

# Video Game Popularity for GameCo

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**Games of  
the Year  
1980-2016**





# KEY CONCEPTS

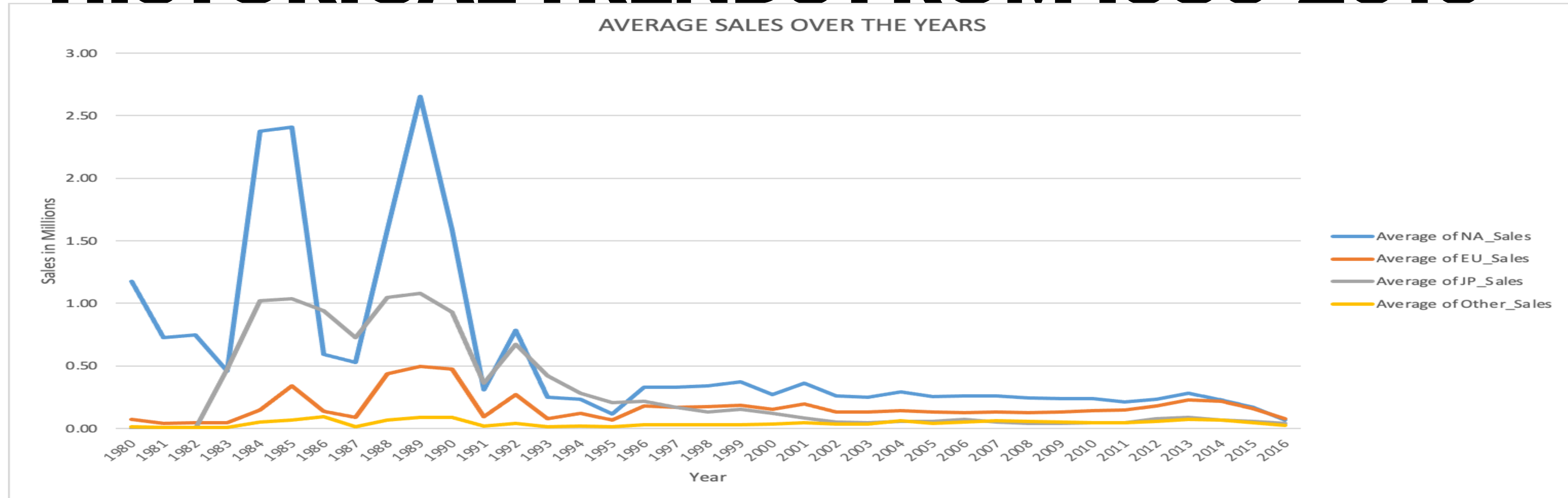
Global sales are comprised of North America, Europe, Japan, and Other sales.

- Using historical data of games sold I will be conducting descriptive analysis for these regions from the years 1980 to 2016
- Sales are in per unit sold in Millions
- The current belief is that historical trends will continue, and no marketing changes need to be made for 2017
- My insight says other wise, and that certain types of games will dominate the market share for each region



