

Games Software in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Games Software in the United States 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 US games software market is expected to generate total revenues of \$20.1bn in 2020, representing a compound annual growth rate (CAGR) of 2% between 2016 and 2020.

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

Digital games are an integral part of everyday life for over 214 million consumers who play video games in the US.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is the United States's games software market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?

7.2. What Strategies do leading players follow?

7.3. What disruptors/challengers have changed the market in recent years?

8 COMPANY PROFILES

8.1. GameStop Corp

8.2. Target Corp

8.3. Walmart Inc

8.4. Amazon.com, Inc.

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: United States games software market value: \$ million, 2016-20(e)
Table 2: United States games software market geography segmentation: \$ million, 2020(e)
Table 3: United States games software market value forecast: \$ million, 2020-25
Table 4: GameStop Corp: key facts
Table 5: GameStop Corp: Annual Financial Ratios
Table 6: GameStop Corp: Key Employees
Table 7: Target Corp: key facts
Table 8: Target Corp: Annual Financial Ratios
Table 9: Target Corp: Key Employees
Table 10: Target Corp: Key Employees Continued
Table 11: Target Corp: Key Employees Continued
Table 12: Walmart Inc: key facts
Table 13: Walmart Inc: Annual Financial Ratios
Table 14: Walmart Inc: Key Employees
Table 15: Walmart Inc: Key Employees Continued
Table 16: Walmart Inc: Key Employees Continued
Table 17: Walmart Inc: Key Employees Continued
Table 18: Amazon.com, Inc.: key facts
Table 19: Amazon.com, Inc.: Annual Financial Ratios
Table 20: Amazon.com, Inc.: Key Employees
Table 21: Amazon.com, Inc.: Key Employees Continued
Table 22: United States size of population (million), 2016-20
Table 23: United States gdp (constant 2005 prices, \$ billion), 2016-20
Table 24: United States gdp (current prices, \$ billion), 2016-20
Table 25: United States inflation, 2016-20
Table 26: United States consumer price index (absolute), 2016-20
Table 27: United States exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: United States games software market value: \$ million, 2016-20(e)

Figure 2: United States games software market geography segmentation: % share, by value, 2020(e)

Figure 3: United States games software market value forecast: \$ million, 2020-25

Figure 4: Forces driving competition in the games software market in the United States, 2020

Figure 5: Drivers of buyer power in the games software market in the United States, 2020

Figure 6: Drivers of supplier power in the games software market in the United States, 2020

Figure 7: Factors influencing the likelihood of new entrants in the games software market in the United States, 2020

Figure 8: Factors influencing the threat of substitutes in the games software market in the United States, 2020

Figure 9: Drivers of degree of rivalry in the games software market in the United States, 2020

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