

Global Mobile Game Market: Trends and Opportunities (2016-2020)

March 2016



Global Mobile Game Market Report

Scope of the Report

The report titled "Global Mobile Game Market: Trends and Opportunities (2016-2020)" provides detailed analysis of global mobile game market with explanation of market overview, market sizing & growth, volume of mobile game players, top players and regional market of mobile games etc. The report also evaluates the opportunities of the market and sum up the major factors that will be responsible for growth in the market in coming types. The market size and forecast in terms of US\$ for the market has been provided for the period 2015 to 2019 considering 2015 as the base year. The report also provides the compound annual growth rate (%CAGR) for the forecasted period 2016 to 2020. In the forecasted period global mobile game market is expected to grow at a rapid pace for the next few years. Primary reasons for growth in the market will be technological advancements and innovation in gaming industry, increasing expenditure on mobile games, economic development in emerging countries and increasing use of smartphones & tablets etc.

The report provides an in depth analysis of the global mobile game market in terms of revenue, top market players, number of mobile gamers and exports value etc. The report also summarizes the detailed information regarding the recent trends of the market, challenges faced by global mobile game market and the primary growth drivers of the market.

The major factors driving the growth of the market are raising usage of smartphones and tablets, proliferation of smartphones, rising popularity of social media sites which provide game lovers an experience of online playing of games while surfing and increasing demand of wireless gaming etc. But in coming times mobile market has to face lot of challenges also which hampered the growth of the market. Some of the major challenges before the market are high developing cost of mobile games, fickle users, cost per installation charge by developers and financial problems etc.

There are several trends of mobile game market which will reshape the market in the next few years. Recent trends that have an impact on mobile game market are rise of mini games, an idea of mobile games for all age groups according to their likes, Freemium model of mobile games and companion apps or, the second screen apps as it is also known are an emerging trend in mobile game app development.

The report also provides detailed country analysis of Japan, Korea, China and the US with their actual and forecasted market size. Asian countries have the largest stake in the global mobile game market. Three Asian countries namely Japan, Korea and China captured more than half of global market share. Among these three Asian countries, Japan is the biggest market for mobile games with the highest revenue followed by Korea and China. In North American countries the US is the biggest market for mobile game market.

Furthermore, report also profiles key market player such as NetEase Inc., Tencent Holdings Ltd., WeMade Entertainment and Activision Blizzard Inc. on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

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Company Coverage

NetEase Inc.

Tencent

WeMade Entertainment

Activision Blizzard Inc.

Country Coverage

Japan

Korea

China

The US

Executive Summary

Various types of games mainly digital/electronic games played on electronic devices such as consoles, computers, mobile phones or another medium altogether is known as gaming. In technological world where several sophisticated software are available in the market are useful in the making of different types of digital games. Gaming is a nuanced term that implies regular gameplay possibly as hobby. Digital gaming has gone through several "golden eras" each of which were a remarkable value in the successful journey of digital gaming. With the advancement of new and innovative technologies and emergence of new games, the number of gaming population has also boosted up.

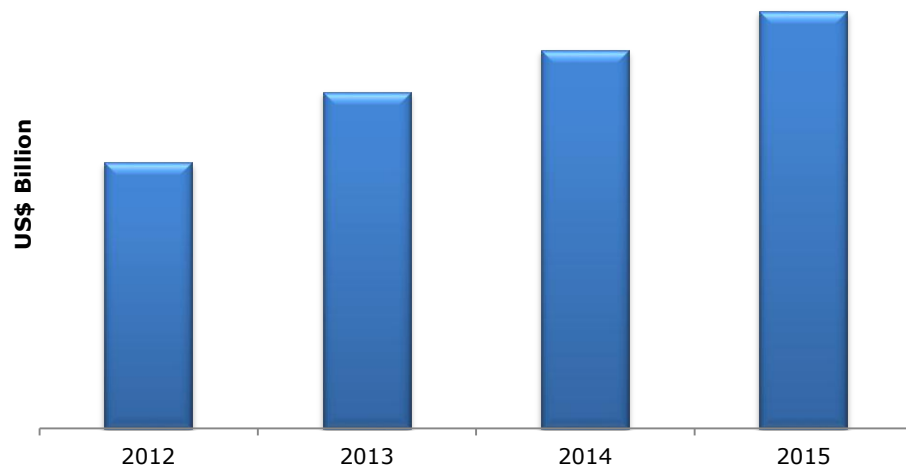
Smartphones and motions sensors are the two innovative technologies that have shoot up the digital gaming market. The person who likes to play digital games is known as 'gamer'. The word 'gaming' has been originated as similar word used for 'gambling' although most electronic games don't involve gambling in any sense. MMO (Massively Multiplayer Online Games) or MMORPGs are the latest innovation in the gaming world where gamer has the facility to play online games with large number of players.

