

Survey on the retro video game and Japanese import market

I am carrying out a small study on the market for retro video games and Japanese imports in Spain and Europe.

Are we experiencing a real revival of physical games and Japanese retro, or just a vintage wave that will pass?

The goal is to understand how **specialised stores** and sellers work: catalogue, types of customers, sales channels and what is really being seen at the counter.

The questionnaire has around 20–25 questions and takes about **4 minutes** to complete. Responses will be treated confidentially and no specific data about any store will be published, only aggregated results.

As a thank you, I will prepare a short **summary with the main conclusions** of the study (trends, platforms that are growing the most, channels that work best, etc.). At the end of the form you can leave an email address if you would like to receive that summary once it is ready.

Thank you very much for your time and for sharing your experience with retro.

* *Indica que la pregunta es obligatoria*

Store profile

1. Year the store opened

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- 0-2 years ago
- 3-5 years ago
- 6-10 years ago
- + 10 years ago

2. Type of business *

Selecciona todos los que correspondan.

- Physical store only
- Online store only
- Physical store + own online shop
- Physical store + marketplaces (eBay, Vinted, etc.)
- Marketplaces only
- Otro: _____

3. Approximate team size

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- 1 person
- 2-3 people
- 4-7 people
- More than 7 people

Catalogue and stock origin

4. Main platforms or product lines you are currently most focused on. *

Selecciona todos los que correspondan.

- Super Famicom / Super Nintendo
- Mega Drive / Saturn / Dreamcast
- PS1
- PS2
- N64
- GameCube
- Handhelds (GB, GBA, DS, PSP, etc.)
- Neo Geo / sistemas premium
- Merchandise / figures / books
- Otro: _____

5. Approximately what percentage of your catalogue would you say is Japanese imports? *

Selecciona todos los que correspondan.

- 0-25 %
 26-50%
 51-75%
 76-100%

6. Main sources of stock *

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- Wholesale suppliers
 Japanese online auctions
 Buying from individuals / collectors
 Trips to Japan
 Otro: _____

Operations and volume (No exact numbers requested) Only investigation purpose

7. Approximate number of online orders per month

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- 0-50
 51-100
 101-250
 +250

8. Approximate average order value for online orders

Selecciona todos los que correspondan.

- Less than 10€
- 11-25€
- 26-50€
- 50-100€
- +100€

9. Share of each channel in your total sales

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	0-25%	26-50%	51-75%	76-100%
Physical store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Own website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketplaces (eBay, Vinted, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Which types of products have the highest turnover for you?

Selecciona todos los que correspondan.

- Cheap "entry level" games
- Mid-range games
- High-value collector pieces
- Merchandise / books / figures
- Hardware (consoles, accessories)
- Otro: _____

11. Which factors carry the most weight when setting the price of a retro/import game? *

Selecciona todos los que correspondan.

- Condition and completeness (CIB, spine, extras)
- Real rarity (print run, demand)
- Recent prices on marketplaces
- Acquisition cost + associated expenses (shipping, customs, etc.)
- Other:

12. In general, how would you describe your average margins on retro/import video games? *

Selecciona todos los que correspondan.

- Very tight
- Tight but acceptable
- Comfortable on most products
- Very good on key collector items
- Other:

Customers

13. Main type of customer *

Selecciona todos los que correspondan.

- Completionist collector
- Casual collector
- Casual player
- People who buy occasionally for nostalgia
- Speculator / investor

14. Which channels work best for you to attract new customers? *

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- Instagram / X / TikTok
- Physical events (fairs, conventions)
- SEO
- Word of mouth / recommendations
- Other:

15. Looking at everything that is happening with retro and physical games, how do you see it from your experience? *

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- A real revival that still has room to grow
- A stable niche that has always been there, it just makes more noise now
- More of a vintage wave that will fade over time
- It depends a lot on the system and type of product
- We are not sure
- Other:

16. If you would like to elaborate on your answer, why do you see it that way?

17. In the last 2–3 years, on which systems or console families have you noticed the most retro “hype”? *

18. On which systems or games do you already notice “fatigue” or a bubble? *

19. Which day-to-day aspects of running a retro / Japanese import store do you think people do not see, but are the ones that consume most of your time and energy? *

20. Over the next 3–5 years, which systems, series or types of retro / Japanese import products do you think could gain prominence? Your “behind-the-counter” feeling is enough, no need to go into numbers or secrets *

21. Would you like us to send you a brief summary with the general conclusions of the study once it is ready? *

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Yes

No

22. If you selected yes, please leave a contact email here

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