

Driving Success in the Video Game Market: Key Sales Insights

Analysis of Global Video Game Sales (1980–2017)

Theresa Gyamfi Allotey

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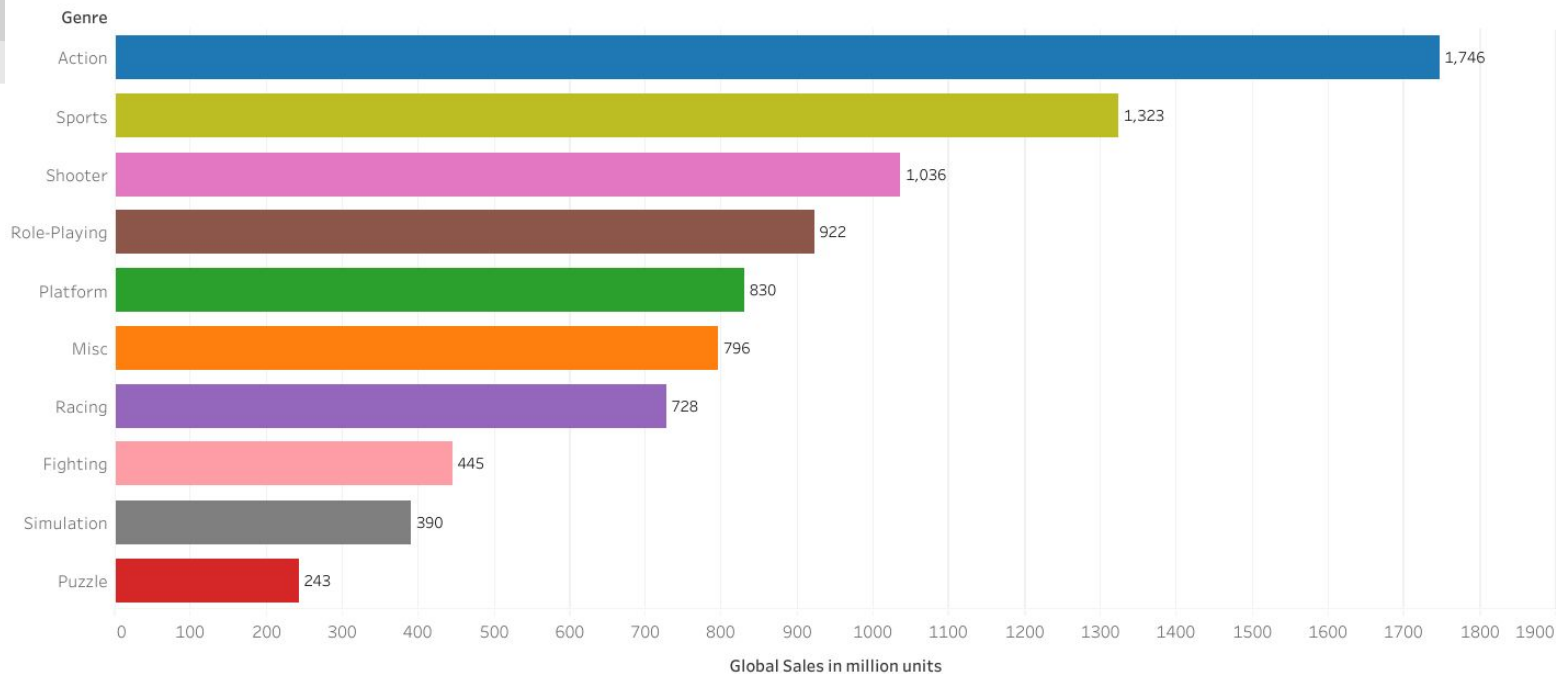




