

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.

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Table of Contents:

Video Games in Poland
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List Of Contents And Tables

VIDEO GAMES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mobile gaming adopted by wider audience in Poland

E-sports development drives interest in video games

Online marketplaces gain traction

PROSPECTS AND OPPORTUNITIES

Online games to drive overall category growth

Subscription model is expected to gain share from single-game purchases

Technological developments will be used to capture interest in new products

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 POLAND

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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SOURCES

Summary 1 Research Sources

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