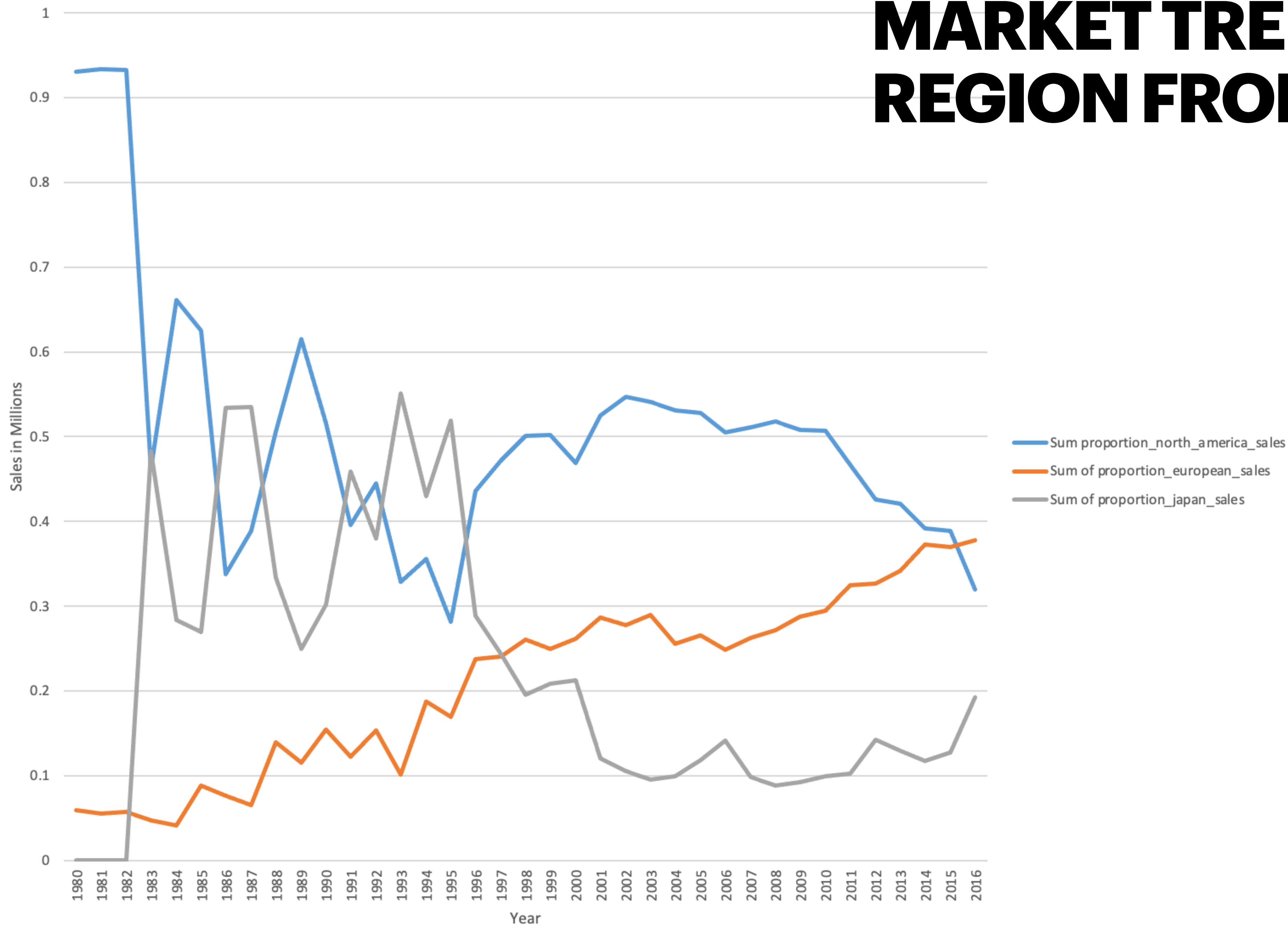


# HISTORICAL TRENDS FROM 1980-2016



- North American sales on average outperform the other markets
- Europe is second, while Japan is third, and Other is last
- What about total sales? How do region sales affect global sales?

Total sales proportion by Region



# MARKET TRENDS PER REGION FROM 1980-2016

- North American sales had majority of global sales pre 2000, and has been steadily decreasing with peaks over the years
- European sales has steadily increased and contributed more and more to global sales over the years, even crossing NA sales in 2016
- Japan has had early spikes in sales in the 1990s, however their sales had continually decreased throughout the years falling to third place

# **WHAT DO THE CHANGES IN REGION TRENDS MEAN?**

**DOES IT MATTER, SINCE THE OVERALL TREND IS SAME?**

**While North America still contributes the most to Global sales, the steady decline is concerning.**

- **Are the recent games not appealing to the North American audience?**
- **Have they found a new source of entertainment to replace video games?**

