

10 Ways Game of Thrones Is Impacting Retail

(No show spoilers here!)

At NPD, we've been watching how Game of Thrones has made champions of some savvy retailers. Though the television series has come to an end, its impact still lives on across many of the categories we track in the U.S. **As you mourn the loss of your favorite show, read on for 10 ways Game of Thrones has impacted the retail space.**

1 | LETTING US PLAY OUT OUR FANTASY

Telltale Games launched a six-part episodic [game series](#) set in the world of Game of Thrones in December 2014. It revolves around the northern House Forrester, rulers of Ironrath, whose members attempt to save their family and themselves after ending up on the losing side of the War of the Five Kings.

2 | EMBOSSING OUR FOOD AND BEVERAGE

Cookies are here. [Game of Thrones Oreos](#) come in four different designs for each house: House Stark, House Lannister, House Targaryen, and the White Walkers. [Mountain Dew](#) is adopting a faceless can, hopefully to honor our many-faced hero. When warm, the label is white; in the refrigerator, the kill list appears. You can even buy Game of Thrones [scotch, wine, and beer](#).



ACTION/ADVENTURE
Q1 2019

3 | REVIVING THE ADULT FICTION CATEGORY

While the adult fiction category declined 3 percent in Q1 2019, **the action/adventure category grew 45 percent**, propelled by George R.R. Martin's prequel to the Game of Thrones series, [Fire & Blood: 300 Years Before A Game of Thrones \(A Targaryen History\)](#).

Source: The NPD Group/NPD BookScanTM, 13 Weeks Combined (Jan. 6–Apr. 6, 2019)

4 | BRINGING THE THRONE TO PLAY

When it comes to the top manufacturer of Game of Thrones toys, [Funko](#) takes the throne, selling collectibles that captured **nearly half the sales volume of Game of Thrones toys in the five weeks ending on April 27, 2019.**

Source: The NPD Group / Retail Tracking Service

5 | TRANSFORMING FACES WITH HOUSE COLORS

Urban Decay launched its [Game of Thrones makeup collection](#) on April 14, 2019 — the same date as the season premiere — and the entire collection **sold out on urbandecay.com in one day.** The beauty manufacturer's [Instagram video](#) unveiling the collection generated over

1 million views.



6 | INVADING OUR DREAMS

Several small home textiles have popped up on the scene, like [Game of Thrones bedding sets](#). **As back-to-college season approaches in June/July, students may think to Game of Thrones as they start looking for bedding needs related to their favorite show.** In addition, home retailers are selling Game of Thrones [steins](#) and [glasses](#).

7 | INSPIRING WARDROBES

Mass retailers like [Target](#) and [Walmart](#) are selling Game of Thrones tees, and [John Varvados](#) launched a high-end spring collection inspired by the show in mid-March.



SEASON 8 PREMIERE
VIEWERSHIP

8 | GENERATING RECORD TV VIEWS

HBO estimates 32.8 million people watched each episode of Game of Thrones in Season 7. For the Season 8 premiere, [17.4 million viewers tuned in](#), with 11.8 million people watching at 9 p.m., setting viewership records for HBO.

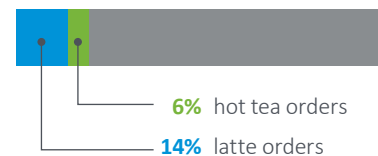
9 | PLUGGING QUICK-SERVICE COFFEE

In a recent episode, a modern carry-out coffee/tea cup [mysteriously appeared](#) on the table at a celebratory feast at Winterfell. Needless to say, social media lit up. **In response HBO joked:**

“The latte that appeared in the episode was a mistake. Daenerys had ordered an herbal tea.”

The Dragon Queen shows her unique tastes in hot beverages since lattes are included in 14 percent of coffee shop orders and hot teas in only 6 percent.

ALL COFFEE SHOP ORDERS



Source: The NPD Group/CREST®, YE March 2019
(menu importance)

10 | BRINGING THE WARRING FACTIONS TO OUR FEET

Want to sport Game of Thrones in your daily stride? [Adidas](#), [Havaianas](#), and other footwear collections have launched Game of Thrones collections from [House Lannister](#) to [House Targaryen](#). If only everyone in Winterfell had been equipped with these sleek kicks, they could have survived the White Walkers.

Want More Insights?

To debrief on the finale (or find out how to appeal to the Game of Thrones fandom), call 866-444-1411, or email contactnpd@npd.com.

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