

Video Game Market to Reach USD 446.4 Billion by 2032, Top Impacting Factors

By device, the smartphone segment dominated the Video Game market in 2022 and is expected to witness the highest growth.



The global video game market size was valued at \$231.4 billion in 2022, and is projected to reach \$446.4 billion by 2032, growing at a CAGR of 6.5% from 2023 to 2032."

Allied Market Research

WILMINGTON, DE, UNITED STATES, March 13, 2025

/EINPresswire.com/ -- Allied Market Research published a report, titled, "[Video Game Market](#) by Device (Smartphone, PC, and Consoles), Age Group (Generation Z, Generation Y, and Generation X), and Platform Type (Offline and Online): Global Opportunity Analysis and Industry Forecast, 2023–2032.". According to the report, the global [video game](#) market was valued at \$231.4 billion in 2022, and is projected to reach \$446.4 billion by 2032, registering a CAGR of 6.5% from 2023 to 2032.

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Prime determinants of growth

The global video game market is driven by rise in trend of competitive multiplayer games, technological advancements, and growth in the esports industry. However, Government have banned certain games or developer companies due to the fast development of cloud gaming technology, causing data breaches and cyber security threats leading to consumer behavior being adversely impacted as well as hindering market expansion. On the other hand, the growing preference for cloud gaming is creating lucrative opportunities for market growth.

The smartphones segment to maintain its leadership status throughout the forecast period

By device, the smartphones segment held the highest market share in 2022, accounting for around two-thirds of the global video game market revenue and is estimated to maintain its leadership status throughout the forecast period. The demand for online games will increase as a result of increased accessibility. In addition, the increased affordability of smartphones is a significant contributor to market growth. The PC segment would showcase the fastest CAGR of 7.1% during the forecast period. As technology continues to improve, PCs are becoming more

powerful and capable of running games at higher frame rates and with more detail than ever before.

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<https://www.alliedmarketresearch.com/checkout-final/5d601f5a7fada015eb8c90e22a517c7d>

The online segment to maintain its leadership status throughout the forecast period

By platform type, the online segment held the highest market share in 2022, accounting for more than two-thirds of the global video game market share and is estimated to maintain its leadership status throughout the forecast period. This segment would showcase the fastest CAGR of 6.8% during the forecast period. Online games helped to facilitate in-game communications and contributed to enhancing the overall gaming experience, which bodes well for the growth of this segment.

Asia-Pacific to maintain its dominance by 2032

By region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for more than two-fifths of the total revenue and is likely to dominate the market during the forecast period. The same region is expected to witness the fastest CAGR of 7.6% from 2023 to 2032. Asia-Pacific has a large ecosystem of game developers, publishers, and other industry stakeholders, which fosters a supportive and competitive climate for the business. This ecosystem encompasses a wide spectrum of organizations, from small independent studios to major international enterprises, and it fosters a diversified and dynamic gaming culture.

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Leading Market Players: -

- Activision Blizzard, Inc.
- Bandai Namco Entertainment America Inc.
- Electronic Arts Inc.
- Epic Games, Inc.
- Lucid Games
- Microsoft Corporation
- Nintendo of America Inc.
- Sony Interactive Entertainment Inc.
- Take-Two Interactive Software, Inc.
- Ubisoft Entertainment

Reason to Buy:

□ Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global Footwear market.

- Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.
- The key findings and recommendations highlight crucial progressive industry trends in the Footwear Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.
- Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.
- Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those restraining the growth to a certain extent.
- Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to products, segmentation, and industry verticals.

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