

Japan Digital Gaming Market (2018-2023)

<https://marketpublishers.com/r/JEE9DE835F8EN.html>

Date: May 2018

Pages: 70

Price: US\$ 1,950.00 (Single User License)

ID: JEE9DE835F8EN

Abstracts

The report is sent in 5-10 business days after order is placed.

Japan Digital Gaming Market

Digital gaming in Japan is characterized by specific animation and localization of gaming content, and this has led to the emergence of a very different but huge video gaming business. There are about 70 million gamers in Japan, and mobile gaming is the most significant gaming platform among PCs, consoles and mobiles. The Japan Digital Gaming market is expected to grow at a significantly high CAGR through the forecast period of 2018-2023.

Japan presents a market with diverse preferences for all gaming platforms - PC, mobile, and console. Console gaming, in particular, receives a big boost in Japan in comparison to other Asian Digital Gaming markets, as the console manufacturing giants, like Sony, Nintendo, and Sega are headquartered in the country. Console gaming is very popular among gamers, but over time the trend is shifting towards mobile gaming. Mobile gaming revenue in Japan has exhibited high double-digit growth rates YOY since 2016.

By platforms, the market is segmented into PC games, mobile games, and console games. Among these segments, mobile games is the fastest growing segment as the Japanese gamers are increasingly preferring handheld and mobile devices for playing games on the go.

Key growth factors:

Japan is technologically a very advanced country, and almost everyone in Japan has a smartphone of their own. The quality of performance of these smartphones is also very advanced and this drives the mobile gaming segment

of the Digital Gaming market.

The presence of several top gaming companies like Namco Bandai, Sega, Sony, and Konami is a very big driver for the Digital Gaming market in Japan as these big companies drive up the revenues for the same, in the country.

Threats and key players:

One of the major challenges in the Japan Digital gaming market is that it is very difficult for any non-Japanese company to enter the market and make a name for itself. Gamers in Japan prefer localized content and languages, and thus 90% of the revenue from games comes from Japanese companies.

Additionally, the regulatory bodies in Japan, often inhibit the growth of the market as they pursue regulatory measures to stream out harmful content in the games and try to control perceived gaming addictions.

The key players in the Japan Digital Gaming market are Sony, Nintendo, Sega, Namco Bandai, Konami, etc.

What's covered in the report?

Overview of the Japan Digital Gaming market

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

Market drivers and challenges in the Japan 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 Japan 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 Japan Digital Gaming market and its segmentations (By platforms, by revenue models, by genres)

Get specific trends occurring in the Japan 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.

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Market scope and segmentation
- 1.2 Key questions answered in this study
- 1.3 Executive summary

CHAPTER 2: INTRODUCTION

- 2.1. Market definitions
- 2.2. Different business models
- 2.3. Digital game genres
- 2.4. Value chain of games

CHAPTER 3: JAPAN DIGITAL GAMING MARKET OVERVIEW

- 3.1. Historical (2015-2017) Digital Gaming market revenue (USD Bn)
- 3.2. Forecasted (2018-2023) Digital Gaming market revenue (USD Bn)
- 3.3. Drivers
- 3.4. Challenges
- 3.5. Trends

CHAPTER 4: JAPAN DIGITAL GAMING MARKET SEGMENTATION BY PLATFORM

- 4.1. Japan market share and size (USD Bn – 2017) – by platforms (PC, Console, Mobile)
- 4.2. Japan PC games market
 - Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 4.3. Japan mobile games market
 - Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges
- 4.4. Japan console games market
 - Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges

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

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

5.2. Japan freemium model market

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

Drivers

Challenges

5.3. Japan pay to play model market

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

Drivers

Challenges

5.4. Japan advertising model market

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

Drivers

Challenges

CHAPTER 6: JAPAN DIGITAL GAMING MARKET SEGMENTATION – BY GENRES

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

6.2. Japan shooter genre market

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

Drivers

Challenges

6.3. Japan role-playing action genre market

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

Drivers

Challenges

6.4. Japan sports genre market

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

Drivers

Challenges

6.5. Japan strategy genre market

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

Drivers

Challenges

- 6.6. Japan other genres market
 - Market size (USD Bn) (2015, 2017, 2023)
 - Drivers
 - Challenges

CHAPTER 7: JAPAN 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. Sega
 - 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. Bandai Namco
 - Company snapshot
 - Key numbers
 - Major game titles
 - Initiatives
 - Growth strategy
 - Major locations
- 8.4. Capcom Interactive
 - Company snapshot
 - Key numbers

Major game titles

Initiatives

Growth strategy

Major locations

8.5. Sony Technologies

Company snapshot

Key numbers

Major game titles

Initiatives

Growth strategy

Major locations

CHAPTER 9: MARKET SHARE OF COMPANIES

9.1. Japan Digital Games market share of companies

9.2. Japan PC Games market share of companies

9.3. Japan Mobile Games market share of companies

9.4. Japan 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 to change as we progress with the research

I would like to order

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

Product link: <https://marketpublishers.com/r/JEE9DE835F8EN.html>

Price: US\$ 1,950.00 (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/JEE9DE835F8EN.html>