In the present era of smartphone, among total population of 7.2 billion; approximately 2 billion populations is using smartphones in 2015 which is expected to reach 2.3 billion by the end of 2016. A game that is usually played on smartphone, PDA tablet, potable media and featured phone is known as 'mobile game'. These mobile games are getting so popular that even people have developed an addiction of these games. Candy Crush, Temple Run, Soda Crush Saga, and Criminal case etc. are some of the most popular mobile games among game lovers. Mobile games are the recent trend in digital gaming market. Mobile provides easy and convenient accessibility to games anywhere and anytime. As phones are becoming more and more feature rich, mainly due to their enhanced hardware capabilities, mobile gaming is turning into a favorite past time for many people. This trend will be accelerated with the launch of more technological advanced smartphones in the market.

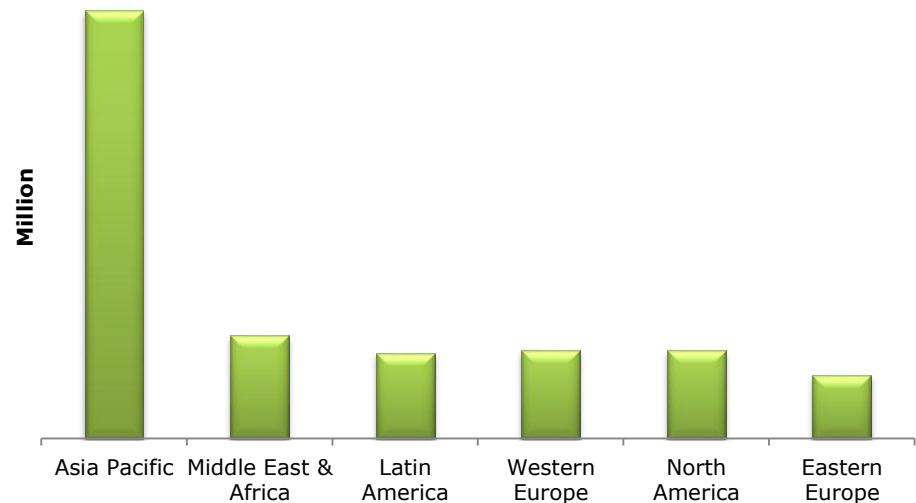
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The global mobile game market in 2015 reached US\$.....billion, with.....of healthy growth as compared to 2014. The growth in the market has driven by increased penetration rate of smartphone and tablet users, increasing demand of wireless games, transition from 3G to 4G network and rising popularity of social media sites etc.

Global Mobile Game Market by Value; 2012-2015
(US\$ Billion)



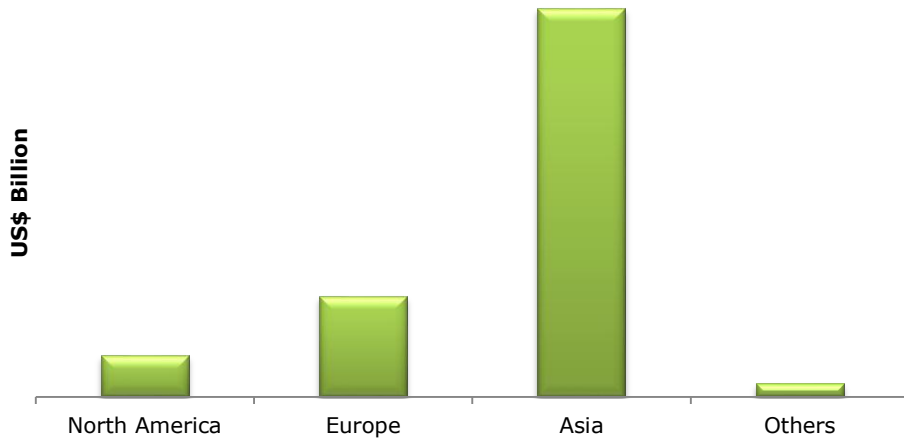
Global Mobile Game Market by Volume (Million)



