

Global Gaming Market Insights, Opportunity Analysis, Market Shares and Forecast 2016 – 2022

<https://marketpublishers.com/r/G0B1C9BA927EN.html>

Date: January 2016

Pages: 153

Price: US\$ 3,900.00 (Single User License)

ID: G0B1C9BA927EN

Abstracts

The online gaming industry is moving ahead rapidly with constant innovations. Multi-players, role-playing games, and different genres of games are in great demand. According to estimates, almost 60% of the population in the U.S. has access to games and nearly 50% households own at least one gaming console. While U.S. and Europe are currently the largest markets. Primary motivators for the rapid growth of this market include greater penetration of mobile phones and internet. The gaming industry is largely dependent on internet and with intense internet penetration across the globe, this industry is set to record tremendous revenue growth

Companies profiled include

1. Aardman Animations Ltd
2. Activision Blizzard
3. Capcom Co Ltd
4. DQ Entertainment
5. Electronic Arts
6. GungHo Entertainment
7. Kingcom
8. The Lego Group
9. Microsoft Corporation
10. Microsoft Corporation
11. Rockstar Games
12. Sega Sammy Holdings
13. Sony Corporation
14. Tencent Holdings Limited
15. Ubisoft Entertainment

16. Zynga Inc

This Occams Research Report covers

1. Historical data
2. Revenue forecasts, growth rates and CAGR upto 2022
3. Industry Analysis
4. Competitive Analysis
5. Key geographic growth data
6. Deep profiles top competitive companies

Contents

CHAP 1. EXECUTIVE SUMMARY

CHAP 2. MARKET OVERVIEW

2.1. Key Buying Criteria

- 2.1.1. Price
- 2.1.2. Portability
- 2.1.3. Purpose
- 2.1.4. Genre
- 2.1.5. Recommendation

CHAP 3. STRATEGIC ANALYSIS OF GAMING MARKET WORLDWIDE (KEY FINDINGS)

- 3.1. Android Gaming Leading The Worldwide Market
- 3.2. Adult Female Gamers Are Leading The Market
- 3.3. Smartphone Games
- 3.4. Windows Is Fastest Growing Platform In Mobile Gaming Market
- 3.5. Game Developers Are Targeting Developing Regions
- 3.6. Virtual Reality Revolution To Break Out
- 3.7. Mergers & Acquisitions (M&As) Fuelling Growth In The Industry

CHAP 4. MARKET DETERMINANTS

4.1. Key Motivators

- 4.1.1. Freemium Games To Cater Wider Range Of Audiences
- 4.1.2. Rising Internet Penetration Drives The Online Gaming Market
- 4.1.3. Expanding Customer Base Tapping Various Developments In The Industry
- 4.1.4. Growing Number Of Smartphone Users Unleashing New Market Opportunities
- 4.1.5. Movies Marketed Through Gaming And Animation
- 4.1.6. Technological Developments To Enhance Customer Experience & Distribution
 - 4.1.6.1. Cloud Computing – Gaming As A Service
 - 4.1.6.2. Virtual Reality In Gaming
- 4.1.7. New Emerging Areas In Gaming Market
 - 4.1.7.1. Health Games
 - 4.1.7.2. Learning Games

4.2. Restraints In Gaming Market

- 4.2.1. Violent Gaming Features
- 4.2.2. Health Concerns
- 4.2.3. Social Consequences
- 4.2.4. Threat Of Piracy
- 4.3. Challenges
 - 4.3.1. Easy Entry Fuelling Competition In The Industry
 - 4.3.2. Core Gamers Criticizing Freemium Model

CHAP 5. COMPETITIVE INTELLIGENCE

- 5.1. Market Share Analysis
- 5.2. Key Market Strategies
- 5.3. Targeting Wider Customer Segments
- 5.4. Focusing On Existing Titles And Their Sequels
- 5.5. In-House Development Of Software Titles
- 5.6. Leverage Emerging Technologies, Platforms, And Digitally Delivered Content
- 5.7. Product Release Schedule

