

China Gaming Console Market Research Report 2018

https://marketpublishers.com/r/C6458C6A983EN.html

Date: February 2018

Pages: 106

Price: US\$ 3,400.00 (Single User License)

ID: C6458C6A983EN

Abstracts

The global Gaming Console market is valued at XX million USD in 2017 and is expected to reach XX million USD by the end of 2025, growing at a CAGR of XX% between 2017 and 2025.

China plays an important role in global market, with market size of xx million USD in 2017 and will be xx million USD in 2025, with a CAGR of xx%.

This report studies the Gaming Console development status and future trend in China, focuses on top players in China, also splits Gaming Console by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

The major players in China market include

Mad Catz
Microsoft
Nintendo
Sony
Apple
Logitech
Oculus VR



Electronic Arts Activision Publishing Avatar Reality Kaneva **OUYA** Tommo Geographically, this report splits the China market into six regions, South China East China Southwest China Northeast China North China Central China Northwest China On the basis of product, this report displays the sales volume (K Units), revenue (Million USD), product price (USD/Unit), market share and growth rate of each type, primarily split into TV Gaming Consoles Handheld Gaming Consoles Other



On the basis of the end users/ap	plication,	this report	covers
----------------------------------	------------	-------------	--------

Household Use

Commercial Use

If you have any special requirements, please let us know and we will offer you the report as you want.



Contents

China Gaming Console Market Research Report 2018

1 GAMING CONSOLE OVERVIEW

- 1.1 Product Overview and Scope of Gaming Console
- 1.2 Classification of Gaming Console by Product Category
 - 1.2.1 China Gaming Console Sales (K Units) Comparison by Type (2013-2025)
 - 1.2.2 China Gaming Console Sales (K Units) Market Share by Type in 2017
 - 1.2.3 TV Gaming Consoles
 - 1.2.4 Handheld Gaming Consoles
 - 1.2.5 Other
- 1.3 China Gaming Console Market by Application/End Users
- 1.3.1 China Gaming Console Sales (K Units) and Market Share Comparison by Applications (2013-2025)
 - 1.3.2 Household Use
 - 1.3.3 Commercial Use
- 1.4 China Gaming Console Market by Region
- 1.4.1 China Gaming Console Market Size (Million USD) Comparison by Region (2013-2025)
 - 1.4.2 South China Gaming Console Status and Prospect (2013-2025)
- 1.4.3 East China Gaming Console Status and Prospect (2013-2025)
- 1.4.4 Southwest China Gaming Console Status and Prospect (2013-2025)
- 1.4.5 Northeast China Gaming Console Status and Prospect (2013-2025)
- 1.4.6 North China Gaming Console Status and Prospect (2013-2025)
- 1.4.7 Central China Gaming Console Status and Prospect (2013-2025)
- 1.5 China Market Size (Sales and Revenue) of Gaming Console (2013-2025)
- 1.5.1 China Gaming Console Sales (K Units) and Growth Rate (%)(2013-2025)
- 1.5.2 China Gaming Console Revenue (Million USD) and Growth Rate (%)(2013-2025)

2 CHINA GAMING CONSOLE MARKET COMPETITION BY PLAYERS/MANUFACTURERS

- 2.1 China Gaming Console Sales and Market Share of Key Players/Manufacturers (2013-2018)
- 2.2 China Gaming Console Revenue and Share by Players/Manufacturers (2013-2018)
- 2.3 China Gaming Console Average Price (USD/Unit) by Players/Manufacturers (2013-2018)



- 2.4 China Gaming Console Market Competitive Situation and Trends
 - 2.4.1 China Gaming Console Market Concentration Rate
 - 2.4.2 China Gaming Console Market Share of Top 3 and Top 5 Players/Manufacturers
 - 2.4.3 Mergers & Acquisitions, Expansion in China Market
- 2.5 China Players/Manufacturers Gaming Console Manufacturing Base Distribution, Sales Area, Product Types

3 CHINA GAMING CONSOLE SALES AND REVENUE BY REGION (2013-2018)

- 3.1 China Gaming Console Sales (K Units) and Market Share by Region (2013-2018)
- 3.2 China Gaming Console Revenue (Million USD) and Market Share by Region (2013-2018)
- 3.3 China Gaming Console Price (USD/Unit) by Regions (2013-2018)

4 CHINA GAMING CONSOLE SALES AND REVENUE BY TYPE/ PRODUCT CATEGORY (2013-2018)

- 4.1 China Gaming Console Sales (K Units) and Market Share by Type/ Product Category (2013-2018)
- 4.2 China Gaming Console Revenue (Million USD) and Market Share by Type (2013-2018)
- 4.3 China Gaming Console Price (USD/Unit) by Type (2013-2018)
- 4.4 China Gaming Console Sales Growth Rate (%) by Type (2013-2018)

