

Global Mobile Gaming Market (by Operating System, Device & Region): Insights & Forecast with Potential Impact of COVID-19 (2023-2027)

<https://marketpublishers.com/r/GFA75DF68772EN.html>

Date: March 2023

Pages: 75

Price: US\$ 1,400.00 (Single User License)

ID: GFA75DF68772EN

Abstracts

The global mobile gaming market is expected to record a value of US\$165.88 billion in 2027, rising at a CAGR of 9.40%, for the time period of 2023-2027. Factors such as expansion of gaming industry, rising consumer spending on mobile games, increase in number of mobile gaming users, surging ownership of smartphones, rising internet penetration rate and rapid urbanization would drive the growth of the market. However, the market growth would be challenged by major issues in the development of mobile games and identifying the optimal monetization policy for mobile games. A few notable trends may include escalating spending on mobile gaming advertising, growing adoption of cloud gaming, incorporation of augmented reality/virtual reality (AR/VR) in mobile games and implementation of free-to-play pricing model.

The gaming industry worldwide is expanding, and smartphone is playing a significant role in this expansion. The development of mobile games has resulted in scalability for the gaming industry. Various social media platforms are developing innovative mobile games to ensure high product differentiation and benefit from engaging games to enhance their advertisement strategies, which is also playing a key factor for the growth of the global mobile gaming market.

The fastest growing regional market was China due to the presence of major game vendors, launching a variety of new games annually. Further, others key regions such as the U.S. and Japan are adopting ground breaking strategies to build a strong consumer base in mobile gaming market, and thereby prompting the growth of the overall global market.

Scope of the report:

The report provides a comprehensive analysis of the global mobile gaming market.

The major regions (China, the U.S., Japan, Europe, Middle East & Africa, Latin America and ROW) in the mobile gaming market have been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The company profiles of leading players (Nintendo, NetEase, Activision Blizzard, Electronic Arts, Zynga, GungHo Online) are also presented in detail.

Key Target Audience:

Mobile Game Developers

Mobile Game Publishers

End Users (Gaming Population and Mobile Users)

R&D and Investment Companies

Government Bodies & Regulating Authorities

Contents

1. MARKET OVERVIEW

- 1.1 Introduction
- 1.2 Advantages of Mobile Gaming
- 1.3 Mobile Game Development Phases
- 1.4 Top Mobile Game Genres
- 1.5 The Evolution of Mobile Gaming
- 1.6 Structure and Main Activities in the Mobile Games Ecosystem

2. IMPACT OF COVID-19

- 2.1 Growth in Mobile Game Downloads
- 2.2 Surge in Mobile Gaming Hours
- 2.3 Rise in Social Media Usage

3. GLOBAL MARKET ANALYSIS

- 3.1 Global Mobile Gaming Market by Value
- 3.2 Global Mobile Gaming Market Forecast by Value
- 3.3 Global Mobile Gaming Market by Operating System
 - 3.3.1 Global iOS Mobile Gaming Market by Value
 - 3.3.2 Global iOS Mobile Gaming Market Forecast by Value
 - 3.3.3 Global Android Mobile Gaming Market by Value
 - 3.3.4 Global Android Mobile Gaming Market by Value Forecast by Value
- 3.4 Global Mobile Gaming Market by Device
 - 3.4.1 Global Smartphones Gaming Market by Value
 - 3.4.2 Global Smartphones Gaming Market Forecast by Value
 - 3.4.3 Global Tablets Gaming Market by Value
 - 3.4.4 Global Tablets Gaming Market Forecast by Value
- 3.5 Global Mobile Gaming Market by Region

4. REGIONAL MARKET ANALYSIS

- 4.1 China
 - 4.1.1 China Mobile Gaming Market by Value
 - 4.1.2 China Mobile Gaming Market Forecast by Value
- 4.2 The U.S.

