

Video Games in Hungary

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Abstracts

Due to the declining spending power of consumers and their changing purchasing habits value sales of video games, especially video games hardware, declined in 2010, particularly as the newest games and hardware are expensive. As there were no significant software product launches in 2010, demand for video games did not increase.

Euromonitor International's Video Games in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, 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 2015 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Video Games by Category: Value 2005-2010

Table 2 Sales of Video Games by Category: % Value Growth 2005-2010

Table 3 Video Games Software by Type: % Value Breakdown 2005-2010

Table 4 Video Games Company Shares by Value 2008-2010

Table 5 Video Games Brand Shares by Value 2008-2010

Table 6 Video Games Hardware Company Shares by Value 2008-2010

Table 7 Video Games Hardware Brand Shares by Value 2008-2010

Table 8 Video Games Software Company Shares by Value 2008-2010

Table 9 Video Games Software Brand Shares by Value 2008-2010

Table 10 Sales of Video Games by Distribution Format: % Analysis 2005-2010

Table 11 Sales of Video Games Hardware by Distribution Format: % Analysis
2005-2010

Table 12 Sales of Video Games Software by Distribution Format: % Analysis
2005-2010

Table 13 Forecast Sales of Video Games by Category: Value 2010-2015

Table 14 Forecast Sales of Video Games by Category: % Value Growth 2010-2015

Comgame 576 Kft in Toys and Games (hungary)

Strategic Direction

Key Facts

Summary 1 Comgame 576 Kft: Key Facts

Summary 2 Comgame 576 Kft: Operational Indicators

Internet Strategy

Company Background

Private Label

Production

Competitive Positioning

Executive Summary

Value Sales Decline in Toys and Games

Declining Number of Potential Consumers Negatively Affects Value Sales

Multinational Manufacturers Lead the Market

Traditional Toys and Games Increasingly Sold in Hypermarkets

Growth Is Expected Over the Forecast Period

Key Trends and Developments

Seasonality Is Very Strong in Traditional Toys and Games

Traditional Games Distribution Shifts Toward Hypermarkets and Online Portals

Domestic Companies Struggle To Enter the Market

Increasing Interactivity Gives A New Boost To Video Games Hardware Sales

Changing Consumer Habits Impact Video Games

Licensed Toys and Games Boost Sales

Market Data

Table 15 Sales of Toys and Games by Category: Value 2005-2010

Table 16 Sales of Toys and Games by Category: % Value Growth 2005-2010

Table 17 Toys and Games Company Shares by Value 2008-2010

Table 18 Toys and Games Brand Shares by Value 2008-2010

Table 19 Sales of Toys and Games by Distribution Format: % Analysis 2005-2010

Table 20 Forecast Sales of Toys and Games by Category: Value 2010-2015

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2010-2015

Sources

Summary 3 Research Sources

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