

Gaming Consoles - US - September 2016

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"The console hardware market has not seen growth in total unit sales for several years. However, this represents an evolution of the market – one that places great emphasis on software and services sales. Brands are increasingly challenged to raise the long-term value of their customers."
-Bryant Harland, Senior Analyst – Technology and Media

This report looks at the following areas:

- Previous generation consoles are still the most played
- Graphics quality tops consumers' console improvement wish lists
- Game bundles drive hardware sales

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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DID YOU KNOW?

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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Abbreviations

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