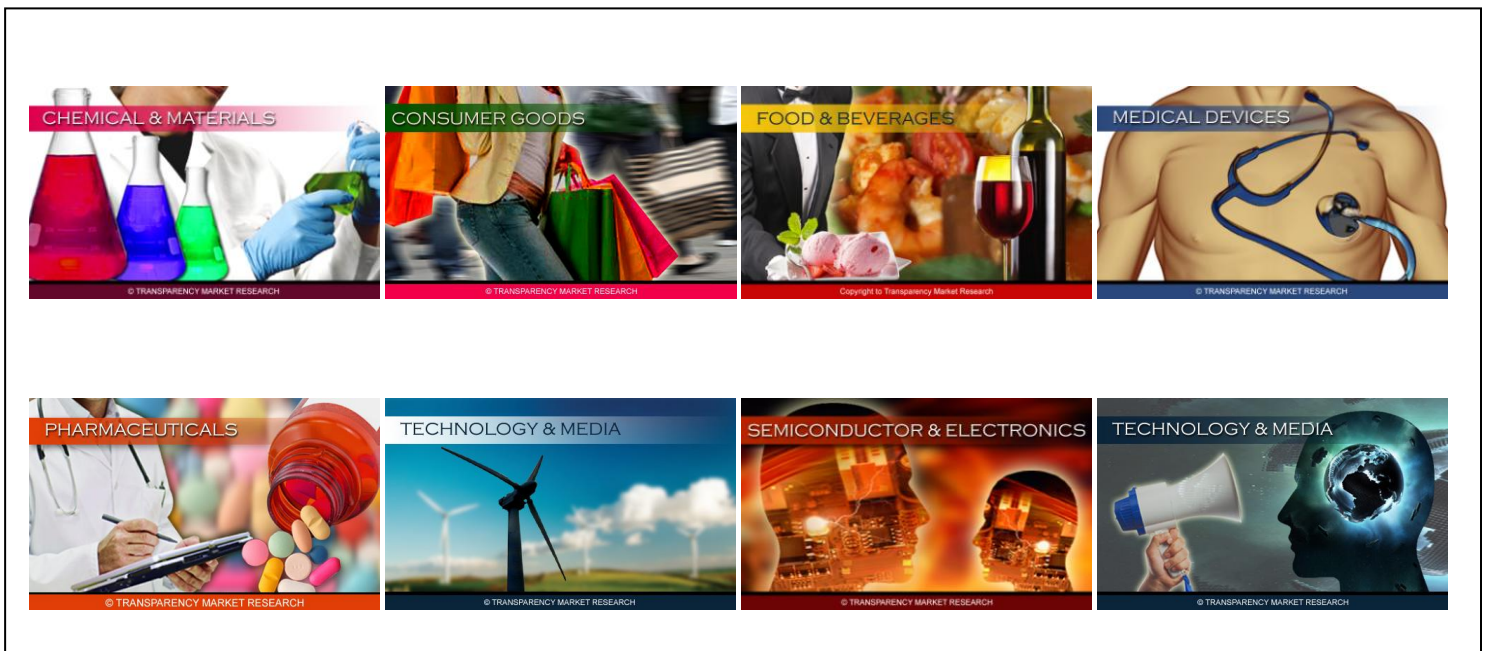


Transparency

Market Research

In-depth Analysis. Accurate Results

Transparency Market Research (TMR) provides a range of marketing and business research solutions designed for your specific needs. From off-the-shelf syndicated business & market research to made-to-order custom research, we serve our clients to fulfill their immediate as well as ongoing research requirements.



Contact Us : State Tower,90 State Street,Suite 700,Albany NY – 12207,United States

Tel: +1-518-618-1030 Email: sales@transparencymarketresearch.com

Social Gaming Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2013 - 2019

Single User License: US \$ 4795

Multi User License: US \$ 7795

Corporate User License: US \$ 10795

[Buy Now](#)

[Request Sample](#)



Published Date : Feb 2014

PR : Global Social Gaming Market is Expected to Reach USD 17.40 Billion Globally in 2019: Transparency Market Research

Transparency Market Research is Published new Market Report "**Social Gaming Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2013 - 2019,**" the global Social Gaming market is expected to reach a value of USD 17.40 billion by 2019, growing at a CAGR of 16.1% from 2013 to 2019. Growth in the usage of internet and social networking sites has spurred the growth of the games over the internet. The other factor being the growing demand of smartphones and tablet PCs. Asia Pacific was the largest contributor in social gaming market and accounted for a share of 45% in 2012. Decline in prices of mobile devices i.e. smartphones and tablets and easy access to internet has resulted in the growth of these games.

