

1010DATA.

2020 HOLIDAY

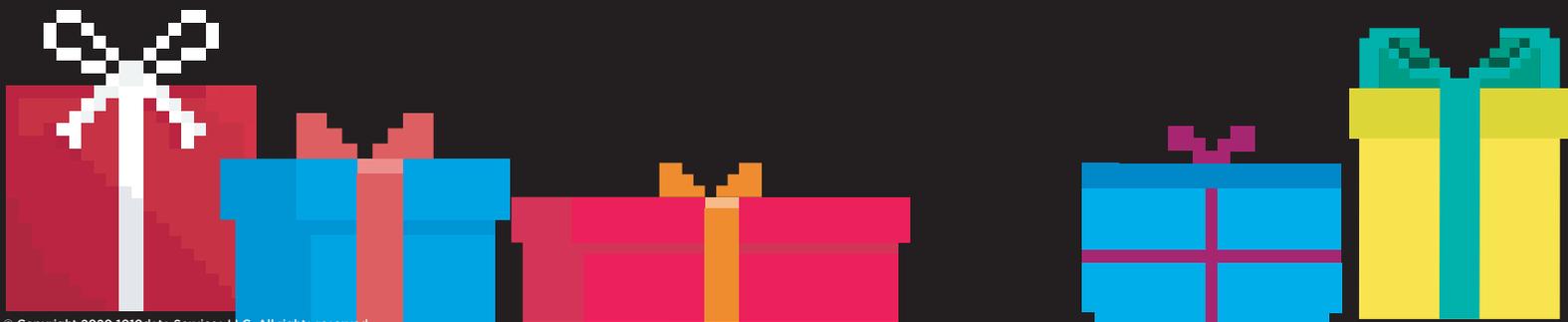
# HIGH SCORES

The 2020 Holiday shopping season continues to generate some astonishing statistics, not to mention fun and games, as well as the occasional surprise.

Given the pre-sale hype of PlayStation 5 (PS5) and Xbox series S and X in September 2020 and their official November release dates, the unexpected mid-December release of new games such as Among Us, and increased general demand for at-home entertainment attributed to the pandemic, our newest holiday report focuses on gaming consoles, the #1 growth item online from October to November 2020.

+1425%\*  
VIDEO GAME CONSOLES

\*MoM Growth Oct. to Nov. 2020  
according to 1010data eCommerce data



# But the Big Surprise Was...

While PS5 predictably came out on top, surprisingly Xbox (series S and X combined) did not take 2nd place. Instead, Nintendo Switch, which originally debuted in early 2017, and Nintendo Switch Lite, which debuted in 2019, had combined sales from September to November 2020 that were more than double total Xbox sales. That could explain the surprise release of new games—they're both Switch products.

## Search, and You Will Buy PlayStation 5 vs. Xbox Series?

Our data showed that PlayStation 5 steadily received far greater search traffic than did the Xbox series, leading to more than a doubling in sales over its competitor by November 2020.

SEPTEMBER	OCTOBER	NOVEMBER
 2x greater search traffic than Xbox	 3x greater search traffic than Xbox	 5.5x greater search traffic than Xbox
 2x pre-sale sales vs. Xbox	 1.5x greater sales vs. PS5	 Nearly 2.5X greater sales vs. Xbox

Source: 1010data Market Intelligence search & eCommerce sales data November 2020

## But What Did They Buy? Search Traffic Insights

Search traffic for the Xbox series has yet to gain momentum since its launch, but interestingly enough, search traffic grew month-to-month from September to November 2020 for Nintendo Switch, which nearly doubled its traffic in November from September.

From March to October 2020, total Nintendo Switch online sales averaged \$70.6 million per month. April was a particularly great month for the Switch at \$105 million, likely thanks to stimulus checks and the pandemic lockdown. Total sales for Nintendo Switch and Nintendo Switch Lite\* doubled year-over-year from the full 2019 year compared to the 11-month period from January through November 2020.

