

GERMANY VIDEO GAMES MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The Germany video games market is expected to grow at a CAGR of 0.5% during the forecast period of 2017-2025. The market value is expected to increase from \$3905.7 million in 2016 to \$4112.9 million by 2025. Some of the major factors driving the market growth include the growing interest of the German consumer, rising availability of downloadable video games content on all relevant platforms and the continuous influx of smartphones in the daily lives of the consumers.

MARKET INSIGHTS

Hardware and software are the two segments into which the video game market is divided. From the software segment, the video games software (digital) is showing a lot of promise in the market. The mobile games market is currently trending in this country and because of this phenomenal success, the makers of these games have now shifted to television advertising campaigns in Germany as a strategy to engage a majority of consumers.

COMPETITIVE INSIGHTS

Some of the prominent companies in the market include Riot Games Inc, Ubisoft Entertainment Ltd, Warner Bros Entertainment Inc, Tencent Holdings Ltd Microsoft, Wargaming.Net, Bandai Namco and King Digital Entertainment Plc.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

4. MARKET DETERMINANTS

- 4.1. MARKET DRIVERS
 - 4.1.1. GROWING DEMAND FOR ONLINE GAMES
 - 4.1.2. GAMES CATERING TO ALL AGES AND GENDERS
 - 4.1.3. INCREASING PENETRATION OF SMARTPHONES AND TABLETS IN GAMING INDUSTRY
 - 4.1.4. TECHNOLOGICAL ADVANCEMENTS
 - 4.1.5. MAJOR COMPANIES PROMOTING GAMERS AND DEVELOPERS
 - 4.1.6. AWARENESS AMONG CONSUMERS REGARDING EDUCATIVE USE OF GAMES
- 4.2. MARKET RESTRAINTS
 - 4.2.1. HIGH PRICING OF GAMES
 - 4.2.2. VIOLENT GAMES A CONCERN
 - 4.2.3. HEALTH ISSUES CAUSED DUE TO GAMING A CONCERN
 - 4.2.4. FREE GAMES AVAILABILITY WITH EASY AVAILABILITY OF INTERNET
 - 4.2.5. DEVELOPING NEWER AND BETTER VERSIONS OF ALREADY EXISTING POPULAR GAMES
- 4.3. MARKET OPPORTUNITIES

- 4.3.1. COMPETITIVE LEAGUES (E-SPORTS)
- 4.3.2. INCREASING DEMAND FOR VIRTUAL REALITY GAMES
- 4.4. MARKET CHALLENGES
 - 4.4.1. INCREASING ONLINE PIRACY
 - 4.4.2. EASY ENTRY OF NEW PLAYERS IN THE MARKET
 - 4.4.3. FREEMIUM MODEL BEING CRITICIZED

5. MARKET SEGMENTATION

5.1. BY TYPE

- 5.1.1. HARDWARE
 - 5.1.1.1. HANDHELD CONSOLES
 - 5.1.1.2. STATIC CONSOLES
 - 5.1.1.3. GAMING ACCESSORIES
- 5.1.2. VIDEO GAMES SOFTWARE
 - 5.1.2.1. VIDEO GAMES SOFTWARE (PHYSICAL)
 - 5.1.2.2. VIDEO GAMES SOFTWARE (DIGITAL)
 - 5.1.2.3. VIDEO GAMES SOFTWARE BY PLATFORM
 - 5.1.2.4. VIDEO GAMES SOFTWARE BY FORMAT

5.2. BY DISTRIBUTION CHANNEL

- 5.2.1. RETAIL STORES
 - 5.2.1.1. SUPERMARKET/HYPERMARKETS
 - 5.2.1.2. GAMING STORES
- 5.2.2. ONLINE RETAILING

6. KEY ANALYTICS

- 6.1. PORTER'S ANALYSIS
- 6.2. OPPORTUNITY MATRIX

7. GEOGRAPHICAL ANALYSIS

8. COMPETITIVE LANDSCAPE

- 8.1. MARKET SHARE ANALYSIS
 - 8.1.1. TOP COMPANIES IN GERMANY
- 8.2. COMPANY PROFILES
 - 8.2.1. MICROSOFT CORP
 - 8.2.2. SONY CORP

- 8.2.3. ELECTRONIC ARTS INC
- 8.2.4. NINTENDO
- 8.2.5. ACTIVISION INC
- 8.2.6. UBISOFT ENTERTAINMENT LTD
- 8.2.7. WARNER BROS ENTERTAINMENT INC
- 8.2.8. KING DIGITAL ENTERTAINMENT PLC
- 8.2.9. RIOT GAMES INC
- 8.2.10. TENCENT HOLDINGS LTD
- 8.2.11. NETEASE.COM INC
- 8.2.12. NCSOFT CORP
- 8.2.13. BLIZZARD ENTERTAINMENT INC
- 8.2.14. WARGAMING.NET
- 8.2.15. BANDAI NAMCO

TABLE LIST

- GERMANY VIDEO GAMES MARKET BY TYPE 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY HARDWARE 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY GAMING ACCESSORIES TYPE 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY SOFTWARE 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY SOFTWARE (PHYSICAL) 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY SOFTWARE (DIGITAL) 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY SOFTWARE BY PLATFORM 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY SOFTWARE BY FORMAT 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY DISTRIBUTION CHANNEL 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY RETAIL STORES 2017-2025 (\$ MILLION)

FIGURE LIST

- GERMANY VIDEO GAMES MARKET 2017-2025 (\$ MILLION)
- GERMANY VIDEO GAMES MARKET BY HARDWARE 2017-2025 (\$ MILLION)
- GERMANY HARDWARE VIDEO GAMES MARKET BY HANDHELD CONSOLES 2017-2025 (\$ MILLION)

GERMANY HARDWARE VIDEO GAMES MARKET BY STATIC CONSOLES
2017-2025 (\$ MILLION)

GERMANY HARDWARE VIDEO GAMES MARKET BY GAMING ACCESSORIES
2017-2025 (\$ MILLION)

GERMANY GAMING ACCESSORIES MARKET BY TOYS TO LIFE 2017-2025 (\$
MILLION)

GERMANY GAMING ACCESSORIES MARKET BY AR/VR HEADSETS 2017-2025 (\$
MILLION)

GERMANY GAMING ACCESSORIES MARKET BY OTHER GAMING ACCESSORIES
2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY SOFTWARE 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY SOFTWARE (PHYSICAL) 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES
(PHYSICAL) 2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES
(PHYSICAL) 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY SOFTWARE (DIGITAL) 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES
(DIGITAL) 2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES (DIGITAL)
2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY ONLINE GAMES 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY MOBILE GAMES 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY PLATFORM 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES
(PLATFORM) 2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES
(PLATFORM) 2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY ONLINE GAMES (PLATFORM)
2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY MOBILE GAMES (PLATFORM)
2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY FORMAT 2017-2025 (\$
MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY GAME SALES 2017-2025 (\$ MILLION)

GERMANY SOFTWARE VIDEO GAMES MARKET BY INGAME PURCHASES 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY RETAIL STORES 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY SUPERMARKETS/HYPERMARKETS 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY GAMING STORES 2017-2025 (\$ MILLION)

GERMANY VIDEO GAMES MARKET BY ONLINE RETAILING 2017-2025 (\$ MILLION)

TOP COMPANIES IN GERMANY (2016)

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