

The background of the slide features a repeating pattern of overlapping, rounded, organic shapes in shades of orange, yellow, and light beige. These shapes resemble stylized hills or waves, creating a sense of depth and movement across the entire frame.

GameCo

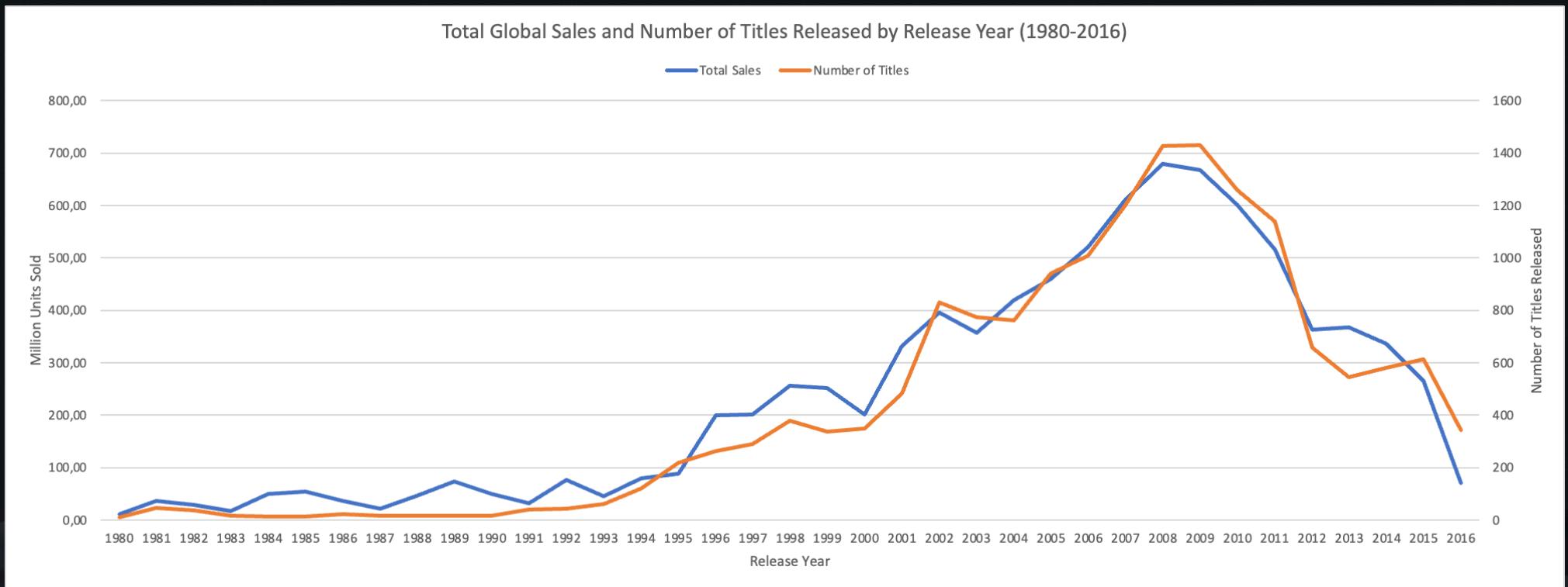
Video Game Market Analysis

David Griesel

Sales trends and market shares
have remained consistent.

