

Games Software Retail in South America

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

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Report description:

Games Software Retail in South America

Summary

Games Software Retail in South America 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 South American games software retail market recorded revenues of \$1,997.7 million in 2024, representing a compound annual growth rate (CAGR) of 10.9% between 2019 and 2024.
- Online specialists account for the largest proportion of sales in the South American games software retail market in 2024; sales through this channel generated \$687.3 million, equivalent to 34.4% of the market's overall value.
- Brazil dominated the South American games software retail market in 2024, commanding the largest share of 62.7%.

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

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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 South America games software retail market with five year forecasts by both value and volume

Reasons to Buy

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

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