

Where Will Game's Journey Lead To?

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27 April 2011

Game's Chief Executive Ian Shephard says the retailer "is on a journey"-- even if the group's 2010 preliminary results show its total sales falling by -8.3% Y-o-Y, with total turnover reaching £1.6BN (compared to 2009's £1.8BN).



The retailer's UK and Ireland stores show decreases in sales for 2010 of -12.8%, while its international stores' sales are at -1.3%.

Showing growth are revenue from preowned game sales (3.3% Y-o-Y growth, to £386.9M) and digital revenue, growing by 27% Y-o-Y to reach £41M.

Q1 2011 isn't looking much better either-- total sales are down by -14.3% across the entire group, and down by -14.9% for its UK and Ireland stores. Game's international stores' sales for Q1 2011 are also down, by -15.8%, while the group's online sales are the only ones showing growth, by 2.1%.

The direction for Game's journey, then? Judging from such results, probably more store closings (as it already closed 15 UK stores in Q1 2011) to concentrate on digital and second-hand sales, its 2 segments still showing growth.

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