# Nintendo Switch 2 pricing raises eyebrows with Mario Kart World launch



Anticipation surrounding the upcoming Nintendo Switch 2 has escalated following the recent detailed unveiling by Nintendo, which also revealed its release date, set for June 5, 2025. Central to this excitement is the announcement of several new games, notably the highly anticipated Mario Kart World, which will launch concurrently with the console and be exclusive to the Switch 2.

However, the initial details surrounding the pricing of Mario Kart World have raised eyebrows within the gaming community. While Nintendo typically prices its new titles at around £59.99, reports indicate that the physical edition of Mario Kart World will launch at an increased price of £74.99. Digital copies will be slightly less expensive at £66.99, allowing for a £8 saving compared to the physical version. This notable price hike has stirred discontent among gamers, with many expressing their frustrations on platforms like the Nintendo Switch 2 subreddit.

In an effort to entice consumers, Nintendo is offering a bundle that includes the new console alongside a digital copy of Mario Kart World for £429.99, considerably cheaper than purchasing the game and console separately. The standalone Nintendo Switch 2 will retail for £395.99, suggesting that players can acquire the new title for nearly half the standalone price if bundled.

The price increase may be part of Nintendo's strategy to explore the highest price point its consumer base is willing to accept, particularly as Mario Kart has a history of strong sales records. Comments from gamers, including a humorous take from a subreddit user who mentioned “only being able to afford one game,” suggest that these pricing strategies have not been well-received. This sentiment was echoed by another user urging fellow gamers to “vote with their wallet,” recalling a previous instance where Nintendo lowered the price of the 3DS shortly after its launch due to lacklustre sales.

Despite the hefty pricing for Mario Kart World, other upcoming titles are expected to see lower price points. For instance, Donkey Kong Bananza is set to retail for £66.99 for its physical edition, while its digital version will come in at £58.99. This brings Nintendo's pricing more in line with its competitors, Sony and Microsoft.

Amidst the pricing discussions, the timing of this release coincides with Microsoft's milestone celebration of its 50th anniversary, during which it revealed significant updates to its CoPilot AI assistant. This juxtaposition in technological advancement places additional focus on the competitive gaming landscape, particularly as speculation grows around how competitors like Sony and Microsoft will respond to Nintendo's pricing strategy.

The Nintendo Switch 2 console is expected to feature substantial improvements over its predecessor, such as 4K resolution support for television use, 1080p for handheld play, and higher frame rate capabilities. Pre-orders for both the console and Mario Kart World are slated to begin on April 8, a date that promises to be significant for gaming retailers and enthusiasts alike.

As the gaming community awaits the pre-order date, the implications of Nintendo's pricing experiments will likely have a ripple effect in the industry, influencing pricing strategies from other major game publishers moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gamespot.com/gallery/every-nintendo-switch-2-launch-game/2900-6401/> - This URL confirms the launch details of Nintendo Switch 2 and its exclusive games like Mario Kart World. It highlights the console's features and pricing strategies.
* <https://www.nintendo.com/us/whatsnew/nintendo-switch-2-to-be-released-in-2025/> - This URL provides official details from Nintendo about the Nintendo Switch 2 release, including its timeline and the Nintendo Switch 2 Experience events. It supports the announcement of the console's launch date.
* <https://www.reddit.com/r/NintendoSwitch2/> - Although specific comments are not sourced from this URL, it refers to the community platform where users discuss and express their reactions to Nintendo's pricing strategies for Mario Kart World and the Switch 2 console.
* <https://www.microsoft.com/en-us/microsoft-50> - This URL discusses Microsoft's 50th anniversary celebrations and updates to its CoPilot AI, providing context for the competitive landscape in which Nintendo operates. However, specific details about CoPilot's updates are not found in this link.
* <https://www.sony.com/> - This URL represents Sony's official platform, from which one might infer how Sony could respond to Nintendo's pricing strategies, though specific responses are not detailed in this link.
* <https://store.nintendo.com/nintendo-switch-2> - This URL would typically provide pre-order details and pricing information for the Nintendo Switch 2 and its games, supporting the article's pricing discussions and strategies. However, at the time of writing, specific pages might not be available or fully functional.