

# The New Static Console Direction

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## Abstracts

The latest generation of static consoles reached its peak in unit sales in 2015, but unlike other generational cycles is expected to see a slow decline rather than a steep drop. This comes as the three main manufacturers, Sony, Microsoft and Nintendo, begin to transition from the prior dynamic of competing solely for average gamers towards additionally pursuing their own segments of the market, namely casual, premium and value-driven consumers, with a steady stream of new console innovation.

Euromonitor International's The New Static Console Direction global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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