As shown below, our data shows that people searching the term 'PlayStation 5' also went on to buy accessories, starting with the giant television, as well as competitor's products. Meanwhile, the underperforming Xbox series quickly led to the purchase of PlayStation 5, and smaller tech accessories.

PS5 Search Terms Lead to the Purchase of...						
PS5	70" TV	Wireless Controllers	PS5 Games	PS5 Gaming Accessories	Nintendo Switch	Xbox Series X

Xbox Series Search Terms Lead to the Purchase of...				
Xbox Series S	Xbox Series X	PS5	Apple Watch	Xbox Accessories

Source: 1010data Market Intelligence search data November 2020

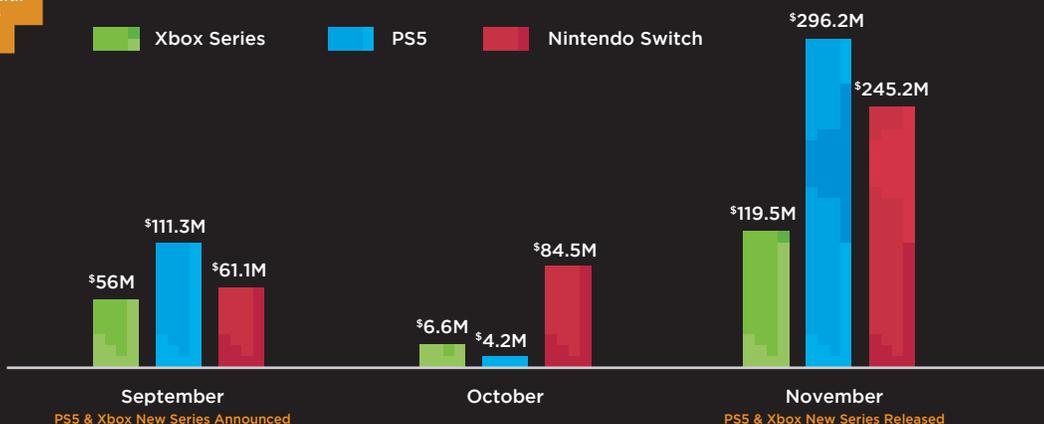
\*Nintendo Lite launched July 2019

## Getting a Jump on Nintendo Switch

In the chart below we see Playstation 5's leapfrogging rise alongside the strong, steady uphill growth of Nintendo Switch, whose advances in October showed up its two competitors'.

**242%**  
Nov. 2020 vs Nov. 2019 Growth  
or Video Game Consoles

## 2020 Sales by Month for the Xbox Series, PlayStation 5 & Nintendo Switch

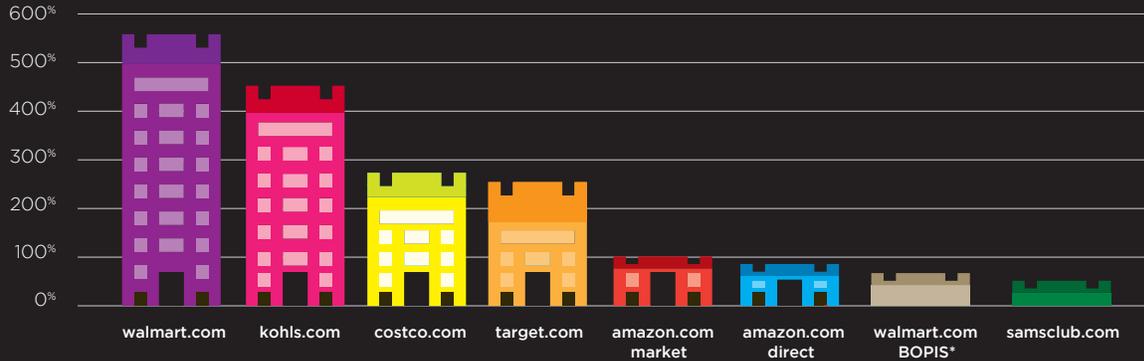


Source: 1010data Market Intelligence eCommerce sales data, September-November 2020

