

Video Games in South Korea

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Table of Contents

Video Games in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expanding overseas by focusing on cross-play services is major strategy by domestic producers of video games

Category players look to improve ESG ratings

Limited share for other channels due to dominance of e-commerce

PROSPECTS AND OPPORTUNITIES

Slowing growth due to maturity in local market will intensify competition within subscription services

Players look to expand reach by launching “comprehensive content”

While gaming among the young is likely to remain a concern, players look to improve ESG ratings in the coming years

CATEGORY DATA

Table 1 - Sales of Video Games by Category: Value 2017-2022

Table 2 - Sales of Video Games by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Video Games: % Value 2018-2022

Table 4 - LBN Brand Shares of Video Games: % Value 2019-2022

Table 5 - NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 6 - LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 7 - NBO Company Shares of Video Games Software: % Value 2018-2022

Table 8 - Distribution of Video Games by Format: % Value 2017-2022

Table 9 - Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 10 - Distribution of Video Games Software by Format: % Value 2017-2022

Table 11 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 12 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 13 - Forecast Sales of Video Games by Category: Value 2022-2027

Table 14 - Forecast Sales of Video Games by Category: % Value Growth 2022-2027

Toys and Games in South Korea - Industry Overview

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 15 - Sales of Toys and Games by Category: Value 2017-2022

Table 16 - Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Toys and Games: % Value 2018-2022

Table 18 - LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 19 - Distribution of Toys and Games by Format: % Value 2017-2022

Table 20 - Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 21 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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