

Double-Digit Growth for Video Games in the First Half of 2018

Total consumer spending on video games hardware, software, and accessories in the U.S. increased 40% in the first half of 2018, reaching \$19.5 billion. Hardware and accessories registered strong performance, while the evolving segment of subscription spending grew at an accelerated rate. Our Games Industry Analyst, Matt Piscatella, says “for the remainder of the year, we can expect to see double-digit annual percentage gains for the total market.” **Here’s a closer look at the first half of the year . . .**

Video game content sales increased 43% to \$16.9B

All content categories — including full game, DLC/MTX, subscriptions, and mobile — **grew in the first half of the year, with mobile games posting the most growth.**



Best-selling software titles



Candy Crush



Far Cry 5



Fortnite



God of War



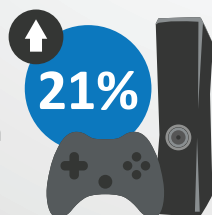
PlayerUnknown's Battlegrounds



Roblox

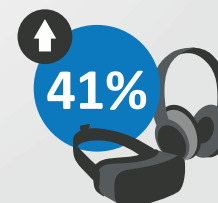
Hardware

sales grew 21%, hitting a 7-year high of \$1.7B.



Accessory

sales grew 41%. Headset and headphone sales nearly doubled YOY.



The **U.S. Games Market Dynamics** service is your single, ongoing source for consistent tracking of consumer spending in the U.S. for games hardware, software, and accessories. This quarterly service leverages our comprehensive portfolio of point-of-sale data, consumer-based research, and industry analyst expertise. It quantifies the total size of U.S. consumer games spending, growth rates for specific consumer segments, and the underlying dynamics driving today's changes and tomorrow's trends.

Source: The NPD Group/Games Market Dynamics, January through June 2018

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