## Where Did People Buy Their Gaming Consoles?

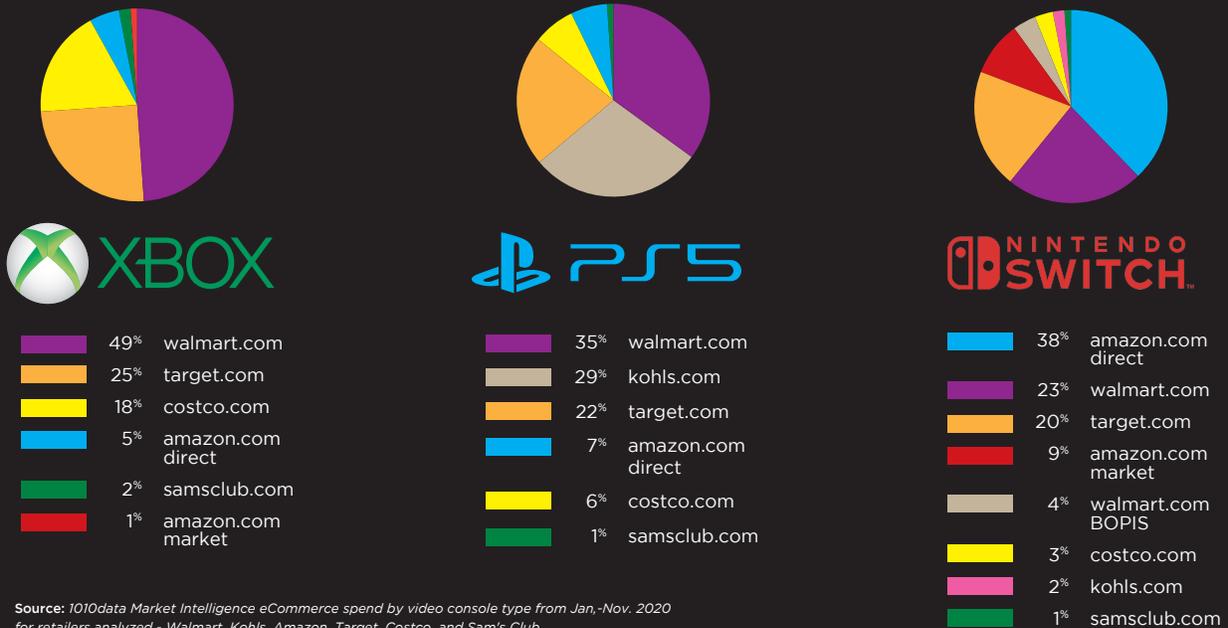
There were some surprises here, too. While Walmart not unexpectedly took first place selling game consoles, Kohl's took second place as a primary retailer in the sales of PlayStation 5... while Amazon didn't participate largely in the sales of the PlayStation 5 or the Xbox Series

### 2020 Year-Over-Year Sales Growth Rate PS5, Xbox, & Nintendo Switch Growth by Retailer



Source: 1010data Market Intelligence YoY spend increases by retailers analyzed from Dec. 2018 - Nov. 2019 vs. Dec. 2019 - Nov. 2020  
\*Buy Online Pick-up In Store

### 2020 Retailer Share of Sales by Console Type



Source: 1010data Market Intelligence eCommerce spend by video console type from Jan.-Nov. 2020 for retailers analyzed - Walmart, Kohls, Amazon, Target, Costco, and Sam's Club

# END GAME

Even with a decades-long cult following, gaming has undoubtedly risen supreme in the long, isolated months of pandemic quarantining and lockdown. Consumers waited seven long years for a new iteration of the ultra-popular PlayStation 4, and rewarded smart retailers for their supply chain foresight. The thing about gaming that makes it irresistible to so many is the surprise factor, and in fact, looking at the data from this season's holiday sales, we can see that several surprises accompanied these new products all the way to their users' living rooms or basements. Retailers who got a jump on preorders and planned well despite Covid-19 were able to convert their efforts into stellar sales.