Video Game Market: 2022 Spending Snapshot

Changing macro conditions, supply constraints of new console hardware, and a limited slate of new game releases all contributed to inconsistent market performance throughout 2022. But consumer spending continued to trend well above pre-pandemic levels. While market performance in 2022 fell below the record peaks reached in 2021, spending during the year was still 30% higher than 2019 levels. Take a closer look ...

U.S. consumer spending on video game hardware, content, and accessories totaled $56.6B, a decrease of 5% vs. 2021

- **Content**
  - Content spending totaled $47.5B, a decline of 7% vs. 2021
  - Subscription spending was the only content segment to grow, increasing 10% compared to 2021

- **Hardware**
  - Spending on video game hardware totaled $6.6B, growing 8% over 2021

- **Accessories**
  - Spending on video game accessories reached $2.5B, falling 8% compared to 2021
  - Accessories spending was flat in Q4 compared to the previous year, the first time the segment didn’t decline since Q1 2021

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*Source: The NPD Group/Retail Tracking Service*

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