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

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Abstracts

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SUMMARY

Games Software Retail in Europe 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 European games software market had total revenues of $14,791.4m in 2020, representing a compound annual growth rate (CAGR) of 7.2% between 2016 and 2020.

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Online Specialists account for the largest proportion of sales in the European games software market in 2020, sales through this channel generated $5,907.0m, equivalent to 39.9% of the market's overall value.

In 2020, consumer mobile app spending in Europe increased by 31% to $14.8 bn, owing to consumers spending much more time at home.

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 Europe

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

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 Europe games software retail market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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