Games Software Sales via Key Retail Formats in China to 2013

Description: The ‘Games Software Sales via Key Retail Formats in China to 2013’ databook provides market value data for two key market segments and eight key retail distribution channels. It focuses on data and analysis of market revenues and segmentation. It also provides historic and forecast data, as well as a comparison against the top five countries in the market.

Scope

- Games software retail sales revenues and analysis from 2003 to 2008 and forecast values up to 2013.
- Market value of categories which include console games and pc and mac games.
- Current and forecast analysis of sales via major retail channels in the games software industry as well as its sub-categories

Highlights of this title

Games Software retail sales in China increased at a compound annual growth rate of 13% between 2003 and 2008.

PC and Mac Games sales led the games software market with a share of 93.3% in 2008. Specialist Electricals and Electronics Retailers were the leading retail format for PC and Mac Games in 2008.

Key reasons to purchase this title

- Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales
- Develop business strategies by understanding the quantitative trends within the games software market in China
- Understand the future direction of the market with reliable historical data and full five year forecasting

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