

Global Esports Market 2021

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Abstracts

Esports (also known as electronic sports, e-sports, or eSports) refers to gaming competitions in which professional players take part either in teams or individually. Esports often takes the form of organized, multiplayer video game competitions, particularly between professional players, individually or as teams. The global esports market in terms of revenue is set to grow by US\$ 5 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 28.6% during the forecast period, according to data and analytics company StrategyHelix. Over the past decade, esports has gained mainstream popularity across the globe as well as lucrative business opportunities. Growing awareness regarding esports, increasing popularity of video games, rise in disposable income are the key factors driving market growth.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for esports. The global esports market is segmented on the basis of revenue model, region. By revenue model, it is categorized into sponsorships, media rights, advertising, tickets and merchandise, and others. The sponsorships segment held the largest market share in 2020. By region, the esports market is divided into North America, Asia Pacific, Europe, and Rest of the World (ROW).

The report has profiled some of the key players of the market such as Twitch Interactive (Amazon.com Inc.), YouTube (Alphabet Inc.), DouYu (DouYu International Holdings Ltd), Huya (HUYA Inc.).

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the esports market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Revenue model: sponsorships, media rights, advertising, tickets and merchandise, and others

Region: North America, Asia Pacific, Europe, and Rest of the World (ROW)

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the global esports market

Pinpoint growth sectors and trends for investment

Understand what the future of the global esports market looks like

Identify the competitive landscape and window of opportunity

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