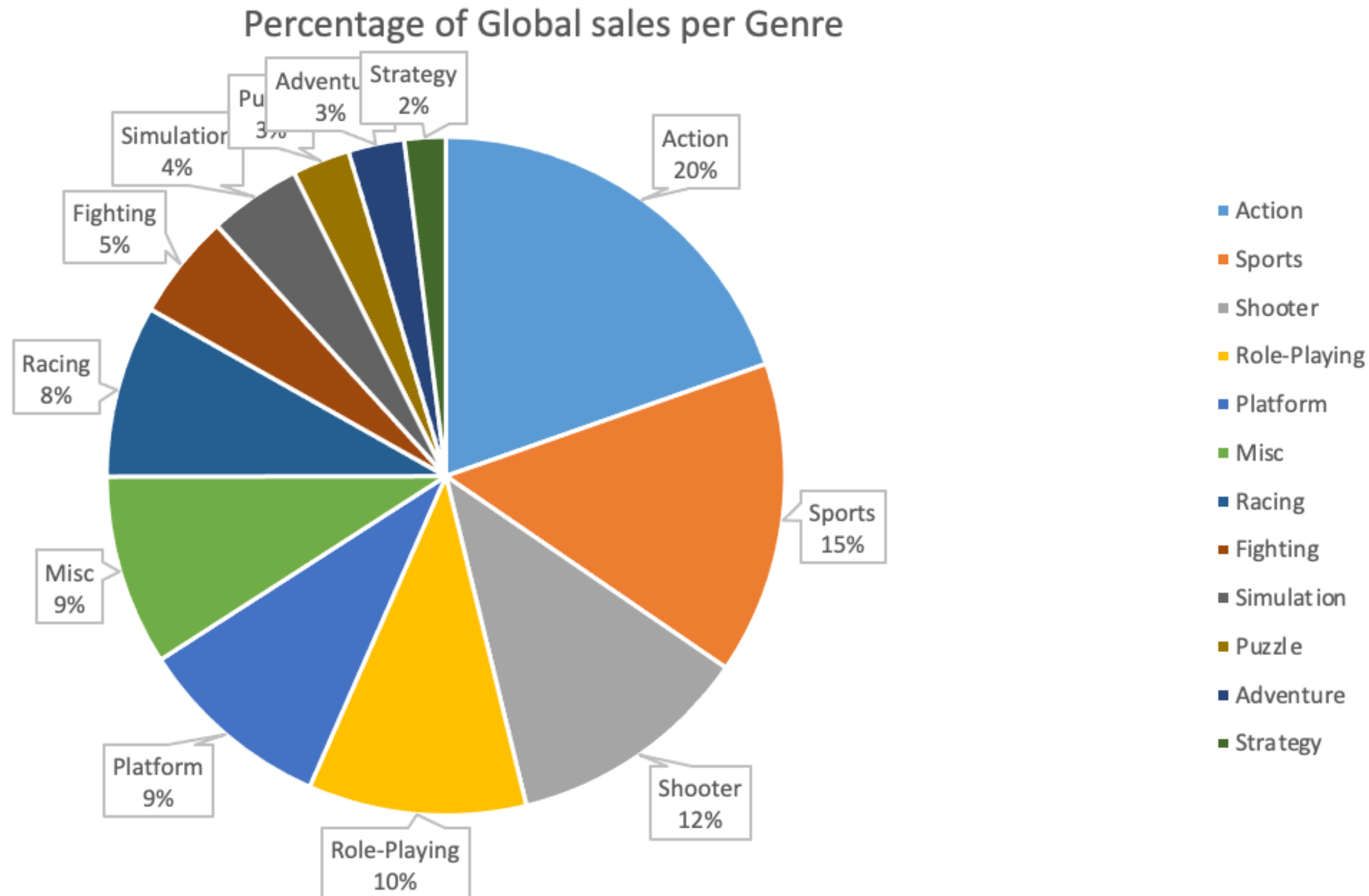
**European sales have been steadily increasing and have overtaken NA sales in the year 2016**

- **We should pivot and pour more into marketing in the European audience**
- **What type of games do they enjoy more?**

