Analysis on Video Game Sales

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Video games have come a long way since the first games emerged in the 1970’s. With a plethora of genres & consoles it has become the next-big thing for investment. Video games are a billion-dollar business and have been for many years. In 2020, the revenue from the worldwide PC gaming market was estimated at almost 37 billion U.S. dollars, while the mobile gaming market generated an estimated income of over 77 billion USD. Let us analyse the gaming industry market and who are its major consumer marketplace countries by looking at this given data set.

**Business Insights:**

The **aim** of this report is to analyse the consumption of video games around the world and consider the trends in the popularity of genres across time.

The **main discoveries** are that:

1. Video game consumption of the Top 200 games is highest in North America, followed by Europe and Japan
2. The Action, Shooter and Platform genres are most popular across all regions, though certain regions further favour particular genres more so than others
3. 2010 & 2011 were responsible for the release of the most Top 200 games between 1982-2015
4. There has been a decline in the number of recently released games entering the Top 200
5. The Action, Shooter and Sports genres have increased in popularity over the years, while Puzzle-Based and Platform games have decreased in popularity

Considering the given data set we laid out some basic research questions as well as their summary on how to maximize on different terms.

### **Which genres are the most popular in each region? Are certain genres universally popular or favoured especially in certain parts of the world?**

1. Across all regions, the most popular genres are Action, Platform and Shooting games.

This is consistent with both the European and North American region with the exception of Japan as roleplaying games are dominant in its sales.

1. Europe

In Europe, the Action Genre tops the sales of 99.62 million, representing 19.5% of total sales. Genres that come close include Shooter type games at 98.12 million (19.2%) and Sports at 89.99 million (17.4%). The European market has the most equal spread of sales across the various genres, excluding Fighting games.

1. Japan

In Japan, a total of 90.31 million sales have been made, with Roleplaying games representing an enormous 42% of total sales in its market. Platform games come in second with 61.99 millions (26.5%), then another drop to Racing games with 28.03 million (11.99%). Roleplaying and platform games are the leading forces in the Japanese market the remaining genres representing 31.5% of total sales.

1. North America

In North America, Shooting games has the largest sales at 200.48 million, representing 24% of the total sales in this region. Platform games also come in second with 183.82 million (22.3%) then Action games at 134.38 million (16.3%).

### **How have gaming trends changed over time? What do the trends say about the future of gaming?**

1. The number of popular games grew exponentially over the last two decades, peaking in 2010-11

This rapid increase is probably because of the democratisation of technology, increasing individuals’ access to gaming consoles and hence the volume of games purchased.

1. In recent years, fewer releases have entered the Top 200 video games list

The marked drop in Top 200 games released in recent years may be due to a broader shift away from video games, as new technologies such as mobile games and VR have begun to decrease the market for video games. This trend is likely to continue as such technologies become more prominent and accessible.

It may also be possible that because these games have been released more recently, there is a smaller window for gaming purchases, hence decreasing the likelihood of a game being one of the Top 200 most purchased games of all time.

1. The prevalence of the Sports, Shooter and Action genres has grown noticeably over the past three decades

There is a notable trend towards more action-oriented genres such as Shooting, Racing, Action and Sports in the last 15 years.

Popular games released prior to 2000 are predominantly platform or puzzle-based yet in recent years, these genres appear to be some of the least popular.

This may be due to the advent of mass media and growing interest in racing, sports and action.

* **What Strategies You Can Do in Order to Increase Profits?**

To increase profits of course we need to increase the sales, it is necessary to create a sales strategy based on the market of each country. For example, data in 2009 were is the peak of global sales.

* For the states of Europe, North America and Other Countries have similarities, namely Genre Sport and Action which contribute to sales, but some games that are sold a little different. The manager can make a decision in the form of trying to cross-promote the sale of games, an example of the most popular games in Europe to try to promote in America.
* For Japan, the genre is slightly different from the others, the most popular genre of Role Playing. Therefore, it can be tried to keep promoting games categorized as Role Playing and also selling new games from publishers which the genre is Role Playing .