

Video Game Sales Trends and Stats

Haoda Cheng

School of Hangzhoudianzi University, Hangzhou 310018, China

342100812@qq.com

Abstract. By analyzing the data of the video game market from 1980 to 2020, this paper helps investors and game companies have a clearer understanding of the video game market in order to obtain the maximum income. Meanwhile, this paper analyzes the past, present and future of the video game market from a higher perspective, so that insiders and outsiders can have a clear understanding of the video game market.

Keywords: Video games; Market; publishers; Internet; Companies; Income.

1. Introduction

Virtually no one could foresee how important video games will become in the 21st century, even though video games have been a part of the popular culture since the early 1980's. With the development of the technology, more and more people spend their time on video games.

In the past, there were few articles on the analysis of the video games market, but through this article, we have analyzed the video games market for three decades from the perspective of data visualization. In this article, we use the charts made by tableau to analyze the market data from a macro perspective and summarize the rules, so that investors, game companies and data analysts can more intuitively understand the changing trend and future trend of the video games market.

On top of that ,this article perhaps helps the investors know both the advantages and disadvantages of the area and make more profits.



Figure 1. CSGO game

2. Target Audience

Game companies; publishers; investors



Figure 2. horizon5

3. Key data of video game sales from 1980 to 2020 in four regions

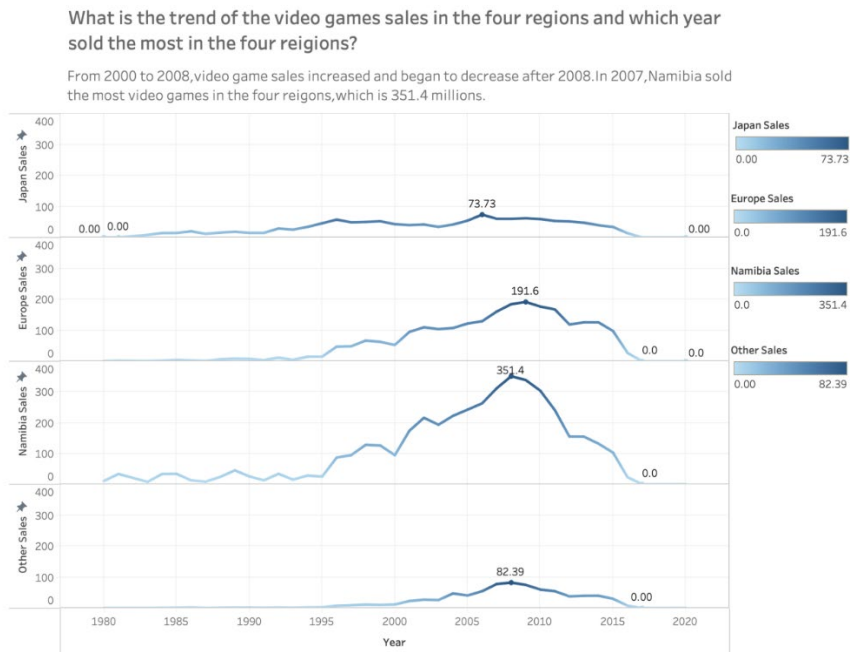


Figure 3. video game sales 1980-2020

The video games market has been growing steadily for a couple of decades. Through this line chart and the research of relevant background, we can find that since 1980, the sales of video games have been on the rise and reached a peak around 2008. Since then, the sales of video games have begun to decline. I think the main reason is that with the development of the Internet era, more and more users choose mobile games, because this kind of games can be online with friends at any time, It is not restricted by the region. The only thing that may restrict you is the power of your mobile phone. However, in African countries such as Namibia, the Internet is not well covered, so many people still choose to play video games.

4. Publishers people like the most

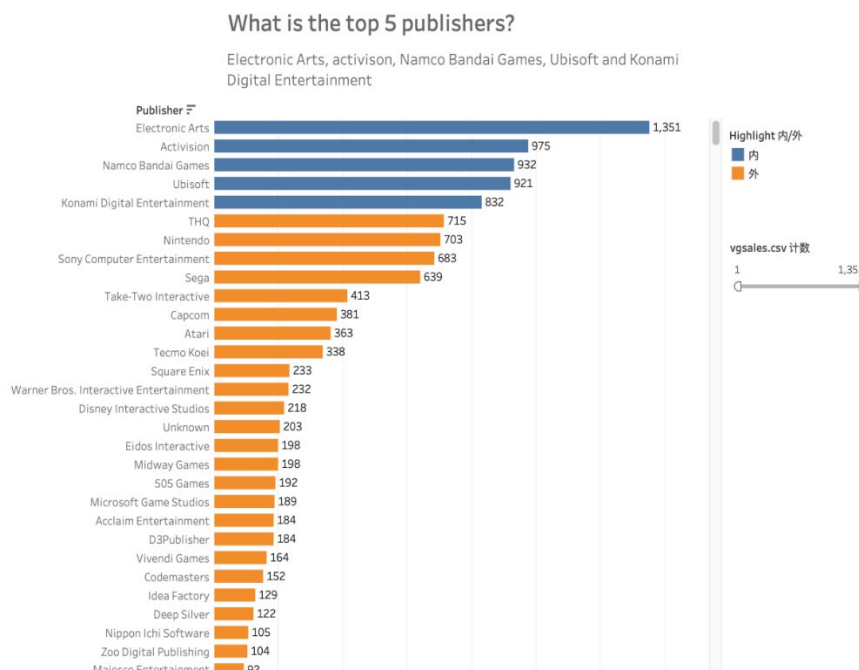


Figure 4. video game sales 1980-2020

Through the bar chart, we can clearly see that the top five publishers have produced hundreds of video games, so we can see the huge market. The top one called electronic art manufacturer has even published more than 1000 video games, which shows its huge output. However, there is also a bad phenomenon that most of the games are produced by the top publishers. This has a monopoly trend, which we should avoid.

