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Global Gaming Software Market, by Device Type (Smartphones, Tablets, PC, Gaming Consoles and Handheld Games), By Game Type (Action, Adventure, Stimulation, Roleplaying, Sports, Puzzles and Others), By Distribution Channel (Online, Offline), By End Use (Entertainment, Education and Others), By Region, Competition Forecast & Opportunities, 2026

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Abstracts

Global Gaming Software Market is expected to reach USD159.59 billion by 2026, growing at a CAGR of 10.81% owing to the rapid technological advancements and growing customer engagement. The increasing penetration of gaming softwares into the entertainment and educational sectors around the world, increase in number of smartphones and evolving business models are creating numerous growth opportunities for the Global Gaming Software Market. The end users are progressively receiving diverse types of gaming softwares, for example, adventure, action, role playing, stimulation, puzzles, sports, and others.

Gaming softwares can be segmented based on the gaming device type, gaming type, end use, distribution channel, and region. Based on type, the market can be segmented into action, adventure, stimulation, role playing, sports, puzzles. Action segment is expected to lead the market owing to its increasing demand from the customers. Action games are highly used as they are believed to grow the cognitive abilities of the brain including perception, attention, and reaction time.

Some of the leading players operating in the Global Gaming Software Market are Disney Interactive Studios, Inc., Electronic Arts, Inc., Tencent Holding Ltd., Ubisoft Entertainment SA, Google LLC, NCSoft Corporation, Nexon Co. Ltd., Nintendo Co, Ltd.,

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Electronic Arts, Inc., Valve Corporation. The companies operating in the market are focusing on expansion, merges, and collaborations to increase their share in the market.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the Global Gaming Software Market from 2016 to 2020.

To estimate and forecast the market size of the Global Gaming Software Market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast Global Gaming Software Market based on device type, type, end use, region, distribution channel, and company.

To scrutinize the detailed market segmentation and forecast the market size, in terms of value, and based on end use sector by segmenting Global Gaming Software Market into six sectors, namely, Action, Adventure, Stimulation, Role Playing, Sports, Puzzles.

To analyze and forecast the market size, in terms of regions.

To identify the drivers and challenges for Global Gaming Software Market.

To strategically profile leading players in the market which are driving the innovation and technological advancements in Global Gaming Software Market.

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TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of gaming software developers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the developers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major developers across the globe.

TechSci Research calculated the Global Gaming Software market size using a top-down approach, where in data for various applications across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Software gaming technology solution providers

End users of Global Gaming Software Market

Associations, organizations, forums, and alliances associated with Global Gaming Software Market based technology platforms and start-ups

Government bodies such as regulating authorities and policy makers

Research & development organizations and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, and end users. The study would also help them in identifying which market segments should be targeted over the coming years to strategize investments and capitalize on growth of the market.

Report Scope:

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

Global Gaming Software Market, By Device Type:

Smartphones

Gaming Consoles

PC

Tablets

Handheld Games

Global Gaming Software Market, By Game Type:

Action

Adventure

Stimulation

Role Playing

Sports

Puzzles

Others

Global Gaming Software Market, By Distribution Channel:

Online

Offline

Global Gaming Software Market, By End Use:

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- Entertainment
- Education
- Others

Global Gaming Software Market, By Region:

- North America
  - United States
  - Mexico
  - Canada
- Asia-Pacific
  - China
  - India
  - Japan
  - South Korea
  - Singapore
- Europe
  - UK
  - Germany
  - Italy
  - Spain
  - France

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- Middle East & Africa
  - UAE
  - Saudi Arabia
  - South Africa
- South America
  - Colombia
  - Argentina
  - Brazil

Competitive Landscape

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

Voice of Customer: Brand awareness, brand satisfaction, and price, are the major factors affecting decision related to Gaming Software Market for various users, globally.

Available Customizations:

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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