Among different types of revenue generation methods, virtual goods helped generate 60% of the revenue followed by advertisements in 2012. Continuous rise in the internet subscribers, increase social network accounts, demand for mobile devices and free and easy access to internet are some important factors driving the demand for social gaming globally. Ban on social networking sites in regions such as the Middle East and China has limited the growth of the market. People of age group 19 - 25 years has contributed largely to the growth of social games and is expected to grow at a CAGR of 17.3 % during the forecast period from 2013 - 2019. A major reason for the growing popularity of the social games among this age group is the readily available internet services in schools, colleges or homes.

Female is the largest gender segment that held a share of around 54% in 2012 followed by male with 46 % share in 2012. Demand for games by female is primarily driven by increase in usage of internet in the homes and the rise in demand of smartphones.

In terms of geographical regions, Asia Pacific represents largest market for social gaming and is expected to reach USD 7.59 billion by 2019. Huge population in the region has boosted the demand of mobiles and smartphones which in turn has compelled the game designers to develop games of the mobile devices.

The global social gaming market was dominated by Zynga Inc. in 2012. Other important players in the global social gaming market include Playdom, Rock You, Rovio and others.

Browse Social Gaming Market Report with Full TOC at
<http://www.transparencymarketresearch.com/social-gaming-market.html>

The global social gaming market is segmented as below:

Social Gaming Market

By revenue generation

- Virtual goods
- Advertisements
- Lead generation offers

By Gender

- Male
- Female

By Age Group

- 13 - 18 years
- 19 - 25 years
- 26 - 35 years
- 36 - 45 years
- 46+ years

By geography

- North America
- Europe
- Asia Pacific
- Rest of the World (RoW)

Related & Recently Published Reports by Transparency Market Research

- **Failure Analysis Equipment Market:**
<http://www.transparencymarketresearch.com/failure-analysis-equipment.html>
- **Feed Acid Market:** <http://www.transparencymarketresearch.com/feed-acidifiers-market.html>
- **Radiation Cured Products Market:**
<http://www.transparencymarketresearch.com/radiation-cured-products.html>
- **Cheese Market:** <http://www.transparencymarketresearch.com/global-cheese-market.html>
- **Sports Nutrition Market:**
<http://www.transparencymarketresearch.com/sports-nutrition-market.html>
- **Pulmonary Drug Delivery Systems Market:**
<http://www.transparencymarketresearch.com/pulmonary-drug-delivery-systems.html>
- **Electronic Recycling Market:**
<http://www.transparencymarketresearch.com/electronics-recycling-market.html>
- **Permanent Magnets Market:**
<http://www.transparencymarketresearch.com/permanent-magnet-market.html>



