

# Games Software in Japan

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## Abstracts

Games Software in Japan

### SUMMARY

Games Software in Japan 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 Japanese games software market had total revenues of \$3.1bn in 2018, representing a compound annual rate of change (CARC) of -2.7% between 2014 and 2018.

Music, video, book, stationery and entertainment software specialists account for the largest proportion of sales in the Japanese games software market in 2018, and sales through this channel generated \$1.2bn, equivalent to 40.5% of the market's overall value.

Cloud-based gaming threatens to bring new online pureplay retailers with

considerable financial power into the marketplace.

## **SCOPE**

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

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

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 Japan games software market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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