

# GameCo

## Video Game Sales Analysis



DATA APPENDIX

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## Appendix A: Regional Market Share Trend (2000-2016)

Supporting data for Slide 5: Europe's Rising Market Share

**Figure A1: Project Overview**

Year	North America %	Europe %	Japan %
2000	46.88	26.17	21.22
2001	52.49	28.63	12.03
2002	54.66	27.75	10.56
2003	54.10	29.01	9.56
2004	53.08	25.59	9.93
2005	52.75	26.51	11.80
2006	50.50	24.80	14.15
2007	51.02	26.27	9.86
2008	51.69	27.17	8.88
2009	50.74	28.71	9.27
2010	50.63	29.43	9.91
2011	46.72	32.45	10.28
2012	42.63	32.67	14.23
2013	41.99	34.17	12.92
2014	39.15	37.28	11.71
2015	38.88	36.95	12.75

Regional market share as percentage of global sales per year. Note EU surpassed NA in 2016 (37.73% vs 31.95%). NA share declined from peak of 54.66% (2002) while EU grew steadily.

## Appendix B: Complete Genre Analysis

Supporting data for Slide 6: Genre Preferences by Region (includes all 12 genres)

**Figure B1: Genre Sales by Region (Millions of Units)**

Genre	NA	EU	Japan
Action	877.83	525.00	159.95
Sports	683.35	376.85	135.37
Shooter	582.60	313.27	38.28
Role-Playing	327.28	188.06	352.31
Platform	447.05	201.63	130.77
Misc	410.24	215.98	107.76
Racing	359.42	238.39	56.69
Fighting	223.59	101.32	87.35
Simulation	183.31	113.38	63.70
Adventure	105.77	64.10	51.55
Puzzle	123.78	50.78	57.31
Strategy	68.70	45.34	49.46

Complete genre breakdown by region in millions of units. Presentation Slide 6 showed top 5 genres only. Note: Role-Playing is the only genre where Japan leads all regions.

**Figure B2: Genre Regional Market Share (%)**

Genre	NA %	EU %	Japan %
Shooter	56%	30%	4%
Platform	54%	24%	16%
Misc	51%	27%	13%
Sports	51%	28%	10%
Puzzle	51%	21%	23%
Action	50%	30%	9%
Fighting	50%	23%	19%
Racing	49%	33%	8%
Simulation	47%	29%	16%
Adventure	44%	27%	22%
Strategy	39%	26%	28%
Role-Playing	35%	20%	38%

Regional share within each genre, sorted by NA dominance. Shooters show strongest NA skew (56%); Role-Playing shows strongest Japan skew (38%). Racing has the highest EU share (33%).

## Appendix C: Franchise Regional Breakdown

Supporting data for Slides 8-11: Franchise analysis with full regional detail

**Figure C1: Top 5 Franchises - Sales by Region (Millions)**

Franchise	NA	EU	Japan	Other	Total
Super Mario Bros	277.95	131.17	116.12	30.26	555.50
Wii	136.43	97.72	37.07	27.27	298.49
Call of Duty	131.78	85.10	4.21	30.45	251.54
Pokémon	99.05	61.86	77.64	12.05	250.60
FIFA	34.04	105.89	2.74	32.06	174.73

Regional sales for top 5 franchises. Key insight: FIFA is the only franchise where EU (105.89M) exceeds NA (34.04M). Call of Duty has minimal Japan presence (4.21M = 2% of total).

**Figure C2: Top 5 Franchises - Regional Share (%)**

Genre	NA %	EU %	Japan %	Other %
Call of Duty	52%	34%	2%	12%
Super Mario Bros	50%	24%	21%	5%
Wii	46%	33%	12%	9%
Pokémon	40%	25%	31%	5%
FIFA	19%	61%	2%	18%

Regional share by franchise. FIFA strongly over-indexes in EU (61% vs market average of 27%). Pokémon over-indexes in Japan (31% vs market average of 14%). Call of Duty is Western-dominant (86% NA+EU).

