

Online Microtransaction Market, Global Outlook and Forecast 2022-2028

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Abstracts

The Online Microtransaction market consists of sales of in-game virtual goods and its related services. Microtransactions are in-game purchases of virtual items for small amounts of money. These often appear in free-to-play games that do not have any cost for downloading the game and only includes the online cost for virtual goods.

Microtransactions are done to unlock specific features or enhance the special abilities, content or character in a game.

This report contains market size and forecasts of Online Microtransaction in Global, including the following market information:

Global Online Microtransaction Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Online Microtransaction market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

By Type Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Online Microtransaction include SmileGate (CrossFire), Riot Games, Inc, Nexon Co. Ltd, Wargaming.net, NCSoft, Activision Blizzard Inc, Electronic Arts Inc, Valve Corporation and Tencent Holdings Ltd, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Online Microtransaction companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Online Microtransaction Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Online Microtransaction Market Segment Percentages, by Type, 2021 (%)

By Type

In-Game Curriencies

Random Chance Purchases

In-Game Items

Expiration

Othes

By Device

Mobile

Gaming Console

PC

Others

Global Online Microtransaction Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Online Microtransaction Market Segment Percentages, by Application, 2021 (%)

Teenager

Adult

Global Online Microtransaction Market, By Region and Country, 2017-2022, 2023-2028
(\$ Millions)

Global Online Microtransaction Market Segment Percentages, By Region and Country,
2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Online Microtransaction revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies Online Microtransaction revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

SmileGate (CrossFire)

Riot Games, Inc

Nexon Co. Ltd

Wargaming.net

NCSoft

Activision Blizzard Inc

Electronic Arts Inc

Valve Corporation

Tencent Holdings Ltd

NetEase Inc

Microsoft Corp

GungHo Online Entertainment Inc

CyberAgent Inc

Ubisoft Entertainment

Niantic Inc

Take-Two Interactive

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