

GameCo: The Global Video Game Market

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Current Assumptions

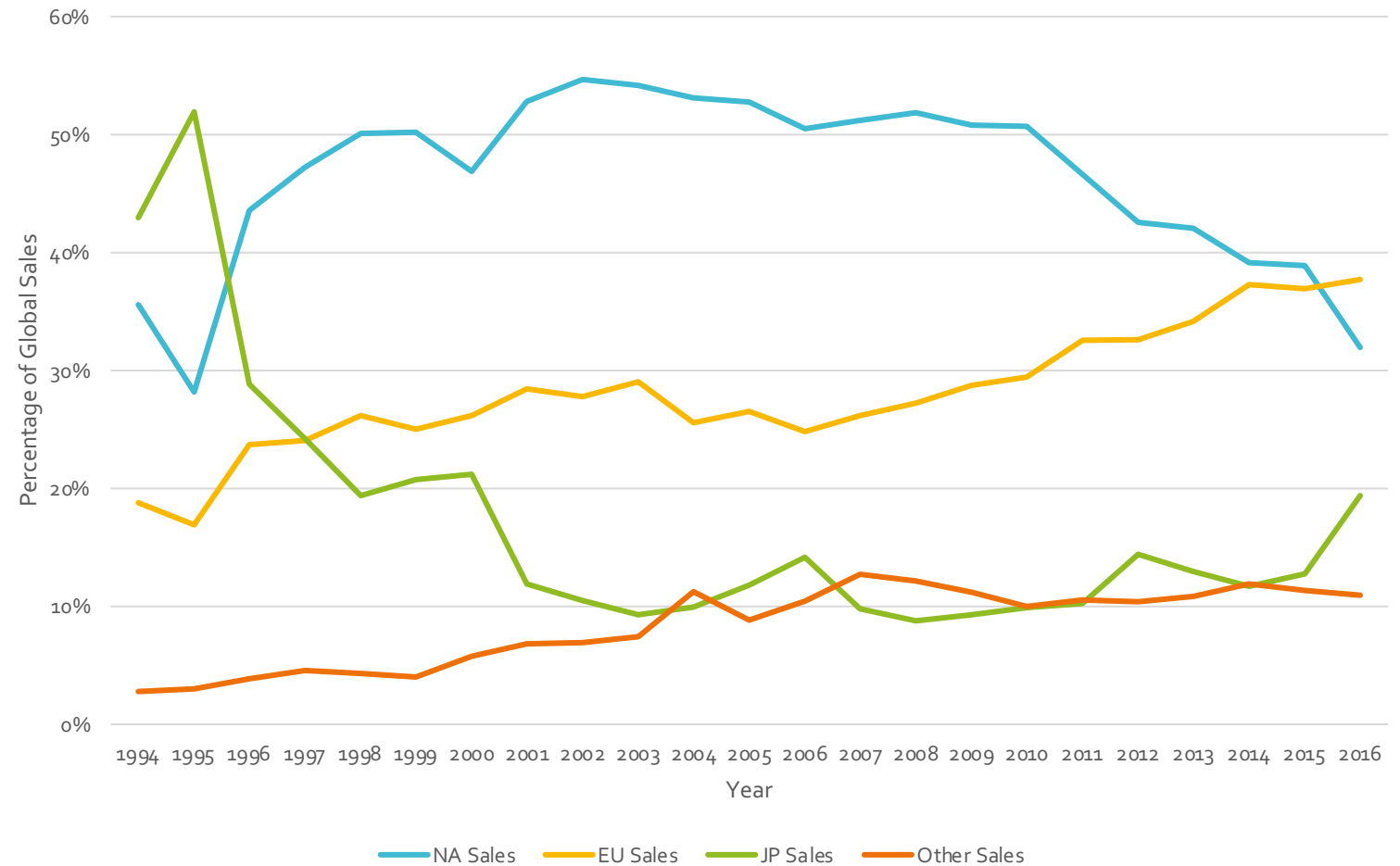
GameCo's current understanding is that the proportion of global sales for each geographic region has stayed the same over time.

