

Video Games in Germany

Market Direction | 2024-06-10 | 24 pages | Euromonitor

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Report description:

Video games in Germany continued to record positive growth in 2023 as the trend for gaming remained prevalent, ensuring value sales remained significantly higher than pre-pandemic levels. The category has acquired a huge number of gamers in Germany, especially during the pandemic, and although the number is now reaching the optimal phase, these "new" gamers continued to invest in their hobby in 2023.

Euromonitor International's Video Games in Germany 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Trend towards mobile and digital games in Germany

PlayStation 5 and Xbox Series are booming, while Nintendo Switch struggles

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