japan: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 57 Japan: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 58 Japan: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 59 Japan: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 60 Japan: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 61 South Korea: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 62 South Korea: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 63 South Korea: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 64 South Korea: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 65 South Korea: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 66 South Korea: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 67 South Korea: Online Gaming Market Size, by Streaming Type, 2021–2030

(USD Million)

Table 68 India: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 69 India: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 70 India: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 71 India: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 72 India: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 73 India: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 74 India: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 75 Philippines: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 76 Philippines: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 77 Philippines: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 78 Philippines: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 79 Philippines: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 80 Philippines: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 81 Philippines: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 82 Thailand: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 83 Thailand: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 84 Thailand: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 85 Thailand: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 86 Thailand: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 87 Thailand: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 88 Thailand: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 89 Taiwan: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 90 Taiwan: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 91 Taiwan: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 92 Taiwan: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 93 Taiwan: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 94 Taiwan: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 95 Taiwan: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 96 Singapore: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 97 Singapore: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 98 Singapore: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 99 Singapore: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 100 Singapore: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 101 Singapore: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 102 Singapore: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 103 Vietnam: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 104 Vietnam: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 105 Vietnam: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 106 Vietnam: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 107 Vietnam: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 108 Vietnam: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 109 Vietnam: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 110 Malaysia: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 111 Malaysia: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 112 Malaysia: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 113 Malaysia: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 114 Malaysia: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 115 Malaysia: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 116 Malaysia: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 117 Rest of Asia-Pacific: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 118 Rest of Asia-Pacific: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 119 Rest of Asia-Pacific: Online Gaming Market Size, by Revenue Stream,

2021–2030 (USD Million)

Table 120 Rest of Asia-Pacific: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 121 Rest of Asia-Pacific: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 122 Rest of Asia-Pacific: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 123 Rest of Asia-Pacific: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 124 Europe: Online Gaming Market Size, by Country/Region, 2021–2030 (USD Million)

Table 125 Europe: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 126 Europe: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 127 Europe: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 128 Europe: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 129 Europe: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 130 Europe: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 131 Europe: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 132 Germany: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 133 Germany: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 134 Germany: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 135 Germany: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 136 Germany: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 137 Germany: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 138 Germany: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 139 U.K.: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 140 U.K.: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 141 U.K.: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 142 U.K.: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 143 U.K.: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 144 U.K.: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 145 U.K.: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 146 France: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 147 France: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 148 France: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 149 France: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 150 France: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 151 France: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 152 France: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 153 Italy: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 154 Italy: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 155 Italy: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 156 Italy: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 157 Italy: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 158 Italy: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 159 Italy: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 160 Spain: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 161 Spain: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 162 Spain: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 163 Spain: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 164 Spain: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 165 Spain: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 166 Spain: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 167 Netherlands: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 168 Netherlands: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 169 Netherlands: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 170 Netherlands: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 171 Netherlands: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 172 Netherlands: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 173 Netherlands: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 174 Denmark: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 175 Denmark: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 176 Denmark: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 177 Denmark: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 178 Denmark: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 179 Denmark: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 180 Denmark: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 181 Rest of Europe: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 182 Rest of Europe: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 183 Rest of Europe: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 184 Rest of Europe: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 185 Rest of Europe: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 186 Rest of Europe: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 187 Rest of Europe: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 188 North America: Online Gaming Market Size, by Country, 2021–2030 (USD Million)

Table 189 North America: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 190 North America: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 191 North America: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 192 North America: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 193 North America: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 194 North America: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 195 North America: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 196 U.S.: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 197 U.S.: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 198 U.S.: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 199 U.S.: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 200 U.S.: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 201 U.S.: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 202 U.S.: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 203 Canada: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 204 Canada: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 205 Canada: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 206 Canada: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 207 Canada: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 208 Canada: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 209 Canada: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 210 Latin America: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 211 Latin America: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 212 Latin America: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 213 Latin America: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 214 Latin America: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 215 Latin America: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 216 Latin America: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

