

Global Gaming Market - Forecasts from 2018 to 2023

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Abstracts

The global gaming market was valued at US\$106.87 billion in 2017 and is expected to reach US\$158.33 billion by 2023 growing at a CAGR of 6.77% during the forecast period. Growing adoption of PCs, smartphones and other mobile devices is one of the major drivers for the global gaming market. As the number of mobile phone and tablet users continues to increase, the developers are pushing in a good number of feature-rich games into the market. Increasing penetration of internet and powerful marketing strategies adopted by the game developers are attracting users of different age groups which is fuelling the growth of the gaming market. The growth of e-learning industry in many regions across the globe is catalyzing the development and availability of a wide range of educational games across various platforms which is further contributing to the growth of the market. Furthermore, continuous advancements in technologies are supporting the entry of Virtual Reality (VR) and Augmented Reality (AR) games into the market which can be seen as a major driver for this market over the projected period. EMEA (Europe Middle East and Africa) holds a significant market share in the global market due to the presence of some of the major market players in the region. The market in Asia Pacific (APAC) is anticipated to witness the highest CAGR over the forecast period owing to rising disposable income and increasing internet penetration in this region.

Research Methodology

The first section of the report deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segments which have been covered as part of the report.

Market Dynamics

The next section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry and regional regulations which are determining the product specifications and a brief technological aspect of gaming. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Global gaming market has been segmented on the basis of device type as PCs, smartphones, tablets, TV gaming consoles, and handheld gaming console. The market has also been segmented by component as hardware, software, and services. By game type, segmentation has been done as action, strategy, puzzle, and others. Geographically, segmentation has been done as Americas, Europe Middle East and Africa, and others.

Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this report are Microsoft, Nintendo, Sony Corporation, Sega, Electronic Arts Inc., Unity, Ubisoft Entertainment, Activision Blizzard, Disney, and Konami.

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

- 4.1. Segmentation
- 4.2. Drivers
- 4.3. Restraints
- 4.4. Opportunities
- 4.5. Supplier Outlook
- 4.6. Industry Outlook
- 4.7. Porter's 5 Forces Analysis
- 4.8. Industry Value Chain Analysis
- 4.9. Scenario Analysis

5. GLOBAL GAMING MARKET FORECAST BY DEVICE TYPE (US\$ BILLION)

- 5.1. PCs
- 5.2. Smartphones
- 5.3. Tablets
- 5.4. TV Gaming Console
- 5.5. Handheld Gaming Console

6. GLOBAL GAMING MARKET FORECAST BY COMPONENT (US\$ BILLION)

- 6.1. Hardware
- 6.2. Software
- 6.3. Services

7. GLOBAL GAMING MARKET FORECAST BY GAME TYPE (US\$ BILLION)

- 7.1. Action
- 7.2. Strategy
- 7.3. Puzzle

7.4. Others

8. GLOBAL GAMING MARKET FORECAST BY GEOGRAPHY (US\$ BILLION)

8.1. Americas

8.1.1. North America

8.1.2. South America

8.2. Europe Middle East and Africa

8.2.1. Europe

8.2.2. MEA

8.3. Asia Pacific

9. COMPETITIVE INTELLIGENCE

9.1. Market Share Analysis

9.2. Investment Analysis

9.3. Recent Deals

9.4. Strategies of Key Players

10. COMPANY PROFILES

10.1. Microsoft

10.2. Nintendo

10.3. Sony Corporation

10.4. Sega

10.5. Electronic Arts Inc.

10.6. Unity Technologies

10.7. Ubisoft Entertainment

10.8. Activision Blizzard

10.9. Disney

10.10. Konami

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