

# **Video Game Software Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2021- 2030**

<https://marketpublishers.com/r/V78DE8A7D628EN.html>

Date: November 2023

Pages: 180

Price: US\$ 3,400.00 (Single User License)

ID: V78DE8A7D628EN

## **Abstracts**

The Video Game Software 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 Video Game Software market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the Video Game Software industry is poised for significant growth and transformation. The “Video Game Software 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 Video Game Software.

### **Overview of the Video Game Software 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 Video Game Software Companies in developing countries.

The Video Game Software 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.

## Video Game Software Market Size, Share, and Trend Analysis

The global Video Game Software 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 Video Game Software segments are analyzed in the market study.

**Video Game Software Market Statistics-** Current status of the Video Game Software industry and the key statistics for 2023 are provided in detail.

**Strategic Analysis of Video Game Software Industry-** Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

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

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

**Video Game Software 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 Video Game Software 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 Video Game Software insights report uses multiple analytical frameworks for analyzing the global Video Game Software 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 Video Game Software industry including political, economic, social, technological, environmental, and legal factors are briefed.

#### Future Video Game Software 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 Video Game Software 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 Video Game Software Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the Video Game Software 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

Video Game Software 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 Video Game Software segments when expanding into these markets. We anticipate the Video Game Software sales growth in developing countries to continue to accelerate rapidly over the forecast period.

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

The past few quarters have been encouraging for North American Video Game Software market suppliers. A large number of Video Game Software 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 Video Game Software industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

Europe Video Game Software Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European Video Game Software 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 Video Game Software industry is also facing the significant impact of the Russia-Ukraine war. The insights report analyzes the Western European Video Game Software countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and others.

### Asia Pacific Video Game Software 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 Video Game Software 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 Video Game Software insights report provides the market size outlook across these countries from 2018 to 2030.

### South America Video Game Software 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 Video Game Software 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 Video Game Software 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 Video Game Software 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 Video Game Software 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 Video Game Software 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 Video Game Software industry?
2. Who are the major companies or key players operating in the global Video Game Software industry?
3. What has been the impact of COVID-19 on the global Video Game Software industry?
4. What is the projected compound annual growth rate (CAGR) of the global Video Game Software market size for the period 2023-2028?
5. What are the key factors driving the growth of the global Video Game Software industry?
6. How is the global Video Game Software industry segmented based on product types?
7. What are the emerging trends and opportunities in the global Video Game Software industry?
8. What are the challenges and obstacles faced by the global Video Game Software



market?

9. What are the competitive landscape and strategies of global Video Game Software companies?

10. What are the innovations and advancements in product development within the global Video Game Software industry?

11. What are the strategies adopted by key players in the global Video Game Software market to maintain a competitive edge?

12. How is the global Video Game Software 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 Video Game Software 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 VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

6.1 Global Video Game Software Growth Outlook by Type, \$ Million, 2018- 2022, 2023-2030

6.2 Global Video Game Software Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global Video Game Software Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

### **7 NORTH AMERICA VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

7.1 North America Video Game Software Industry Current Market Conditions, 2023

7.2 North America Video Game Software Market Trends and Opportunities

7.3 North America Video Game Software Growth Outlook by Type

7.4 North America Video Game Software Growth Outlook by Product

7.5 North America Video Game Software Growth Outlook by Application

7.6 North America Video Game Software Market Size Outlook by Country

7.7 United States Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

### **8 EUROPE VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

8.1 Europe Video Game Software Industry Current Market Conditions, 2023

8.2 Europe Video Game Software Market Trends and Opportunities

8.3 Europe Video Game Software Growth Outlook by Type

8.4 Europe Video Game Software Growth Outlook by Product

8.5 Europe Video Game Software Growth Outlook by Application

8.6 Europe Video Game Software Market Size Outlook by Country

8.7 Germany Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

8.8 France Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

## **9 ASIA PACIFIC VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

9.1 Asia Pacific Video Game Software Industry Current Market Conditions, 2023

9.2 Asia Pacific Video Game Software Market Trends and Opportunities

9.3 Asia Pacific Video Game Software Growth Outlook by Type

9.4 Asia Pacific Video Game Software Growth Outlook by Product

9.5 Asia Pacific Video Game Software Growth Outlook by Application

9.6 Asia Pacific Video Game Software Growth Outlook by Country

9.7 China Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.8 Japan Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.9 India Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.10. Australia Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.11 South Korea Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.12 South East Asia Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

