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Sony Raises U.S. PlayStation 5 Price by \$50

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NEW YORK — Sony has announced a \$50 price increase for its PlayStation 5 consoles sold in the United States, citing ongoing economic challenges and rising costs. The change took effect on August 21 and applies to all versions of the console, including the Standard Edition, the Digital Edition, and the PlayStation 5 Pro.

The adjustment means U.S. consumers will now pay more for the popular gaming system, although Sony confirmed that the prices of games and accessories remain unchanged. According to Sony Global Marketing Vice President Isabelle Tomatis, the decision reflects broader global pressures that have affected multiple industries.

“Similar to many global businesses, we continue to navigate a challenging economic environment,” Tomatis wrote in a company blog post. “As a result, we’ve made the difficult decision to increase the recommended retail price for PlayStation 5 consoles in the U.S.”

The move follows Sony’s recent earnings report earlier in August, in which the Tokyo-based company highlighted its efforts to diversify its supply chain. Sony has been working to reduce the impact of tariffs and manage supply issues that have influenced its bottom line.

Industry analysts note that Sony is the last of the three major console makers to raise prices this year. Microsoft implemented price hikes for its Xbox consoles in March, while Nintendo increased costs for its original Switch console and accessories for the upcoming Switch 2.

For consumers, the change may come as an added challenge in an already competitive gaming market. The PlayStation 5, first released in late 2020, has consistently been in high demand, with supply shortages lasting well into 2022. Despite those challenges, the console has sold strongly worldwide, supported by a steady release of exclusive titles.

The increase also highlights the broader trend of rising costs across the tech sector. Hardware makers continue to face higher manufacturing expenses, global shipping disruptions, and shifting demand. While some companies have absorbed the impact, others have passed costs on to consumers.

With the holiday season approaching, it remains to be seen how the higher U.S. price will affect demand for the PlayStation 5. However, Sony maintains that the console remains central to its entertainment strategy, with ongoing investments in both hardware and gaming content.