**Japanese sales have completely capitulated since 1995, perhaps due to their recession**

- **What can we do to revitalize interest in the Japanese market?**

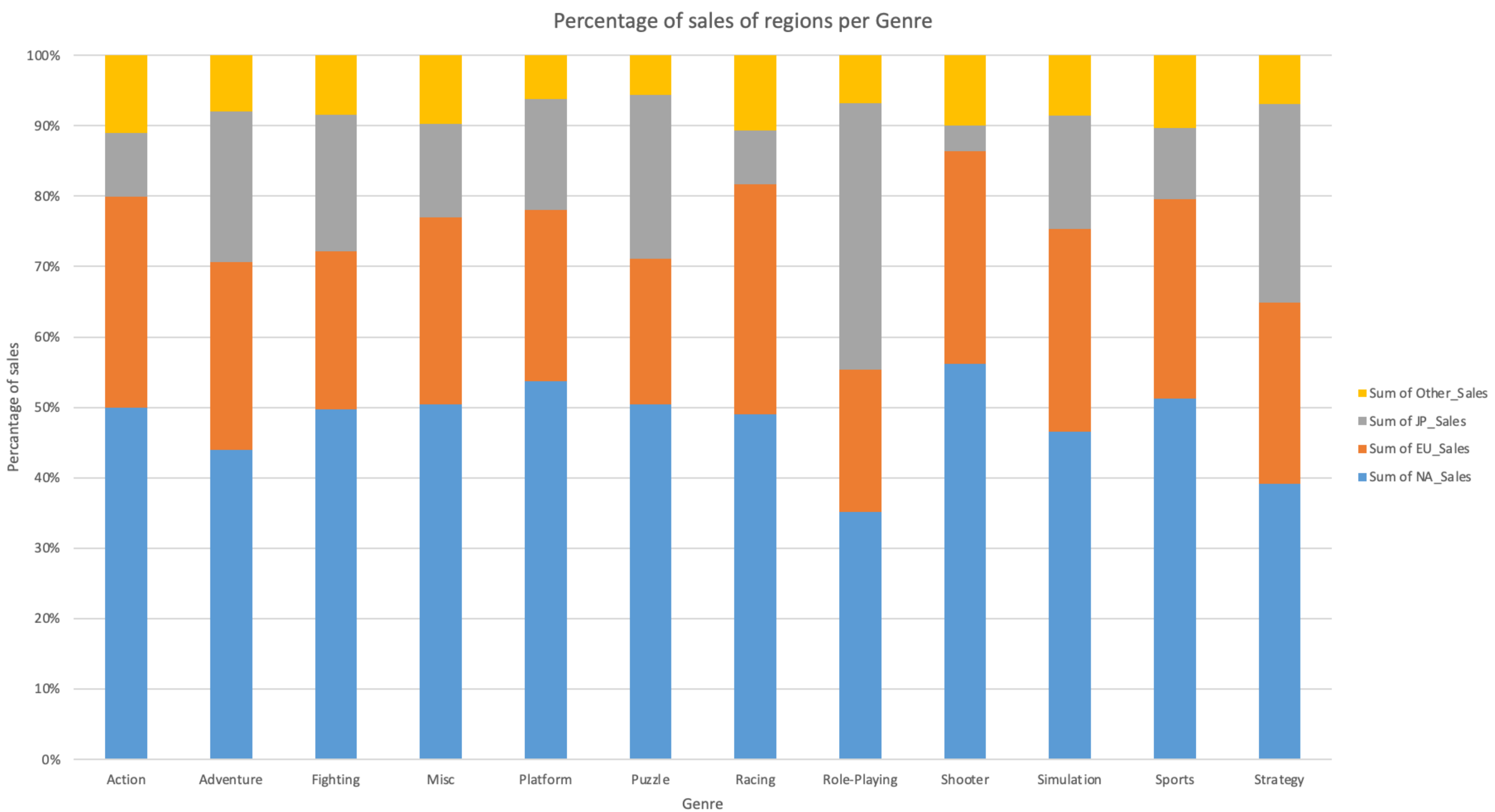
# WHAT TYPE OF GAME PERFORMS THE BEST?



**Certain genres of games outperform others in total global sales**

- **Action genre is number one**
- **Sports, Shooter, and Role Playing follow behind at two, three, and four**
- **Strategy and puzzle games do the worst in terms of sales**