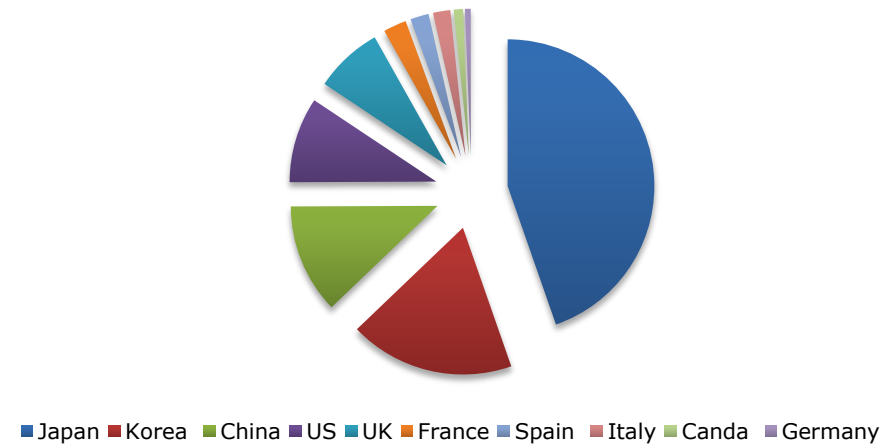
Global mobile game market is forecasted to increase to US\$.....billion in 2016 to US\$..... billion in 2020 from US\$.....billion in 2015. This increase is anticipated due to increasing expenditure on gaming activities, rising popularity of mobile social networking benefits adoption of social games and prominence of app store and Google play distribution platforms etc.

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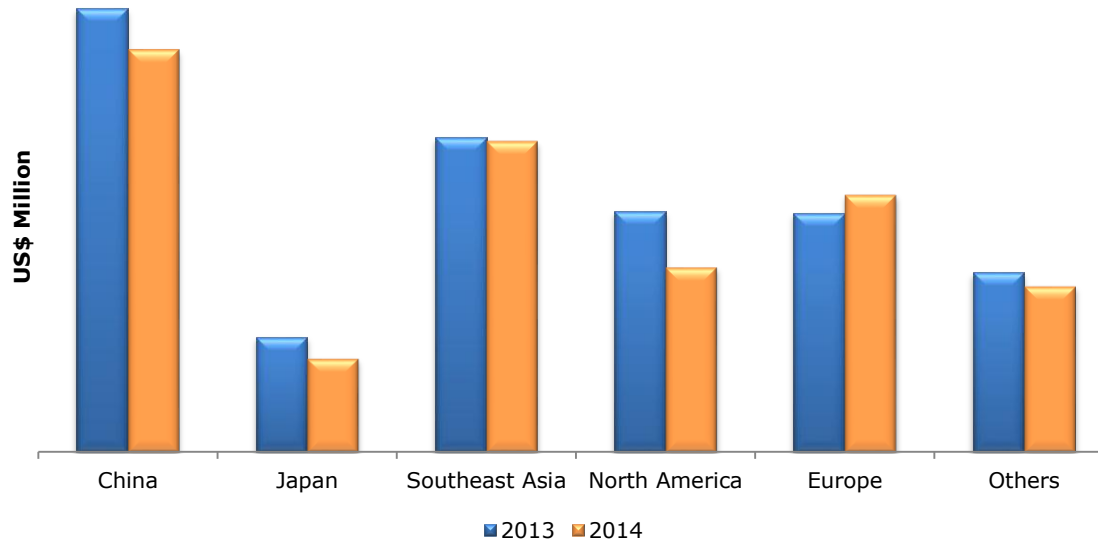
Global Mobile market by Region; 2015 (US\$ Billion)