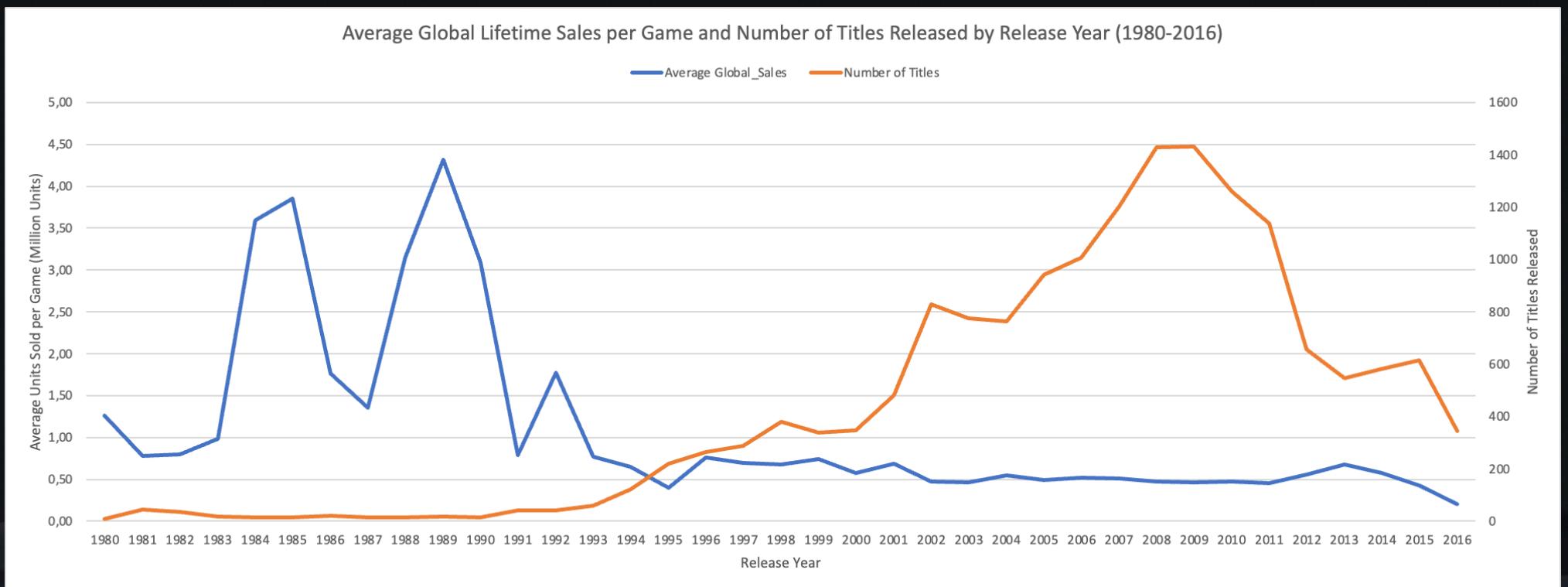
Global Market Overview

The Market Peaked in 2008 and Has Since Declined



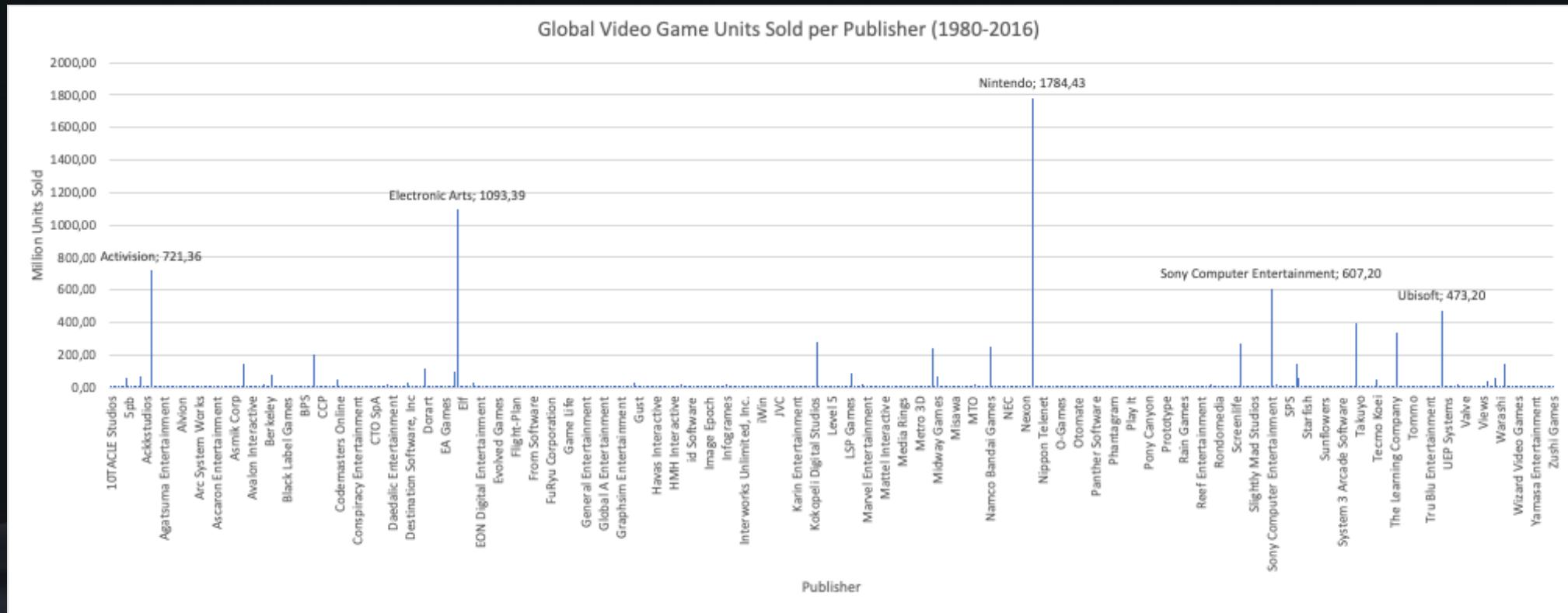
While slow to gain momentum, the market entered a period of rapid expansion from the mid-1990s. Sales and title output peaked in 2008-2009 before contracting sharply, returning to pre-expansion levels.

