

# 2024 Overview of the Korean Gaming Industry

This report provides a comprehensive analysis of South Korea's gaming industry, including its market growth and user trends based on the "Game industry in South Korea" conducted by Statista.

(Source: Statista)

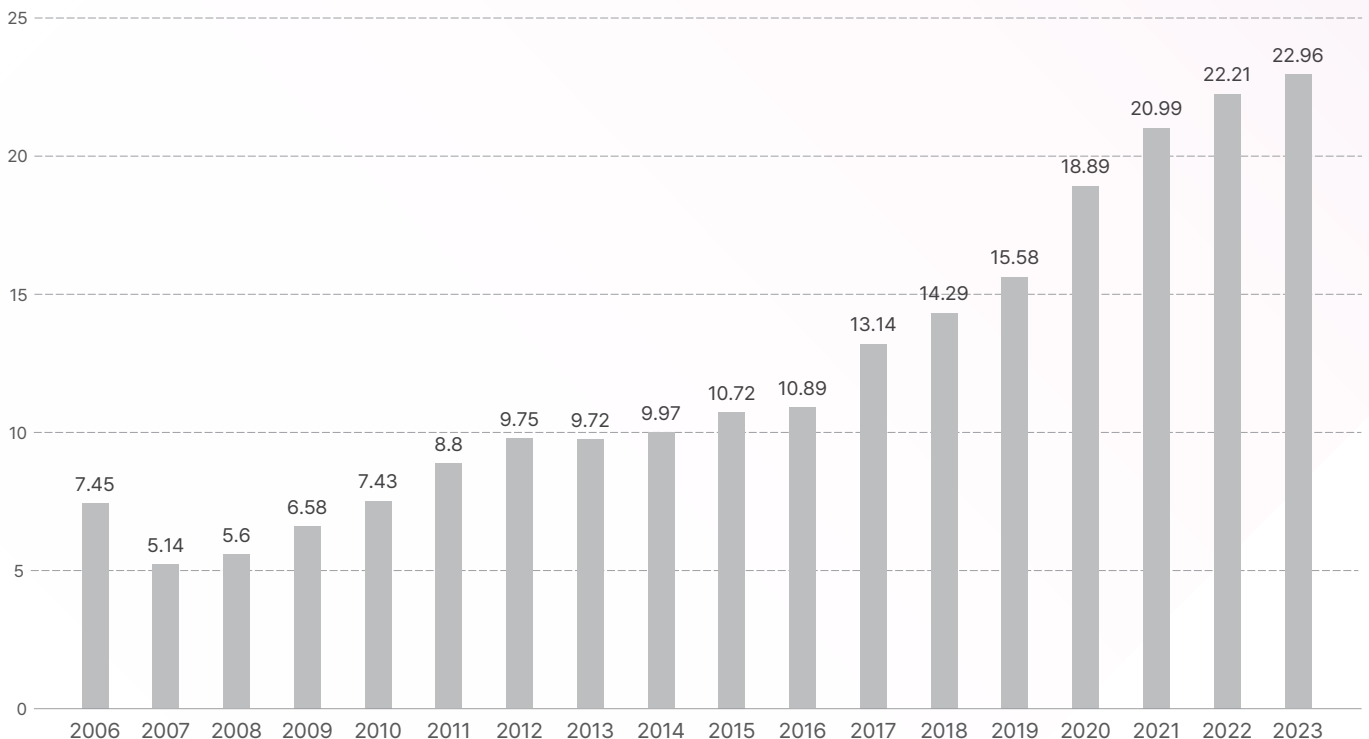
## Global Competitiveness and Market Scale of the Korean Gaming Industry

### Size of the gaming market in Korea (2006–2023)

- According to the survey, the market value of Korea's gaming industry reached approximately 22.96 trillion Korean won in 2023, marking one of the highest figures globally.
- The data shows a consistent upward trend since 2006, though the pace of growth has gradually slowed in recent years.
- Overall, Korea remains one of the world's leading markets in gaming industry scale and participation.
- The data was provided by Hankook Research; Korea Creative Content Agency; MCST (South Korea).