CHAP 6. GLOBAL GAMING MARKET SEGMENTATION BY PLATFORM

- 6.1. Console
 - 6.1.1. Global Console Games Market By Type
 - 6.1.2. Global Console Games Market By Geography
 - 6.1.3. Console Players Targeting Developing Regions
- 6.2. Pc Gaming
 - 6.2.1. Global Pc Games Market By Geography
 - 6.2.2. Global Pc Games Market By Operating System
- 6.3. Mobile Games (Ios, Windows, Android, Java, & Others)
 - 6.3.1. Global Mobile Games Market By Geography
 - 6.3.2. Global Mobile Games Market By Os Platform
- 6.4. Tablet Games
 - 6.4.1. Global Tablet Gaming Market By Geography
 - 6.4.2. Global Tablet Games Market By Os Platform
- 6.5. Web Games
 - 6.5.1. Web Games Market By Geography
 - 6.5.2. Social Media To Boost The Growth Of Web Games

CHAP 7. GAMING MARKET SEGMENTATION BY DEMOGRAPHY

7.1. Global Gaming Market By Age Group

7.1.1. Under

7.1.2. 18 To 35 Years

7.1.3. 35 Years And Above

7.2. By Gender

7.2.1. Male Gamers

7.2.2. Female Gamers

CHAP 8. REGIONAL ANALYSIS

8.1. North America

8.1.1. The U.S.

8.1.2. Canada

8.2. Europe

8.2.1. Germany

8.2.2. France

8.2.3. U.K.

8.3. Asia

8.3.1. China

8.3.2. India

8.4. Row

CHAP 9. COMPANY PROFILING

9.1. Aardman Animations Ltd

9.1.1. Overview

9.1.2. Product Portfolio

9.1.3. Strategic Moves

9.1.4. Scot Analysis

9.2. Activision Blizzard

9.2.1. Overview

9.2.2. Product Portfolio

9.2.3. Revenue Analysis

9.2.4. Scot Analysis

9.2.5. Strategic Analysis

9.3. Capcom Co. Ltd

9.3.1. Overview

9.3.2. Product Portfolio

9.3.3. Revenue Analysis

- 9.3.4. Strategic Moves
- 9.3.5. Scot Analysis
- 9.3.6. Strategic Analysis
- 9.4. Dq Entertainment
 - 9.4.1. Overview
 - 9.4.2. Product Portfolio
 - 9.4.3. Strategic Moves
 - 9.4.4. Scot Analysis
- 9.5. Electronic Arts
 - 9.5.1. Overview
 - 9.5.2. Product Portfolio
 - 9.5.3. Revenue Analysis
 - 9.5.4. Scot Analysis
 - 9.5.5. Strategic Analysis
- 9.6. Gungho Entertainment
 - 9.6.1. Overview
 - 9.6.2. Product Portfolio
 - 9.6.3. Revenue Analysis
 - 9.6.4. Strategic Moves
 - 9.6.5. Scot Analysis
 - 9.6.6. Strategic Analysis
- 9.7. King.Com
 - 9.7.1. Overview
 - 9.7.2. Product Portfolio
 - 9.7.3. Revenue Analysis
 - 9.7.4. Strategic Moves
 - 9.7.5. Scot Analysis
 - 9.7.6. Strategic Analysis
- 9.8. The Lego Group
 - 9.8.1. Overview
 - 9.8.2. Product Portfolio
 - 9.8.3. Revenue Analysis
 - 9.8.4. Strategic Moves
 - 9.8.5. Scot Analysis
 - 9.8.6. Strategic Analysis
- 9.9. Microsoft Corporation
 - 9.9.1. Overview
 - 9.9.2. Product Portfolio
 - 9.9.3. Revenue Analysis

