

# **Esports Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Revenue Stream (Sponsorship, Media Rights, Advertising, Publisher Fees, Merchandise and Tickets, Streaming), By Audience Type (Occasional Viewers, Esports Enthusiasts), By Device (Smartphones, PCs, Tablets, Gaming Consoles), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/E7EC8B5032EDEN.html>

Date: May 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: E7EC8B5032EDEN

## **Abstracts**

The Global esports market is anticipated to expand from USD 3.64 billion in 2025 to USD 17.42 billion by 2031, reflecting a compound annual growth rate of 29.81%. Esports involves structured, professional-level competitive video gaming that is frequently watched by international audiences. This industry's rapid expansion is mainly fueled by broader internet access worldwide, the surging popularity and mainstream acceptance of video games, and ongoing improvements in hardware and streaming capabilities. Furthermore, lucrative prize pools and the growing professionalization of competitive leagues draw considerable investment and top-tier talent. Highlighting this global institutionalization, the International Esports Federation reported that its membership had grown to 151 nations by March 2025.

A major obstacle that might slow down the market's continuous growth is the persistent variation in regulatory guidelines across different countries. The absence of standardized governance creates complications for organizing international tournaments, facilitating cross-border player transfers, and enforcing consistent integrity protocols, which could ultimately restrict wide-scale commercial progress and the enduring stability of the international esports environment.

## Market Driver

The growth of the worldwide esports sector is largely driven by surging viewership and strong fan interaction, helping the industry draw wider audiences and cement its status within mainstream entertainment. The soaring interest from spectators is demonstrated by the massive reach of premier competitions that captivate millions of loyal followers. Illustrating this point, Field Level Media reported in January 2026 that the 2025 Esports World Cup attracted 750 million global viewers and accumulated 350 million hours of watch time, highlighting the immersive quality and immense international popularity of competitive gaming. This elevated level of engagement creates lucrative prospects for media rights, sponsorships, and advertising, which in turn drives further financial backing and infrastructure enhancements across the ecosystem.

At the same time, growing financial investments and varied income sources play a crucial role in maintaining and scaling the international esports market. Substantial funding from a range of participants, such as non-endemic sponsors, game developers, and esports organizations, is boosting event production values, player compensation, and tournament prize money. This influx of capital fosters industry innovation and establishes a highly professional, appealing landscape for competitors. Emphasizing this development, the Esports World Cup announced in January 2026 that its 2026 edition would offer an unprecedented \$75 million prize pool, incentivizing elite players and heightening the level of competition. The formalization of the industry is additionally evidenced by massive participation metrics; as noted by Pocket Gamer in April 2026, over 100,000 individuals are projected to compete in the worldwide qualifiers for the 2026 Esports Nations Cup.

## Market Challenge

The lack of cohesive regulatory systems across different countries acts as a major barrier to the ongoing growth of the worldwide esports industry. These varying methods of governance make it difficult to create uniform structures for international tournaments, obstruct smooth cross-border player transfers, and disrupt the reliable enforcement of competitive integrity standards. Without unified regulations, teams and event organizers face logistical difficulties that directly hinder their capacity to effectively manage global talent and expand competitions.

Ultimately, these differences in regulations restrict extensive commercial progress and threaten the enduring viability of the international esports environment. To illustrate,

Esports Charts reported that competitive gaming events distributed more than \$270 million in prize pools throughout 2025. However, the disjointed landscape caused by conflicting rules prevents these massive financial contributions from reaching their maximum impact, because logistical and legal obstacles can discourage fresh capital and constrain global partnerships or broadcasting agreements. Consequently, this environment delays the industry's overall maturation and narrows the worldwide expansion of competitive gaming.

## **Market Trends**

The growth of the mobile esports sector is dramatically altering the worldwide competitive gaming environment by increasing accessibility and drawing in fresh audiences of spectators and competitors. The widespread global use of smartphones has revolutionized the industry by enabling massive participation and building strong regional communities, especially in developing economies where mobile internet usage frequently exceeds traditional console or PC availability. This surge broadens both the audience and the array of talent, fueling expansion in an area separate from traditional esports. For example, Gamer Area highlighted in November 2024 that the PUBG Mobile Global Championship 2024 featured a \$3,000,000 prize pool, demonstrating the high level of professionalization and significant financial backing present in mobile competitive gaming today.

The rising integration with mainstream media represents a vital stage in the evolution of the global esports industry, shifting competitive gaming away from strictly niche internet streaming services and toward traditional television broadcasting networks. This movement indicates that conventional media companies are increasingly comprehending and embracing esports, allowing for greater visibility among demographics that do not typically use specialized gaming websites. This kind of media crossover enhances the credibility of competitive gaming and broadens its economic viability past its primary fan base, pulling in fresh sponsors and advertisers who want to reach this growing viewership. Highlighting this shift, BLAST.tv noted in November 2024 that the BLAST Premier World Final 2024 utilized digital broadcast partnerships to air in more than 150 regions, illustrating a concrete effort to establish a larger footprint in global traditional media.