Global Sales by Geographic Region 1994-2016

- NA Sales – represents percentage of global sales that come from North America
- EU Sales – represents percentage of global sales that come from Europe
- JP Sales – represents percentage of global sales that come from Japan
- Other Sales – represents percentage of global sales that come from regions other than North America, Europe, and Japan
- Note: sales represent number of units sold

Insights by Region

Proportion of Global Sales by Geographic Region



Recommendations

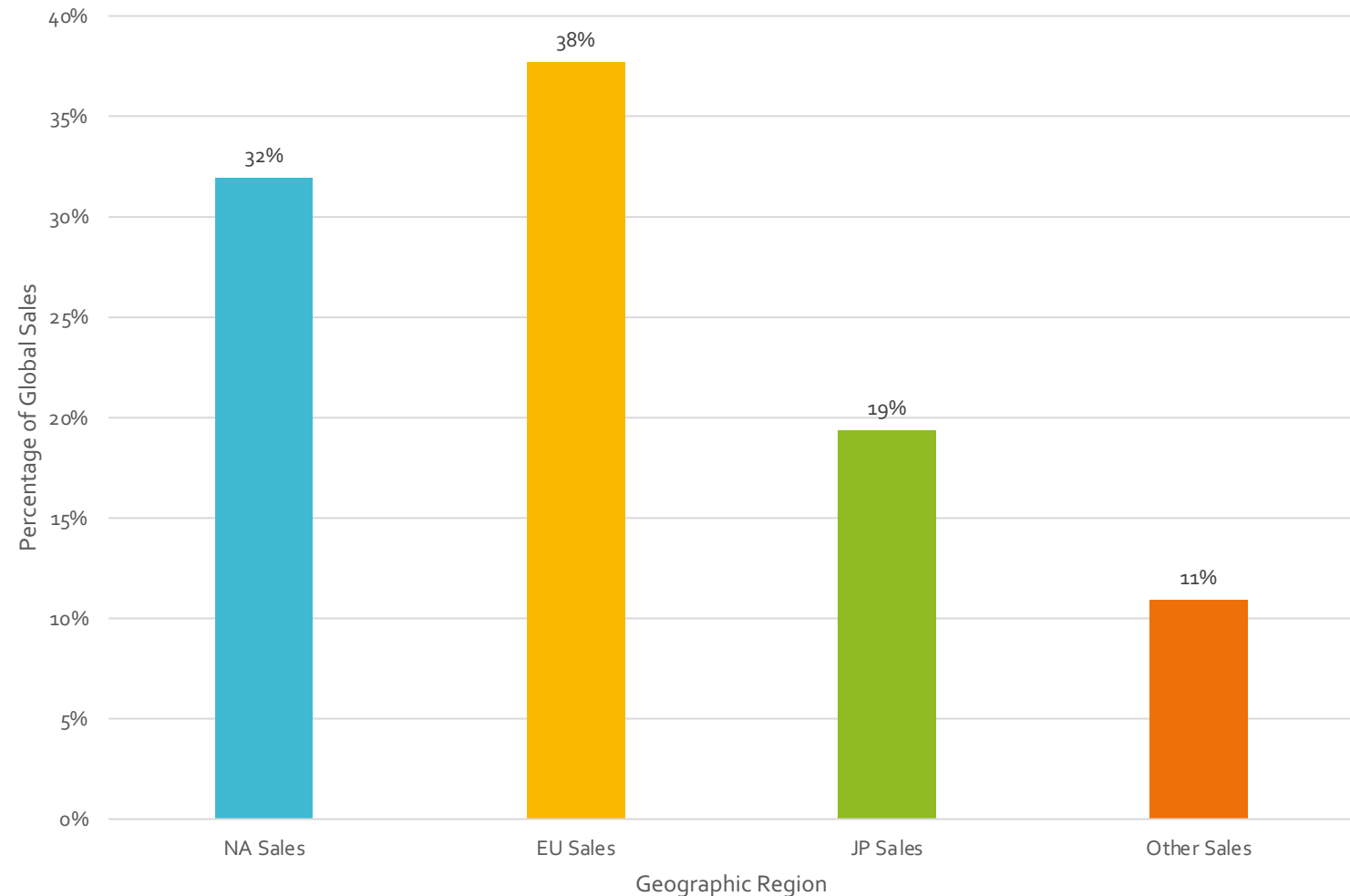
- The data suggests that the proportion of global sales for each geographic region has changed over time, contrasting our current understanding of GameCo's business.
- GameCo should use this insight to revise the distribution of the marketing budget to reflect these changes: approximately 38% for Europe, 32% for North America, 19% for Japan, and 11% for other regions.

