



Console Gaming: Spotlight on the Next Generation - US - April 2021

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This report looks at the following areas:

- How the COVID-19 pandemic has changed console gaming behaviors and attitudes
- What will change about gameplay and video game expectations with the arrival of next generation consoles
- How Nintendo, PlayStation and Xbox reach different corners of the console gaming market
- What will happen to older consoles and the resale market as new consoles hit shelves

Console gaming has taken on a particular importance for both new as well as established players since the start of the COVID-19 pandemic. The Nintendo Switch has diversified the console gaming audience with relaxing family-friendly gameplay, while the arrivals of the PS5 and Xbox Series X/S satisfy more dedicated, action-oriented gamers' needs. Console players are some of the most dedicated players, making it essential for gaming and non-gaming brands to understand their needs and wants to reach them.



“2020 was a banner year for console gaming. Nintendo Switches flew out of stores as console players sought a relaxing escape from the pandemic, while the launches of the PS5 and Xbox Series X/S ignited interest among established players. Console brands will build on this momentum in 2021 by showing off new games and investing in service offerings.” – John Poelking, Senior Gaming Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**

Figure 1: Total US unit sales of video game consoles, 2013–21 (est)

- **Impact of COVID-19 on console gaming**

Figure 2: Short-, medium- and long-term impact of COVID-19 on console gaming, April 2021

- **Opportunities and challenges**

- **Console players want new consoles as quickly as they can**

Figure 3: Next generation console ownership and purchase intent, February 2021

- **Older consoles still have value during generational transition**

Figure 4: Video game console ownership, February 2021

- **Brand loyalty is strong but getting tested**

Figure 5: Number of consoles and brands used, 2020–21

- **Leading console brands will define market positions to satisfy audience**

Figure 6: Correspondence analysis – Symmetrical map – Perceptions of console brands, February 2021

- **COVID-19 strengthened community and social gaming among console players**

Figure 7: Attitudes toward community and connected gameplay, December 2019 and February 2021

THE MARKET – KEY TAKEAWAYS

- **2020 sales boom set to reverberate into 2021**
- **Nintendo in a strong position to hold off new arrivals**
- **PlayStation and Xbox enter the next generation with confidence**
- **Most adults incorporate video games into their lives**
- **Stumbling blocks in 2020 will likely be overcome throughout 2021**

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MARKET SIZE

- Fluctuating sales saw big boost in 2020**

Figure 8: Total US unit sales of video game consoles, 2013-21 (est)

Figure 9: Total US unit sales and year-over-year change of video game consoles, 2013-21 (est)

- Impact of COVID-19 on console gaming**

- Immediate impacts (2020)**

- Short term (2021)**

- Recovery (2022-25)**

- Learnings from the Great Recession**

- Strong console performance of previous generations points to success even in a downturn**

Figure 10: Global unit sales of Nintendo Wii, PS3 and Xbox 360, 2006-08

SEGMENT PERFORMANCE

- Nintendo pulls ahead of the competition with Switch**

Figure 11: US video game console market share, 2013-20

Figure 12: US video game console market share, 2013-20

- New console releases lead to major gains for leading brands**

Figure 13: US console unit sales, by brand, 2013-20

- Nintendo**

Figure 14: Nintendo US unit sales, by console, 2013-20

- PlayStation**

Figure 15: PlayStation US unit sales, by console, 2013-20

- Xbox**

Figure 16: Xbox US unit sales, by console, 2013-20

TARGET AUDIENCE – THE US GAMER

- Who are gamers?**

Figure 17: Profile of US gamers, by key demographics, February 2021

- Mobile attracts the largest audience**

Figure 18: Gaming devices used, February 2021

- Gaming is a daily habit**

Figure 19: Frequency of gaming and weekly hours, February 2021

- Casual gaming is common**

Figure 20: Reasons to play video games, February 2021

- Puzzle and board games have the largest audience**

Figure 21: Preferred gaming genres – Any rank, all gamers vs console gamers, October 2020

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MARKET FACTORS

- Economic recovery will encourage consumer spending**

Figure 22: GDP change from previous period and personal consumption expenditures, Q1 2018–Q4 2020

- Employment may affect big ticket tech purchases**

Figure 23: Unemployment and underemployment, January 2020–January 2021

- Promising holiday sales signal strong launch for new consoles...**

Figure 24: New console unit sales, November 2020–December 2020

- ...but supply issues could keep sales lagging behind last generation**

Figure 25: PlayStation and Xbox console sales, 2013 vs 2020

- COVID-19 encourages gaming investments, online gaming**

Figure 26: Online gaming activities done since COVID-19, August 2020

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Nintendo: reaching families and promoting versatility**
- PlayStation: elite and immersive**
- Xbox: power and services**
- Brands can provide value by emphasizing new experiences and community**

COMPETITIVE STRATEGIES – NINTENDO

- Nintendo player overview**

Figure 27: Nintendo consumer profile, by key demographics, February 2021

- Current console: Nintendo Switch**

Figure 28: Nintendo Switch US unit sales, 2017–20

- Marketing strategies: "My way to play"**

Figure 29: Nintendo "My way to play" banner ad, July 2020

Figure 30: Nintendo Switch My Way – Super Mario Odyssey commercial, June 2020

- What happened in 2020**

- Animal Crossing became the game of the pandemic**

Figure 31: Animal Crossing: New Horizons Facebook ad, May 2020

- New emphasis on cooperative, online gameplay**

Figure 32: Nintendo Switch – Play Together commercial, May 2020

- Switch shortages shift focus to Switch Lite**

Figure 33: Nintendo Switch Lite banner ad, July 2020

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- **What to watch in 2021 and beyond**