# HOW EACH GENRE DOES IN SALES



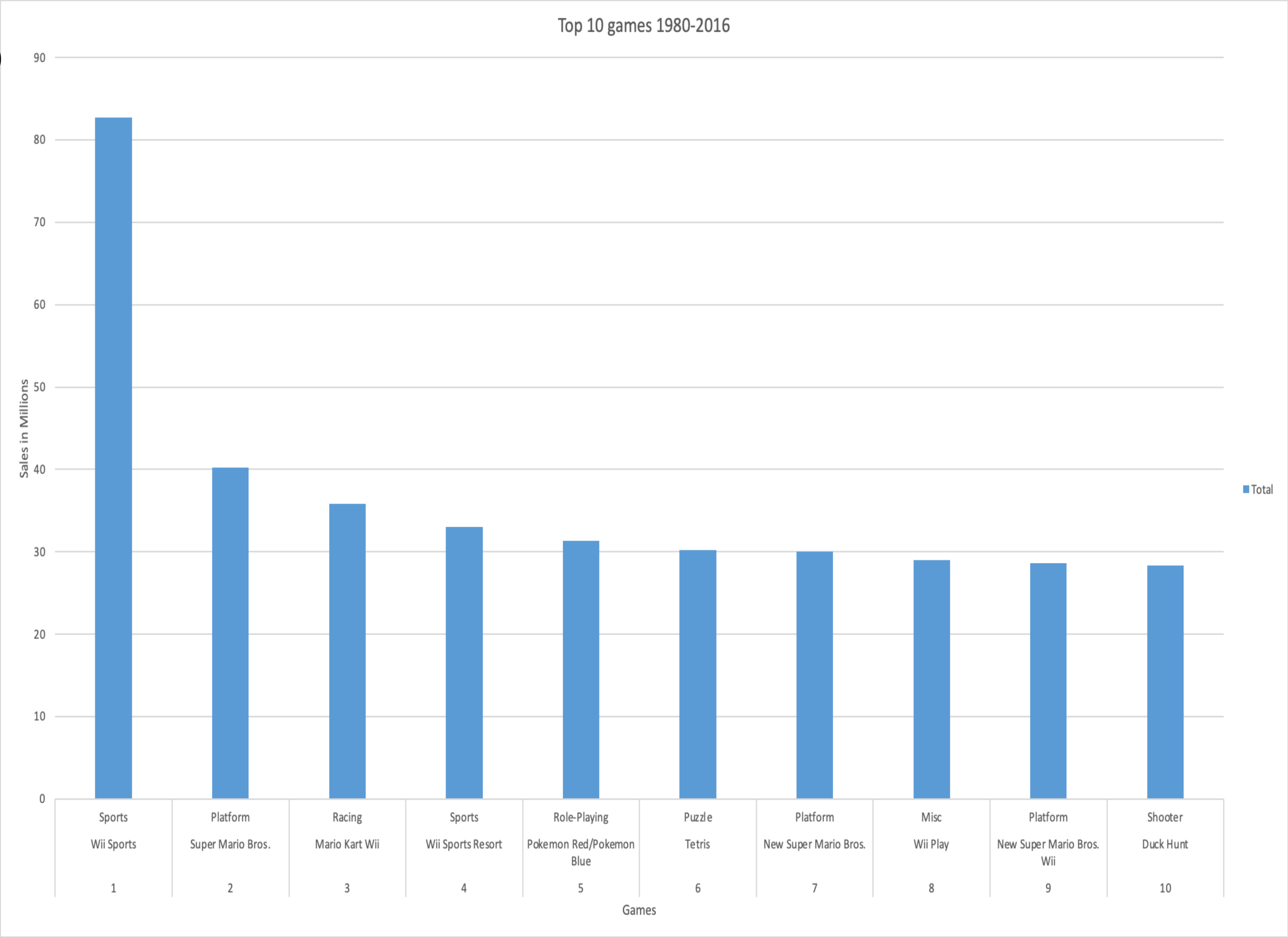
## REGION SALES DIFFER ACROSS GENRES AS WELL

- **NA sales have over 50% of market share in Action, Platform, Shooter, and Sports genre**
- **EU sales have an equal percentage of market share over all genres**
- **JP sales have a noticeable market share in Role-Playing, and Strategy games**



