



Niko Partners Report China PC Games Market

Published May 2019

China is the largest and most important market for PC games, accounting for more than half of PC online games revenue worldwide. China domestic PC game revenue was \$15.21 billion in 2018. Revenue is forecast to remain impressive, reaching \$16 billion by 2023. There were 312.4 million PC gamers in 2018 and 79.7 million of them spend money in games. The number of PC gamers is projected to reach 354 million in 2023. (More than the population of the entire United States). Further, foreign games were 60% of China's revenue in 2018 so clearly the China market deserves the attention of games companies worldwide. For hardware and components makers, China is a significant opportunity for computers, chips and accessories, both for home use and in China's internet cafes. The report explains our analysis on where that growth will come from, which segments are hot now and growing, and what the impact on the holistic games industry will be.

What's included

- A comprehensive market model and 5-year forecast through 2023 by games segment
- Qualitative and quantitative analysis on gamer demand, behavior, and usage for PC online games, hardware, and accessories
- Growth drivers and trends
- Games to watch
- Esports
- Game publishers and operators
- PC hardware and accessories
- Cafes
- Free to Play, Buy to Play and Subscription games
- PC Client Games, PC Webgames, PC Casual Games, Steam, WeGame, Epic Games Store
- Regulations and game licenses
- Analysis of our proprietary survey of Chinese gamers
- 93 slides with more than 50 data exhibits

About Niko Partners

We're a market research and consulting firm covering the Asia games market and its consumers. We provide qualitative and quantitative data collection and analysis, market models, forecasts, and strategic advisory services to give you the intelligence and answers you need to truly understand the region. We've helped game publishers, platforms, hardware makers, esports, payments providers, hedge funds, consulting firms, and consumer brands — in the West and in Asia — understand and succeed in the world's largest and fastest growing games markets.



Niko Partners Report China PC Games Market

Published May 2019

Data exhibits list

- PC game revenue segments
- Market revenue & forecast
- Market revenue growth rates
- Market segment splits
- Gamers model and ARPPU
- Client game revenue & forecast
- Demographics
- Hours spent gaming
- Hardcore gamers
- Time spent by game segment
- Payment methods
- Preferred gaming environment
- Most popular games
- Game crossover
- MOBA and Battle Royale audience
- Blockchain games
- Investments in blockchain games
- Growth drivers
- Growth inhibitors
- Games to watch
- Distribution preferences
- Esports live streaming platforms
- Esports market forecast
- Gamers experience with esports
- Esports importance
- Esports tournaments
- Transaction events in esports
- Most popular hardware for esports
- Hardware brand preferences
- Top PC brands
- Age of gaming PC
- Reputation of GPU brands
- Top 10 PC games by revenue
- Top 10 F2P games
- Top 10 buy to play games
- Top games by streaming views
- Most anticipated games
- Battle Royale impact on icafe
- Reasons for visiting icafe
- Time spent at icafe
- Hardware and esports at icafe
- Market share of public game operators
- Revenues for Tencent and NetEase
- Revenues for other public companies
- Market cap of public companies
- Transaction events
- Game approvals
- Notices for new game approval
- City tiers
- Broadband penetration
- Population, smartphone and internet users