Executive Summary: Video Game Sales Insights

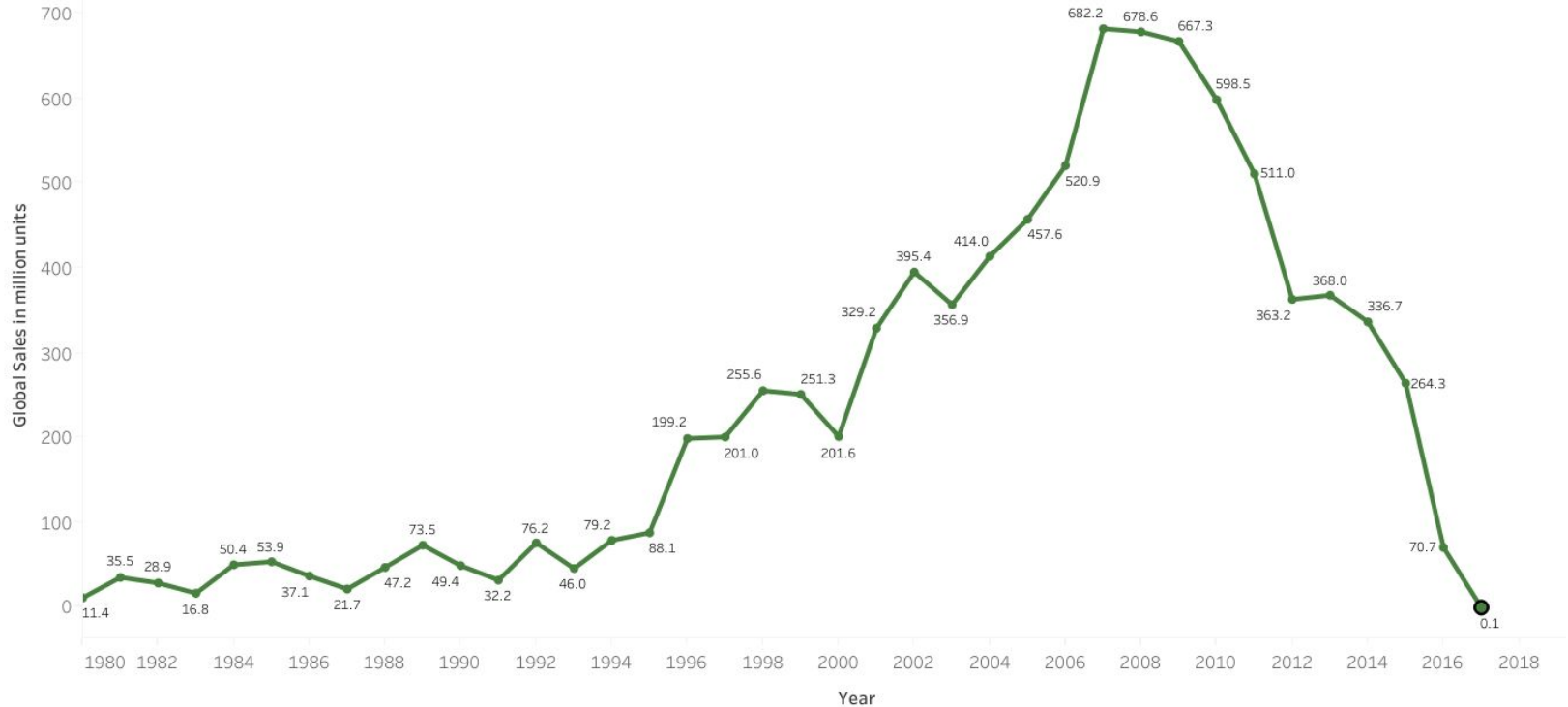
- **Overview:** This analysis of global video game sales data (1980–2017) reveals critical trends, regional opportunities, and top performers to guide strategic decisions in the gaming industry.
- **A few key metrics:**
 - **Genre Dominance:** Action and Sports genres lead global sales, driven by mass-market appeal (e.g., *Grand Theft Auto V*, *Wii Sports*).
 - **Market Trends:** Sales peaked in 2007–2009 (Wii/PS3 era) but stabilized by 2015, signaling opportunities for new platforms.
 - **Regional Strengths:** North America and Europe are the largest markets; Japan excels for Role-Playing games, with Nintendo leading in NA and JP.
- **Recommendations:**
 - **Prioritize Action and Sports game** development to capture high-demand markets.
 - **Target North America and Europe** for broad reach; tailor Japan strategies for Role-Playing genre.
 - **Focus** on mainstream platforms (**e.g., PS4, Xbox**) for new releases.

