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November 2020 US NPD THREAD - November 2020 consumer spending across video game hardware, content and accessories reached a November record $7.0 billion, 35% higher when compared to a year ago. YTD spending totaled $44.5 billion, 22% higher than the same time period in 2019.

US NPD HW - Consumers spent a November record $1.4 billion on new video game hardware, an increase of 58% versus YA. Growth was driven by the launches of the PlayStation 5 and Xbox Series. Year-to-date hardware spending reached $4.0 billion, 34% higher than a year ago.

US NPD HW - PlayStation 5 was November's best-selling hardware platform in consumer spending, while Nintendo Switch led the market in units sold.

US NPD HW - PlayStation 5 achieved the highest launch month unit and dollar sales for a video game hardware platform in U.S. history. The records were previously held by the PlayStation 4, which debuted in November 2013.

US NPD HW - Nintendo Switch has been the best-selling hardware platform in units sold for a record 24 consecutive months.

US NPD SW - Call of Duty: Black Ops: Cold War was November's best-selling game, and instantly becomes the best-selling game of 2020 year-to-date. It also ranks first on both PlayStation and Xbox platforms for the month of November and YTD.

US NPD SW - This is the 13th consecutive year a Call of Duty game has ranked as the best-selling game of its release month.

US NPD SW - Assassin's Creed: Valhalla debuted as the 2nd best-selling game of November and is the 7th best-selling game year to date. Assassin's Creed: Valhalla achieved the highest launch month sales for an Assassin's Creed franchise title since Assassin's Creed III in 2012.

US NPD SW - Marvel's Spider-Man: Miles Morales was the 3rd best-selling game of November, while ranking 2nd on PlayStation platforms. Launch month sales were the second highest amongst superhero games on PlayStation platforms in U.S. history, trailing only Marvel's Spider-Man.

US NPD SW - Just Dance 2021 debuted at number 13 on the November best-sellers chart. Launch month sales of Just Dance 2021 were the second highest in franchise history. Only Just Dance 3, launched in October 2011, experienced a larger launch.

US NPD SW - November 2020 Top 20 Sellers

US NPD SW - YTD 2020 Top 10 Sellers

US NPD SW - 12 Months End November 2020 Top 10 Sellers

US NPD SW - November 2020 Nintendo Platforms Top 10 Best-Sellers

US NPD SW - November 2020 PlayStation Platforms Top 10 Best-Sellers

US NPD SW - November 2020 Xbox Platforms Top 10 Best-Sellers

US NPD ACCESSORIES - Spending on accessories reached $314 million in November 2020, 8% higher when compared to a year ago. Year-to-date spending has increased 22% to a record $2.1 billion.

US NPD ACCESSORIES - Sony's DualSense Wireless Controller White achieved the highest launch month unit and dollar sales for a gamepad in U.S. history.