5 CHINA GAMING CONSOLE SALES BY APPLICATION (2013-2018)

- 5.1 China Gaming Console Sales (K Units) and Market Share by Application (2013-2018)
- 5.2 China Gaming Console Sales Growth Rate (%) by Application (2013-2018)
- 5.3 Market Drivers and Opportunities

6 CHINA GAMING CONSOLE PLAYERS/SUPPLIERS PROFILES AND SALES DATA

- 6.1 Mad Catz
 - 6.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.1.2 Gaming Console Product Category, Application and Specification
 - 6.1.2.1 Product A
 - 6.1.2.2 Product B
 - 6.1.3 Mad Catz Gaming Console Sales (K Units), Revenue (Million USD), Price



(USD/Unit) and Gross Margin (%)(2013-2018)

- 6.1.4 Main Business/Business Overview
- 6.2 Microsoft
 - 6.2.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.2.2 Gaming Console Product Category, Application and Specification
 - 6.2.2.1 Product A
 - 6.2.2.2 Product B
- 6.2.3 Microsoft Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.2.4 Main Business/Business Overview
- 6.3 Nintendo
 - 6.3.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.3.2 Gaming Console Product Category, Application and Specification
 - 6.3.2.1 Product A
 - 6.3.2.2 Product B
- 6.3.3 Nintendo Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
- 6.3.4 Main Business/Business Overview
- 6.4 Sony
 - 6.4.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.4.2 Gaming Console Product Category, Application and Specification
 - 6.4.2.1 Product A
 - 6.4.2.2 Product B
- 6.4.3 Sony Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.4.4 Main Business/Business Overview
- 6.5 Apple
 - 6.5.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.5.2 Gaming Console Product Category, Application and Specification
 - 6.5.2.1 Product A
 - 6.5.2.2 Product B
- 6.5.3 Apple Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.5.4 Main Business/Business Overview
- 6.6 Logitech
 - 6.6.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.6.2 Gaming Console Product Category, Application and Specification
 - 6.6.2.1 Product A
 - 6.6.2.2 Product B



- 6.6.3 Logitech Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.6.4 Main Business/Business Overview
- 6.7 Oculus VR
 - 6.7.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.7.2 Gaming Console Product Category, Application and Specification
 - 6.7.2.1 Product A
 - 6.7.2.2 Product B
- 6.7.3 Oculus VR Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.7.4 Main Business/Business Overview
- 6.8 Electronic Arts
 - 6.8.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.8.2 Gaming Console Product Category, Application and Specification
 - 6.8.2.1 Product A
 - 6.8.2.2 Product B
- 6.8.3 Electronic Arts Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.8.4 Main Business/Business Overview
- 6.9 Activision Publishing
 - 6.9.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.9.2 Gaming Console Product Category, Application and Specification
 - 6.9.2.1 Product A
 - 6.9.2.2 Product B
- 6.9.3 Activision Publishing Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
 - 6.9.4 Main Business/Business Overview
- 6.10 Avatar Reality
 - 6.10.1 Company Basic Information, Manufacturing Base and Competitors
 - 6.10.2 Gaming Console Product Category, Application and Specification
 - 6.10.2.1 Product A
 - 6.10.2.2 Product B
- 6.10.3 Avatar Reality Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)
- 6.10.4 Main Business/Business Overview
- 6.11 Kaneva
- 6.12 OUYA
- 6.13 Tommo



7 GAMING CONSOLE MANUFACTURING COST ANALYSIS

- 7.1 Gaming Console Key Raw Materials Analysis
 - 7.1.1 Key Raw Materials
 - 7.1.2 Price Trend of Key Raw Materials
 - 7.1.3 Key Suppliers of Raw Materials
 - 7.1.4 Market Concentration Rate of Raw Materials
- 7.2 Proportion of Manufacturing Cost Structure
 - 7.2.1 Raw Materials
 - 7.2.2 Labor Cost
 - 7.2.3 Manufacturing Expenses
- 7.3 Manufacturing Process Analysis of Gaming Console

8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 8.1 Gaming Console Industrial Chain Analysis
- 8.2 Upstream Raw Materials Sourcing
- 8.3 Raw Materials Sources of Gaming Console Major Manufacturers in 2017
- 8.4 Downstream Buyers

