

# Global Games Consoles Industry Profile & Value Chain Analysis

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## Abstracts

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### SUMMARY

Global games consoles industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value chain analysis reveals the business activities which comprise the global games consoles market value chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value chain. Key value chain stages analyzed include raw materials, component production, device assembly, distribution/wholesaling, and retail.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global games consoles market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The games consoles market consists of the total revenues generated by Nintendo, Microsoft and Sony through the sale of their console platforms including both their respective home entertainment consoles and their handheld

models.

The global games consoles market had total revenues of \$6,604.7m in 2016, representing a compound annual rate of change (CARC) of -12.2% between 2012 and 2016.

Market consumption volumes declined with a CARC of -15% between 2012 and 2016, to reach a total of 27.2 million units in 2016.

Smartphones and Smart TVs with streaming devices offer entertainment services at a significantly reduced price. Console growth will remain sluggish as economic recovery remains poor in many countries.

A lack of backwards integration from the likes of Microsoft and Sony creates an overreliance on suppliers and reduces control over costs

Retailers exist in a variety of forms, but the market is dominated by large-scale players. Specialty and online retailers remain the dominant distribution channels.

## SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global games consoles market

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

Add weight to presentations and pitches by understanding the future growth prospects of the global games consoles market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global games consoles market value chain

See examples of companies active at each stage of the global games consoles

market value chain

Examine trends and burning issues impacting the global games consoles market value chain

## **REASONS TO BUY**

What was the size of the global games consoles market by value in 2016?

What will be the size of the global games consoles market in 2021?

What factors are affecting the strength of competition in the global games consoles market?

How has the market performed over the last five years?

Who are the top competitors in the global games consoles market?

Who are the top competitors in the global games consoles market?

What are the key stages and sub-stages of the global games consoles market value chain?

## Contents

Executive Summary  
Value chain analysis  
Market value  
Market value forecast  
Market volume  
Market volume forecast  
Geography segmentation  
Market share  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Value Chain Analysis  
Games Consoles Market complete value chain overview  
Raw Materials  
Component Production  
Device Assembly  
Distribution  
Retail  
Market Data  
Market value  
Market volume  
Market Segmentation  
Geography segmentation  
Market share  
Market Outlook  
Market value forecast  
Market volume forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Microsoft Corporation

Nintendo Co., Ltd.  
Sony Interactive Entertainment Inc.  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global games consoles market value: \$ million, 2012-16
- Table 2: Global games consoles market volume: million units, 2012-16
- Table 3: Global games consoles market geography segmentation: \$ million, 2016
- Table 4: Global games consoles market share: % share, by value, 2016
- Table 5: Global games consoles market value forecast: \$ million, 2016-21
- Table 6: Global games consoles market volume forecast: million units, 2016-21
- Table 7: Microsoft Corporation: key facts
- Table 8: Microsoft Corporation: key financials (\$)
- Table 9: Microsoft Corporation: key financial ratios
- Table 10: Nintendo Co., Ltd.: key facts
- Table 11: Nintendo Co., Ltd.: key financials (\$)
- Table 12: Nintendo Co., Ltd.: key financials (¥)
- Table 13: Nintendo Co., Ltd.: key financial ratios
- Table 14: Sony Interactive Entertainment Inc.: key facts

## List Of Figures

### LIST OF FIGURES

- Figure 1: Games Consoles Market complete value chain overview
- Figure 2: Games Consoles Market complete value chain with active companies
- Figure 3: Raw Materials- Overview
- Figure 4: Component Production- Overview
- Figure 5: Device Assembly- Overview
- Figure 6: Distribution- Overview
- Figure 7: Retail- Overview
- Figure 8: Global games consoles market value: \$ million, 2012-16
- Figure 9: Global games consoles market volume: million units, 2012-16
- Figure 10: Global games consoles market geography segmentation: % share, by value, 2016
- Figure 11: Global games consoles market share: % share, by value, 2016
- Figure 12: Global games consoles market value forecast: \$ million, 2016-21
- Figure 13: Global games consoles market volume forecast: million units, 2016-21
- Figure 14: Forces driving competition in the global games consoles market, 2016
- Figure 15: Drivers of buyer power in the global games consoles market, 2016
- Figure 16: Drivers of supplier power in the global games consoles market, 2016
- Figure 17: Factors influencing the likelihood of new entrants in the global games consoles market, 2016
- Figure 18: Factors influencing the threat of substitutes in the global games consoles market, 2016
- Figure 19: Drivers of degree of rivalry in the global games consoles market, 2016
- Figure 20: Microsoft Corporation: revenues & profitability
- Figure 21: Microsoft Corporation: assets & liabilities
- Figure 22: Nintendo Co., Ltd.: revenues & profitability
- Figure 23: Nintendo Co., Ltd.: assets & liabilities

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