Games Software Sales via Key Retail Formats in Canada to 2014

Description: Introduction

The ‘Games Software Sales via Key Retail Formats in Canada to 2014’ databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

- Games software retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.
- 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 market as well as its sub-categories

Highlights

Games software retail sales in Canada increased at a compound annual growth rate of 18.9% between 2004 and 2009.

Console games sales led the games software market with a share of 90.3% in 2009. Electricals and electronics retailers were the leading retail format for console games in 2009.

Reasons to Purchase

- 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 Canada
- Understand the future direction of the market with reliable historical data and full five year forecasting

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