

Games Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030

<https://marketpublishers.com/r/G75068DA8B09EN.html>

Date: November 2023

Pages: 180

Price: US\$ 3,800.00 (Single User License)

ID: G75068DA8B09EN

Abstracts

The Games market is a large and high-potential growth industry. In 2023, the market is poised to register positive year-on-year growth over 2022. Further, the Games market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the Games industry is poised for significant growth and transformation. The “Games Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Data Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030” report details the definition and advantages of Games.

Overview of the Games Industry in 2023

The accelerating development of the industry is driven by a widening application base, R&D investment in new product development, competitive strategies focusing on expanding into niche segments, and potential growth prospects for Games Companies in developing countries.

The Games Insights Report provides key market size and share outlook, short-term and long-term trends, potential opportunities, analytical models, current market conditions, scenario analysis, post-COVID analysis, competitive landscape, company profiles, and market news and developments.

Games Market Size, Share, and Trend Analysis

The global Games market plays a major role in the global electronics and semiconductors industry. The report provides a comprehensive and in-depth analysis of different segments across the industry.

Further, potential types, applications, products, and other Games segments are analyzed in the market study.

Games Market Statistics- Current status of the Games industry and the key statistics for 2023 are provided in detail.

Strategic Analysis of Games Industry- Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

Market Trends and Insights- The Games Insights report provides a detailed examination of key market trends, drivers, and their impact on demand. Further, the increasing importance of Games across industries is discussed.

Market Developments- Mergers, acquisitions, product launches, capacity expansion plans, and other developments announced by leading Games companies are included in the study.

Games Market Opportunities- Potential growth opportunities and quantitative comparison of different segments to provide an assessment of diverse opportunities in the industry.

Regional analysis- Further, a geographical analysis of the Games industry, highlighting key markets and their growth prospects is included. The market size across six regions including North America, Asia Pacific, Europe, South America, the Middle East, and Africa is forecast to 2030.

Analytical Frameworks

The Games insights report uses multiple analytical frameworks for analyzing the global Games industry. The tools include- Industry SWOT, Porter's Five Forces Analysis, PESTLE analysis, scenario analysis, and others.

Industry SWOT- The report identifies the key strengths, weaknesses, opportunities, and

threats facing the global markets in 2023 and beyond.

Scenario analysis- 4 scenarios for the long-term future based on the global economy are analyzed.

Porter's Five Forces Analysis- The report quantifies Porter's five forces analysis to assess the market attractiveness using the weighted average of the Bargaining power of buyers, Bargaining power of suppliers, Threat of substitutes, Threat of new entrants, and intensity of competitive rivalry.

PESTLE Analysis- Six segments of the general environment surrounding the Games industry including political, economic, social, technological, environmental, and legal factors are briefed.

Future Games Growth Outlook and Opportunities

The chapter provides a detailed analysis of market size, growth rate, revenue trends, and volume analysis over the historical period from 2018 up to 2022. Projection of the future growth prospects and opportunities in the Games industry along with insights into each of the potential market segments is included in the study. Further, the evaluation of factors driving market growth across markets is provided. In addition, the latest technological advancements and an analysis of the impact of these advancements on the performance, reliability, and efficiency of products are included.

Market Dynamics- Impact Analysis and Post-COVID Outlook of Games Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the Games Market Study identifies brighter views for 2023 and an increasingly optimistic global outlook over the forecast period.

However, the market is also constrained by challenges of geopolitical instability and conflicts with the Russia-Ukraine war and inflation conditions in the US and other markets, and rising interest rates continue to restrain the market growth prospects.

The four case scenarios considered for countries in the study are -

Sluggish economic growth, with emphasis on savings and low expenditure

Despite growth fluctuations, consumer confidence remains robust and gains

continue for companies

Investments in technology deployment and productive investments

Stronger consumer demand and higher investments supporting solid growth

Games Market Trends- Emerging markets present strong growth prospects

According to the World Bank, over 85% of the world's population lives in the Asia Pacific, the Middle East and Africa (MEA), or South America. An increasing volume of companies are expanding their production and marketing bases to these countries as the consumption power of individuals continues to strengthen.

Several new market entrants are targeting niche economically attractive Games segments when expanding into these markets. We anticipate the Games sales growth in developing countries to continue to accelerate rapidly over the forecast period.

North America Games Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The past few quarters have been encouraging for North American Games market suppliers. A large number of Games companies are reporting profitability after several quarters of margin declines. Focus on increasing operational efficiency, capturing niche market opportunities, and others are widely observed. The North American Games industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

Europe Games Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European Games companies are focusing on customer orientation, sustainable supply chains, and economic value creation to succeed in long-term market conditions. As Asian manufacturers enter the European markets, the region's electronics and semiconductors sector is undergoing a paradigm shift. The European Games industry is also facing the significant impact of the Russia-Ukraine war. The insights report analyzes the Western European Games countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and

others.