Despite the Decline, Per-Game Sales Remained Stable



Early volatility in average sales per title stabilised from the mid-1990s, holding steady through years of declining output — until a sharp drop in 2016.

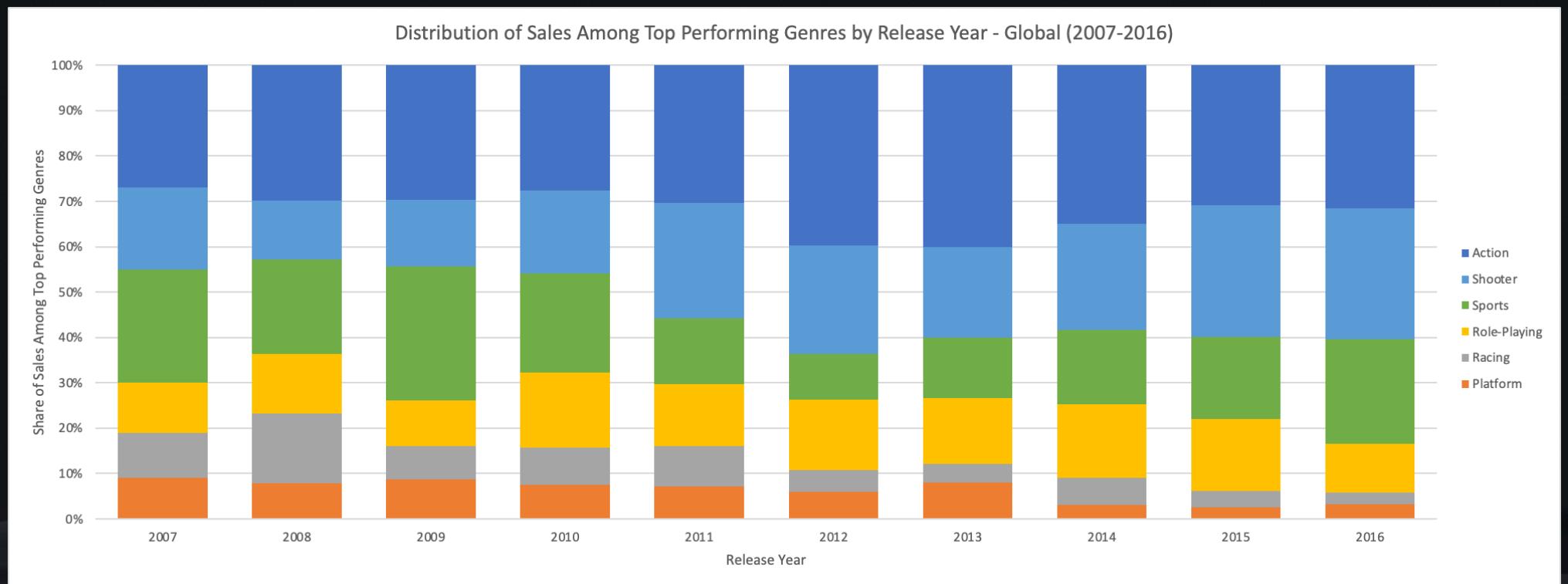
A Few Publishers Drove the Bulk of Global Sales



Nintendo, EA, and Activision dominated the global market — each accounting for hundreds of millions of units sold. Sony, Ubisoft, and Take-Tow round out the top 6.

