

Video Games in the Philippines

Market Direction | 2023-09-05 | 22 pages | Euromonitor

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Report description:

Video games experienced a healthy performance in 2022, although the rate of growth in constant value terms was much lower than previous years of the review period. As casual gamers returned to their pre-pandemic lifestyles and spent more time outside the home, they allocated a higher proportion of their budgets towards other experiences, such as travel. Despite that, sales continued to grow, due to the rising popularity of esports and social media engagement, which served to increase purchases b...

Euromonitor International's Video Games in Philippines 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 THE PHILIPPINES

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Healthy performance in 2022, with mobile games dominating sales

Recovery for video games hardware, although supply shortages remain

ByteDance Ltd continues to dominate the market, while miHoYo Co gains traction

PROSPECTS AND OPPORTUNITIES

Mobile games will remain key driver of growth

Esports and brand partnership will play a major role

Digitalisation and advancements in technology will have negative impact on hardware and physical games sales

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