

Video Games and Consoles - UK - August 2019

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“The video games and console market is estimated to continue its decline in 2019 and much of 2020. However, the launches of the next Xbox and possibly PlayStation towards the end of next year are set to significantly boost the market from that point on.”

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

Another growing trend in the industry is game streaming across mobile devices, such as tablets and smartphones, particularly with the launch of Google’s Stadia platform. This is providing users with a choice and flexibility not previously available with console-only gaming.

- **New Stadia streaming service suggests opportunities for zero-rating data deals**
- **PSVR growth held back by lack of opportunities to try it**

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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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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

The market

Market declining but will be boosted significantly in 2020

Figure 1: Forecast for the value of the video games and consoles market, 2014-2024

Figure 2: Forecast for the volume of the video games and consoles market, 2014-2024

Traditional console gaming becoming an activity for all devices...

...but high quality internet speeds needed as a result

Esports driving the need for more powerful consoles

Companies and brands

Google announces internet-based gaming platform Stadia

Xbox launches Xbox One S All Digital Edition and reveals Project Scarlett details

Nintendo unveils cheaper alternative to Switch with Switch Lite

Epic Games drives significant increase in video games advertising spend

The consumer

Over 50% of Generation Z and Millennials have a static console at home

Figure 3: Ownership of static games consoles, June 2019

PlayStation still clear as most popular static console

Figure 4: Type of static console owned, June 2019

Portable console ownership stays level compared to 2018

Figure 5: Ownership of portable games consoles, June 2019

Significant growth in ownership of PSVR

Figure 6: Use or interest in VR for PlayStation owners, June 2019

First-person shooter games edge out other genres

Figure 7: Preferred gaming genre, June 2019

Discs still most popular way to play...

Figure 8: Preference for digital games or discs, June 2019

Almost 70% of console owners at least considering upgrading to next generation

Figure 9: Intent to buy next generation console, June 2019

What we think

Issues and Insights

New Stadia streaming service suggests opportunities for zero-rating data deals

The facts

The implications

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PSVR growth held back by lack of opportunities to try it

The facts

The implications

The Market – What You Need to Know

Games console market declining but will be boosted significantly in 2020

Red Dead Redemption 2 and FIFA 19 most popular Xbox and PlayStation titles in 2018

Traditional console gaming becoming an activity for all devices...

...but high quality internet speeds needed as a result

Esports driving the need for more powerful consoles

Market Size and Forecast

Games console market declining but will be boosted significantly in 2020

Figure 10: Forecast for the value of the video games and consoles market, 2014-2024

Figure 11: Forecast for the volume of the video games and consoles market, 2014-2024

Figure 12: Value of the UK video game and console market, 2014-2019

Figure 13: Volume of the UK games console market, 2014-2019

Figure 14: Share of volume sales of games consoles, by brand, 2017 and 2018

Red Dead Redemption 2 and FIFA 19 most popular Xbox and PlayStation titles in 2018

Figure 15: Volume of the UK video game software market, 2014-2019

Market Drivers

Next generation consoles to significantly boost the market

Traditional console gaming becoming an activity for all devices...

...but high quality internet speeds needed as a result

Esports driving the need for more powerful consoles

Companies and Brands – What You Need to Know

Google announces internet-based gaming platform Stadia

Xbox launches Xbox One S All Digital Edition and reveals Project Scarlett details

Nintendo unveils cheaper alternative to Switch with Switch Lite

Epic Games drives significant increase in video games advertising spend

Launch Activity and Innovation

Google announces internet-based gaming platform Stadia

Figure 16: Google Stadia controller

Xbox launches Xbox One S All Digital Edition and reveals Project Scarlett details

Figure 17: Xbox One S All Digital Edition

Sony offers PlayStation game streaming for iOS and announces next-gen PlayStation

Nintendo unveils cheaper alternative to Switch with Switch Lite

Figure 18: Nintendo Switch Lite

Advertising and Marketing Activity

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Epic Games drives significant increase in video games advertising spend

Figure 19: Total above-the-line, online display and direct mail advertising expenditure on video games and consoles hardware and software, 2014-2018

Figure 20: Total above-the-line, online display and direct mail advertising expenditure on video games and consoles hardware and software, by leading advertisers, 2017 and 2018

Figure 21: Total above-the-line, online display and direct mail advertising expenditure on video games and consoles hardware and software, by media type, 2017 and 2018

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 22: Attitudes towards and usage of selected brands, July 2019

Key brand metrics

Figure 23: Key metrics for selected brands, July 2019

Brand attitudes: PlayStation leads for delivering high quality and innovation

Figure 24: Attitudes, by brand, July 2019

Brand personality: Nintendo viewed as most accessible

Figure 25: Brand personality – macro image, July 2019

Xbox is well rounded but expensive

Figure 26: Brand personality – micro image, July 2019

Brand analysis

PlayStation leads recent consumer usage, satisfaction and recommendations

Figure 27: User profile of PlayStation, July 2019

Xbox close to PlayStation in offering a positive user experience

Figure 28: User profile of Xbox, July 2019

Nintendo appealing to a range of consumer age groups

Figure 29: User profile of Nintendo, July 2019

The Consumer – What You Need to Know

Over 50% of Generation Z and Millennials have a console at home

Portable console ownership stays level compared to 2018

Significant growth in ownership of PSVR

First-person shooter games edge out other genres

Discs still most popular way to play...

Almost 70% of console owners at least considering upgrading to next generation

Performance is highly important for gamers considering a next gen upgrade

Ownership of Static and Portable Games Consoles

Over 50% of Generation Z and Millennials have a static console at home

Figure 30: Ownership of technology products, June 2019

PlayStation still clear as most popular static console

Figure 31: Type of static console owned, June 2019

Portable console ownership stays level from 2018

Figure 32: Ownership of portable games consoles, June 2019

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Over half of portable games console owners have a Nintendo 3DS

Figure 33: Type of portable console owned, June 2019

Virtual Reality for Console Gaming

Significant growth in usage of and interest in PSVR

Figure 34: Use of or interest in VR for PlayStation owners, 2018 - 2019

Four in ten non-PS4 gamers are interested in VR

Figure 35: Interest in VR for non-PlayStation owners, June 2019

Uninterested gamers say VR is too expensive and a gimmick

Figure 36: Reasons for lack of interest in VR for non-PlayStation owners, June 2019

Gaming Genres and Formats

First-person shooter games edge out other genres

Figure 37: Preferred gaming genre, June 2019

Discs still most popular way to play...

Figure 38: Preference for digital games or discs, June 2019

...but nearly half of gamers would be happy with a digital-only console

Figure 39: Interest in buying a digital-only console, June 2019

Next Generation Consoles – Intent to Upgrade and Important Factors

Almost 70% of console owners at least considering upgrading to next generation

Figure 40: Intent to buy next generation console, June 2019

Four in ten consumers who plan to upgrade will do so in first six months

Figure 41: Timescale of buying a next generation console, June 2019

Performance is highly important for gamers considering a next gen upgrade

Figure 42: Most important factors in deciding to upgrade, June 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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