

---

# S&P TEST

SWOT & PESTLE.com

---

## SEGA SAMMY HOLDINGS INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Sega Sammy Holdings Inc.

**Company Sector :** Gaming, Entertainment Industry

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Sega Sammy Holding Inc. is a Japanese multinational company which is a provider of video games and entertainment services. It was established on 1st October 2004 born out of a merger between Sega and Sammy Corporation. Headquartered in Tokyo, Japan, the company focuses on Pachislot and Pachinko machines, digital games, amusement park, resorts, animation and toys. The company designs games with multi device compatibility such as mobile phones, amusement machines, consoles, and personal computers. The company has its presence in Asia, Europe and North America, and it was noted that it had approximately 8,798 full time employees as of early 2023. In late 2022, Sega Sammy announced that it will start selling NFTs “related to its classic IP” and has also announced a partnership with Double Jump, Tokyo, which is a local Japanese game company.

Sega Sammy Holding Inc.’s unique selling proposition lies in being the leading provider of video games and entertainment content services across the world. Sega Sammy Holding Inc.’s mission statement reads, “We want to captivate people around the globe by providing entirely novel, moving experiences. We want to inspire optimism in people and invigorate society. Together as a group, we dedicate ourselves to continuously fulfilling a valued role in society through entertainment.”

**Revenue :**

¥320.0 billion – FY ending 31st March 2022

¥277.7 billion – FY ending 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for Sega Sammy Holdings Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified portfolio of products</li> <li>2.Recognized with the highest "Gold" rating in the PRIDE Index</li> <li>3.Largest hit making company in the gaming industry of Japan</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependency on the Pachislot and Pachinko Machine Business</li> <li>2.Shorter life cycle of Pachislot and pachinko machines</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.With the advent of digitalization, rise in the demand for PC and home video games has increased</li> <li>2.Implemented initiatives to enter into the Integrated Resorts (IR) Business</li> <li>3.Expansion into global market</li> <li>4.Adapt to new Augmented-Reality technology</li> <li>5.Increase the value of Sega Sammy's intellectual property (IP).</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive Digital game software market in entertainment content business</li> <li>2.Apple and Google can cause hinderance in the smooth running of Sonic Run</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sega Sammy Holdings Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Guidelines issued for addressing addiction in Pachinko and Pachislot Industry</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fluctuating foreign exchange rate</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Aging population of Japan and lower birth rate 2.Changes in the market condition of the gaming industry 3.Excessive gaming by minors leading to mental disorder</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.The new wave of Augmented reality and Virtual reality in the gaming industry</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Need to ensure high standard of compliance to maintain the licenses received 2.Law and regulations related to privacy or credit of customers</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Promoting Reuse across the value chain and improve profitability 2.Switching to completely recyclable packaging and implementing emission control.</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Sega Sammy Holdings Inc.** SWOT & PESTLE Analysis is a paid report at **19.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)