

Video Games in Brazil

Market Direction | 2023-05-26 | 23 pages | Euromonitor

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Report description:

In 2022, video games posted double-digit current value growth, primarily due to the strong performance of digital video games software. Even in the post-pandemic scenario, playing video games has continued to be an important entertainment activity for teenagers and adults in Brazil, although the high price of static consoles and hand-held consoles can be prohibitive for low-income consumers. Thus, mobile games and online games are the preferred options for many, further driving launches by devel...

Euromonitor International's Video Games in Brazil 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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