

Game Streaming - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Game Streaming Market size is estimated at USD 8.40 billion in 2025, and is expected to reach USD 13.85 billion by 2030, at a CAGR of 10.52% during the forecast period (2025-2030).

Key Highlights

- The growing demand for on-demand entertainment, increasing uptake of cloud gaming services, and improvements in internet access are expected to fuel the expansion of the global game streaming market. The game streaming market is anticipated to grow further as major players invest in technological development, infrastructure, and content acquisition. This will provide gamers everywhere with access to top-notch gaming experiences across a variety of devices.
- The growth of video game streaming software for mobile devices is one of the major drivers contributing to market growth. As game streaming requires high-speed connectivity, the growing strategic efforts by the stakeholders to improve connectivity are boosting market demand.
- The rising popularity of data-intensive applications driven by video streaming, cloud computing, and emerging technologies highlights the importance of advanced 5G networks. Further, the growing collaborations among companies also contribute to market growth.
- Technological advancements in the game streaming market are propelling growth. Subscription services, which charge a regular fee for access to a game library, significantly contribute to the market.
- The release of 5G and the emergence of unlimited data plans are expected to be critical factors aiding the success of subscription-based game streaming worldwide, as many gamers prefer playing on their mobile devices. In addition, the increasing services and investments in 5G infrastructure are vital to this success. According to Ericsson, by 2025, 5G mobile subscriptions in Asia-Pacific will reach around 1,545 million.
- However, the costs associated with content creation and delivery for the streaming platforms, including game streaming

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vendors, are the major hindrances to market growth because streaming firms must make significant investments in content delivery network (CDN) solutions to reduce latency and preserve the standard of the experience for viewers spread across a wide geographic area.

Game Streaming Market Trends

YouTube is Expected to be the Largest Web-based Solution

- YouTube Gaming is a significant force in the global game streaming market, providing fans and content providers with an all-inclusive online solution. YouTube Gaming uses the vast audience that YouTube has worldwide, giving content creators access to billions of viewers.
- YouTube Gaming offers content creators access to robust tools, analytics, and monetization options that facilitate the growth of their channels and successful audience engagement while maintaining a seamless interface with the larger YouTube ecosystem. To help content creators reach new audiences and draw viewers interested in gaming material, YouTube uses its recommendation system to suggest gaming content to users based on their viewing history, preferences, and engagement metrics.
- With interactive live streaming tools like live chat, contributions, memberships, and interactive overlays, YouTube Gaming lets content producers communicate with viewers in real time. According to Social Blade, as of March 2024, Chilean YouTuber German Alejandro Garmendia Aranis, known as JuegaGerman, was ranked first among the most popular YouTube gaming channels with 49 million subscribers.
- YouTube Gaming allows content producers to produce high-caliber streaming experiences that enthrall and amuse audiences by enabling them to stream in up to 4K resolution at 60 frames per second (fps). YouTube's Super Chat feature allows users to highlight remarks during live streams in exchange for a monetary gift. This feature increases audience engagement and interaction while giving content creators an extra source of income.

Asia-Pacific is Expected to Register Major Growth

- China has witnessed significant advancements in internet infrastructure, with the widespread availability of high-speed broadband and 5G networks in urban and rural areas. This improved connectivity enables seamless streaming of cloud-based games with minimal latency and buffering, driving the demand for cloud gaming in the country.
- The gaming market in Japan is characterized by a specific visual style and local content characteristics. The market comprises all gaming platforms, including PCs, smartphones, and consoles. Console games are particularly important relative to other gaming markets of the region, owing to significant console manufacturers in the country, like Sony, Nintendo, and Sega.
- The rapidly growing smartphone penetration rate drives the demand for mobile games in Japan. The country's developed telecommunications infrastructure facilitates high-quality mobile gaming experiences. Also, governmental support to expand the esports industry helps create demand for video games.
- Gaming has been gaining significant traction in the Indian market in recent years owing to a large and increasingly tech-savvy population, improving internet infrastructure, and a growing gaming culture. Also, India's internet infrastructure has been steadily improving, with increasing broadband penetration and the rollout of 4G and 5G networks. This enhanced connectivity facilitates seamless streaming of cloud-based games with minimal latency and buffering, enhancing the overall gaming experience for users.
- Several companies are actively developing new cloud games and expanding their presence in the Indian market to meet the growing demand for cloud games in India. Hence, Reliance Jio, one of India's leading telecom operators, expressed interest in entering the cloud gaming space. With its extensive user base and robust network infrastructure, Reliance Jio could potentially develop cloud gaming services or partner with existing players to offer gaming experiences to Indian consumers.

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Game Streaming Market Overview

The game streaming market is fragmented. Due to the changing price trends of the game streaming solutions and platforms, the companies have a price-based rivalry. The major non-price-based rivalry recurring in this market is innovation. Key players in this market are Amazon.com, Huya Inc., Wuhan Douyu Network Technology Co. Ltd, Facebook Gaming (Meta Platforms Inc.), and YouTube (Alphabet Inc.).

- January 2024: AfreecaTV announced the unveiling of the beta version of its live-streaming platform, SOOP. The strategic announcement was part of the company's vision to create a dynamic and inclusive space for users, streamers, and partners to engage and contribute to the streaming community freely.
- January 2024: The Esports World Cup Foundation, the organizer of the 2024 Esports World Cup in Saudi Arabia, announced a program to support esports teams and organizations. The program is intended to provide the teams with funding to build multiple squads and, in turn, compete at the Esports World Cup.

Additional Benefits:

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

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