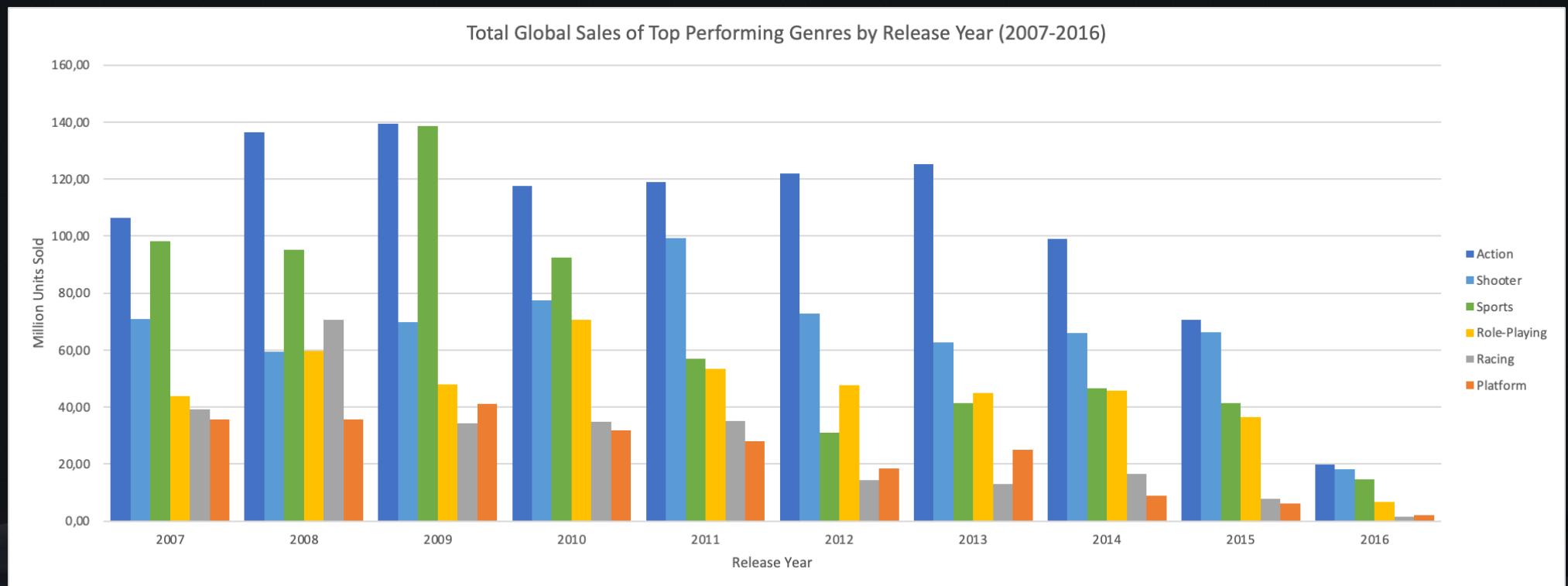
Trends Over the Last Decade

Preferences Among Leading Genres Evolves Noticeably



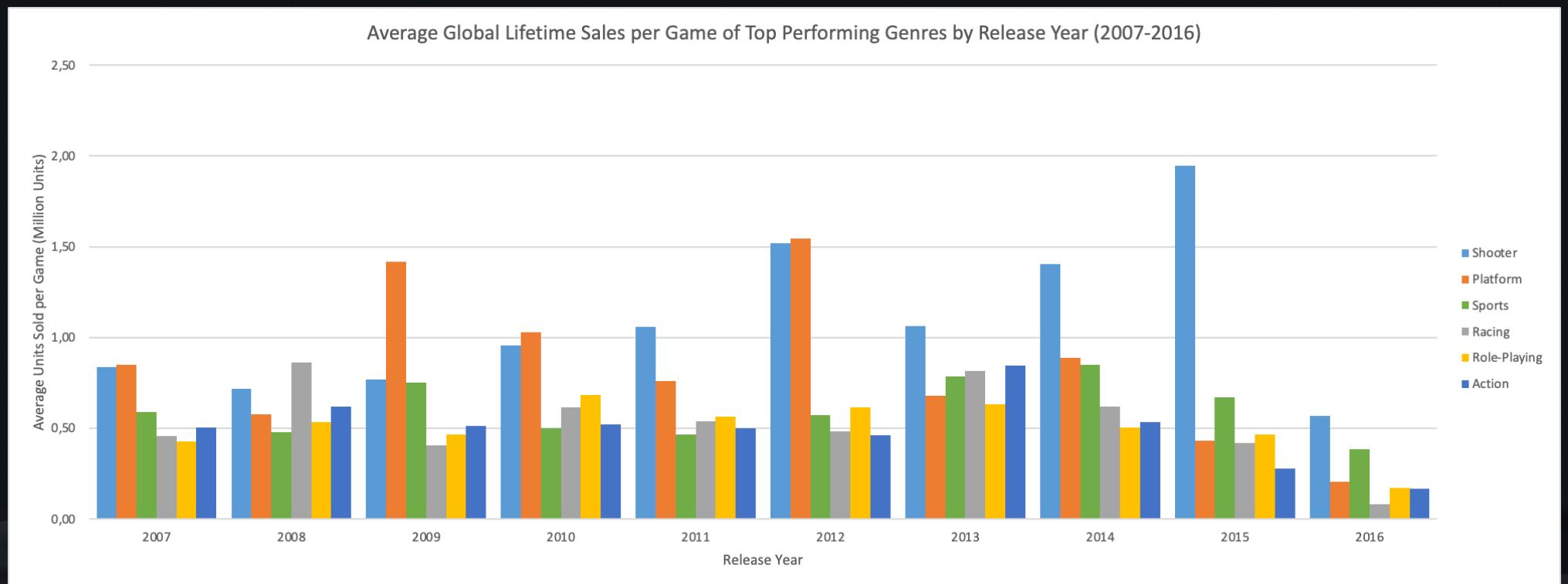
Action remained a strong favourite but fell slightly throughout the decade. Shooter and Sports gained share, while Platform and Racing declined.

