

# **Racing Games Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Client Type, Web Game Type), By Application (Racing Simulators, PC, Mobile, Consoles), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Racing Games Market is projected to expand from a valuation of USD 5.55 Billion in 2025 to USD 9.84 Billion by 2031, achieving a CAGR of 10.01%. This sector covers the creation, publication, and distribution of video games that simulate competitive racing via cars, motorcycles, or boats across land, water, and air. Key drivers include persistent technological improvements in hardware, such as high-fidelity graphics and haptic feedback peripherals that deepen immersion, along with the wider availability of mobile gaming that expands the user base. Furthermore, the growing recognition of sim-racing as a legitimate e-sport has spurred investment and community activity, with Video Games Europe reporting in 2024 that the racing genre achieved a robust 31% player engagement rate across major European markets.

Despite this upward trajectory, the market encounters a substantial obstacle regarding high entry barriers for the premium simulation segment. The significant costs linked to specialized equipment, such as steering wheels, pedals, and cockpit rigs necessary for an authentic experience, restrict mass adoption among casual gamers. This financial hurdle limits the expansion of the high-end simulation niche, compelling developers to continually balance the need for hyper-realism with accessibility to preserve widespread market appeal.

### **Market Driver**

The expansion of Esports and competitive racing leagues serves as a primary growth

catalyst, evolving racing games from solitary activities into global spectator events. This transition encourages publishers to focus on competitive fairness and league infrastructure, which extends game lifecycles and nurtures dedicated communities. The intersection of real-world motorsports and virtual competition effectively connects traditional racing fans with gamers, as evidenced by Esports Charts' March 2025 report, which noted that the F1 Sim Racing World Championship final reached a record peak of 78,985 concurrent viewers. This increased visibility generates revenue through sponsorships and drives game sales as audiences attempt to mirror professional sim racers.

Concurrently, the growth of the specialized sim racing hardware market propels the sector by creating an ecosystem that demands sophisticated software to utilize advanced peripherals. As direct-drive wheels and motion rigs become more accessible, developers are motivated to engineer physics engines with higher fidelity to match hardware capabilities. This symbiotic relationship pushes the boundaries of realism, attracting enthusiasts who use simulation for training. For instance, BoxThisLap reported in January 2025 that iRacing reached 300,000 simultaneous active accounts during a special event, highlighting the scale of the hardcore demographic, while GTPlanet noted in 2025 that Gran Turismo 7 sustained over 2 million monthly active players.

## **Market Challenge**

The high entry barriers associated with the premium simulation segment pose a significant restraint on broader market expansion. Authentic simulation requires specialized peripherals like force-feedback steering wheels, pedal sets, and cockpit assemblies, all of which carry a substantial price premium over standard controllers. This cost disparity divides the player base, restricting the most immersive experiences to a niche group of enthusiasts while excluding the majority of casual gamers who cannot justify the expense. Consequently, the high-end simulation sub-sector struggles to achieve mass-market penetration, limiting potential revenue for developers focusing on realistic mechanics.

This economic hurdle is exacerbated when general consumer spending on gaming technology declines. A reduction in hardware investment signals player hesitation to commit to high-cost ecosystems, directly affecting the adoption of peripheral-dependent racing titles. According to UKIE, the market valuation for video game hardware sales fell by 5.1% to ?2.1 billion in 2024. This contraction in expenditure highlights the financial reluctance of consumers to invest in expensive equipment, thereby hampering the

growth potential of the capital-intensive simulation racing category.

## **Market Trends**

The emergence of location-based sim racing entertainment venues marks a strategic shift from solitary home setups to social, experiential hubs that democratize access to professional-grade hardware. These facilities allow casual players to enjoy high-fidelity simulation without the prohibitive cost of ownership, effectively bridging the gap between leisure gaming and motorsport hospitality. By combining premium food and beverage options with competitive socializing, operators attract a diverse audience beyond core racing fans. As reported by Nevada Business in October 2025, the F1 Arcade Las Vegas launched with 87 full-motion simulators, demonstrating the significant investment flowing into this hybrid physical-digital entertainment format.

Simultaneously, the adoption of subscription-based and live service revenue models is reshaping monetization strategies, moving the sector from one-time purchases to recurring engagement ecosystems. Developers now focus on continuous content delivery, such as seasonal updates and vehicle releases, to ensure long-term retention and consistent cash flow. This approach mitigates the risks of traditional launch cycles and encourages sustained community participation. According to Motorsport Games Inc.'s March 2025 financial results, gaming segment revenue grew by 31.2% year-over-year, a rise attributed to the successful early access and live-service performance of its latest simulation titles.

## **Key Market Players**

HP Development Company, L.P

Fiserv, Inc

NEC Corporation

Samsung Electronics Co., Ltd.

VeriFone, Inc.

Panasonic Corporation

NVIDIA Corporation

Toshiba Corporation

Oracle Corporation

Posiflex Technology, Inc.

## Report Scope

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

### Racing Games Market, By Type

Client Type

Web Game Type

### Racing Games Market, By Application

Racing Simulators

PC

Mobile

Consoles

### Racing Games 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 Racing Games Market.

## **Available Customizations:**

Global Racing Games 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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