Gaming industry size in Korea, 2006-2023

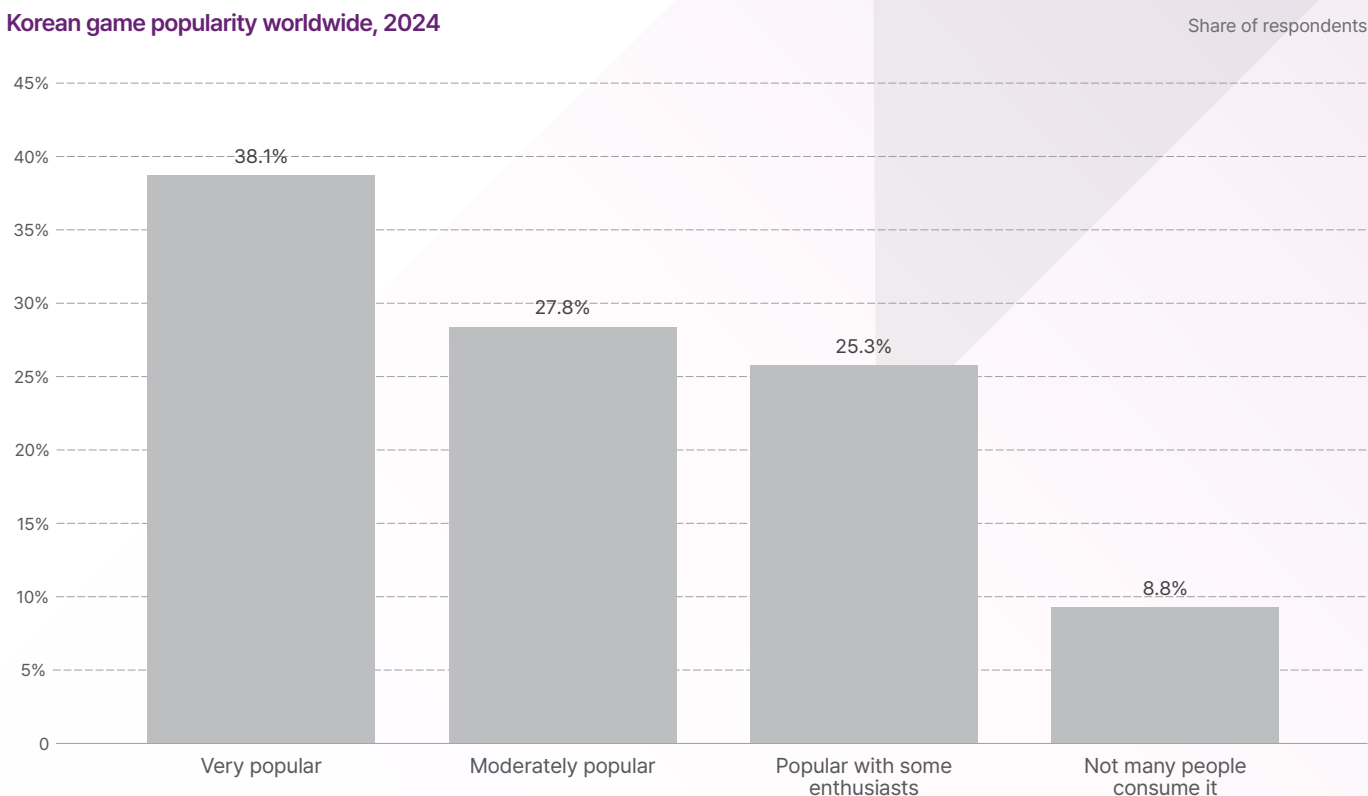
Market value in trillion South Korean won



## Popularity of Korean games worldwide (2024)

- According to the survey, 38.1% of respondents across 28 countries stated that Korean games were very popular in their regions, while another 27.8% considered them moderately popular.
- Around one in four participants (25.3%) said Korean games were popular mainly among enthusiasts, indicating their strong global reach with varying degrees of local engagement.
- The survey was conducted worldwide, in South Korea from November 29 to December 27, 2024, among 26,400 respondents aged 15 to 59 who experienced South Korean cultural content. The data was provided by Korean Foundation for International Cultural Exchange; KSTAT Research; MCST (South Korea).

