

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.

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 RUSSIA
- 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

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

FIGURE LIST

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

(\$ MILLION)

RUSSIA HARDWARE VIDEO GAMES MARKET BY GAMING ACCESSORIES

2017-2025 (\$ MILLION)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

RUSSIA SOFTWARE VIDEO GAMES MARKET BY INGAME PURCHASES 2017-2025

(\$ MILLION)

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

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

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

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

TOP COMPANIES IN RUSSIA (2016)

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