

Attitudes toward Gaming - Canada - August 2017

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The video game console hardware market has not seen growth in volume sales for several years. However, this represents an evolution of the video game market where brands in the category are putting emphasis on software and online services. The rise of mobile gaming (ie smartphones, tablets) is challenging dedicated gaming consoles for software/game market share and will only accelerate as ownership of mobile devices increases.

This report looks at the following areas:

- Gender gap evident with certain platforms
- Reviews can sway gamers
- Some have lost interest in gaming

The primary focus of this Report is to better understand what consumers think about video games, how engaged they are in the hobby and how important they believe gaming is to their overall entertainment. As well, trends, innovations, issues and insights, market factors, market size and marketing and advertising campaigns are explored.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Pre-order and save on Amazon
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