

Games Software Retail in China

Industry Report | 2025-09-25 | 34 pages | MarketLine

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Report description:

Games Software Retail in China

Summary

Games Software Retail in China 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 Chinese games software retail market recorded revenues of \$1,488.7 million in 2024, representing a compound annual growth rate (CAGR) of 5.7% between 2019 and 2024.
- Music, video, book, stationery, and entertainment software specialists account for the largest proportion of sales in the Chinese games software retail market in 2024; sales through this channel generated \$457.3 million, equivalent to 30.7% of the market's overall value.
- The healthy growth of the Chinese games software retail market during 2019-24 can be attributed to the broad popularity of gaming across multiple age segments, which has driven strong demand for video games and related software.

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 China

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail market in China
- 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 China games software retail market with five year forecasts

Reasons to Buy

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

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