

# Video Games in Western Europe

October 2021

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Key findings

## REGIONAL OVERVIEW

Western European sales in line with global levels in 2020

Western Europe expected to see a weaker forecast period performance

The UK, already the region's biggest market, drives growth in 2020

Hardware performance sees a major turnaround between 2019 and 2020

Video games software adds the bulk of new sales over 2015-2020

COVID-19 a major factor in the video games performance in 2020

E-commerce already dominates sales in 2019...

...with the pandemic further boosting its share in 2020

## LEADING COMPANIES AND BRANDS

Leading players have a mixed 2015-2020 period

Nintendo enjoys another good year in 2020

The UK is the biggest market for half of the top 10 players

Oculus moves up the rankings over 2015-2020

## FORECAST PROJECTIONS

Video games to continue seeing positive annual growth rates...

...albeit at slower rates over the forecast period than in 2015-2020

## COUNTRY SNAPSHOTS

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France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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