

# Europe Digital Gaming Market (2018-2023)

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## "Europe Digital Gaming Market

Europe is forecasted to be one of the prominent digital gaming markets in the world. Digital games has always been a popular means of entertainment for the people of the region. Mobile gaming is increasingly becoming popular in the region where console gaming generates the maximum revenue. Though mobile gaming is expected to cannibalize the market shares of Console as well as PCs to some extent, console games are projected to generate the most revenues throughout the forecast period of 2018-2023. The Europe Digital Gaming market is expected to grow at a CAGR of 9.7% leading to a revenue of USD 30.41 Bn by 2023.

Europe presents a very strong digital gaming market with preferences for all gaming platforms- PC, mobile, and console. Most of the revenues of digital games in 2017 came from console gaming, followed by PC and mobile gaming. Console gaming in Europe is fuelled by higher disposable income of gamers compared to other developing regions of the world. Mobile gaming is expected to have an increase in the market share in the forecasted years as Western Europe and Eastern Europe have had slower adoptions of mobile gaming so far. Hence, the growth rate for mobile games in this region is expected to be higher than PC games.

By platforms, the market is segmented into PC games, mobile games, and console games. Among these segments, the console games is the fastest growing segment, as well as the biggest revenue generator for 2017.

By countries, the market is divided into EU5 and the Rest of Europe. EU5 is the highest revenue-generator among the two.

### Key growth factors:

o Funding in European gaming firms, particularly by Chinese acquirers are driving the European gaming market. Most of the largest games' mergers and acquisitions in the last five years were European targets acquired by Chinese companies. Additionally, there has been a hike in wages in most European countries which acts as a definite boost to the gaming industry. Therefore, the rise in affordability of the people of the region is expected to result in higher expenditure on digital games in the coming years and thereby increase adoption of digital gaming.

### Threats and key players:

o The recent political turmoils like Eurozone Crisis, Brexit, etc., pose threats to the industry. Many gaming companies are planning to relocate to other politically stable areas from EU. This disrupts the growth of gaming industry.

o The key players in the Europe Digital Gaming market are Activision Blizzard, Electronic Arts, Take Two Interactive, Zynga, Microsoft Corporation, etc.

What's covered in the report?

- o Overview of the Europe Digital Gaming market
- o Overview of different business models in digital games
- o Analysis of the value chain of games and distribution channel analysis of games
- o Historical, current and forecasted market size data for PC games Market, Mobile Games market and Console Games market
- o Historical, current and forecasted market size data for Freemium, Pay to play, Advertising models market
- o Historical, current and forecasted market size data for Shooter, Role- play Action, Sports, Strategy, Others genres market
- o Historical, current and forecasted market size data for countries (EU5 and Rest of Europe) market size data for Digital Gaming Market segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)
- o Market Trends in Europe Digital Gaming Market
- o Qualitative analysis of the key drivers and challenges affecting the Europe Digital Gaming Market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)
- o Analysis of spending for segmentation by platforms– (EU5 and Rest of Europe)
- o Analysis of the competitive landscape and profiles of major players operating in the market

Why buy?

- o Get a broad understanding of the Europe Digital Gaming Market,
- o Get a broad understanding of the different business models used in digital games
- o Get an understanding of how the games reach the end users from the developers
- o Get country-specific market size and observations for the Digital Gaming market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)
- o Get specific drivers and challenges for Digital Gaming market and its segmentations (By platforms- PC, Console, Mobile, by revenue models- Freemium, Pay to play, Advertising, By genres- Shooter, Role- play Action, Sports, Strategy, Others)
- o Get analysis of spending for segmentation by platforms– (EU5 and Rest of Europe)
- o Recognize major competitors' business and market dynamics, and respond accordingly

Customizations Available

With the given market data, Netscribes offers customizations according to specific needs. Write to us at [info@netscribes.com](mailto:info@netscribes.com)."