2016 - Global Sales by Geographic Region

- 32% of games were sold in North America
- 38% of games were sold in Europe
- 19% of games were sold in Japan
- 11% of games were sold in other regions

Insights by Region

Proportion of Global Sales by Geographic Region in 2016

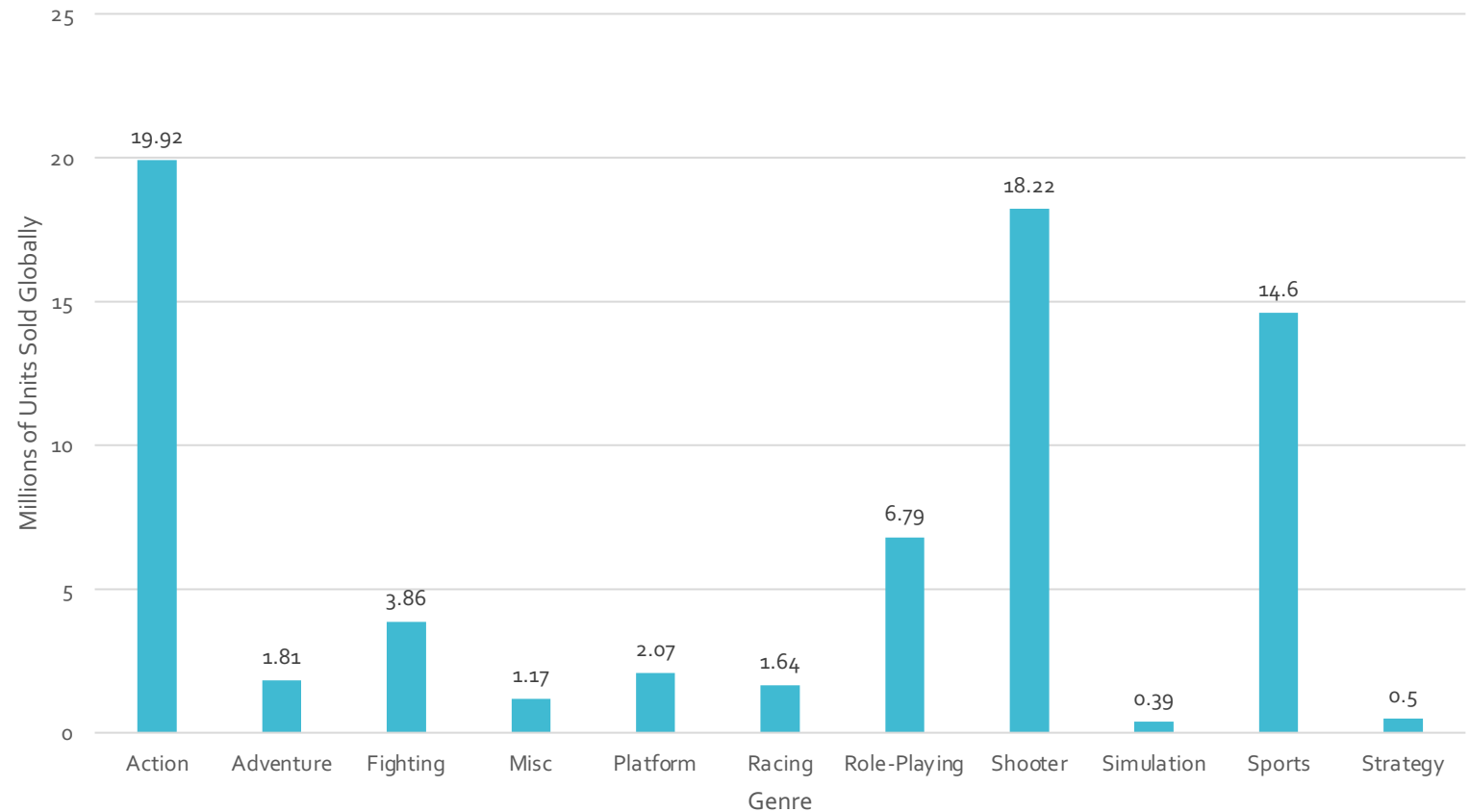


2016 - Global Sales by Genre

- The most popular game genre worldwide was Action with 19.92 million units sold, followed by Shooter with 18.22 million units sold, and then Sports with 14.6 million units sold.
- Note: sales represent millions of units sold

