

Graphics Processing Unit Market Size, Share, and Outlook, 2025 Report- By Type (Discrete GPU, Integrated GPU, Hybrid GPU), By Application (Gaming, Video Editing, Machine Learning, Others), By Device (Desktops, Notebooks), 2018-2032

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Abstracts

Graphics Processing Unit Market Outlook

The Graphics Processing Unit Market size is expected to register a growth rate of 24.7% during the forecast period from \$73.58 Billion in 2025 to \$345 Billion in 2032. The Graphics Processing Unit market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Graphics Processing Unit segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Discrete GPU, Integrated GPU, Hybrid GPU), By Application (Gaming, Video Editing, Machine Learning, Others), By Device (Desktops, Notebooks). Over 70 tables and charts showcase findings from our latest survey report on Graphics Processing Unit markets.

Graphics Processing Unit Market Insights, 2025

The GPU market is witnessing exponential growth, driven by demand for high-performance computing (HPC), AI workloads, gaming, and cryptocurrency mining. Industry leaders such as NVIDIA, AMD, and Intel are continuously innovating to enhance processing power, memory bandwidth, and energy efficiency. AI-powered GPUs are now essential for deep learning and machine learning applications, enabling

breakthroughs in autonomous vehicles, medical imaging, and predictive analytics. The expansion of cloud-based GPU services, offered by AWS, Google Cloud, and Microsoft Azure, is democratizing access to high-performance computing for enterprises of all sizes. Additionally, the increasing adoption of GPUs in data centers for AI training and inferencing workloads is fueling market growth. With the rise of the metaverse and real-time 3D rendering applications, GPU advancements will remain at the forefront of technological innovation.

Five Trends that will define global Graphics Processing Unit market in 2025 and Beyond

A closer look at the multi-million market for Graphics Processing Unit identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Graphics Processing Unit companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Graphics Processing Unit vendors.

What are the biggest opportunities for growth in the Graphics Processing Unit industry?

The Graphics Processing Unit sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Graphics Processing Unit Market Segment Insights

The Graphics Processing Unit industry presents strong offers across categories. The analytical report offers forecasts of Graphics Processing Unit industry performance across segments and countries. Key segments in the industry include%- %By Type (Discrete GPU, Integrated GPU, Hybrid GPU), By Application (Gaming, Video Editing, Machine Learning, Others), By Device (Desktops, Notebooks). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Graphics Processing Unit market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Graphics Processing Unit industry ecosystem. It assists decision-makers in evaluating global Graphics Processing Unit market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Graphics Processing Unit industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Graphics Processing Unit Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Graphics Processing Unit Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Graphics Processing Unit with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases

shapes the market outlook. The report analyses the key Graphics Processing Unit market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Graphics Processing Unit market Insights%li%Vendors are exploring new opportunities within the US Graphics Processing Unit industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Graphics Processing Unit companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Graphics Processing Unit market.

Latin American Graphics Processing Unit market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Graphics Processing Unit Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Graphics Processing Unit markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Graphics Processing Unit markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Graphics Processing Unit companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Broadcom Inc, Imagination Technologies Group plc, Intel Corp, Nvidia Corp, Qualcomm, SAPPHIRE Technology Ltd, Silicon Integrated Systems Corp, VeriSilicon, ZOTAC.

Graphics Processing Unit Market Segmentation

By Type

Discrete GPU

Integrated GPU

Hybrid GPU

By Application

Gaming

Video Editing

Machine Learning

Others

By Device

Desktops

Notebooks

Leading Companies

Broadcom Inc

Imagination Technologies Group plc

Intel Corp

Nvidia Corp

Qualcomm

SAPPHIRE Technology Ltd

Silicon Integrated Systems Corp

VeriSilicon

ZOTAC

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Discrete GPU

Integrated GPU

Hybrid GPU

By Application

Gaming

Video Editing

Machine Learning

Others

By Device

Desktops

Notebooks

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Imagination Technologies Group plc

Intel Corp

Nvidia Corp

Qualcomm

SAPPHIRE Technology Ltd
Silicon Integrated Systems Corp

VeriSilicon

ZOTAC

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