

# 3D Gaming Consoles: Market Research Report

https://marketpublishers.com/r/39C67A98488EN.html

Date: January 2015

Pages: 144

Price: US\$ 4,500.00 (Single User License)

ID: 39C67A98488EN

# **Abstracts**

This report analyzes the worldwide markets for 3D Gaming Consoles in Thousand Units. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 3 companies including many key and niche players such as -

Microsoft Corporation

Nintendo Co. Ltd.

Sony Computer Entertainment Inc.



# **Contents**

# I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

# II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

Video Games - A Prelude

**Table 1.** Worldwide Games Market by Type of Games (2015E): Percentage Breakdown of Revenues for Casual Online Games, Handheld Console Games, Home Console Games, Massively Multiplayer Online Games, Mobile & Smartphone Games, PC Games, and Tablet Games (includes corresponding Graph/Chart)

Consumers Greet Arrival of Stereoscopic 3D Gaming Consoles with Fanfare Following Initial Hype, Interest in S3D Gaming Wanes Select Stereoscopic 3D Games Released for Gaming Consoles for the Period 2010-2014

Long-term Outlook for 3D Gaming Remains Bright 2015 VIDEO GAME RELEASES SUPPORTED BY ALL THREE GAMING CONSOLES (XBOX ONE, PLAYSTATION 4 AND WII U)

Top 10 Games for 8th Generation Gaming Consoles - Xbox One, PlayStation 4 and Wii U

# 2. COMPETITION

Developments at Hardware & Content Level Boosts Opportunities for Video Games Software

Competition Intensifies in Home Console Market



**Table 2.** Worldwide Video Game Home Consoles Market by Leading Models (2015E & 2018P): Percentage Share Breakdown of Installed Base for Microsoft Xbox One, Microsoft Xbox 360, Nintendo Wii, Nintendo Wii U, Sony PlayStation 2, Sony PlayStation 3, and Sony PlayStation 4 (includes corresponding Graph/Chart)

**Table 3.** Worldwide 8th Generation Video Game Home Consoles Market by Leading Models (2015E): Percentage Breakdown of Lifetime Shipments through Q1 2015 for Microsoft Xbox One, Nintendo Wii-U, and Sony PlayStation 4 (includes corresponding Graph/Chart)

**Table 4.** Worldwide 8th Generation Video Game Consoles Market by Leading Brands (2014 & Q1 2015): Percentage Breakdown of Unit Shipments for Microsoft Xbox One, Nintendo Wii-U, and Sony PlayStation 4 (includes corresponding Graph/Chart)

**Table 5.** Worldwide Video Game Consoles Market by Leading Home and Handheld Console Models (2015E & 2018P): Percentage Share Breakdown of Dollar Sales for Microsoft Xbox 360, Microsoft Xbox One, Nintendo 3DS, Nintendo Wii U, Sony PlayStation 3, Sony PlayStation 4, Sony PS Vita and Others (includes corresponding Graph/Chart)

Manufacturers Deploy Various Marketing Tools to Upstage Rivals in Console War Nintendo Leads Handheld Gaming Console Market

**Table 6.** Global Handheld Gaming Console Market by Leading Model (2014 & 2015E): Percentage Share Breakdown of Unit Shipments for Nintendo 3DS, Nintendo DS & DSi, Sony PlayStation Vita, and Sony PSP (includes corresponding Graph/Chart)

Nintendo 3DS Games Releases: 2015 Unity Leads Gaming Engine Market

**Table 7.** Worldwide Gaming Engine Market by Leading Players (2014): Market Share Breakdown for Unity Technologies and Others (includes corresponding Graph/Chart)

**Table 8.** Worldwide Leading Game Development Tools by User Base (2014): Percentage of Developers Using Adobe Air, Cocos2D, Customized Tools, In-house Coded, Unity, and Unreal Engine (includes corresponding Graph/Chart)



# 3. NOTEWORTHY TRENDS, GROWTH DRIVERS & CHALLENGES

3D DEVICES MARKET CONTINUES TO BALLOON
3D DEVICES MANUFACTURERS TURN EYES TO ADULT CONSUMERS
Stereoscopic 3D TVs Lose Sheen, Undermining User Interest in 3D Video Gaming

**Table 9.** Global 3D TVs Market by Geographic Region (2015E & 2018P): Percentage Share Breakdown of Annual Sales for Asia-Pacific, Canada, Europe, Japan, Latin America, US, and Rest of World (includes corresponding Graph/Chart)

