

South Korea Mobile Gaming Market Report and Forecast 2023-2028

Market Report | 2023-10-31 | 182 pages | EMR Inc.

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Report description:

South Korea Mobile Gaming Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea mobile gaming market reached a value of more than USD 10.19 billion in 2022. Aided by the rapid adoption of smartphones, increasing internet penetration, and the strong gaming culture in the country, the market is expected to grow at a CAGR of 7.1% between 2023 and 2028, reaching a value of USD 15.38 billion by 2028.

Mobile gaming involves playing video games on smartphones, tablets, or other portable devices. Over the years, this form of gaming has gained immense popularity due to its accessibility, affordability, and the range of games available. It offers an interactive entertainment platform, ranging from casual games for leisure to competitive multiplayer online games, catering to a broad spectrum of players.

The exponential rise of smartphone usage in South Korea is driving the South Korea mobile gaming market growth. With the highest smartphone penetration globally and a robust 5G network infrastructure, South Korea offers an ideal environment for mobile gaming. The increasing affordability of smartphones, along with their growing processing capabilities, has led to a surge in the number of mobile gamers in the country.

Moreover, the strong gaming culture in South Korea is significantly contributing to the South Korea mobile gaming market expansion. Gaming is deeply ingrained in South Korea's pop culture, with professional gamers enjoying celebrity status and e-sports tournaments attracting massive viewership. This cultural acceptance has led to a surge in demand for mobile games, as they offer a convenient way for people to engage in this popular pastime.

The South Korea mobile gaming market is further propelled by the rise of competitive mobile e-sports. Mobile games like PUBG Mobile and League of Legends: Wild Rift have established competitive scenes in the country, with organised tournaments and substantial prize pools. This has added a new dimension to mobile gaming, attracting more dedicated players and increasing user engagement.

Furthermore, the ongoing technological advancements in mobile gaming are also playing a pivotal role in South Korea mobile gaming market development. With improvements in graphics, gameplay mechanics, and the introduction of innovative features like augmented reality (AR) and virtual reality (VR), mobile games have evolved significantly. These advancements have

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enhanced the gaming experience, leading to greater user retention and market growth.

Market Segmentation

The market can be divided based on monetisation type and platform.

Market Breakup by Monetisation Type

- In-app Purchases

- Paid Apps

- Advertising

Market Breakup by Platform

- Android

- iOS

- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the South Korea mobile gaming companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Com2uS Corporation

- KRAFTON, Inc.

- Netmarble Corp

- NCSoft Corporation

- NEXON Co., Ltd

- Pearl Abyss Corp.

- Kakao Games Corp.

- Webzen Co., Ltd.

- NHN Co., Ltd.

- Actozsoft Co., Ltd

- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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