

Games Software Retail in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/GF0E7F38AE25EN.html>

Date: August 2021

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: GF0E7F38AE25EN

Abstracts

Games Software Retail in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

SUMMARY

Games Software Retail in Asia-Pacific 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. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Asia-Pacific games software market had total revenues of \$15,327.7m in 2020, representing a compound annual growth rate (CAGR) of 7.4% between 2016 and 2020.

Online Specialists account for the largest proportion of sales in the Asia-Pacific games software market in 2020, sales through this channel generated \$5,801.1m, equivalent to 37.8% of the market's overall value.

Recent growth in the market can largely be attributed to the COVID-19 pandemic, which restricted outdoor leisure activities, limiting consumers to indoor entertainment.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail market in Asia-Pacific

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 Asia-Pacific games software retail market with five year forecasts

REASONS TO BUY

What was the size of the Asia-Pacific games software retail market by value in 2020?

What will be the size of the Asia-Pacific games software retail market in 2025?

What factors are affecting the strength of competition in the Asia-Pacific games software retail market?

How has the market performed over the last five years?

How large is Asia-Pacific's games software retail 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
- 4.2. Market distribution

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 the leading players follow?
- 7.3. Have there been any major mergers/acquisitions in recent years?
- 7.4. What disruptors/challengers have changed the market in recent years?

8 COMPANY PROFILES

- 8.1. Tencent Holdings Limited
- 8.2. Yamada Holdings Co Ltd
- 8.3. Rakuten Group Inc
- 8.4. NetEase 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: Asia-Pacific games software retail market value: \$ billion, 2016-20
- Table 2: Asia-Pacific games software retail market geography segmentation: \$ billion, 2020
- Table 3: Asia-Pacific games software retail market distribution: % share, by value, 2020
- Table 4: Asia-Pacific games software retail market value forecast: \$ billion, 2020-25
- Table 5: Tencent Holdings Limited: key facts
- Table 6: Tencent Holdings Limited: Annual Financial Ratios
- Table 7: Tencent Holdings Limited: Key Employees
- Table 8: Tencent Holdings Limited: Key Employees Continued
- Table 9: Yamada Holdings Co Ltd: key facts
- Table 10: Yamada Holdings Co Ltd: Annual Financial Ratios
- Table 11: Yamada Holdings Co Ltd: Key Employees
- Table 12: Rakuten Group Inc: key facts
- Table 13: Rakuten Group Inc: Annual Financial Ratios
- Table 14: Rakuten Group Inc: Key Employees
- Table 15: Rakuten Group Inc: Key Employees Continued
- Table 16: Rakuten Group Inc: Key Employees Continued
- Table 17: NetEase Inc: key facts
- Table 18: NetEase Inc: Annual Financial Ratios
- Table 19: NetEase Inc: Key Employees
- Table 20: Asia-Pacific exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

- Figure 1: Asia-Pacific games software retail market value: \$ billion, 2016-20
- Figure 2: Asia-Pacific games software retail market geography segmentation: % share, by value, 2020
- Figure 3: Asia-Pacific games software retail market distribution: % share, by value, 2020
- Figure 4: Asia-Pacific games software retail market value forecast: \$ billion, 2020-25
- Figure 5: Forces driving competition in the games software retail market in Asia-Pacific, 2020
- Figure 6: Drivers of buyer power in the games software retail market in Asia-Pacific, 2020
- Figure 7: Drivers of supplier power in the games software retail market in Asia-Pacific, 2020
- Figure 8: Factors influencing the likelihood of new entrants in the games software retail market in Asia-Pacific, 2020
- Figure 9: Factors influencing the threat of substitutes in the games software retail market in Asia-Pacific, 2020
- Figure 10: Drivers of degree of rivalry in the games software retail market in Asia-Pacific, 2020

I would like to order

Product name: Games Software Retail in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/GF0E7F38AE25EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GF0E7F38AE25EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

