

Video Games in the Philippines

Market Direction | 2024-05-16 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Video games continued to outperform traditional toys and games in 2023, with the category continuing to record healthy growth in current value terms despite the challenging market conditions. Nonetheless, the picture varied between the performance of video games hardware and video games software, with former only seeing modest growth in 2023 as financial pressures forced consumers to reign in their spending. In contrast, mobile games and online games and subscriptions continued to fuel demand fo...

Euromonitor International's Video Games in Philippines 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Video Games in the Philippines
Euromonitor International
May 2024

List Of Contents And Tables

VIDEO GAMES IN THE PHILIPPINES

KEY DATA FINDINGS

2023 DEVELOPMENTS

The enduring appeal of Nintendo Switch in the Philippines

PlayStation 5 gains appeal as more than just a gaming device

Mobile games remains the driving force of growth in video games in 2023

PROSPECTS AND OPPORTUNITIES

E-commerce transforming the way people buy video games in the Philippines with Nintendo eShop playing a prominent role

Apple Vision Pro proving an exciting glimpse at the future potential of VR gaming

New Nintendo Switch expected in 2025

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 THE PHILIPPINES

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Video Games in the Philippines

Market Direction | 2024-05-16 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com