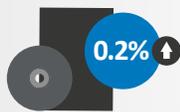


Australia Video Games 2018 Market Overview

NPD monitors what's happening in this dynamic market, helping you separate fads from trends, uncover emerging needs and opportunities, and react quickly to consumer buying behaviours and motivations. **Here's a wrap-up of 2018 performance.**

There were a number of record launches in the Australian video games market in 2018, despite the overall market being flat.



growth for the year came from strong performance in accessories and standout titles in physical software.

Year 2 of Nintendo Switch was exceptional.

Nintendo Switch was the only platform to grow in both physical software and hardware when looking at full-year 2018 vs. 2017.

There was outstanding performance in physical software, with sales revenue increasing 90% YOY.



Accessories continued to surge in 2018.

Headsets and gamepads continued their double-digit growth due to the popularity of Fortnite, Call of Duty, and other social multiplayer games.



Console hardware was very positive for so late in the console generation.

Both PlayStation 4 and Nintendo Switch grew compared to year ago. 5 years into the previous generation, PS3 and Xbox 360 were in decline by -30% and -35%.

5 years into the current console generation, we are seeing PlayStation 4 growing and Xbox One in slight decline.

It was a strong year for PlayStation Exclusives, with record launches from both God of War 2018 and Marvel's Spider-Man.

Red Dead Redemption II and Call of Duty BlackOps III exceeded software sales records in 2018.

Get the most comprehensive point-of-sale data on video games in Australia—and the expertise to understand and monitor gaming market trends. NPD collects point-of-sale information from all major video games retailers and reports the findings back to you. This information, combined trusted industry expertise, gives you a comprehensive view of what's selling and where, so you can make critical business decisions with confidence.

Source: The NPD Group/Retail Tracking Service, 2018

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