Chapter 1 Preface

- 1.1 Report Description
- 1.2 Research Scope
- 1.3 Research Methodology

Chapter 2 Executive Summary

Chapter 3 Market Overview

3.1 Introduction

3.2 Market Drivers

3.2.1 Increase in global smartphone demand

3.2.2 Rapid growth in number of internet subscribers

3.2.3 Easy accessibility and free to play

3.3 Market Restraints

3.3.1 Ban on social networking sites

3.4 Market opportunities

3.4.1 Improvement in browser experience

3.4.2 Rising trend of cloud gaming

3.5 Market trends and future outlook

3.6 Value chain analysis

3.7 Porter's Five Forces Analysis

3.7.1 Bargaining power of suppliers

3.7.2 Bargaining power of buyers

3.7.3 Threat of new entrants

3.7.4 Threat of substitutes

3.7.5 Degree of competition

3.8 Social gaming: Market attractiveness analysis

3.9 Social gaming: Company market share analysis

Chapter 4 Social gaming Market Analysis, by Segment

4.1 Overview

4.2 Virtual goods market

4.2.1 Global social gaming market revenue share, by segment, 2012 – 2019

4.3 Advertisements

4.3.1 Global social gaming market revenue share, by segment, 2012 – 2019

4.4 Lead generation offers

4.4.1 Global social gaming market revenue share, by segment, 2012 – 2019

Chapter 5 Social gaming Market Analysis, by Gender

5.1 Global social gaming market: Application overview

5.1.1 Global social gaming market revenue share, by gender, 2012 – 2019

5.2 Male

5.2.1 Global social gaming market revenue share, by segment, 2012 – 2019

5.3 Female

5.3.1 Global social gaming market revenue share, by gender, 2012 – 2019

Chapter 6 Social Gaming Market Analysis, by Age Group

6.1 Overview

6.2 Age group 13-18

6.2.1 Global social gaming market revenue share, by age group 13-18, 2012 – 2019

6.3 Age group 19-25

6.3.1 Global social gaming market revenue share, by age group 19-25, 2012 – 2019

6.4 Age group 26-35

6.4.1 Global social gaming market revenue share, by age group 26-35, 2012 – 2019

6.5 Age group 36-45

6.5.1 Global social gaming market revenue share, by age group 36-45, 2012 – 2019

6.6 Age group 46+

6.6.1 Global social gaming market revenue share, by age group 46+, 2012 – 2019

Chapter 7 Social gaming Market Analysis, By Geography

7.1 Global social gaming market: Geographical overview

7.1.1 Global social gaming market revenue share, by geography

7.2 North America social gaming market

7.2.1 North America social gaming market size and forecast, 2012 – 2019 (USD billion)

7.3 Europe social gaming market

7.3.1 Europe social gaming market size and forecast, 2012 – 2019 (USD billion)

7.4 Asia Pacific social gaming market

7.4.1 Asia Pacific social gaming market size and forecast, 2012 – 2019 (USD billion)

7.5 RoW social gaming market

7.5.1 RoW social gaming market size and forecast, 2012 – 2019 (USD billion)

Chapter 8 Company Profiles

8.1 Zynga, Inc.

8.1.1 Company overview

8.1.2 Financial overview

8.1.3 Business strategy

8.1.4 SWOT analysis

8.1.5 Recent developments

8.2 King

8.2.1 Company overview

8.2.2 Financial overview

8.2.3 Business strategy

8.2.4 SWOT analysis

8.2.5 Recent developments

8.3 Electronic Arts, Inc.

8.3.1 Company overview

8.3.2 Financial overview

8.3.3 Business strategy

8.3.4 SWOT analysis

8.3.5 Recent developments

8.4 CrowdStar

8.4.1 Company overview

8.4.2 Financial overview

8.4.3 Business strategy

8.4.4 SWOT analysis

8.4.5 Recent developments

8.5 RockYou

8.5.1 Company overview

8.5.2 Financial overview

8.5.3 Business strategy

8.5.4 SWOT analysis

8.5.5 Recent developments

8.6 Social Point

8.6.1 Company overview

8.6.2 Financial overview

8.6.3 Business strategy

8.6.4 SWOT analysis

8.6.5 Recent developments

8.7 Booyah Inc.

8.7.1 Company overview

8.7.2 Financial overview

8.7.3 Business strategy

8.7.4 SWOT analysis

8.7.5 Recent developments

8.8 Renren Inc.

8.8.1 Company overview

8.8.2 Financial overview

8.8.3 Business strategy

8.8.4 SWOT analysis

8.8.5 Recent developments

8.9 Rovio Entertainment Limited

8.9.1 Company overview

8.9.2 Financial overview

8.9.3 Business strategy

8.9.4 SWOT analysis

8.9.5 Recent developments

8.10 Tencent Holdings Ltd.

8.10.1 Company overview

8.10.2 Financial overview

8.10.3 Business strategy

8.10.4 SWOT analysis

8.10.5 Recent developments

8.11 Wooga GmbH

8.11.1 Company Overview

8.11.2 Financial overview

8.11.3 Business strategy

8.11.4 SWOT analysis

8.11.5 Recent developments



Transparency Market Research is a global market intelligence company, providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers. We are privileged with highly experienced team of Analysts, Researchers, and Consultants, who use proprietary data sources and various tools and techniques to gather, and analyze information.

Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

Browse all Technology & Media Market Research Reports @

<http://www.transparencymarketresearch.com/technology-market-reports-8.html>



Sheela AK

90 Sate Street, Suite 700

Albany, NY 12207

Tel: +1-518-618-1030

USA - Canada Toll Free: 866-552-3453

Email: sales@transparencymarketresearch.com

Web: <http://www.transparencymarketresearch.com/>

Blog : <http://rahul28feb86.wordpress.com/>