



GAMING SALES TRENDS IN NORTH AMERICA

2000-2009

Ida Högquist
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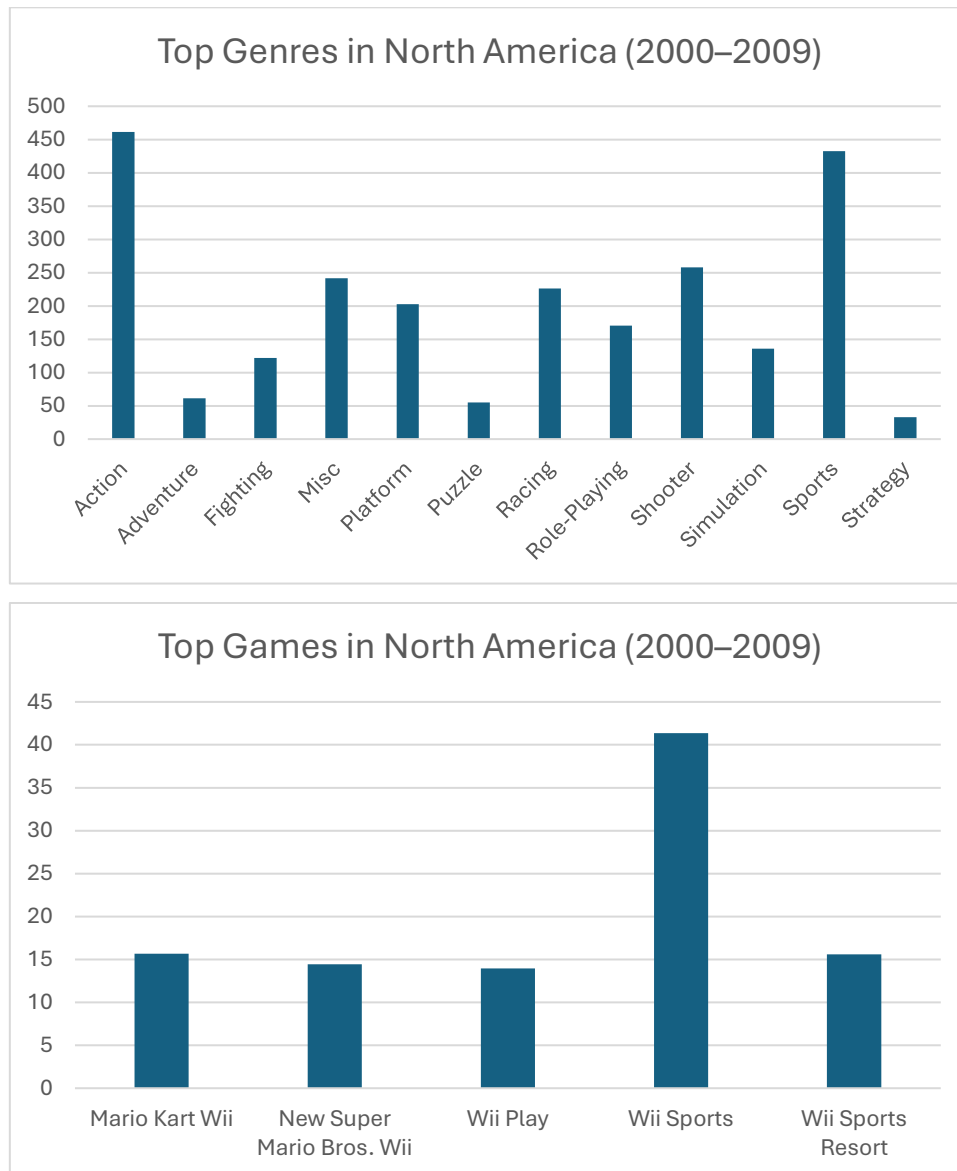
Introduction

This report is written formally and chosen for its suitability in presenting in-depth research supported by data tables, charts and expert sources. It examines video game sales trends in North America between 2000 and 2009, with a focus on the most popular genres and platforms of the decade. The report also compares North American trends with those in Japan and globally. Additionally, this study includes a prediction on the sales performance of three major gaming consoles - the PlayStation 3, Xbox 360 and Nintendo Wii – for the period 2010 to 2019, based on trends observed in the earlier decade.

