

## **Video Games in Spain**

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

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### **Report description:**

Due to stock disruption, inflation and reduced purchasing power, static consoles experienced a decrease in retail volume in 2022. The elimination of COVID-19 restrictions was another factor that marked the slowed down of the video games market, as users have resumed their normal out-of-home activities with less drive and motivation to invest in video games. Despite the decrease in market volume and value, the results also have to be viewed in comparison to the outstanding growth of 2021. While...

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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## Table of Contents:

Video Games in Spain  
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### List Of Contents And Tables

#### 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

##### 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 SPAIN

##### 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

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Summary 1 Research Sources

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