Games Software in Italy

Description: Introduction

Games Software in Italy 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 Italy 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 Italian games software market is expected to generate total revenues of $1.0bn in 2012, representing a compound annual growth rate (CAGR) of 0.6% between 2008 and 2012.

- Sales generated through music, video, books and stationery retailers are expected to be the most lucrative for the Italian games software market in 2012, with total revenues of $450.4m, equivalent to 45.7% of the market's overall value.

- The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.2% for the five-year period 2012 - 2017, which is expected to drive the market to a value of $1.3bn 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 Italy

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

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 Italy games software market with five year forecasts

Macroeconomic indicators provide insight into general trends within the Italy economy

Key Questions Answered

What was the size of the Italy games software market by value in 2012?
What will be the size of the Italy games software market in 2017?
What factors are affecting the strength of competition in the Italy games software market?
How has the market performed over the last five years?
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