

Video Games in South Korea

Market Direction | 2023-05-31 | 26 pages | Euromonitor

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Report description:

As a strategy to overcome the post-pandemic era, following a surge in sales due to home seclusion for several years, many Korean game producers are targeting global sales instead of relying on the saturated domestic market. Therefore, they are focusing on developing console games, which continued to outperform computer games in 2022, while accounting for a large portion of the global games market. The rapid growth of console games can be attributed to a combination of the dramatic increase in sa...

Euromonitor International's Video Games in South Korea 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 SOUTH KOREA

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Expanding overseas by focusing on cross-play services is major strategy by domestic producers of video games

Category players look to improve ESG ratings

Limited share for other channels due to dominance of e-commerce

PROSPECTS AND OPPORTUNITIES

Slowing growth due to maturity in local market will intensify competition within subscription services

Players look to expand reach by launching "comprehensive content"

While gaming among the young is likely to remain a concern, players look to improve ESG ratings in the coming years

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