

Gaming Console Market - Forecasts from 2018 to 2023

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Abstracts

The gaming console market is anticipated to grow a CAGR of 4.11% during the forecast period to reach a total market size of US\$49.305 billion by 2023, increasing from US\$39.948 billion in 2017. The gaming console market has gone several hardware changes over the past couple of decades. Console manufacturers are introducing new devices so that they are compatible with latest specifications as per the demand of the gamers, while enhancing the gameplay experience. Sony, Nintendo and Microsoft are the major players in the gaming console industry. Introduction of new consoles with wireless connectivity and rising number of gamers will drive the demand for the gaming console market. However, increasing adoption of smartphone sales coupled with introduction of latest gaming applications will inhibit the growing demand for these consoles over the forecast period.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top-down approaches have been utilized to determine the market size of the overall market and key segments. The

values obtained are correlated with the primary inputs of the key stakeholders in the value chain of the gaming console market. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are Nintendo, Sony Corporation, Microsoft Corporation, Hyperkin, Inc., and NVIDIA Corporation among others.

Segmentation

The gaming console market has been analyzed through following segments:

By Type

Home Console

Handheld Game Console

By Age Group

0-22 Years

23-32 Years

Above 33 Years

By Product

PlayStation

XBox

Wii

Others

By Geography

North America

U.S.

Canada

Mexico

Others

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Italy

Others

Middle East and Africa

United Arab Emirates

Israel

Saudi Arabia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Others

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