World Video Game Markets: Trends, Analyses and In-depth Market Outlook

Description: The global video game market (including equipment) will grow from 74.5 billion EUR in 2016 to 107.6 billion EUR in 2020 (+9.6 % per year on average).

This study follows the development of key indicators for the sector over the next five years and delivers an appraisal of key segments:

- Home consoles
- Handheld consoles
- Mobile gaming
- Computer games

It also takes a look at the core trends shaping the sector: industry concentration that is redrawing the market, technological innovations such as virtual reality that are opening up new segments, changes in user habits with the development of multi-screen games, e-Sport, etc.

Database Structure

Video Game Market (million EUR)
- Home Console Market
- Computer Game Market
- Mobile Game Market
- On Demand TV Game Market
- VR Game Market

Home Console Market

Hardware
- Home Console Hardware sold (million units)
- Home Console Hardware Installed Base (million units)
- Home console average retail price (EUR)
- Home Console Hardware Market (million EUR)

Software
- Home Console software units sold (million units)
- Home console software average retail price (EUR)
- Home Console software Market (million EUR)

Handheld Console Market

Hardware
- Handheld Console Hardware sold (million units)
- Handheld Console Hardware Installed Base (million units)
- Handheld console average retail price (EUR)
- Handheld Hardware Market (million EUR)

Software
- Handheld Console software units sold (million units)
- Handheld console software average retail price (EUR)
- Handheld Software Market (million EUR)

Computer Game Market

Offline
- Optical storage PC games sold (million units)
- Optical PC game average retail price (EUR)
- Optical storage PC game market (million EUR)
Online
- Online PC gamers (million)
- Premium video gamers (million)
- Free-to-play video gamers (million)
  o/w online Social Gamers (million)
  o/w Free MMO Online Gamers (million)
  o/w Casual Online Gamers (million)
- Online PC game ARPU (EUR)
- Online PC game market (million EUR)

Mobile Game market

Smartphone
- Smartphone gamers (million units)
- Annual smartphone game ARPU (EUR)
- Smartphone game market (million EUR)

Tablet
Tablet gamers (million)
Annual tablet game ARPU (EUR)
Tablet game market (million EUR)

TV Game Market (Game On Demand)
- Game on demand gamers (million)
- Annual on demand TV game ARPU (EUR)
- Game on demand revenue (million EUR)

Delivery: Excel + PDF
1. Executive Summary
   1.1. Market Overview
   1.2. Traditional gaming segments outpaced by competition in games online and on mobile platforms
   1.3. Asia-Pacific, the untouchable leader in the video game market
   1.4. Over 70% of the revenue from the video game market in 2016 is from dematerialized distribution and online payment practices
   1.5. Smart toys are gaining prominence in the toy segment
   1.6. Video games and connected TVs, waiting for a natural convergence

2. Home consoles: successfully winning back players
   2.1. Home consoles: successfully winning back players...
   2.2. ... But this segment will undergo a cyclic decrease by 2017-2018
   2.3. Revenue generated by the sale of games for home consoles will peak in 2018
   2.4. In 2020, for home consoles, over 40% of the revenue generated by the sale of software will come from dematerialized sales

3. Handheld consoles: rethink the gamer experience to renew interest
   3.1. Sales of handheld consoles are highly impacted by the popularization of smartphones and tablets
   3.2. The value of the handheld console market has experienced a net decline since 2012
   3.3. Sales of games for handheld consoles showed substantial growth

4. Mobile gaming: a steady and widespread dynamic
   4.1. The success of tablets is energizing and popularizing game playing
   4.2. Tablet games, a quickly growing market
   4.3. Over a billion smartphone gamers by 2019
   4.4. Smartphone games confirm their dominant share of the sector
   4.5. Mobile games, segment leader in the video game market

5. Computer games: the online era
   5.1. The PC game market is segmented into several large families
   5.2. The number of players of online computer game continues to grow
   5.3. The online computer game market will reach 20 billion EUR in 2020
   5.4. For the Free2Play segment, social game enthusiasts remained more numerous than MMO players...
   5.5. ...but the MMO market will assert its value!
   5.6. Market share in volume of tablets, smartphones, and handheld consoles

6. Trends
   6.1. Changes in the gamer profile
   6.1.1. Mobile gamers on the rise
   6.1.2. Asia clearly in the lead
   6.1.3. Mobile gamers dominate
   6.2. Virtual Reality (VR) - Augmented Reality (AR)
   6.2.1. Background information
   6.2.2. Technological Choices
   6.2.3. A market in full expansion
   6.2.4. Virtual Reality: Focus on Oculus Rift
   6.3. E-sport, growth and forecasts
   6.4. The challenges of multi-screen games
   6.4.1. Emerging uses
   6.4.2. Industry is positioning itself
   6.4.3. The potential market
   6.4.4. Emerging uses
   6.5. Streaming games, the new Eldorado for web giants
6.6. Smart toys: more than a growth engine
6.7. The burden of marketing costs
6.8. Editorial trends and internationalization of content
   6.8.1. The video game sector is globalized with internationalized content
   6.8.2. The local and cultural dimensions form a rich and effective combination
6.9. The game engine competition: Act 3
   6.9.1. What is a game engine?
   6.9.2. Unreal Engine and Unity
6.9.3. Source and CryEngine
6.10. Cloud gaming
   6.10.1. Moving towards the disappearance of dedicated equipment?
   6.10.2. Key players
   6.10.3. Video games available beyond consoles
   6.10.4. Value chain via an ISP
   6.10.5. Focus on Playstation Now