Insights by Genre

Global Sales by Genre 2016

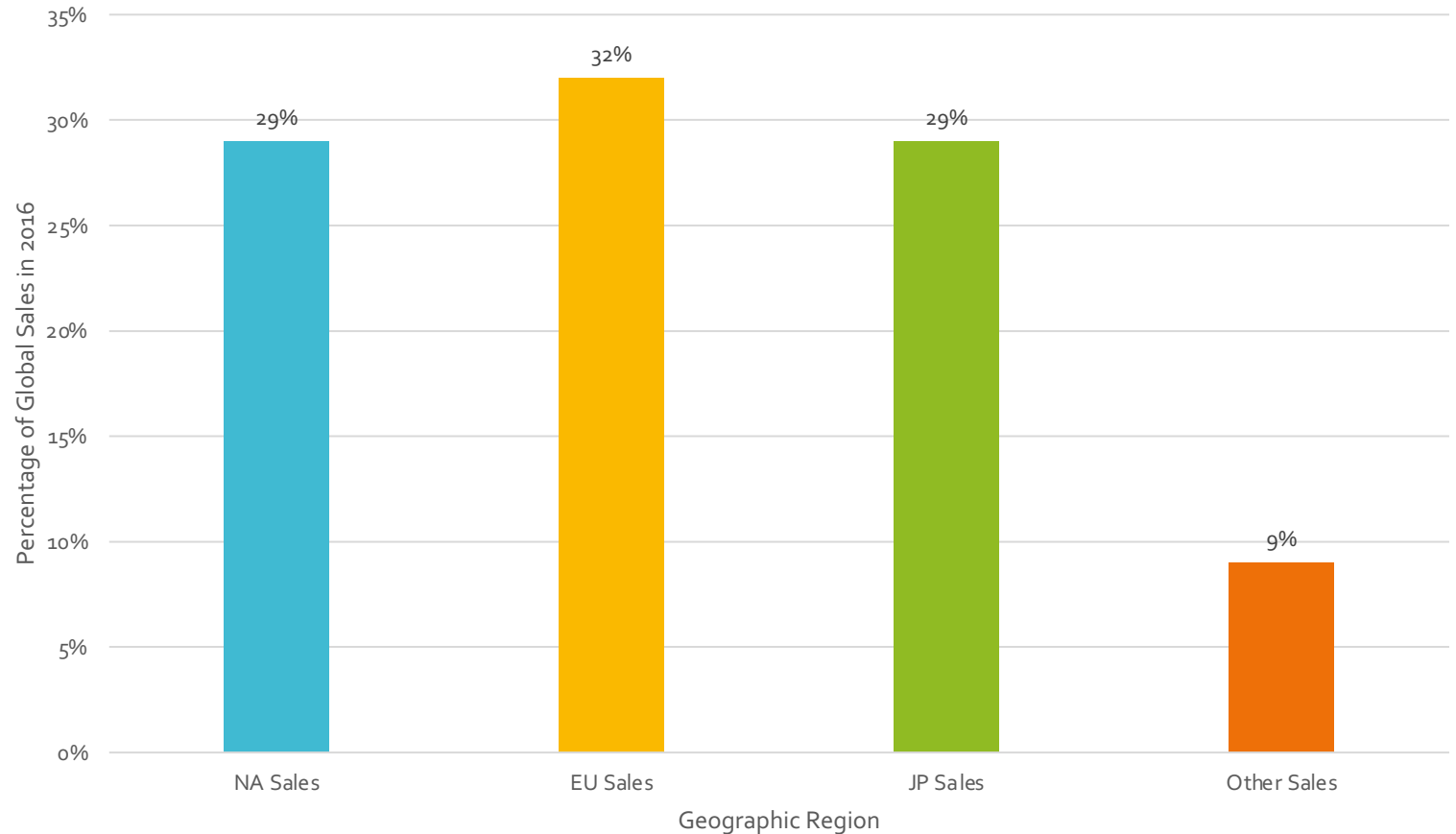


2016 – Sales of Action Games by Geographic Region

- Action games were consistently popular in the three biggest regions: North America, Europe, and Japan.
- Note: columns do not add up to 100% due to rounding

