



Building Interactive Reports with R



VIDEO GAMES

Here is what people think

Team 8

WELCOME TO GAMING WEEK

Company Name: GameZone

Description: Custom design

Size: MidSize

Location: United States of America

Mission: Bring your favorite game characters to life

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Videogame industry size

262 BILLION (2023)

USD

expected to grow to

312 BILLION (2027)

USD

PwC, 2024

COSPLAY INDUSTRY

10 MILLION
Cosplayers in the world

Konvoy, 2023

4.8 BILLION
spending in costumes

Konvoy, 2023

GAMESCOM STATS

320K

visitors from 116
countries

Gamescom, 2023

1.2K

expositors
(76% international)

Gamescom, 2023

”

Understand the **latest trends** in the video
game industry to stay ahead of the
competition.

INSIGHTS



Action-adventurous games are the most popular:

Elder Ring

Red Dead Redemption

Mass Effect

Dark Souls

THANK YOU!

Team 8

SOURCES:

PwC. (2024, July 24). Emerging technology trends in the gaming industry. <https://www.pwc.com/us/en/tech-effect/emerging-tech/emerging-technology-trends-in-the-gaming-industry.html>

Konvoy Ventures. (n.d.). A fast-growing market of high spenders. [Konvoy Website]. <https://www.konvoy.vc/content/a-fast-growing-market-of-high-spenders>