

Video Games in Malaysia

Market Direction | 2024-05-16 | 24 pages | Euromonitor

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Report description:

Overall, video games saw current value growth in Malaysia in 2023. Sony's PS4 and PS5 contributed to significant volume sales in static consoles in 2023, with sales supported by PS5 stock availability and also the availability of the newer version, PS5 slim model with detachable Blu-ray drive bundle. These consoles remain popular amongst adult gamers and hardcore gamers to whom they appeal with their high-quality graphics and interesting game titles, which are appropriate for adults. In contrast...

Euromonitor International's Video Games in Malaysia 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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