

Electronic Games Market in Latin America 2021

<https://marketpublishers.com/r/E36683DA778EEN.html>

Date: January 2022

Pages: 16

Price: US\$ 1,550.00 (Single User License)

ID: E36683DA778EEN

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 Latin America is set to increase by US\$ 10,551 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 20.7% 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 Latin America electronic games market is segmented on the basis of product, genre, platform, and country. On the basis of product, the electronic games market in Latin America has been segmented into games hardware, games software. The games hardware segment is estimated to account for the largest share of the electronic games market in Latin America. By genre, the electronic games market in Latin America has been segmented into action, sports, role-playing games, adventure, others. Based on platform, the electronic games market in Latin America is categorized into mobile, console, PC. In terms of geography, the electronic games market in Latin America has been segmented into Argentina, Brazil.

The Latin America electronic games market is highly competitive. The key players in the electronic games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Take-Two Interactive Software Inc., Tencent Holdings Ltd.

Report Scope

Product: games hardware, games software

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

Platform: mobile, console, PC

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America electronic games market

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

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. ELECTRONIC GAMES MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRODUCT

Games hardware
Games software

PART 4. MARKET BREAKDOWN BY GENRE

Action
Sports
Role-playing games
Adventure
Others

PART 5. MARKET BREAKDOWN BY PLATFORM

Mobile
Console
PC

PART 6. MARKET BREAKDOWN BY COUNTRY

Argentina
Brazil

PART 7. KEY COMPANIES

Activision Blizzard, Inc.
Electronic Arts Inc. (EA)

Epic Games, Inc.
Microsoft Corporation
Nintendo Co., Ltd.
Sony Corporation
Take-Two Interactive Software, Inc.
Tencent Holdings Ltd.
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