

Target Concept Store Aims at Gaming

Written by Frederick Douglas
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Target takes on the lucrative digital gaming market with the "Game Room," a concept store inside the San Francisco Target Open House location allowing customers to get hands-on with the gaming fun.



Described by the retailer as a "play space for tomorrow's gamer," the Game Room is located in what was previously a smart home technology and product showcase. The redone store offers devices ranging from smartphones hooked up with Apple Arcade and Google Play Pass to Google Stadia systems and multiple VR/AR areas, and customers are encouraged to check out multiple experiences. In addition, Target plans to hold events such as meets-and-greets, tournaments and talks in the space.

"We aren't just showing you tomorrow's gaming," the Open House website reads. "We hand you a controller and invite you to take it for a spin. In our Game Room, gamers of all skill levels can find new tools to double-jump into an exciting gaming future."

According to Newzoo, the global games market is worth \$77.1 billion in 2019, but of the total just \$16.1bn comes from the sales of boxed game sales, with the rest coming solely through

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online storefronts. As such, it should come to no surprise Target wants a slice of the pie with the gaming concept store.

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