

# Electronic Games Market in Asia Pacific 2021

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## Abstracts

Electronic game, also called computer game or video game, is any game where players interact with objects displayed on a screen for the sake of entertainment. Electronic game can be played on a computing device, such as a personal computer, gaming console or mobile phone. According to StrategyHelix, the electronic games market in Asia Pacific is expected to increase by US\$ 45,770 million during 2021-2027, expanding at a CAGR of 7.9% during the forecast period. Awareness of the cognitive and intellectual benefits of video games, steady increase in the number of gamers, influence of technology in promoting video games, development of augmented reality (AR) and virtual reality (VR), continuously rising personnel disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for electronic games. The Asia Pacific electronic games market is segmented on the basis of product, genre, platform, and country. Based on product, the electronic games market in Asia Pacific is categorized into games hardware, games software. The games hardware segment captured the largest share of the market in 2020. On the basis of genre, the electronic games market in Asia Pacific has been segmented into action, sports, role-playing games, adventure, others. By platform, the electronic games market in Asia Pacific has been segmented into mobile, console, PC. Geographically, the electronic games market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The Asia Pacific electronic games market is highly competitive. The prominent players operating in the Asia Pacific electronic games market include Activision Blizzard Inc., BANDAI NAMCO Holdings Inc., COLOPL Inc., Konami Holdings Corporation, miHoYo Co. Ltd., NetEase Inc., Nintendo Co. Ltd., Perfect World Co. Ltd., Square Enix Holdings Co. Ltd., Tencent Holdings Ltd.

## Report Scope

Product: games hardware, games software

Genre: action, sports, role-playing games, adventure, others

Platform: mobile, console, PC

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

## Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific electronic games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Others

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Japan  
Philippines  
Singapore  
South Korea

Taiwan

Thailand

## **PART 7. KEY COMPANIES**

Activision Blizzard, Inc.

BANDAI NAMCO Holdings Inc.

COLOPL Inc.

Konami Holdings Corporation

miHoYo Co., Ltd.

NetEase, Inc.

Nintendo Co., Ltd.

Perfect World Co., Ltd.

Square Enix Holdings Co., Ltd.

Tencent Holdings Ltd.

About StrategyHelix

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