

Video Games in Switzerland

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Abstracts

The Swiss video game industry is expanding and evolving, boosted by technological advancements, a growing gaming audience, and the introduction of next-generation consoles such as the PlayStation 5 and Xbox Series X/S. These consoles provide gamers with a cross-platform gaming experience, allowing them to play games online with friends using different devices. The online and mobile market, in combination with AR/VR headsets, creates a booming gaming industry in Switzerland. Swiss gamers benefit...

Euromonitor International's Video Games in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Video Games Hardware, Video Games Software.

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

Why buy this report?

Get a detailed picture of the Video Games market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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