

Video Games in China

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

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Report description:

Video games recorded a high single-digit current value growth rate in 2021, driven by the dynamic performance of mobile games, which accounts for the majority of retail sales in video games in China, and registered a double-digit current value growth rate. However, in 2022 retail value sales of video games dropped for the first time since 2008, with nearly a double-digit current value decline, even though most cities in China imposed lockdowns due to the emergence of the Omicron variant of COVID...

Euromonitor International's Video Games in China 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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Euromonitor International
May 2023

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Volume sales of video games hardware continue to decline due to supply shortages and weak demand

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