

ITALY VIDEO GAMES MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The Italy video games market is expected to grow at a CAGR of 5.59% during the forecast period of 2017-2025. The market is driven by the digital video games software section which is anticipated to dominate the market during the forecast period. However, a major challenge faced by the market is the software piracy issue which is affecting the revenue generated by the market.

MARKET INSIGHTS

The Italy video games market is segmented into hardware and software video games. Currently, the software segment has the largest share in the market. The software segment can be further divided into video games software (physical), video games software (digital), video games software by platform and video games software by format. The digital games are less expensive and convenient to purchase online.

Mobile games are leading the video games software (digital) category in terms of value, recording the highest growth for any video games software (digital) category in 2016.

COMPETITIVE INSIGHTS

Some of the top companies in the market include Electronic Arts Inc, Sony Corp, Bandai Namco, Ncsoft Corp, Netease.Com Inc, Riot Games Inc, Nintendo, Blizzard Entertainment Inc, Activision Inc, and Warner Bros Entertainment Inc.

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