



By: Jess Duong

GameCo Video Game Sales Analysis

Regional Market Trends & Strategic
Insights

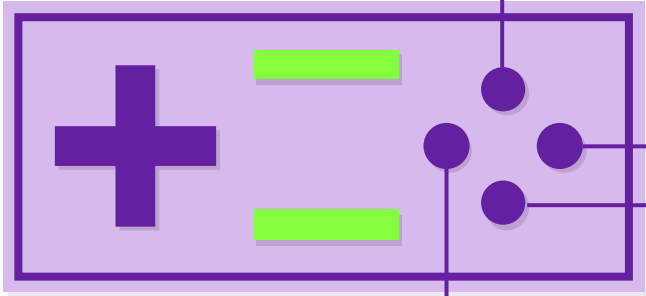
Executive Summary

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.

1

2

3

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SUMMARY STATISTICS

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



WHAT IS MEASURED



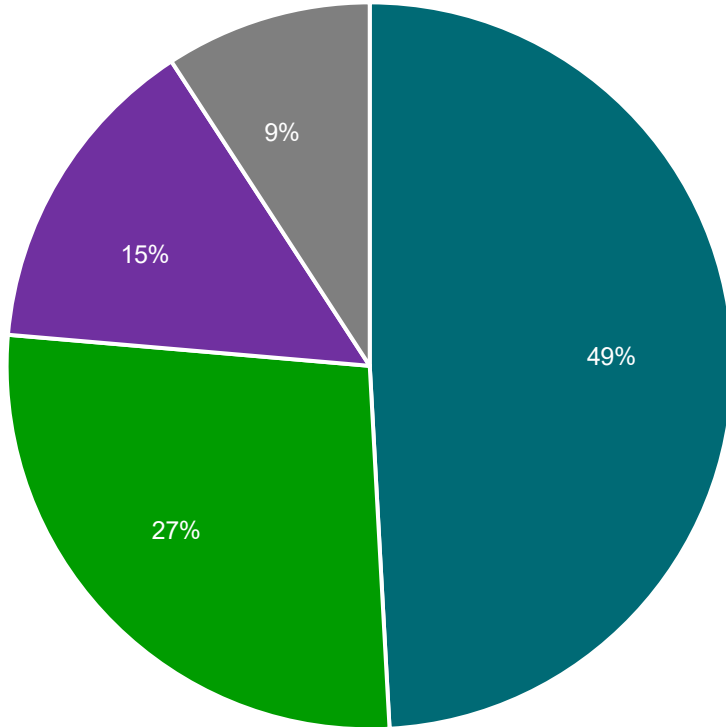
- Units sold (in millions) – not revenue
- Regional breakdown: NA, EU, Japan, Other
- Game metadata: Genre, Platform, Publisher
- Release year: 1980-2016

DATA LIMITATIONS

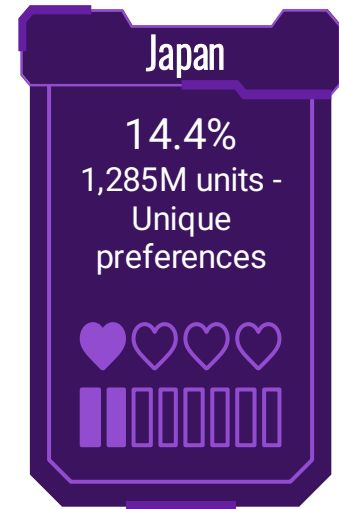
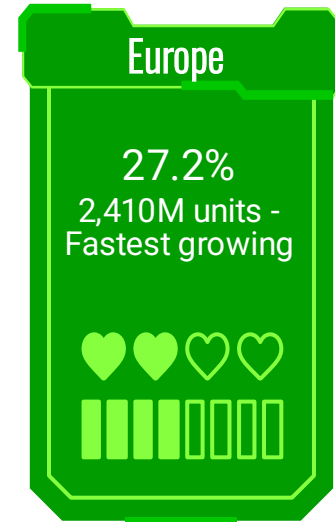
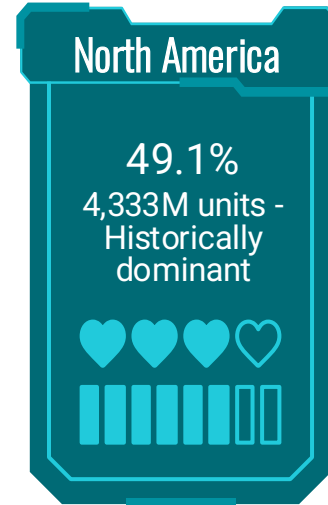
- Physical sales only – excludes digital downloads and mobile
- 2016 data appears incomplete (70.9M vs 264.4M in 2015)
- 2017 and 2020 data excluded due to anomalies
- Sales estimates may vary from publisher figures



