Japan Online Gaming Market 2015

Description: Executive Summary

The United States is the leading gaming market in the world followed by China and Japan. While Japan's console gaming market has stagnated, the online gaming market is fast growing. The consumer focus has shifted from dedicated game platforms offered by players such as Nintendo, Sony and Microsoft to online games.

In 2013 the Japanese smartphone gaming market was worth USD 5.4 billion dollars and the country generated the largest app revenue in the world surpassing the United States. One of the most important gaming markets in the world, Japan is seeing various trends emerging amongst the new age gamers which will ultimately decide how the sector shapes up in the coming five years.

Why should the report be purchased?

The report 'Japan Online Gaming Market 2015' highlights key trends emerging in Japan's gaming sector particularly in the mobile gaming segment. The growing opportunity in the sector has been investigated along with initiatives of players. The report contains latest industry leaders verbatim.

Research methodology and delivery time

In-depth secondary research was conducted to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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