

Video Games in France

Market Direction | 2024-05-16 | 25 pages | Euromonitor

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Report description:

Video games was the big winner in France in 2023, supported by the significant rebound in video games hardware sales, which successfully resolved supply chain challenges previously encountered with static consoles. Moreover, a surge in volume sales helped offset inventory issues from the previous year, encouraging consumers to invest in new hardware equipment - particularly noted with sales of PlayStation 5 (Sony Computer Entertainment France SA).

Euromonitor International's Video Games in France 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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VIDEO GAMES IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound of video games hardware boosts overall category sales

Balance of e-commerce and in-store sales for hardware, with click-and-collect options popular

Software offers mixed results, depending on the games platform

PROSPECTS AND OPPORTUNITIES

Sales set to normalise after hardware boom, with key areas to watch

Software likely to attract low investment, unless games are aligned with new hardware launches

Online and mobile games set for opportunities - if the price is right

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