Music, Video and Entertainment Software Retailing in the Americas, 2014-2019; Market Dynamics, Retail Trends, and Competitive Landscape

Description:

Summary
Americas is the largest Music, Video and Entertainment Software retail market across the globe. The region is growing steadily and estimated to see slight growth during 2014-2019. Online channel is gaining popularity and expected to grow fastest by 2019. The US accounts for majority of share in the region, while Latin American markets are expected to grow at a swift pace during next five years. Games software market is key value growth driver as market for music and video shift towards digital format.

Key Findings
- The Americas Music, Video and Entertainment Software retail sales is to forecast to reach approximately US$40 billion by 2019
- Sales through online channel is expected to grow at 4.5% and will also hold major share by 2019
- Chile and Peru are expected to see fastest growth in the region driven by demand for games software and paid digital music
- The specialist retailers will see a decline in the growth rate as they are facing tough time due with rise in online streaming and gaming

Synopsis

What else does this report offer?
- Market insights based on consumer trends and changing economic and demographic factors on a regional and country basis
- Qualitative and quantitative insights of changing Music, Video and Entertainment Software's retail dynamics across various channels
- Retail sales and fastest-growing markets for Music, Video and Entertainment Software category and for sub-categories that includes music and video, games software on a regional and country basis
- Retail sales, market share and growth rate of channels included: online, music, video, book, stationery and entertainment software specialists, hypermarkets, supermarkets and hard-discounters, value, variety stores and general merchandise retailers, other specialist retailers, department stores, electrical and electronics specialists, convenience stores (including independents) and gas stations, cash and carries and warehouse clubs, drug stores and health and beauty stores and duty free retailers

Reasons To Buy
Get immediate access to:
- Identify and track consumer behavior and make country level comparisons to effectively target new revenue streams
- Retail sales data of the nine largest Music, Video and Entertainment Software markets in the Americas: Argentina, Brazil, Canada, Chile, Colombia, Mexico, Peru, the US, and Venezuela
- Accurate and reliable data to align your marketing strategies with the crucial trends influencing consumer behavior in the region
- Identify the largest and fastest-growing markets across the region to evaluate important changes in Music,
Video and Entertainment Software retail space and identify profitable markets for expansion/entry

- Develop strategies for specific channels based on the retail sales data for individual channels across the top five markets for 2014 and 2019
- Consumer insights around latest products, price, and demographics that will help to develop a marketing mix
- Identify channel share and sub-category level retail sales across the region - utilize this information to target popular channels and sub-categories
- Monitor the competitive landscape based on the information about store count and latest developments for key Music, Video and Entertainment Software retailers in the different regions

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Global Summary
Global Music, Video and Entertainment Software retail sales are forecast to surpass US$101.5 billion by 2019, with major impetus from developing economies
- The US will continue to be the world’s largest music, video and entertainment software market, while France and South Korea move up in the list of the Top 10 markets in 2019
- Online is the largest and fastest growing channel for music, video and entertainment software retail sales
- Specialist retailer around the globe are losing their share as on-demand music streaming is gaining popularity
Snippets of retail trends in Americas
The US is the largest market in the Americas
Customers in the region are preferring on-demand streaming services which will hamper the sales of music and video CDs and DVDs

Americas: Music, video and entertainment software Retail Market
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