

## **Middle East Gaming Market: Investment & Growth Opportunity Analysis, 2019-2028**

Market Report | 2022-08-01 | 110 pages | RationalStat

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### **Report description:**

Middle East Gaming Market Analysis and Forecast 2019-2028

#### Market Introduction

The Middle East Gaming market is expected to witness a strong growth rate of more than 12% during the forecast period of 2022-2028. The proliferation of consumer electronic devices such as smartphones, laptops, VR headsets, etc. coupled with the increased internet penetration and easy availability of games on the internet are expected to fuel the regional gaming industry growth. Moreover, technological advancements and continued innovation in gaming infrastructure to enhance the real-time rendering of graphics are further expected to drive the regional gaming market. Moreover, the prevalence of gaming as a leisure activity is anticipated to fuel the market growth in the upcoming years.

#### Market Segmentation

The middle east gaming market is segmented on the basis of game type, gamer type, device type, and region. Based on game type, the market is segmented into Real-Time Strategy (RTS), Role-Playing (RPG), Multiplayer Online Battle Arena (MABO), Shooter (FPS and TPS), Simulation and Sports, and Others (Sandbox). Real-time strategy games are expected to show significant growth in the forecast period. On the basis of Gamer Type, the market is divided into, Casual Gamers and Professional Gamers. The number of casual gamers is expected to grow in the forecast period owing to the increased penetration of smartphones among the younger generation. Based on Device Type, the market is divided into, PC and Console. Further, Pc games are divided into, Browser PC Games and Download PC Games, and console is segmented into Xbox, PlayStation, Nintendo Switch, and Others. On the basis of region, the market is segmented into GCC, Israel, Turkey, and the Rest of the Middle East. Further, GCC is segmented into Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and UAE

#### Market structure and competitive landscape

The middle east gaming market is fragmented in nature, some of the prominent players that contribute significantly to the middle east enterprise resource planning market include, The Middle East Gaming Market is characterized by the presence of various players operating in the market including Rockstar Games, Inc., Microsoft Corporation, Bandai Namco Entertainment Inc., Nintendo Co. Ltd., Tencent Holdings Ltd., Sony Corporation, NetEase Inc., Nexon Company, Wixel Studios, Apple Inc., Game Cools, Electronic Arts Inc., Ubisoft Entertainment SA, Sega Sammy Holdings Inc., Falafel Games, Activision Blizzard Inc., and Take-Two Interactive Software among others.

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Product Launches, Mergers & Acquisitions, joint ventures, and R&D activities are key strategies adopted by the players in the middle east gaming market. These companies adopt numerous approaches to strengthen their market share and gain a competitive edge over other competitors in the market. Some of the key developments in the North America Cooking Robots market include,

-□ In February 2022, Zain Esports and the region's fast-growing gaming start-ups, PLAYHERA, have announced a joint venture (JV) agreement to launch PLAYHERA MENA, targeting the region's lucrative gaming market which counts an estimated 100 million gamers. The new JV will establish its HQs in Riyadh, Saudi Arabia, with offices across Zain's footprint.

-□ In February 2022, Saudi Arabia's Public Investment Fund has purchased a 5% stake in the iconic Japanese game's developer Capcom and just over 5% of South Korean online games publisher Nexon for a total investment worth USD 1.0 billion.

-□ In August 2020, OPPO, a smartphone brand, partnered with Dubai Summer Surprises to create a gaming extravaganza for the youth. The challenge was developed to engage gamers in the country with a uniquely designed, socially distant gaming arena at the Mall of the Emirates.

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