

27 January 2014

### **Game boosted by PS4 and Xbox One launches**

*While Christmas gifting leads to Amazon's highest ever share*

The latest data from [Kantar Worldpanel](#), for the 12 weeks ending 22 December 2013, shows that the successful PS4 and Xbox One launches helped boost Game's share of the entertainment market with its existing customers spending £9m more this Christmas on popular Next Gen games titles such as *FIFA 14* and *Call of Duty: Ghosts*.

[Fiona Keenan](#), strategic insight director at Kantar Worldpanel, explains: "Game did particularly well following the launch of the new Next Gen consoles, claiming 30% of PS4 and Xbox One games sales and gaining £10m from winning shoppers from other retailers. Over £4m of this was taken from the supermarkets which didn't perform as strongly in Next Gen games sales despite achieving a high share in the overall games market. This is a clear sign that consumers still require advice and support when shopping for technical products and retailers should try to make the most of this opportunity.

"The release of new consoles in the games market has really boosted software sales in a period where music and video are suffering; the video games market is relatively stable, down by only 2% year-on-year, while video and music have suffered heavy annual declines of 22% and 16% respectively."

Elsewhere, Amazon posted its highest ever market share and now holds over a quarter of the market (26.3%) – a 5.9 percentage point growth compared with the same period last year.

Fiona continues: "Amazon traditionally performs strongly in gifting at Christmas and this year was no exception. Almost a third of all entertainment gifts purchased in the final quarter of 2013 were bought from the retailer and this drove its market share to increase across all categories."

The gifting season also benefitted HMV which, despite heavy year-on-year losses, managed to increase slightly when compared with last quarter. Like Amazon, HMV is popular among

shoppers buying gifts and accounted for just over one in six entertainment presents bought in quarter four.

Video remained the most gifted entertainment product with family titles doing particularly well – *Despicable Me 2* was the most popular gift, followed by *Monster’s University* and then the much hyped *Breaking Bad*.

ENDS

## Kantar Worldpanel Entertainment\*

Retailer Barometer - Spend Share %

	12 w/e 23 Dec 12	12 w/e 22 Dec 13	PPT Change
Amazon	20.4	26.3	+5.9
Tesco	12.7	13.3	+0.6
HMV	21.0	12.5	-8.5
Asda	10.7	11.6	+0.9
Game Group	5.7	8.0	+2.3
Sainsbury’s	5.7	6.1	+0.4
iTunes Music	4.4	4.5	+0.1
Play	3.3	2.5	-0.8
Morrisons	3.0	2.3	-0.7
Other	13.1	12.9	-0.2

**\* Includes physical sales of videos, games and music and digital sales of music**

### About Kantar Worldpanel’s Entertainment Retail Barometer

The Kantar Worldpanel Entertainment Retail Barometer is based on Kantar Worldpanel data for the 12 weeks to 22 December 2013. The barometer includes physical sales of videos, games and music and digital sales of music. Kantar Worldpanel Entertainment is the leading provider of continuous consumer panel research, measuring the film, music and game purchasing trends of 15,000 demographically representative individuals in Great Britain.

All data is based on the value of items being bought by these consumers. Kantar will only support data that is published in the context in which we have presented it and our own interpretation of these findings, other interpretations may not be accurate and we cannot be held responsible for them.

### About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel’s expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years’ experience, a team of 3,000, and services covering more than 50 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

For further information, please visit us at <http://www.kantarworldpanel.co.uk>.

### About Kantar

Kantar is one of the world’s largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum

of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at [www.kantar.com](http://www.kantar.com)

For more information please contact Peter Rogers / Rhianna Brien on 0207 636 7366 or email [rbrien@camarguepr.com](mailto:rbrien@camarguepr.com) / [progers@camarguepr.com](mailto:progers@camarguepr.com)