

Gaming Retail: How Games Are Purchased - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the video game retail market
- The impact of free games and next-generation consoles on video game sales
- Where people purchase games and how that's changing
- How to overcome retailer indifference among video game purchasers

Despite an influx of free games, video game sales continue to climb as gamers look to invest in higher-quality gameplay. The growth of the gaming audience and the launch of new consoles should further encourage gaming spending in 2021 and beyond. Video game purchasers know what they want but they don't really care where they get it, as long as they can pay a fair price. There is potential for the resale market to make a comeback as patient purchasers are willing to wait for a good value in their games.



"Gaming is firmly in the spotlight of mainstream pop culture, which will help continue a streak of strong video game sales into the near future. Video game purchasers don't really care where they buy a game as long as they are able to get the game they want for a fair price. Digital storefronts will be a cornerstone for gaming retail, but many players still have a fondness for physical discs." – **John Poelking, Senior**

Gaming Analyst
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