

Video Games in Poland

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

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Report description:

The popularity of mobile gaming continued to grow at a pace in Poland due to high levels of smartphone and tablets ownership. Young audiences may be the core users, but mobile gaming is also becoming more popular among a wider audience, including women and older age groups. Recently, the subscription model has become more developed with key brands allowing consumers to play a large number of mobile games for a monthly fee. With further development in internet access and better internet service,...

Euromonitor International's Video Games in Poland 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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Summary 1 Research Sources

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