



Euromonitor
International

Video Games in China

June 2025

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2024 DEVELOPMENTS

Video games software drives sales and growth, with interest in titles of local importance

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Licensed toys, collectibles, and kidults set to drive expansion in traditional toys and games
Mobile games, subscriptions, and cross-platform models set to drive growth in video games
Continued importance of local culture in both traditional and video games

COMPETITIVE LANDSCAPE

Kayou and Pop Mart thrive, while Yaoji and Yeloli struggle
Game Science challenges global competitors with console game launch
DNF Mobile launch boosts game sales due to extending a classic IP
Tencent acquires EasyBrain, Space Ape, Kuloo Games, and invests in Ubisoft spin-off
Interactive toy BubblePal gains prominence

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