Table 217 Middle East & Africa: Online Gaming Market Size, by Model, 2021–2030 (USD Million)

Table 218 Middle East & Africa: Online Gaming Market Size, by Genre, 2021–2030 (USD Million)

Table 219 Middle East & Africa: Online Gaming Market Size, by Revenue Stream, 2021–2030 (USD Million)

Table 220 Middle East & Africa: Online Gaming Market Size, by Platform, 2021–2030 (USD Million)

Table 221 Middle East & Africa: Online Mobile Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 222 Middle East & Africa: Online PC Gaming Market Size, by Type, 2021–2030 (USD Million)

Table 223 Middle East & Africa: Online Gaming Market Size, by Streaming Type, 2021–2030 (USD Million)

List Of Figures

LIST OF FIGURES

Figure 1 Research Process

Figure 2 Primary Research Techniques

Figure 3 Key Executives Interviewed

Figure 4 Breakdown of Primary Interviews (Supply Side & Demand Side)

Figure 5 Market Sizing and Growth forecast Approach

Figure 6 Key Insights

Figure 7 Online Gaming Market Size, by Model, 2023 Vs. 2030 (USD Million)

Figure 8 Online Gaming Market Size, by Genre, 2023 Vs. 2030 (USD Million)

Figure 9 Online Gaming Market, by Revenue Stream, 2023 Vs. 2030 (USD Million)

Figure 10 Online Gaming Market, by Platform, 2023 Vs. 2030 (USD Million)

Figure 11 Online Gaming Market, by Streaming, 2023 Vs. 2030 (USD Million)

Figure 12 Geographic Snapshot: Global Online Gaming Market

Figure 13 Market Dynamics

Figure 14 Global Online Gaming Market Size, by Model, 2023 Vs. 2030 (USD Million)

Figure 15 Global Online Gaming Market Size, by Genre, 2023 Vs. 2030 (USD Million)

Figure 16 Global Online Gaming Market Size, by Revenue Stream, 2023 Vs. 2030 (USD Million)

Figure 17 Global Online Gaming Market Size, by Platform, 2023 Vs. 2030 (USD Million)

Figure 18 Global Online Gaming Market Size, by Streaming, 2023 Vs. 2030 (USD Million)

Figure 19 Global Online Gaming Market Size, by Region, 2023 Vs. 2030 (USD Million)

Figure 20 Geographic Snapshot: Asia-Pacific Online Gaming Market

Figure 21 Geographic Snapshot: Europe Online Gaming Market

Figure 22 Geographic Snapshot: North America Online Gaming Market

Figure 23 Growth Strategies Adopted by Leading Market Players (2020–2022)

Figure 24 Competitive Dashboard: Online Gaming Market

Figure 25 Microsoft Corporation: Financial Overview (2019–2021)

Figure 26 Activision Blizzard, Inc.: Financial Overview (2019–2021)

Figure 27 Apple Inc.: Financial Overview (2019–2021)

Figure 28 Electronic Arts Inc.: Financial Overview (2019–2021)

Figure 29 Nintendo Co., Ltd.: Financial Overview (2019–2021)

Figure 30 Capcom Co., Ltd.: Financial Overview (2019–2021)

Figure 31 Sega Sammy Holdings Inc.: Financial Overview (2019–2021)

Figure 32 Rovio Entertainment Corporation: Financial Overview (2019–2021)

Figure 33 GungHo Online Entertainment, Inc.: Financial Overview (2019–2021)

Figure 34 Ubisoft Entertainment: Financial Overview (2019–2021)

Figure 35 Sony Group Corporation: Financial Overview (2019–2021)

Figure 36 SQUARE ENIX HOLDINGS CO., LTD.: Financial Overview (2019–2021)

Figure 37 Vivendi: Financial Overview (2019–2021)

Figure 38 Amazon.Com, Inc.: Financial Overview (2019–2021)

Figure 39 Tencent Holdings Ltd.: Financial Overview (2019–2021)

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