- 9.9.4. Strategic Moves
- 9.9.5. Scot Analysis
- 9.9.6. Strategic Analysis
- 9.10. Nintendo Entertainment Systems
 - 9.10.1. Overview
 - 9.10.2. Product Portfolio
 - 9.10.3. Revenue Analysis
 - 9.10.4. Scot Analysis
 - 9.10.5. Strategic Analysis
- 9.11. Rockstar Games
 - 9.11.1. Overview
 - 9.11.2. Product Portfolio
 - 9.11.3. Revenue Analysis
 - 9.11.4. Scot Analysis
 - 9.11.5. Strategic Analysis
- 9.12. Sega Sammy Holdings
 - 9.12.1. Overview
 - 9.12.2. Product Portfolio
 - 9.12.3. Revenue Analysis
 - 9.12.4. Strategic Moves
 - 9.12.5. Scot Analysis
 - 9.12.6. Strategic Analysis
- 9.13. Sony Corporation
 - 9.13.1. Overview
 - 9.13.2. Product Portfolio
 - 9.13.3. Scot Analysis
 - 9.13.4. Strategic Analysis
- 9.14. Tencent Holdings Limited
 - 9.14.1. Overview
 - 9.14.2. Product Portfolio
 - 9.14.3. Revenue Analysis
 - 9.14.4. Strategic Moves
 - 9.14.5. Scot Analysis
 - 9.14.6. Strategic Analysis
- 9.15. Ubisoft Entertainment
 - 9.15.1. Overview
 - 9.15.2. Product Portfolio
 - 9.15.3. Revenue Analysis
 - 9.15.4. Strategic Moves

9.15.5. Scot Analysis

9.15.6. Strategic Analysis

9.16. Zynga Inc

9.16.1. Overview

9.16.2. Product Portfolio

9.16.3. Revenue Analysis

9.16.4. Strategic Moves

9.16.5. Scot Analysis

9.16.6. Strategic Analysis

List Of Tables

LIST OF TABLES

- 1 GLOBAL GAMING MARKET BY GAMER'S AGE GROUP 2014-2022 (\$ BILLION)
- 2 REGION WISE AVERAGE ANNUAL SPENDING BY GAMING CONSUMER (\$) IN 2014
- 3 SOME POPULAR VR DEVICES EXPECTED TO BE LAUNCHED IN 2017
- 4 RECENT M&AS IN GAMING INDUSTRY
- 5 TOP GROSSING GAMES ON PLAY STORES
- 6 GLOBAL GAMING MARKET BY DEVICE TYPE 2014-2022 (\$ BILLION)
- 7 GLOBAL CONSOLE GAMES MARKET BY TYPE 2014-2022 (\$ BILLION)
- 8 GLOBAL CONSOLE GAMES MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 9 GLOBAL PC GAMES MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 10 GLOBAL PC GAMES MARKET BY OPERATING SYSTEM 2014-2022 (\$ BILLION)
- 11 GLOBAL MOBILE GAMES MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 12 GLOBAL T GAMES MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 13 GLOBAL T GAMES MARKET BY OPERATING SYSTEM 2014-2022 (\$ BILLION)
- 14 LIST OF TOP 5 SOCIAL GAME COMPANIES BASED ON MONTHLY ACTIVE USERS
- 15 GLOBAL WEB GAMES MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 16 GLOBAL GAMING MARKET SEGMENTATION BY GAMERS' AGE 2014-2022 (\$ BILLION)
- 17 GAMING GEOGRAPHY MARKET BY AGE GROUP 2014-2022 (\$ BILLION)
- 18 GAMING GEOGRAPHY MARKET BY AGE GROUP (18-35YEARS) 2014-2022 (\$ BILLION)
- 19 GAMING GEOGRAPHY MARKET BY AGE GROUP (ABOVE 35YEARS) 2014-2022 (\$ BILLION)
- 20 GLOBAL GAMING DEVICE MARKET BY AGE GROUP (ABOVE35 YEARS) 2014-2022 (\$ BILLION)
- 21 GLOBAL GAMING MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 22 NORTH AMERICA GAMING MARKET BY GEOGRAPHY 2014-2022 (\$ BILLION)
- 23 NORTH AMERICA GAMING MARKET BY DEVICE TYPE 2014-2022 (\$ BILLION)
- 24 VIDEO GAME DEVELOPERS' PLATFORM PREFERENCES (AT GDC 2014)
- 25 EUROPE GAMING MARKET 2014-2022 (\$ BILLION)
- 26 EUROPE GAMING MARKET BY DEVICE TYPE 2014-2022 (\$ BILLION)
- 27 ASIAN GAMING MARKET 2014-2022 (\$ BILLION)
- 28 ASIA GAMING MARKET BY DEVICE TYPE 2014-2022 (\$ BILLION)
- 29 GAMING MARKET FOR ROW 2014-2022 (\$ BILLION)

