

# JAPAN VIDEO GAMES MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The Japan video games market is anticipated to grow at a CAGR of 2.59% during the forecast period of 2017-2025. The revenue generated by the market is expected to increase from \$10836.3 million in 2016 to \$13790.8 million by 2025. Owing to their busy lifestyles, the Japanese consumers are increasingly inclining for F2P video games which are of short duration, considerably inexpensive and can be played on the go or in spare times.

### MARKET INSIGHTS

The market segmentation is done on the basis of hardware and software. However, a massive decline has been observed for hardware in recent years owing to the increasing demand for software segment, which now holds the dominant share in the market. The digitally downloaded consoles are expected to show a steady growth during the forecast years. In spite of all these factors, the overall market growth for mobile games market in Japan is expected to be slow during the forecast period. This can be mainly attributed to limited marketing opportunities. Therefore, some gaming companies have now started to dig into other product categories using their game characters.

### COMPETITIVE INSIGHTS

The popular companies in the market include Nintendo, Riot Games Inc, Bandai Namco, King Digital Entertainment Plc, Sony Corp, Ubisoft Entertainment Ltd, Microsoft Corp and Wargaming.Net.

## 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 JAPAN

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

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

## FIGURE LIST

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

MILLION)

JAPAN HARDWARE VIDEO GAMES MARKET BY GAMING ACCESSORIES

2017-2025 (\$ MILLION)

JAPAN GAMING ACCESSORIES MARKET BY TOYS TO LIFE 2017-2025 (\$

MILLION)

JAPAN GAMING ACCESSORIES MARKET BY AR/VR HEADSETS 2017-2025 (\$

MILLION)

JAPAN GAMING ACCESSORIES MARKET BY OTHER GAMING ACCESSORIES

2017-2025 (\$ MILLION)

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

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

MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES (PHYSICAL)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES (PHYSICAL)

2017-2025 (\$ MILLION)

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

JAPAN SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES (DIGITAL)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES (DIGITAL)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY ONLINE GAMES 2017-2025 (\$

MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY MOBILE GAMES 2017-2025 (\$

MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY PLATFORM 2017-2025 (\$

MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY CONSOLE GAMES (PLATFORM)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY COMPUTER GAMES (PLATFORM)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY ONLINE GAMES (PLATFORM)

2017-2025 (\$ MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY MOBILE GAMES (PLATFORM)

2017-2025 (\$ MILLION)

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

JAPAN SOFTWARE VIDEO GAMES MARKET BY GAME SALES 2017-2025 (\$

MILLION)

JAPAN SOFTWARE VIDEO GAMES MARKET BY INGAME PURCHASES 2017-2025

(\$ MILLION)

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

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

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

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

TOP COMPANIES IN JAPAN (2016)

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