



Video Games in France

May 2024

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Video Games in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound of video games hardware boosts overall category sales
Balance of e-commerce and in-store sales for hardware, with click-and-collect options popular
Software offers mixed results, depending on the games platform

PROSPECTS AND OPPORTUNITIES

Sales set to normalise after hardware boom, with key areas to watch
Software likely to attract low investment, unless games are aligned with new hardware launches
Online and mobile games set for opportunities – if the price is right

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