Games Software Sales via Key Retail Formats in Croatia to 2013

Description: The ‘Games Software Sales via Key Retail Formats in Croatia 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 Croatia increased at a compound annual growth rate of 8.2% between 2003 and 2008.

PC and Mac Games sales led the games software market with a share of 65% 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 Croatia
- Understand the future direction of the market with reliable historical data and full five year forecasting

Contents:

DATAMONITOR VIEW
Catalyst
Summary
Methodology
GAMES SOFTWARE RETAIL SALES OVERVIEW
Games software retail market definition
Games software sales overview
Games software retail sales value, 2003-08
Games software retail sales value, 2008-13
GAMES SOFTWARE MARKET SEGMENTATION
Market sales analysis by category, 2003-08
Market sales analysis by category, 2008-13
GAMES SOFTWARE SALES ANALYSIS BY KEY RETAIL FORMATS
Retail format definitions
Games software sales analysis by key retail formats, overview
Games software sales analysis by key retail formats actuals, 2003-08
Games software sales analysis by key retail formats forecast, 2008-13
CONSOLE GAMES SALES ANALYSIS BY KEY RETAIL FORMATS
Console games sales analysis by key retail formats, overview
Console games sales analysis by key retail formats actuals, 2003-08
Console games sales analysis by key retail formats forecast, 2008-13
PC AND MAC GAMES SALES ANALYSIS BY KEY RETAIL FORMATS
Pc and mac games sales analysis by key retail formats, overview
Pc and mac games sales analysis by key retail formats actuals, 2003-08
Pc and mac games sales analysis by key retail formats forecast, 2008-13
GAMES SOFTWARE RETAIL SALES - COUNTRY COMPARISON
Games software retail sales value of top five countries, 2003-13

APPENDIX
Methodology
Related research
Datamonitor consulting
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LIST OF FIGURES
Figure 1: Sales of games software in Croatia value ($m), 2003-13
Figure 2: Sales of games software in Croatia, value ($m), 2003-08
Figure 3: Forecast sales of games software in Croatia, value ($m), 2008-13
Figure 4: Sales of games software in Croatia, value break down by category ($m and growth %), 2003-08
Figure 5: Sales of games software in Croatia, value break down by category (%), 2008
Figure 6: Forecast sales of games software in Croatia, value break down by category ($m and growth %), 2008-13
Figure 7: Sales of games software in Croatia, value break down by category (%), 2013
Figure 8: Games software, Croatia, revenue split by key retail formats (%), 2008
Figure 9: Console games, Croatia, revenue split by key retail formats (%), 2008
Figure 10: Pc and mac games, Croatia, revenue split by key retail formats (%), 2008
Figure 11: Games software, growth comparison (value $m), top five countries

LIST OF TABLES
Table 1: Games software retail market definition
Table 2: Sales of games software in Croatia, value ($m), 2003-13
Table 3: Sales of games software in Croatia, value ($m and HRKm), 2003-08
Table 4: Forecast sales of games software in Croatia, value ($m and HRKm), 2008-13
Table 5: Sales of games software in Croatia, value break down by category ($m), 2003-08
Table 6: Forecast sales of games software in Croatia, value break down by category ($m), 2008-13
Table 7: (Part 1) Retail format definitions
Table 8: (Part 2) Retail format definitions
Table 9: (Part 3) Retail format definitions
Table 10: Games software, Croatia, revenues split by key retail formats ($m), 2003-08
Table 11: Games software forecast, Croatia, revenues split by key retail formats ($m), 2008-13
Table 12: Console games, Croatia, revenues split by key retail formats ($m), 2003-08
Table 13: Console games forecast, Croatia, revenues split by key retail formats ($m), 2008-13
Table 14: PC and mac games, Croatia, revenues split by key retail formats ($m), 2003-08
Table 15: PC and mac games forecast, Croatia, revenues split by key retail formats ($m), 2008-13
Table 16: Global games software market split (value $m), top five countries

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