Dominant Genres: Top 10 by Global Sales



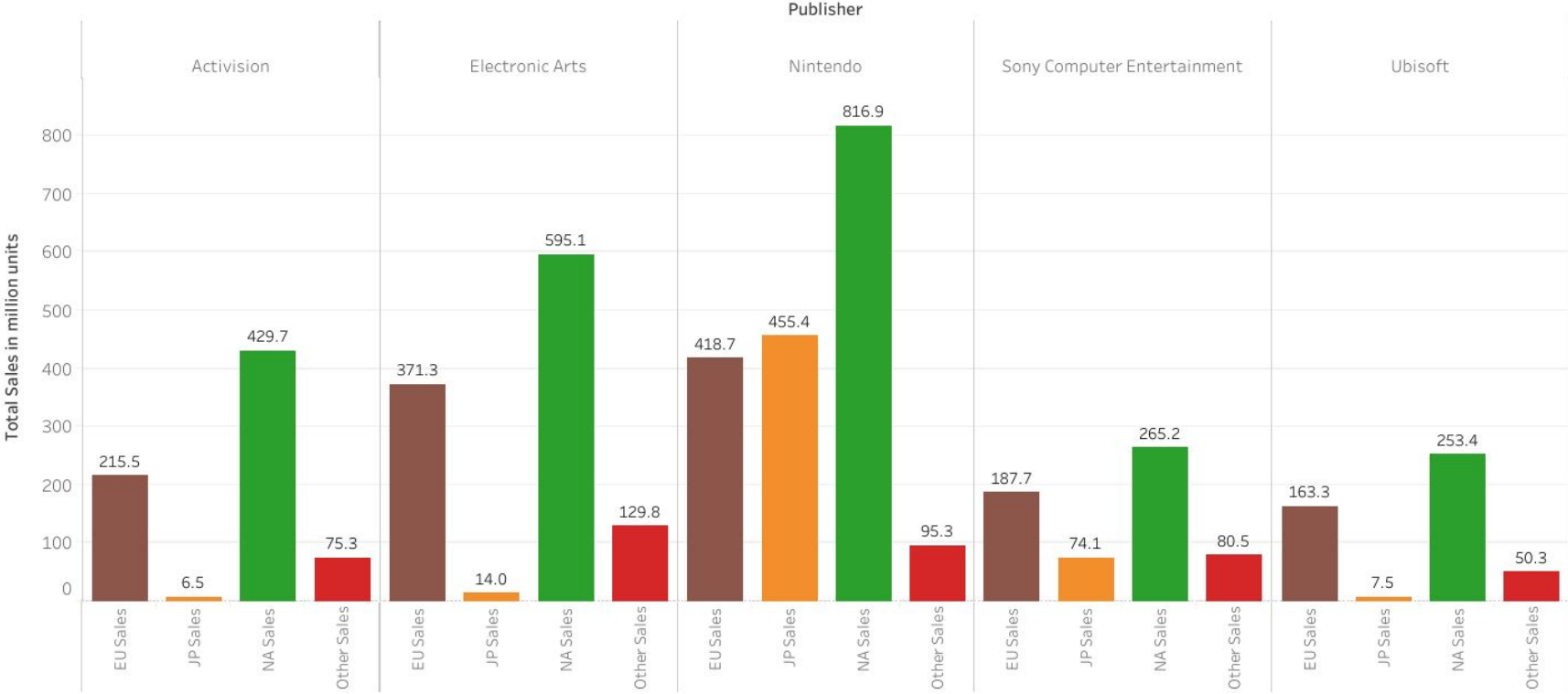
Action/Sports lead; niche genres (Puzzle) lag; focus on high-demand genres.

Market Evolution: Global Sales Trends (1980-2017)



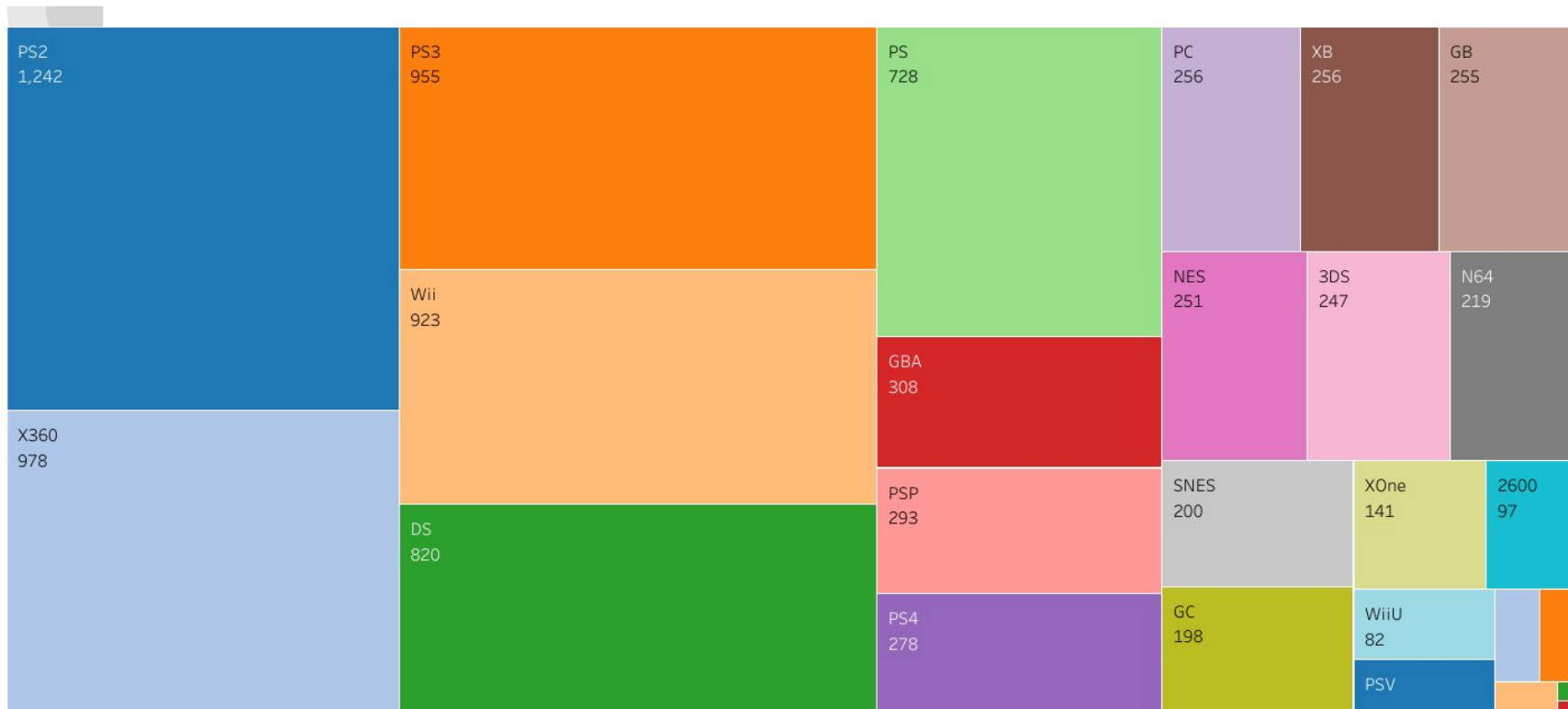
2007–2009 peak; post-2009 decline; stabilization by 2015.

