Games Software in China

Description: Introduction

Games Software in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). 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 China 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 includes the software used in games consoles hardware such as the Nintendo Wii, Playstation 3 and 4, and Xbox 360 and Xbox One. This also includes the software that is used in wireless or portable handheld devices such as the Nintendo DS, and Playstation Vita. This category excludes the revenue generated through the sales of games consoles and handheld devices. The PC and Mac games includes PC games and Mac games and excludes online games such as casual games, massively multi player online role play games (mmorpg). The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2014 annual average exchange rates.

- The Chinese games software market had total revenues of $0.4bn in 2014, representing a compound annual growth rate (CAGR) of 34.9% between 2010 and 2014.

- The PC and Mac games segment was the market's most lucrative in 2014, with total revenues of $0.4bn, equivalent to 80% of the market's overall value.

- The performance of the market is forecast to decelerate, with an anticipated CAGR of 10.4% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $0.7bn by the end of 201

Features

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

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

- 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 China games software market with five year forecasts

- Macroeconomic indicators provide insight into general trends within the China economy

Key Questions Answered

- What was the size of the China games software market by value in 2014?

- What will be the size of the China games software market in 2019?

- What factors are affecting the strength of competition in the China games software market?

- How has the market performed over the last five years?
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