

Indian Mobile Gaming Market Forecast to 2017

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Abstracts

The India mobile market has been growing rapidly and offering immense opportunities to players involved in the business. The market is performing on the back of rising penetration of smart phones and availability of high speed networks, like 3G and 4G services in the country. With a growing mobile subscribers' base, the Indian mobile gaming market is poised to reach new heights. Increasing percentages of young population, steadily rising disposable incomes, and a proliferation of game developers are also propelling the growth.

In its latest research study, "Indian Mobile Gaming Market Forecast to 2017", RNCOS' analysts identified and deciphered the market dynamics in important segments to clearly highlight the areas offering promising possibilities for companies to boost their growth. The market, which estimated to reach INR 18.5 Billion in 2017, is slated to grow at a CAGR of nearly 24% during 2013-2017. The tremendous growth of the market is driven by factors, such as rising penetration of tablets, increasing 3G subscribers, and propelling MVAS market.

In the report, Indian mobile gaming market has been studied in the context of mobile gaming market structure, gaming market outlook to 2017, current business models, key successful strategies, and key players existing in the market. In market outlook analysis, the mobile gaming market at consumers' end dominates the market by acquiring a share of around 70%, followed by the services market. In addition, the study also covers the detailed analysis of opportunity areas which helped the analysts to clearly identify and highlight the segments that offer the maximum opportunity for growth in the country.

To better understand the Indian mobile gamers, RNCOS also conducted a primary survey to study the gamers' behavior towards the market study. The survey was conducted in Tier-1 and Tier-2 cities with a standard sample size. For the primary research, RNCOS considered people from different backgrounds in order to depict a

clear picture of the mobile gamers.

Our report “Indian Mobile Gaming Market Forecast to 2017”, is an outcome of extensive research and objective analysis of the mobile gaming industry. It provides a detailed analysis of the emerging trends and drivers of the industry to present a balanced research outlook of the mobile gaming industry. Besides, it also includes the profiling of key players in the industry along with their recent developments to portray a proper understanding of the market.

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