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Major US retailer stops selling Microsoft Zunes

"Just did not have the appeal we had anticipated"

by Amy-Mae Elliott published on 23 May 2008

American video-game retailer GameStop has announced it will no longer selling Microsoft's Zune media players at its stores due to insufficient demand from customers.

"We have decided to exit the Zune category because it just did not have the appeal we had anticipated", said a GameStop spokesperson. "It [also] did not fit with our product mix."

GameStop has hundreds of retail stores across the States meaning losing the chain's sales could hurt the Zune.

As many of GameStop's customers are big fans of Microsoft's Xbox 360 offering, the Zune was seen as a cross-selling opportunity, but one that has fallen flat.

Since Microsoft launched the Zune in late-2006 it has sold two million devices - only about a 3% market share.

