

UNITED KINGDOM VIDEO GAMES MARKET FORECAST 2017-2025

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Abstracts

KEY FINDINGS

The United Kingdom video game market is expected to grow at a CAGR of 1.76% during the forecast period of 2017-2025. The revenue generated by the market is expected to increase from \$6492.3 million in 2016 to \$7744.5 million by 2025. In the recent years, the mobile games have benefitted from this market due to an increasing usage of smartphones and tablets and the growing percentage of populace playing video games on a regular basis. Thus, it is safe to say, that the mobile games and digital console market have witnessed a stupendous growth in terms of current value.

MARKET INSIGHTS

By product, the market is segmented into hardware and software, with the software product dominating the market scene. The growing impact of mobile games is fragmenting the software market for the UK. The video games software (physical) is set to decline over the course of the forecast years since the majority of consumers in the region are preferring to download a video game rather than purchasing a physical copy. Because of the same reason, the computer games (digital) and console games (digital) are also predicted to exhibit a strong growth in the market for the coming years. By distribution channel, this market can be segmented into store-based retailing and online retailing.

COMPETITIVE INSIGHTS

The major players in the market include Electronic Arts Inc, Sony Corp, Riot Games Inc, Nintendo, Ubisoft Entertainment Ltd, Activision Inc, Warner Bros Entertainment Inc, and

King Digital Entertainment Plc.

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TOP COMPANIES IN UNITED KINGDOM (2016)

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