

The Future of Video Game Consoles

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Abstracts

The console market for both static and hand-held devices is going through a period of dramatic change. Hand-held consoles continue to decline, as consumers eschew the platform for mobile gaming, while the launch of the Xbox One and PlayStation 4 has reinvigorated static console sales. New products will need to keep up with coming technological advancements, like augmented reality (AR) and virtual reality (VR) headsets, which are expected to fully enter the market starting in 2016.

Euromonitor International's The Future of Video Game Consoles global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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