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
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