

## **Video Games in Hong Kong, China**

Market Direction | 2023-05-26 | 22 pages | Euromonitor

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### **Report description:**

Nintendo saw a noticeable increase in sales of its video games, despite the company reducing its sales forecast from 19 million consoles to 18 million consoles sold by the end of the 2022-2023 fiscal year. This was due to the commercial success of popular game titles such as Pokemon: Scarlet and Violet, and Animal Crossing: New Horizons, which exceeded sales expectations, demonstrating the continued popularity of Nintendo's flagship franchises. Its games' consistent quality in the eyes of fans a...

Euromonitor International's Video Games in Hong Kong, 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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Value sales of PlayStation 5/Xbox Series X increase significantly due to supply limits being lifted

AR/VR headsets sees growth falter despite new product releases, as metaverse usage declines

##### PROSPECTS AND OPPORTUNITIES

Logitech and Asus releases show promise for competition in static consoles

Commercial success of Super Mario Bros Movie opens gateway to future collaborative video games films

Upcoming release schedules of popular Triple-A titles will continue to bolster the growth of video games

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