Regional Sales Overview



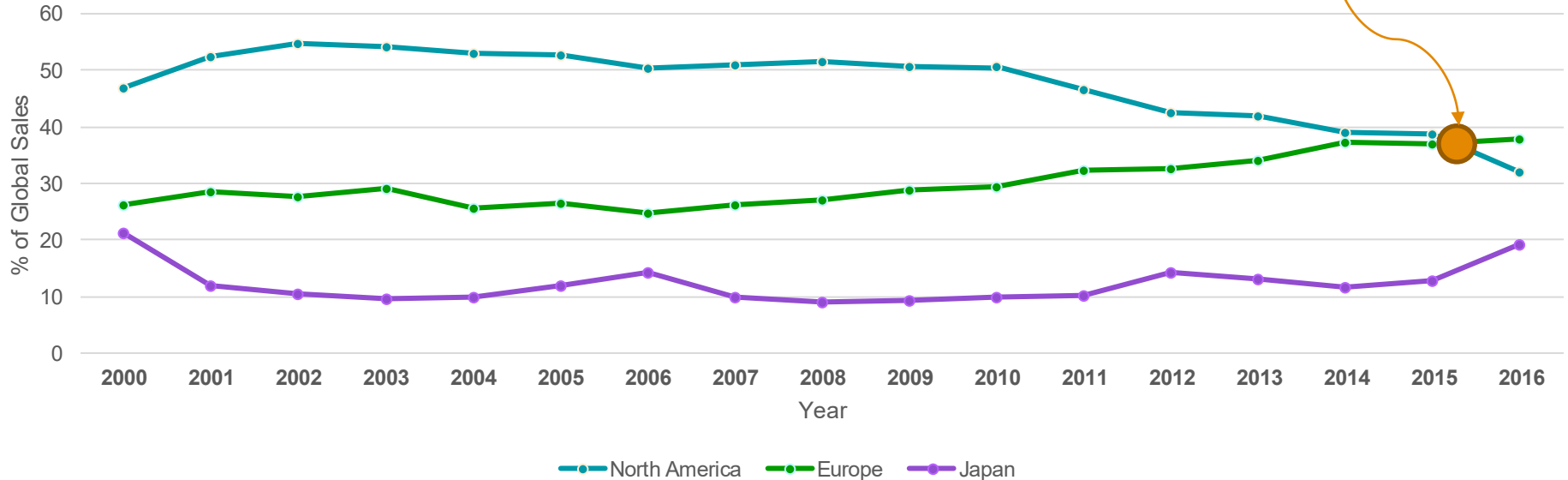
■ North America ■ Europe ■ Japan ■ Other



