

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

<https://marketpublishers.com/r/GAC8DE61B3D5EN.html>

Date: August 2021

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: GAC8DE61B3D5EN

Abstracts

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

SUMMARY

Games Software Retail in China 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 Chinese games software market had total revenues of \$1,273.8m in 2020, representing a compound annual growth rate (CAGR) of 11.6% between 2016 and 2020.

Music, Video, Book, Stationery and Entertainment Software Specialists account for the largest proportion of sales in the Chinese games software market in 2020, sales through this channel generated \$452.9m, equivalent to 35.6% of the market's overall value.

An increase in broadband penetration has boosted economic growth in China and this is illustrated in the gaming market which has seen double digit growth in number of users (%).

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 China

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

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 China games software retail market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up China'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. Have there been any major mergers/acquisitions in recent years?
- 7.4. What disruptors have changed the market in recent years?

8 COMPANY PROFILES

- 8.1. Tencent Holdings Limited
- 8.2. 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: China games software retail market value: \$ million, 2016-20

Table 2: China games software retail market geography segmentation: \$ million, 2020

Table 3: China games software retail market distribution: % share, by value, 2020

Table 4: China games software retail market value forecast: \$ million, 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: NetEase Inc: key facts

Table 10: NetEase Inc: Annual Financial Ratios

Table 11: NetEase Inc: Key Employees

Table 12: China size of population (million), 2016-20

Table 13: China gdp (constant 2005 prices, \$ billion), 2016-20

Table 14: China gdp (current prices, \$ billion), 2016-20

Table 15: China inflation, 2016-20

Table 16: China consumer price index (absolute), 2016-20

Table 17: China exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: China games software retail market value: \$ million, 2016-20

Figure 2: China games software retail market geography segmentation: % share, by value, 2020

Figure 3: China games software retail market distribution: % share, by value, 2020

Figure 4: China games software retail market value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the games software retail market in China, 2020

Figure 6: Drivers of buyer power in the games software retail market in China, 2020

Figure 7: Drivers of supplier power in the games software retail market in China, 2020

Figure 8: Factors influencing the likelihood of new entrants in the games software retail market in China, 2020

Figure 9: Factors influencing the threat of substitutes in the games software retail market in China, 2020

Figure 10: Drivers of degree of rivalry in the games software retail market in China, 2020

I would like to order

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

Product link: <https://marketpublishers.com/r/GAC8DE61B3D5EN.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/GAC8DE61B3D5EN.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

