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Saudi Arabia Electronic Games Market By Platform (Smartphones, Tablets, Laptops, Console Games, Portable Gaming Devices), By Player (Single player, Multi-player), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Saudi Arabia Electronic Games Market was valued at USD 4.59 Billion in 2024 and is expected to reach USD 11.06 Billion by 2030 with a CAGR of 15.8% during the forecast period. The Saudi Arabia electronic games market has witnessed significant growth from 2020 to 2030, driven by increasing internet penetration, a young and tech-savvy population, and rising disposable incomes. The market is segmented by platform, player type, distribution channel, and region. Platforms include smartphones, tablets, laptops, console games, and portable gaming devices, with smartphones dominating due to their widespread accessibility and affordability. Console games are also gaining traction, supported by the popularity of high-quality gaming experiences. By player type, the market is divided into single-player and multi-player games, with multi-player games experiencing rapid growth due to the rise of online gaming communities and competitive eSports. Distribution channels are categorized into online and offline, with online platforms, including app stores and digital downloads, leading the market due to convenience and a wide variety of options. Offline channels, such as retail stores, remain relevant for physical game purchases and consoles. Regionally, urban centers like Riyadh and Jeddah are the primary hubs for gaming activity, driven by higher disposable incomes and better infrastructure. Key growth factors include government initiatives to promote the gaming industry, such as the Saudi Vision 2030, which aims to diversify the economy and foster innovation in the entertainment sector. Additionally, the increasing popularity of eSports and gaming tournaments is further propelling market

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growth.

Key Market Drivers

Rapid Digital Transformation and High Internet Penetration

Saudi Arabia has been undergoing a massive digital transformation as part of its Vision 2030 initiative, which aims to diversify the economy and reduce dependence on oil. This transformation has led to a surge in internet penetration and smartphone adoption across the country. With over 90% of the population having access to the internet and a high smartphone ownership rate, the demand for mobile gaming has skyrocketed. Smartphones and tablets have become the most accessible platforms for gaming, especially among the younger population. Internet penetration in Saudi Arabia is 98%, with smartphone penetration at 95% . Mobile gaming accounts for 60% of the total gaming revenue in the region. Additionally, the rollout of 5G technology has further enhanced the gaming experience by enabling faster download speeds and seamless online multiplayer gaming. This digital shift has created a fertile ground for the growth of the electronic games market, making it one of the most significant drivers.

Key Market Challenges

Regulatory and Cultural Constraints

Saudi Arabia’s conservative cultural and regulatory environment poses a challenge to the electronic games market. While the government has been actively working to diversify the economy and promote the entertainment sector, certain cultural sensitivities and regulatory restrictions still exist. For instance, games with content deemed inappropriate or inconsistent with local values may face bans or require significant modifications. This limits the variety of games available to consumers and could deter international game developers from entering the market. Additionally, the lack of a clear regulatory framework for online gaming and digital content distribution can create uncertainty for businesses, impacting investment and innovation in the sector.

Key Market Trends

Rise of Esports and Competitive Gaming

Esports has emerged as a major trend in Saudi Arabia, transforming gaming from a

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casual hobby into a professional and competitive industry. The Saudi government has been actively promoting esports as part of its Vision 2030 initiative to diversify the economy and create new entertainment opportunities. The establishment of the Saudi Esports Federation and the hosting of international tournaments, such as Gamers8, have positioned the country as a regional hub for competitive gaming. Esports has also gained significant traction among the youth, with many aspiring to become professional gamers or content creators. This trend has led to increased investments in gaming infrastructure, including esports arenas, training facilities, and sponsorship deals, further boosting the market.

Key Market Players

Sony Corporation

Microsoft Corporation

Apple Inc.

Google LLC (Alphabet Inc.)

Electronic Arts Inc.

NetEase Inc. Ltd.

Tencent Holdings Ltd.

Ubisoft entertainment

Square Enix Co. Ltd.

Blizzard Entertainment Inc.

Report Scope:

In this report, the Saudi Arabia electronic games market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

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Saudi Arabia Electronic Games Market, By Platform:

Smartphones

Tablets

Laptops

Console Games

Portable Gaming Devices

Saudi Arabia Electronic Games Market, By Player:

Single player

Multi-player

Saudi Arabia Electronic Games Market, By Distribution Channel:

Online

Offline

Saudi Arabia Electronic Games Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia electronic games market.