Global Mobile Market Share by Top 10 Country; 2014

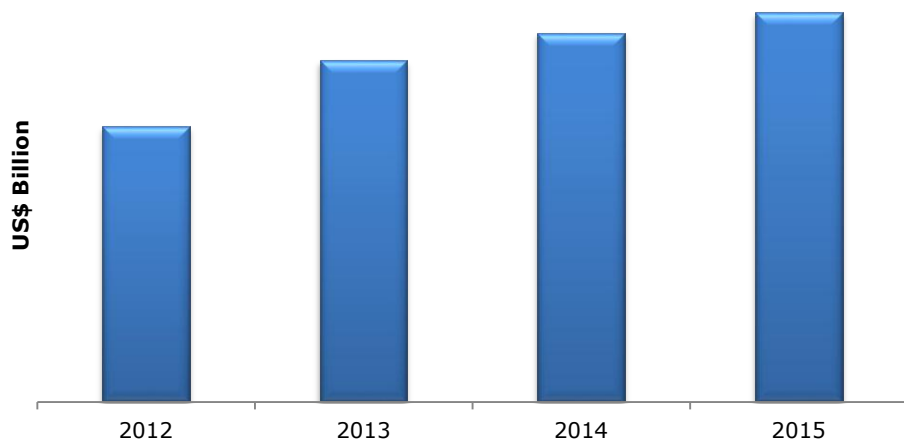


Global Mobile Market Share by Exports; 2013-2014 (US\$ Million)