### Korean game popularity worldwide, 2024

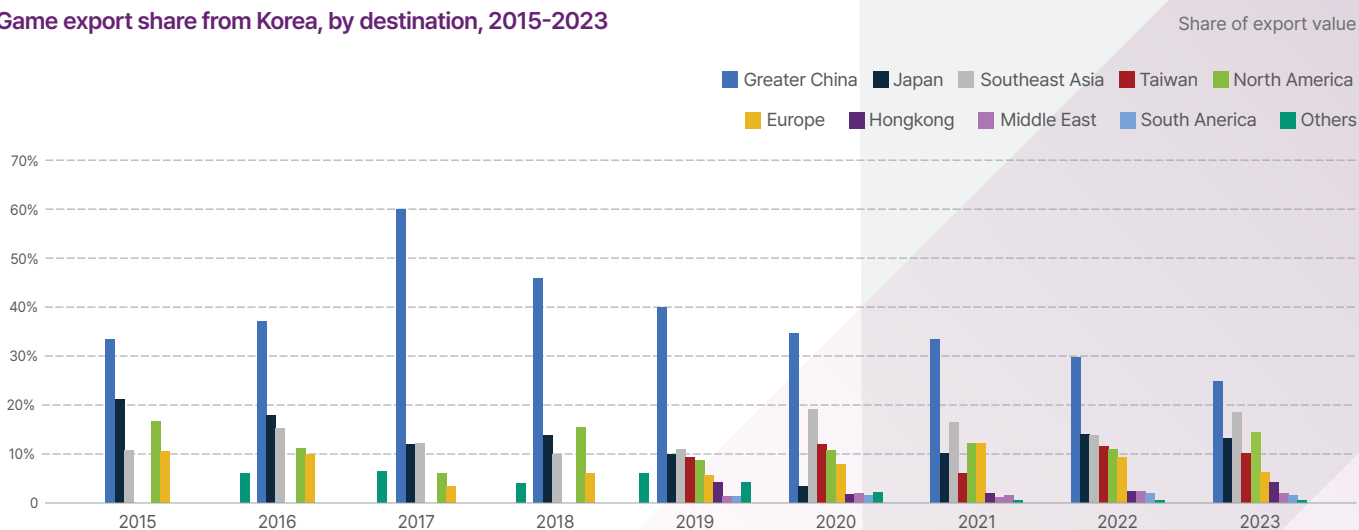


## Export Landscape and Key Overseas Markets

### Distribution of game exports from Korea, by destination (2015-2023)

- According to the survey, Greater China accounted for about 25.5% of Korea's total game exports in 2023, making it the largest export destination.
- Japan and Southeast Asia followed as key markets, while other regions such as North America and Europe held smaller shares.
- This reflects Korea's strong regional concentration in the Asian gaming market.
- The data was provided by Korea Creative Content Agency.

