

# Press release

## ***Super Mario 3D World + Bowser's Fury* tops Europe's half-year games charts in 2021**

***Super Mario 3D World + Bowser's Fury* was the best-selling game across Europe in the first six months.**

July 13, 2021

Nadine Arend  
Public Relations/Marketing  
T +49 7221 279 247  
[nadine.arend@gfk.com](mailto:nadine.arend@gfk.com)

Hans Schmucker  
Public Relations  
T +49 7221 279 200  
[hans.schmucker@gfk.com](mailto:hans.schmucker@gfk.com)

Baden-Baden, July 13, 2021. - The video game hero Mario is showing no signs of fatigue even after 36 years, in fact quite the opposite: his current adventure *Super Mario 3D World + Bowser's Fury* is posting staggering sales this year and was the best-selling game across Europe in the first six months. An exclusive special analysis by GfK Entertainment has revealed that the Nintendo Switch title has taken the half-year lead in Austria, France, Germany, the Netherlands, Norway, Switzerland and the UK and secured a podium place in six of the 19 other countries surveyed.

Unsurprisingly, the *FIFA* series also figured at the top of the half-year standings: *FIFA 21*, the new football simulation instalment, was Europe's second most successful game between January and June and headed the charts in Belgium, the Czech Republic, Denmark, Hungary, Italy, Poland, Portugal, Russia, Slovakia, Spain and Sweden. Other top sellers were the racing game *Mario Kart 8 Deluxe* (nine top 3 places), the block by block building game *Minecraft* (six top 3 places) and the Open World-stunner *GTA V* (five top 3 places).

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

### **About GfK Entertainment**

GfK Entertainment is an official charts and market research data supplier to the Games, Music, Books 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 further information, visit [www.gfk-entertainment.com](http://www.gfk-entertainment.com).

GfK Entertainment GmbH  
Lange Straße 75  
76530 Baden-Baden  
Germany

T +49 7221 279 0  
F +49 7221 279 111

Represented by:  
Dr. Mathias Giloth (Managing Director)  
Wolfgang Wanders ( Managing Director )

Commercial register:  
Mannheim HRB 201294

### **About GfK**

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media - now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

For more information, please visit [www.gfk.com](http://www.gfk.com).