

Winning With Double-Digit Spending and Sales Growth

In December 2017, U.S. video game spending across hardware, software, and accessories grew 10% compared to year-ago, reaching \$3.3 billion. For the year, U.S. sales of video game spending across hardware, software, and accessories reached \$14.6 billion, up 11% over 2016. **Here's a look at some of what we saw in December . . .**



Software

Dollar sales of console, portable, and PC games software together reached **\$1.3 billion in December 2017.**

Total 2017 consumer spending on software was up 4% to \$6.7 billion.



Title Spotlight:



Call of Duty: WWII was the best-selling game in December and for the year.



Highest growth among all super genres in 2017? **Racing games.**

Most overall consumer spend?

Shooter games.

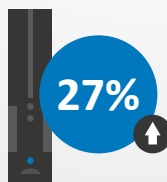


314 titles received new packaged releases at retail in 2017, up 16% compared to 2016, and 36% higher than in 2015.



Hardware

December hardware spending grew **27%** compared to year-ago, reaching \$1.3 billion. For full-year 2017, hardware spending increased 28%, to \$4.7 billion.



Nintendo Switch was the best-selling hardware platform in the month of **December.** Sony's PlayStation 4 was the best-selling hardware platform of 2017.

Accessories

Total spend on accessories and gamecards was flat in **December** compared to year-ago, to \$735 million. Total 2017 spending for accessories and gamecards grew 2%, to \$3.2 billion.



Source: The NPD Group/Games Total Physical Sales, December 2017

The NPD Group delivers monthly point-of-sale data on U.S. video games industry sales occurring from new physical purchases at retail and full-game downloads from participating publishers on PlayStation, STEAM, and Xbox platforms.

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