5. Genres of the games

Which genre of the video games was the most popular one in the global sales and what is the trend of it?

Action video games was the most popular one and the sales volume of it is much higher than that of other games. It began to be popular since 2000 but the sales of it decreased from 2015.

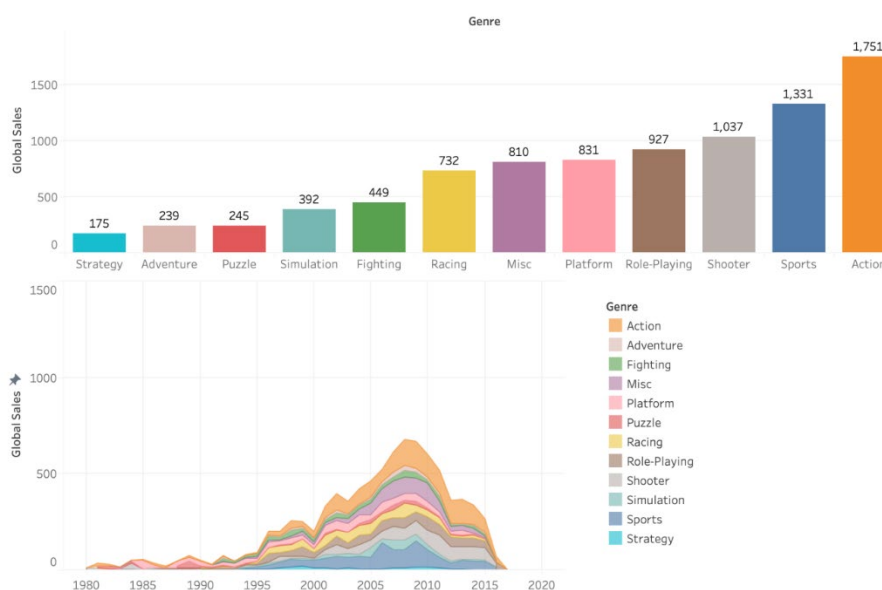


Figure 5. video game sales 1980-2020

Through this group of charts, we can find that there are about a dozen types of video games. I rank them in the order of sales from low to high. The action games, sports games and shooting games are the three best-selling games, which exceeded 10 million. It shows the players' preference for these games. At the same time, it also proves that publishers will have intense competition among these game categories. After all, the sales volume is the king.

We can also find that people's desire for shooting games, action games and sports games began to appear in 1995 through the charts. Meanwhile, the number of these games published by publishers is also the largest, which proves that the market determines the sales. Therefore, the key to the sales of game companies is that we should position and analyze the market, rather than publishing games blindly.

6. Conclusion and implications

The game platform is gradually upgrading, and the Games launched by the big platform firmly occupy the market and seize the pockets of the majority of game consumers. At the same time, big game publishers are more willing to innovate and constantly provide new games to the market.

For game types with high game sales, the number of games released is also high, indicating that the market is also catering to the tastes of game consumers, and the more you sell, the more you do.

The gold market of games was in 2008 and 2009. At present, the number of game sales in 2020 is about half of that in the peak period. Whether the game market will recover or continue to decline in the future needs to be supported by updated data.

Players in economically developed regions have more money to buy games. The level of sales will be related to economic development, but the specific degree of closeness needs to be compared with

the data of other economically developed countries. Japan is only one of the economically developed countries, but it contributes 14% of global sales, and the number of game purchases is amazing.

China is also a huge consumer market, in China, a game company called Tencent was ranked as the 9th largest company in the world, just behind JP Morgan and slightly ahead of Wells Fargo. More and more capitals enter the field of video games as well. These facts show how important gaming has become for the global market, and that its importance will continue to grow in the next decade.

For many game publishers, the type of video games is also a key factor to consider. With the development of the Internet era, more and more users choose to use mobile games or online games connected through PCs. The old-fashioned video games in the above chart are gradually replaced, which is also one of the main factors for their sales decline. Therefore, the giant publishers of video games should consider transforming to mobile games or new era games, so that they are more likely to maintain their own advantages rather than be content with the present situation.

To some investors and game companies, the video games field is one of the hottest investment options. Recently, more and more investors have invested their capital in the game field, but they are facing fierce competition. Therefore, through this group of analysis, we can know that there are many new investment opportunities in the video games field, and find business opportunities in them. At the same time, the analysis of users' preferences in the chart can better determine the investment direction.

In the 21st century, people spend more and more time on mobile phones and other electronic devices, so there are many business opportunities in mobile phones. With the development of the Internet, video games have also become Internet-based. Therefore, users of traditional video games, such as some CD video games and PC games, may face a decline year by year. Meanwhile, the sales of video games of mobile portable devices such as mobile games will greatly increase. Because video games have become an important part of many people's lives, the portable device video game market will be a hot spot in the future.

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