

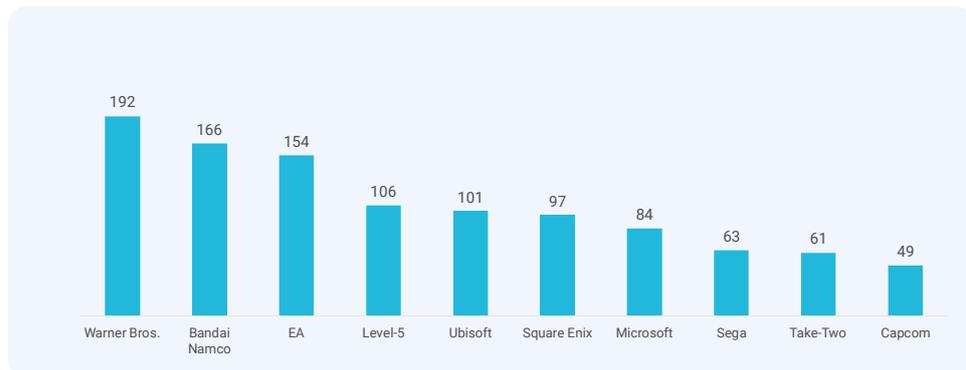
## Nintendo Switch 2 helps to boost third-party game sales to \$2.3bn, up 76% year-on-year

*Sales grew by \$1bn in Q2 to Q4 2025 as publishers ramp up support for Nintendo Switch 2*

**London, 31<sup>st</sup> March 2026:** New research from Ampere Analysis shows that the launch of Nintendo's Switch 2 in June 2025 drove third-party game sales across all Nintendo Switch devices up 76% year-on-year. Third-party full game sales from Q2 to Q4 2025 reached \$2.3bn compared to \$1.3bn over the same period in 2024. Publishers and developers are closely watching whether Nintendo's new console can expand the opportunity for third-party games compared to the original Switch.



Nintendo Switch & Switch 2 third-party publisher full game sales value, June-Dec '25 (\$m)



Source: Ampere Games – Analytics, 28 markets

### Switch 2 strengthens its role in multi-platform strategies

Traditionally, Nintendo's consoles are largely bought to play exclusive Nintendo titles, with the opportunities for third-party publishers lagging behind those on Sony's PlayStation consoles. However, Switch 2 is set to play a more important role in third-party publisher platform strategies for several key commercial reasons:

The success of the original Switch, with 154 million units in the hands of consumers by the end of 2025, means Switch 2 is more heavily targeted by publishers seeking to reach new audiences. Its improved technical capabilities make it a more viable multi-platform release

target for publishers with games on Sony's PlayStation 5 and Microsoft's Xbox Series consoles.

At the same time, the combined active installed base of PlayStation 5 and Xbox Series consoles is about 15 million units below the previous generation. This 13% decline in addressable devices is increasing the importance of Switch 2 within publisher platform strategies.

### **Higher prices, not higher volumes, are driving revenue growth**

Leading third-party game publishers Warner Bros. Games, Bandai Namco, and Electronic Arts are seeing stronger sales performance following the launch of the Switch 2. This is despite a year-on-year decline in third-party full-game sales volume on Switch consoles, down 2.5% from Q2 to Q4 2025 compared to the same period in 2024.

Instead, revenue growth is being driven by a significant increase in average selling prices (ASPs), which rose by 81% over the same period.

Warner Bros. Games topped the third-party sales value ranking for full games on Switch and Switch 2 consoles from June to December 2025 and held a 4% share of all full game sales value across the consoles. *Hogwarts Legacy* was the standout title alongside solid performances from its *LEGO* titles. Bandai Namco's wide portfolio of games helped it secure second place on the ranking, with *Little Nightmares II*, *Once Upon a Katamari*, *Patapon 1&2 Replay* and *Tamagotchi Plaza* all performing well. Electronic Arts was third, with *EA Sports FC 25 & 26* and *It Takes Two* its strongest titles.

**Katie Holt, senior analyst at Ampere Analysis**, said: "While these results are positive for third-party publishers, there is no significant evidence yet of a dramatic shift in the commercial balance between Nintendo's own releases and those from other publishers on the Switch 2. However, there is evidence of increased third-party support earlier in the lifecycle compared to previous Nintendo consoles. With Nintendo's new console an increasingly important part of the multi-platform release strategy, Ampere expects the dynamics to evolve steadily over the next two to three years."

**Ends**

### Notes to Editors

This research is taken from Ampere Analysis's new report: *Nintendo Switch & Switch 2: Since the launch of the new console, 3rd-party sales have grown 76% year-on-year.*

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### About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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