

Australia Video Games Market Overview Q1 2019

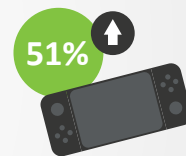
To make winning business decisions in Australia's video games market, you need to separate fads from trends, uncover emerging needs and opportunities, and react quickly to consumer buying behaviours and motivations. **Here's a look at our latest insights.**

Australia's total video games market was flat in Q1 2019 compared to the same period in 2018.

Hardware spending has declined 11%, falling to \$56.7M.

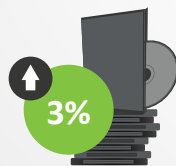


Both PlayStation 4 and Xbox One hardware declined. Nintendo Switch hardware sales grew 51%.



Q1 2019 saw the largest physical software growth in a first quarter since Q1 2015.

Physical software grew 3% YOY, reaching \$88M.



Nintendo Switch is the only platform showing growth in physical software in Q1 2019, driven by strong first-party performance.

Q1 2019 Best-selling Physical Software Titles (dollars and units)

- #1 Kingdom Hearts III
- #2 The Division 2
- #3 Anthem

Console accessories grew 8% YOY, reaching \$41.1M.

Q1 2019 was the best-performing first quarter for video game accessories in Australia in NPD's tracking history.

Both gamepads and headsets remained healthy in Q1 2019, supported by a number of newly released multiplayer-focused titles in early 2019.



Gamepads were the best-selling accessory type, growing 21% in Q1. DualShock 4s led sales, followed by Nintendo Switch Pro controller.

Get the most comprehensive point-of-sale data on video games, plus the know-how to understand and monitor gaming market trends. **The world's leading video game companies rely on our data, industry expertise, and prescriptive analytics to uncover emerging needs and consumer behaviours and explore video game trends.**

Source: The NPD Group/Retail Tracking Service, 2018

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