Insights by Genre

Sales of Action Games in 2016 as Percentage of Global Sales by Geographic Region

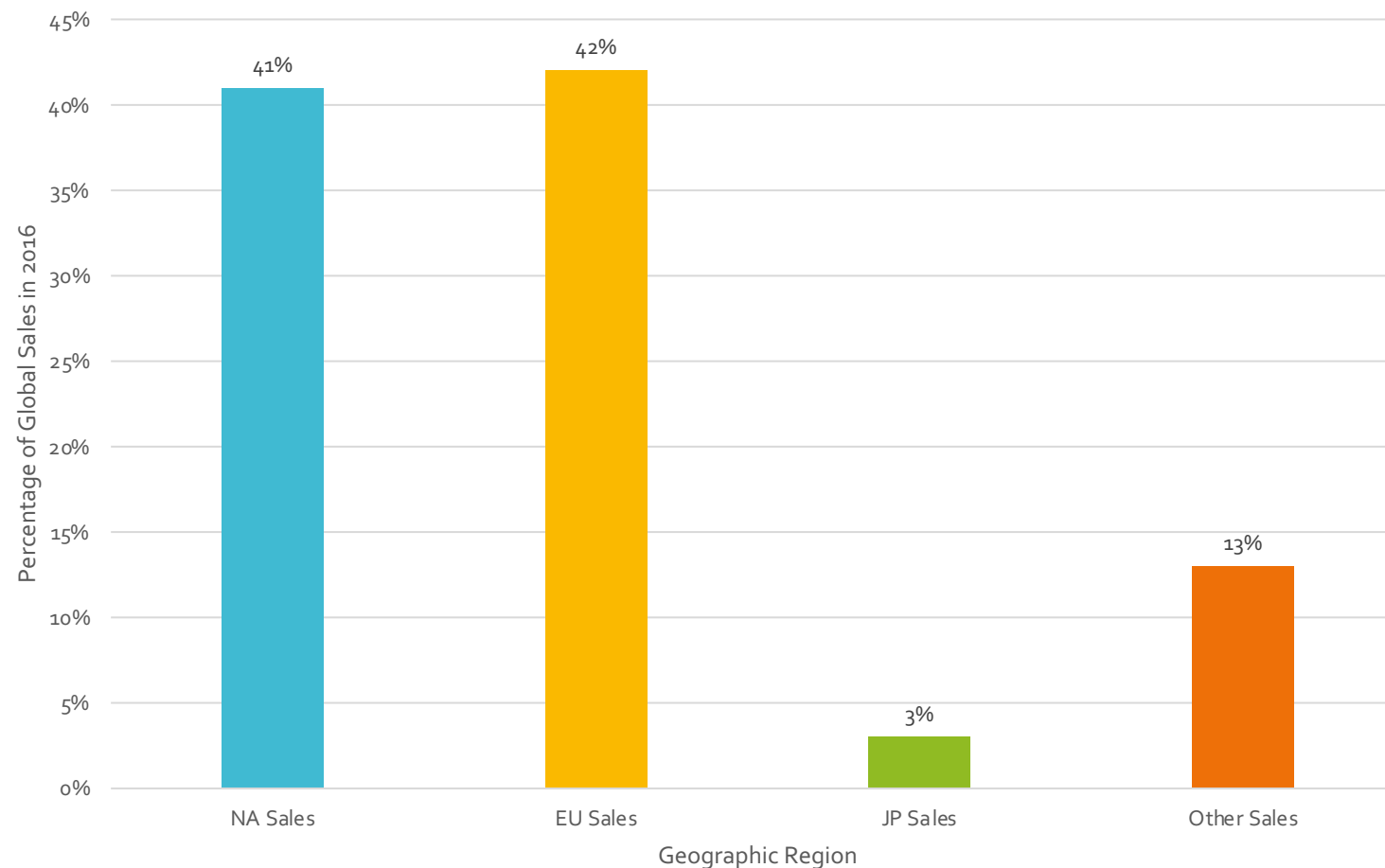


2016 – Sales of Shooter Games by Geographic Region

- Shooter games were very popular in North America and Europe, but they were not popular in the rest of the world.
- Note: columns do not add up to 100% due to rounding

Insights by Genre

Sales of Shooter Games in 2016 as Percentage of Global Sales by Geographic Region