### Game export share from Korea, by destination, 2015-2023

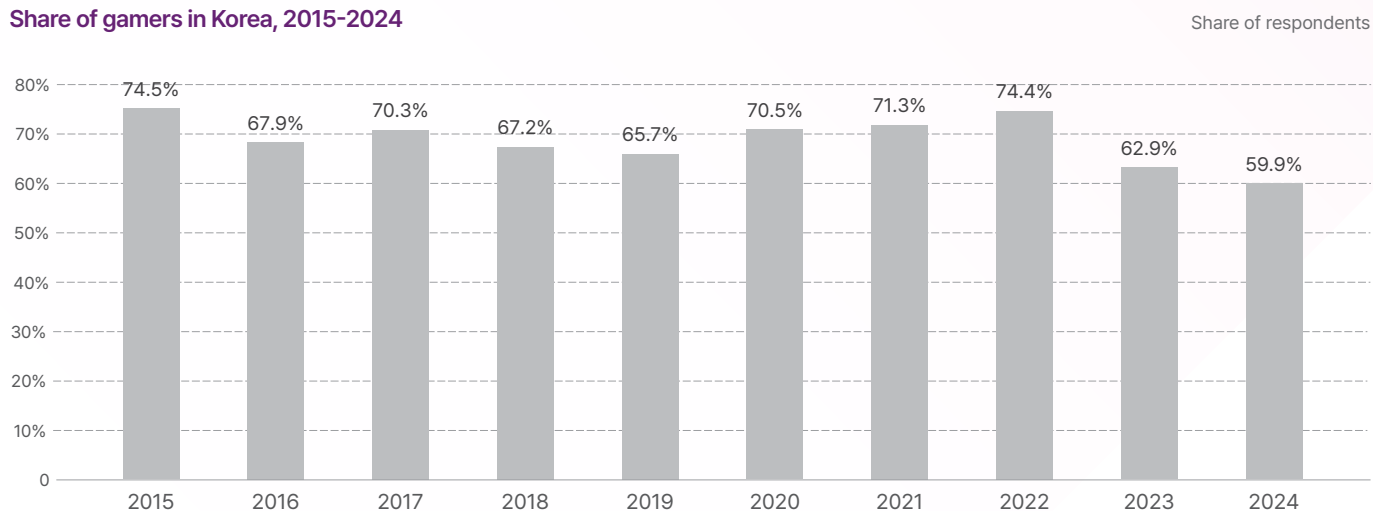


## Gaming Participation and Platform Preferences in Korea

### Share of Koreans playing games (2015-2024)

- According to the survey, around 60% of Koreans played games in 2024, showing a noticeable decline from 62.9% in 2023 and 74.4% in 2022.
- The highest share of gamers was recorded in 2015 at 74.5%, marking the peak participation rate during the period.
- Overall, the data indicates a gradual downward trend in gaming participation over recent years.
- The survey was conducted in South Korea from 2015 to 2024, among 10,000 respondents aged 10 to 69 who were webtoon readers. As of 2024, the age range of respondents changed from 10 to 64 years to 10 to 69 years. Respondents count by year was as follows: 2015: 4,000 2016: 3,045 2017: 3,013 2018: [...]. The data was provided by Hankook Research; Korea Creative Content Agency; MCST (South Korea).

