

## **Video Games in Poland**

Market Direction | 2022-06-20 | 22 pages | Euromonitor

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### **Report description:**

Video games continued to see dynamic growth in current value terms in 2021, despite COVID-19 creating additional challenges for retailers, manufacturers and distributors. Video games are hugely popular among most age groups, with there being a large number of new titles seen in 2021 to help stimulate demand. Consumers are also able to access video games through a wide range of hardware, including smartphones, with most Poles having access to these devices.

Euromonitor International's Video Games in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Video Games Hardware, Video Games Software.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Video Games market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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