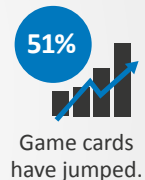
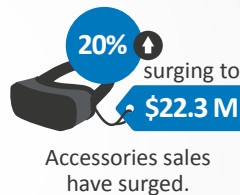
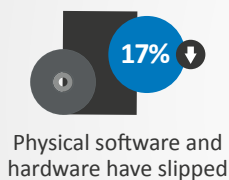


Australia and New Zealand Games Market Review

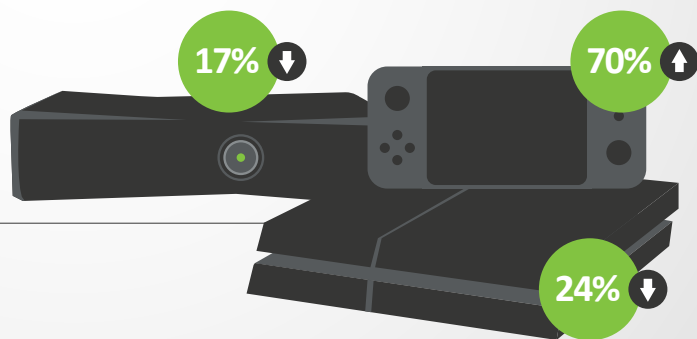
The overall games industry in Australia and New Zealand is struggling a bit, but there are bright spots—namely, accessories and game cards, which have surged this year. And despite declining physical software sales, some new titles are blowing away historical sales records. **Here's a closer look...**

Total games market spending in Australia and New Zealand has dipped 4% this year.

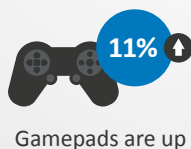
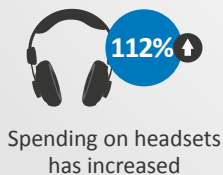


Physical software falling

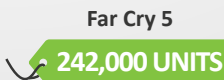
Declines in PlayStation 4 and Xbox One are leading the overall market decline. Nintendo Switch is the only growing platform.



Accessories on the rise



Some titles are breaking sales records, even amid declining physical software sales



enjoyed record-breaking launches in Australia and New Zealand.

You can explore what's happening in the ever-changing video games market—including bright spots in a challenging landscape—with our Retail Tracking Service. Information is collected from all major video games retailers in Australia and New Zealand and combined with expert analysis from our team of industry analysts, giving you the most comprehensive view of what's selling and where.

Source: The NPD Group/Retail Tracking Service, 2 January 2018 to 3 September 2018

Get more insights like this. Contact aidan.sakiris@npd.com.