Leading Genres Declined Differently in Total Sales



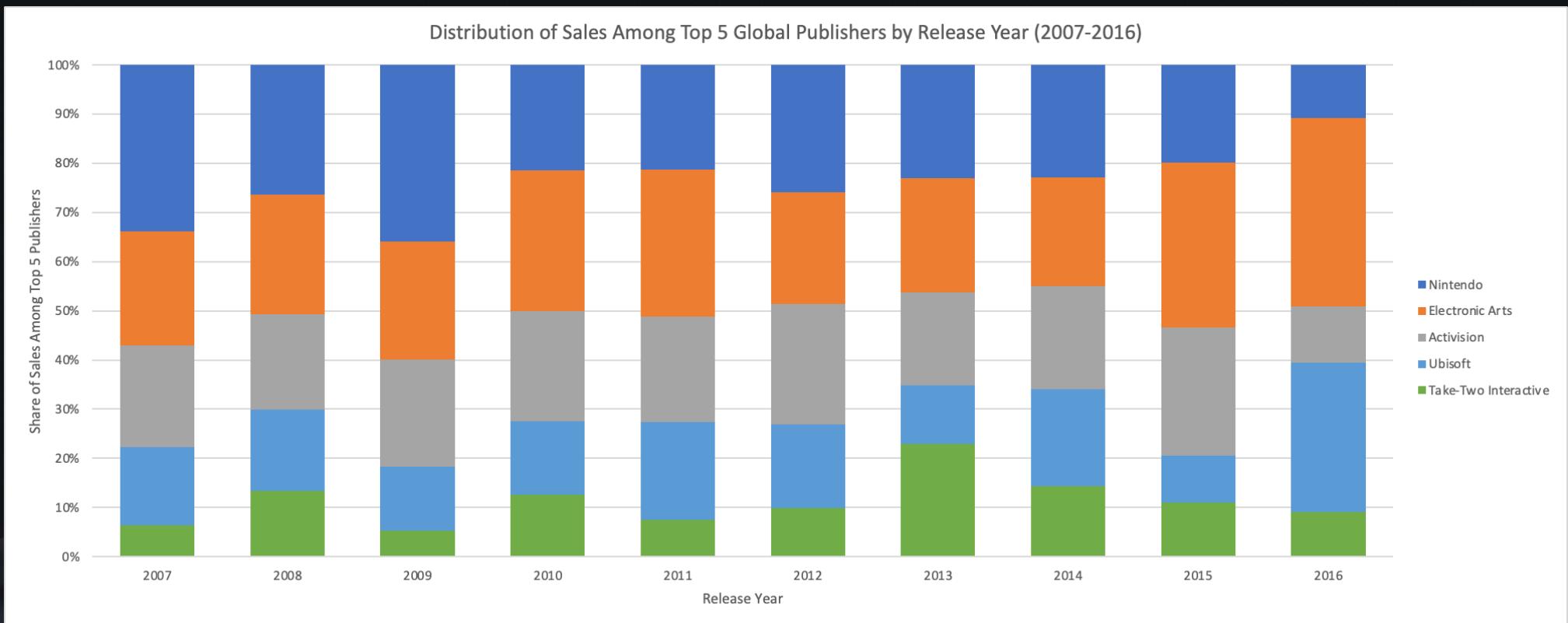
Action consistently led in global sales volumes, followed by either Shooter or Sports. While all genres declined, Platform and Racing declined more rapidly.

Leaders Show Major Shift in Per-Title Performance



Platform and Shooter games led in average sales per title, with Platform strongest early-on and Shooter rising to dominance in later years. Action delivered the weakest per-title performance throughout the period.