30 ROW GAMING MARKET BY DEVICE TYPE 2014-2022 (\$ BILLION)

List Of Figures

LIST OF FIGURES

- 1 GLOBAL GAMING MARKET: FACTS & FIGURES
- 2 HARDCORE GAMERS VS CASUAL GAMERS
- 3 POPULARITY OF GAME GENRES (%) IN 2014
- 4 GLOBAL GAMING MARKET SHARE PENETRATION BY GENDER IN %
(2011-2013)
- 5 PERCENTAGE OF PAYING GAMERS VS TOTAL MOBILE GAMERS (%) ON
VARIOUS PLATFORMS IN 2014
- 6 GLOBAL GAMING MARKET SHARE PENETRATION BY OS PLATFORM IN %
(2014-2022)
- 7 GAMERS PREFERENCE FOR GAME SELECTION BY GENDER
- 8 MOBILE & SMARTPHONE USERS WORLDWIDE 2014-2022 (\$ BILLION)
- 9 DISTRIBUTION OF HEATH GAMES BY PLATFORMS IN 2014
- 10 GLOBAL GAMING MARKET SHARE ANALYSIS
- 11 KEY STRATEGIES FOLLOWED IN GAMING INDUSTRY
- 12 GLOBAL CONSOLE GAMES MARKET 2014-2022 (\$ BILLION)
- 13 GLOBAL PC GAMES MARKET 2014-2022 (\$ BILLION)
- 14 GLOBAL MOBILE GAMES MARKET 2014-2022 (\$ BILLION)
- 15 GLOBAL MOBILE GAMING MARKET BY OS PLATFORM 2014-2022 (\$ BILLION)
- 16 GLOBAL T-GAMES MARKET 2014-2022 (\$ BILLION)
- 17 GLOBAL WEB GAMES MARKET 2014-2022 (\$ BILLION)
- 18 PERCENTAGE RISE IN SOCIAL MEDIA USERS GLOBALLY FROM 2007-08 TO
2011-12
- 19 GLOBAL GAMING MARKET FOR UNDER-18 YEARS 2014-2022 (\$ BILLION)
- 20 GLOBAL GAMING DEVICE MARKET BY AGE GROUP (UNDER-18 YEARS)
2014-2022 (\$ BILLION)
- 21 GLOBAL GAMING MARKET FOR 18-35 YEARS 2014-2022 (\$ BILLION)
- 22 GLOBAL GAMING DEVICE MARKET BY AGE GROUP (18-35 YEARS) 2014-2022
(\$ BILLION)
- 23 GLOBAL GAMING MARKET FOR 35 YEARS AND ABOVE YEARS 2014-2022 (\$
BILLION)
- 24 GAMING MARKET PENETRATION BY GENDER
- 25 U.S. GAMING MARKET SHARE PENETRATION BY AGE GROUP IN %
(2014-2022)
- CANADA GAMING MARKET 2014-2022 (\$ BILLION)
- 27 GERMAN GAMING MARKET BY SCREEN IN \$MILLIONS IN 2013

28 FRANCE GAMING MARKET 2014-2022 (\$ BILLION)
29 U.K. GAMING MARKET 2014-2022 (\$ BILLION)
30 POPULARITY OF GAME GENRE IN CHINA IN 2013

COMPANIES MENTIONED

1. Aardman Animations Ltd
2. Activision Blizzard
3. Capcom Co Ltd
4. DQ Entertainment
5. Electronic Arts
6. GungHo Entertainment
7. Kingcom
8. The Lego Group
9. Microsoft Corporation
10. Microsoft Corporation
11. Rockstar Games
12. Sega Sammy Holdings
13. Sony Corporation
14. Tencent Holdings Limited
15. Ubisoft Entertainment
16. Zynga Inc

I would like to order

Product name: Global Gaming Market Insights, Opportunity Analysis, Market Shares and Forecast 2016 – 2022

Product link: <https://marketpublishers.com/r/G0B1C9BA927EN.html>

Price: US\$ 3,900.00 (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/G0B1C9BA927EN.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

