**SOCIAL OR BUSINESS IMPACT**

1. According to a comprehensive research report by Market Research Future (MRFR), “Video Game Market information by Gaming Device, by Gaming Type, by End-user and Region – forecast to 2027” market was valued at 155.9 billion in 2019 and industry size to grow at a compound annual growth rate of 14.5% by 2026
2. Video games are gaining traction at a rapid pace due to rise of online platforms and easy access to games due to secure payment methods. Development of games with a focus on interactive experiences can drive the market demand.