

Video Games in Italy

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

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Report description:

Static consoles were a key driver of value growth in video games in Italy during 2023, as there had been a delay in product deliveries to Italy during and after the COVID-19 pandemic. Existing console brands are still perceived as relatively new by Italian gamers, despite being already quite advanced in the product lifecycle. This applies to both the PlayStation 5 and Xbox Series, and so both are expected to remain in the spotlight for some time. Other consoles such as Nintendo Switch are foreca...

Euromonitor International's Video Games in Italy 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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