

# Video Games in the Netherlands

May 2024

Table of Contents

## Video Games in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Video games players invest in various strategies to keep players engaged, as industry struggles with profitability  
Static consoles see strong growth, driven by PS5, while AR/VR headsets remain niche market  
New regulations have negative impact on mobile games

#### PROSPECTS AND OPPORTUNITIES

Remote play to drive growth in video game hardware  
Further consolidation is likely in view of layoffs within the industry  
Video gaming software players are likely to keep costs low and drive growth through existing IPs

#### 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 the Netherlands - 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-the-netherlands/report](http://www.euromonitor.com/video-games-in-the-netherlands/report).