



# Video Games in Taiwan

May 2024

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## Video Games in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong retail value growth in 2023 as video games remain highly popular entertainment options  
Widespread internet access contributes to a shift to digital  
Local governments offer support to video games but concerns remain

#### PROSPECTS AND OPPORTUNITIES

Nintendo Switch to continue to see investment in the market  
Mobile games to benefit from affordable internet access costs and collaboration with renowned IPs  
Collaborations among key players can be win-win strategies for all parties

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