Asia Pacific Games Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Economic growth and shifting consumer preferences are set to shape the future of the Asia Pacific Games industry. Leading companies in China, India, Japan, South Korea, Australia, Indonesia, South East Asia, and other regions are focusing on rapid business expansion through new product launches. The Games insights report provides the market size outlook across these countries from 2018 to 2030.

South America Games Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

South American countries including Brazil, Argentina, Chile, and others continue to demonstrate robust value-creation potential through 2030. Both traditional players and new start-ups are spending more on expanding products to niche consumer segments. Increasing urbanization, infrastructure development, and improving disposable incomes are likely to drive the market outlook over the forecast period.

Middle East and Africa Games Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The Middle East and African regions have a growing population, increasing urbanization, and improving standards of living, all of which contribute to the rising Games demand. Further, Sustainability and environmental concerns are gaining prominence in the GCC region. In Africa, vehicle sales continued an upward trend and the rapid growth in infrastructure in the African region enables Games companies to generate significant business growth in the medium to long-term future.

Competitive Insights

The landscape of the industry is shifting, moving away from traditional competition between peers and embracing new forms of competitive interactions. There is an increasing trend among companies from building products to building businesses. Companies are investing in developing new growth opportunities with market leaders increasingly focused on building and scaling up new businesses.

The Games insights report provides a competitive analysis of the industry in 2023. The

business profiles of the leading 10 companies are profiled in the study along with their SWOT profile, financials, products and services, and market developments. In addition, an evaluation of the competitive landscape, including major players, market share, and strategies adopted by key manufacturers is provided in the research study. The report also identifies the most prominent challenges and potential growth barriers faced by leading companies.

Report scope

Data for 13 years: Historic data from 2018 to 2022 and industry forecasts from 2023 to 2030

3 Parameters- Value, Volume, and Pricing Data

6 Regions- Asia Pacific, Europe, North America, South America, Middle East, Africa

27 Countries: United States, Canada, Mexico, Germany, France, Spain, United Kingdom, Italy, Russia, Turkey, Rest of Europe, China, India, Japan, South Korea, Australia, Indonesia, South East Asia, Saudi Arabia, United Arab Emirates, Rest of Middle East, South Africa, Egypt, Rest of Africa, Brazil, Argentina, Other South America

10 Companies- Leading companies with detailed profiles

5 Models- Scenario analysis, Porter's five forces, Industry SWOT, Pricing analysis, PESTLE

8 Market Dynamics- Trends, Drivers, Growth Restraints, Opportunities

Unique Additions to the current edition-

Impact of market developments including the Russia- Ukraine War, inflation across countries, supply-chain conditions, labor-market pressures, recession, trade, and other global factors

Pricing Analysis across types, applications, and countries for 2023 and industry Forecasts to 2030

electronics and semiconductors industry trends and market forecasts

Driving forces supporting the Games sales in each of the 24 countries

Complimentary Excel spreadsheet and print authentication for a single-user license

Key Questions answered in this report-

1. What are the key regions in the global Games industry?
2. Who are the major companies or key players operating in the global Games industry?
3. What has been the impact of COVID-19 on the global Games industry?
4. What is the projected compound annual growth rate (CAGR) of the global Games market size for the period 2023-2028?
5. What are the key factors driving the growth of the global Games industry?
6. How is the global Games industry segmented based on product types?
7. What are the emerging trends and opportunities in the global Games industry?
8. What are the challenges and obstacles faced by the global Games market?
9. What are the competitive landscape and strategies of global Games companies?
10. What are the innovations and advancements in product development within the global Games industry?
11. What are the strategies adopted by key players in the global Games market to maintain a competitive edge?
12. How is the global Games industry expected to evolve in terms of demand and market dynamics in the coming years?

Contents

1 FOREWORD

2 EXECUTIVE SUMMARY

- 2.1 Key Findings, 2023
- 2.2 Market Overview
- 2.3 Market Highlights

3 REPORT GUIDE

- 3.1 Study Scope and Objectives
- 3.2 Market Segmentation
- 3.3 Methodology and Sources
- 3.4 Primary and Secondary Data Sources
- 3.5 Market Estimation- Data Triangulation
- 3.6 Forecast Methodology
- 3.7 Key Assumptions

4 INTRODUCTION

- 4.1 Market Definition and Evolution
- 4.2 Historical Market Size and Trends, 2018- 2022
- 4.3 Forecast Market Size, 2023- 2030
- 4.4 Industry Value Chain Analysis
- 4.5 Porter's Five Forces Analysis

