

Subscription-based Gaming Market By Device Type (Smartphone, Console, PC, Others), By Game Type (Action, Shooting, Sports, Adventure, Fighting, Role-playing, Racing, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

A subscription-based model is one of the revenue models that has become increasingly popular for monetizing games, which sees users subscribe to join the games and pay a regular monthly fee to access the games and additional benefits. Subscription based gaming services provide a consistent source of revenue and an engaged audience that operator can monetize through microtransactions and paid downloads. This reduces risk associated with regular release of top-performing premium games. Technological advancements in gaming sectors such as inclusion of artificial intelligence (AI), augmented reality (AR) and the release of 5G along with emergence of unlimited data plans are some factors driving the growth of subscription-based gaming market. In addition, increase in smartphones and internet penetration globally drive the market growth. For instance, according to Ericsson, the number of 5G mobile subscriptions in the Asia-Pacific region is anticipated to reach around 1,545 million by 2025. However, increase in prices of services offered by key vendors to gain more profit is expected to hamper the growth of the market. Furthermore, emergence of cloud gaming and increase in number of SMEs in gaming sector are expected to provide lucrative opportunities to the subscription-based gaming market.

□

The subscription-based gaming market is segmented on the basis of device type, game type and region. On the basis of game type, the market is segmented into action, shooting, sports, adventure, fighting, role-playing, racing and others. According to the device type, it is fragmented into smartphone, gaming consoles, PC and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Some of the key subscription-based gaming industry players profiled in the report include Amazon Luna, Blacknut, Google LLC, Microsoft Corporation, NVIDIA Corporation, Shadow, Sony Group Corporation, Tencent, Ubitus K.K. and VORTEX (REMOTEMYAPP SP. Z O. O.).

Key Market Segments

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By Device Type

- Smartphone
- Console
- PC
- Others

By Game Type

- Action
- Shooting
- Sports
- Adventure
- Fighting
- Role-playing
- Racing
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- U.K.
- Germany
- France
- Spain
- Italy
- Netherlands
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Amazon Luna
- Blacknut
- Google LLC
- Microsoft Corporation
- NVIDIA Corporation
- Shadow
- Sony Group Corporation
- Tencent
- Ubitus K.K.

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