

China Games Software Retail Market Summary, Competitive Analysis and Forecast to 2027

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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 2017-22, and forecast to 2027). 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 games for domestic game consoles, handheld game consoles, mobile phones, and other wireless devices, and games for PC and Mac desktop computers. Online games are excluded (e.g., Second Life) from our scope.

China captured a share of 7.7% in the Asia-Pacific games software retail market, in 2022.

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Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

Reasons to Buy

What was the size of the China games software retail market by value in 2022?

What will be the size of the China games software retail market in 2027?

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?

What are the main segments that make up China's games software retail market?

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