

Video Games in Romania

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

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Report description:

Rampant inflation in 2022 forced consumers to tighten their belts and cut back on spending, such as travel and consumer foodservice. Many consumers continued to favour or turned to home entertainment, including video gaming. Therefore, following double-digit retail current value growth through the review period, video games posted an even faster increment in 2022. The popularity of video gaming was boosted by the home seclusion measure during the Coronavirus (COVID-19) pandemic and a cocooning t...

Euromonitor International's Video Games in Romania 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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