

Gaming Consoles - US - September 2015

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"Content has always been important for video game consoles, as exclusive titles have long defined the legacies of brands like Nintendo. As consoles become increasingly more connected, multifunctional devices, the hardware is increasingly defined by the software and services it offers."

- Bryant Harland, Technology Analyst

This report looks at the following areas:

- Console unit sales continued decline
- Previous generation still leads in consumer ownership
- Significant purchase intent for Steam Machine
- Consumers questioning the value of consoles

For the purposes of this report, Mintel has used the following definitions:

Video game consoles include any device that is primarily used to play video games (eg, Xbox, PlayStation, Nintendo Wii). This report focuses primarily on stationary gaming devices rather than portable gaming consoles (eg, PS Vita, Nintendo DS). Devices that can play video games, but are primarily used for other activities (eg, smartphones) are not included in Mintel's definition of gaming consoles.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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