

The World Market for Video Games for Use with a Television Receiver: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for video games for use with a television receiver. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for video games for use with a television receiver for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Video games for use with a television receiver' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'video games for use with a television receiver' is 89431.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 MOROCCO

3.1.4 SOUTH AFRICA

3.1.5 THE REPUBLIC OF THE CONGO

3.2 ASIA: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MACAU

3.2.8 MALAYSIA

3.2.9 SINGAPORE

3.2.10 SOUTH KOREA

3.2.11 TAIWAN

3.2.12 THAILAND

3.2.13 THE PHILIPPINES

3.2.14 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 CROATIA

3.3.6 CYPRUS

3.3.7 DENMARK

3.3.8 ESTONIA

3.3.9 FINLAND

3.3.10 FRANCE

3.3.11 GERMANY

3.3.12 GREECE

3.3.13 HUNGARY

3.3.14 IRELAND

3.3.15 ITALY

3.3.16 KAZAKHSTAN

3.3.17 LATVIA

3.3.18 LITHUANIA

3.3.19 LUXEMBOURG

3.3.20 MALTA

3.3.21 NORWAY

3.3.22 POLAND

3.3.23 PORTUGAL

3.3.24 ROMANIA

3.3.25 RUSSIA

3.3.26 SLOVAKIA

3.3.27 SLOVENIA

3.3.28 SPAIN

3.3.29 SWEDEN

3.3.30 SWITZERLAND

3.3.31 THE CZECH REPUBLIC

3.3.32 THE NETHERLANDS

3.3.33 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

3.4.1 EXECUTIVE SUMMARY

- 3.4.2 BELIZE
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 MEXICO
- 3.4.8 PANAMA
- 3.4.9 PARAGUAY
- 3.4.10 URUGUAY
- 3.4.11 VENEZUELA

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 BAHRAIN
- 3.7.3 ISRAEL
- 3.7.4 SAUDI ARABIA
- 3.7.5 THE UNITED ARAB EMIRATES
- 3.7.6 TURKEY

4 IMPORTS

4.1 AFRICA: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BOTSWANA
- 4.1.4 BURKINA FASO
- 4.1.5 CAMEROON
- 4.1.6 COTE D'IVOIRE

- 4.1.7 EGYPT
- 4.1.8 ETHIOPIA
- 4.1.9 MALAWI
- 4.1.10 MAURITIUS
- 4.1.11 MOROCCO
- 4.1.12 MOZAMBIQUE
- 4.1.13 NAMIBIA
- 4.1.14 NIGERIA
- 4.1.15 SOUTH AFRICA
- 4.1.16 TANZANIA
- 4.1.17 UGANDA
- 4.1.18 ZAMBIA
- 4.1.19 ZIMBABWE

4.2 ASIA: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 NEPAL
- 4.2.11 SINGAPORE
- 4.2.12 SOUTH KOREA
- 4.2.13 SRI LANKA
- 4.2.14 TAIWAN
- 4.2.15 THAILAND
- 4.2.16 THE MALDIVES
- 4.2.17 THE PHILIPPINES
- 4.2.18 VIETNAM

4.3 EUROPE: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ANDORRA
- 4.3.3 AUSTRIA
- 4.3.4 BELARUS

- 4.3.5 BELGIUM
- 4.3.6 BOSNIA AND HERZEGOVINA
- 4.3.7 BULGARIA
- 4.3.8 CROATIA
- 4.3.9 CYPRUS
- 4.3.10 DENMARK
- 4.3.11 ESTONIA
- 4.3.12 FINLAND
- 4.3.13 FRANCE
- 4.3.14 GEORGIA
- 4.3.15 GERMANY
- 4.3.16 GREECE
- 4.3.17 HUNGARY
- 4.3.18 ICELAND
- 4.3.19 IRELAND
- 4.3.20 ITALY
- 4.3.21 KAZAKHSTAN
- 4.3.22 LATVIA
- 4.3.23 LITHUANIA
- 4.3.24 LUXEMBOURG
- 4.3.25 MACEDONIA
- 4.3.26 MALTA
- 4.3.27 NORWAY
- 4.3.28 POLAND
- 4.3.29 PORTUGAL
- 4.3.30 ROMANIA
- 4.3.31 RUSSIA
- 4.3.32 SLOVAKIA
- 4.3.33 SLOVENIA
- 4.3.34 SPAIN
- 4.3.35 SWEDEN
- 4.3.36 SWITZERLAND
- 4.3.37 THE CZECH REPUBLIC
- 4.3.38 THE NETHERLANDS
- 4.3.39 THE UNITED KINGDOM
- 4.3.40 UKRAINE
- 4.4 LATIN AMERICA: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY

- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 CANADA
- 4.5.6 GREENLAND
- 4.5.7 JAMAICA
- 4.5.8 THE BAHAMAS
- 4.5.9 THE DOMINICAN REPUBLIC
- 4.5.10 THE UNITED STATES

4.6 OCEANIA: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND
- 4.6.7 PALAU

4.7 THE MIDDLE EAST: VIDEO GAMES FOR USE WITH A TELEVISION RECEIVER

IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 BAHRAIN

4.7.4 ISRAEL

4.7.5 JORDAN

4.7.6 KUWAIT

4.7.7 LEBANON

4.7.8 OMAN

4.7.9 PAKISTAN

4.7.10 QATAR

4.7.11 TURKEY

4.7.12 YEMEN

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