

China Games Software Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Games Software Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The games software market includes retail sales of games for domestic games consoles, handheld games consoles, mobile phones and other wireless devices; and games for PC and Mac desktop computers. Online games are excluded (e.g. Second Life). Console hardware sales are excluded. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Chinese games software market had total revenues of \$1.4 billion in 2021, representing a compound annual growth rate (CAGR) of 9.9% between 2016 and 2021.

The market has kept expanding in recent years, mainly driven by the uptake of video game consoles and internet connections.

The value of the Chinese games software market grew by 3.4% in 2021.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the games software retail market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail market in China

Leading company profiles reveal details of key games software retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China games software retail market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China games software retail market by value in 2021?

What will be the size of the China games software retail market in 2026?

What factors are affecting the strength of competition in the China games software retail market?

How has the market performed over the last five years?

How large is China's games software retail market in relation to its regional counterparts?

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