

## Press release

### ***FIFA 21 Europe's best-selling game in 2020***

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**Baden-Baden, January 21, 2021 – In 16 of 19 countries surveyed, the latest *FIFA* version dominated the European games market in 2020.**

Although the Euros did not take place in 2020 and most other matches were played in front of empty stands, there was one thing that did not change in the world of football last year: the *FIFA* simulation series remained the gold standard for video games and now tops the annual European games charts by some margin. According to a special cross-platform evaluation undertaken by GfK Entertainment, *FIFA 21* posted outstanding sales everywhere and was the most successful game in 2020 in 16 of the 19 countries surveyed. The latest iteration in the series has thus followed on from its predecessors *FIFA 20*, *FIFA 19* and *FIFA 18*, which dominated the market in 2019, 2018 and 2017 respectively.

The two Nintendo titles *Animal Crossing: New Horizons* and *Mario Kart 8 Deluxe* ranked second and third in the annual European games charts. The former was the most successful video game in France in 2020 and reached the top three in half the 19 countries analysed, while the latter earned a place on the podium in seven regions.

Even though they first appeared some years ago, the long-runners *GTA V* and *Minecraft* are still as popular as ever. The open world game performed strongest in eastern Europe (Poland, Russia, the Czech Republic and Hungary) as well as in Denmark and Portugal, while the block-based game gave players in southern Europe in particular (Italy, Portugal and Spain) as well as in Finland a lot of enjoyment. The survival adventure *The Last Of Us Part II*, which was published in 2020, took top chart positions in the Czech Republic, Finland, Russia, Slovakia and Sweden.

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### **About the study**

The basis for the data evaluation were the physical market sales in the following countries: Austria, Belgium, the Czech Republic, Denmark,



Finland, France, Germany, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Russia, Slovakia, Sweden, Switzerland, Spain and the UK.

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### **About GfK Entertainment**

GfK Entertainment is an official charts and market research data supplier to the Books, Games, Music and Video industries. The company works closely with all industry trade bodies and is currently active in over 30 countries supplying official charts, tailor-made sales, market and product data analysis reports to content holders, retailers and trade body groups for all products, physical, digital and social media related in the entertainment sector. For more information, please visit [www.gfk-entertainment.com](http://www.gfk-entertainment.com).

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