+44 20 8123 2220
info@marketpublishers.com

Global Digital Gaming Market (2017-2022)

https://marketpublishers.com/r/G55D4E074DDEN.html
Date: November 2019
Pages: 90
Price: US$ 2,950.00 (Single User License)
ID: G55D4E074DDEN

Abstracts

The report is sent in 0-2 business days after order is placed.

Immense growth in the digital gaming market is driven primarily by the rise in active gamers, increased internet and smartphone penetration, and new technologies that enhance gaming experiences. All these will aid the market to reach approximately USD 272.2 Bn by 2022, expanding at a compound annual growth rate (CAGR) of 18.97% during 2017-2022.

Platform segment insights:

Mobile gaming expanded at a staggering rate in the past few years, occupying the largest section in 2017 (43%). This share is expected to increase further to reach 56% in 2022 owing to low entry barrier for game developers, proliferation of smartphones, and incentives for making higher revenues through in-app purchases. The growth of console games will depend on the launch of new generation consoles, advanced features such as motion sensors, processors, etc., and increased digital distribution. In 2017, more than 40% of the console sale occurred through digital downloads. PC games occupied 28% of the market share in 2017, and are presently dominated by serious gamers.

Revenue model segment insights:

The freemium model has a clear advantage over the other revenue models as it allows access to free gaming content. It occupied a share of 47% in 2014. However, in 2017, the share dropped to 39%. In the same year, the pay-to-play subscription model took the largest share of the pie because of its higher perceived value by the customers. Since most serious gamers go for this model, the chances of sticking to the model are higher.

Regional insights:

The Asia-Pacific was the largest regional market for digital gaming in 2017, controlling 61% of the global market. It is also the largest market for mobile gaming. Improvement in technology and rapid shift of consumers from 2G to 4G have resulted in increased user base for digitally-downloadable gaming content, and other live game formats such as massively multiplayer online (MMO) and eSports. Increase in consumer spending on games, high interest in eSports, AR/VR games, and digitally downloadable content are driving the market in North America, which occupied a share of 20% in 2017. Funding in European gaming firms, particularly by Chinese acquirers are primarily driving the European gaming market.

Companies covered:

1. Activision Blizzard
2. Electronic Arts
3. Take-Two Interactive
4. Ubisoft
5. Zynga
6. Nintendo
7. GungHo Online
8. NCSoft
9. Sony Corporation
10. Microsoft Corporation

Customizations available

With the given market data, Netscribes offers customizations according to specific needs.

Contents

games) - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), market observations, and influencing factor

CHAPTER 5. ASIA-PACIFIC DIGITAL GAMING MARKET

5.1. Regional market overview - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), and key observations
5.2. Market segmentation based on platforms (PC games, mobile games, and console games) - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), market observations, and influencing factor

CHAPTER 6. LATIN AMERICA DIGITAL GAMING MARKET

6.1. Regional market overview - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), and key observations
6.2. Market segmentation based on platforms (PC games, mobile games, and console games) - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), market observations, and influencing factor

CHAPTER 7. THE MIDDLE EAST AND AFRICA DIGITAL GAMING MARKET

7.1. Regional market overview - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), and key observations
7.2. Market segmentation based on platforms (PC games, mobile games, and console games) - historical (2014-2016) and forecasted (2017-2022) market size (USD Bn), market observations, and influencing factor

CHAPTER 8. GLOBAL DIGITAL GAMING MARKET - SPEND ANALYSIS

8.1. Paying players' share - based on platform
8.2. PC games - average spending and payers
8.3. Mobile games - average spending and payers
8.4. Console games - average spending and payers
8.5. Spend analysis - based on regions

CHAPTER 9. COMPETITIVE LANDSCAPE

9.1. Activision Blizzard
9.1.a. Company snapshot

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 10 CONCLUSION

APPENDIX

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global Digital Gaming Market (2017-2022)

Product link: https://marketpublishers.com/r/G55D4E074DDEN.html

Price: US$ 2,950.00 (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/G55D4E074DDEN.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

Custumer 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