

## Video Games in Romania

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

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Video Games in Romania

Euromonitor International

May 2023

### List Of Contents And Tables

#### VIDEO GAMES IN ROMANIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Growing video gaming culture underpins positive category performance

Console gaming increases vigorously

Smartphones and free-to-play games help to foster fast growth in mobile gaming

##### PROSPECTS AND OPPORTUNITIES

Bright prospects for video games in Romania

E-commerce to continue to develop and grow in video games

AR/VR headsets to see the highest retail value CAGR

##### 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 ROMANIA

##### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Video Games in Romania

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)