# TOP TEN GAMES SOLD FROM 1980-2016

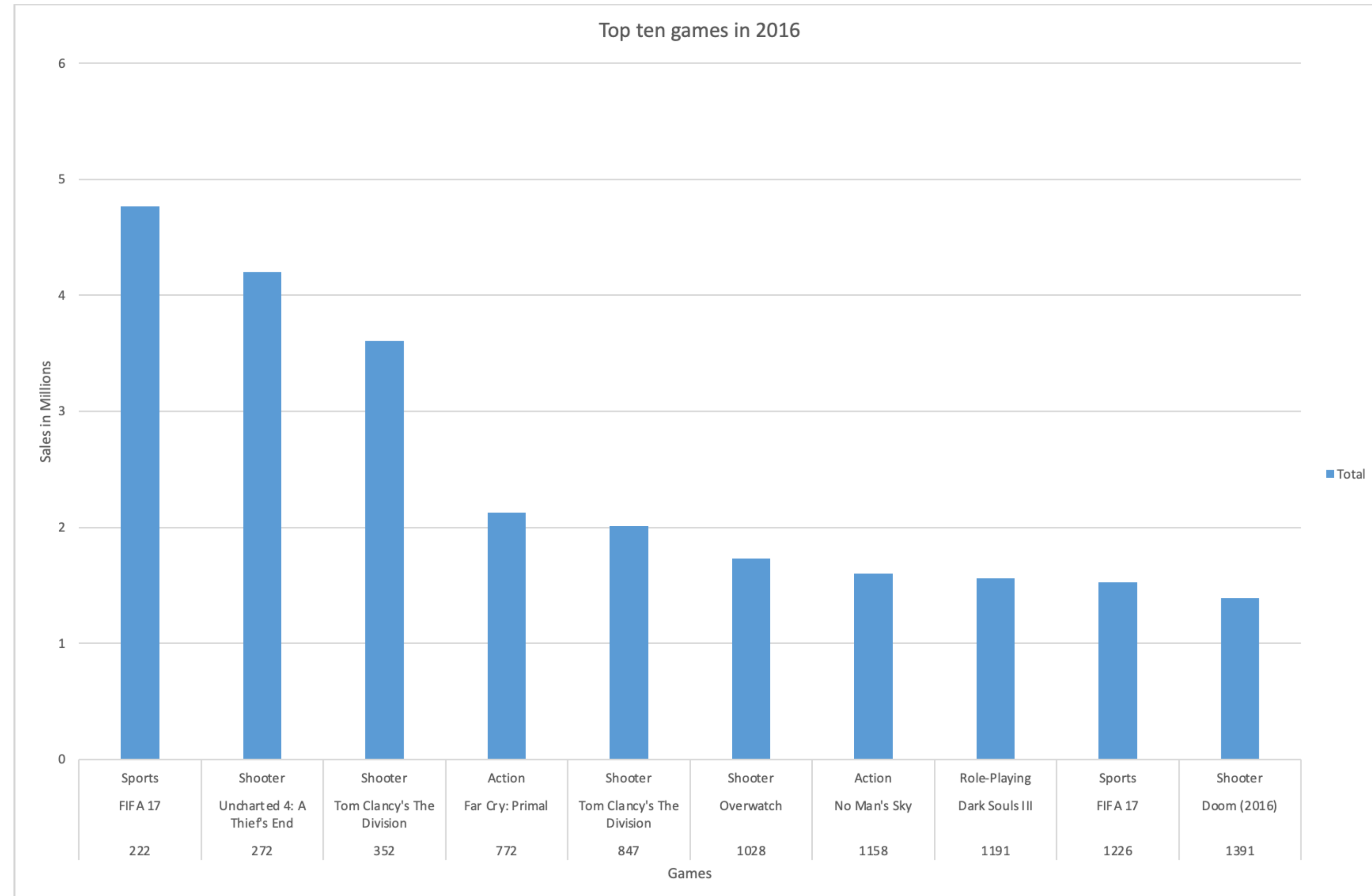
- Number one game sold globally was Wii Sports, A Nintendo console **sports** game
- The other games had a wide variety of genres;
  - **Platform, Racing, Role Playing, Puzzle, Misc, and Shooter**
- According to this chart, GameCo should focus on diversifying and creating a variety of games in order to get into the top ten sales





# TOP TEN GAMES SOLD IN 2016

- Number one game sold globally was FIFA 17 a **sports** game
- The other games had a much narrower variety compared to the previous top ten
  - Mainly **Sports, Shooter, and Action**
- According to this chart, the trends have changed in 2016, and the above mentioned genres sold the most





# REVISED FINDINGS

North American Sales make up the majority of Global sales, and is an important market to cater towards.

- Top performing genres in NA would be Sports, Shooters, and Action

European Sales have been steadily increasing and have overtaken market share from NA in 2016

- All genres have equal market share

Japan sales have been steadily decreasing after the year 1995 perhaps due to their economic recession, of the “Lost Decade”

- Role-Playing and strategy games seem to be the only genres gaining market share in Japan

Other Sales is a hard region to analyze properly

- Market share seems to remain consistent
- Perhaps with more detail of country of origin, a new emerging market could be identified. (i.e India, China, Korea)





# RECOMMENDATIONS

1. **FOCUS MARKETING BUDGET ON NORTH AMERICA AND EUROPE REGIONS**
2. **EUROPE REGION SEEMS UNDER DEVELOPED SO MARKET MORE**
3. **FOCUS MORE ON ACTION, SPORTS, AND SHOOTER GENRES**
4. **JAPAN MARKET SEEMS TO BE FALLING OFF, FOCUS ONLY ON ROLE PLAYING GENRE FOR THIS REGION**

