

Video Games in South Africa

Market Direction | 2022-07-04 | 24 pages | Euromonitor

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Report description:

In 2020, the South African government implemented a strict nationwide lockdown, which forced citizens to stay at home, except for the purchase of essential goods. While the restrictions were somewhat relaxed during 2021, the change in consumer behaviour that was sparked during the hard lockdown of 2020 meant that video games maintained strong growth, as consumers continued to seek entertainment options whilst spending time at home. The key story for the category was the rampant sales growth of n...

Euromonitor International's Video Games in South Africa 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.

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Activision Blizzard Inc maintains lead, despite legal battles

Cocooning, growing smartphone and internet penetration continue to boost gaming

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Supply issues set to constrain sales, despite strong demand for video games

Static consoles offers strongest growth potential, as next-gen PlayStation and Xbox gain traction

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