

# Electronic Games Market in North America 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 North America is poised to grow by US\$ 36,079 million during 2021-2027, progressing at a CAGR of 9.6% 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 North America electronic games market is segmented on the basis of product, genre, platform, and country. By product, the electronic games market in North America 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 North America. Based upon genre, the electronic games market in North America is categorized into action, sports, role-playing games, adventure, others. On the basis of platform, the electronic games market in North America has been segmented into mobile, console, PC. Geographically, the electronic games market in North America is segmented into Canada, USA.

The North America electronic games market is highly competitive. The report also includes the profiles of leading companies such as Activision Blizzard Inc., Electronic Arts Inc. (EA), Microsoft Corporation, Nintendo Co. Ltd., Sony Corporation, Supercell Oy, Take-Two Interactive Software Inc., Ubisoft Entertainment SA.

### Report Scope

Product: games hardware, games software

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

Platform: mobile, console, PC

Country: Canada, USA

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the North America 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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Sony Corporation  
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