Promising Technologies for New Generation of 3D TVs
3D GAMING - MAJOR GROWTH CATALYST AND BENEFACTOR OF 3D TV
GPU Makers Shift Focus Away from 3D Gaming
Emergence of 3D Smartphones Pose a Strong Threat to Handheld Gaming Consoles

**Table 10.** Global Market for Smart phones (2011 & 2015E): Breakdown of Annual Sales Figures in Million Units by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World (includes corresponding Graph/Chart)

**Table 11.** Global Market for Media Tablets: Annual Sales Figures in Million Units for Years 2010, 2013 & 2018 (includes corresponding Graph/Chart)

**Table 12.** World Mobile Web Browsers Market (2011 & 2018): Percentage Breakdown of Number of Mobile Web Browser Users by Geographic Region/Country for Asia-Pacific, Canada, Europe, Japan, Latin America, US, and Rest of World (includes corresponding Graph/Chart)

**Table 13.** Percentage Breakdown of Time Spent by Users on Wireless Games by Location (includes corresponding Graph/Chart)

**Table 14.** Average Time Spent (In Minutes) on Mobile Apps On Smartphones & Tablets Worldwide Per User Per Day: Breakdown by Category (includes corresponding Graph/Chart)

**Table 15.** World Market for 3D-Capable Devices by Type (2014): Percentage Share Breakdown of Installed Base for 3D Desktop PCs & Notebooks, 3D Gaming Consoles, 3D Media players, 3D Portable Devices, and 3D TV Displays (includes corresponding



Graph/Chart)

**Table 16.** Global Video Games Market by Type (2014): Percentage Breakdown of Sales Revenues for Disc-based Games, Mobile Games, and Online Games (includes corresponding Graph/Chart)

Online Video Games Market Goes Beyond PCs as Web Enabled Mobile Phones, Tablets & Consoles Enter the Fray

Virtual Reality Makes a Strong Comeback, Offering Promising Avenue for 3D Gaming New Immersive Technology Alliance to Drive the Future of Gaming Industry Impact of Health Concerns on 3D Video Games

Product Lifecycle of 8th Generation Consoles Draws to a Close

**Table 17.** Product Lifecycle of Video Game Consoles of 6th, 7th and 8th Generations (includes corresponding Graph/Chart)

Game Consoles Remain Pricey Even as PCs Get Cheaper

**Table 18.** Launch Prices of Major Game Consoles (1977-2013) (includes corresponding Graph/Chart)

Hardcore Gamers Sustain Demand for Gaming Consoles

New Generation of Home Console Games Sustains Audience Interest with Unique Attributes

Popularity of Video Games Transcends Traditional Boundaries of Age and Gender MMOGs Steal the Thunder from Console Games

Rising Game Development Costs Jeopardizes Developers' Profitability

**Table 19.** Video Game Development Scenario: Average Expenditure, Team Size and No. of Days by Platform (includes corresponding Graph/Chart)

Software Piracy Takes the Wind Out of the Market's Sails

**Table 20.** Global Video Games Market (2014): Percentage Share Breakdown of Values Sales by Segment (includes corresponding Graph/Chart)



#### 4. PRODUCT OVERVIEW

Overview of Stereoscopic 3D Technology

Active Shutter Technology

Polarized Passive 3D Technology

Autostereoscopic Technology

Stereoscopic 3D Capable Video Game Consoles

Evolution of 3D Video Game Consoles

Evolution of Home Game Consoles from First Generation to Eighth Generation:

1967-2015

A Glance at Key Specifications of 8th Generation Consoles

Pros and Cons of S3D Gaming

#### 5. REGULATORY FRAMEWORK FOR VIDEO GAMES

Recreational Software Advisory Council (RSAC)

Entertainment Software Ratings Board (ESRB)

Pan European Games Information (PEGI)

# 6. PRODUCT INTRODUCTIONS

Sony Computer Entertainment to Unleash New Playstation4

Microsoft Introduces 1TB Xbox One

Snail to Unveil OBox Gaming Console

Nintendo Introduces New 3DS and New 3DS XL

Sony to Launch Morpheus VR Headset in 2016

Oculus VR to Unveil Oculus Rift VR Headset in 2016

HTC Unveils First Virtual Reality Headset

SuperD Technology Introduces Glasses-Free 3D Gaming Machines

Nintendo Announces US Launch of Nintendo 3DS XL

Microsoft to Introduce HoloLens Virtual Reality Headset

Sony Computer Entertainment to Launch "Glacier White" Playstation4(Ps4)

