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CHINA VIDEO GAMES MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The China video games market is anticipated to grow at a CAGR of 11.28% during the forecast period of 2017-2025. The market collections are expected to reach $61821 million by the end of forecast period. Factors like the presence of top brands in the market, well-built channels for distribution, intellectual property sources and high investments for game developments are propelling the market growth. Also, the launch of the Xbox One and PlayStation 4 has accelerated the growth of static consoles in recent years.

MARKET INSIGHTS

Currently, the software section holds a major market share of the China market as compared to the hardware section. The lifting of the ban on consoles in the region has resulted in an increase in demand for static consoles, subsequently widening the scope of the hardware segment in the future. A series of new products entering the China market is expected to increase the market for AR/VR headsets over the forecast period. Also, other hardware accessories, such as joysticks for mobiles are expected to enjoy a healthy run in the coming years due to the rapid developments in mobile games.

COMPETITIVE INSIGHTS

Electronic Arts Inc, Sony Corp, Activision Inc, Bandai, Microsoft CorpNintendo Tencent Holdings Ltd, Ubisoft Entertainment Ltd, Netease.Com Inc, King Digital Entertainment Plc, NCsoft Corp, Warner Bros Entertainment Inc, Riot Games Inc Wargaming.Net, and Blizzard Entertainment Inc, Riot Games Inc are some of the major players in this market.

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