



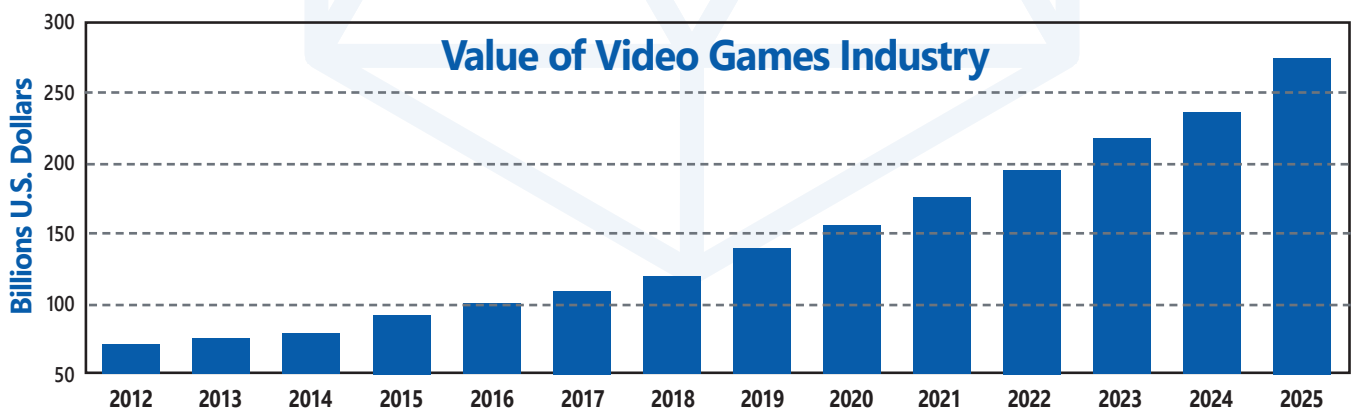
MARKET BROKER

Sector Focus

Gaming

The Gaming Market was valued at USD 198.40 billion in 2021, and it is expected to reach USD 339.95 billion by 2027, growing at an 8.94 percent CAGR between 2022 and 2027. Because of the nationwide lockdowns imposed as a result of the COVID-19 pandemic, some people turned to gaming platforms to pass the time. As a result, these platforms drew hundreds of thousands of new visitors to online traffic. Recently, video gaming trends have seen a massive increase in both players and revenue.

- The gaming industry's continuous technological advancements are significantly propelling its growth. They are improving the way games are made and the overall gaming experience of users.
- Game developers in emerging economies are constantly striving to improve the gaming experience by releasing and rewriting codes for various console/platforms such as PlayStation, Xbox, and Windows PC, which are then incorporated into a standalone product delivered to gamers via a cloud platform.
- Rising internet connectivity, smartphone adoption, and the introduction of high bandwidth network connectivity, such as 5G, have all contributed to an increase in global gaming demand. Furthermore, according to the GSMA report, as of November 2021, 170 mobile operators had launched commercial 5G services, with 7% population penetration at the end of 2021, opening up new opportunities for mobile vendors to introduce 5G smartphones into the market.
- Furthermore, according to DataReporal statistics, the number of internet users increased by 7.7 percent in 2021 compared to 2020. Furthermore, they increased by 4% to 4,950 million in January 2022, compared to 4,758 million in January 2021.
- Cloud gaming services aim to build the next generation of social entertainment platforms by leveraging hyper-scale cloud capabilities, streaming media services, and global content delivery networks. These factors are expected to have a positive impact on market growth.
- Furthermore, leveraging cloud technology in the gaming market is likely to drive multi-player demand and engagement for various games, boosting market growth during the forecast period.



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