Games Software Sales via Key Retail Formats in New Zealand to 2014

Abstracts

Introduction

Datamonitor's 'Games Software Sales via Key Retail Formats in New Zealand to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Games software retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include console games and PC and Mac Games

Current and forecast analysis of sales via major retail channels in the games software market as well as its sub-categories

Highlights

Games software retail sales in New Zealand decreased at a compound annual growth rate of 0.8% between 2004 and 2009.

Console games sales led the games software market with a share of 96.9% in 2009.

Electricals and electronics retailers were the leading retail format for console games in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the games software market in New Zealand

Understand the future direction of the market with reliable historical data and full five year forecasting

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