State of the Physical Console Market

2019 in Review

Data and insights from The NPD Group’s State of the Physical Console Market Study are your resource for understanding the latest trends across platforms, software, marketing, and streaming. Drive strategy and review the opportunities and risks to prepare for greater success in 2020.

Topics Addressed

- Understand the relationship of cross-ownership and engagement across platforms
- Identify the physical revenue percentage of the software market that the 10 largest publishers accounted for in 2019
- Uncover the impact of the indie market and its effect on the market
- Explore the impact eSport and niche community events had on Twitch
- Discover which genres drove the most revenue in the physical console software market in 2019

Industry Expertise

Back in the old days, a video game platform was synonymous with a console — like an N64 or Xbox 360. Today, that’s quickly changing. Video games themselves are increasingly becoming platforms with the rise of DLC, Games as a Service model, and e-sports. Today, publishers and developers are pressured to deliver the content their gamers demand, when they demand it. Manufacturers, on the other hand, must know how their gamers interact with content and hardware to power the best gaming experiences. Data and insights from NPD and EEDAR, an NPD Group Company, can ensure you’re responsive to the needs of your gamers, so they remain loyal and don’t flee to another publisher or manufacturer.

Learn More

For more information, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

* Source: The NPD Group/Retail Tracking Service, Physical Games Data
** Source: The NPD Group/EEDAR PlayerPulse Consumer Tracker