5 MARKET ASSESSMENT

- 5.1 Post-COVID-19 Growth Prospects for the Games Industry
- 5.2 Likely Case – Industry Forecasts
- 5.3 Optimistic Case- Industry Forecasts
- 5.4 Pessimistic Case- Industry Forecasts
- 5.5 Market Dynamics-
- 5.6 Drivers
- 5.7 Trends
- 5.8 Opportunities

5.9 Challenges

6 GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

6.1 Global Games Growth Outlook by Type, \$ Million, 2018- 2022, 2023- 2030

6.2 Global Games Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global Games Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

7 NORTH AMERICA GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

7.1 North America Games Industry Current Market Conditions, 2023

7.2 North America Games Market Trends and Opportunities

7.3 North America Games Growth Outlook by Type

7.4 North America Games Growth Outlook by Product

7.5 North America Games Growth Outlook by Application

7.6 North America Games Market Size Outlook by Country

7.7 United States Games Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada Games Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico Games Market Size Outlook, \$ Million, 2018 to 2030

8 EUROPE GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

8.1 Europe Games Industry Current Market Conditions, 2023

8.2 Europe Games Market Trends and Opportunities

8.3 Europe Games Growth Outlook by Type

8.4 Europe Games Growth Outlook by Product

8.5 Europe Games Growth Outlook by Application

8.6 Europe Games Market Size Outlook by Country

8.7 Germany Games Market Size Outlook, \$ Million, 2018 to 2030

8.8 France Games Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom Games Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy Games Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain Games Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe Games Market Size Outlook, \$ Million, 2018 to 2030

9 ASIA PACIFIC GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 9.1 Asia Pacific Games Industry Current Market Conditions, 2023
- 9.2 Asia Pacific Games Market Trends and Opportunities
- 9.3 Asia Pacific Games Growth Outlook by Type
- 9.4 Asia Pacific Games Growth Outlook by Product
- 9.5 Asia Pacific Games Growth Outlook by Application
- 9.6 Asia Pacific Games Growth Outlook by Country
- 9.7 China Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.8 Japan Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.9 India Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.10. Australia Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.11 South Korea Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.12 South East Asia Games Market Size Outlook, \$ Million, 2018 to 2030
- 9.13 Rest of Asia Pacific Games Market Size Outlook, \$ Million, 2018 to 2030

10 SOUTH AMERICA GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 10.1 South America Games Industry Current Market Conditions, 2023
- 10.2 South America Games Market Trends and Opportunities
- 10.3 South America Games Growth Outlook by Type
- 10.4 South America Games Growth Outlook by Product
- 10.5 South America Games Growth Outlook by Application
- 10.6 South America Games Growth Outlook by Country
- 10.7 Brazil Games Market Size Outlook, \$ Million, 2018 to 2030
- 10.8 Argentina Games Market Size Outlook, \$ Million, 2018 to 2030
- 10.9 Rest of South America Games Market Size Outlook, \$ Million, 2018 to 2030

11 MIDDLE EAST AND AFRICA GAMES MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 11.1 Middle East and Africa Games Industry Current Market Conditions, 2023
- 11.2 Middle East and Africa Games Market Trends and Opportunities
- 11.3 Middle East and Africa Games Growth Outlook by Type
- 11.4 Middle East and Africa Games Growth Outlook by Product
- 11.5 Middle East and Africa Games Growth Outlook by Application
- 11.6 Middle East and Africa Games Growth Outlook by Country
- 11.7 Saudi Arabia Games Market Size Outlook, \$ Million, 2018 to 2030
- 11.8 United Arab Emirates Games Market Size Outlook, \$ Million, 2018 to 2030

- 11.9 South Africa Games Market Size Outlook, \$ Million, 2018 to 2030
- 11.10. Rest of Middle East Games Market Size Outlook, \$ Million, 2018 to 2030
- 11.11 Rest of Africa Games Market Size Outlook, \$ Million, 2018 to 2030

12 COMPETITIVE LANDSCAPE

- 12.1 Competitive Scenario
- 12.2 Key Players
- 12.3 Company Profiles of Leading 10 Companies
- 12.4 Company Snapshot
- 12.5 Business Description of Leading Games Companies
- 12.6 Games Companies- Products and Services
- 12.7 Games Companies- SWOT Analysis
- 12.8 Financial Profile

