

**Games Software Retail in Japan**

Industry Report | 2025-09-25 | 40 pages | MarketLine

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**Report description:**

Games Software Retail in Japan

## Summary

Games Software Retail in Japan 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 Japanese games software retail market recorded revenues of \$2,844.7 million in 2024, representing a negative compound annual growth rate (CAGR) of 1.4% between 2019 and 2024.
- Online specialists account for the largest proportion of sales in the Japanese games software retail market in 2024; sales through this channel generated \$979.1 million, equivalent to 34.4% of the market's overall value.
- Japan captured a share of 15.8% in the Asia-Pacific games software retail market in 2024. The market witnessed a contraction during 2019-24, due to the unstable economic conditions.

## 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 Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail

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market in Japan

- 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 Japan games software retail market with five year forecasts

#### Reasons to Buy

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

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