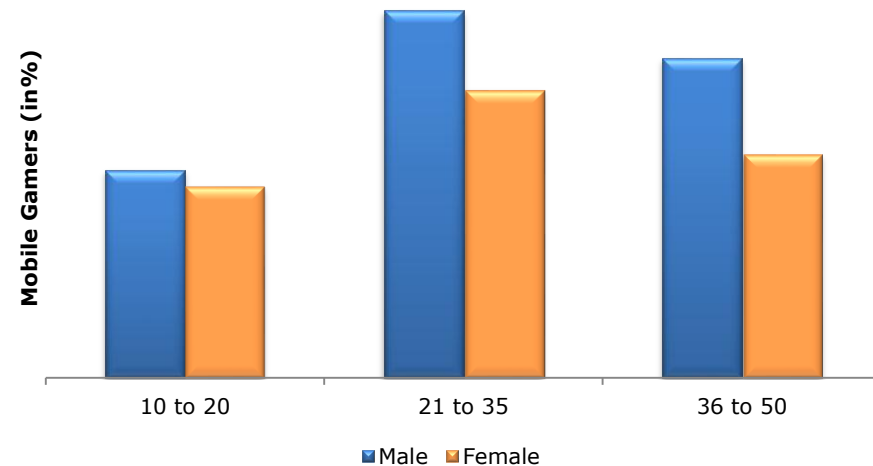


Global Mobile Game Market by Country Analysis

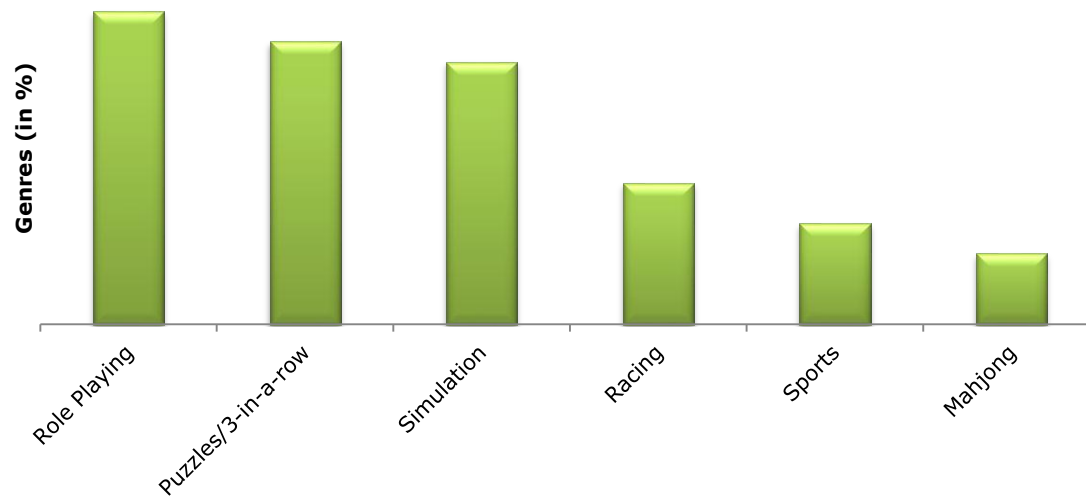
Japan Mobile Game Market by value; 2012-2015 (US\$ Billion)