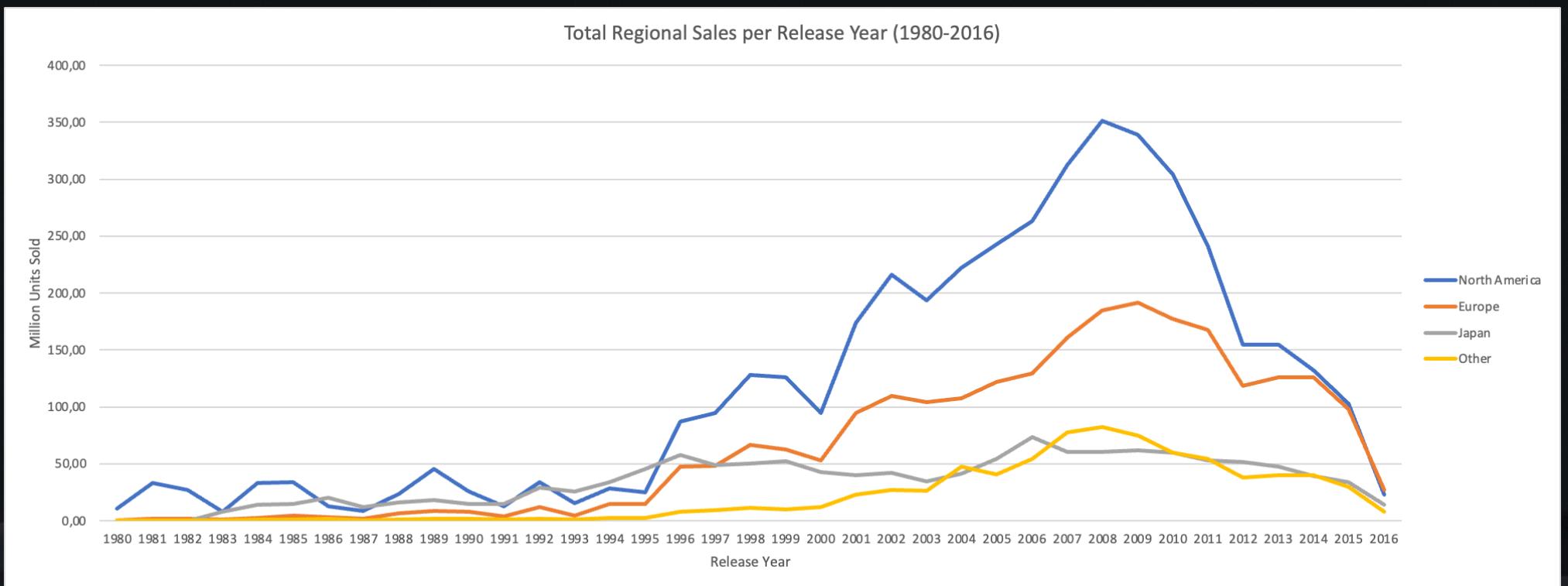
Shifts in Global Market Share Among Leading Publishers



Nintendo, EA, and Activision led global physical game sales over the period, with EA eventually overtaking Nintendo as top publisher. Ubisoft and Take-Two showed more variable performance, with Ubisoft surging in the final year — pushing Activision out of the top tier.

