

Global Game Consoles Industry 2013-2018: Trend, Profit, and Forecast Analysis, February 2013

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Abstracts

The global game consoles industry is estimated to reach \$16.9 billion by 2018, with a modest CAGR of 1.5% over the next five years. With the emergence of tablets and smartphones as substitutes for game consoles, the industry witnessed a downturn during the last five years. The industry is consolidated with the top three players dominating the market. Maintaining a balance between quality and price, along with incorporating the latest features, are the biggest challenges for the industry.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the game consoles market and presents its findings in “Global Game Consoles Industry 2013-2018: Trend, Profit, and Forecast Analysis.” The report studies manufacturers of home and handheld game consoles, providing a five-year annual trend analysis that highlights market size, profit, and cost structure for North America, Europe, Asia Pacific, and the Rest of the World. The report also provides a forecast, addressing market opportunities for the next five years for each of these regions.

The report describes the challenges in the industry. The industry witnessed a decline due to decreasing disposable income and the shift by customers to substitutes such as computer- and smartphone-based games. Unit sales of game consoles also decreased globally because of consumers’ shifting to new and advanced featured substitutes.

Lucintel's study examines the key drivers of the industry. Due to high penetration level, consumer spending has shifted from hardware to software, but innovations such as controller free gaming have brought hope for the industry. Product upgrades were the main drivers of demand based on the purchasing power of consumers as well as innovative technologies.

This study is intended to provide industry leaders with a competitive benchmarking of the game consoles industry, and provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It helps the current suppliers to realistically assess their capabilities, strategies, vis-a-vis leading competitors.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global game consoles industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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