

Electronic Games Market in Middle East and Africa 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 a report by StrategyHelix, the electronic games market in Middle East and Africa is set to increase by US\$ 784 million during 2021-2027, growing at a CAGR of 8.6% 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 Middle East and Africa electronic games market is segmented on the basis of product, genre, platform, and country. On the basis of product, the electronic games market in Middle East and Africa has been segmented into games hardware, games software. Among these, the games hardware segment was accounted for the highest revenue generator in 2020. By genre, the electronic games market in Middle East and Africa has been segmented into action, sports, role-playing games, adventure, others. Based on platform, the electronic games market in Middle East and Africa is categorized into mobile, console, PC. Geographically, the electronic games market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

The Middle East and Africa electronic games market is highly competitive. The electronic games market is dominated by key players, which are Activision Blizzard Inc., Electronic Arts Inc. (EA), Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation,

Tencent Holdings Ltd., Valve Corporation, Wargaming Group Limited.

Report Scope

Product: games hardware, games software

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

Platform: mobile, console, PC

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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South Africa
United Arab Emirates

PART 7. KEY COMPANIES

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

Microsoft Corporation
Nintendo Co., Ltd.
Sony Corporation
Tencent Holdings Ltd.
Valve Corporation
Wargaming Group Limited
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