



Euromonitor
International

Video Games in Brazil

May 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordable prices push growth for static consoles and increase adoption
Impact of mobile games on sales of hand-held consoles
Local video games software development continues, but still depends on abroad

PROSPECTS AND OPPORTUNITIES

Companies will target later adopters to continue growing in video games hardware
Online games and subscriptions gains a local ally
Legal framework expected to foster the development of a national video games market

CATEGORY DATA

Table 1 - Sales of Video Games by Category: Value 2018-2023
Table 2 - Sales of Video Games by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Video Games: % Value 2019-2023
Table 4 - LBN Brand Shares of Video Games: % Value 2020-2023
Table 5 - NBO Company Shares of Video Games Hardware: % Value 2019-2023
Table 6 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023
Table 7 - NBO Company Shares of Video Games Software: % Value 2019-2023
Table 8 - Distribution of Video Games by Format: % Value 2018-2023
Table 9 - Distribution of Video Games Hardware by Format: % Value 2018-2023
Table 10 - Distribution of Video Games Software by Format: % Value 2018-2023
Table 11 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023
Table 12 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023
Table 13 - Forecast Sales of Video Games by Category: Value 2023-2028
Table 14 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

Toys and Games in Brazil - Industry Overview

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for toys and games?

MARKET DATA

Table 15 - Sales of Toys and Games by Category: Value 2018-2023
Table 16 - Sales of Toys and Games by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Toys and Games: % Value 2019-2023
Table 18 - LBN Brand Shares of Toys and Games: % Value 2020-2023
Table 19 - Distribution of Toys and Games by Format: % Value 2018-2023
Table 20 - Forecast Sales of Toys and Games by Category: Value 2023-2028
Table 21 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/video-games-in-brazil/report.