

Global Market Dynamics and Korea's Gaming Industry Outlook

This report provides a comprehensive analysis of Korea's gaming industry outlook in the global market, based on the *PC gaming in South Korea* conducted by Statista.

(Source: Statista)

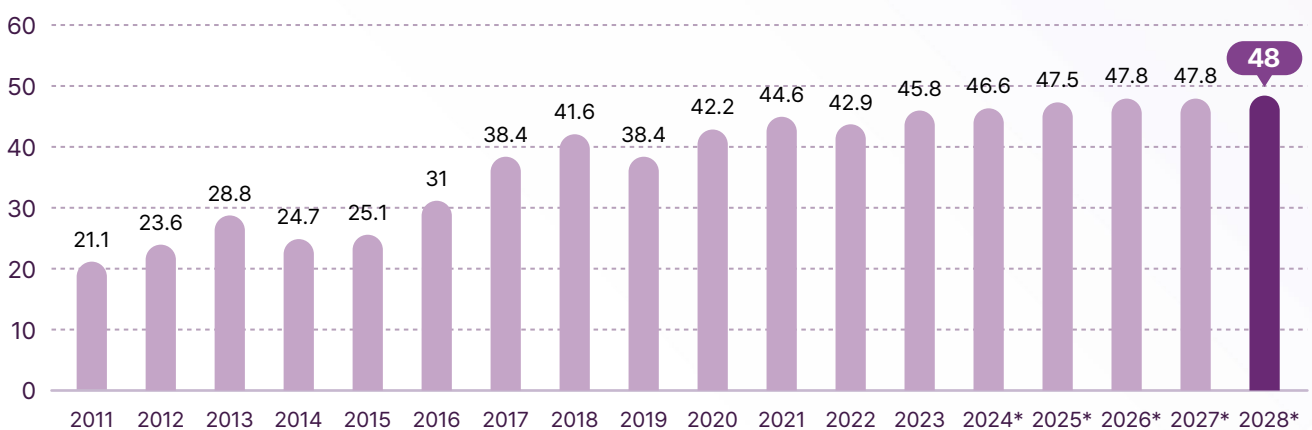
Overview of the Global PC Gaming Market and Korea's Market Share

Online PC gaming market value worldwide (2021-2028)

- ▶ According to the survey, the global online PC gaming market has shown steady growth from 21.1 billion USD in 2011 to 45.8 billion USD in 2023.
- ▶ The market surpassed 40 billion USD for the first time in 2018 and continued to rise, reaching 46.6 billion USD in 2024.
- ▶ Forecasts suggest only modest growth in the coming years, with the market expected to reach 48 billion USD by 2028.
- ▶ The data was provided by Capcom; International Development Group.

[Graph 1: Online PC gaming market value worldwide, 2011-2028]

[Value in billion U.S. dollars]



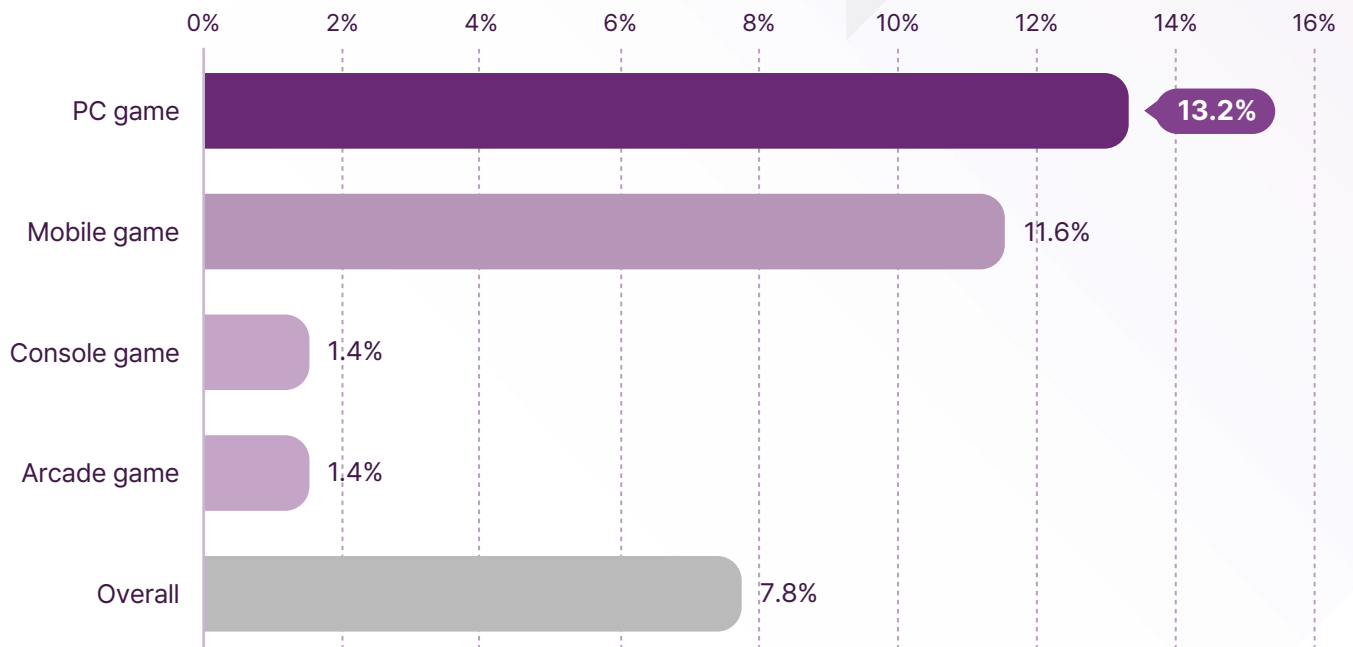
* Forecast

Global market share of the South Korean gaming industry based on sales revenue, by category (2023)

