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Video Games in Ukraine

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Abstracts

Video games hardware experienced remarkable growth in 2023 in Ukraine, largely driven by the rebound in imports compared to the previous year, resulting in the resurgence of leading companies like Sony Ukraine TOV. Notably, Sony Ukraine TOV witnessed a threefold increase in revenue during the same period, solidifying its position as a key player in the area. Concurrently, Video Games Software saw growth primarily propelled by digital platforms, while physical sales continued to decline. This shi...

Euromonitor International's Video Games in Ukraine 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;

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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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May 2024

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