

Electronic Games Market in China 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 China is poised to grow by US\$ 22,298 million during 2021-2027, progressing at a CAGR of 7.7% during the forecast period, according to data and analytics company StrategyHelix. 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 China electronic games market is segmented on the basis of product. By product, the electronic games market in China has been segmented into games hardware, games software. According to the research, the games hardware segment had the largest share in the electronic games market in China.

The China electronic games market is highly competitive. The leading players in the electronic games market include Activision Blizzard Inc., miHoYo Co. Ltd., NetEase Inc., Nexon Co. Ltd., Perfect World Co. Ltd., Seasun Games Corporation Limited, Smilegate Inc., Tencent Holdings Ltd., Wuhu Sanqi Interactive Entertainment Network Technology Group Co. Ltd.

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 China 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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Study period
Geographical scope
Research methodology

PART 2. ELECTRONIC GAMES MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Games hardware
Games software

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Activision Blizzard, Inc.
miHoYo Co., Ltd.
NetEase, Inc.
Nexon Co., Ltd.
Perfect World Co., Ltd.
Seasun Games Corporation Limited
Smilegate Inc.
Tencent Holdings Ltd.
Wuhu Sanqi Interactive Entertainment Network Technology Group Co., Ltd.
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