

Video Games in Japan

Market Direction | 2024-05-16 | 23 pages | Euromonitor

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Report description:

Video games in Japan saw slow current value growth in 2023, with growth driven by video games hardware. Thanks to PlayStation 5 finally seeing a significant boost to its sales, this category saw a double-digit current value increase in 2023. Sony Interactive Entertainment struggled to sell PlayStation 5 after its launch in November 2020. A bottleneck in the production of chips prevented a stronger boost to sales. Semiconductors was one of the products hardest-hit by supply issues globally in 202...

Euromonitor International's Video Games in Japan 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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Table of Contents:

Video Games in Japan
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List Of Contents And Tables

VIDEO GAMES IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hardware sells well, while software struggles

Dynamism for AR/VR headsets

Mobile games stagnates

PROSPECTS AND OPPORTUNITIES

Social activities by video games manufacturers in various forms

Mario and Pokemon likely to expand coverage

CATEGORY DATA

Table 1 Sales of Video Games by Category: Value 2018-2023

Table 2 Sales of Video Games by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Video Games: % Value 2019-2023

Table 4 LBN Brand Shares of Video Games: % Value 2020-2023

Table 5 NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 7 NBO Company Shares of Video Games Software: % Value 2019-2023

Table 8 Distribution of Video Games by Format: % Value 2018-2023

Table 9 Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 10 □Distribution of Video Games Software by Format: % Value 2018-2023

Table 11 □Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 12 □Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 13 □Forecast Sales of Video Games by Category: Value 2023-2028

Table 14 □Forecast Sales of Video Games by Category: % Value Growth 2023-2028

TOYS AND GAMES IN JAPAN

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 15 Sales of Toys and Games by Category: Value 2018-2023

Table 16 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 18 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 19 Distribution of Toys and Games by Format: % Value 2018-2023

Table 20 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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