Nintendo to Introduce Low-cost Gaming Console

Nintendo Releases 3DS and 3DS LL Handheld Consoles

Microsoft Unveils Xbox One in China

Sony to Release PlayStation 4 Console in China

Oculus VR Introduces Crescent Bay VR Headset Prototype

Microsoft to Unveil Xbox VR Headset

Snail Games USA Unveils W 3D Smartphone



Asus Launches GTX 750 and GTX 750 Ti 3D-gaming Graphics Cards Sony Computer Entertainment Unveils PlayStation 4 Game Console Microsoft Launches Xbox One Avegant Introduces Avegant Glyph 3D VR Headset Prototype

#### 7. RECENT INDUSTRY ACTIVITY

Crunching Koalas to Bring MouseCraft to Xbox One and Wii U
Facebook Acquires Oculus VR
Sony to Form Joint Ventures for PlayStation Consoles in China
YoYo Games and Sony Inks Collaboration Agreement
Sony Computer Entertainment Extends Partnership with Unity Technologies
NeuLion Inks Agreement with Microsoft
Nintendo to Merge Console and Handheld Development Divisions

#### 8. FOCUS ON SELECT PLAYERS

Microsoft Corporation (US)
Nintendo Co. Ltd. (Japan)
Sony Computer Entertainment Inc. (Japan)

#### 9. GLOBAL MARKET PERSPECTIVE

**Table 21.** World Recent Past, Current and Future Analysis for 3D Gaming Consoles by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 22.** World 6-Year Perspective for 3D Gaming Consoles by Geographic Region - Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2015 and 2020 (includes corresponding Graph/Chart)

#### III. MARKET

#### 1. THE UNITED STATES

A. Market Analysis



**Current & Future Analysis** 

Video Games Software: Market Basics

**Table 23.** US Video Games Sector (2013): Percentage Share Breakdown of Dollar Spending by Category (includes corresponding Graph/Chart)

Changing Demographics: A Primary Driver

**Table 24.** US Video Games Market by Gender (2014): Percentage Share of Male and Female Gamers (includes corresponding Graph/Chart)

**Table 25.** US Video Games Market by Age Group (2014): Percentage Share of Gamers Under 18 Years, 18-35 Years, and 36+ Years (includes corresponding Graph/Chart)

**Table 26.** US Video Games Market by Genres (2013): Percentage Share Breakdown of Volume Sales for Action, Adventure, Casual, Family Entertainment, Fighting, Racing, Role Playing, Shooter, Sports Games, and Others (includes corresponding Graph/Chart)

Software for Leading Console Manufacturers Take the Major Share in Console Gaming Software Market
Publishers Keen on Enhancing Product Portfolio

**Table 27.** US Video Games Market (2014): Percentage Share Breakdown of Sales by Physical and Digital Channels (includes corresponding Graph/Chart)

Traditional Stores

**Retail Stores** 

Specialty Video Stores

**Distribution Dynamics** 

Other

Digital Distribution Gathers Momentum

Factors Driving Revenue Growth

Hollywood and Video Games

Films Inspired by Games

Games Borrow from Films



Violent & Adult Theme Video Games: Cause for Concern ESA: A Dedicated Platform for Interactive Game Publishers Product Introductions Strategic Corporate Developments Microsoft Corporation – A Key US Console Manufacturer B. Market Analytics

**Table 28.** US Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

#### 2. CANADA

A. Market Analysis
Market Overview
Video Game Development to Seek New Highs
Regulatory Mechanism
B. Market Analytics

**Table 29.** Canadian Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

#### 3. JAPAN

A. Market Analysis
Current & Future Analysis
Overview

Unique Features of Japanese Gaming Industry

Expanding Demographics and New Markets to Revive Japanese Video Games Market Big Players, Big Games

Japanese Cartoons 'Anime' Invade Video Games Foreign Developers to Tap Japanese Market

Regulatory Mechanism

Table 30. Japanese 8th Generation Video Game Consoles Market by Leading Brands



(2015): Percentage Breakdown of Lifetime Shipments through Q1 2015 for Microsoft Xbox One, Nintendo Wii U, and Sony PlayStation 4 (includes corresponding Graph/Chart)

Product Introductions
Strategic Corporate Developments
Key Japanese Console Manfuacturers
B. Market Analytics

