



**Euromonitor  
International**

# Video Games in Australia

June 2025

Table of Contents

## Video Games in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong performance driven by increasing interest in digital content

Chart 1 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Video games software growth is driven by digital social interaction

Chart 2 - Analyst Insight

Black Shark AI and Microsoft create realistic immersion for flight simulator

Chart 3 - Microsoft Flight Simulator Incorporates Latest in Generative AI

Roblox and PUBG partnerships boost engagement through exclusive content

Chart 4 - Roblox Collaborates with Singer Charli XCX

Sega explores subscription gaming service, intensifying competition and increasing player loyalty

#### WHAT'S NEXT?

Video games software set to continue driving category sales

AI and the metaverse to increasingly influence future development

Further penetration of mobile games driven by accessibility and low entry costs

#### COMPETITIVE LANDSCAPE

Microsoft's leadership is supported by its strength in video games software

Hazelight finds success with story-driven cooperative adventures

Kadokawa and Sony collaborate to expand gaming presence

#### CHANNELS

Retail e-commerce retains dominant distribution for video games

Woolworths and Big W Minecraft promotion looks to leverage film launch

#### COUNTRY REPORTS DISCLAIMER

## Toys and Games in Australia - Industry Overview

### EXECUTIVE SUMMARY

Kidults and video games drive overall growth in 2024

### KEY DATA FINDINGS

Chart 5 - Key Trends 2024

#### INDUSTRY PERFORMANCE

Video games drives sales and growth overall

McDonald's leverages nostalgia with Pokémon Happy Meals to target kidults

Chart 6 - McDonald's Partners with Pokémon

Funko leverages blind boxes to drive collectability and repeat purchases

Chart 7 - Funko Introduces Bitty Pop! 4-pack Collection

#### WHAT'S NEXT?

Video games anticipated to continue driving growth of toys and games

Chart 8 - Analyst Insight

Affordability and social media to drive growth of traditional toys and games

Online sales will continue to dominate but potential social media ban might reduce marketing access to younger consumers

#### COMPETITIVE LANDSCAPE

Microsoft and Electronic Arts lead overall, driven by growth in digital games  
Pop Mart expands, driven by Labubu popularity and repeat custom  
Kadokawa and Sony alliance to enhance games' global footprint  
Pokémon taps nostalgia trend with new mobile application  
Nintendo and Sea Life partnership leverages brand strengths to enhance engagement  
Chart 9 - Nintendo Announces Partnership with Sea Life Sydney Aquarium

## CHANNELS

Kmart broadens toy offerings while e-commerce growth is gradual  
EB Games uses subscriptions to retain customers amid retail challenges

## ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2019-2029  
Chart 11 - PEST Analysis in Australia 2024

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Australia 2024  
Chart 13 - Consumer Landscape in Australia 2024

## COUNTRY REPORTS 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-australia/report](https://www.euromonitor.com/video-games-in-australia/report).