

# Games Software Retail in Brazil

<https://marketpublishers.com/r/G17A1A95DAE2EN.html>

Date: August 2024

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: G17A1A95DAE2EN

## Abstracts

### Games Software Retail in Brazil

#### Summary

Games Software Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 retail market includes games for domestic game consoles, handheld game consoles, mobile phones, and other wireless devices, and games for PC and Mac desktop computers. Online games are excluded (e.g., Second Life) from our scope. Market value includes retail sales.

According to GlobalData, Brazil accounted for 63.9% of the South American games software retail market in 2023.

#### Scope

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

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

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 Brazil games software retail market with five year forecasts

## Reasons to Buy

What was the size of the Brazil games software retail market by value in 2023?

What will be the size of the Brazil games software retail market in 2028?

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

How has the market performed over the last five years?

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

## 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. What are the strengths of the leading players?

## **8 COMPANY PROFILES**

- 8.1. GameStop Corp
- 8.2. Amazon.com Inc
- 8.3. Carrefour SA
- 8.4. Walmart 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: Brazil games software retail market value: \$ million, 2018-23
Table 2: Brazil games software retail market geography segmentation: \$ million, 2023
Table 3: Brazil games software retail market distribution: % share, by value, 2023
Table 4: Brazil games software retail market value forecast: \$ million, 2023-28
Table 5: GameStop Corp: key facts
Table 6: GameStop Corp: Annual Financial Ratios
Table 7: GameStop Corp: Key Employees
Table 8: Amazon.com Inc: key facts
Table 9: Amazon.com Inc: Annual Financial Ratios
Table 10: Amazon.com Inc: Key Employees
Table 11: Amazon.com Inc: Key Employees Continued
Table 12: Carrefour SA: key facts
Table 13: Carrefour SA: Annual Financial Ratios
Table 14: Carrefour SA: Key Employees
Table 15: Carrefour SA: Key Employees Continued
Table 16: Walmart Inc: key facts
Table 17: Walmart Inc: Annual Financial Ratios
Table 18: Walmart Inc: Key Employees
Table 19: Walmart Inc: Key Employees Continued
Table 20: Walmart Inc: Key Employees Continued
Table 21: Walmart Inc: Key Employees Continued
Table 22: Brazil size of population (million), 2019-23
Table 23: Brazil real gdp (constant 2010 prices, \$ billion), 2019-23
Table 24: Brazil gdp (current prices, \$ billion), 2019-23
Table 25: Brazil inflation, 2019-23
Table 26: Brazil consumer price index (absolute), 2019-23
Table 27: Brazil exchange rate, 2018-23

## List Of Figures

### LIST OF FIGURES

Figure 1: Brazil games software retail market value: \$ million, 2018-23

Figure 2: Brazil games software retail market geography segmentation: % share, by value, 2023

Figure 3: Brazil games software retail market distribution: % share, by value, 2023

Figure 4: Brazil games software retail market value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the games software retail market in Brazil, 2023

Figure 6: Drivers of buyer power in the games software retail market in Brazil, 2023

Figure 7: Drivers of supplier power in the games software retail market in Brazil, 2023

Figure 8: Factors influencing the likelihood of new entrants in the games software retail market in Brazil, 2023

Figure 9: Factors influencing the threat of substitutes in the games software retail market in Brazil, 2023

Figure 10: Drivers of degree of rivalry in the games software retail market in Brazil, 2023

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