

Games Software Retail in Brazil

Industry Report | 2025-09-25 | 38 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Games Software Retail in Brazil

Summary

Games Software Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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.
- The Brazilian games software retail market recorded revenues of \$1,251.7 million in 2024, representing a compound annual growth rate (CAGR) of 9.7% between 2019 and 2024.
- Online specialists account for the largest proportion of sales in the Brazilian games software retail market in 2024; sales through this channel generated \$529.5 million, equivalent to 42.3% of the market's overall value.
- The strong growth of the Brazilian games software retail market during 2019-24 can be attributed to the rising population of gamers, supported by growing smartphone penetration and wider access to high-speed internet (4G/5G and broadband).

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the games software retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

market in Brazil

- 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 Brazil games software retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil games software retail market by value in 2024?
- What will be the size of the Brazil games software retail market in 2029?
- What factors are affecting the strength of competition in the Brazil games software retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's games software retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Geography segmentation

1.4. Market rivalry

1.5. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Geography segmentation

4.2. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. What are the strengths of the leading players?

8 Company Profiles

8.1. Amazon.com Inc

8.2. Magazine Luiza SA

8.3. Walmart Inc

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Games Software Retail in Brazil

Industry Report | 2025-09-25 | 38 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com