



By: Jess Duong

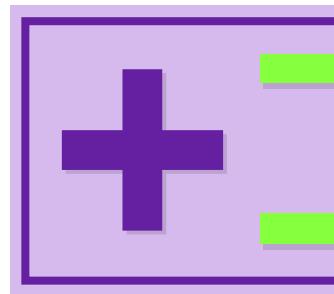
# GameCo Video Game Sales Analysis

Regional Market Trends & Strategic  
Insights

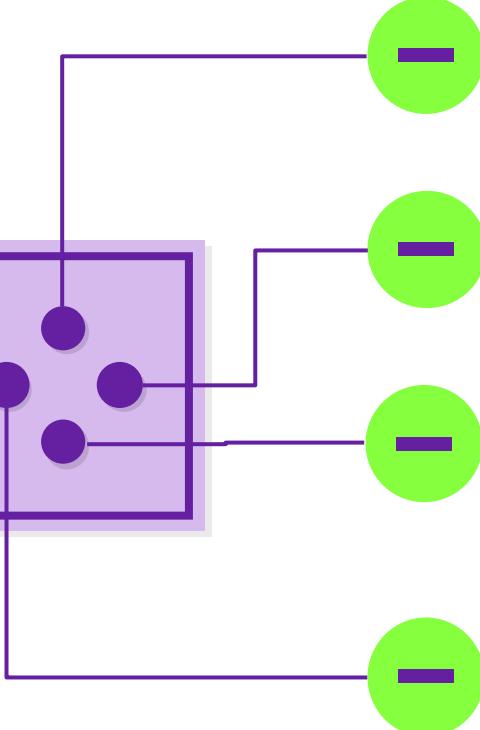
# Executive Summary

GAMES ANALYZED  
**16,598**

TIME PERIOD  
**1980-2016**



TOTAL GLOBAL SALES  
**8.9B units**



1. Europe Surpassed NA in Market Share (2016)  
EU: 37.7% vs NA: 31.9% of global sales

2. Genre Preferences Vary by Region  
Shooters dominate NA (56%), Role-Playing leads Japan (38%)

3. Top 5 Competitors Identified  
Nintendo, EA, Activision, Sony, Ubisoft control majority share

4. Franchise Success is Region-Specific  
FIFA over-indexes in EEU, CoD over-indexes in NA, Pokémon over-indexes in Japan



# About the Data



## DATA SOURCE

VGChartz Video Game Sales Database

Tracks physical video game sales for titles exceeding 10,000 units sold globally.



## WHAT IS MEASURED

- Units sold (in millions) – not revenue
- Regional breakdown: NA, EU, Japan, Other
- Game metadata: Genre, Platform, Publisher
- Release year: 1980-2016

1

2

3

4

## SUMMARY STATISTICS

- 0.54M units – Mean Global Sales
- 0.17M units – Median Global Sales
- Right-skewed - Distribution