9.13 Rest of Asia Pacific Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

## **10 SOUTH AMERICA VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

10.1 South America Video Game Software Industry Current Market Conditions, 2023

10.2 South America Video Game Software Market Trends and Opportunities

10.3 South America Video Game Software Growth Outlook by Type

10.4 South America Video Game Software Growth Outlook by Product

10.5 South America Video Game Software Growth Outlook by Application

10.6 South America Video Game Software Growth Outlook by Country

10.7 Brazil Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

10.8 Argentina Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

10.9 Rest of South America Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

## **11 MIDDLE EAST AND AFRICA VIDEO GAME SOFTWARE MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS**

11.1 Middle East and Africa Video Game Software Industry Current Market Conditions,

## 2023

11.2 Middle East and Africa Video Game Software Market Trends and Opportunities

11.3 Middle East and Africa Video Game Software Growth Outlook by Type

11.4 Middle East and Africa Video Game Software Growth Outlook by Product

11.5 Middle East and Africa Video Game Software Growth Outlook by Application

11.6 Middle East and Africa Video Game Software Growth Outlook by Country

11.7 Saudi Arabia Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

11.8 United Arab Emirates Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

11.9 South Africa Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

11.10. Rest of Middle East Video Game Software Market Size Outlook, \$ Million, 2018 to 2030

11.11 Rest of Africa Video Game Software 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 Video Game Software Companies

12.6 Video Game Software Companies- Products and Services

12.7 Video Game Software 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

### TABLES AND CHARTS

- Table 1: Global Video Game Software Statistics, 2023
- Exhibit 2: Research Methodology
- Exhibit 3: Forecast Methodology
- Table 4: Global Video Game Software Market Size Forecast, 2021- 2030
- Exhibit 5: Global Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 6: Global Video Game Software Outlook by Type, \$ Million, 2021- 2030
- Table 7: Global Video Game Software Outlook by Product, \$ Million, 2021- 2030
- Table 8: Global Video Game Software 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 Video Game Software Outlook by Type, 2021-2030
- Table 13: North America Video Game Software Outlook by Application, 2021-2030
- Table 14: North America Video Game Software Outlook by Product, 2021-2030
- Table 15: North America Video Game Software Outlook by Country, 2021-2030
- Table 16: Europe Video Game Software Outlook by Type, 2021-2030
- Table 17: Europe Video Game Software Outlook by Application, 2021-2030
- Table 18: Europe Video Game Software Outlook by Product, 2021-2030
- Table 19: Europe Video Game Software Outlook by Country, 2021-2030
- Table 20: Asia Pacific Video Game Software Outlook by Type, 2021-2030
- Table 21: Asia Pacific Video Game Software Outlook by Application, 2021-2030
- Table 22: Asia Pacific Video Game Software Outlook by Product, 2021-2030
- Table 23: Asia Pacific Video Game Software Outlook by Country, 2021-2030
- Table 24: North America Video Game Software Outlook by Type, 2021-2030
- Table 25: South America Video Game Software Outlook by Application, 2021-2030
- Table 26: South America Video Game Software Outlook by Product, 2021-2030
- Table 27: South America Video Game Software Outlook by Country, 2021-2030
- Table 28: Middle East and Africa Video Game Software Outlook by Type, 2021-2030
- Table 29: Middle East and Africa Video Game Software Outlook by Application, 2021-2030
- Table 30: Middle East and Africa Video Game Software Outlook by Product, 2021-2030
- Table 31: Middle East and Africa Video Game Software Outlook by Country, 2021-2030
- Table 32: United States Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 33: United States Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 34: Canada Video Game Software Outlook, \$ Million, 2021- 2030

- Exhibit 35: Canada Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 36: Mexico Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 37: Mexico Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 38: Germany Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 39: Germany Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 40: France Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 41: France Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 42: United Kingdom Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 43: United Kingdom Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 44: Spain Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 45: Spain Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 46: Italy Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 47: Italy Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 48: China Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 49: China Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 50: India Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 51: India Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 52: Japan Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 53: Japan Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 54: South Korea Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 55: South Korea Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 56: South East Asia Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 57: South East Asia Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 58: Australia Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 59: Australia Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 60: Brazil Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 61: Brazil Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 62: Argentina Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 63: Argentina Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 64: Saudi Arabia Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 65: Saudi Arabia Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 66: United Arab Emirates Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 67: United Arab Emirates Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 68: South Africa Video Game Software Outlook, \$ Million, 2021- 2030
- Exhibit 69: South Africa Video Game Software Outlook, year-on-year, %, 2021- 2030
- Table 70: Market Entropy



## I would like to order

Product name: Video Game Software Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2021- 2030

Product link: <https://marketpublishers.com/r/V78DE8A7D628EN.html>

Price: US\$ 3,400.00 (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/V78DE8A7D628EN.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