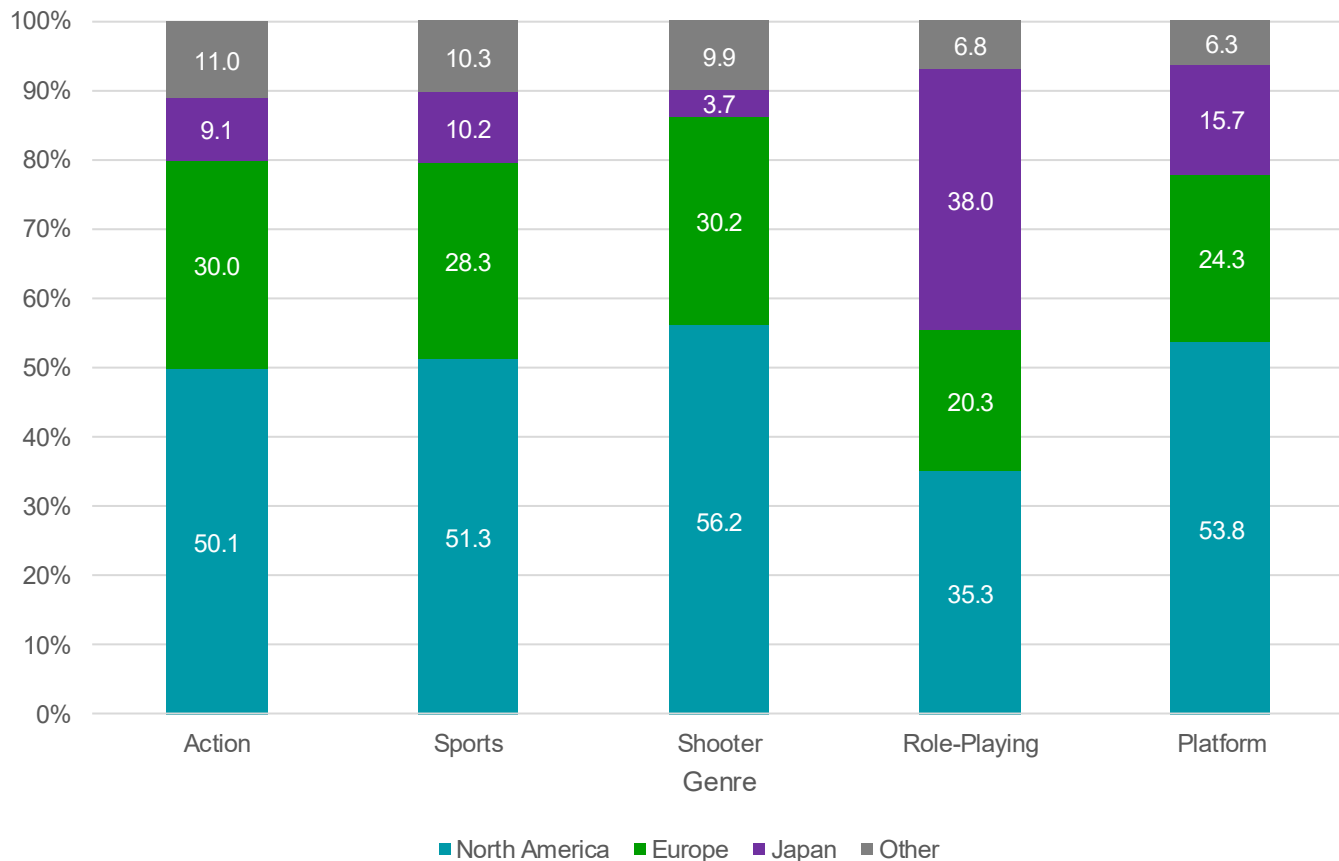
Europe's Rising Market Share

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

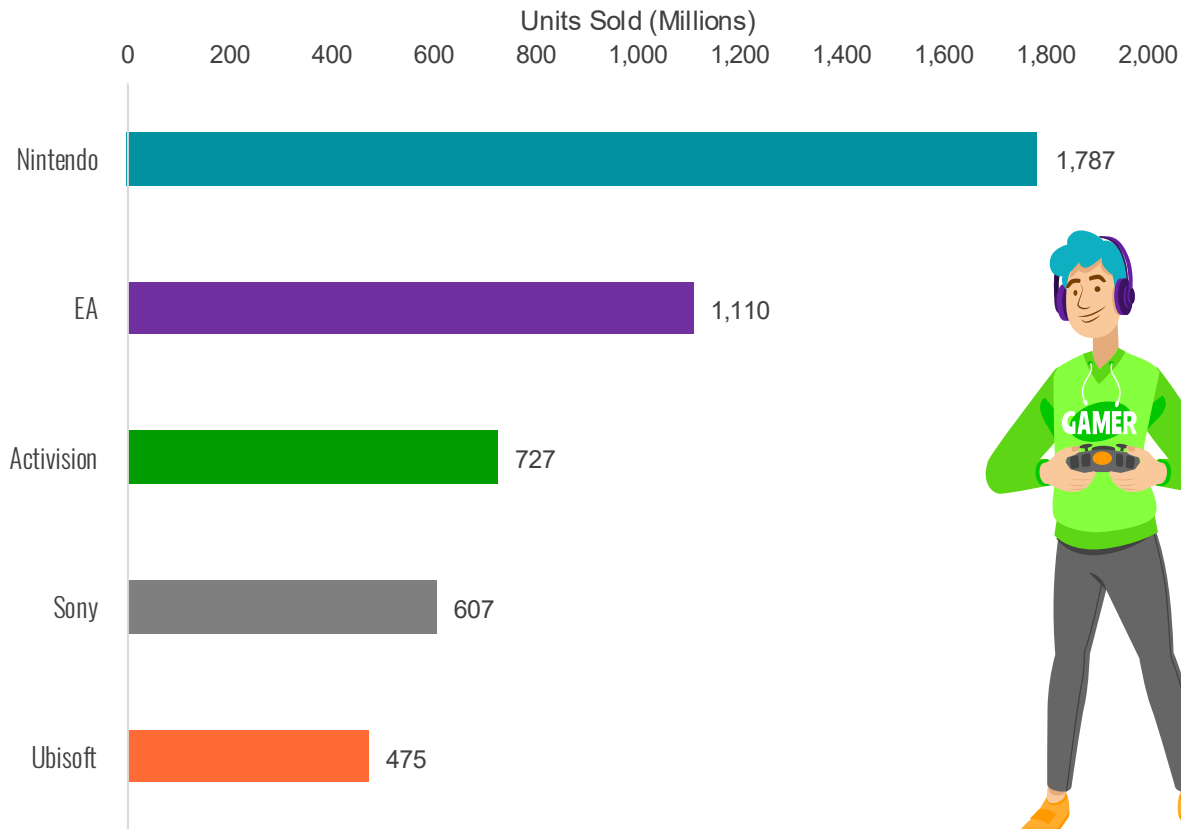
