The Video Gaming Industry Outlook

Description: This report examines developments across the rapidly evolving video gaming industry. It discusses the emergence of new gaming platforms, provides market sizing and forecasting by segments and geography, underlines the demographic shift and emergence of new video gaming sectors and technologies, and provides actionable insight with regards how to best approach this fast-changing market.

Features and benefits

- Gain a comprehensive understanding of how market trends are impacting on the potential of the video gaming industry.

- Predict the key growth areas in the video gaming industry, arising from changing demographics and gamers' preferences.

- Analyze the video gaming market opportunity, gaining an insight into the business potential of the console, online, mobile, and PC gaming sectors.

- Learn from the strategies of leading video gaming industry stakeholders in order to target future growth sectors effectively.

- Benchmark your performance against major video gaming developers and publishing companies.

Highlights

Business Insights forecasts that the global video gaming market (including both hardware and software segments) will grow at a CAGR of 5.1% during the period 2009–14. Software revenues will contribute the majority share, while hardware revenues will post a CAGR of 0.2% during the forecast period.

The online gaming segment is rapidly gaining traction, and is gradually taking over the PC and console gaming segments. Business Insights forecasts that the online gaming market will post a CAGR of 13.9% over the period 2009–14.

Social gaming is the fastest growing segment of online gaming, posting a CAGR of 27.2% in 2009–14, followed by casual gaming and MMO (Massively multi-player online) gaming. However, MMO gaming is the largest revenue contributor to online gaming in 2009.

Your key questions answered

- Which factors are driving and inhibiting growth of the video gaming market, and what trends will shape the future of the market?

- Which are the fastest growing segments and regions for the video gaming industry?

- Who are the key stakeholders in each segment of the video gaming industry, how have they been performing, and what are their growth strategies?

- How is the changing demographic profile of gamers producing fresh demand for quick, cheap and easy games with built-in social elements?

- What are the emerging sectors and technologies in the video gaming industry, and which are likely to be disruptive and eventually become mainstream?

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