

Action Video Game Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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Abstracts

Action Video Game Market Trends and Forecast

The future of the action video game market looks promising with opportunities in the console, mobile, and computer markets. The global action video game market is expected to reach an estimated \$37.8 billion by 2028 with a CAGR of 9.3% from 2023 to 2028. The major drivers for this market are on-going technological advancement in hardware and software like virtual reality and enhancement of real-time graphics along with increasing inclination of youth towards action-based video gaming system, as it ensures multiplayer functionality, attractive characters, and challenging missions.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Action Video Game Market by Segment

The study includes a forecast for the global action video game market by product type, device, and region, as follows:

Action Video Game Market by Product Type [Value (\$B) Shipment Analysis from 2017 to 2028]:

Online

Offline

Action Video Game Market by Device [Value (\$B) Shipment Analysis from 2017 to 2028]:

Console

Mobile

Computer

Action Video Game Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

List of Action Video Game Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies action video game companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the action video game companies profiled in this report include.

Activision Blizzard

Apple

Disney

Electronics Art

Lucid Games

Action Video Game Market Insights

Lucintel forecasts that online will remain the larger segment over the forecast period due to the growing interest of consumers in online-based games as it facilitates in-gaming communication and also contributes in improving the overall gaming experience.

Mobile is expected to remain the largest segment due to the increasing penetration for mobile devices and tablets with larger displays, which helps in improving the overall gaming experience.

APAC will remain the largest region due to the increasing interest in online gaming competitions and growing preference among players in the area for platforms that support AAA games in the region.

Features of the Action Video Game Market

Market Size Estimates: Action video game market size estimation in terms of value (\$B)

Trend And Forecast Analysis: Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

Segmentation Analysis: Action video game market size by various segments, such as by product type, device, and region

Regional Analysis: Action video game market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth Opportunities: Analysis on growth opportunities in different by product type, device, and regions for the action video game market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape for the action video game market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the action video game market size?

Answer: The global action video game market is expected to reach an estimated \$37.8 billion by 2028.

Q2. What is the growth forecast for action video game market?

Answer: The global action video game market is expected to grow with a CAGR of 9.3% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the action video game market?

Answer: The major drivers for this market are on-going technological advancement in hardware and software like virtual reality and enhancement of real-time graphics along with increasing inclination of youth towards action-based video gaming system, as it ensures multiplayer functionality, attractive characters, and challenging missions.

Q4. What are the major segments for action video game market?

Answer: The future of the action video game market looks promising with opportunities in the console, mobile, and computer markets.

Q6. Who are the key action video game companies?

Answer: Some of the key action video game companies are as follows:

Activision Blizzard

Apple

Disney

Electronics Art

Lucid Games

Q7. Which action video game segment will be the largest in future?

Answer: Lucintel forecasts that online will remain the larger segment over the forecast period due to the growing interest of consumers in online-based games as it facilitates in-gaming communication and also contributes in improving the overall gaming experience.

Q8. In action video game market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region due to the increasing interest in online gaming competitions and growing preference among players in the area for platforms that support AAA games in the region.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the action video game market by product type (online and offline), device (console, mobile, and computer), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players

pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to action video game market or related to action video game companies, action video game market size, action video game market share, action video game analysis, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL ACTION VIDEO GAME MARKET: MARKET DYNAMICS

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2017 TO 2028

3.1: Macroeconomic Trends (2017-2022) and Forecast (2023-2028)

3.2: Global Action Video Game Market Trends (2017-2022) and Forecast (2023-2028)

3.3: Global Action Video Game Market by Product Type

3.3.1: Online

3.3.2: Offline

3.4 Global Action Video Game Market by Device

3.4.1: Console

3.4.2: Mobile

3.4.3: Computer

4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2017 TO 2028

4.1: Global Action Video Game Market by Region

4.2: North American Action Video Game Market

4.2.1: North American Action Video Game Market by Product Type: Online and Offline

4.2.2: North American Action Video Game Market by Device: Console, Mobile, and Computer

4.3: European Action Video Game Market

4.3.1: European Action Video Game Market by Product Type: Online and Offline

4.3.2: European Action Video Game Market by Device: Console, Mobile, and Computer

4.4: APAC Action Video Game Market

4.4.1: APAC Action Video Game Market by Product Type: Online and Offline

4.4.2: APAC Action Video Game Market by Device: Console, Mobile, and Computer

4.5: ROW Action Video Game Market

4.5.1: ROW Action Video Game Market by Product Type: Online and Offline

4.5.2: ROW Action Video Game Market by Device: Console, Mobile, and Computer

5. COMPETITOR ANALYSIS

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Action Video Game Market by Product Type

6.1.2: Growth Opportunities for the Global Action Video Game Market by Device

6.1.3: Growth Opportunities for the Global Action Video Game Market Region

6.2: Emerging Trends in the Global Action Video Game Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Action Video Game Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Action Video Game Market

6.3.4: Certification and Licensing

7. COMPANY PROFILES OF LEADING PLAYERS

7.1: Activision Blizzard

7.2: Apple

7.3: Disney

7.4: Electronics Art

7.5: Lucid Games

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