India Digital Gaming Market (2018-2023)

Abstracts

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

India Digital Gaming Market

The India Digital Gaming market is forecasted to expand in the upcoming years. The demand for games in India is on an upward curve, and the country now has more than 200 game development companies, with at least two start-ups coming up every month. The India Digital Gaming market is projected to register a double-digit CAGR dominated by revenues from mobile games.

The expanding smartphone user base and rising internet penetration are the key driving factors for the Digital Gaming market in India. Also, recent improvements in mobile internet accessibility by companies like Reliance Jio, with their disruptive market strategies is expected to strengthen the market growth as it will enable gamers to play digitally-downloadable games without any speed issues. Given that, companies like Paytm, Tencent and Nazara Technologies are investing in the Indian gaming market, it is expected to be one of the significant countries for mobile gaming in the world.

Additionally, rising disposable income, coupled with favorable governmental initiatives of making a Digital India is enabling gamers of the country to embrace entertainment and digital content at an increased level, thereby, boosting the overall growth of the market.

The India Digital Gaming market is segmented into PC games, mobile games, and console games. Among these segments, mobile is the fastest growing segment, as well as the most significant revenue generator owing to the increased average time spent on smart devices and the inclination of gamers towards mobile and online gaming. Console games revenues are expected to register significant growth as most of the population is under the age of 34, thereby presenting a lucrative growth opportunity for the console

game companies.

Key growth factors:

The key growth driver of the India Digital Gaming market is the demographics of the country. India is young and digital gaming particularly on smartphones is one of the essential entertainment choices of the people. Young internet users have a higher propensity to play online games as they are usually more exposed to technology and online platforms.

The rise in disposable income is also expected to result in higher expenditure on Digital Gaming and thereby increase adoption and usage. Improvements in internet network access is expected to strengthen the market growth as it is going to enable gamers to play digitally-downloadable games without any speed issues.

Threats and key players:

Internet and smartphone penetrations in the suburban and rural areas of the country are still at a minimal level. These often negatively impact the growth of the market.

Additionally, the prevalence of piracy in India is a significant deterrent to the growth of the industry. Easy availability of pirated games enables gamers to play the games for free or at a relatively lesser cost and that affects the revenues of companies.

The key players in the India Digital Gaming market are Activision Blizzard, Nintendo, Sony, Dhruva Interactive, etc.

What's covered in the report?

Overview of the India Digital Gaming market

The historical, current and forecasted market size data for the India Digital Gaming market

The historical, current and forecasted market size data for the segments of the market – by platforms– PC games, console games, and mobile games

The historical, current and forecasted market size data for the segments of the market – by revenue models (Freemium, Pay to Play, Advertising)

The historical, current and forecasted market size data for the segments of the market – by genres (Shooter, Role- play Action, Sports, Strategy, Others)

Market trends in the India Digital Gaming market

Market drivers and challenges in the India Digital Gaming market

Analysis of spending for segmentation by platforms

Profiles of major players operating in the market

Why buy?

Get a broad understanding of the India Digital Gaming market and its segmentations - by platforms– PC games, console games, and mobile games, – by revenue models (Freemium, Pay to Play, Advertising), by genres (Shooter, Role- play Action, Sports, Strategy, Others)

Get specific drivers and challenges affecting the India Digital Gaming market and its segmentations (By platforms, by revenue models, by genres)

Get specific trends occurring in the India Digital Gaming market

Get analysis of spending for segmentation by platforms

Recognize significant competitors' business and market dynamics, and respond accordingly

Customizations Available

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

needs. Write to us at info@netscribes.com.

Contents

CHAPTER 5: INDIA DIGITAL GAMING MARKET SEGMENTATION – BY REVENUE MODELS

5.1. India market share and size (USD Bn - 2017) – by revenue models (Freemium, Pay t Play, Advertising)

5.2. India freemium model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

5.3. India pay t play model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

5.4. India advertising model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

CHAPTER 6: INDIA DIGITAL GAMING MARKET SEGMENTATION – BY GENRES

6.1. India market share and size (USD Bn – 2017) – by genres (Shooter, Role- play Action, Sports, Strategy, Others)

6.2. India shooter genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.3. India role-playing action genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.4. India sports genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.5. India strategy genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.6. India other genres market

- Market size (USD Bn) (2015, 2017, 2023)
- Drivers
- Challenges

CHAPTER 7: INDIA DIGITAL GAMING SPEND ANALYSIS

7.1. Paying players share by platform – 2017
7.2. PC games - Average spending and payers
7.3. Console games - Average spending and payers
7.4. Mobile games - Average spending and payers
7.5. Spend analysis

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Activision Blizzard
- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations
8.2. Nintendo
- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations
8.3. Sony
- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations
8.4. Dhruva Interactive
- Company snapshot
- Key numbers
- Major game titles

- Initiatives
- Growth strategy
- Major locations
8.5. Nazara Technologies
- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

CHAPTER 9: MARKET SHARE OF COMPANIES

9.1. India Digital Games market - share of companies
9.2. India PC Games market - share of companies
9.3. India Mobile Games market - share of companies
9.4. India Console Games market - share of companies

CHAPTER 10: CONCLUSION

CHAPTER 11: APPENDIX

11.1. List of tables
11.2. Research methodology
11.3. Assumptions
11.4. About Netscribes Inc.
Note: The Table of Contents (ToC) provided above contains the targeted coverage. The coverage is subject t change as we progress with the research

I would like to order

Product name: India Digital Gaming Market (2018-2023)

Product link: https://marketpublishers.com/r/IACAD539DD5EN.html

Price: US$ 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/IACAD539DD5EN.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