

# What's Driving Games Industry Growth?

When you're developing strategies to grow your categories, defend shelf space, and increase market share, you need to keep tabs on the consumer spending habits that are transforming today's omnichannel marketplace. **See what our Checkout data has revealed ...**

42%

## Growth in the Western U.S. driven by Seattle-Tacoma, Washington

Dollar share growth in Seattle is 33% higher than in Los Angeles and 42% higher than in San Francisco-Oakland-San Jose.

## Purchase frequency and spend per purchase drive the surge in e-commerce

Both have increased more than 20% in the past 12 months. Online sales of video games accessories grew more than 12X faster than in-store sales.

20%

## Nintendo Switch reigns supreme

The Nintendo Switch platform continues to have the highest buyer penetration. **Spend per purchase has increased 8% in the past 12 months.**

8%

## Strong licensing opportunities

**97% of video game buyers also purchased toys in the past year.** For almost 7% of buyers, video games and toys were purchased during the same shopping occasion.

97%

Dig deeper into detail about your most valuable customer — understand behavior across consoles, accessories, and physical games. Explore the shopping behavior of the same consumers over time so you can understand market shifts. It's games industry information and expertise you can't get anywhere else.

Source: The NPD Group/Checkout, 12ME February 2021

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