

## **Video Games in Spain**

Market Direction | 2023-05-26 | 24 pages | Euromonitor

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### **Report description:**

PPI

Euromonitor International's Video Games in Spain 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 SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retail volume declines for static consoles, while Nintendo Switch retains its lead

Console games (physical) recover, but digital computer games dominate

Nintendo retains its top spot, taking the lead in video games software

PROSPECTS AND OPPORTUNITIES

Digital gaming increases, with high growth for online and mobile options

Hand-held consoles increase in popularity as innovation spikes interest

AR/VR headsets increase growth, however, price remains a challenge

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