

Video Games in Indonesia

Market Direction | 2024-05-16 | 25 pages | Euromonitor

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Report description:

Video games in Indonesia saw an improved performance in 2023, when compared to the previous year. However the rate of current value growth remained significantly below the heights achieved in 2020 and 2021, largely due to individuals returning to their normal pre-pandemic lifestyles, which led to a decrease in the amount of time available for gaming. During the pandemic, many people became casual gamers as they looked for new sources of entertainment while confined to the home. However, followin...

Euromonitor International's Video Games in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 INDONESIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved performance in 2023, but economic uncertainty continues to weigh on growth

Static consoles and games lead growth, as low-income consumers, which represent the key target market for mobile games, cut back on discretionary purchases

Garena holds sway, thanks to continued popularity of Free Fire

PROSPECTS AND OPPORTUNITIES

Better times ahead, thanks to improved economic conditions

Static consoles will lead growth in hardware, while mobile games will benefit from consumer shift towards higher specification smartphones

Continued shift towards digital games

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