

Latin America Digital Gaming Market (2018-2023)

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"Latin America Digital Gaming Market

Latin America is one of the emerging Digital Gaming market. Governments in Latin America have recognized the industry, and it is identified as an important part of the industry promotion agencies and their business events. Video games is one of six industries of the MICSUR, the Southern Cultural Industries Market. The Latin America Digital Gaming Market is expected to grow at a CAGR of 11.40%) leading to a revenue of USD 6.29 Bn by 2023. In 2017, revenues from PC, mobile, and console in LATAM were almost equally shared. However, the mobile segment is expected to become the largest segment in terms of revenue share in the coming years. While mobile gaming will take off in this region's market, consoles are forecasted to grow at the same pace or slightly higher after the release of the new generation consoles.

The distribution and marketing for digital games are being revamped in the region. Companies like Sony and Microsoft have new programs for their console markets in Latin America that are open to independent developers and small studios, which in turn will strengthen console gaming in the region.

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

By countries, the market is divided into Brazil, Argentina and the Rest of LATAM.

Key growth factors:

- o Growth in GDP in the region is expected to boost the Digital Gaming market in the coming years. Brazil and Argentina are slowly but steadily coming out of recession and inflation is also controlled at sub-nominal levels, hinting at a favourable environment for the growth of the gaming industry.
- o Driven by increasing smartphone penetration, there is a shift in the digital media landscape and mobile gaming, which already has an annual growth that is 50% higher than other markets in the region, is expected to grow at a significant rate and drive the overall Digital Gaming market in Latin America.

Threats and key players:

- o Low budget games are made in LATAM due to the economic limitations of the region. Since spending on development and advertising is insufficient, the quality of games aren't up to the mark and gamers are often unaware about the existence of such games. This inhibits the growth of the market. Also, poor internet connectivity in some parts of Latin America like Costa Rica and Paraguay poses problems for the growth of digitally-downloadable and online games.
- o The key players in the Latin America 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 Latin America 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, Other genres market
- o Historical, current and forecasted market size data for countries (Brazil, Argentina, Rest of LATAM) 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 Latin America Digital Gaming Market
- o Qualitative analysis of the key drivers and challenges affecting the Latin America 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– (Brazil, Argentina, Rest of LATAM)
- o Analysis of the competitive landscape and profiles of major players operating in the market

Why buy?

- o Get a broad understanding of the Latin America 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– (Brazil, Argentina, Rest of LATAM)
- 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."

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- o Electronic Arts
- o Take Two Interactive
- o Zynga
- o Microsoft Corporation

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NIIR PROJECT CONSULTANCY SERVICES , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** npcs.india@gmail.com **Website:** NIIR.org

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