



# Video Games in France

May 2024

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## Video Games in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound of video games hardware boosts overall category sales  
Balance of e-commerce and in-store sales for hardware, with click-and-collect options popular  
Software offers mixed results, depending on the games platform

#### PROSPECTS AND OPPORTUNITIES

Sales set to normalise after hardware boom, with key areas to watch  
Software likely to attract low investment, unless games are aligned with new hardware launches  
Online and mobile games set for opportunities – if the price is right

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