

## **Games Software Retail Global Industry Guide 2019-2028**

Industry Report | 2024-08-20 | 209 pages | MarketLine

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### **Report description:**

Games Software Retail Global Industry Guide 2019-2028

#### Summary

Global Games Software Retail industry profile provides top-line qualitative and quantitative summary information including: market size (value, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The games software retail market includes games for domestic game consoles, handheld game consoles, mobile phones, and other wireless devices, and games for PC and Mac desktop computers. Online games are excluded (e.g., Second Life) from our scope. Market value includes retail sales.
- All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.
- The global games software retail market recorded revenues of \$61,164 million in 2023, representing a compound annual growth rate (CAGR) of 3% between 2018 and 2023.
- Online specialists account for the largest proportion of sales in the global games software retail market in 2023, sales through this channel generated \$21,805.4 million, equivalent to 35.7% of the market's overall value.
- According to GlobalData, North America held the largest share of 39.0% of the global games software retail market in 2023, followed by Asia-Pacific accounting for 28.7%.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the global games software

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## retail market

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global games software retail market
- Leading company profiles reveal details of key games software retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global games software retail market with five year forecasts

## Reasons to Buy

- What was the size of the global games software retail market by value in 2023?
- What will be the size of the global games software retail market in 2028?
- What factors are affecting the strength of competition in the global games software retail market?
- How has the market performed over the last five years?
- How large is the global games software retail market in relation to its regional counterparts?

## **Table of Contents:**

### Table of Contents

#### 1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Competitive landscape

#### 2 Introduction

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

#### 3 Global Games Software Retail

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

#### 4 Macroeconomic Indicators

- 4.1. Country data

#### 5 Games Software Retail in Asia-Pacific

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

#### 6 Games Software Retail in Europe

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook

6.5. Five forces analysis  
7 Macroeconomic Indicators  
7.1. Country data  
8 Games Software Retail in Japan  
8.1. Market Overview  
8.2. Market Data  
8.3. Market Segmentation  
8.4. Market outlook  
8.5. Five forces analysis  
9 Macroeconomic Indicators  
9.1. Country data  
10 Games Software Retail in The United Kingdom  
10.1. Market Overview  
10.2. Market Data  
10.3. Market Segmentation  
10.4. Market outlook  
10.5. Five forces analysis  
11 Macroeconomic Indicators  
11.1. Country data  
12 Games Software Retail in The United States  
12.1. Market Overview  
12.2. Market Data  
12.3. Market Segmentation  
12.4. Market outlook  
12.5. Five forces analysis  
13 Macroeconomic Indicators  
13.1. Country data  
14 Games Software Retail in France  
14.1. Market Overview  
14.2. Market Data  
14.3. Market Segmentation  
14.4. Market outlook  
14.5. Five forces analysis  
15 Macroeconomic Indicators  
15.1. Country data  
16 Games Software Retail in Germany  
16.1. Market Overview  
16.2. Market Data  
16.3. Market Segmentation  
16.4. Market outlook  
16.5. Five forces analysis  
17 Macroeconomic Indicators  
17.1. Country data  
18 Company Profiles  
18.1. GameStop Corp  
18.2. Target Corp  
18.3. Amazon.com Inc

- 18.4. Walmart Inc
- 18.5. Sanborn Hermanos SA
- 18.6. Valve Corporation
- 18.7. Rakuten Group Inc
- 18.8. Tencent Holdings Ltd
- 18.9. NetEase Inc
- 18.10. Yamada Holdings Co Ltd
- 18.11. Ceconomy AG
- 18.12. Game Retail Ltd
- 18.13. Carrefour SA
- 18.14. Nintendo Co Ltd
- 18.15. J Sainsbury Plc
- 18.16. Fnac Darty?SA
- 18.17. MediaMarktSaturn Retail Group GmbH
- 19 Appendix
- 19.1. Methodology
- 19.2. About MarketLine

**Games Software Retail Global Industry Guide 2019-2028**

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