

Video Games in Latin America

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Abstracts

Latin America is starting to see recovery in its video game market, as years of slow growth caused by economic and political issues in the region subsided somewhat in 2017, allowing new consoles and mobile gaming to expand once more. This recovery, however, is very fragile, and video game players will need to be cautious, especially as the region continues to favour new titles from small companies in mobile gaming.

Euromonitor International's Video Games in Latin America global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Contents

Introduction
Regional Overview
Leading Companies and Brands
Forecast Projections
Country Snapshots

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