



Video Games in Indonesia

May 2024

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Video Games in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved performance in 2023, but economic uncertainty continues to weigh on growth

Static consoles and games lead growth, as low-income consumers, which represent the key target market for mobile games, cut back on discretionary purchases

Garena holds sway, thanks to continued popularity of Free Fire

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Better times ahead, thanks to improved economic conditions

Static consoles will lead growth in hardware, while mobile games will benefit from consumer shift towards higher specification smartphones

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