

# Games Software Retail in China

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## Abstracts

### Games Software Retail in China

#### Summary

Games Software Retail in China 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.

GlobalData said China accounted for 5.7% of the Americas 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 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 2023?

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

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?

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