Sales Analysis (2000–2009)

Top Genres in North America

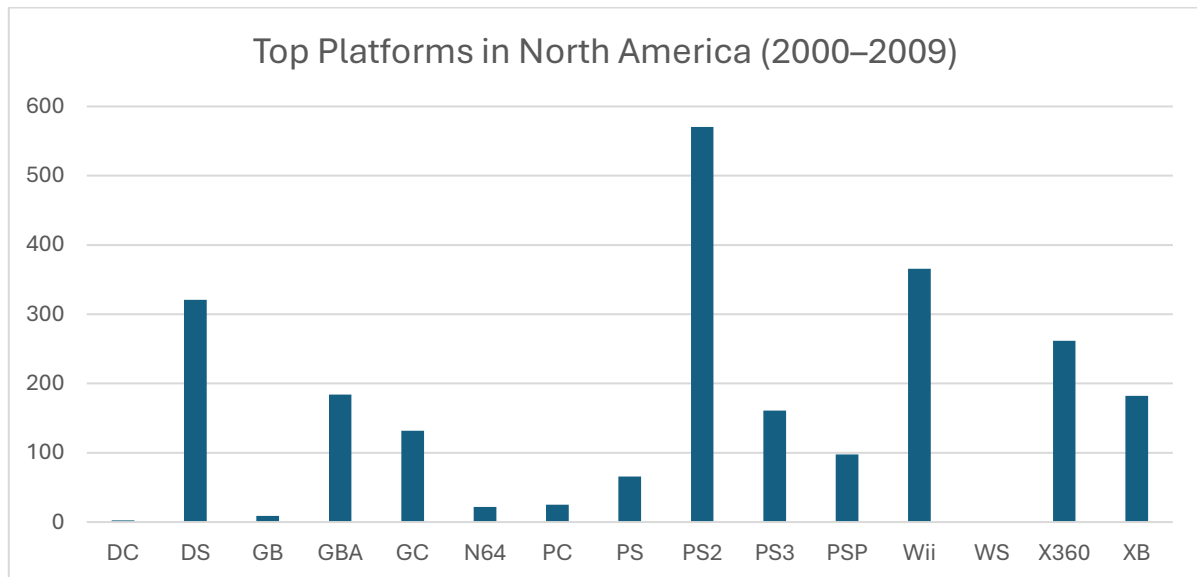
Between 2000 and 2009, the video game market in North America was dominated by the action, sports and shooter genres. Action games led total sales with 461.63 million units (Statista, 2022), however, the top individual best-sellers were primarily from the sports and racing genres, largely driven by Nintendo's Wii console. Wii Sports ranked first with 42.36 million units sold, followed by Mario Kart Wii with 15.88 million units (Statista, 2022).



These top titles highlight the strong influence of the Wii's motion-controlled, family-friendly games on the market. Although action and shooter genres had the highest total sales due to a large number of successful titles, the individual top-sellers were primarily Nintendo-exclusive sports and racing games, driven by the console's broad appeal to casual gamers (GamesRadar, 2015).

Top Platforms in North America

From 2000 to 2009, the North American video game market was dominated by three major platforms, the PlayStation 2, Nintendo Wii and Xbox 360.



