

Games Software Retail in Mexico

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

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Report description:

Games Software Retail in Mexico

Summary

Games Software Retail in Mexico industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Mexican games software retail market recorded revenues of \$1,483.4 million in 2024, representing a compound annual growth rate (CAGR) of 13.3% between 2019 and 2024.
- Online specialists account for the largest proportion of sales in the Mexican games software retail market in 2024; sales through this channel generated \$584.2 million, equivalent to 39.4% of the market's overall value.
- Mexico captured a share of 6.3% in the North American games software retail market in 2024.

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 Mexico
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail market in Mexico

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- 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 Mexico games software retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Mexico games software retail market by value in 2024?
- What will be the size of the Mexico games software retail market in 2029?
- What factors are affecting the strength of competition in the Mexico games software retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Mexico's games software retail market?

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