

Global Gaming Industry Survey 2023



Scope and Future of Online Gaming: What You Need to Know?



Gaming Market - Facts, Figures and Trends

The Top Game Industry Statistics Which You Should Know in 2023

Mobile games are emerging as a profitable investment option with unlimited growth opportunities over time. The entry of next-gen technologies, surge in the smartphone-savvy population, and optimization in digital infrastructures are superbly refining the quality of game development services.

When developing gaming platforms, communicating with a professional game development company will help in the better execution of your projects. This will ultimately help you to witness success in this promising industry. Besides, it will also enable you to know everything about game development very easily.

In this post, we aim to serve you with the latest stats to depict the bright future of this creative and competitive industry.



The Latest Game Industry Stats (Editor's Pick)- 2023

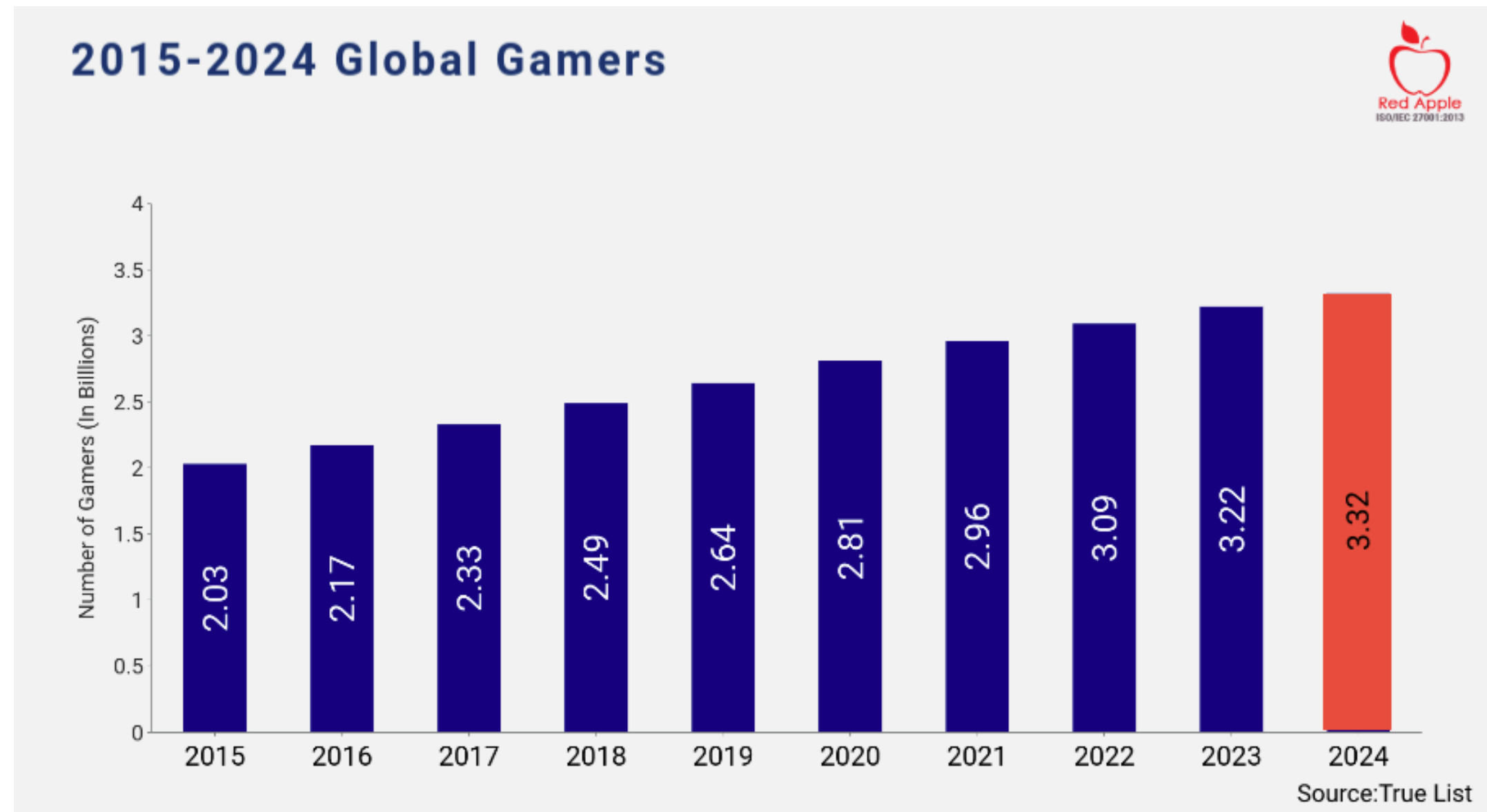
- **The global revenue generation in gaming will be \$384.90 billion in 2023. (Source: Statista)**
- **60 percent of the US population play video games regularly. (Source: Techjury)**
- **Women comprise 48 percent of the global gaming population (Source: Pocket Gamer).**
- **The USA, China, Japan, South Korea, and the UK have the largest game market share. (Source: bankmycell)**
- **Tencent, Sony, Apple, Microsoft, and NetEase are the top 5 game companies. (Source: Newzoo)**
- **In 2025, the market value of the game industry in India will be \$5 billion (Source: India Times)**
- **The global market value of e-sports and game streaming will be \$7.2 billion in 2032. (Source: Future Market Insights)**