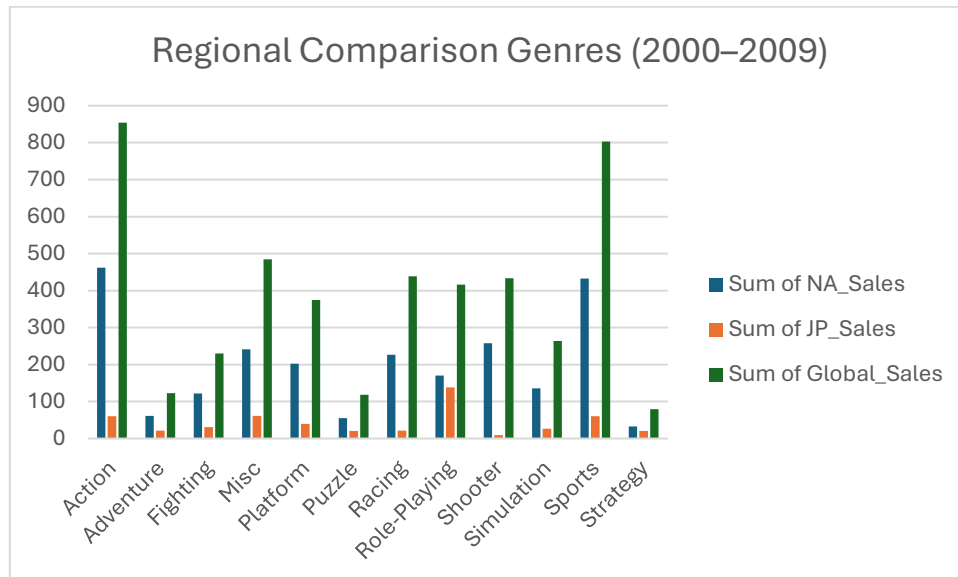
The PlayStation 2 (PS2) topped the charts. Its success came from a massive game library, compatibility with PlayStation 1 games and its built-in DVD player, which made it a popular choice for both gaming and watching movies (Wikipedia, 2025c).

The Nintendo Wii set a new standard for casual and family-friendly gaming by introducing motion controls. This innovative gameplay mechanic and the console's lower price point attracted diverse groups of players (Newzoo, 2020). As mentioned earlier, Wii Sports and Mario Kart Wii were the top selling games which contributed significantly to the console's popularity and second place (GamesRadar, 2015).

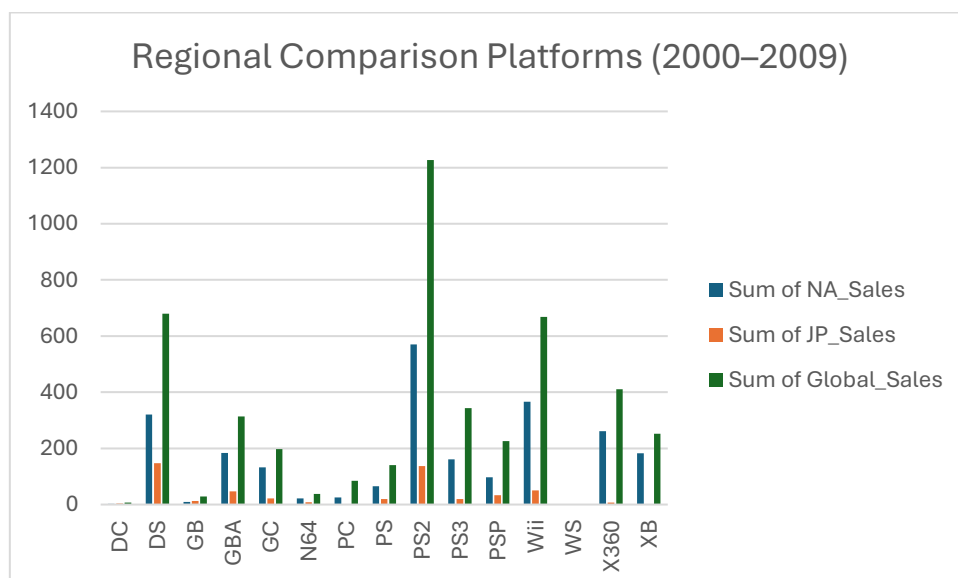
Close behind, The Xbox 360 gained traction through its strong online multiplayer platform via Xbox Live and the success of exclusive titles such as Halo 3 (Wikipedia, 2025a; Wikipedia, 2025b). Its earlier release in 2005, ahead of the PS3 and Wii, gave it a head start early on.

