

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

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## Abstracts

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### SUMMARY

Games Software in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Japanese games software market is forecast to generate total revenues of \$3.0bn in 2020, representing a compound annual rate of change (CARC) of -2.5% between 2016 and 2020.

While decimating some industries, the pandemic has driven further expansion of an already fast-growing games software market.

Smartphones are driving game software market growth as mobile gaming becomes increasingly popular.

## SCOPE

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

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

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 Japan games software market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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