

Video Games in South Korea

Market Direction | 2024-05-17 | 26 pages | Euromonitor

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Report description:

In 2023, video games in South Korea experienced a notable current value decline. This turnaround, after years of growth, was propelled by various factors, foremost among them being the waning impact of COVID-19, which led to a resurgence in outdoor activities and reduced reliance on indoor entertainment options such as gaming. Simultaneously, the rise of alternative leisure platforms, particularly the widespread adoption of OTT services offering diverse content, was another reason for the decrea...

Euromonitor International's Video Games in South Korea 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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