

Games Software Retail in the United States

Industry Report | 2025-09-25 | 43 pages | MarketLine

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Report description:

Games Software Retail in the United States

Summary

Games Software Retail in the United States 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 US games software retail market recorded revenues of \$20.7 billion in 2024, representing a compound annual growth rate (CAGR) of 0.5% between 2019-24.
- Online specialists account for the largest proportion of sales in the US games software retail market in 2024, sales through this channel generated \$7.4 billion, equivalent to 2.9% of the market's overall value.
- The US dominated the North American game software retail market, accounting share of 87.3% in 2024. The market contracted in 2024 as consumers shifted from boxed titles to digital downloads, subscriptions, and cloud gaming, reducing the relevance of physical sales.

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 the United States

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the games software retail market in the United States
- 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 United States games software retail market with five year forecasts by both value and volume

Reasons to Buy

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

7.4. What are the recent developments in the market?

8 Company Profiles

8.1. GameStop Corp

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- 8.2. Target Corp
- 8.3. Walmart Inc
- 8.4. Amazon.com Inc
- 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

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