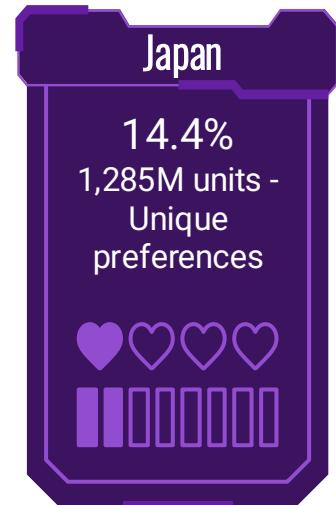
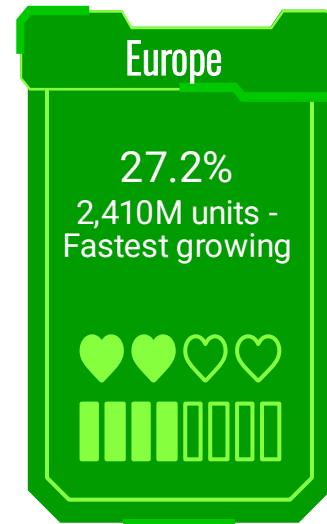
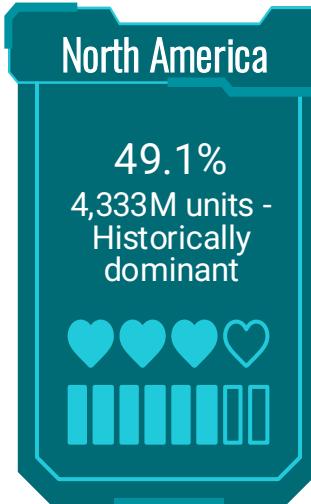
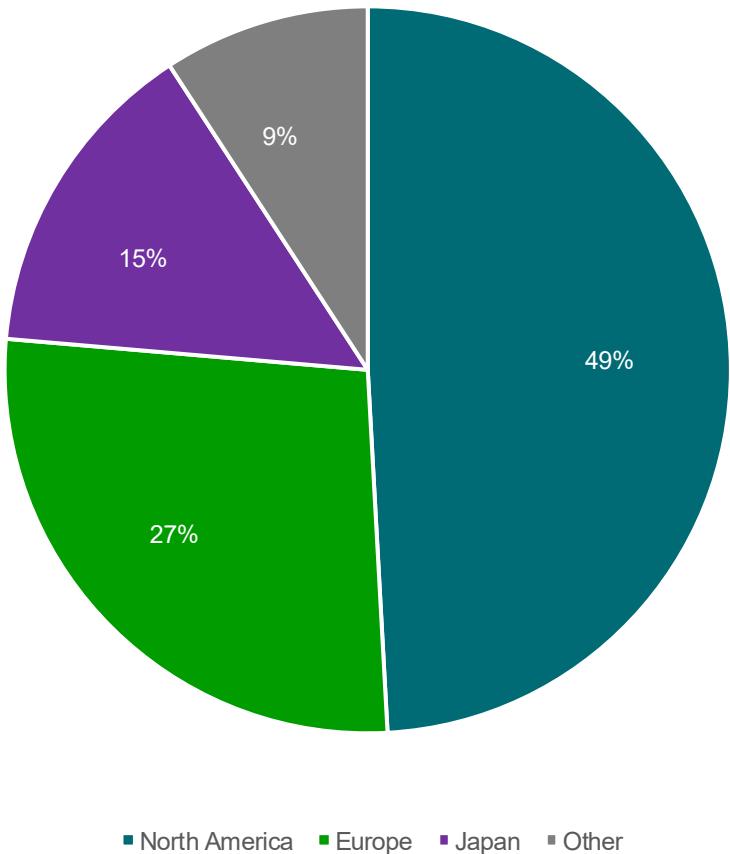


## DATA LIMITATIONS

- Physical sales only – excludes digital downloads and mobile
- 2016 data appears incomplete (70.9M vs 264.4M in 2015)
- 2017 and 2020 data excluded due to anomalies
- Sales estimates may vary from publisher figures



