

Video Games in Ukraine

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Abstracts

Video games benefitted from COVID-19. Unlike traditional toys and games, the weakening economy did not affect consumers' demand. Current value registered a double-digit value increase in 2020 and was higher than 2019 growth. Consumers prioritised hometainment over outdoor activities due to both COVID-19 restrictions and a decline in disposable incomes. Playing video games with the family became far more common due to home seclusion and with people having much more time on their hands.

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 2016-2020, 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 2025 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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