

# Electronic Games Market in Malaysia 2021

<https://marketpublishers.com/r/EF87DF67863FEN.html>

Date: January 2022

Pages: 16

Price: US\$ 550.00 (Single User License)

ID: EF87DF67863FEN

## 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 Malaysia is set to increase by US\$ 244 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 10.8% 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 Malaysia electronic games market is segmented on the basis of product. On the basis of product, the electronic games market in Malaysia has been segmented into games hardware, games software. Among these, the games hardware segment was accounted for the highest revenue generator in 2020.

The Malaysia electronic games market is highly competitive. The key players in the electronic games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Nintendo Co. Ltd., Shanghai Moonton Technology Co. Ltd., Sony Corporation, Square Enix Holdings Co. Ltd., Tencent Holdings 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 Malaysia 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**

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)  
Nintendo Co., Ltd.  
Shanghai Moonton Technology Co., Ltd.  
Sony Corporation  
Square Enix Holdings Co., Ltd.  
Tencent Holdings Ltd.  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Electronic Games Market in Malaysia 2021

Product link: <https://marketpublishers.com/r/EF87DF67863FEN.html>

Price: US\$ 550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EF87DF67863FEN.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**

Customer 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