

Video Games and Consoles - UK - September 2013

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“The Wii’s sales popularity has declined. Sony and Microsoft will be hoping that their next-generation consoles do better on release in December 2013; poor portable sales for both Sony and Nintendo were rectified only through drastic price cuts, which suggest the handheld market has been too badly damaged by casual smartphone gaming to ever recover to previous levels.”

- Samuel Gee, Technology Analyst

This report looks at the following areas:

- Will Nintendo be able to revitalise sales of the Wii U?
- Will early criticism of the Xbox One see the PS4 steal a march in 2013?
- What is the future of handheld consoles?

It is finally time for the console cycle to refresh itself, after eight years of availability of the Nintendo Wii, the Xbox 360 and the PlayStation 3. Nintendo’s next-generation offering – the Wii U – has been available since the end of 2012, and Sony and Microsoft’s respective competitors will be released in December 2013. Whilst the market is undoubtedly weaker than it was eight years ago thanks to competition from casual gaming on smartphones and tablets, 2013 and 2014 should still represent a massive opportunity for developers and manufacturers alike. This report examines what type of gamer consumers identify themselves as, their current console ownership and intentions to purchase consoles, the importance of particular features when buying a console, their interest in next-generation consoles and the influence children in the household have on the purchaser’s choice of next console.

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