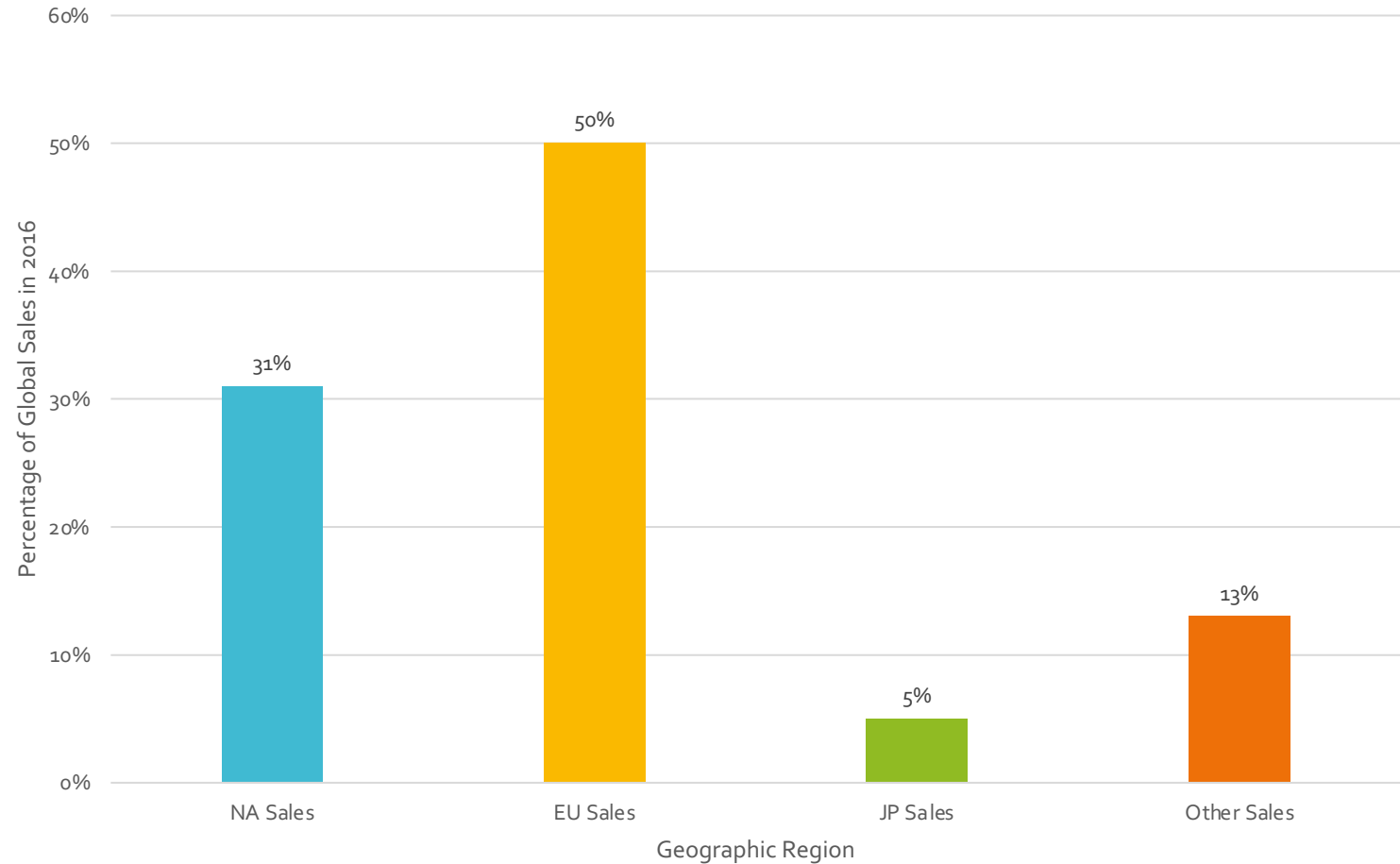


2016 – Sales of Sports Games by Geographic Region

- Sports games were extremely popular in Europe, but not as popular in North America and not popular at all in the rest of the world.
- Note: columns do not add up to 100% due to rounding

Insights by Genre

Sales of Sports Games in 2016 as Percentage of Global Sales by Geographic Region



Recommendations

- Action is the best-selling game genre worldwide. It is also consistently popular in the three largest regions of Europe, North America, and Japan. The 2nd and 3rd best-selling game genres (shooter and sports) vary more widely in popularity by region.
- GameCo should prioritize developing an action game in order to have the best chance of it selling worldwide.