- ▶ According to the survey, South Korea held an overall 7.8% share of the global gaming market based on sales revenue in 2023.
- ▶ The country showed particularly strong performance in the PC game sector, accounting for 13.2% of the global market.
- ▶ Mobile games followed closely with an 11.6% share. In contrast, console and arcade games represented much smaller portions, each at 1.4%.
- ▶ These figures highlight Korea’s concentration in PC and mobile gaming within the global landscape.
- ▶ The survey was conducted in South Korea in 2023 based on the sales revenue.
- ▶ The data was provided by Korea Creative Content Agency.

[Graph 2: Share of South Korean gaming industry on global scale, by category, 2023]

[Market share]



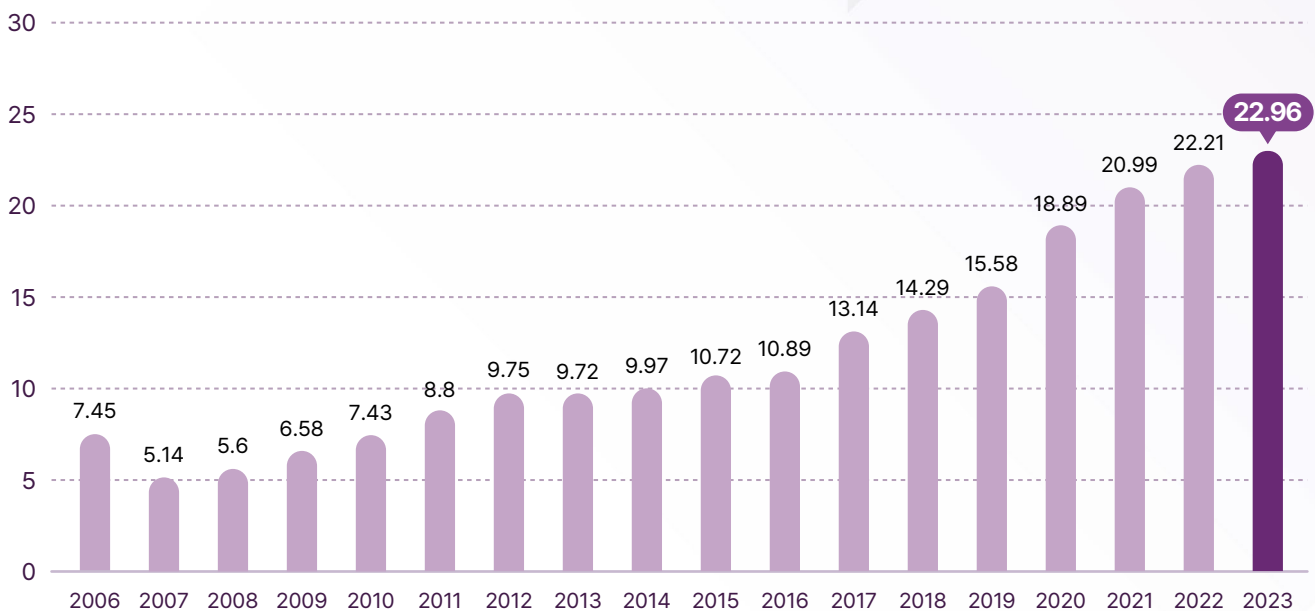
Korean Gaming Industry: Structural Growth Trends

Size of the gaming market in Korea (2006-2023)

- ▶ According to the survey, the size of South Korea’s gaming market has expanded steadily from 7.45 trillion won in 2006 to 22.96 trillion won in 2023.
- ▶ After remaining below 10 trillion won until 2012, the market recorded consistent growth throughout the 2010s.
- ▶ Significant increases occurred from 2017 onward, rising from 13.14 trillion won to 22.96 trillion won in just six years.
- ▶ Although growth continues, the pace appears to have slowed slightly in recent years compared to earlier periods.
- ▶ Overall, the long-term trend reflects sustained expansion of the industry.
- ▶ The data was provided by Hankook Research; Korea Creative Content Agency; MCST (South Korea).

[Graph 3: Gaming industry size in Korea, 2006-2023]

[Market value in trillion South Korean won]



Conclusion and Key Takeaways

1

- The global online PC gaming market steadily expanded from 2011 to 2023, and projections indicate that growth will slow in the coming years.
- This suggests that the global market is entering a more mature phase.

2

- In 2023, South Korea held about 7.8% of the global gaming market, with particularly strong shares in PC games (13.2%) and mobile games (11.6%).
- This confirms that Korea maintains significant influence in specific game categories.

3

- The size of the South Korean gaming market grew from 7.45 trillion KRW in 2006 to 22.96 trillion KRW in 2023, approximately a threefold increase, demonstrating sustained long-term growth and contributing to Korea's stable position in the global market.

4

- With both domestic market expansion and steady global market share, the Korean gaming industry shows a strong structure supported by solid demand at home and competitive performance abroad.

Original Source

Statista. (Jan 20, 2025). PC gaming in South Korea.

https://www.statista.com/topics/11931/pc-gaming-in-south-korea/?srsltid=AfmBOopKng4NscqZmjUhWhejne_xRsEafIkIEXEcD2qgYBu_jkepr8L#topicOverview