Tables & Figures

1. Executive Summary
   Growth in the global video game market by segment, 2016-2020
   Distribution of the global video game market per segment, 2016 and 2020
   Distribution of the global video game market per segment, per region, in 2016 (excluding VR)
   Physical video game market vs dematerialized video game market, 2018–2020
   Global toy and smart toy market, 2016-2020
   Sales of UHD TVs per region, 2016-2020

2. Home consoles: successfully winning back players
   Global home console sales 2004-2020
   Global sales of the previous generation of home consoles, 2016-2020
   Home console sales for the top five countries worldwide, in 2016
   Global home console sales in value, 2004-2020
   Distribution of the home console market, in value, by region
   Global sales of home console game software in value, 2016-2020
   Distribution of the home console game software market, in value, by region
   The market for home console game software in dematerialized format in value, per region, 2016-2020
   Breakdown of home console software market, % of value, by type of revenues

3. Handheld consoles: rethink the gamer experience to renew interest
   Global handheld console sales, 2007-2020
   Handheld console sales for the top five countries worldwide, in 2016
   Global handheld console sales, in value, 2007-2020
   Handheld console market, in value, by region
   The market for handheld console game software in value, per region, 2016-2020

4. Mobile gaming: a steady and widespread dynamic
   Global population of tablet players, 2016-2020
   Share of the population playing games on tablets per region, 2016-2020
   Average annual ARPU for tablet games, 2016-2020
   Global tablet game market, in value, 2016-2020
   Global population of smartphone gamers, 2016-2020
   Share of the population playing games on smartphone per region, 2016-2020
   Average annual ARPU for smartphone games, 2016-2020
   Global smartphone game market, in value, 2016-2020
   Global mobile game market and ARPU, in value, 2016-2020
   Global population of smartphone and tablet gamers, 2016-2020
   Share of the population playing games on smartphones and tablets per region, in 2016

5. Computer games
   Types of games on personal computers
   Share of the population playing online computer games, per region, in 2016
   Global population of online computer game players, 2016-2020
   Global online computer games, in value, 2016-2020
   Global population of Free2Play gamers, per segment, 2016-2020
Global Free2Play market, per segment, in value, 2016-2020
Market share in volume of sales, tablets, smartphones, and handheld consoles worldwide, 2016-2019

6. Trends
6.1. Changes in the gamer profile
Changes in the number of people playing video games worldwide, 2010-2020
Distribution and change in the number of players worldwide, 2016-2020
Distribution of the number of players per device type, in 2010 and 2020

6.2. Virtual Reality (VR) – Augmented Reality (AR)
Virtual reality via a dedicated headset
AR functionality via the Ikea application
Mixed Reality via HoloLens
A selection of VR headsets
Market for VR equipment and software
Distribution of VR revenue per video game platform
VR headset with a controller for movement and interaction
Oculus Rift: Technical Specifications

6.3. E-sport
Twitch streaming service interface
VR spectator mode for DOTA 2
League of Legends Competition
Live rebroadcast, and on a major channel, of an e-sport finale
Betting sites, with real money, the most popular in the United States
Gambling site specializing in Dota 2 virtual goods

6.4. The challenges of multi-screen games
Second-screen usage grid
Apple TV: Sales and installed base
Multi-screen game revenue per segment, 2016-2020
Share of the population playing online computer games, per region, in 2016
Distribution of revenue captured by multi-screen games per platform, 2016 and 2020

6.5. Streaming games, the new Eldorado for web giants
Twitch interface homepage

6.6. Smart toys: more than a growth engine
Disney Infinity on PS4 starter pack
Lego Dimensions on Xbox One starter pack
Relative share of the global smart toy market compared to its reference markets
Changes in the global market for video toys

6.7. The burden of marketing costs
Changes in the development costs for home console games
Changes in the marketing/development costs ratio for home consoles
Changes in the development costs for games on mobile platforms
Changes in the marketing/development costs ratio for mobile platforms

6.10. Cloud gaming
Extract of the GameFly catalog
GeForce Now streaming service, for Nvidia Shield
Xfinity Games (Comcast)
Bbox Games
Cloud gaming value chain via an ISP
OTT Cloud gaming value chain
Selection of titles available on PS Now
Service availability
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