

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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Table of Contents:

Video Games in South Africa
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List Of Contents And Tables

VIDEO GAMES IN SOUTH AFRICA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Video games maintains buoyant growth, as next-gen consoles gain traction

Activision Blizzard Inc maintains lead, despite legal battles

Cocooning, growing smartphone and internet penetration continue to boost gaming

PROSPECTS AND OPPORTUNITIES

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

Mobile gaming and e-sports to present growth opportunities, while AR/VR headsets to be boosted by the metaverse

CATEGORY DATA

Table 1 Sales of Video Games by Category: Value 2016-2021

Table 2 Sales of Video Games by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Video Games: % Value 2017-2021

Table 4 LBN Brand Shares of Video Games: % Value 2018-2021

Table 5 NBO Company Shares of Video Games Hardware: % Value 2017-2021

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2018-2021

Table 7 NBO Company Shares of Video Games Software: % Value 2017-2021

Table 8 Distribution of Video Games by Format: % Value 2016-2021

Table 9 Distribution of Video Games Hardware by Format: % Value 2016-2021

Table 10 □Distribution of Video Games Software by Format: % Value 2016-2021

Table 11 □Distribution of Video Games Software (Physical) by Format: % Value 2016-2021

Table 12 □Distribution of Video Games Software (Digital) by Format: % Value 2016-2021

Table 13 □Forecast Sales of Video Games by Category: Value 2021-2026

Table 14 □Forecast Sales of Video Games by Category: % Value Growth 2021-2026

TOYS AND GAMES IN SOUTH AFRICA

EXECUTIVE SUMMARY

Toys and games in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 15 Sales of Toys and Games by Category: Value 2016-2021

Table 16 Sales of Toys and Games by Category: % Value Growth 2016-2021

Table 17 NBO Company Shares of Toys and Games: % Value 2017-2021

Table 18 LBN Brand Shares of Toys and Games: % Value 2018-2021

Table 19 Distribution of Toys and Games by Format: % Value 2016-2021

Table 20 Forecast Sales of Toys and Games by Category: Value 2021-2026

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2021-2026

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