Some Interesting Statistics of the Video Game Industry

1. The Online Gaming Population Will Cross the Mark of 3.32 billion in 2024 (Source: True List)

Presently, the global population of video gamers is **3 billion**. In 2024, it will surpass the figure of **3.32 billion in 2024**.

This provides a good scope for every game development company to address the rising gaming demand of this vast population with top-quality solutions.



2. Smartphone Games Comprise 40 percent and PC Games Constitute 21 percent of the Market Size (Source: Demand Sage)

At the moment, the market share of the smartphone gaming industry is **40 percent**. While the market share of the PC game industry is **21 percent**. The population of smartphone gamers is **1.29 billion** and that of **PC gamers is 676 million**.

It automatically serves you an exciting business opportunity to build immersive gaming applications targeting this vast smartphone and PC user segment with the deployment of outstanding game development services.

Device	Share In Market
Smartphones	40%
Console Games	28%
PC Games	21%
Tablets Games	9%
Browser PC Games	2%

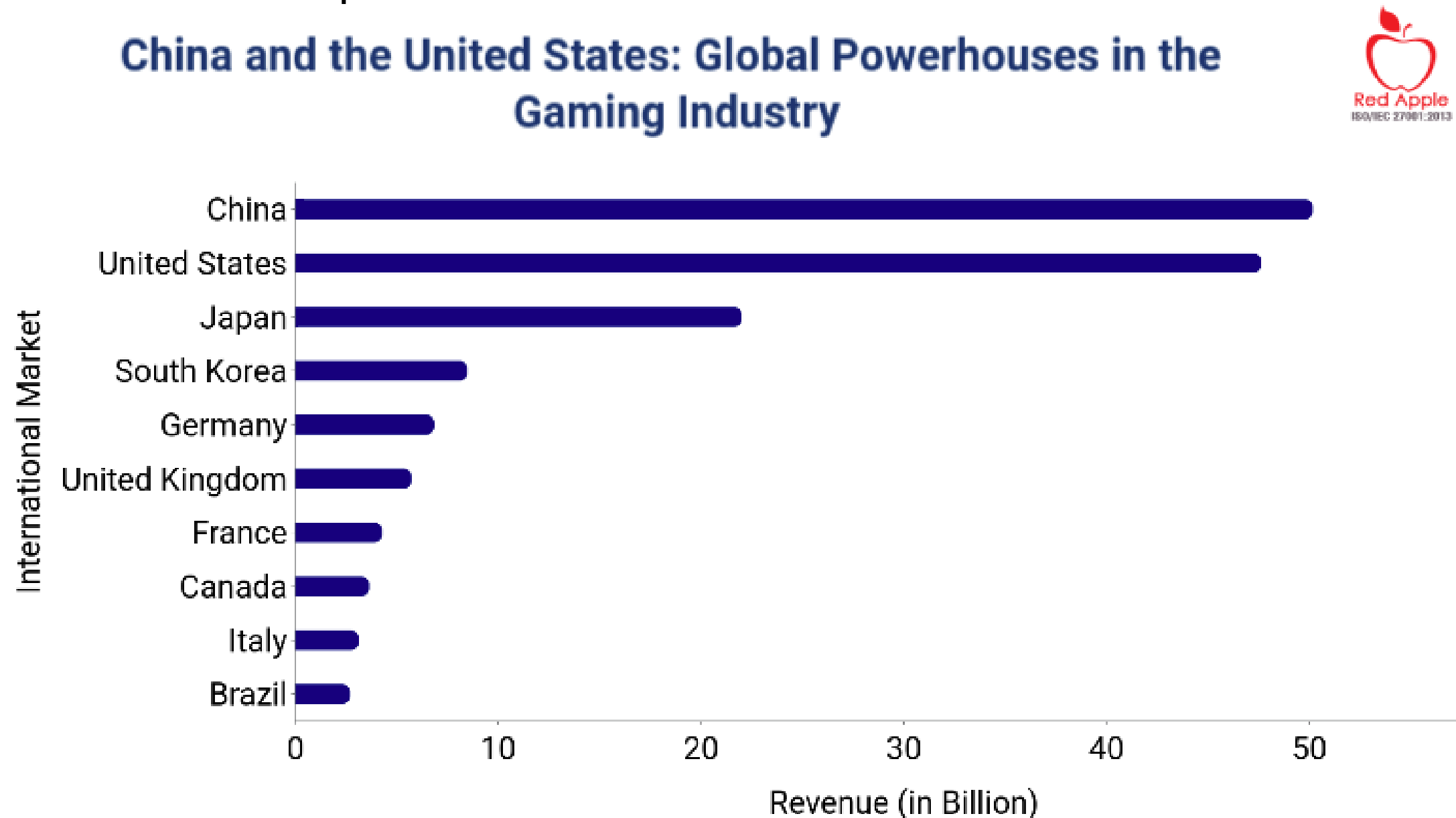
Source: Demand Sage



3. Revenue-wise China, USA, Japan, and South Korea appear in the top 10 Markets of Online Gaming (Source: Exploding Topic)

Presently, China is leading the market of online gaming with a massive revenue figure of **\$50.18 billion**. Then comes the USA which generates an impressive revenue amount of **\$47.62 billion** and Japan occupies the third position with the revenue generation figure of **\$22.01 billion**. South Korea is generating the revenue figure of **\$8.48 billion**.

When targeting these profitable markets, receiving help from a leading mobile game development company will help you to stand out in the intense competition.

