

# Games Software in Australia - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/G16C1BB911D1EN.html>

Date: February 2021

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: G16C1BB911D1EN

## Abstracts

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### SUMMARY

Games Software in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2020 annual average exchange rates.

The Australian games software market is expected to generate total revenues of \$0.3bn in 2020, representing a compound annual growth rate (CAGR) of 4.3% between 2016 and 2020.

Market growth is expected to accelerate in 2020, with game software sales anticipated to increase by 22.1% Y-o-Y.

Consumers have been encouraged to purchase more games software as a form of entertainment, as lockdown restrictions and social distancing guidelines reduce the availability of alternative leisure activities.

## **SCOPE**

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Australia games software market with five year forecasts

## **REASONS TO BUY**

What was the size of the Australia games software market by value in 2020?

What will be the size of the Australia games software market in 2025?

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

How has the market performed over the last five years?

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

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