Market Comparison: North America, Japan and Global Trends

While North America favoured action, sports and shooter games from 2000 to 2009, the Japanese market displayed different preferences, with a stronger emphasis on Role-Playing Games (RPGs) and Platformers. Globally, sale trends aligned more closely with North America due to its larger market size and influence.



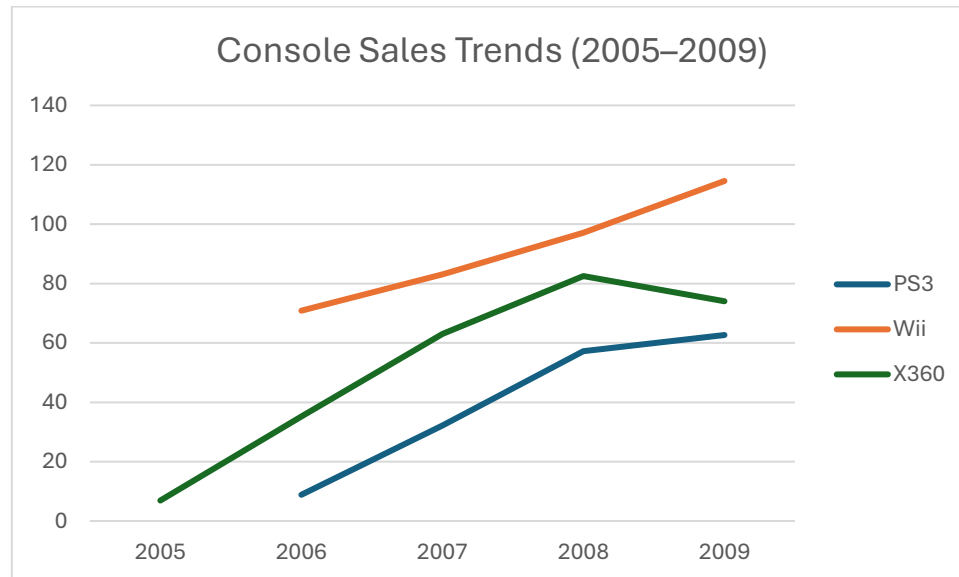
We witnessed earlier that North America preferred the platforms PS2, Wii and Xbox 360. In Japan however they favoured handheld consoles like the Nintendo DS and PSP. The PS2 dominated overall globally due to its family-friendly approach and accessible gameplay.



Sales Prediction: PS3, Xbox and Wii (2010-2019)

Sales Trends (2006-2009)

From 2006 to 2009 the North American console market was defined by intense competition between the PlayStation 3 (PS3), Xbox 360 and Nintendo Wii.



The Nintendo Wii saw rapid growth following its release in 2006, driven by its innovative motion controls and appeal to casual gamers and families. Top-selling titles such as Wii Sports and Mario Kart Wii contributed significantly to its early success.

The Xbox 360 that launched in 2005 benefited from being the first of the three consoles to enter the market. With a strong online multiplayer platform, Xbox Live, and exclusive titles like Halo 3, it gained a strong market position from 2005 to 2009.

The PlayStation 3 had a slower start due to its higher launch price and complex architecture but began gaining momentum in 2008 aided by a price drop (IGN, 2013).

Prediction

Based on the sales trends observed between 2006 and 2009 a prediction was made regarding the future performance of the PlayStation 3 (PS3), Xbox 360 and Nintendo Wii in North America between 2010 and 2019.

By 2009, the Wii had clearly taken the lead, showing strong and consistent growth year by year. It was expected to continue this into the early 2010s. However, given its reliance on motion controls and more casual gaming audience, a decline was expected in the later half of the decade due to the arrival of more advanced systems.