4.2.1 The U.S. Mobile Gaming Market by Value

4.2.2 The U.S. Mobile Gaming Market Forecast by Value

4.3 Japan

4.3.1 Japan Mobile Gaming Market by Value

4.3.2 Japan Mobile Gaming Market Forecast by Value

4.4 Europe

4.4.1 Europe Mobile Gaming Market by Value

4.4.2 Europe Mobile Gaming Market Forecast by Value

4.5 Middle East & Africa

4.5.1 Middle East & Africa Mobile Gaming Market by Value

4.5.2 Middle East & Africa Mobile Gaming Market Forecast by Value

4.6 Latin America

4.6.1 Latin America Mobile Gaming Market by Value

4.6.2 Latin America Mobile Gaming Market Forecast by Value

4.7 ROW

4.7.1 ROW Mobile Gaming Market by Value

4.7.2 ROW Mobile Gaming Market Forecast by Value

5. MARKET DYNAMICS

5.1 Growth Drivers

5.1.1 Expansion of Gaming Industry

5.1.2 Rising Consumer Spending on Mobile Games

5.1.3 Increase in Number of Mobile Gaming Users

5.1.4 Surging Ownership of Smartphones

5.1.5 Rising Internet Penetration Rate

5.1.6 Rapid Urbanization

5.2 Key Trends & Developments

5.2.1 Escalating Spending on Mobile Gaming Advertising

5.2.2 Growing Adoption of Cloud Gaming

5.2.3 Incorporation of Augmented Reality/Virtual Reality (AR/VR) in Mobile Games

5.2.4 Implementation of Free-to-play Pricing Model

5.3 Challenges

5.3.1 Major Issues in the Development of Mobile Games

5.3.2 Identifying the Optimal Monetization Policy for Mobile Games

6. COMPANY PROFILES

6.1 Nintendo

- 6.1.1 Business Overview
- 6.2 NetEase
 - 6.2.1 Business Overview
- 6.3 Activision Blizzard
 - 6.3.1 Business Overview
- 6.4 Electronic Arts
 - 6.4.1 Business Overview
- 6.5 Zynga
 - 6.5.1 Business Overview
- 6.6 GungHo Online
 - 6.6.1 Business Overview

List Of Figures

LIST OF FIGURES

Mobile Game Development Phases

Top Mobile Game Genres

Structure and Main Activities in the Mobile Games Ecosystem

Number of Mobile Game Download Worldwide by App Stores (3Q19-2Q20)

Hours Played Per Week among New and Existing Mobile Gamers in Selected Countries (2020)

Number of Social Network Users Worldwide (2018-2020)

Global Mobile Gaming Market by Value (2018-2022)

Global Mobile Gaming Market Forecast by Value (2023-2027)

Global Mobile Gaming Market by Operating System (2022)

Global iOS Mobile Gaming Market by Value (2018-2022)

Global iOS Mobile Gaming Market Forecast by Value (2023-2027)

Global Android Mobile Gaming Market by Value (2018-2022)

Global Android Mobile Gaming Market by Value Forecast by Value (2023-2027)

Global Mobile Gaming Market by Device (2022)

Global Smartphones Gaming Market by Value (2018-2022)

Global Smartphones Gaming Market Forecast by Value (2023-2027)

Global Tablets Gaming Market by Value (2018-2022)

Global Tablets Gaming Market Forecast by Value (2023-2027)

Global Mobile Gaming Market by Region (2022)

China Mobile Gaming Market by Value (2018-2022)

China Mobile Gaming Market Forecast by Value (2023-2027)

The U.S. Mobile Gaming Market by Value (2018-2022)

The U.S. Mobile Gaming Market Forecast by Value (2023-2027)

Japan Mobile Gaming Market by Value (2018-2022)

Japan Mobile Gaming Market Forecast by Value (2023-2027)

Europe Mobile Gaming Market by Value (2018-2022)

Europe Mobile Gaming Market Forecast by Value (2023-2027)

Middle East & Africa Mobile Gaming Market by Value (2018-2022)

Middle East & Africa Mobile Gaming Market Forecast by Value (2023-2027)

Latin America Mobile Gaming Market by Value (2018-2022)

Latin America Mobile Gaming Market Forecast by Value (2023-2027)

ROW Mobile Gaming Market by Value (2018-2022)

ROW Mobile Gaming Market Forecast by Value (2023-2027)

Global Games Market (2019-2022)

Global Consumer Spending on Mobile Games (2017-2022)
Number of Mobile Gaming Users Worldwide by Region (2022)
Number of Smartphone Users Worldwide (2017-2022)
Global Internet Penetration Rate by Region (2022)
Global Urban Population (2017-2022)
Global Mobile Gaming Advertising Spending (2021-2025)
Global Cloud Gaming Market (2021-2024)
Global Augmented Reality/Virtual Reality (AR/VR) Market (2021-2024)

List Of Tables

LIST OF TABLES

Advantages of Mobile Gaming

Major Issues in the Development of Mobile Games

GungHo Online Game Portfolio

I would like to order

Product name: Global Mobile Gaming Market (by Operating System, Device & Region): Insights & Forecast with Potential Impact of COVID-19 (2023-2027)

Product link: <https://marketpublishers.com/r/GFA75DF68772EN.html>

Price: US\$ 1,400.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GFA75DF68772EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

