

CANADA VIDEO GAMES MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The Canada video games market is expected to grow at a CAGR of 3.12% during the forecast period of 2017-2025. The market value is expected to increase from \$2694.8 million in 2016 and reach \$3594.3 million by 2025. The major drivers for the expansion of the video game market in the Canadian region includes the increasing preference of mobile games by the Canadian teenagers as compared to the computers and the ease in availability of the Free-to-play games.

MARKET INSIGHTS

The Canada video games market is divided on the basis of type and distribution channels. The distribution channels include online and store-based retailing. By type, the market can be divided into hardware and software video games. The video games software segment is currently dominating the market scene. The market's overall sales are also benefiting from the rise of new strong growth areas like AR/VR headsets and toys-to-life, coupled with the online and the mobile games. The digital games market is especially profiting due to consoles which have a large hard disc and thus are increasingly being preferred by the consumers for data storage.

COMPETITIVE INSIGHTS

Electronic Arts Inc, Ubisoft Entertainment Ltd, Bandai, Microsoft Corp, Nintendo Tencent Holdings Ltd, Wargaming.Net, Sony Corp, Netease.Com Inc, NCsoft Corp, Blizzard Entertainment Inc, Warner Bros Entertainment Inc, Riot Games Inc. etc are some of the leading players in this country.

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TOP COMPANIES IN CANADA (2016)

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