

Social Gaming 2017 Market in US Expected to Grow at CAGR of 19.63% and Forecast to 2021

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[Social Gaming Market in the US 2017](#)

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 2015-2020.

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.

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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 Driver

- Increase in number of social gamers

Market Challenge

- Increased adoption of alternative gaming devices

Market Trend

- Use of analytics in social gaming

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