

Games Momentum Builds in May

May 2018 spending across U.S. video game hardware, software, accessories, and game cards grew 13% compared to a year ago, reaching \$685 million. Year-to-date spending across these video game categories was up 15% compared to the same period a year ago, to \$4.9 billion. **Get a closer look.**

Hardware



May success stories

Spending grew 26%, to \$186M.

\$186M



Sony's PlayStation 4, Microsoft's Xbox One, and Nintendo Switch all achieved all-time unit sales highs for a May month.



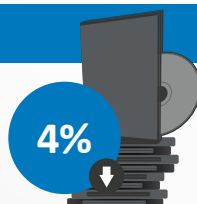
Software



May success stories

Console, portable, and PC games software revenue fell 4%, to \$274M.

\$274M



State of Decay 2 was the month's best-selling game.



The year's best-selling titles so far include:



God of War



Far Cry 5



Monster Hunter: World

Accessories and Game Cards



May success stories

\$225M



Spending grew 30%, reaching \$225M — a record high!

2X

Sales of headsets/headphones more than doubled compared to a year ago, and spending increased 83%.

#1

Best-selling headset/headphone: Xbox One Ear Force Recon 50x Gaming Headset from Turtle Beach.

#1

Best-selling gamepad: PS4 DualShock 4 Wireless Controller Black.

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

Source: The NPD Group/Games Total Physical Sales, May 2018

Want a deep dive into the God of War launch strategy?
Contact your NPD account representative, call 866-444-1411,
or email cwaddell@edar.com.