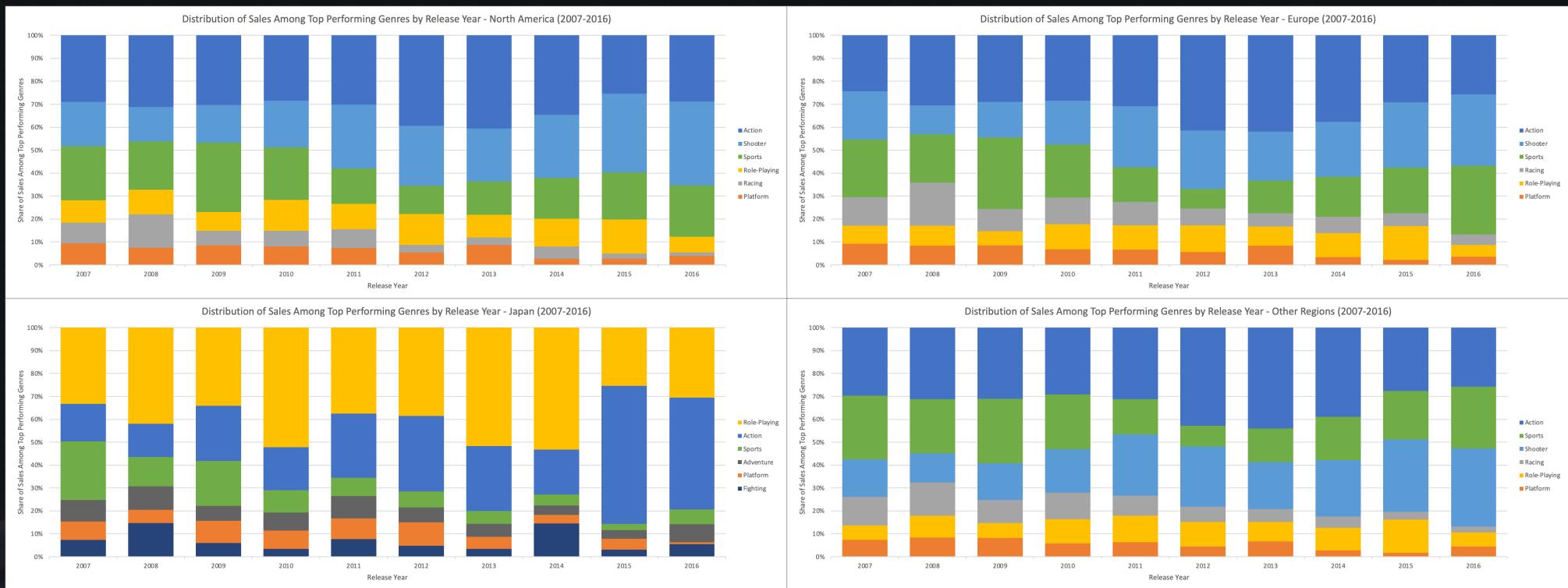
Regional Trends

Europe Gained Ground as North America Contracted



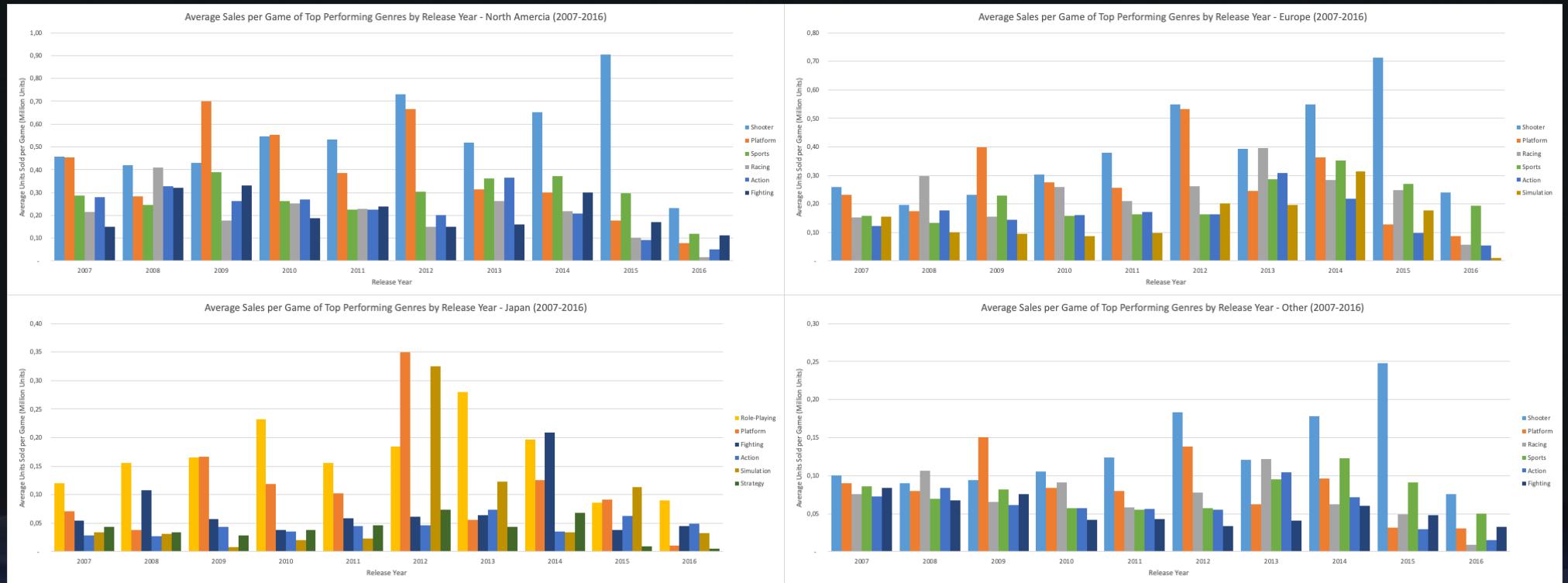
All regions mirrored global trends, but differed in size and timing. Japan peaked earlier and declined more gradually, while Europe overtook North America as market leader in the final year.