COMPETITIVE STRATEGIES – PLAYSTATION

- **PlayStation player overview**

Figure 34: PlayStation consumer profile, by key demographics, February 2021

- **Current console: PS5**

- **Marketing strategies: "Play has no limits"**

Figure 35: PS5 banner ad, November 2020

- **The games**

Figure 36: PS5 Launch – New Worlds to Explore – Play Has No Limits commercial, November 2020

- **The technology**

Figure 37: PS5 haptic feedback Instagram ad, September 2020

- **What happened in 2020**

- **Building hype throughout the year**

Figure 38: PS5 Facebook ad, October 2020

- **Trying to get as many consoles out as possible**

Figure 39: PlayStation PS5 launch tweet, November 2020

- **What to watch in 2021 and beyond**

COMPETITIVE STRATEGIES – XBOX

- **Xbox player overview**

Figure 40: Xbox consumer profile, by key demographics, February 2021

- **Current console: Xbox Series X/S**

Figure 41: Xbox Series X/S announcement tweet, September 2020

- **Marketing strategies: "Power your dreams"**

- **Emphasizing technical superiority**

Figure 42: Xbox Series X|S Launch trailer – Us Dreamers – Power Your Dreams commercial, October 2020

- **Everything tied in to service offerings**

Figure 43: Xbox All Access banner ad, September 2020

- **What happened in 2020**

- **Entering the cloud with Xbox Game Pass Ultimate**

Figure 44: Xbox Game Pass Ultimate Instagram ad, December 2020

- **Learning and responding to PlayStation missteps**

- **What to watch in 2021 and beyond**

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MARKET OPPORTUNITIES

- Utilize gaming services to extend the console gaming experience**

Figure 45: Gaming services use and interest, by active gamer segments, December 2020

- Balance paid and free games for value-seeking players**

Figure 46: Attitudes and behaviors related to the cost of games, November 2020

- Enhance console gameplay with new accessories**

Figure 47: OtterBox accessories Instagram post, January 2021

- Create opportunities for the console community to come together**

Figure 48: Attitudes toward gaming and connection, all gamers vs console gamers, October 2020

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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THE CONSUMER – KEY TAKEAWAYS

- Typical hardcore gaming demographics represented in console gaming**
- Console brands will utilize unique perceptions to strengthen audience and solidify brand image**
- Nearly two thirds of console gamers are ready for new hardware**
- Players want to see the improvements for new consoles**
- Difficult console buying experiences won't deter committed players**
- Familiar experiences on older consoles remain valuable**
- 2020 re-invigorated interest in consoles and community**

CONSOLE GAMER OVERVIEW

- Active console gamers represent engaged gamer groups**

Figure 49: Active console gamer profile, by key demographics, February 2021

- New consoles have ground to make up, but PlayStation has a good start**

Figure 50: Video game console ownership, February 2021

- Brand loyalty is strong now, but could weaken**

Figure 51: Number of consoles and brands used, December 2019 and February 2021

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PERCEPTIONS OF CONSOLE BRANDS

- PlayStation**
- Xbox**
- Nintendo**

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Figure 52: Correspondence analysis – Symmetrical map –
Perceptions of console brands, February 2021

PURCHASING NEXT GENERATION CONSOLES

- **PS5 set to have a big year if supply keeps up with demand**
- **PS5**
- **Xbox Series X/S**

Figure 53: Next generation console purchase intent, February 2021

- **Xbox efforts could bring PlayStation users over**

Figure 54: Learning about consoles and switching brands, by console brands owned, February 2021

Figure 55: Xbox switching consoles tweet reply, September 2020

REASONS TO UPGRADE TO NEW CONSOLES

- **High expectations for quality of next gen games**
Figure 56: Attitudes toward the benefits of next generation consoles, February 2021
- **Next generation needs to live up to the hype**
Figure 57: Attitudes toward next generation hype, February 2021
- **Graphics, gameplay will define a new generation of games**
Figure 58: Most important reasons to upgrade to new consoles, February 2021
- **Long-time players stick by brands they trust**
Figure 59: Most important reasons to upgrade to new consoles – Brand, by key demographics, February 2021

CHALLENGES TO BUYING NEXT GENERATION CONSOLES

- **Communication is key to easing stress of buying new consoles**
Figure 60: Attitudes toward the challenges of buying new consoles, February 2021
- **Purchase difficulties may not discourage potential console owners**
Figure 61: Experience purchasing new consoles, February 2021
- **Some cautious console buyers need to see other people's praise**
Figure 62: Cautiousness about new consoles, February 2021

REPLACING CONSOLES

- **Old consoles hold value even when upgrades happen**

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Figure 63: Playing on old consoles vs upgrading to new ones, February 2021

- **Players would rather game until their console breaks than sell early**

Figure 64: Playing until a console breaks vs selling a used console, February 2021

ATTITUDES TOWARD CONSOLE GAMING

- **A console rivalry exists, but PlayStation fans are a little more loyal**

Figure 65: Loyalty and rivalry among console brands, by console brand owned, February 2021

- **Community and social gameplay get stronger from 2020**

Figure 66: Attitudes toward community and connected gameplay, December 2019 and February 2021

- **The arrival of new consoles makes console gaming more important for Xbox, PlayStation players**

Figure 67: The importance of console gaming, by console brand owned, February 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Consumer survey data**
- **Marketing creative**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

APPENDIX – THE MARKET

Figure 68: US console unit sales, by console, January 2020–February 2021

Figure 69: US Nintendo console unit sales, 2013–20

Figure 70: US PlayStation console unit sales, 2013–20

Figure 71: US Xbox console unit sales, 2013–20

APPENDIX – CORRESPONDENCE ANALYSIS

- **Methodology**

Figure 72: Perceptions of console brands, February 2021

Figure 73: Correspondence analysis – Principal map – Perceptions of console brands, February 2021

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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