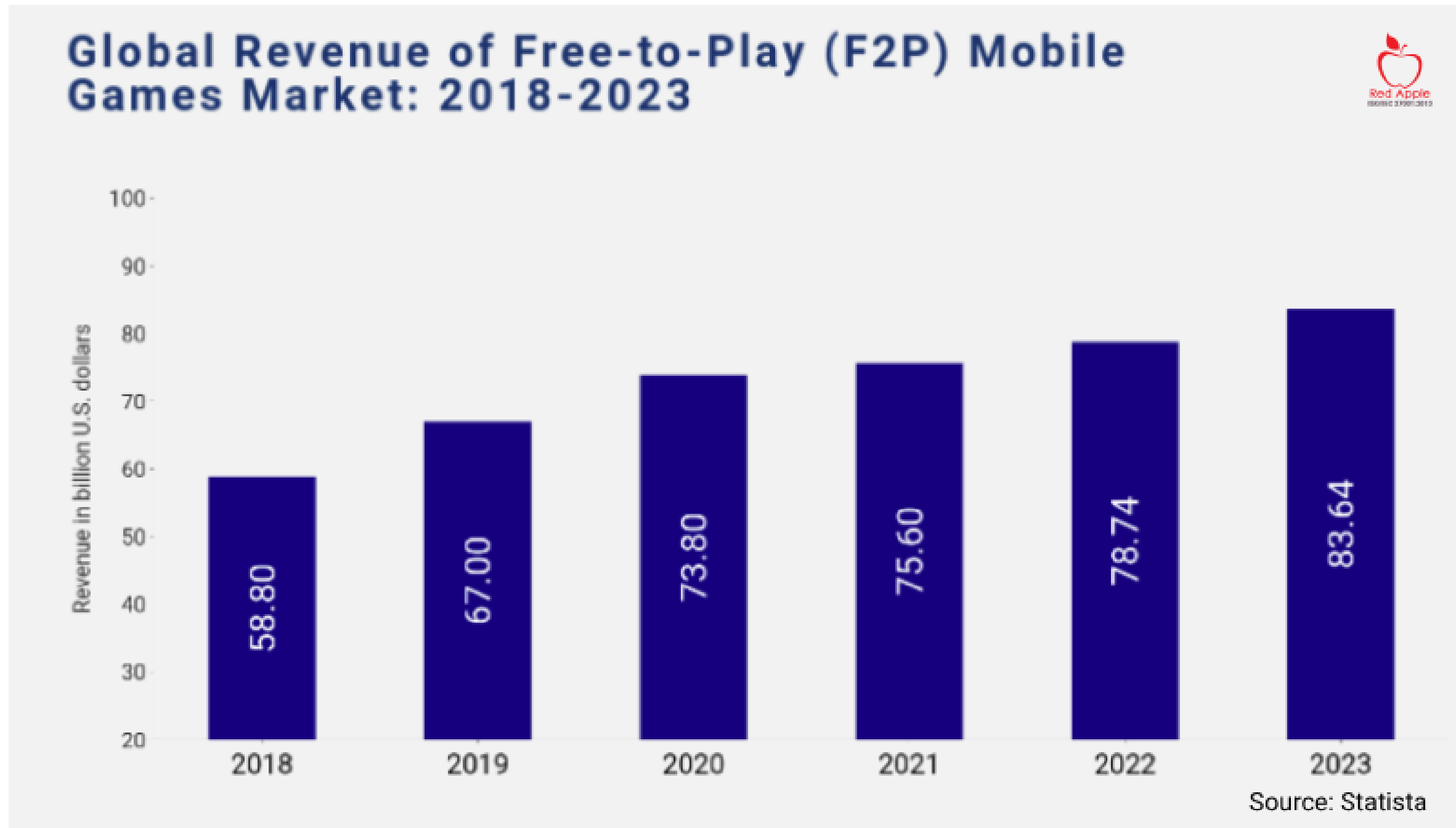


Rank	International Market	Revenue	Players
1. 	China	\$50.18 billion	742.19 million
2. 	United States	\$47.62 billion	197.16 million
3. 	Japan	\$22.01 billion	78.1 million
4. 	South Korea	\$8.48 billion	33.8 million
5. 	Germany	\$6.84 billion	49.76 million
6. 	United Kingdom	\$5.73 billion	39.1 million
7. 	France	\$4.27 billion	39.34 million
8. 	Canada	\$3.64 billion	21.91 million
9. 	Italy	3.12 billion	37.64 million
10. 	Brazil	\$2.69 billion	100.74 million

4. The Market Revenue of Free-to-Play Mobile Games is \$83.64 billion in 2023 (Source: Statista)

Currently, the global market value of the free-to-play mobile gaming segment is **\$83.64 billion**. No doubt, it was a huge growth from the previously estimated figure of **\$73.8 billion in 2020**.

Hence, to establish your business in this gaming segment, consulting a professional mobile game development company will be very useful.



