

# Video Games in Italy

<https://marketpublishers.com/r/VE610A401C4EN.html>

Date: May 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: VE610A401C4EN

## Abstracts

In the main years of the Coronavirus (COVID-19) pandemic, 2020 and 2021, consumers increased their use of video games to kill time and spend time with family and friends, if often remotely. However, retail current value sales of video games started to see a slowdown in growth terms as the pandemic situation eased and consumers returned to out-of-home work, school, social and leisure and entertainment norms. Thus, they spent more time away from home, not least for alternative entertainment experi...

Euromonitor International's Video Games in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

## Contents

### VIDEO GAMES IN THE NETHERLANDS

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Video games enjoy growth despite inflation

Cloud gaming is still at a nascent stage

AR/VR headsets continue to grow, but market is unstable as competition remains low

#### PROSPECTS AND OPPORTUNITIES

Video games is set to grow, albeit at a slower rate

Cloud gaming potential

Competition in AR/VR likely to remain low as market remains niche

#### CATEGORY DATA

Table 1 Sales of Video Games by Category: Value 2017-2022

Table 2 Sales of Video Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Video Games: % Value 2018-2022

Table 4 LBN Brand Shares of Video Games: % Value 2019-2022

Table 5 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 6 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 7 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 8 Distribution of Video Games by Format: % Value 2017-2022

Table 9 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 10 Distribution of Video Games Software by Format: % Value 2017-2022

Table 11 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 12 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 13 Forecast Sales of Video Games by Category: Value 2022-2027

Table 14 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

### TOYS AND GAMES IN THE NETHERLANDS

#### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Nintendo increases sales through video games software, overtaking Activision Blizzard

E-commerce continues to grow, albeit at a slower rate in 2022

What next for toys and games?

#### MARKET DATA

Table 15 Sales of Toys and Games by Category: Value 2017-2022

Table 16 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 18 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 19 Distribution of Toys and Games by Format: % Value 2017-2022

Table 20 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 21 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Video Games in Italy

Product link: <https://marketpublishers.com/r/VE610A401C4EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VE610A401C4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970