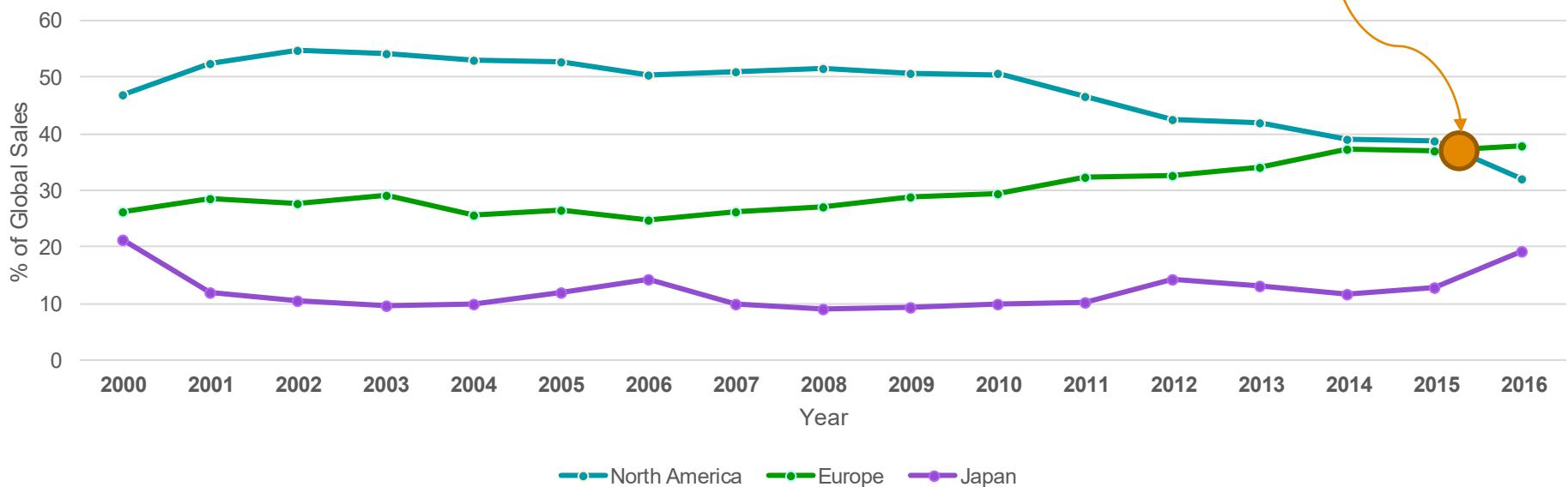
# Regional Sales Overview



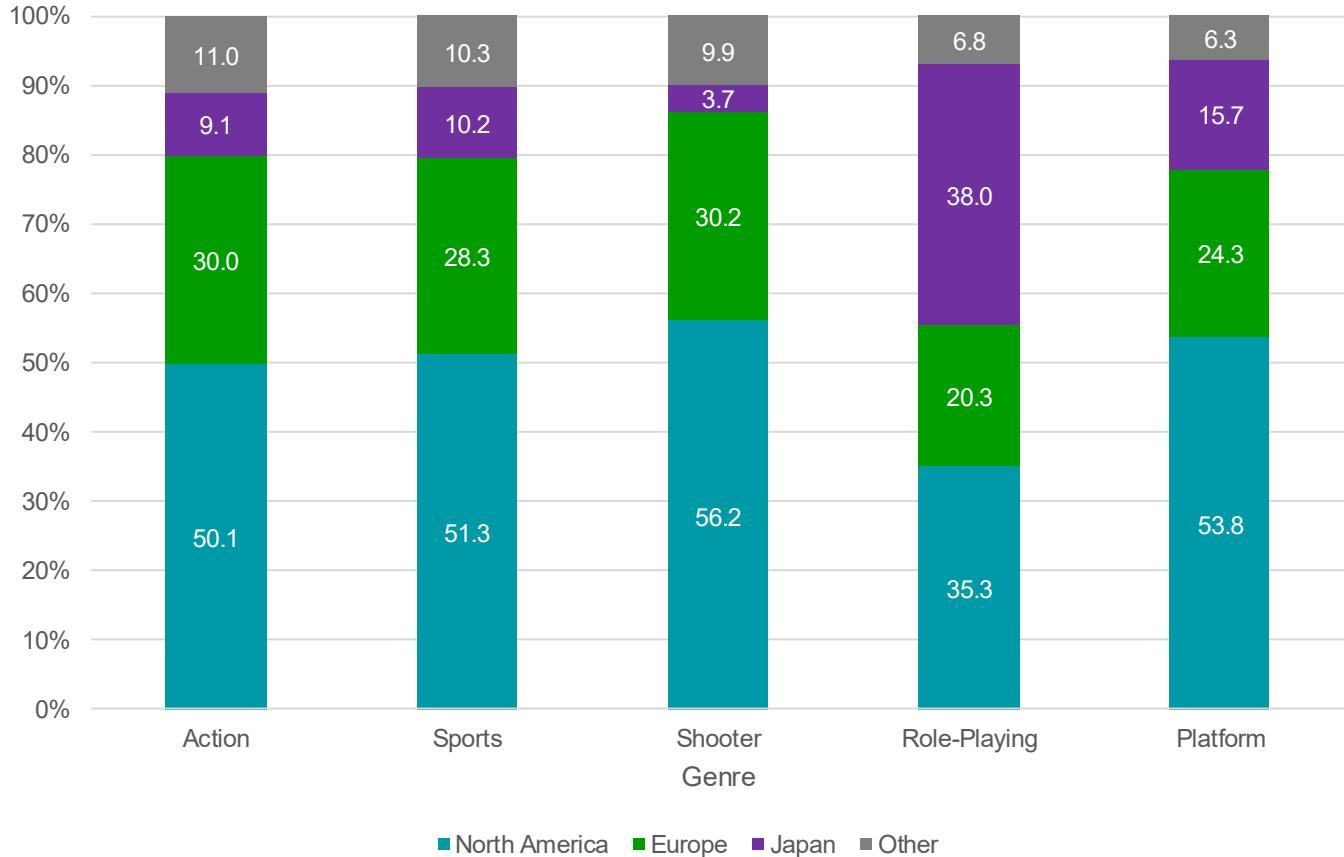
# Europe's Rising Market Share

## KEY INSIGHT

In 2016, Europe surpassed North America: EU 37.7% vs NA 31.9%



# Genre Preferences by Region



## Shooter Games

56% NA Share:  
Western-only focus

