

Video Games in Hong Kong, China

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Video Games in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further growth for Nintendo Switch as major IP games perform beyond expectations Positive performances for PlayStation and Xbox Series X due to supply limits being lifted Slowing sales for AR/VR headsets despite new product release as metaverse usage declines

PROSPECTS AND OPPORTUNITIES

Logitech/Steam Deck releases show promise for competition in static consoles Commercial success of The Super Mario Bros. Movie opens gateway to future collaborative video game films Upcoming release schedules of popular Triple A titles will continue to bolster growth of video games

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