

# Video Games in Malaysia

May 2024

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# Video Games in Malaysia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sony's static console aids growth in video games hardware

Console games (digital) and mobile games key drivers in video games category

E-sports gaining in popularity as it turns mainstream

## PROSPECTS AND OPPORTUNITIES

Spending on video games likely to be unaffected by tax hike on digital services Rumoured new Nintendo Switch static console could aid growth for brand and category Potential growth for AR/VR in the country

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