

# **RUSSIA VIDEO GAMES MARKET FORECAST 2017-2025**

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## **Abstracts**

### **KEY FINDINGS**

The Russia video games market is estimated to grow at a CAGR of 5.28% during the forecast period of 2017-2025. The market value is expected to increase from \$1818.1 million in 2016 and reach \$2924.4 million by 2025. The growing internet usage across Russia coupled with affordable subscription rates are responsible for driving the market. Although the outlook looks promising for the forecasted period, the market is facing some challenges due to rising number of unlicensed and free software.

### **MARKET INSIGHTS**

The Russian video games market is segmented into hardware and software, with the software video games currently holding the highest share in the market. However, it is the hardware section that is expected to exhibit a much faster growth in the coming years. The consumers in this region are inclining towards games that offer no initial cost and only optional purchases. The free-to-win games are dominating the current market scenario and are expected to continue their dominance throughout the forecasted period. The convenience offered by the digital games as compared to physical ones are propelling a marked shift in the video games market. The same is observed for computer games where the digital games have a much higher growth rate as compared to physical products.

### **COMPETITIVE INSIGHTS**

Some of the major players for this market include Nintendo, Electronics Arts Inc, Sony Corp, Wargaming. Net, Riot Games Inc, King Digital Entertainment, Ubisoft

Entertainment Ltd and Tencent Holdings Ltd.

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