SEASONALITY

Superimposed on the general economic trend is a strong seasonal pattern of demand for the industry's products. Seasonal demand is different for each market type (EU, Nafta, Internet), but the same for all types of products (1, 2, 3) in particular market. For example, if seasonal demand in EU market is +5%, it means that demand for each type of product in EU market increases by +5%.

Official GMC manual notes that usually the peak of demand is in 4 quarter of the year, but in fact the peak of demand may hit in any quarter of scenario because of simulator developers choice. In other words, predicting behavior of market, and rough estimating of seasonal demand effect in advance is not possible until you play a few games in a particular scenario. To accurately evaluate the impact of factors you need to analyze hundreds of management reports and take into account effects of other factors besides seasonality of demand, then calculate average result.

For example, this is seasonality of demand for scenario 12C1:

1. 1 period: EU +2.5%; Nafta +1.1%; Internet -4.1%.
2. 2 period: EU +5.0%; Nafta +0.1%; Internet +3.8%.
3. 3 Period: EU -2.7%; Nafta -9.9%; Internet -2.1%.
4. 4 Period: EU +4.4%; Nafta +6.5%; Internet +5.2%.
5. 5 period: EU -18.1%; Nafta -12.0%; Internet -11.0%.

季节性

总体经济趋势反映了行业产品季节性旺季需求旺盛。 每个市场类型（国内，北美，互联网）的季节性需求是不同的，但对于特定市场的所有类型的产品（1，2，3）而言是相同的。 例如，如果欧盟市场的季节性需求为+ 5％，则意味着欧盟市场每种产品的需求将增长5％。

官方GMC手册注意到，通常需求的高峰期是每年的第四季度，但事实上，由于模拟开发者的选择，需求的高峰期可能会在第四季度的场景中受到打击。 换句话说，预测市场行为，以及提前季节性需求效应的粗略估计是不可能的，直到你在特定场景中玩几场游戏。要精确评估影响因素的因素，需要分析数百条管理报告，并考虑到除需求季节之外的其他因素的影响，然后计算平均结果。

例如，这是情景12C1的需求季节性：

1. 第一期：国内+2.5%；北美+1.1%；互联网-4.1%.
2. 第二期：国内+5.0%；北美+0.1%；互联网+3.8%.
3. 第三期：国内-2.7%；北美-9.9%；互联网-2.1%.
4. 第四期：国内+4.4%；北美+6.5%;；互联网+5.2%.
5. 第五期：国内-18.1%；北美-12.0%；互联网-11.0%.