5. End-User Spending on Games Has Reached \$1.63 Billion in 2023 (Source: Data.ai)

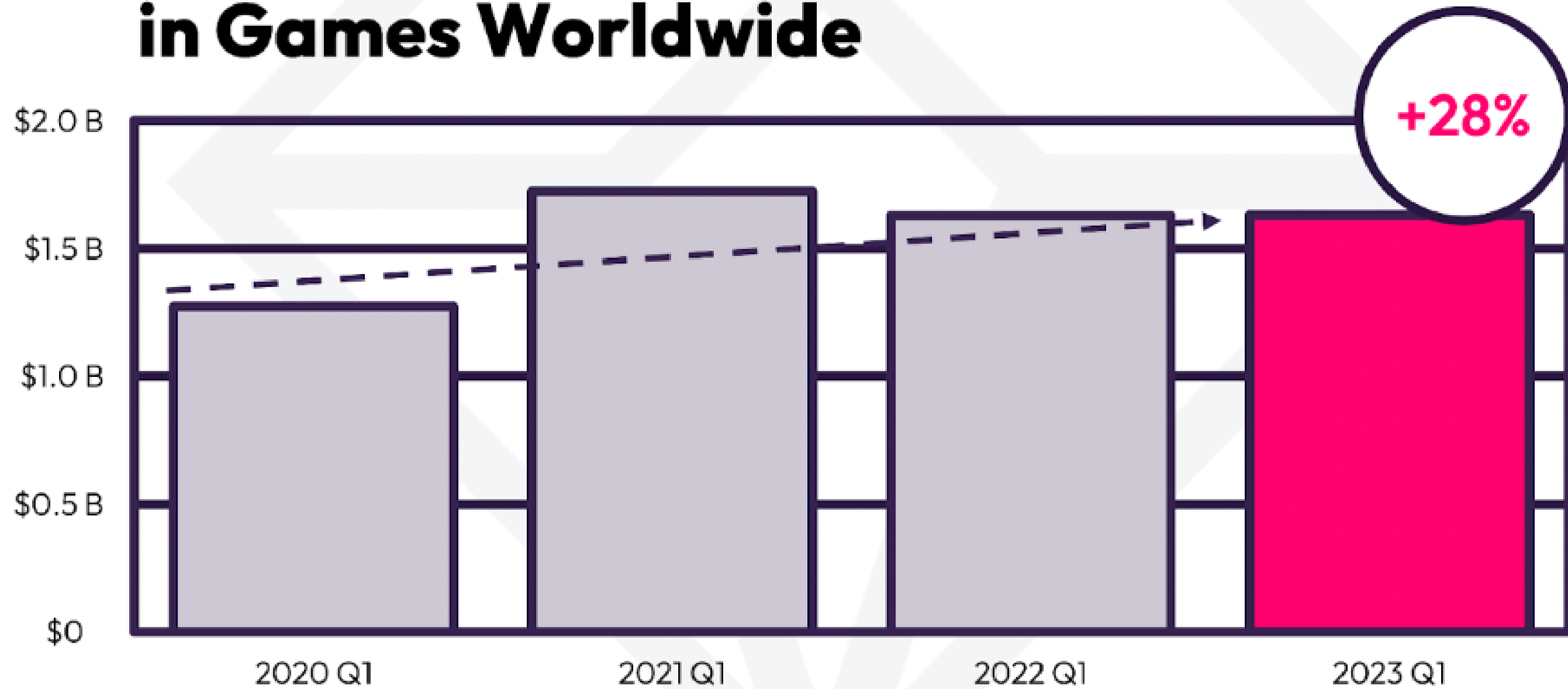
During the first quarter of 2023, this spending amount has reached the figure of **\$1.63 Billion** which will continue to grow in the coming days.

Countries that have witnessed a sharp rise in the video game spending encompassing the Play Store includes the **USA, South Korea, and Japan.**

Besides, countries recording massive consumer spending on games in the iOS platform includes the USA, China, and Japan.

No doubt, remarkable improvement in the quality of game development services has increased consumer spending on games.

Average Weekly Consumer Spend in Games Worldwide



Source: data.ai Intelligence

iOS and Google Play Combined. iOS only for China. Excludes third-party android.

6. Subway Surfers Continues to be The Most Downloaded Game of 2023 (Source: Mobile Marketing Reads)

According to Mobile Marketing Reads, Subway Surfers has gained a top position due to its growing popularity even in 2023. The game has crossed the mark of **4 billion downloads** during the first quarter of 2023 with an active monthly user base of **above 150 million**.

This highly successful game was launched on 23rd May, 2012 and has been constantly witnessing a sharp rise in the user segment.

When creating highly successful games like Subway Surfers, receiving help from an experienced mobile game development company will help you to obtain a favorable outcome quite conveniently.

