

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.

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TOP COMPANIES IN JAPAN (2016)

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