In July 2019, U.S. dollar sales of tracked video games hardware, software, and game cards totaled $762 million, a slight increase from last year’s $759 million. Gains in software spending offset the declines across hardware, accessories, and games cards. Here’s a closer look . . .

### Software: $340M in July 2019

- 6 of the top 10 video games were Nintendo platform exclusives
- $340 million
- +34% driven by Madden NFL, which launched in August 2018

#### Madden NFL 20 — July’s best-selling video game

- 20th consecutive year that a Madden NFL franchise game has been the best-selling title of its release month
- #8 best-selling game YTD 2019
- Best-selling sports property in U.S. history

#### Fire Emblem: Three Houses — #2 best-selling video game

- Largest U.S. launch of a Fire Emblem game in history
- 3x sales of the previous best-seller in release month, Fire Emblem Echoes: Shadows of Valentia
- Fire Emblem: Three Houses instantly became the #2 best-selling game in franchise lifetime sales, trailing Fire Emblem: Awakening

### Hardware

- -22% to $169M
- Spending declined across all in market console platforms

#### Nintendo Switch again was the best-selling hardware platform of July and remained 2019’s hardware sales leader

### Accessories & Game Cards

- -12% to $250M
- Growth in gamepad spending has not been able to offset declines across other segments

#### Best-selling accessory: Nintendo Switch Pro Controller

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, Nintendo, and Xbox platforms.

Source: The NPD Group/Games Total Physical Sales, YTD July 2019

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