

Video Games in Mexico

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

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Report description:

Mexico's video game industry is thriving with it being positioned as one of the 10 most important markets globally, with 65.9 million gamers aged 6 or over in 2022, up from 64.1 million in 2021. Mexico has also become one of the top 10 exporters of animation, video games and software. Video games software accounts for the bulk of sales and it also saw significantly stronger growth than video games hardware in 2022. This was partly due to supply issues relating to shortages of some static console...

Euromonitor International's Video Games in Mexico 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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VIDEO GAMES IN MEXICO

KEY DATA FINDINGS

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Video games continues to flourish in Mexico as the number of casual gamers continues to grow

Mexico hosts the Latin American League of Legends final for the first time in 2022

Online and mobile games benefit from greater accessibility and affordability

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Attractive video games titles key to maintaining growth momentum

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Summary 1 Research Sources

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