

Gaming Console - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Gaming Console Market size is estimated at USD 61.32 billion in 2025, and is expected to reach USD 86.81 billion by 2030, at a CAGR of 7.2% during the forecast period (2025-2030).

Key Highlights

- The increase in online multiplayer games and e-sports has created a vibrant, competitive community that attracts a wide audience. This, coupled with improved internet connectivity and services like cloud gaming, has expanded the scope and accessibility of console gaming. Additionally, the integration of consoles with streaming services and multimedia functionalities transforms them into comprehensive entertainment hubs, appealing to a broader demographic.
- Vendors like Sony and Microsoft have been at the forefront of the gaming consoles industry. They consistently tailor their strategies to capitalize on the premium prices that hardcore gamers are willing to pay for high-performance consoles. Both companies are gearing up to launch new-generation products in the near future, aiming to reaffirm their market dominance through strategic pricing and marketing.
- Over the past couple of decades, gaming consoles have undergone significant hardware changes. The lifecycle of consoles has evolved, with earlier generations boasting longer spans than today's models. Manufacturers have iterated on existing platforms. For example, Sony introduced three consoles under its PlayStation 4 platform: the standard PlayStation 4, the enhanced PlayStation 4 Pro, and the compact PlayStation Slim. Meanwhile, Microsoft enhanced its Xbox lineup with the Xbox One S.
- Advancements in virtual reality (VR) and augmented reality (AR) technologies are reshaping traditional gaming, appealing to both current gamers and newcomers. This shift is a key driver behind the gaming console market's growth. Furthermore, the hardware demands of modern games, coupled with home consoles' versatility for browsing and running various applications, have fuelled their growth. Moreover, the introduction of complementary accessories like 4K TVs enhances the gaming experience, further boosting the demand for home consoles.

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- In July 2024, Amazon and Microsoft joined forces, revealing a collaboration that would see the Xbox cloud gaming service seamlessly integrated into Amazon's Fire TV devices. The primary owners of the Amazon Fire TV Stick 4K Max (2023) and the Fire TV Stick 4K (2023) would gain access to a host of acclaimed video game titles. These include standouts like Starfield, Fallout 4, and Forza Horizon 5, all available through the Xbox Game Pass Ultimate subscription.
- However, the gaming consoles market faces growth constraints due to high development and production costs, supply chain disruptions, semiconductor shortages, and intense competition from mobile and PC gaming. Moreover, consumer preferences are shifting toward cloud gaming and streaming services. Economic uncertainties further compound the challenge, potentially impacting consumer spending on non-essential entertainment.

Gaming Console Market Trends

Integration of Newer Technologies Like 3D and AR/VR Gaming Expected to Drive Market Growth

- Newer technologies, such as 3D, augmented reality (AR), and virtual reality (VR), are pivotal in propelling the gaming console market's growth. These innovations offer increased immersion, appealing to both dedicated gamers and casual enthusiasts. Particularly, 3D technology elevates visual depth, imbuing games with lifelike realism.
- Immersive technologies, including virtual, augmented, as well as mixed reality, are becoming pivotal in the gaming industry. They offer users an experience that is not just 20 times more enjoyable but also significantly more convenient than traditional methods. This trend is poised to propel the adoption of gaming consoles, with VR/AR headsets emerging as a key growth catalyst, especially as they integrate seamlessly with these consoles.
- Game developers are increasingly integrating VR and AR technologies into their titles, creating exclusive gameplay experiences tailored for advanced consoles. The ongoing innovation and introduction of VR and AR peripherals, like headsets and motion controllers, amplify the allure of these consoles. Moreover, the social dimension of AR and VR gaming, enabling players to engage in shared virtual environments, heightens their appeal.
- AR integration in gaming has seen a notable surge in recent years. Companies like Sony, leveraging technologies like the Eye Toy for PlayStation 2, have utilized cameras to overlay digital elements onto the physical world, enhancing user interactions. Also, Nintendo's Wii has revolutionized gaming, offering users an immersive tennis experience in their living rooms through its touch-sensitive controllers. Such innovations have captivated millions of gamers.
- Companies such as Oculus and HTC are strategically aligning their product portfolios with the rising demand for AR/VR technologies. Oculus specializes in VR consoles, while HTC, too, focuses on VR-centric offerings. As the number of VR gaming titles, bolstered by well-established franchises, continues to rise, in line with highly-anticipated releases like Iron Man VR, Half-Life: Alyx, and No Man's Sky VR, the likes of which are tailored for platforms like HTC Vive and Oculus Rift; the dominance of VR in the gaming consoles market is imminent.

The United States Driving Demand in the North American Market

- Several factors propel the growth of the gaming consoles market in the United States. Technological advancements stand out as a significant driver, as new consoles deliver enhanced graphics, quicker load times, and heightened immersion via virtual and augmented reality. Moreover, the allure of exclusive game titles, frequently linked to popular franchises, significantly influences consumer preferences for consoles.
- The rising popularity of online multiplayer games and e-sports has also fuelled growth, fostering a competitive and social gaming culture. The rise of digital distribution platforms allows for instant access to a broad library of games and downloadable content, enhancing user convenience and engagement.

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- Moreover, gaming consoles have evolved into comprehensive entertainment systems, integrating streaming services, apps, and multimedia functionalities. This versatility appeals to a broader audience beyond traditional gamers. The growing disposable incomes and willingness to spend on entertainment have further boosted console sales across the United States.
- North America is witnessing a surge in cloud infrastructure adoption owing to the reliable, cost-efficient, and low-maintenance supply of computing, storage, and communication resources. The rise of cloud gaming has enabled platforms to stream games with minimal hardware requirements. As a result, gaming applications are increasingly leveraging these cloud resources, propelling gaming services as a leading growth segment in cloud computing.
- In June 2024, at its annual Xbox Games Showcase, Microsoft unveiled an all-digital version of its Xbox Series X and S consoles. The event also featured trailers for over a dozen games, notably including the next "Call of Duty" installment.

Gaming Console Industry Overview

In the gaming consoles market, several key players are asserting dominance, collectively holding a significant market share. Their primary focus lies in broadening their customer base. These players are channeling investments into launching novel services and solutions alongside other growth strategies, with the aim of bolstering their market share in the coming years.

- August 2024: Xsolla, a player in video game commerce, unveiled its exclusive collaboration with Game Dev Cyprus (GDCy), a move set to redefine industry partnerships. The alliance is part of Xsolla's sponsorship of a series of engaging events in 2024 and 2025 aimed at nurturing innovation, facilitating networking, and fostering a sense of community within the gaming community.
- May 2024: Mattel Inc., a global toy and family entertainment company, unveiled a multi-year strategic collaboration with Outright Games, a publisher of family-friendly interactive entertainment. The partnership will begin with the launch of three new games, set to hit all major consoles and PC platforms by the end of this year. The titles include Matchbox Driving Adventures, Monster High: Skulltimate Secrets, and Barbie Project Friendship.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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