



# Global Mobile Gaming Market Analysis By Research Methodology, Type of Games, Type of Devices, Geography Forecast to 2022

*Mobile Gaming market is projected to grow at CAGR of XX.XX% during the forecast period, reaching US\$XX billion in 2022, increasing from US\$XX billion in 2017.*

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Mobile Gaming market is projected to grow at a CAGR of XX.XX% during the forecast period, reaching US\$XX billion in 2022, increasing from US\$XX billion in 2017. An increasing number of mobile users worldwide is one of the major drivers of the global mobile gaming market. The shift from feature phones to smartphones, growing popularity of games in social media, the transition from 3G networks to 4G/5G networks and increasing consumer interest in games are other factors boosting the market growth. Technological advancements will provide ample of opportunity for the expansion of Mobile Gaming market by making the games more accessible and affordable to all the users. Asia Pacific region is expected to witness high market growth in the projected period owing to rising number of of mobile phone users and expanding social media outreach.

## Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

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## Market Dynamics

Next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of

the report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product specifications and a brief technological aspect of Mobile Gaming. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

## Segmentation

The mobile gaming market has been segmented by the type of device, type of games, genre, and geography.

By Type of device:

Smartphone

Smart Watch

PDA

Tablet

Others

By Type of games:

Built-in Gaming Audience

Celebrity Branding

Business Tie-In

Unique Visuals

Others

By Genre:

Action and Adventure

Arcade and Board

Role Playing

Simulation

Strategy

Sports

Others

By Geography:

Americas

North America

South America

Europe Middle East and Africa

Europe

MEA

Asia Pacific

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Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry participants profiled as part of this section are Activision Blizzard, Electronic Arts, Gameloft, and Disney Interactive among others.

Table Of Contents

Introduction

2. Research Methodology

3. Executive Summary

4. Market Dynamics

4.1. Market Overview and Segmentations

4.2. Drivers

4.3. Restraints

4.4. Opportunities

4.5. Supplier Outlook

4.6. Industry Outlook

4.7. Porter's 5 Forces Analysis

4.8. Industry Value Chain Analysis

4.9. Scenario Analysis

Mobile Gaming Market Forecast by Type of Device (US\$ billion)

5.1. Smartphone

5.2. Smart Watch

5.3. PDA

5.4. Tablet

5.5. Others

Mobile Gaming Market Forecast by Types of Games (US\$ billion)

6.1. Built-in Gaming Audience

6.2. Celebrity Branding

6.3. Business Tie-In

6.4. Unique Visuals

6.5. Others

Mobile Gaming Market Forecast by Genre (US\$ billion)

7.1. Action and Adventure

7.2. Arcade and Board

7.3. Role Playing

7.4. Simulation

7.5. Strategy

7.6. Sports

## 7.7. Others

## Mobile Gaming Market Forecast by Geography (US\$ billion)

### 8.1. Americas

#### 8.1.1. North America

#### 8.1.2. South America

### 8.2. Europe Middle East and Africa

#### 8.2.1. Europe

#### 8.2.2. MEA

### 8.3. Asia Pacific

## Competitive Intelligence

### 9.1. Market Share of Key Players

### 9.2. Investment Analysis

### 9.3. Recent Deals

### 9.4. Strategies of Key Players

## Company Profiles

### 10.1. Activision Blizzard

### 10.2. Electronic Arts

### 10.3. Gameloft

### 10.4. Disney Interactive

### 10.5. Glu Mobile

### 10.6. GungHo Online Entertainment

### 10.7. Kabam

### 10.8. King Digital Entertainment

10.9. Rovio Entertainment

10.10. Supercell

10.11. Zynga

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