

Global Mobile Gaming Market Report and Forecast 2024-2032

Market Report | 2024-07-18 | 166 pages | EMR Inc.

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Report description:

Global Mobile Gaming Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global mobile gaming market size reached approximately USD 87.95 billion in 2023. Aided by the widespread adoption of smartphones globally, the market is projected to grow at a CAGR of 7.60% between 2024 and 2032, reaching a value of around USD 160 billion by 2032.

Mobile gaming refers to playing games on a mobile device, such as a smartphone or tablet, which allows users to engage in gaming activities without the need for stationary consoles or computers. These games range from simple puzzles to complex strategy and multiplayer online games, offering various genres and experiences to cater to a broad audience. Mobile games are typically downloaded from app stores, like Google Play Store or Apple App Store, or played through mobile web browsers.

The global mobile gaming market has experienced explosive growth over the past decade, becoming one of the most dynamic segments of the gaming industry. This growth is propelled by several key trends and factors that influence both the supply and demand sides of the market.

One of the most significant factors influencing mobile gaming market growth is the widespread adoption of smartphones globally. As these devices become more affordable and accessible, the potential user base for mobile games continues to expand. Smartphones have evolved to offer high processing power, large memory capacities, and advanced graphics capabilities that were once only available on PCs or consoles, making them an ideal platform for gaming.

Technological advancements in mobile devices, including faster processors, better graphics, and improved touch screen interfaces, have enabled developers to create more complex and engaging games. This has bridged the gap between mobile gaming and traditional console or PC gaming in terms of quality and experience, attracting a wider audience, including hardcore gamers.

The mobile gaming market expansion is characterised by constant innovation. Game developers are continually exploring new genres, gameplay mechanics, and monetisation models. The rise of augmented reality (AR) and virtual reality (VR) games, exemplified by successes like Pokemon Go, has added a new dimension to mobile gaming, providing immersive and interactive experiences.

The monetisation strategy in the mobile gaming market predominantly revolves around the freemium model, where games are

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free to play, but players can make in-game purchases for virtual goods, additional content, or enhancements. This model has proven highly effective, allowing developers to attract a large number of players and generate revenue from a subset of users who make purchases.

Mobile games are increasingly emphasising social interactions and multiplayer functionalities. This mobile gaming market trend is facilitated by the widespread availability of high-speed internet and the integration of social media within games, allowing players to connect, compete, and collaborate in real-time, regardless of geographical location.

While mobile gaming includes a range of genres, casual games have been particularly successful in capturing a broad demographic that includes all ages and skill levels, contributing to the mobile gaming market expansion. These games are typically easy to learn but hard to master, making them appealing for short, engaging play sessions.

Despite its rapid growth, the mobile gaming market faces several challenges. Market saturation with numerous games being released daily makes it increasingly difficult for individual titles to stand out. Additionally, the reliance on the freemium model raises concerns about the ethical implications of in-game spending, especially among younger audiences.

Regulatory changes, particularly in key markets like China, also impact the mobile gaming market growth. Governments are scrutinizing the effects of gaming on social behaviour, health, and security, leading to stricter regulations on game content and monetisation practices, which could affect market dynamics.

Market Segmentation

The global mobile gaming market can be divided based on type, device type, platform, monetisation type, and region.

Market Breakup by Type

- Action or Adventure
- Casino
- Sports and Role Playing
- Strategy and Brain

Market Breakup by Device Type

- Smartphone
- Tablet
- Others

Market Breakup by Platform

- Android
- iOS
- Others

Market Breakup by Monetisation Type

- In-app Purchases
- Paid Apps
- Advertising

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

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

- Tencent Holdings Limited
- NetEase, Inc.
- Activision Blizzard, Inc.

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- []Supercell Oy
- []Electronic Arts Inc.
- []Gameloft SE
- []Nintendo Co., Ltd.
- []Ubisoft Entertainment
- []Sony Corporation
- []Bandai Namco Entertainment America Inc.
- []Rovio Entertainment Corporation
- []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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