

# In-Depth Analysis Of The Augmented Reality Mobile Games Market: Key Drivers, Trends Growth Opportunities & Forecast 2025

*The Business Research Company's  
Augmented Reality Mobile Games Global  
Market Report 2025 – Market Size,  
Trends, And Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED  
KINGDOM, May 26, 2025

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Augmented Reality Mobile Games Global Market  
Report 2025

The [augmented reality mobile games market](#) size has seen rapid expansion in recent years, growing from \$9.18 billion in 2024 to an anticipated \$10.88 billion in 2025. This compound annual growth rate CAGR of 18.5% was driven by factors like increasing popularity of augmented reality gaming, growing disposable income, and increasing computational power and advanced graphics.

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What Is The Anticipated Growth Rate and Market Size of the Global Augmented Reality Mobile Games Market? The augmented reality mobile games market is projected to show exponential growth, predicted to reach \$21.18 billion in 2029 at a compound annual growth rate CAGR of 18.1%. This expected rise can be attributed primarily to

increased smartphone penetration, the evolution of location-based games, growing interest in gamification, rising investments in augmented reality development, and heightened customer demand for immersive gaming. Other contributing factors include cloud computing, technological advancements, strategic collaboration, integration of social media features, and improved digital infrastructure.

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### What Is Driving The Growth Of The Global Augmented Reality Mobile Games Market?

One of the fundamental drivers propelling the augmented reality mobile games industry is the increasing smartphone penetration. This details the extent of smartphone adoption within specific regions or demographics, indicating how many own or actively use a smartphone. The affordability of smartphones allows an increased segment of the population across emerging and developed markets to access them. The immersive and interactive experience offered by augmented reality mobile games encourages users to adopt and engage with smartphones, thus promoting market growth. For instance, data from telecommunications company Ericsson suggests global smartphone subscriptions increased from 6.93 billion in 2023 to 7.16 billion in 2024; this rate of increase stands to significantly boost the augmented reality mobile games market.

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### Who Are The Key Players in The Global Augmented Reality Mobile Games Market?

A range of companies operate within the augmented reality mobile games market, including Unity Software Inc., SDLC Corporation, The NineHertz, and Juego Studio Private Limited. These businesses and others like them, such as Kevuru Games LLC and Quy Technology Private Limited, continue to influence and shape the market landscape.

### What Are The Promising Trends in The Augmented Reality Mobile Games Market?

Many businesses within the market develop innovative games to enhance gameplay and player engagement. For example, US-based startup JADU AR Inc. launched Jadu AR Season 1—a multiplayer mobile AR fighting game which transforms real-world environments into dynamic battle arenas. It uses high-resolution cameras and LiDAR sensors to deliver real-time interaction and third-person AR combat. This innovation sets a high benchmark within the AR mobile gaming landscape.

### What Are Some Primary Market Segments?

The augmented reality mobile games market caters to segments including, but not limited to:

- Game Types: Adventure, puzzle, sports, and simulation games.
- Platforms: supported by the iPhone OS, Android, Windows, and other platforms.
- Devices: Compatible with smartphones, tablets, and augmented reality glasses.
- Users: Includes casual gamers, hardcore gamers, and social gamers, along with educational institutions and businesses.

### What Is The Regional Outlook Of The Global Augmented Reality Mobile Games Market?

North America was the largest region in the augmented reality mobile games market in 2024. However, the fastest-growing region during the forecast period is expected to be Asia-Pacific.

The report covers multiple regions, including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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