

Global Video Game Software Market: Size, Trends & Forecasts (2018-2022)

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Abstracts

Scope of the Report

The report entitled "Global Video Game Software Market: Size, Trends & Forecasts (2018-2022)", provides analysis of the global video game software market, with detailed analysis of global video game software market in terms of its value and its subsequent segments.

The report also includes a detailed regional analysis of the video game software market in regions such as North America, Europe and Asia. Under competitive landscape a financial comparison of different players in video games market has been done along with a comparison of various third party developers operating in the video game software market.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall video game software market has also been forecasted for the years 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Nintendo, Activision Blizzard, Sony and Sumo Group Plc. are some of the key players operating in the global video game software market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

Executive Summary

A video game is an electronic game that basically includes interaction with a user interface in order to generate a visual feedback on a video device such as a TV screen, computer monitor or a smartphone. Video game developers constantly attempt to make video games attractive to the end users i.e. the gamers by addition of audio, latest animation technologies, VFX, 3D effects, etc. The development of a video game passes through various stages such as investment, designing, creation, production, publisher/distribution and the end user stage.

The global video game software market can be segmented on the basis of device and type. On the basis of device, the market can be segmented into console, personal computer, virtual reality and mobile. On the basis of type, the market can be split into physical (DVD games) and digital (directly downloadable games).

The global video game software market is anticipated to grow at a healthy rate during the forecast period (2018-2022). The global video game software market is supported by various growth drivers such as gradually shifting preference to digital games from physical video games, growth prospects in emerging markets worldwide, rise in purchasing power and launching of backward compatible video games.

Piracy issues and intensive completion within the video gaming industry is a challenge to the growth of the market. Schemes such as VGTR to encourage video game developers, in housing development of video games by leading players gaining acceleration, customized video games, evolution of blockchain video games and third party outsourcing are some of the latest trends existing in the market.

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