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Gaming Software Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Device Type (Smartphones, Tablets, PC Gaming Consoles and Handheld Games), By Type (Action, Adventure, Stimulation, Roleplaying, Sports, Puzzles and Others), By Distribution Channel (Online, Offline), By End Use (Entertainment, Education and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Gaming Software Market is anticipated to expand from USD 212.11 billion in 2025 to USD 346.82 billion by 2031, reflecting a compound annual growth rate (CAGR) of 8.54%. This software includes digital applications and programs that provide interactive entertainment across various platforms such as mobile devices, consoles, and personal computers. The market's growth is primarily fueled by rising disposable incomes, greater global internet access, and the extensive availability of diverse gaming platforms. Highlighting this trend, Video Games Europe and the European Games Developer Federation reported that gaming revenue in key European markets hit €26.8 billion in 2024, with digital sales making up 90% of that figure.

A major obstacle to ongoing market expansion is the difficulty of enforcing intellectual property rights and controlling digital piracy. These issues can severely impact the revenue streams of developers and ultimately limit their ability to invest in future innovation.

Market Driver

The rapid growth of mobile gaming remains a key growth engine for the Global Gaming Software Market, broadening access and drawing in a massive, diverse audience. The ease of use combined with the growing complexity of mobile titles ensures ongoing player engagement and strong monetization. In February 2026, the Entertainment Software Association (ESA) reported that U.S. consumer spending on mobile games hit $26.7 billion in 2025. This substantial income underscores the lasting popularity and financial significance of the mobile gaming sector, which is further supported by regular content expansions and creative free-to-play structures that promote in-app spending.

At the same time, technological breakthroughs and more immersive gaming experiences play a crucial role in market growth by improving both developer tools and player involvement. Developments in virtual reality, sophisticated graphics, and artificial intelligence yield highly realistic and interactive gaming worlds. For example, incorporating AI simplifies the development process and elevates the player's journey with smart non-player characters and tailored experiences. A March 2025 report from Unity revealed that 96% of developers are currently using AI tools in their projects, highlighting the sector's dedication to innovative technologies. Reflecting the industry's strong financial health, the ESA noted in February 2026 that total consumer spending on video games in the U.S. reached $60.7 billion throughout 2025.

Market Challenge

A major hurdle to the continued expansion of the global gaming software market involves the difficulties surrounding intellectual property enforcement and the control of digital piracy. These issues actively hinder market growth by shifting potential profits away from official sales into illegal distribution networks. By enabling users to obtain gaming software for free, digital piracy causes a direct and significant decline in the earnings of game developers.

This extensive unauthorized sharing drastically cuts into the profits of both publishers and creators. In July 2025, the Entertainment Software Association noted that a group of piracy sites offering illegal downloads of ESA member games attracted over 36 million visits from 13 million distinct global users in just six months. Infringement on this massive scale prevents studios from achieving their projected sales targets. The resulting loss of expected income restricts their ability to fund new projects, pursue technological advancements, and enter new markets, ultimately hindering the creative risk-taking required for the industry's sustained health.

Market Trends

The rising acceptance of cloud gaming is transforming how software is consumed by separating premium gaming experiences from the need for costly local hardware. Cloud services offer immediate entry to extensive game collections on a variety of devices, reducing consumer barriers and expanding the market's overall footprint. This transition encourages a service-based approach that prioritizes content accessibility over the physical ownership of games or high-performance equipment. Illustrating this demand for adaptable gaming, a March 2026 Push Square article noted a 162% year-over-year surge in PS Portal usage following the addition of cloud streaming capabilities.

The increasing standard of cross-platform play and shared progression represents a major shift in both game development and player demands. This movement allows users to connect, compete, and maintain their progress across entirely different systems, building more robust and active gaming communities. For developers, breaking free from a single hardware ecosystem broadens their target audience, boosting game lifespan and revenue through better player retention. Emphasizing the power of this interoperability, a February 2026 GameSpot report on the Epic Games Store highlighted an 8% increase in cross-platform accounts, reaching 972 million users in 2025.

Key Market Players

- Electronic Arts Inc.
- Activision Blizzard, Inc.
- Ubisoft Entertainment SA
- Epic Games, Inc.
- Tencent Holdings Limited
- Nintendo Co., Ltd.
- Take-Two Interactive Software, Inc.
- Bandai Namco Entertainment Inc.

Square Enix Holdings Co., Ltd.

CD Projekt S.A.

Report Scope

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

Gaming Software Market, By Device Type

Smartphones

Tablets

PC Gaming Consoles

Handheld Games

Gaming Software Market, By Type

Action

Adventure

Stimulation

Roleplaying

Sports

Puzzles

Others

Gaming Software Market, By Distribution Channel

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Online

Offline

Gaming Software Market, By End Use

Entertainment

Education

Others

Gaming Software 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 Gaming Software Market.

Available Customizations:

Global Gaming Software 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

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

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