

Video Games in Western Europe

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Abstracts

Video games was a major beneficiary of Coronavirus (COVID-19), with sales rebounding from 2019's decline to see dynamic growth in 2020. Home seclusion, due to lockdowns and working/learning from home, drove video games demand in 2020, with non-essential retail closures not a major problem, as consumers were happy to make their video game purchases online. Growth will remain strong in 2021, with continued lockdowns, and should remain in positive territory throughout the forecast period.

Euromonitor International's Video Games in Western Europe 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.

Why buy this report?

Get a detailed picture of the Toys and 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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