

Press release

“Animal Crossing”, “FIFA” and “The Last of Us” top Europe’s 2020 half-yearly games charts

Baden-Baden, July 23, 2020 - Nintendo’s life simulation, EA’s football simulation and Sony’s action adventure were popular across Europe.

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Not just one or two but three titles dominated the European video and PC games market in the first half of 2020. A special cross-platform survey carried out by GfK Entertainment revealed that “Animal Crossing: New Horizons”, “FIFA 20” and “The Last of Us Part II” were well up in the charts in the 20 countries surveyed. While Nintendo’s life simulation and EA’s sensational football simulation each topped seven half-year bestseller lists, Sony’s action adventure, which was only released in mid-June, made it to No. 1 in three European country rankings.

Here are the individual market positions at a glance: “Animal Crossing: New Horizons” was particularly popular in Western and Central Europe and dominated sales in the three high-volume markets Germany, France and the UK. It also had a strong following among Austrian, Belgian, Dutch and Swiss gamers. “FIFA 20” was most in demand in Southern Europe (Italy, Spain and Portugal), Northern Europe (Denmark and Norway) and Eastern Europe (Poland and Russia), while “The Last of Us Part II” was most sought-after in Sweden, Slovakia, the Czech Republic and Brazil (the only non-European country surveyed). Other top-selling games in the first six months of the year include “GTA V” and “Mario Kart 8 Deluxe”, each of which took podium places a total of five times.

The basis of the special survey was sales of video and PC games in the physical markets of the following countries: Austria, Belgium, Brazil, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Russia, Slovakia, Spain, Sweden, Switzerland and the UK.

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About GfK Entertainment

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