

# Games Software Retail North America (NAFTA) Industry Guide 2019-2028

<https://marketpublishers.com/r/G42DB4B2AA0EEN.html>

Date: August 2024

Pages: 121

Price: US\$ 795.00 (Single User License)

ID: G42DB4B2AA0EEN

## Abstracts

Games Software Retail North America (NAFTA) Industry Guide 2019-2028

### Summary

The NAFTA Games Software Retail industry profile provides top-line qualitative and quantitative summary information including: market size (value , 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The games software retail industry within the NAFTA countries had a total market value of \$23,825.2 million in 2023. The Mexico was the fastest growing country, with a CAGR of 16.5% over the 2019-23 period.

Within the games software retail industry, the US is the leading country among the NAFTA bloc, with market revenues of \$20,897.8 million in 2023. This was followed by Mexico and Canada, with a value of \$1,467.6 and \$1,459.8 million, respectively.

The US is expected to lead the games software retail industry in the NAFTA bloc, with a value of \$22,513.3 million in 2028, followed by Mexico and Canada with expected values of \$1,824.6 and \$1,658.4 million, respectively.

## Scope

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

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

Leading company profiles reveal details of key games software retail market players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA games software retail market with five year forecasts

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

How large is the NAFTA games software retail market in relation to its regional counterparts?

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