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Games Software in Asia Pacific

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Abstracts

Games Software in Asia Pacific

SUMMARY

Games Software in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The Asia-Pacific games software market had total revenues of $13.5bn in 2018, representing a compound annual growth rate (CAGR) of 6.7% between 2014 and 2018.

Music, video, book, stationery and entertainment software specialists account for the largest proportion of sales in the Asia-Pacific games software market in 2018, sales through this channel generated $5bn, equivalent to 37.2% of the market's overall value.

A rising threat to online and physical games software retailers around the world

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is cloud-based gaming, which will bypass consoles to offer fully-competitive titles on a streaming subscription basis.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software market in Asia-Pacific

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

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

REASONS TO BUY

What was the size of the Asia-Pacific games software market by value in 2018?

What will be the size of the Asia-Pacific games software market in 2023?

What factors are affecting the strength of competition in the Asia-Pacific games software market?

How has the market performed over the last five years?

How large is Asia-Pacific's games software market in relation to its regional counterparts?

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