## Role-Playing

38% Japan share: Unique  
strength

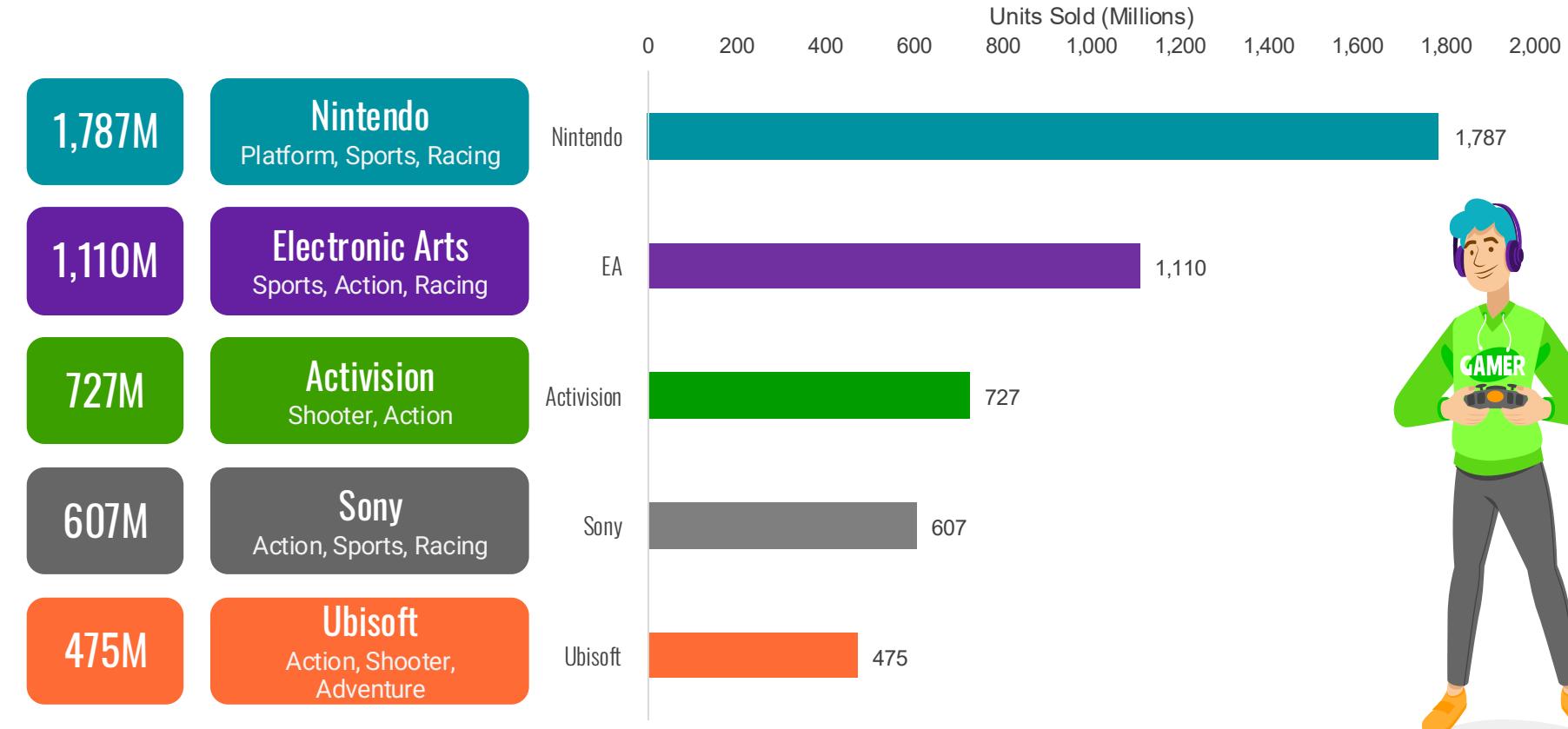
## Sports Games

51% NA, 28% EU:  
Limited Japan

## Platform Genres

54% NA: Mario leads  
globally

# Top 5 Competitors



# Top 5 Franchises: Global

## By Game Name

Super Mario Bros  
556M units

Evergreen, strong  
globally

