

## Video Game Consoles (Hardware and Software) - UK - October 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"After booming in 2014 as a result of sustained hardware sales, the video game and console market is expected to continue to experience strong growth in 2015 and beyond thanks to the recent and upcoming launch of leading AAA titles in the run-up to the holiday season, which is expected to represent the best one for software in recent years."

### This report looks at the following areas:

- Bringing new generation static consoles into the mainstream
- Adapting to changing dynamics in the handheld segment

While handheld consoles are struggling to attract consumers' interest and are progressively becoming a specialist niche product, new generation static consoles are expected to be on a strong growth trajectory in the near future.

This is mainly the result of static consoles' evolution into multi-functional hubs that better satisfy consumers' needs and play a key role in non-gaming-related living-room entertainment. Such improved usability has also the potential to be further developed by effectively responding to consumers' interest in the integration of the console and mobile worlds, for example through app and games that complement each other.

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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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