## **Key Market Players**

Tencent Holdings Ltd

Activision Blizzard, Inc

Electronic Arts Inc

Riot Games, Inc

Epic Games, Inc

Valve Corporation

Sony Interactive Entertainment LLC

Microsoft Corporation

FaZe Clan Inc

Team Liquid Enterprises B.V

## **Report Scope**

In this report, the Global Esports Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Esports Market, By Revenue Stream

Sponsorship

Media Rights

Advertising

Publisher Fees

Merchandise and Tickets

Streaming

### Esports Market, By Audience Type

Occasional Viewers

Esports Enthusiasts

Esports Market, By Device

Smartphones

PCs

Tablets

Gaming Consoles

Esports Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Esports Market.

## **Available Customizations:**

Global Esports Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

*Esports Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Revenue Stream (...)*

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL ESPORTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Revenue Stream (Sponsorship, Media Rights, Advertising, Publisher Fees, Merchandise and Tickets, Streaming)
  - 5.2.2. By Audience Type (Occasional Viewers, Esports Enthusiasts)
  - 5.2.3. By Device (Smartphones, PCs, Tablets, Gaming Consoles)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA ESPORTS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Revenue Stream
  - 6.2.2. By Audience Type
  - 6.2.3. By Device
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Esports Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Revenue Stream
      - 6.3.1.2.2. By Audience Type
      - 6.3.1.2.3. By Device
  - 6.3.2. Canada Esports Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Revenue Stream
      - 6.3.2.2.2. By Audience Type
      - 6.3.2.2.3. By Device
  - 6.3.3. Mexico Esports Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Revenue Stream
      - 6.3.3.2.2. By Audience Type
      - 6.3.3.2.3. By Device

## **7. EUROPE ESPORTS MARKET OUTLOOK**

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Revenue Stream
  - 7.2.2. By Audience Type
  - 7.2.3. By Device
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Esports Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Revenue Stream
      - 7.3.1.2.2. By Audience Type
      - 7.3.1.2.3. By Device
  - 7.3.2. France Esports Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Revenue Stream
      - 7.3.2.2.2. By Audience Type
      - 7.3.2.2.3. By Device
  - 7.3.3. United Kingdom Esports Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Revenue Stream
      - 7.3.3.2.2. By Audience Type
      - 7.3.3.2.3. By Device
  - 7.3.4. Italy Esports Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Revenue Stream
      - 7.3.4.2.2. By Audience Type
      - 7.3.4.2.3. By Device
  - 7.3.5. Spain Esports Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Revenue Stream
- 7.3.5.2.2. By Audience Type
- 7.3.5.2.3. By Device

## **8. ASIA PACIFIC ESPORTS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Revenue Stream
  - 8.2.2. By Audience Type
  - 8.2.3. By Device
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Esports Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Revenue Stream
      - 8.3.1.2.2. By Audience Type
      - 8.3.1.2.3. By Device
  - 8.3.2. India Esports Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Revenue Stream
      - 8.3.2.2.2. By Audience Type
      - 8.3.2.2.3. By Device
  - 8.3.3. Japan Esports Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Revenue Stream
      - 8.3.3.2.2. By Audience Type
      - 8.3.3.2.3. By Device
  - 8.3.4. South Korea Esports Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Revenue Stream
- 8.3.4.2.2. By Audience Type
- 8.3.4.2.3. By Device
- 8.3.5. Australia Esports Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Revenue Stream
    - 8.3.5.2.2. By Audience Type
    - 8.3.5.2.3. By Device

## **9. MIDDLE EAST & AFRICA ESPORTS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Revenue Stream
  - 9.2.2. By Audience Type
  - 9.2.3. By Device
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Esports Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Revenue Stream
      - 9.3.1.2.2. By Audience Type
      - 9.3.1.2.3. By Device
  - 9.3.2. UAE Esports Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Revenue Stream
      - 9.3.2.2.2. By Audience Type
      - 9.3.2.2.3. By Device
  - 9.3.3. South Africa Esports Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Revenue Stream
- 9.3.3.2.2. By Audience Type
- 9.3.3.2.3. By Device

## **10. SOUTH AMERICA ESPORTS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Revenue Stream
  - 10.2.2. By Audience Type
  - 10.2.3. By Device
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Esports Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Revenue Stream
      - 10.3.1.2.2. By Audience Type
      - 10.3.1.2.3. By Device
  - 10.3.2. Colombia Esports Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Revenue Stream
      - 10.3.2.2.2. By Audience Type
      - 10.3.2.2.3. By Device
  - 10.3.3. Argentina Esports Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Revenue Stream
      - 10.3.3.2.2. By Audience Type
      - 10.3.3.2.3. By Device

## **11. MARKET DYNAMICS**

- 11.1. Drivers

## 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## **13. GLOBAL ESPORTS MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

### 14.3. Power of Suppliers

### 14.4. Power of Customers

### 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. Tencent Holdings Ltd

#### 15.1.1. Business Overview

#### 15.1.2. Products & Services

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. SWOT Analysis

### 15.2. Activision Blizzard, Inc

### 15.3. Electronic Arts Inc

### 15.4. Riot Games, Inc

### 15.5. Epic Games, Inc

### 15.6. Valve Corporation

### 15.7. Sony Interactive Entertainment LLC

### 15.8. Microsoft Corporation

### 15.9. FaZe Clan Inc

### 15.10. Team Liquid Enterprises B.V

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Esports Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Revenue Stream (Sponsorship, Media Rights, Advertising, Publisher Fees, Merchandise and Tickets, Streaming), By Audience Type (Occasional Viewers, Esports Enthusiasts), By Device (Smartphones, PCs, Tablets, Gaming Consoles), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/E7EC8B5032EDEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E7EC8B5032EDEN.html>