

Online Strategy Games - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Online Strategy Games Market size is estimated at USD 19.58 billion in 2024, and is expected to reach USD 30.84 billion by 2029, growing at a CAGR of 9.51% during the forecast period (2024-2029).

Key Highlights

- The online strategy game market is a rapidly growing industry experiencing a significant increase in popularity in recent years. The market includes turn-based strategy games and massively multiplayer online games (MMOs).
- Multiplayer online strategy games allow players to interact with each other and form teams to achieve a common goal. This led to an increase in the popularity of online strategy games, particularly among younger gamers.
- The increasing availability of smartphones and tablets has made it easier for gamers to access online strategy games. Many online strategy games are now available on mobile platforms, making them more accessible to a wider audience.
- The online gaming industry is subject to various regulations and laws, varying significantly by region. Changes to these regulations or the introduction of new laws could impact the ability of companies to operate in certain markets.
- COVID-19 influenced businesses around the world. However, the pandemic had a positive impact on the gaming industry. During these difficult times, the role of the mobile gaming industry was to help people gain some reassurance. Mobile games can reduce stress and provide entertainment and social connections. This was very necessary, especially during global quarantine. Lower CPIs (cost per install) and increased downloads impacted mobile gaming positively as this spending increased during the pandemic. Even when everyone returned to their normal lifestyles, the predictions are that gaming activity will likely continue to rise.

Online Strategy Games Market Trends

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Increasing Smartphone Penetration Drives the Market Growth

- The increasing internet and smartphone penetration drive the growth of the online strategy games market. 5G networks provide high-speed internet, where high-end games function at their ultimate level with better network speed. For instance, in October 2022, telecom operator Vi (Vodafone Idea) partnered with the gaming platform CareGame to offer a 5G cloud gaming experience across India.
- The rising number of smartphones and computers further enhances market growth. Smartphones with good-quality RAM support make online games run smoother, enabling users to gain the best experience. Mobile gaming is key to driving more consumers into the online adventure games market.
- Due to the rising penetration of smartphones in both emerging and developed countries, mobile technologies have gained prominence in recent years. With the growing popularity of smartphones, vendors can now promote gaming apps compatible with various operating systems, such as iOS and Android.
- The growing smartphone penetration and technological advancement with the increasing adoption of trending technologies for developing games are the major factors in developing the online strategy games industry.
- According to Ericsson, smartphone mobile network subscriptions worldwide reached approximately 6.6 billion in 2022 and are forecast to exceed 7.8 billion by 2028. China, India, and the United States have the highest smartphone mobile network subscriptions.

Asia-Pacific Region is Expected to Hold Significant Market Share

- Asia-Pacific has been one of the fastest-growing regions for the studied market. This is primarily due to the region's deep gaming culture, which has fostered a thriving esports scene and a large community of gamers passionate about strategy games.
- Additionally, the rising penetration of smartphones and online gaming are some factors driving the Asia-Pacific AR and VR market growth. The growing development of AR-based apps and games is anticipated to create market opportunities over the forecast period.
- The driver behind the growth of online strategy gaming in African countries like Kenya has been the establishment of high-speed internet infrastructure, enabling gamers to watch and compete with each other across the country and the world. Additionally, computer and console gaming has gained momentum recently, with video gaming sports popular with teenage being opened up in most suburbs and shopping centers countrywide.
- There are a variety of online strategy games popular in this region. Some include League of Legends, Dota2, Honor of Kings, clash of Clans, the Rise of Kingdoms, and mobile legends. These games are popular for casual gamers and have a thriving competitive scene with professional players, teams, and tournaments.
- The overall industry witnesses increased investments in line with encouraging startups to develop online strategy games, increasing funding to boost distribution and sales, and expanding geographically.

Online Strategy Games Industry Overview

The Online Strategy Gaming Market is moderately fragmented, with major players like Microsoft Corporation, Take-Two Interactive Software Inc, Relic Entertainment, Paradox Interactive AB, and Amplitude Studios. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In January 2023, Microsoft partnered with cloud gaming service Boosteroid to provide more games to more people globally. Microsoft would offer Xbox PC games and Activision Blizzard titles like "Call of Duty" to the global independent cloud gaming

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provider through a new 10-year deal to support Boosteroid's Ukrainian software development team.

In July 2022, Square Enix worked on a real-time RPG strategy game called Diofield Chronicle. The Diofield Chronicle was expected to be released on September 2022. However, players could already get the demo version on Steam starting from August 2022.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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