

# Growing at 11% CAGR | In-Game Advertising Market Reach USD 17.6 Billion by 2030 Globally

WILMINGTON, DE, UNITED STATES, July 16, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Growing at 11% CAGR | [In-Game Advertising Market](#) Reach USD 17.6 Billion by 2030 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



The global in-game advertising market was valued at \$6.8 billion in 2021, and is projected to reach \$17.6 billion by 2030, growing at a CAGR of 11% from 2022 to 2030.

Rise in interest in social and mobile gaming and increase in global internet penetration have boosted the growth of the global in-game advertising market. However, these in-game ads distract users from the game, which hampers the market growth. On the contrary, advancements in technology and potential in the developing countries would open new opportunities in the future.

Request Sample Report (Get Full Insights in PDF – 176 Pages) at:  
<https://www.alliedmarketresearch.com/request-sample/A16542>

Market Segmentation : In-Game Advertising Market

The global in-game advertising market is segmented on the basis of type, device type, and region. By type, the market has been divided into static ads, dynamic ads, and adver gaming. By device type, the analysis has been divided into PC/laptop and smartphone/tablet. By region, the

market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in this report include Alphabet Inc., Anzu Virtual Reality Ltd., Blizzard Entertainment Inc., Electronic Arts Inc., MediaSpike Inc., ironSource Ltd., Motive Interactive Inc., Playwire LLC, RapidFire Inc., WPP Plc.

If you have any questions, Please feel free to contact our analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/A16542>

By region, the global in-game advertising industry across North America held the largest share in 2021, accounting for more than one-third of the market, due to presence of major market players in the region. However, the market across Asia-Pacific is anticipated to register the highest CAGR of 12.6% during the forecast period, owing to increase in internet penetration in the region.

By type, the static ads segment held the largest share in 2021, accounting for more than two-fifths of the global in-game advertising market. However, the dynamic ads segment is expected to register the highest CAGR of 11.4% from 2022 to 2030, as companies use dynamic ads to target audience to boost sales.

By device type, the PC/laptop segment dominated the market in 2021, contributing to nearly three-fifths of the global in-game advertising market. However, the smartphone/tablet segment is projected to register the highest CAGR of 11.9% during the forecast period, owing to surge in penetration of smartphones/tablets and the internet.

Buy Now & Get Exclusive Discount on this Report (176 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/in-game-advertising-market/purchase-options>

#### COVID-19 Scenario: In-Game Advertising Market

□ The Covid-19 pandemic disrupted digital advertising as business owners had to reconsider their marketing strategies and decide whether it is the best time to run online ads.

□ However, during the pandemic, people spent more time on internet gaming, which opened new opportunities for the market.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Other Trending Reports:

[Hybrid Devices Market](#)

[Internet of Everything \(IoE\) Market](#)

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact:

David Correa

1209 Orange Street,  
Corporation Trust Center,  
Wilmington, New Castle,  
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

UK: +44-845-528-1300

India (Pune): +91-20-66346060

Fax: +1-800-792-5285

[help@alliedmarketresearch.com](mailto:help@alliedmarketresearch.com)

David Correa

Allied Market Research

+ +1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/831135583>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.