51% NA, 28% EU:
Limited Japan

Platform Genres

54% NA: Mario leads
globally

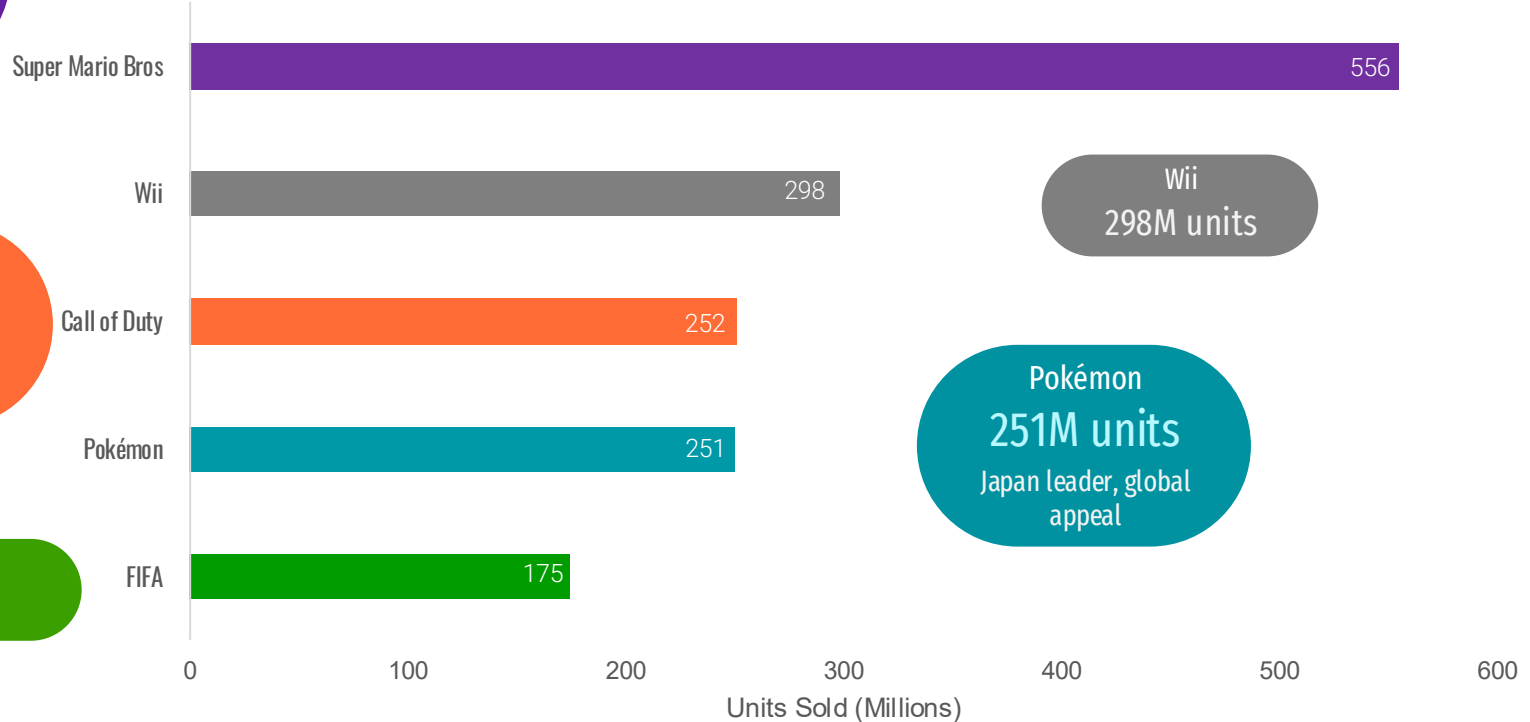
Top 5 Competitors

1,787M	Nintendo Platform, Sports, Racing
1,110M	Electronic Arts Sports, Action, Racing
727M	Activision Shooter, Action
607M	Sony Action, Sports, Racing
475M	Ubisoft Action, Shooter, Adventure



