

# Electronic Games Market in Australia 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. The electronic games market in Australia is set to increase by US\$ 1,926 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 8.7% 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 Australia electronic games market is segmented on the basis of product. On the basis of product, the electronic games market in Australia has been segmented into games hardware, games software. The games hardware segment held the largest revenue share in 2020.

The Australia electronic games market is highly competitive. Top players covered in Australia Electronic Games Market Study are Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Supercell Oy.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the electronic games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

## Report Scope

Product: games hardware, games software

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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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### **PART 1. INTRODUCTION**

Study period  
Geographical scope  
Research methodology

### **PART 2. ELECTRONIC GAMES MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Games hardware  
Games software

### **PART 4. KEY COMPANIES**

Activision Blizzard, Inc.  
Electronic Arts Inc. (EA)  
Epic Games, Inc.  
Microsoft Corporation  
Nintendo Co., Ltd.  
Sony Corporation  
Supercell Oy  
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