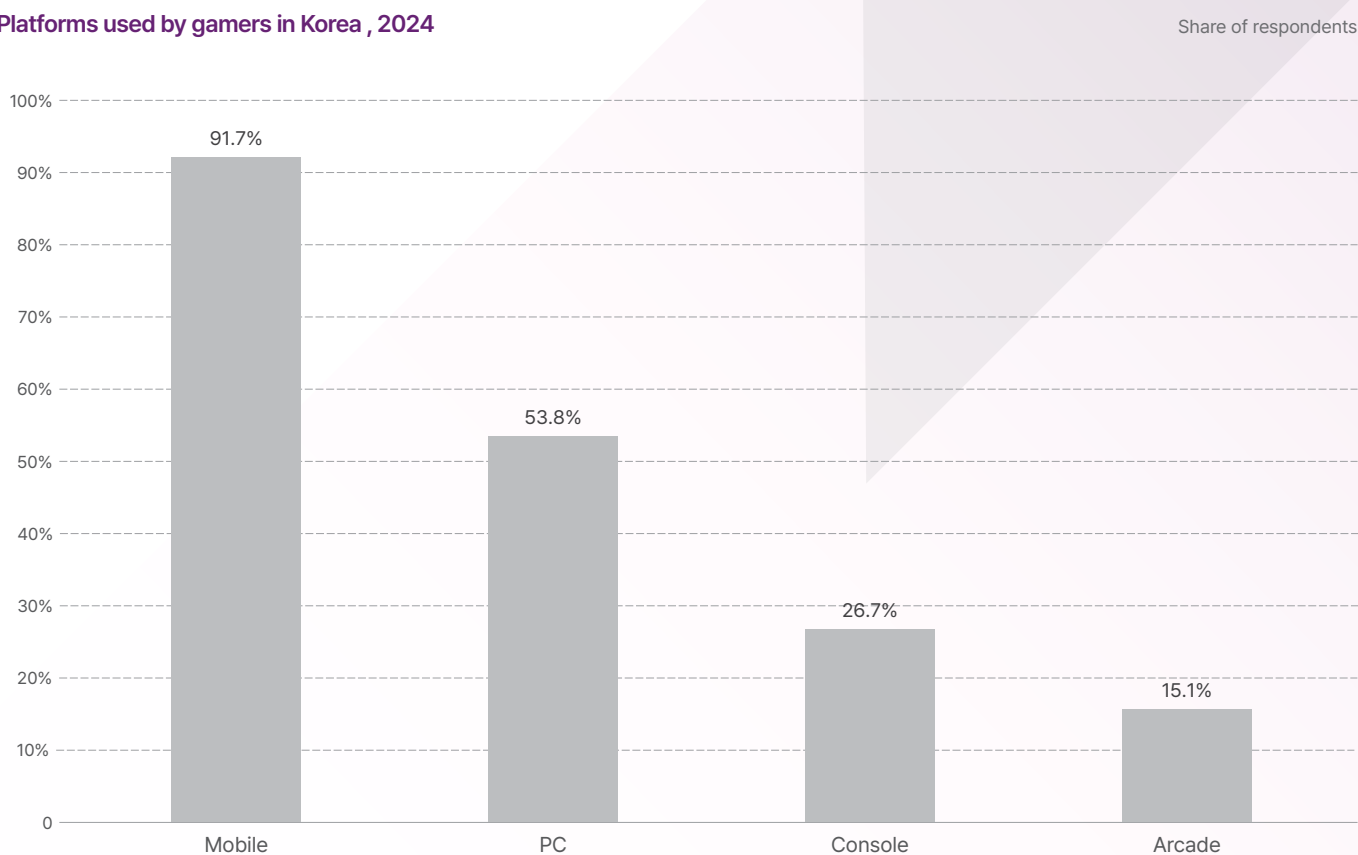
### Share of gamers in Korea, 2015-2024



## Types of platforms used by gamers in Korea (2024)

- According to the survey, 91.7% of Korean gamers played mobile games in 2024, making it the most widely used platform.
- PC gaming followed with 53.8%, while console and arcade games were used by 26.7% and 15.1%, respectively.
- The survey was conducted in South Korea from June 25 to October 8, 2024, among 8,076 respondents aged 10 to 69 who played games within the previous year. The data was provided by Hankook Research; Korea Creative Content Agency; MCST (South Korea).

## Platforms used by gamers in Korea , 2024



## Conclusion and Key Takeaways

### Sustained Growth and Market Stabilization

South Korea's gaming market reached KRW 22.96 trillion in 2023, showing steady long-term growth though with signs of stabilization.

### Enhanced Global Competitiveness

Korean games gained strong global recognition, with 38.1% of respondents worldwide rating them as "very popular."

### Regional Concentration in Game Exports

Greater China, Japan, and Southeast Asia remained the main export destinations, reflecting Asia-centered market strength.

### Declining Domestic Player Base

The domestic gamer share declined to 59.9% in 2024, suggesting shifting engagement patterns.

### Dominance of Mobile Gaming

Mobile gaming dominated usage at 91.7%, far ahead of PC and console play.

### Expanding Age Diversity Among Gamers

Older age groups increasingly participate in mobile gaming, with 28% of users in their 60s engaging in gameplay.

#### Original Source

Statista. (May 5, 2025). Game industry in South Korea.

[https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5\\_izkgftLoEyO66SVcJl09nfxCCFqPEIYRf8FmbOfVTJvofG#topicOverview](https://www.statista.com/topics/4626/game-industry-in-south-korea/?srsltid=AfmBOoq5_izkgftLoEyO66SVcJl09nfxCCFqPEIYRf8FmbOfVTJvofG#topicOverview)