Regional Strengths: Sales by Top 5 Publishers



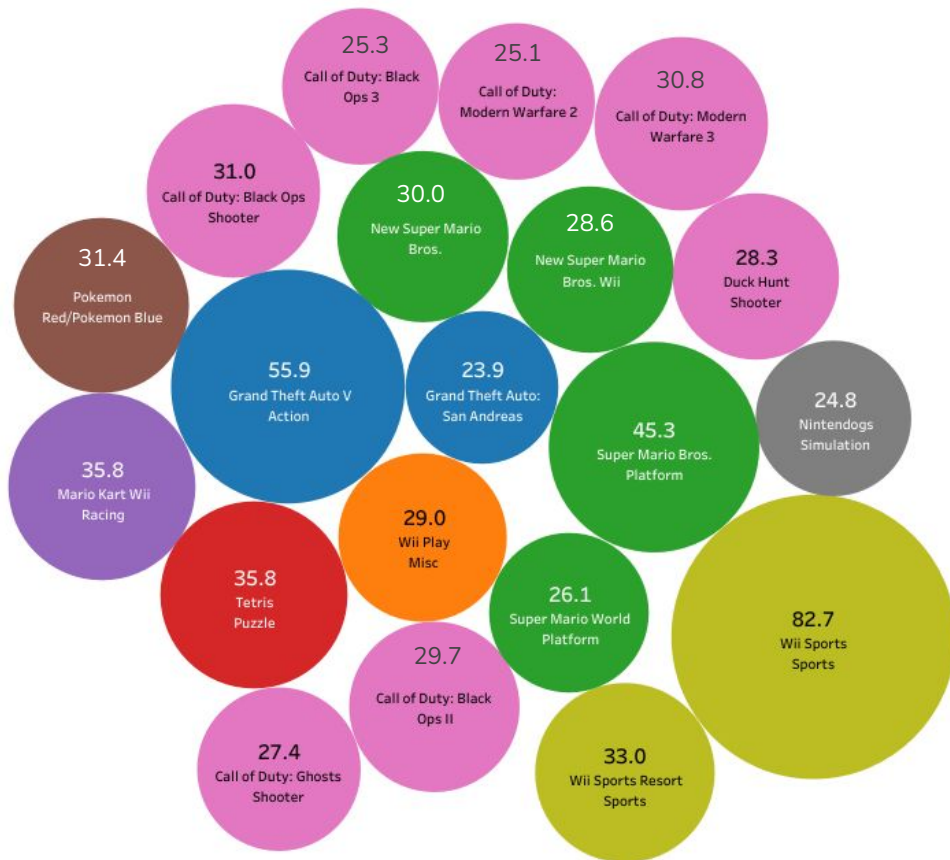
Nintendo leads NA/JP; NA/EU largest markets; JP favors Role-Playing.

Platform Dominance: Market Share by Platform



PS2/X360 lead; PS4 growing; niche platforms minimal.

Blockbuster Titles: Top 20 Games by Global Sales



**Wii Sports,
Grand Theft
Auto V lead;
Action/Sports
dominate**



Key Takeaways and Strategic Recommendations

- **Takeaways:**
 - Action/Sports lead; 2006–2009 peak; NA/EU key markets; PS2/X360 dominate; top games drive revenue.
- **Recommendations:**
 - Develop Action/Sports; target NA/EU, tailor JP; partner with Nintendo; focus on PS4/Xbox; create high-appeal titles.

THANK YOU.