Japan Mobile Game Market Segmentation by Demography; 2014

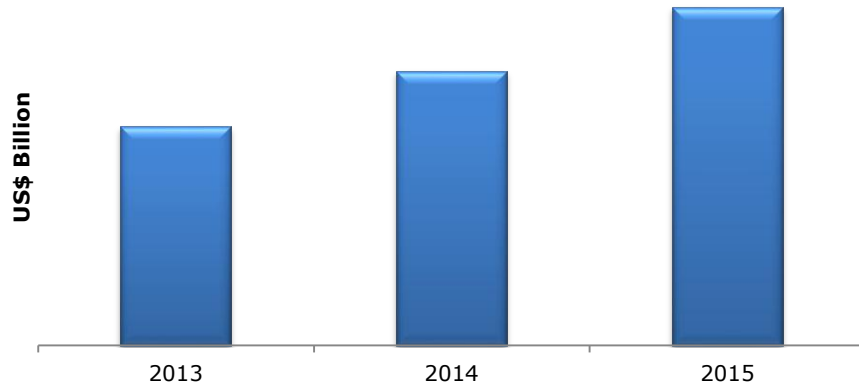


Japan Mobile Game Market by Genres; 2014

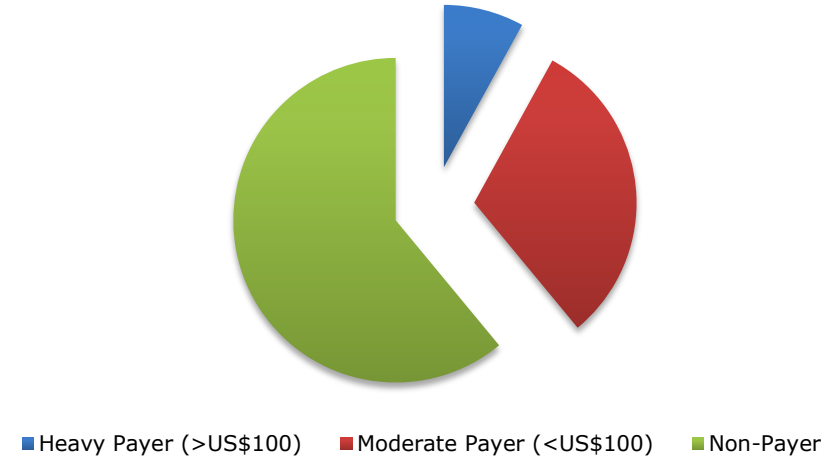


Global Mobile Game Market by Country Analysis

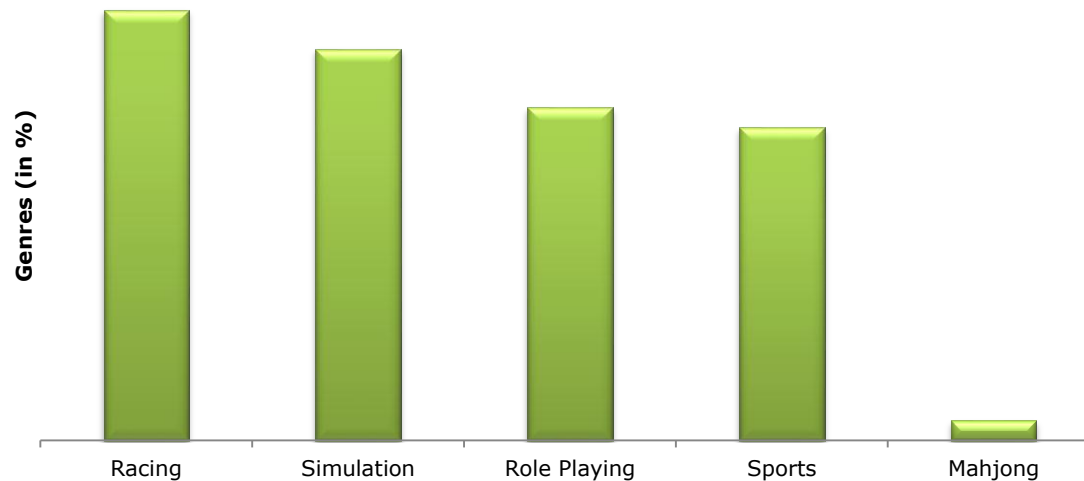
Korea Mobile Game Market by Value; 2013-2015 (US\$ Billion)



Korea Mobile Game Market Segmentation by Spending; 2015

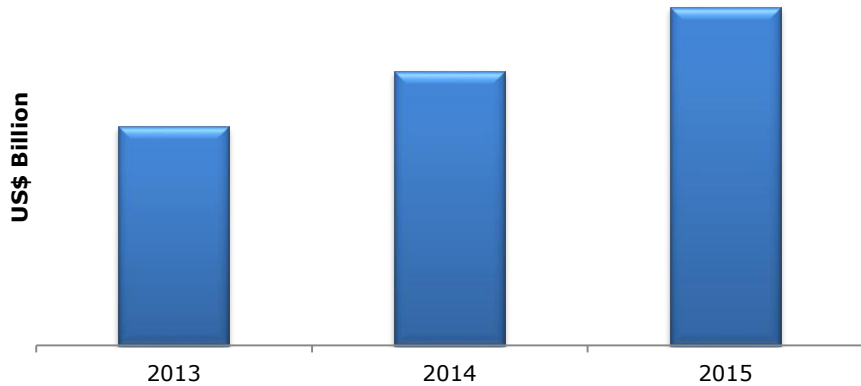


Korea Mobile Game Market by Genres; 2014

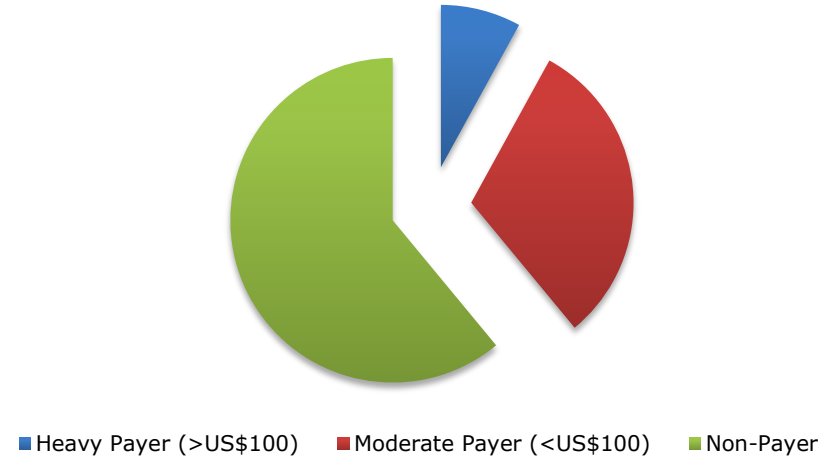


Global Mobile Game Market by Country Analysis

The US Mobile Game Market by Value; 2013-2015 (US\$ Billion)



The US Mobile Game Market Segmentation by Spending; 2015



The US Mobile Game Market Revenue by Category; 2013-2015 (US\$ Billion)