Call of Duty  
252M units

Western-dominant,  
annual

FIFA  
175M units

Super Mario Bros

556

Wii

298

Wii  
298M units

Call of Duty

252

Pokémon

251

Pokémon  
251M units

Japan leader, global  
appeal

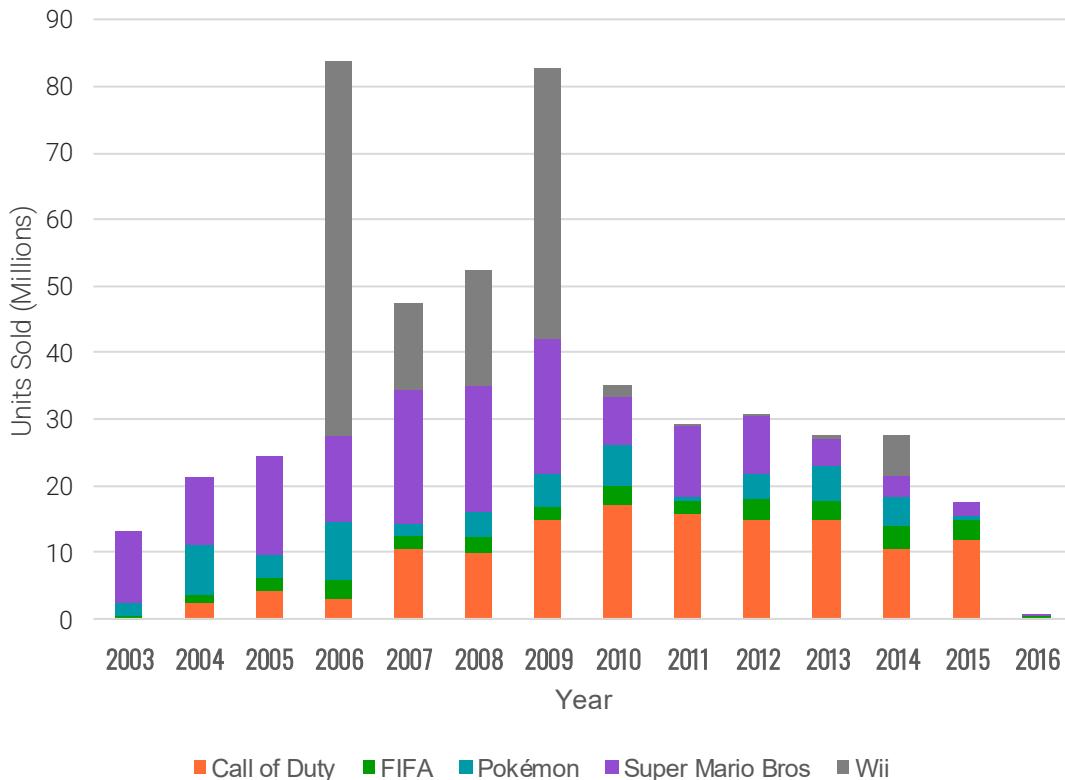
FIFA

175

0 100 200 300 400 500 600

Units Sold (Millions)

