

Video Game-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/V3858667E2CEN.html>

Date: February 2018

Pages: 142

Price: US\$ 2,980.00 (Single User License)

ID: V3858667E2CEN

Abstracts

Report Summary

Video Game-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Video Game industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Video Game 2013-2017, and development forecast 2018-2023

Main market players of Video Game in China, with company and product introduction, position in the Video Game market

Market status and development trend of Video Game by types and applications

Cost and profit status of Video Game, and marketing status

Market growth drivers and challenges

The report segments the China Video Game market as:

China Video Game Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Video Game Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Action
Shooter
Sports
Role-Playing
Adventure
Racing
Strategy
Others

China Video Game Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

PC
Conneted TV
Tablet
Smartphone

China Video Game Market: Players Segment Analysis (Company and Product introduction, Video Game Sales Volume, Revenue, Price and Gross Margin):

Activision Blizzard
Electronic Arts
GungHo
King
Microsoft
Nintendo
Sony
Take-Two Interactive
Tencent
Ubisoft

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

Contents

CHAPTER 1 OVERVIEW OF VIDEO GAME

- 1.1 Definition of Video Game in This Report
- 1.2 Commercial Types of Video Game
 - 1.2.1 Action
 - 1.2.2 Shooter
 - 1.2.3 Sports
 - 1.2.4 Role-Playing
 - 1.2.5 Adventure
 - 1.2.6 Racing
 - 1.2.7 Strategy
 - 1.2.8 Others
- 1.3 Downstream Application of Video Game
 - 1.3.1 PC
 - 1.3.2 Connected TV
 - 1.3.3 Tablet
 - 1.3.4 Smartphone
- 1.4 Development History of Video Game
- 1.5 Market Status and Trend of Video Game 2013-2023
 - 1.5.1 China Video Game Market Status and Trend 2013-2023
 - 1.5.2 Regional Video Game Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Video Game in China 2013-2017
- 2.2 Consumption Market of Video Game in China by Regions
 - 2.2.1 Consumption Volume of Video Game in China by Regions
 - 2.2.2 Revenue of Video Game in China by Regions
- 2.3 Market Analysis of Video Game in China by Regions
 - 2.3.1 Market Analysis of Video Game in North China 2013-2017
 - 2.3.2 Market Analysis of Video Game in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Video Game in East China 2013-2017
 - 2.3.4 Market Analysis of Video Game in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Video Game in Southwest China 2013-2017
 - 2.3.6 Market Analysis of Video Game in Northwest China 2013-2017
- 2.4 Market Development Forecast of Video Game in China 2018-2023
 - 2.4.1 Market Development Forecast of Video Game in China 2018-2023

2.4.2 Market Development Forecast of Video Game by Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

3.1 Whole China Market Status by Types

3.1.1 Consumption Volume of Video Game in China by Types

3.1.2 Revenue of Video Game in China by Types

3.2 China Market Status by Types in Major Countries

3.2.1 Market Status by Types in North China

3.2.2 Market Status by Types in Northeast China

3.2.3 Market Status by Types in East China

3.2.4 Market Status by Types in Central & South China

3.2.5 Market Status by Types in Southwest China

3.2.6 Market Status by Types in Northwest China

3.3 Market Forecast of Video Game in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

4.1 Demand Volume of Video Game in China by Downstream Industry

4.2 Demand Volume of Video Game by Downstream Industry in Major Countries

4.2.1 Demand Volume of Video Game by Downstream Industry in North China

4.2.2 Demand Volume of Video Game by Downstream Industry in Northeast China

4.2.3 Demand Volume of Video Game by Downstream Industry in East China

4.2.4 Demand Volume of Video Game by Downstream Industry in Central & South China

4.2.5 Demand Volume of Video Game by Downstream Industry in Southwest China

4.2.6 Demand Volume of Video Game by Downstream Industry in Northwest China

4.3 Market Forecast of Video Game in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF VIDEO GAME

5.1 China Economy Situation and Trend Overview

5.2 Video Game Downstream Industry Situation and Trend Overview

CHAPTER 6 VIDEO GAME MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

6.1 Sales Volume of Video Game in China by Major Players

- 6.2 Revenue of Video Game in China by Major Players
- 6.3 Basic Information of Video Game by Major Players
 - 6.3.1 Headquarters Location and Established Time of Video Game Major Players
 - 6.3.2 Employees and Revenue Level of Video Game Major Players
- 6.4 Market Competition News and Trend
 - 6.4.1 Merger, Consolidation or Acquisition News
 - 6.4.2 Investment or Disinvestment News
 - 6.4.3 New Product Development and Launch

CHAPTER 7 VIDEO GAME MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

- 7.1 Activision Blizzard
 - 7.1.1 Company profile
 - 7.1.2 Representative Video Game Product
 - 7.1.3 Video Game Sales, Revenue, Price and Gross Margin of Activision Blizzard
- 7.2 Electronic Arts
 - 7.2.1 Company profile
 - 7.2.2 Representative Video Game Product
 - 7.2.3 Video Game Sales, Revenue, Price and Gross Margin of Electronic Arts
- 7.3 GungHo
 - 7.3.1 Company profile
 - 7.3.2 Representative Video Game Product
 - 7.3.3 Video Game Sales, Revenue, Price and Gross Margin of GungHo
- 7.4 King
 - 7.4.1 Company profile
 - 7.4.2 Representative Video Game Product
 - 7.4.3 Video Game Sales, Revenue, Price and Gross Margin of King
- 7.5 Microsoft
 - 7.5.1 Company profile
 - 7.5.2 Representative Video Game Product
 - 7.5.3 Video Game Sales, Revenue, Price and Gross Margin of Microsoft
- 7.6 Nintendo
 - 7.6.1 Company profile
 - 7.6.2 Representative Video Game Product
 - 7.6.3 Video Game Sales, Revenue, Price and Gross Margin of Nintendo
- 7.7 Sony
 - 7.7.1 Company profile
 - 7.7.2 Representative Video Game Product

- 7.7.3 Video Game Sales, Revenue, Price and Gross Margin of Sony
- 7.8 Take-Two Interactive
 - 7.8.1 Company profile
 - 7.8.2 Representative Video Game Product
 - 7.8.3 Video Game Sales, Revenue, Price and Gross Margin of Take-Two Interactive
- 7.9 Tencent
 - 7.9.1 Company profile
 - 7.9.2 Representative Video Game Product
 - 7.9.3 Video Game Sales, Revenue, Price and Gross Margin of Tencent
- 7.10 Ubisoft
 - 7.10.1 Company profile
 - 7.10.2 Representative Video Game Product
 - 7.10.3 Video Game Sales, Revenue, Price and Gross Margin of Ubisoft

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF VIDEO GAME

- 8.1 Industry Chain of Video Game
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF VIDEO GAME

- 9.1 Cost Structure Analysis of Video Game
- 9.2 Raw Materials Cost Analysis of Video Game
- 9.3 Labor Cost Analysis of Video Game
- 9.4 Manufacturing Expenses Analysis of Video Game

CHAPTER 10 MARKETING STATUS ANALYSIS OF VIDEO GAME

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy
 - 10.2.3 Target Client
- 10.3 Distributors/Traders List

CHAPTER 11 REPORT CONCLUSION

CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

12.1 Methodology/Research Approach

12.1.1 Research Programs/Design

12.1.2 Market Size Estimation

12.1.3 Market Breakdown and Data Triangulation

12.2 Data Source

12.2.1 Secondary Sources

12.2.2 Primary Sources

12.3 Reference

I would like to order

Product name: Video Game-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/V3858667E2CEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V3858667E2CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970