

Video Games in Germany

Market Direction | 2022-08-10 | 24 pages | Euromonitor

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Report description:

Overall, the development of video games in Germany in 2021 remained strong, given the ongoing demand from local consumers driven by prolonged "soft" lockdowns, especially in the first half of the year. This scenario motivated further purchases of products for "hometainment" purposes, including video games. Within digital video games software, in-game purchases continued to record significant growth compared to traditional game sales. Producers also increasingly focused on developing in-game purc...

Euromonitor International's Video Games in Germany 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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