9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 9.1 Marketing Channel
 - 9.1.1 Direct Marketing
 - 9.1.2 Indirect Marketing
 - 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
 - 9.2.1 Pricing Strategy
 - 9.2.2 Brand Strategy
 - 9.2.3 Target Client
- 9.3 Distributors/Traders List

10 MARKET EFFECT FACTORS ANALYSIS

- 10.1 Technology Progress/Risk
 - 10.1.1 Substitutes Threat
 - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change



11 CHINA GAMING CONSOLE MARKET SIZE (SALES AND REVENUE) FORECAST (2018-2025)

- 11.1 China Gaming Console Sales (K Units), Revenue (Million USD) Forecast (2018-2025)
- 11.2 China Gaming Console Sales (K Units) Forecast by Type (2018-2025)
- 11.3 China Gaming Console Sales (K Units) Forecast by Application (2018-2025)
- 11.4 China Gaming Console Sales (K Units) Forecast by Region (2018-2025)

12 RESEARCH FINDINGS AND CONCLUSION

13 METHODOLOGY AND DATA SOURCE

- 13.1 Methodology/Research Approach
- 13.1.1 Research Programs/Design
- 13.1.2 Market Size Estimation
- 13.1.3 Market Breakdown and Data Triangulation
- 13.2 Data Source
 - 13.2.1 Secondary Sources
 - 13.2.2 Primary Sources
- 13.3 Disclaimer
- 13.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.



List Of Tables

LIST OF TABLES AND FIGURES

Figure Global and China Market Size (Million USD) Comparison (2013-2025)

Table Gaming Console Sales (K Units) and Revenue (Million USD) Market Split by Product Type

Table Gaming Console Sales (K Units) by Application (2013-2025)

Figure Product Picture of Gaming Console

Table China Gaming Console Sales (K Units) and Growth Rate (%) Comparison by

Types (Product Category) (2013-2025)

Figure China Gaming Console Sales Volume Market Share by Types in 2017

Figure TV Gaming Consoles Product Picture

Figure Handheld Gaming Consoles Product Picture

Figure Other Product Picture

Figure China Gaming Console Sales (K Units) Comparison by Application (2013-2025)

Figure China Sales Market Share (%) of Gaming Console by Application in 2017

Figure Household Use Examples

Table Key Downstream Customer in Household Use

Figure Commercial Use Examples

Table Key Downstream Customer in Commercial Use

Figure South China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure East China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure Southwest China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure Northeast China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure North China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure Central China Gaming Console Revenue (Million USD) and Growth Rate (2013-2025)

Figure China Gaming Console Sales (K Units) and Growth Rate (%)(2013-2025) Figure China Gaming Console Revenue (Million USD) and Growth Rate

(%)(2013-2025)

Table China Gaming Console Sales of Key Players/Manufacturers (2013-2018)

Table China Gaming Console Sales Share (%) by Players/Manufacturers (2013-2018)

Figure 2017 China Gaming Console Sales Share (%) by Players/Manufacturers



Figure 2017 China Gaming Console Sales Share (%) by Players/Manufacturers Table China Gaming Console Revenue by Players/Manufacturers (2013-2018) Table China Gaming Console Revenue Market Share (%) by Players/Manufacturers (2013-2018)

Figure 2017 China Gaming Console Revenue Market Share (%) by Players/Manufacturers

Figure 2017 China Gaming Console Revenue Market Share (%) by Players/Manufacturers

Table China Market Gaming Console Average Price of Key Players/Manufacturers (2013-2018)

Figure China Market Gaming Console Average Price of Key Players/Manufacturers in 2017

Figure China Gaming Console Market Share of Top 3 Players/Manufacturers
Figure China Gaming Console Market Share of Top 5 Players/Manufacturers
Table China Players/Manufacturers Gaming Console Manufacturing Base Distribution
and Sales Area

Table China Players/Manufacturers Gaming Console Product Category

Table China Gaming Console Sales (K Units) by Regions (2013-2018)

Table China Gaming Console Sales Share (%) by Regions (2013-2018)

Figure China Gaming Console Sales Share (%) by Regions (2013-2018)

Figure China Gaming Console Sales Market Share (%) by Regions in 2017

Table China Gaming Console Revenue (Million USD) and Market Share by Regions (2013-2018)

Table China Gaming Console Revenue Market Share (%) by Regions (2013-2018)

Figure China Gaming Console Revenue Market Share (%) by Regions (2013-2018)

Figure China Gaming Console Revenue Market Share (%) by Regions in 2017

Table China Gaming Console Price (USD/Unit) by Regions (2013-2018)

Table China Gaming Console Sales (K Units) by Type (2013-2018)

