

Video Games in Switzerland

Market Direction | 2024-06-13 | 23 pages | Euromonitor

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Report description:

As video games in Switzerland benefits from a good and growing following for gaming (around 60% of Swiss consumers play video games at least occasionally), retail current value sales continued to rise strongly in 2023. The motivations for gaming varied widely, ranging from relaxation/unwinding to a time filler and from a group activity (social events, playing with friends and family) to competitive gaming. Competitive gamers are the most likely to engage in e-sports and battle events, which rema...

Euromonitor International's Video Games in Switzerland 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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Highly fragmented offer caters to the wide range of gamers

Digital focus favours retail e-commerce

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