**Table 31.** Japanese Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

#### 4. EUROPE

A. Market Analysis
Current & Future Analysis
Overview of the European Video Games Industry
Overview of Video Game Market In Select Geographic Regions
France

**Table 32.** French Video Games Market by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Germany

**Table 33.** German Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Italy



**Table 34.** Italian Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

The United Kingdom Overview

**Table 35.** UK Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Distribution Scenario

Console Software Leads the Way for UK Games and Leisure Market

Advergaming to Target Right Customers

Market Trends & Issues

**Educational Games Hold Out** 

Fantasy Themes Offer Fantastic Prospects

Pop Stars, Music & Video Games Combo Could Spell Success

Piracy: The Biggest Spoilsport

Entertainment & Leisure Software Publishers Association: Collective Identity

Spain

Online Gaming is Hot in Spain

**Table 36.** Spanish Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Russia

**Table 37.** Russian Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)



Rest of Europe

**Table 38.** Rest of Europe Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Product Introduction
Corporate Development
B. Market Analytics

**Table 39.** European Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

#### 5. ASIA-PACIFIC

A. Market Analysis
Current & Future Analysis
An Overview of Video Games Market in Asia-Pacific
Swift Growth Ahead for Online Video Games Industry in Asia-Pacific
Asia-The Hotbed for Multiplayer Gaming
Overview of Video Games Market In Select Geographic Regions
Australia

**Table 40.** Australian Video Games Market (2014): Percentage Share Breakdown of Gamers by Age Group (As a Proportion of Population) (includes corresponding Graph/Chart)

**Table 41.** Australian Video Games Market (2014): Percentage Share Breakdown of Gamers by Gender (includes corresponding Graph/Chart)

**Table 42.** Australian Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)



China
Industry Overview
Lifting of Ban to Prop Up Console Games Market

**Table 43.** Chinese Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Licensing – A Strategy Driving Video Games Market in China
Piracy - A Serious Concern to the Chinese Market
Multiplayer Online Games Change Gaming Market
Domestic Players Face Increased Competition
China's Transformation to Software Hub Helps Video Games Market
South Korea

**Table 44.** South Korean Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

India

Indian Video Game Industry to Witness Tremendous Growth India - A Preferred Destination for Developing Games

New Zealand

New Zealand: A Developers' Paradise

Video Games Industry Set to Leap to Another Level

New Zealand Studios - Fast Making their Way into Global Stage

**Table 45.** New Zealand Video Games Market (2014): Percentage of Game Devices Used in Households (includes corresponding Graph/Chart)

**Table 46.** New Zealand Video Games Market (2014): Percentage Share Breakdown of Gamers by Age Group (includes corresponding Graph/Chart)

Table 47. New Zealand Video Games Market (2014): Percentage Share Breakdown of



Gamers by Gender (includes corresponding Graph/Chart)

Rest of Asia-Pacific

**Table 48.** Rest of Asia-Pacific Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Product Introductions
Corporate Development
B. Market Analytics

**Table 49.** Asia-Pacific Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

# 6. REST OF WORLD

A. Market Analysis
Current & Future Analysis
Overview of Select Markets
Latin America

**Table 50.** Latin American Market for Video Games by Geographic Region (2014): Percentage Breakdown of Value Sales for Brazil, Mexico and Rest of Latin America Markets (includes corresponding Graph/Chart)

**Table 51.** Latin American Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Brazil

Brazilian Video Games Industry Witnesses Significant Growth Opportunities & Threats



**Table 52.** Brazilian Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Mexico

Mexico - A Potential Market for Video Games

**Table 53.** Mexican Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

Middle East

**Table 54.** Middle East Market for Video Games by Segment (2014): Percentage Breakdown of Value Sales for Console Games Software, Handheld Games Software, PC Games Software (Digital and Boxed), Online Games Subscriptions, and Wireless Games Software Markets (includes corresponding Graph/Chart)

B. Market Analytics

**Table 55.** Rest of World Recent Past, Current and Future Analysis for 3D Gaming Consoles Market Analyzed with Annual Sales in Thousand Units for the Years 2014 through 2020 (includes corresponding Graph/Chart)

# IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 3 (including Divisions/Subsidiaries - 3) The United States (1) Japan (2)



# I would like to order

Product name: 3D Gaming Consoles: Market Research Report

Product link: https://marketpublishers.com/r/39C67A98488EN.html

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/39C67A98488EN.html">https://marketpublishers.com/r/39C67A98488EN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970