

Games Software in Germany

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Abstracts

Games Software in Germany

SUMMARY

Games Software in Germany 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 German games software market had total revenues of \$1.4bn in 2018, representing a compound annual rate of change (CARC) of -5.5% between 2014 and 2018.

Online pureplay accounted for the largest proportion of sales in the German games software market in 2018, sales through this channel generated \$415.2m, equivalent to 30.6% of the market's overall value.

Although the rate of decline in online pureplay sales actually accelerated slightly in 2018, this has not been nearly enough to close the widening gap between

online and physical retailers.

SCOPE

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

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

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 Germany games software market with five year forecasts

REASONS TO BUY

What was the size of the Germany games software market by value in 2018?

What will be the size of the Germany games software market in 2023?

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

How has the market performed over the last five years?

How large is Germany's games software market in relation to its regional counterparts?

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