

Video Games in Ukraine

July 2025

Table of Contents

Video Games in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New launches and higher consumer engagement drive dynamic growth

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games software drives growth, boosted by smartphones and increased engagement

Greater recognition for video games developed in Ukraine

Chart 2 - Ukrainian Developed Titles Receives Global Recognition with S.T.A.L.K.E.R 2 Video Game

Rising importance of subscription services as consumers value access to vast games libraries

Boosteroid partners Microsoft and Mercedes-Benz as cloud gaming gains traction

Fashion brands partner with games developers for in-game apparel and merchandise

WHAT'S NEXT?

Video games hardware set to see the fastest expansion during the forecast period

The highest sales will still be accounted for by video games software

Kidult trend anticipated to drive growth

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Sony maintains its lead, while Microsoft maintains its rising trend

Local developers GSC Game World and Room 8 Group expand their capabilities

S.T.A.L.K.E.R. 2 drives demand for hardware and reflects national identity

Reburn unveils a new sci-fi shooter, La Quimera, to broaden its scope

EQT acquires Keywords Studios to expand its presence in video games

id Software combines Doom with medieval dark fantasy elements

CHANNELS

Retail e-commerce maintains its lead as the preference for digital software increases

Digital platforms compete through the user experience and pricing strategies

Microsoft's inclusion of Call of Duty on Xbox Cloud Gaming boosts cloud gaming and retail e-commerce

Chart 4 - Xbox Cloud Gaming Launches Three Call of Duty Titles, Aiding Cloud Gaming Adoption

COUNTRY REPORTS DISCLAIMER

Toys and Games in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Solid growth driven by video games, kidults, and localisation

KEY DATA FINDINGS

Chart 5 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games exhibits the strongest growth within toys and games

International recognition for Ukrainian games

Kiddisvit uses collectibles to educate children about Ukrainian culture

Chart 6 - Borsch Collectibles Successfully Integrating Cultural Education

Rozum and Nerd agency expand market presence through partnerships

Chart 7 - Tara Duncan Brand Liscencing Partnership Introduces Toys and Merchandice

WHAT'S NEXT?

Video games to lead growth in toys and games over the forecast period

Cloud gaming will reshape consumer behaviour and necessitate business adaptation

Patriotic and localised themes set to gain ground

Chart 8 - Analyst Insight

Tigres and Lord of Boards find success with eco-friendly materials and original concepts

Companies will need to learn from previous mistakes in tech-integrated toys

COMPETITIVE LANDSCAPE

Sony Corp maintains its lead, but local companies perform well

Unique strategies and offerings by Ukrainian companies

TechnoK, Faraday, and Rozum introduce new products

New titles and company shifts impact the video games competitive landscape

CHANNELS

Rozetka gains prominence as retail e-commerce drives sales of toys and games

The move towards retail e-commerce is set to continue

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2019-2029

Chart 10 - PEST Analysis in Ukraine 2024

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Ukraine 2024

Chart 12 - Consumer Landscape in Ukraine 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 focusing 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-ukraine/report.