

Electronic Games Market in Thailand 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 StrategyHelix, the electronic games market in Thailand is expected to increase by US\$ 363 million during 2021-2027, expanding at a CAGR of 8.5% 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 Thailand electronic games market is segmented on the basis of product. Based on product, the electronic games market in Thailand is categorized into games hardware, games software. The games hardware segment held the largest share of the Thailand electronic games market in 2020 and is anticipated to hold its share during the forecast period.

The Thailand electronic games market is highly competitive. The leading players in the electronic games market include Activision Blizzard Inc., Asiasoft Corporation PLC, Electronic Arts Inc. (EA), Epic Games Inc., Garena Interactive Holding Limited, Shanghai Moonton Technology Co. Ltd., Sony Corporation.

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 Thailand 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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Geographical scope
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Activision Blizzard, Inc.
Asiasoft Corporation PLC
Electronic Arts Inc. (EA)
Epic Games, Inc.
Garena Interactive Holding Limited
Shanghai Moonton Technology Co., Ltd.
Sony Corporation
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