Global Games Consoles

Description: The Global Games Consoles industry profile is an essential resource for top-level data and analysis covering the Games Consoles industry. It includes data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

Scope
- Contains an executive summary and data on value, volume and/or segmentation
- Provides textual analysis of Global Games Consoles's recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Global Games Consoles
- The leading companies are profiled with supporting key financial metrics
- Supported by the key macroeconomic and demographic data affecting the market

Highlights
- Detailed information is included on market size, measured by value and/or volume
- Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape

Why you should buy this report
- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition
The games consoles market consists of the total revenues generated by Nintendo, Microsoft and Sony through the sale of their console platforms, including any handheld systems. Market values have been calculated using annual average retail prices for each individual market. Market shares are based upon volume sales and consist of all console sales, including handheld. Any currency calculations used in the creation of this report have been calculated using constant 2009 annual average exchange rates.

For the purposes of this report, the global market consists of North America, South America, Western Europe, Eastern Europe, and Asia-Pacific.

North America consists of Canada, Mexico, and the United States.

South America comprises Argentina, Brazil, Chile, Colombia, and Venezuela.

Western Europe comprises Belgium, Denmark, France, Germany, Italy, the Netherlands, Norway, Spain, Sweden, and the United Kingdom.

Eastern Europe comprises the Czech Republic, Hungary, Poland, Romania, Russia, and Ukraine.

Asia-Pacific comprises Australia, China, India, Japan, Singapore, South Korea, and Taiwan.
Figure 15: Global games consoles market distribution: % share, by value, 2009(e)
Figure 16: Global games consoles market value forecast: $ billion, 2009-14

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