

Dedicated Console Gaming - US - February 2020

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This report looks at the following areas:

- Next generation consoles will ride a wave of hype in 2020
- Action genres, developers differentiate console gameplay
- Brand loyalty and hardware matter

A volatile market will see huge interest from a dedicated console gaming audience looking for an upgraded (but still familiar) gaming experience from the brands and games that they are loyal to. New games and upgraded formats should propel interest in console gaming into the next generation of devices.



"2020 is a transition year between console generations, capped off by the releases of the PS5 and Xbox Series X at the end of the year. "

- John Poelking, Senior Gaming Analyst

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