## Appendix D: Franchise Yearly Sales by Region

Supporting data for Slides 9-11: Detailed yearly franchise performance

**Figure D1: North America - Franchise Sales by Year (Millions)**

Year	Call of Duty	FIFA	Pokémon	Mario	Wii
2006	2.98	3.06	8.51	13.11	56.30
2007	10.49	1.96	1.85	20.06	13.16
2008	9.91	2.26	3.77	19.00	17.49
2009	14.84	1.94	4.98	20.33	40.59
2010	17.06	2.88	6.08	7.21	1.79
2011	15.79	2.08	0.47	10.77	0.24
2012	14.88	3.09	3.93	8.69	0.07
2013	14.92	2.84	5.17	4.00	0.70
2014	10.44	3.49	4.41	3.28	6.02
2015	11.89	2.98	0.46	2.21	0.00

North America yearly sales for top 5 franchises. Call of Duty shows consistent annual performance (10-17M). Wii franchise peaked in 2006-2009 during console launch. Mario maintains steady baseline.

**Figure D2: Europe - Franchise Sales by Year (Millions)**

Year	Call of Duty	FIFA	Pokémon	Mario	Wii
2006	1.59	4.15	4.94	9.30	38.49
2007	6.85	3.97	1.20	13.42	10.82
2008	4.93	4.88	2.32	15.36	14.01
2009	8.56	6.23	3.21	11.88	27.08
2010	8.69	9.47	3.45	3.97	3.53
2011	11.36	8.53	0.26	8.81	0.43
2012	11.57	12.16	2.22	6.86	0.00
2013	9.05	11.14	4.05	2.49	0.78
2014	8.18	13.07	3.49	2.21	2.55
2015	9.56	11.29	0.32	1.88	0.00

Europe yearly sales for top 5 franchises. FIFA shows strong growth (4M-13M from 2006-2014), overtaking Call of Duty by 2012. This supports EU market's sports game preference.

**Figure D3: Japan - Franchise Sales by Year (Millions)**

Year	Call of Duty	FIFA	Pokémon	Mario	Wii
2006	0.05	0.06	7.07	7.35	6.77
2007	0.42	0.04	1.54	6.25	4.26
2008	0.00	0.08	3.31	4.52	5.21
2009	0.46	0.07	4.40	6.28	11.47
2010	0.59	0.22	6.23	2.88	2.97
2011	0.62	0.15	0.64	5.07	1.37
2012	0.79	0.25	3.98	5.74	0.39
2013	0.48	0.20	4.34	1.91	1.24
2014	0.34	0.14	3.24	1.44	3.35
2015	0.43	0.11	0.41	1.97	0.00

Japan yearly sales for top 5 franchises. Pokémon and Mario dominate; Call of Duty and FIFA have virtually no presence (<1M/year). This supports the recommendation for Japan-specific strategy focused on RPG and platform genres.

## Appendix E: Historical Sales by Year

Full yearly sales data supporting the market trend analysis

**Figure E1: Annual Global Sales by Region (Millions) - 2000-2016**

Year	NA	EU	Japan	Other	Global
2000	54.60	30.47	24.71	6.68	116.46
2001	84.21	45.93	19.29	11.02	160.45
2002	107.62	54.63	20.79	13.83	196.87
2003	108.08	57.96	19.10	14.60	199.74
2004	120.10	57.90	22.47	25.84	226.31
2005	127.96	64.33	28.64	21.70	242.63
2006	172.31	84.63	48.29	35.99	341.22
2007	236.08	121.48	45.63	59.43	462.62
2008	285.71	150.18	49.07	68.00	552.96
2009	318.30	180.11	58.19	70.66	627.26
2010	289.64	168.42	56.68	57.40	572.14
2011	231.41	160.66	50.91	52.24	495.22
2012	157.57	120.80	52.63	38.72	369.72
2013	123.15	100.22	37.90	32.05	293.32
2014	99.51	94.79	29.77	30.18	254.25
2015	102.83	97.71	33.72	30.14	264.40
2016*	22.65	26.74	13.69	7.81	70.89

Annual sales by region in millions of units. \*2016 data is incomplete (70.89M vs 264.40M in 2015). Peak year was 2009 (627.26M global). Post-2010 decline may reflect shift to digital distribution not captured in this dataset.