## Contents

"Chapter 1: Executive summary

- 1.1 Market scope and segmentation
- 1.2 Key questions answered in this study
- 1.3 Executive summary

Chapter 2: Introduction

- 2.1. Market definitions
- 2.2. Different business models
- 2.3. Digital game genres
- 2.4. Value chain of games

Chapter 3: Europe Digital Gaming market - overview

- 3.1. Historical (2015-2017) Digital Gaming market revenue (USD Bn)

3.2. Forecasted (2018-2023) Digital Gaming market revenue (USD Bn)

3.3. Drivers

3.4. Challenges

3.5. Trends

Chapter 4: Europe Digital Gaming market segmentation - by platform

4.1. Europe market share and size (USD Bn – 2017) – by platforms (PC, Console, Mobile)

4.2. Europe PC games market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

4.3. Europe mobile games market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

4.4. Europe console games market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

Chapter 5: Europe Digital Gaming market segmentation – by revenue models

5.1. Europe market share and size (USD Bn - 2017) – by revenue models (Freemium, Pay to Play, Advertising)

5.2. Europe freemium model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

5.3. Europe pay to play model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

5.4. Europe advertising model market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

Chapter 6: Europe Digital Gaming market segmentation – by genres

6.1. Europe market share and size (USD Bn – 2017) – by genres (Shooter, Role-play Action, Sports, Strategy, Others)

6.2. Europe shooter genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.3. Europe role-playing action genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.4. Europe sports genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers

- Challenges

6.5. Europe strategy genre market

- Market size (USD Bn) (2015, 2017, 2023)

- Drivers
- Challenges

## 6.6. Europe other genres market

- Market size (USD Bn) (2015, 2017, 2023)
- Drivers
- Challenges

## Chapter 7: Europe Digital Gaming market segmentation– by countries

### 7.1. EU5

- Historical (2015-2017) market size (USD Bn)
- Forecasted (2018-2023) market size (USD Bn)
- Drivers
- Challenges
- Trends

### 7.2. Rest of Europe

- Historical (2015-2017) market size (USD Bn)
- Forecasted (2018-2023) market size (USD Bn)
- Drivers
- Challenges
- Trends

## Chapter 8: Major digital gaming segmentation-by countries

### 8.1. EU5

- Major platforms (PC, Console, Mobile) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors
- Major genres (Shooter, Role play action, Strategy, Sports, Others) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors
- Major revenue models (Freemium, Pay to Play, Advertising) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

### 8.2. Rest of Europe

- Major platforms (PC, Console, Mobile) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors
- Major genres (Shooter, Role play action, Strategy, Sports, Others) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors
- Major revenue models (Freemium, Pay to Play, Advertising) - Revenue contribution (USD Bn) and share (historical and forecasted), Key highlights, Key competitors

## Chapter 9: Europe Digital Gaming spend analysis

### 9.1. Paying players share by platform – 2017

### 9.2. PC games - Average spending and payers (EU5 and Rest of Europe)

### 9.3. Console games - Average spending and payers (EU5 and Rest of Europe)

### 9.4. Mobile games - Average spending and payers (EU5 and Rest of Europe)

### 9.5. Spend analysis – by countries (EU5 and Rest of Europe)

## Chapter 10: Competitive landscape

### 10.1. Activision Blizzard

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

### 10.2. Electronic Arts

- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.3. Take Two Interactive
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.4. Zynga
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.5. Microsoft Corporation
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.6. Sony
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.7. Ubisoft
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.8. NCSoft
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives
  - Growth strategy
  - Major locations
- 10.9. Nintendo
- Company snapshot
  - Key numbers
  - Major game titles
  - Initiatives

- Growth strategy
- Major locations

#### 10.10. Rovio

- Company snapshot
- Key numbers
- Major game titles
- Initiatives
- Growth strategy
- Major locations

### Chapter 11: Market Share of Companies

11.1. Europe Digital Games market - share of companies

11.2. Europe PC Games market - share of companies

11.3. Europe Mobile Games market - share of companies

11.4. Europe Console Games market - share of companies

### Chapter 12: Conclusion

### Chapter 13: Appendix

13.1. List of tables

13.2. Research methodology

13.3. Assumptions

13.4. About Netscribes Inc.

Note: The Table of Contents (ToC) provided above contains the targeted coverage. The coverage is subject to change as we progress with the research

### COMPANIES COVERED

- o Activision Blizzard
- o Electronic Arts
- o Take Two Interactive
- o Zynga
- o Microsoft Corporation
- o Sony
- o bisoft
- o NCSoft
- o Nintendo
- o Rovio

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## About NIIR

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