Regional Shifts in Preference Among Leading Genres



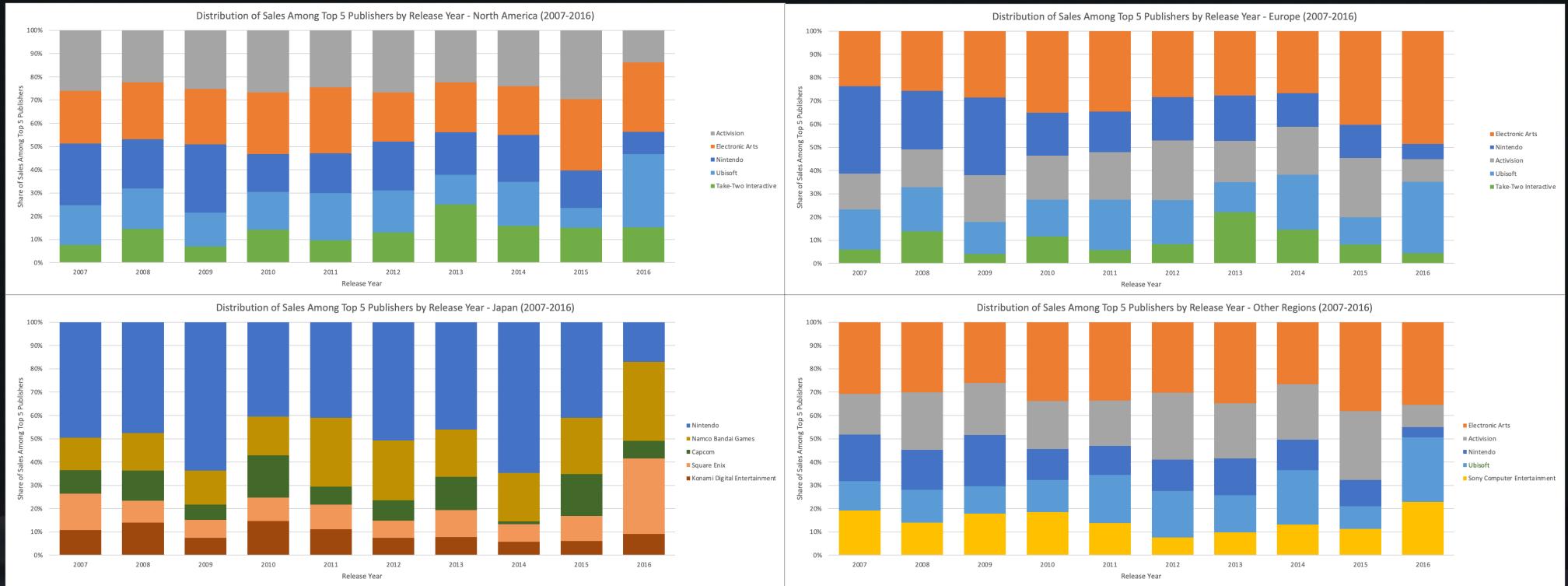
Shooter overtook Action in North America, Europe, and the Other region, while Sports remained a strong contender. In Japan, Action grew steadily and overtook Role-Playing as the dominant genre toward the end of the period.

Shifts in Per-Title Efficiency Varies Across Regions



Shooter and Platform genres showed strong per-title performance in most markets, with Shooter rising over time. In Japan, Role-Playing led consistently with singular spikes in Platform, Fighting and Simulation.

Regional Shifts in Publisher Share



EA extended its lead in Europe and the Other region, while Ubisoft surged late to dethrone Activision as leader in North America. Nintendo lost ground globally, most notably in Japan, where it was overtaken as dominant leader by Namco Bandai and Square Enix.

Key Insights

Global Market Overview (1980-2016)

- The physical market expanded rapidly until 2008 before contracting sharply — a trend aligned with the rise of digital distribution.
- Despite declining output, average sales per title remained stable, indicating persistent demand and a shift in delivery rather than a collapse in interest.
- A small number of publishers dominated global sales, with Nintendo leading for the majority of the time.

Trends in the Last Decade (2007-2016)

Sales & Genre Preferences

- Action led in total sales, but Shooter and Sports gained ground.
- Platform declined in both volume and average performance with Shooter emerging as the best performer per title.
- Action consistently underperforms on a per-game basis.

Competition

- Nintendo declines across all markets, while EA rose to global dominance.
- Activision lost share in the final year despite earlier consistency, while Ubisoft made sharp late gains across most regions.

Key Insights

Regional Trends

Sales Trends

- All regions mirrored global patterns, with a shared peak around 2008.
- North America led historically but dropped below Europe in the final year.
- Japan peaked earlier and declined more gradually, while Other regions grew modestly.

Genre & Efficiency

- Shooter overtook Action in most regions, while Role-Playing led in Japan until being overtaken by Action in the final years.
- Shooter and Platform were most efficient per title across all regions except in Japan where Role-Playing held that position.

Competition

- EA led in Europe and Other, while Ubisoft surged late to top Activision in North American and second elsewhere.
- Nintendo declined everywhere, while local publishers overtook it in Japan.

Sales trends and market shares
have not remained consistent.

Strategic Recommendations

Genre Strategy

- Prioritise high-volume genres (Action, Shooter, Sports).
- Focus marketing on efficient genres like Shooter, which outperform per title.
- Recognise Platform's past per-title performance, but note its recent decline.

Regional Focus

- Reallocate marketing resources toward Europe, which shows consistent growth.
- Adapt genre strategies: Shooter and Sports in the West, Role-Playing in Japan.
- Account for Japan's more gradual decline — timing of digital adoption may differ.

Strategic Recommendations

Competitive Positioning

- Track Ubisoft's rapid rise across Western Markets.
- Monitor Activision's decline, especially in North America.
- Reposition against EA in Europe and Other Regions.
- Focus on Namco Bandai and Square Enix as key local leaders in Japan.

Digital Strategy

- Physical trends provide valuable insight but must be interpreted alongside digital data.
- Prioritise digital data acquisition to ensure planning reflects current market realities.