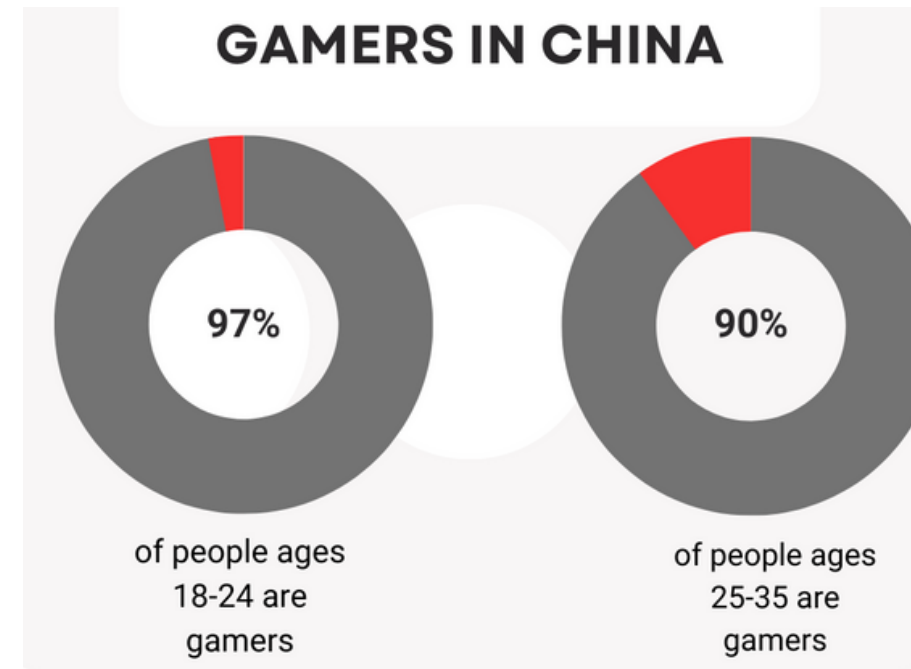
Demographic Distribution of Gamers

1. China (Source: Niko)

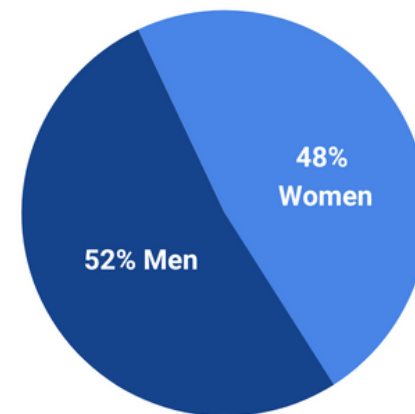
Presently, the population of gamers in China is approximately 720 million where people belonging to the age group of 18-24 years is above 97 percent. Similarly, the concentration of video gamers within the age-group of 25-35 years is over 90.



There are Approx 720 million gamers in China



Women in China constitute 48 percent of the country's gaming population, whereas the percentage of male gamers in the country is 52 percent.



