

Video Games in Hong Kong, China

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Video Games in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Nintendo Switch game sales record high growth as major IP games perform beyond expectations
Value sales of PlayStation 5/Xbox Series X increase significantly due to supply limits being lifted
AR/VR headsets sees growth falter despite new product releases, as metaverse usage declines

PROSPECTS AND OPPORTUNITIES

Logitech and Asus releases show promise for competition in static consoles
Commercial success of Super Mario Bros Movie opens gateway to future collaborative video games films
Upcoming release schedules of popular Triple-A titles will continue to bolster the growth of video games

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