# Franchise Performance: North America



MARKET LEADER

Call of Duty

Shooter dominance drives NA

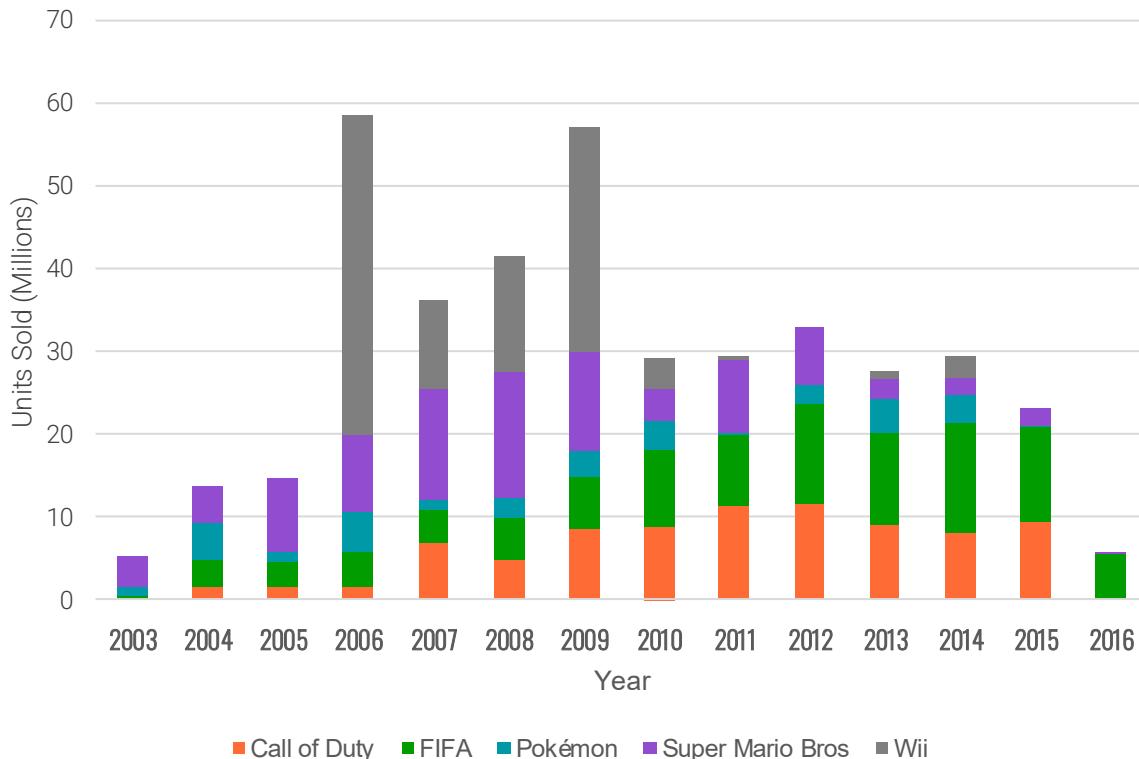
## Key Observations

- CoD leads with annual releases
- Mario and Pokémon stable
- Wii peaked 2006-2009

## Strategic Implication

NA favors competitive action titles with annual cycles.