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Available Customizations:

Saudi Arabia electronic 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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Contents

1. INTRODUCTION

1.1. Market Overview
1.2. Key Highlights of the Report
1.3. Market Coverage
1.4. Market Segments Covered
1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

2.1. Methodology Landscape
2.2. Objective of the Study
2.3. Baseline Methodology
2.4. Formulation of the Scope
2.5. Assumptions and Limitations
2.6. Sources of Research
2.7. Approach for the Market Study
2.8. Methodology Followed for Calculation of Market Size & Market Shares
2.9. Forecasting Methodology

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
3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

4.1. Brand Awareness
4.2. Factor Influencing Availing Decision

5. SAUDI ARABIA ELECTRONIC GAMES MARKET OUTLOOK

5.1. Market Size & Forecast
  5.1.1. By Value

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5.2. Market Share & Forecast
5.2.1. By Platform Market Share Analysis (Smartphones, Tablets, Laptops, Console Games, Portable Gaming Devices)
5.2.2. By Player Market Share Analysis (Single player, Multi-player)
5.2.3. By Distribution Channel Market Share Analysis (Online, Offline)
5.2.4. By Regional Market Share Analysis
5.2.4.1. Western Market Share Analysis
5.2.4.2. Northern & Central Market Share Analysis
5.2.4.3. Eastern Market Share Analysis
5.2.4.4. Southern Market Share Analysis
5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)
5.3. Saudi Arabia Electronic Games Market Mapping & Opportunity Assessment
5.3.1. By Platform Market Mapping & Opportunity Assessment
5.3.2. By Player Market Mapping & Opportunity Assessment
5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
5.3.4. By Regional Market Mapping & Opportunity Assessment

6. SAUDI ARABIA SMARTPHONES ELECTRONIC GAMES MARKET OUTLOOK

6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Player Market Share Analysis
6.2.2. By Distribution Channel Market Share Analysis

7. SAUDI ARABIA TABLETS ELECTRONIC GAMES MARKET OUTLOOK

7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Player Market Share Analysis
7.2.2. By Distribution Channel Market Share Analysis

8. SAUDI ARABIA LAPTOPS ELECTRONIC GAMES MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Player Market Share Analysis

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8.2.2. By Distribution Channel Market Share Analysis

9. SAUDI ARABIA CONSOLE ELECTRONIC GAMES MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Player Market Share Analysis
9.2.2. By Distribution Channel Market Share Analysis

10. SAUDI ARABIA PORTABLE GAMING DEVICES MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Player Market Share Analysis
10.2.2. By Distribution Channel Market Share Analysis

11. MARKET DYNAMICS

11.1. Drivers
11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)
12.2. Platform Launches (If Any)
12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry
13.2. Potential of New Entrants
13.3. Power of Suppliers
13.4. Power of Customers
13.5. Threat of Substitute Platforms

14. SAUDI ARABIA ECONOMIC PROFILE

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info@marketpublishers.com

15. POLICY AND REGULATORY LANDSCAPE

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles
16.1.1. Sony Corporation.
16.1.1.1. Business Overview
16.1.1.2. Company Snapshot
16.1.1.3. Platforms & Services
16.1.1.4. Financials (As Per Availability)
16.1.1.5. Key Market Focus & Geographical Presence
16.1.1.6. Recent Developments
16.1.1.7. Key Management Personnel
16.1.2. Microsoft Corporation
16.1.3. Apple Inc.
16.1.4. Google LLC (Alphabet Inc.)
16.1.5. Electronic Arts Inc.
16.1.6. NetEase Inc. Ltd.
16.1.7. Tencent Holdings Ltd.
16.1.8. Ubisoft entertainment
16.1.9. Square Enix Co. Ltd.
16.1.10.Blizzard Entertainment Inc.

17. STRATEGIC RECOMMENDATIONS

17.1. Key Focus Areas
17.1.1. Target Platform
17.1.2. Target Distribution Channel
17.1.3. Target Region

18. ABOUT US & DISCLAIMER

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