

Video Games in Malaysia

May 2023

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Video Games in Malaysia - Category analysis

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2022 DEVELOPMENTS

Mobile games a key driver in video games spending

Static consoles and handheld consoles showing signs of decline

Brick-and-mortar local video games stores riding on strong walk-in preference of local gamers

PROSPECTS AND OPPORTUNITIES

Markets for refurbished static consoles and handheld consoles and console discs continue to swell

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Room for growth in AR/VR headsets with newcomer offering a more affordable alternative

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