

Video Games in Japan

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

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Report description:

The top three console games software titles sold in Japan in 2022 were Pokemon Scarlet and Violet, Splatoon 3, and Pokemon Legends: Arceus - all from Nintendo, with Pokemon a group company of Nintendo. When continuing the list of the top 10, there are only two titles that are not from Pokemon or Nintendo: Minecraft from Microsoft, and Elden Ring from FromSoftware, which is a subsidiary of Kadokawa. This shows how strong Nintendo and Pokemon are, and also how strong the platform of Nintendo Switch...

Euromonitor International's Video Games in Japan 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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Table of Contents:

Video Games in Japan
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List Of Contents And Tables

VIDEO GAMES IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

The year of Nintendo

PlayStation 5 is finally on track before the arrival of PlayStation VR2

Changes in the leading brands in mobile games

PROSPECTS AND OPPORTUNITIES

What is the future for Nintendo Switch?

Benefits of fostering an IP/licence demonstrated by Tamagotchi

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 JAPAN

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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