
Description: Social games are gaining popularity and witnessing increased demand across different application sectors such as web, smartphones, tablets and phablets among others. The demand for these games is expected to see robust growth in the forecasted period. This is due to the free availability of the games and increase in sale of smartphones.

The social gaming market is expected to emerge as a supplement for games that are played on Xboxes and Playstation. Smartphones with enhanced operating system and features are expected to support high end games. The smartphone market has seen tremendous growth in the last few years and has strongly influenced the social gaming market. This trend is expected to continue throughout the forecast period.

This report has been segmented by type, application, and geography. The study also includes the drivers, restraints, and opportunities (DROs), and value chain of the social gaming market. In addition, the forecast from 2013 to 2019 has been also covered with current and future trends that are expected to impact demand.

By geography, the market has been segmented into North America, Europe, Asia Pacific, and RoW. The present market size and forecast until 2019 have been provided in the report along with the detailed analysis and opportunities in these regions.

The report also analyzes macro economic factors influencing and inhibiting the growth of the market. Porter's five forces analysis offers insights on market competition throughout its value chain. In addition, the market attractiveness analysis provided in the report highlights key investing areas in this industry. The report will help manufacturers, suppliers, and distributors to understand the present and future trends in this market and formulate their strategies accordingly.

Scope of the Report

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)

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