

Video Games in China

May 2023

Table of Contents

Video Games in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Video games suffers its first decline for many years Volume sales of video games hardware continue to decline due to supply shortages and weak demand miHoYo increases its share and takes third place in video games, behind Tencent and NetEase

PROSPECTS AND OPPORTUNITIES

Will Al disrupt the future of video games? The benefits of cloud gaming remain to be seen AR/VR headsets promises growth in a post-pandemic future

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 Software by Format: % Value 2017-2022
Table 10 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022
Table 11 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022
Table 13 - Forecast Sales of Video Games by Category: % Value Growth 2022-2027

Toys and Games in China - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/video-games-in-china/report.