# Franchise Performance: Europe



MARKET LEADER  
FIFA

Soccer culture drives dominance

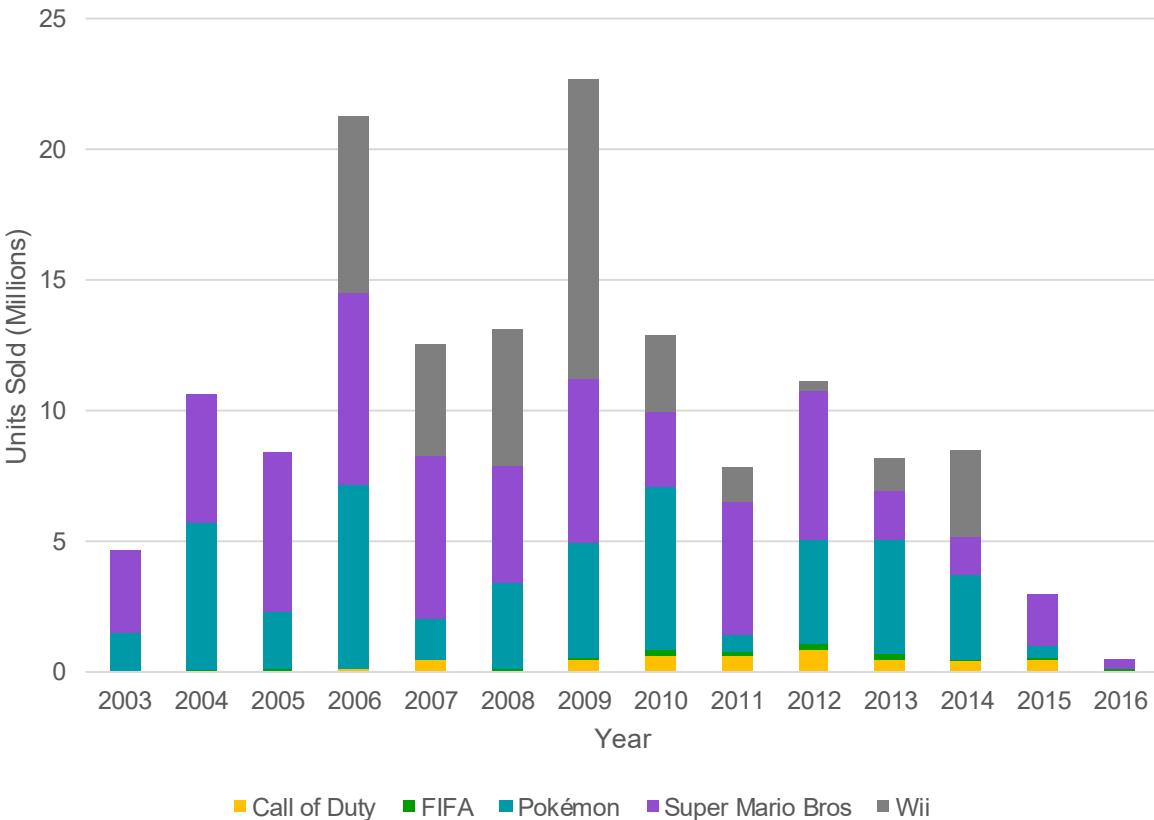
## Key Observations

- FIFA outperforms CoD in EU
- CoD strong but trails sports
- Mario and Pokémon steady
- Wii decline mirrors global

## Strategic Implication

EU shows different preferences.  
Sports and localized content  
drive success.

# Franchise Performance: Japan



MARKET LEADERS  
Pokémon & Mario  
Japanese franchises dominate

## Key Observations

- Pokémon spikes with releases
- Mario maintains baseline
- CoD and FIFA minimal presence
- Wii strong during peak years

## Strategic Implication

Japan requires different strategy. Focus on RPG, platform, and Japanese titles.

# Strategic Recommendations



## FOR VP MARKETING

### Genre-Based Budgets

Action - Priority for mainstream globally

Sports/Shooter - Western only (NA+EU)

Platform/RPG - Increase Japan spend

## FOR CFO

### Competitive Positioning

Watch Nintendo - 61% larger than #2 (EA)

Monitor EA/Activision - Annual cycles

EU Growth Story - Investor messaging

## FOR SVP SALES

### Regional Strategy

Expand EU Team - Growing share

Maintain NA - Still largest market

Japan Specialists - Unique expertise

# Data Limitations

		
Physical Sales Only	2016 Data Incomplete	Industry Shifting
Excludes digital downloads and mobile gaming	70.9M vs 264.4M in 2015 – validate data	Decline may reflect digital shift, not contraction

# Recommended Next Steps

## 1. Validate Post-2016 Data

Confirm EU growth trend with updated data

## 2. Include Digital Sales

Expand data to capture all market picture



## 3. Deep-Dive EU Analysis

Explore country-level data (UK, Germany, France)

## 4. Monitor Consule Cycles

Track hardware-dependent franchises carefully

# Thank You



Any Questions?



Data source:

[VGChartz Video Game Sales](#)

[VGChartz Methodology for  
Data Collecting](#)



[Jess Duong's GitHub](#)

[LinkedIn](#)

[A pixel art character with dark hair, wearing a purple shirt and grey pants, stands on top of a purple bar in a bar chart. The bars are colored green, orange, purple, teal, and grey from left to right. The character has a small orange speech bubble above them.](mailto:<u>duong.t.jess@gmail.com</u></a></p></div><div data-bbox=)