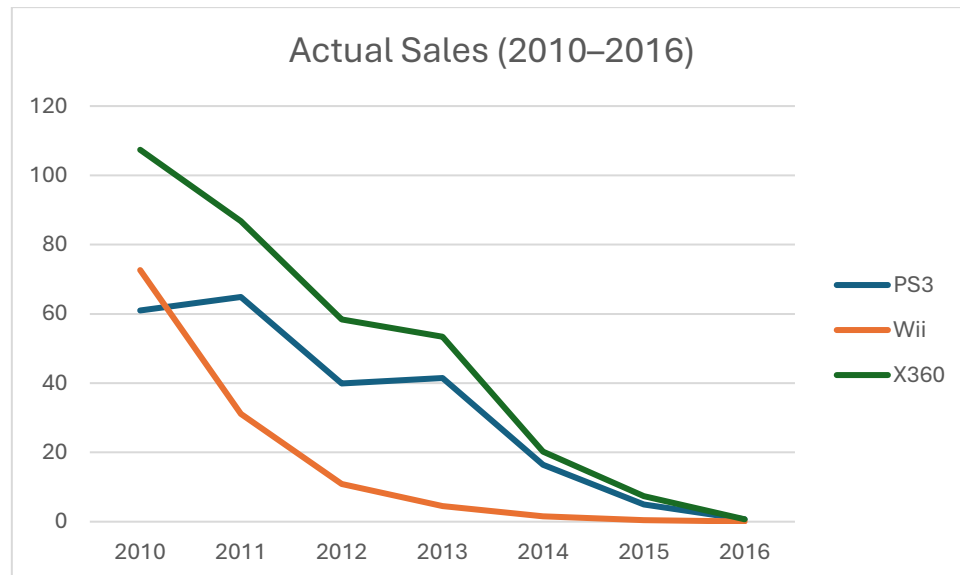
The Xbox 360 peaked around 2008 supported by their online multiplayer platform, Xbox Live, but saw a slight dip in 2009. Its performance was expected to keep levelling off before the release of the Xbox One.

The PS3, which entered the market later than its competitors, demonstrated steady growth from 2006 to 2009. It was believed to continue similarly in the early 2010s, reaching its competitor Xbox 360 level before eventually declining with the release of the PlayStation 4.

These predictions were based on typical console life cycles, observed sales patterns and the impact of next-generation releases (Newzoo, 2020).

Actual sales

The actual sales figures from 2010 to 2016 give a clear view of how the PlayStation 3, Xbox 360 and Nintendo Wii performed compared to earlier expectations. Although a prediction was made for the full 2010-2019 period, available data presented in this report extends to the year 2016.



The Xbox 360 outperformed its competitors during the first years, however, its sales were slowly declining. The console's biggest dip began in 2013 with the release of the Xbox One, as expected.

The Nintendo Wii, after dominating in the late 2000s, saw a sharp decline beginning in 2011. Sales dropped significantly each year, and by 2014 the console had almost faded from the market. This downturn reflects a shift in the buyers' interest with new graphically advanced consoles available, including the new Wii U that was launched in 2012.

The PS3 showed consistent performance during the early years of the decade, staying relatively stable compared to the other popular platforms. Although it never overtook the Xbox 360, it held a competitive position up until the PlayStation 4's appearance in the market year 2013.

Overall, the three platforms all show a typical console life cycle.

Conclusion

This report examined video game sales trends in North America from 2000 to 2009, highlighting action, sports and shooter as the most popular genres, and uncovering the PlayStation 2, Nintendo Wii and Xbox 360 as leading platforms. Regional comparisons showed clear differences in interest with North America favouring action titles and Japan leaning towards handheld consoles and role-playing games.

Predictions for PS3, Xbox 360 and Wii sales between 2010 to 2019 were made based on observed trends. While the PS3 showed steady performance and the Xbox led early in the decade, the Wii experienced a sharp decline.

The findings in this report highlight how market success is influenced by innovation, timing and changing player preferences.

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