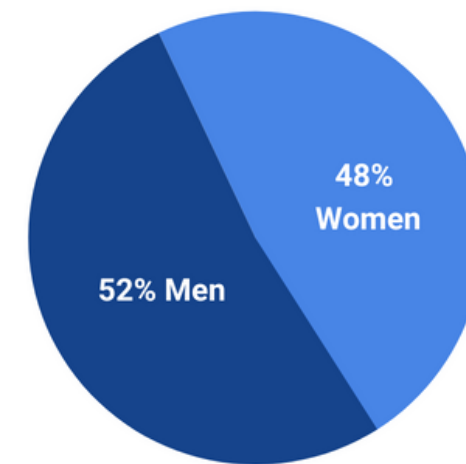
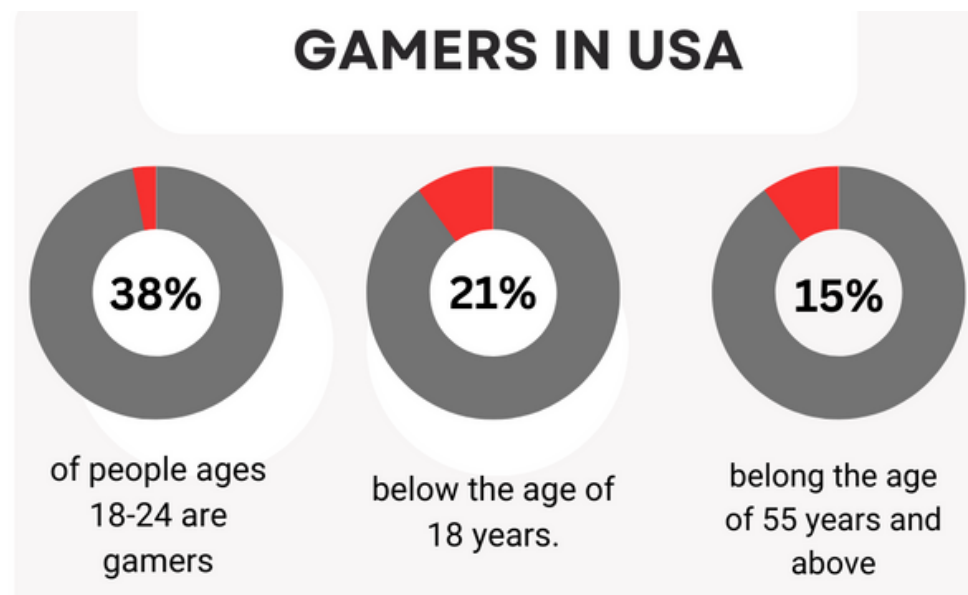
The average spending on gaming in the country is usually more than 18 percent and the time spent on playing games often exceeds 30 hours every week.

2. USA(Source: Data Prot)

The population of video game players in the USA is above **214 million**. In this vast population segment of gamers, adults comprise 163.3 million and children constitute 51.1 million.

38 percent of the gaming population of the USA belongs to the age-group of 18-34 years. Similarly, 21 percent of the gaming population of the country is below the age of 18 years. People belong to the age of 55 years and above comprise 15 percent of the US gaming population.