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

Wii

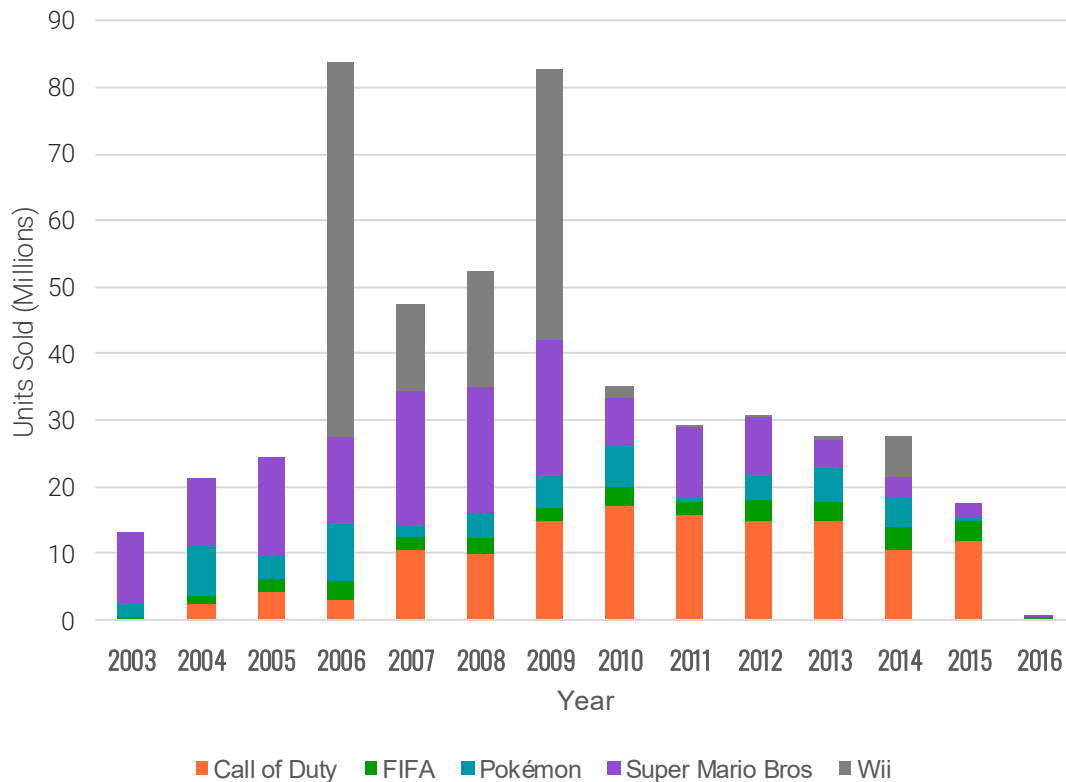
298M units

Pokémon

251M units

Japan leader, global appeal

Franchise Performance: North America



MARKET LEADER

Call of Duty

Shooter dominance drives NA

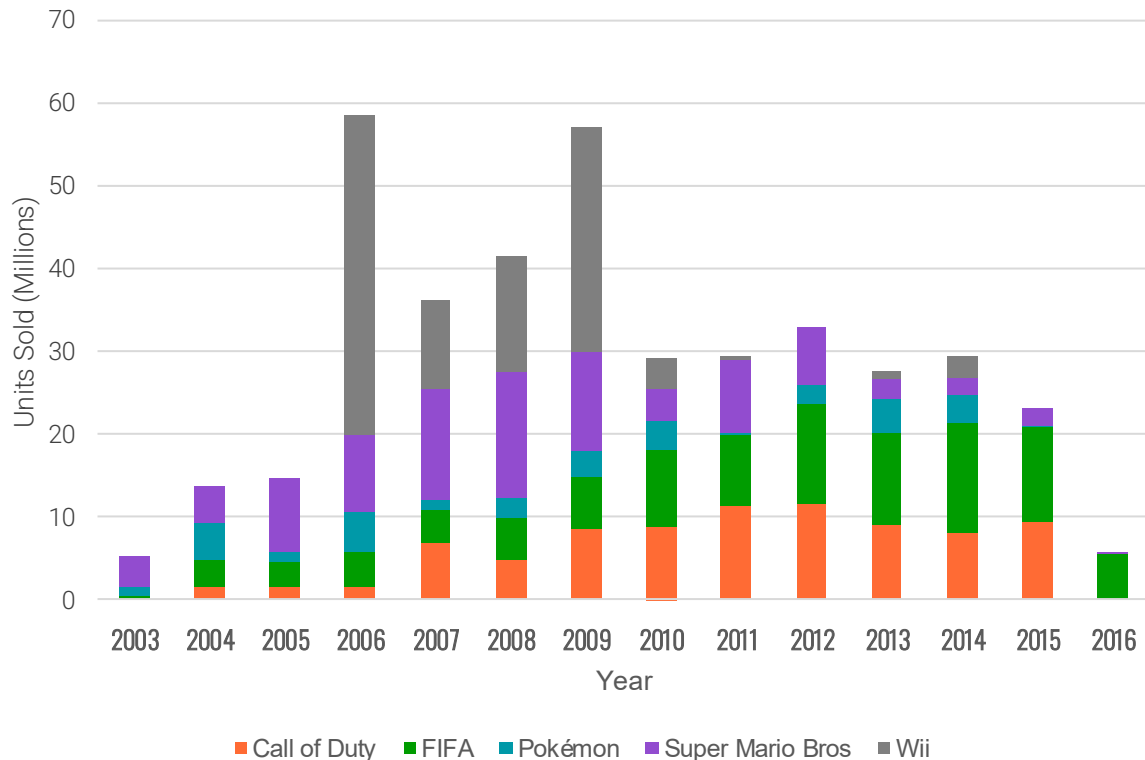
Key Observations

- 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

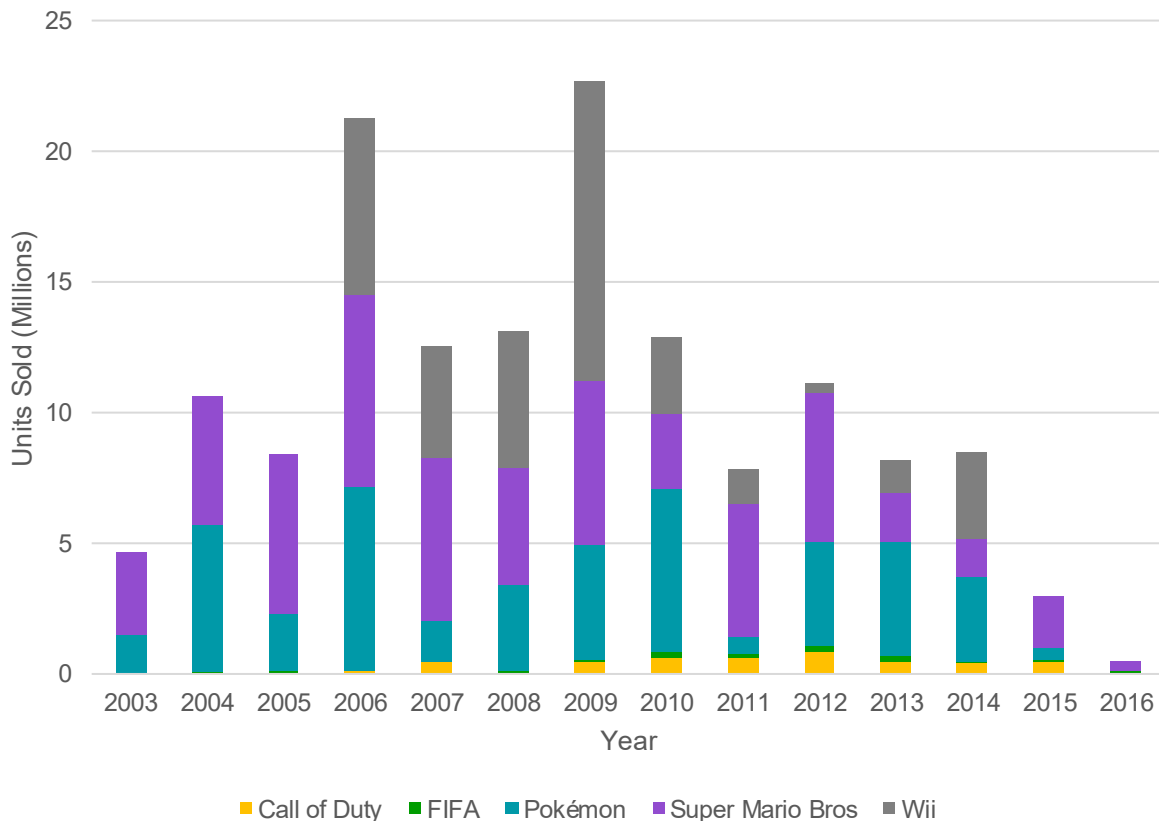
Key Observations

- 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



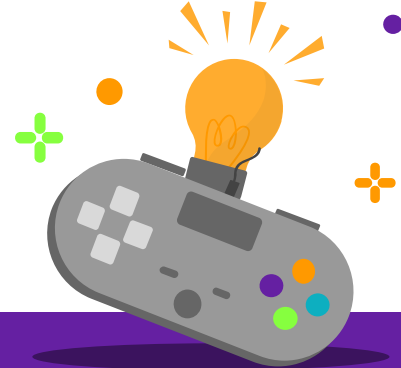
Physical Sales Only

Excludes digital downloads and mobile gaming



2016 Data Incomplete

70.9M vs 264.4M in 2015 –
validate data



Industry Shifting

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 Console Cycles

Track hardware-dependent franchises carefully



Thank You



Any Questions?



Data source:

[VGChartz Video Game Sales](#)
[VGChartz Methodology for](#)
[Data Collecting](#)



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