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MARKET OPPORTUNITY

Gaming & Entertainment

Market Opportunity

Analyzing growth, challenges, and future potential in a dynamic landscape.

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Gaming & Entertainment Market Opportunity Report

Analyzing growth, challenges, and future potential in a dynamic landscape.

Executive Summary

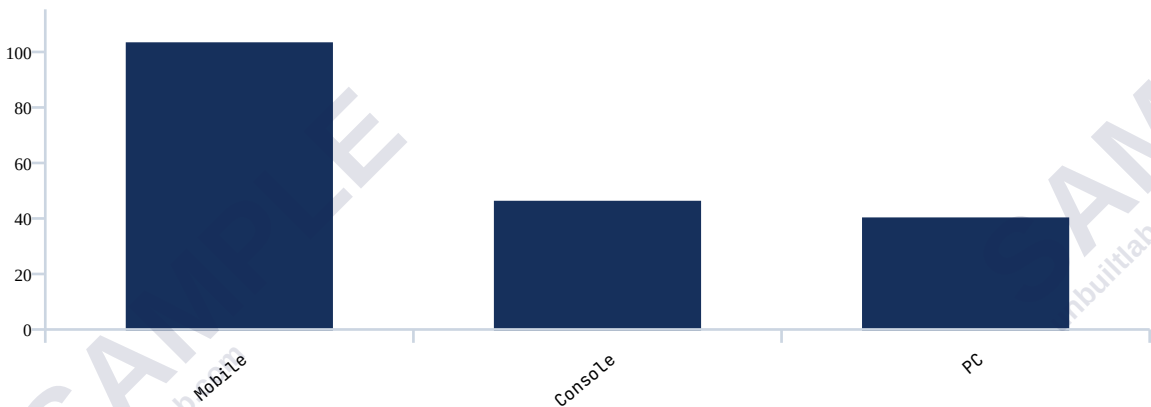
THE OPPORTUNITY IN BRIEF

The global Gaming & Entertainment market is projected to grow steadily, driven by trends such as GenAI in content production and the rise of user-generated content. However, challenges like intrusive monetization and regulatory changes present significant pain points. This report outlines the current landscape, highlighting opportunities for innovation and growth in the sector.

Key Numbers

\$182.7B	Global Gaming Revenue 2024 · Projected to grow at ~3% CAGR through 2028
55%	Mobile Gaming Share 2025 · Largest segment of global gaming revenue
\$79.5B	Online Gambling Revenue 2025 · On track to reach \$119.7B by 2030
\$350B	Global Gaming Market Size 2030 · Estimates vary based on methodology
44%	Cloud Gaming CAGR through 2030 · Indicating rapid growth in this segment

Global Gaming Revenue by Segment (2025)





Pain Points

Predatory Monetization Practices

Players report aggressive microtransactions and loot boxes leading to churn rates as high as 40%.

Opportunity: Develop transparent monetization frameworks that enhance user trust.

▲
HIGH

Intrusive Advertising

64% of players find ads interruptive, negatively impacting session length.

Opportunity: Create less intrusive, user-friendly ad models that enhance engagement.

—
MEDIUM-HIGH

Technical Stability Issues

Bugs and server outages are major complaints, particularly around launches.

Opportunity: Invest in robust QA and testing frameworks to improve launch stability.

▲
HIGH

Toxicity and Harassment in Online Play

Harassment disproportionately affects women and minorities, leading to disengagement.

Opportunity: Implement stronger community moderation and safety features.

▲
HIGH

Accessibility Gaps

Only 5% of games are fully accessible, excluding a significant player base.

Opportunity: Develop tools that enhance accessibility features across platforms.

▲
HIGH

Discovery and Content Overload

Players struggle to find relevant games in a saturated market.

Opportunity: Create better discovery tools leveraging AI and user preferences.

—
MEDIUM

Player Fatigue with Live-Service Models

Players feel forced to log in daily for rewards, leading to burnout.

Opportunity: Design more flexible live-service models that reduce grind.

—
MEDIUM-HIGH

Opportunities

Cross-Platform Identity Solutions

Why now: With 3.42 billion players, a unified identity system can enhance player retention.

▲
HIGH BUILD

Ethical Monetization Tools

Why now: Growing resistance to intrusive ads creates demand for balanced monetization strategies.

—
MEDIUM BUILD

Accessibility-First Gaming Tools

Why now: Increased awareness of disability rights necessitates better accessibility features.

—
MEDIUM BUILD

Creator Economy Platforms

Why now: The rise of UGC and streaming demands better monetization and rights management for creators.

—
MEDIUM BUILD



Cloud Gaming Optimization Solutions

Why now: As cloud gaming grows, optimizing performance and reducing latency becomes critical.

 **HIGH BUILD**

Top & Trending in This Market

NAME	CATEGORY	MOMENTUM	NOTES
Block Blast!	Casual Puzzle	Breakout	Most downloaded game globally in 2025.
Roblox	UGC Platform	Established	Top-grossing game with strong user engagement.
Honor of Kings	MOBA	Established	Dominates global mobile game revenues.
MONOPOLY GO!	Casual Social Game	Breakout	Rapidly climbed to top-grossing status.
Last War: Survival	Strategy	Rising	High revenue and strong growth trajectory.

Still Manual – Ripe for Software

PROCESS	EST. % MANUAL	WHY IT'S NOT AUTOMATED
Project & Production Budgeting	~70% (est.)	Studios often rely on spreadsheets due to bespoke budgeting needs.
Cost Tracking & Variance Analysis	~65% (est.)	Fragmented systems lead to manual reconciliation across departments.
Workforce Planning & Headcount Allocation	~60% (est.)	Complex staffing needs make automation challenging.
Community Moderation Workflows	~55% (est.)	Moderation often relies on manual processes due to the scale of interactions.

Incumbent Stack – What They Already Use

TOOL	CATEGORY	NOTES / GAP
Unity	Game Engine	Widely used for mobile and indie games but faces performance gaps in AAA.
Microsoft PlayFab	LiveOps Backend	Leading platform for backend services but requires complex configuration.
AWS GameLift	Multiplayer Hosting	Effective for session-based games but lacks full LiveOps capabilities.
GameAnalytics	Analytics Platform	Focuses on in-game metrics but lacks full customer lifecycle tracking.



WHITESPACE — APPS TO BUILD

The highest-value gaps in this market — where an unbuilt product could win.

1

Cross-Platform Identity Solutions

APP TO BUILD PlayID Cloud

Fragmented accounts hinder player engagement and community building.

2

Ethical Monetization Tools

APP TO BUILD FairPlay Revenue OS

Current monetization strategies often compromise user experience.

3

Accessibility-First Gaming Tools

APP TO BUILD AccessPlay Suite

Limited accessibility features exclude a significant segment of players.

4

Creator Economy Platforms

APP TO BUILD StreamForge

Existing monetization tools for creators are fragmented and inefficient.

Market Overview

The global Gaming & Entertainment market is expected to stabilize after the pandemic boom, with mobile gaming leading in revenue generation. As the market evolves, key trends such as GenAI and UGC are reshaping content production and player engagement.

Regulatory Landscape

Increasing regulatory scrutiny around app stores, privacy, and gambling is creating both challenges and opportunities for developers. Companies that adapt quickly to these changes can gain a competitive edge.

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A research input to your own customer discovery — not a guarantee of viability. Estimated figures are labelled as such.



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