Games Software in Canada

Description:
Games Software in Canada industry profile provides top-line qualitative and quantitative summary information including: market size (value 2008-12, and forecast to 2017). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the Canada games software market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Highlights
- The games software market consists of the total revenues generated through the sale of console games and PC & Mac games. Console games include the software used in games consoles hardware such as the Nintendo Wii, Playstation 3 and Xbox 360. This also includes the software that is used in wireless or portable handheld devices such as the Nintendo DS, mobile and personal digital assistants (pdas), Playstation Portable and Game Boy Advance. This category excludes the revenue generated through the sales of games consoles and handheld devices. The PC and Mac games segment includes PC games and Mac games and excludes online games such as casual games, massively multi player online role play games (mmorg). The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2011 annual average exchange rates.
- The Canadian games software market is expected to generate total revenues of $2.3bn in 2012, representing a compound annual growth rate (CAGR) of 17.4% between 2008 and 2012.
- Sales generated through electricals and electronics retailers are expected to be the most lucrative for the Canadian games software market in 2012, with total revenues of $1.1 billion, equivalent to 50.2% of the market's overall value.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 13.4% for the five-year period 2012 - 2017, which is expected to drive the market to a value of $4.3bn by the end of 2017.

Features
Save time carrying out entry-level research by identifying the size, growth, and leading players in the games software market in Canada

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software market in Canada

Leading company profiles reveal details of key games software market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Canada games software market with five year forecasts

Macroeconomic indicators provide insight into general trends within the Canada economy

Key Questions Answered
What was the size of the Canada games software market by value in 2012?
What will be the size of the Canada games software market in 2017?
What factors are affecting the strength of competition in the Canada games software market?
How has the market performed over the last five years?
TABLE OF CONTENTS
Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market distribution
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Amazon.com, Inc.
Best Buy Co., Inc.
GameStop Corp.
Wal-Mart Stores, Inc.
Macroeconomic Indicators
Country Data
Appendix
Methodology
Industry associations
Related MarketLine research

LIST OF TABLES
Table 1: Canada games software market value: $ million, 2008–12(e)
Table 2: Canada games software market category segmentation: $ million, 2012(e)
Table 3: Canada games software market geography segmentation: $ million, 2012(e)
Table 4: Canada games software market distribution: % share, by value, 2012(e)
Table 5: Canada games software market value forecast: $ million, 2012–17
Table 6: Amazon.com, Inc.: key facts
Table 7: Amazon.com, Inc.: key financials ($)
Table 8: Amazon.com, Inc.: key financial ratios
Table 9: Best Buy Co., Inc.: key facts
Table 10: Best Buy Co., Inc.: key financials ($)
Table 11: Best Buy Co., Inc.: key financial ratios
Table 12: GameStop Corp.: key facts
Table 13: GameStop Corp.: key financials ($)
Table 14: GameStop Corp.: key financial ratios
Table 15: Wal-Mart Stores, Inc.: key facts
Table 16: Wal-Mart Stores, Inc.: key financials ($)
Table 17: Wal-Mart Stores, Inc.: key financial ratios
Table 18: Canada size of population (million), 2008–12
Table 19: Canada gdp (constant 2000 prices, $ billion), 2008–12
Table 20: Canada gdp (current prices, $ billion), 2008–12
Table 21: Canada inflation, 2008–12
Table 22: Canada consumer price index (absolute), 2008–12
Table 23: Canada exchange rate, 2008–12

LIST OF FIGURES
Figure 1: Canada games software market value: $ million, 2008–12(e)
Figure 2: Canada games software market category segmentation: % share, by value, 2012(e)
Figure 3: Canada games software market geography segmentation: % share, by value, 2012(e)
Figure 4: Canada games software market distribution: % share, by value, 2012(e)
Figure 5: Canada games software market value forecast: $ million, 2012–17
Figure 6: Forces driving competition in the games software market in Canada, 2012
Figure 7: Drivers of buyer power in the games software market in Canada, 2012
Figure 8: Drivers of supplier power in the games software market in Canada, 2012
Figure 9: Factors influencing the likelihood of new entrants in the games software market in Canada, 2012
Figure 10: Factors influencing the threat of substitutes in the games software market in Canada, 2012
Figure 11: Drivers of degree of rivalry in the games software market in Canada, 2012
Figure 12: Amazon.com, Inc.: revenues & profitability
Figure 13: Amazon.com, Inc.: assets & liabilities
Figure 14: Best Buy Co., Inc.: revenues & profitability
Figure 15: Best Buy Co., Inc.: assets & liabilities
Figure 16: GameStop Corp.: revenues & profitability
Figure 17: GameStop Corp.: assets & liabilities
Figure 18: Wal-Mart Stores, Inc.: revenues & profitability
Figure 19: Wal-Mart Stores, Inc.: assets & liabilities

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