

Games Software in Australia

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Abstracts

Games Software in Australia

SUMMARY

Games Software in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 2018 annual average exchange rates.

The Australian games software market had total revenues of \$1.2bn in 2018, representing a compound annual growth rate (CAGR) of 8.3% between 2014 and 2018.

Online pureplay accounted for the largest proportion of sales in the Australian games software market in 2018, sales through this channel generated \$301.6m, equivalent to 24.8% of the market's overall value.

The full impact of Amazon's entry to the Australian market had yet to be felt in 2018. When the ecommerce giant begins to eat away at physical retailers'

market shares, there is likely to be a major redistribution of retail revenues in the games software market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 2018?

What will be the size of the Australia games software market in 2023?

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

How has the market performed over the last five years?

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

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