Table China Gaming Console Sales Share (%) by Type (2013-2018)

Figure China Gaming Console Sales Share (%) by Type (2013-2018)

Figure China Gaming Console Sales Market Share (%) by Type in 2017

Table China Gaming Console Revenue (Million USD) and Market Share by Type (2013-2018)

Table China Gaming Console Revenue Market Share (%) by Type (2013-2018)

Figure Revenue Market Share of Gaming Console by Type (2013-2018)

Figure Revenue Market Share of Gaming Console by Type in 2017

Table China Gaming Console Price (USD/Unit) by Types (2013-2018)

Figure China Gaming Console Sales Growth Rate (%) by Type (2013-2018)

Table China Gaming Console Sales (K Units) by Applications (2013-2018)



Table China Gaming Console Sales Market Share (%) by Applications (2013-2018)

Figure China Gaming Console Sales Market Share (%) by Application (2013-2018)

Figure China Gaming Console Sales Market Share (%) by Application in 2017

Table China Gaming Console Sales Growth Rate (%) by Application (2013-2018)

Figure China Gaming Console Sales Growth Rate (%) by Application (2013-2018)

Table Mad Catz Gaming Console Basic Information List

Table Mad Catz Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Mad Catz Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Mad Catz Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Mad Catz Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Microsoft Gaming Console Basic Information List

Table Microsoft Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Microsoft Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Microsoft Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Microsoft Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Nintendo Gaming Console Basic Information List

Table Nintendo Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Nintendo Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Nintendo Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Nintendo Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Sony Gaming Console Basic Information List

Table Sony Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Sony Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Sony Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Sony Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Apple Gaming Console Basic Information List

Table Apple Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Apple Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Apple Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Apple Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Logitech Gaming Console Basic Information List

Table Logitech Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Logitech Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)



Figure Logitech Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Logitech Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Oculus VR Gaming Console Basic Information List

Table Oculus VR Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Oculus VR Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Oculus VR Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Oculus VR Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Electronic Arts Gaming Console Basic Information List

Table Electronic Arts Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Electronic Arts Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Electronic Arts Gaming Console Sales Market Share (%) in China (2013-2018) Figure Electronic Arts Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Activision Publishing Gaming Console Basic Information List

Table Activision Publishing Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Activision Publishing Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Activision Publishing Gaming Console Sales Market Share (%) in China (2013-2018)

Figure Activision Publishing Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Avatar Reality Gaming Console Basic Information List

Table Avatar Reality Gaming Console Sales (K Units), Revenue (Million USD), Price (USD/Unit) and Gross Margin (%)(2013-2018)

Figure Avatar Reality Gaming Console Sales (K Units) and Growth Rate (%)(2013-2018)

Figure Avatar Reality Gaming Console Sales Market Share (%) in China (2013-2018) Figure Avatar Reality Gaming Console Revenue Market Share (%) in China (2013-2018)

Table Kaneva Gaming Console Basic Information List

Table OUYA Gaming Console Basic Information List

Table Tommo Gaming Console Basic Information List

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials



Figure Manufacturing Cost Structure of Gaming Console

Figure Manufacturing Process Analysis of Gaming Console

Figure Gaming Console Industrial Chain Analysis

Table Raw Materials Sources of Gaming Console Major Players/Manufacturers in 2017

Table Major Buyers of Gaming Console

Table Distributors/Traders List

Figure China Gaming Console Sales (K Units) and Growth Rate (%) Forecast (2018-2025)

Figure China Gaming Console Revenue (Million USD) and Growth Rate Forecast (2018-2025)

Figure China Gaming Console Price (USD/Unit) Trend Forecast (2018-2025)

Table China Gaming Console Sales (K Units) Forecast by Type (2018-2025)

Figure China Gaming Console Sales (K Units) Forecast by Type (2018-2025)

Figure China Gaming Console Sales Volume Market Share Forecast by Type in 2025

Table China Gaming Console Sales (K Units) Forecast by Application (2018-2025)

Figure China Gaming Console Sales Volume Market Share Forecast by Application (2018-2025)

Figure China Gaming Console Sales Volume Market Share Forecast by Application in 2025

Table China Gaming Console Sales (K Units) Forecast by Regions (2018-2025)

Table China Gaming Console Sales Volume Share Forecast by Regions (2018-2025)

Figure China Gaming Console Sales Volume Share Forecast by Regions (2018-2025)

Figure China Gaming Console Sales Volume Share Forecast by Regions in 2025

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources



I would like to order

Product name: China Gaming Console Market Research Report 2018

Product link: https://marketpublishers.com/r/C6458C6A983EN.html

Price: US\$ 3,400.00 (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/C6458C6A983EN.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