

# Video Games in South Korea

July 2025

**Table of Contents** 

## Video Games in South Korea - Category analysis

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Al and further shift towards digital content shape performance of video games

Chart 1 - Key Trends 2024

## INDUSTRY PERFORMANCE

Growth of video games software driven by digital sales

Pikmin pop-up store drives customer acquisition with collectibles

Chart 2 - Pikmin Leads Game IP Push into Offline Collectibles

Krafton partners with McLaren and NVIDIA to enhance user engagement

Chart 3 - Krafton And McLaren Mobile Game Partnership

## WHAT'S NEXT?

Video games software set to drive future growth

Al personalisation and strategic partnerships drive video game changes

Chart 4 - Analyst Insight

Local games studios consider overseas expansion as regulations could hinder in-game purchases

## COMPETITIVE LANDSCAPE

Nexon strengthens leadership through user experience focus

Pikmin's appealing characters gain popularity among millennials and Generation Z

Companies look to strengthen positions through acquisitions

Krafton invests in studios, and launches Al-powered community simulation game

## **CHANNELS**

Retail e-commerce dominates distribution amid in-app purchase growth

Nikke and Pikmin pop-ups boost experiential retail engagement

## COUNTRY REPORTS DISCLAIMER

## Toys and Games in South Korea - Industry Overview

## **EXECUTIVE SUMMARY**

Collectibles, kidults and digital content help drive positive performance

## **KEY DATA FINDINGS**

Chart 5 - Key Trends 2024

## INDUSTRY PERFORMANCE

Largest category of video games registers most dynamic performance overall

Chart 6 - Analyst Insight

Gachapon trend expands, influencing marketing beyond toys and games

Chart 7 - From Gachia Park to Hypermarkets

Bigglz uses Al to enhance toy customisation and engagement

DAY6's DENIMALZ merchandise leverages customisation to engage fans

Chart 8 - JYP's DENIMALZ Campaign Charms Fans

## WHAT'S NEXT?

Video games to continue driving growth of toys and games

Al to drive development in toys and games

Chart 9 - Krafton Bets on Al with InZOI Launch

Gacha marketing to gain further traction, but this will be more of a challenge for video games

Change to chat feature for Among Us alienates Generation Alpha

## COMPETITIVE LANDSCAPE

Leader Nexon uses Al marketing, while Catch Teenieping gains notable share in dolls and accessories Pikmin game resonates with millennials and Generation Z for providing enjoyment Neptune diversifies via independent studio investment; Aurora World acquires Mary Meyer

#### **CHANNELS**

Retail e-commerce expansion driven by changing industry and pre-order systems

Gacha retail model helps to boost toys and games, while expanding across consumer goods

#### **ECONOMIC CONTEXT**

Chart 10 - Real GDP Growth and Inflation 2019-2029 Chart 11 - PEST Analysis in South Korea 2024

## CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in South Korea 2024 Chart 13 - Consumer Landscape in South Korea 2024

## COUNTRY REPORTS 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-south-korea/report.