

Video Games in Argentina

Market Direction | 2023-05-26 | 21 pages | Euromonitor

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Report description:

While video games registered a very high double-digit increase in current value sales in 2022, a sizeable part of this growth was driven by one of the highest rates of inflation in the world. Causes of inflation were multiple, including persistent deficit spending, continued currency devaluation and external factors such as the war in Ukraine that affected energy and grain prices in particular. However, in spite of rocketing inflation, constant value sales remained buoyant and registered moderat...

Euromonitor International's Video Games in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Video Games in Argentina
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List Of Contents And Tables

VIDEO GAMES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased constant value sales, in spite of soaring inflation

Migration to cloud gaming intensifies

Tightening of operating environment to combat fraud

PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Mobile games continue upward trajectory

E-commerce continues to dominate

CATEGORY DATA

Table 1 Sales of Video Games by Category: Value 2017-2022

Table 2 Sales of Video Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Video Games: % Value 2018-2022

Table 4 LBN Brand Shares of Video Games: % Value 2019-2022

Table 5 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 7 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 8 Distribution of Video Games by Format: % Value 2017-2022

Table 9 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 10 □ Distribution of Video Games Software by Format: % Value 2017-2022

Table 11 □ Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 12 □ Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 13 □ Forecast Sales of Video Games by Category: Value 2022-2027

Table 14 □ Forecast Sales of Video Games by Category: % Value Growth 2022-2027

TOYS AND GAMES IN ARGENTINA

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 15 Sales of Toys and Games by Category: Value 2017-2022

Table 16 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 18 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 19 Distribution of Toys and Games by Format: % Value 2017-2022

Table 20 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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