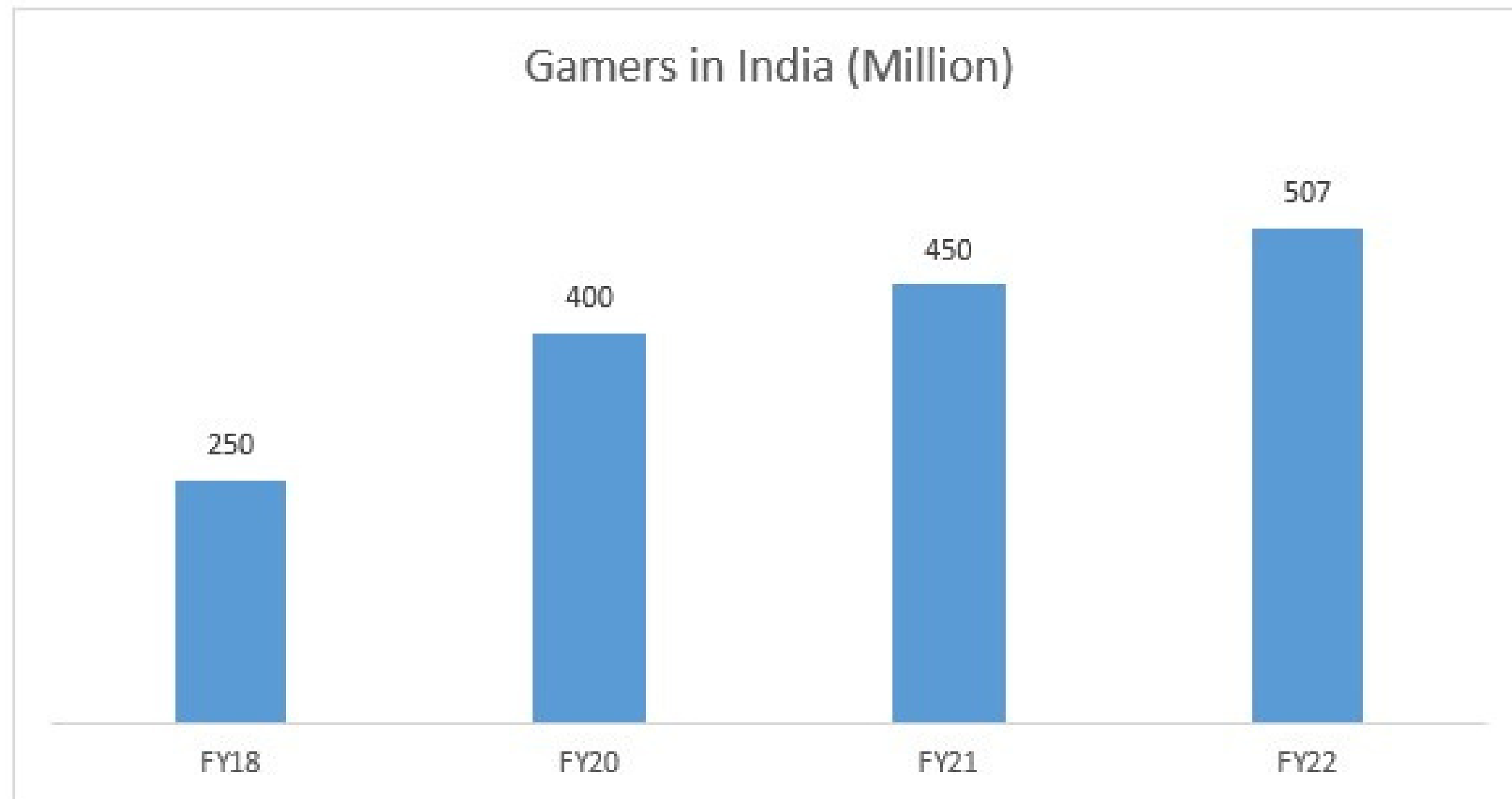
Female constitutes 48 percent of the US gaming population and male constitutes 52 percent of the gamers population in the country. It is assumed that the percentage of the female gaming population will grow sharply in the coming days.



Average time spent on video gaming always exceeds 20 hours every week. About 10 percent of the US gaming population devotes more than 20 hours on video games. On the other hand, 7.6 percent of the country's population usually devote less than 1 hour to gaming each week.

3. India(Source: IBEF)

The gaming population of India was around **507 million in 2022** which was a massive rise from the previous figure of 450 million in 2021. The average time spent on mobile gaming is 8.5 hours per week. The female population of the country that is involved in gaming constitutes 18 percent.





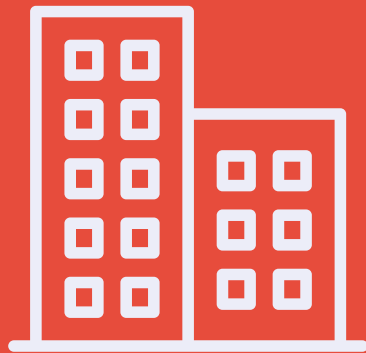
Final Thought

As the industry of gaming is steadily evolving, this gives you a fantastic chance to shine in the intense competition. But to ensure success and robust dividends on a long-term basis, you have to know this creative industry thoroughly. It will help you to come across profitable game app ideas to grow revenue and reputation in the industry. Hence, this post is serving you with a statistical report that will help you to grow your business quite conveniently.

The mobile game industry is currently witnessing massive popularity across the world. **At the moment, the market value of this industry is over \$286.50 billion which will reach the amount of \$376.70 billion (Statista).**

This grand prospect is deeply tempting enterprises to invest in this creative segment with the help of a professional mobile game development company. It will not only help them to explore trending game ideas but will also allow them to know everything on game development very smoothly.

FOR MORE INFORMATION, PLEASE CONTACT



Head Office

DLF Prime Tower, Unit No. 308, Third Floor,
Okhla Phase - 1, New Delhi - 110020



[+918017779602](tel:+918017779602)



info@redappletech.com



www.redappletech.com



Red Apple
ISO/IEC 27001:2013