Social Gaming Market in the US 2015-2019

Description: About Social Gaming

Social gaming refers to playing online games on social media platforms, networking sites, or social media applications. It was born as a result of the collaboration between the social networking site, Facebook, and the popular game, Farmville, which was developed by Zynga in 2009. Following the success of Farmville on Facebook, social gaming became increasingly popular across the globe. The social gaming market in the US is one of the biggest markets worldwide. Most of the vendors focus on this region for launching better and more creative games. For instance, games such as Candy Crush Saga and FIFA series immediately witnessed an increase in their gamer base following their launch on social media platforms in the US. An increasing number of people have accounts on social networking sites and other platforms, which is the primary reason for the popularity of social gaming in the US.

The analysts forecast the revenue of the social gaming market in the US to grow at a CAGR of 19.63% over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the social gaming market in the US for the period 2014-2019. To calculate the market size, the report considers revenue generated from the three segments of the social gaming market in the US, namely, virtual goods, advertising, and lead generation. In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends that are emerging in the market.

The report, Social Gaming Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of social gaming market in the US and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Vendors
- Electronic Arts (EA)
- King Digital Entertainment
- Peak Games
- Wooga
- Zynga

Other Prominent Vendors
- Arkadium
- Crowdstar
- DeNA
- GREE
- Kabam
- Peak Games
- Playdom
- Pretty Simple Games

Market drivers
- Increase in number of social gamers
- For a full, detailed list, view our report

Market challenges
- Increased adoption of alternative gaming devices
- For a full, detailed list, view our report

Market trends
- Use of analytics in social gaming
- For a full, detailed list, view our report
Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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