13 APPENDIX

- 13.1 List of Charts and Tables
- 13.2 Sources and Methodology
- 13.3 Conclusion and Future Remarks
- Tables and Charts
- Table 1: Global Games Statistics, 2023
- Exhibit 2: Research Methodology
- Exhibit 3: Forecast Methodology
- Table 4: Global Games Market Size Forecast, 2021- 2030
- Exhibit 5: Global Games Outlook, year-on-year, %, 2021- 2030
- Table 6: Global Games Outlook by Type, \$ Million, 2021- 2030
- Table 7: Global Games Outlook by Product, \$ Million, 2021- 2030
- Table 8: Global Games Outlook by Application, \$ Million, 2021- 2030
- Exhibit 9: Porter's Framework
- Exhibit 10: SWOT Profile
- Exhibit 11: Growth Outlook Scenario Analysis
- Table 12: North America Games Outlook by Type, 2021-2030
- Table 13: North America Games Outlook by Application, 2021-2030
- Table 14: North America Games Outlook by Product, 2021-2030
- Table 15: North America Games Outlook by Country, 2021-2030
- Table 16: Europe Games Outlook by Type, 2021-2030
- Table 17: Europe Games Outlook by Application, 2021-2030
- Table 18: Europe Games Outlook by Product, 2021-2030

- Table 19: Europe Games Outlook by Country, 2021-2030
- Table 20: Asia Pacific Games Outlook by Type, 2021-2030
- Table 21: Asia Pacific Games Outlook by Application, 2021-2030
- Table 22: Asia Pacific Games Outlook by Product, 2021-2030
- Table 23: Asia Pacific Games Outlook by Country, 2021-2030
- Table 24: North America Games Outlook by Type, 2021-2030
- Table 25: South America Games Outlook by Application, 2021-2030
- Table 26: South America Games Outlook by Product, 2021-2030
- Table 27: South America Games Outlook by Country, 2021-2030
- Table 28: Middle East and Africa Games Outlook by Type, 2021-2030
- Table 29: Middle East and Africa Games Outlook by Application, 2021-2030
- Table 30: Middle East and Africa Games Outlook by Product, 2021-2030
- Table 31: Middle East and Africa Games Outlook by Country, 2021-2030
- Table 32: United States Games Outlook, \$ Million, 2021- 2030
- Exhibit 33: United States Games Outlook, year-on-year, %, 2021- 2030
- Table 34: Canada Games Outlook, \$ Million, 2021- 2030
- Exhibit 35: Canada Games Outlook, year-on-year, %, 2021- 2030
- Table 36: Mexico Games Outlook, \$ Million, 2021- 2030
- Exhibit 37: Mexico Games Outlook, year-on-year, %, 2021- 2030
- Table 38: Germany Games Outlook, \$ Million, 2021- 2030
- Exhibit 39: Germany Games Outlook, year-on-year, %, 2021- 2030
- Table 40: France Games Outlook, \$ Million, 2021- 2030
- Exhibit 41: France Games Outlook, year-on-year, %, 2021- 2030
- Table 42: United Kingdom Games Outlook, \$ Million, 2021- 2030
- Exhibit 43: United Kingdom Games Outlook, year-on-year, %, 2021- 2030
- Table 44: Spain Games Outlook, \$ Million, 2021- 2030
- Exhibit 45: Spain Games Outlook, year-on-year, %, 2021- 2030
- Table 46: Italy Games Outlook, \$ Million, 2021- 2030
- Exhibit 47: Italy Games Outlook, year-on-year, %, 2021- 2030
- Table 48: China Games Outlook, \$ Million, 2021- 2030
- Exhibit 49: China Games Outlook, year-on-year, %, 2021- 2030
- Table 50: India Games Outlook, \$ Million, 2021- 2030
- Exhibit 51: India Games Outlook, year-on-year, %, 2021- 2030
- Table 52: Japan Games Outlook, \$ Million, 2021- 2030
- Exhibit 53: Japan Games Outlook, year-on-year, %, 2021- 2030
- Table 54: South Korea Games Outlook, \$ Million, 2021- 2030
- Exhibit 55: South Korea Games Outlook, year-on-year, %, 2021- 2030
- Table 56: South East Asia Games Outlook, \$ Million, 2021- 2030
- Exhibit 57: South East Asia Games Outlook, year-on-year, %, 2021- 2030

- Table 58: Australia Games Outlook, \$ Million, 2021- 2030
- Exhibit 59: Australia Games Outlook, year-on-year, %, 2021- 2030
- Table 60: Brazil Games Outlook, \$ Million, 2021- 2030
- Exhibit 61: Brazil Games Outlook, year-on-year, %, 2021- 2030
- Table 62: Argentina Games Outlook, \$ Million, 2021- 2030
- Exhibit 63: Argentina Games Outlook, year-on-year, %, 2021- 2030
- Table 64: Saudi Arabia Games Outlook, \$ Million, 2021- 2030
- Exhibit 65: Saudi Arabia Games Outlook, year-on-year, %, 2021- 2030
- Table 66: United Arab Emirates Games Outlook, \$ Million, 2021- 2030
- Exhibit 67: United Arab Emirates Games Outlook, year-on-year, %, 2021- 2030
- Table 68: South Africa Games Outlook, \$ Million, 2021- 2030
- Exhibit 69: South Africa Games Outlook, year-on-year, %, 2021- 2030
- Table 70: Market Entropy

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