

# Nintendo Switch 2

## Pre-Order Affordability Index:

### Global Price Comparison

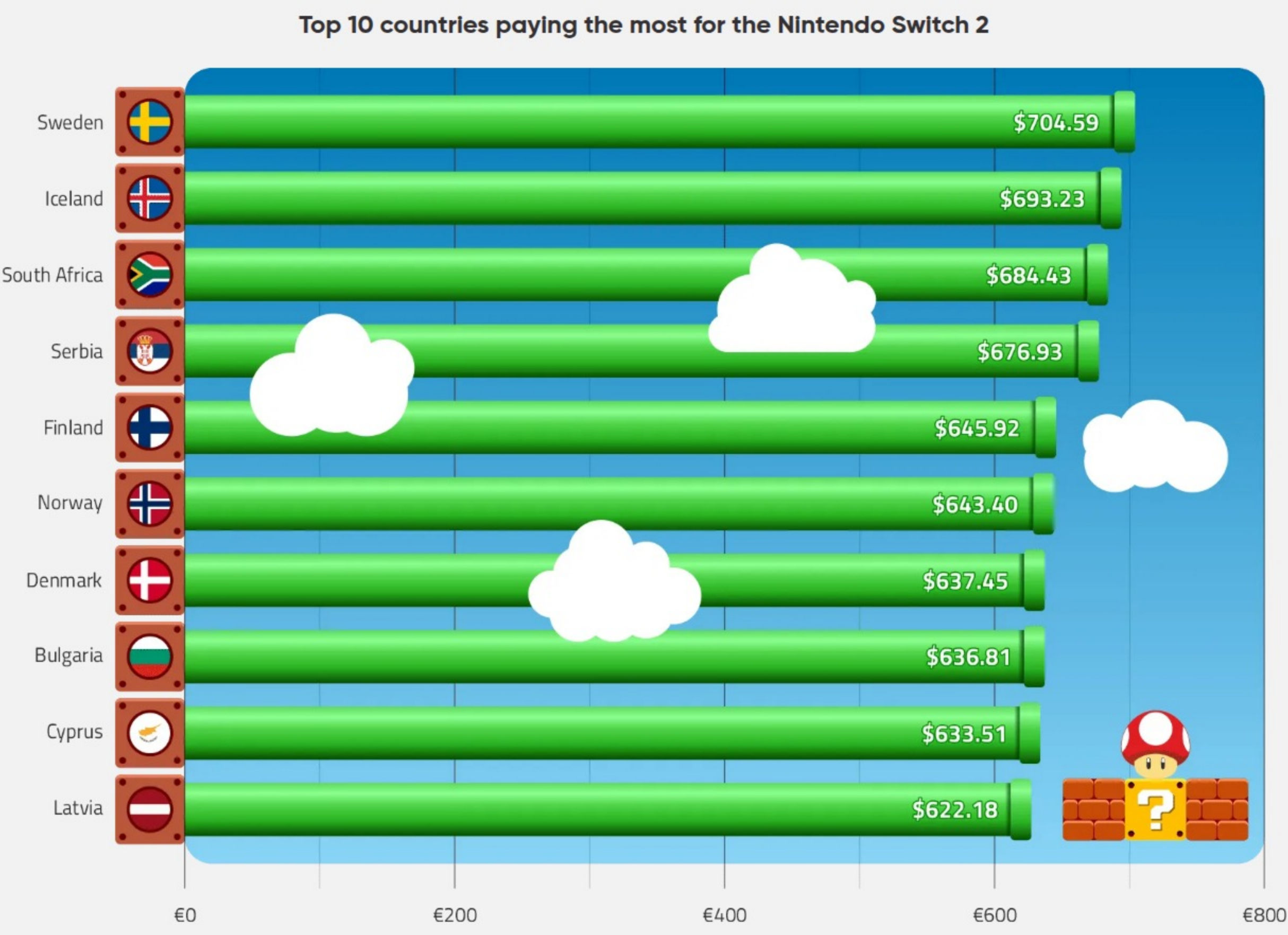


Written by [Michael Fisher](#) | Updated: May 22, 2025

After its initial pre-order announcement in April 2025 generated a buzz across the gaming world, **the Nintendo Switch 2 became the most anticipated release among gamers**. Promised to be *'bigger and better'* than its predecessor, the original Nintendo Switch released in 2017, the new console sparked widespread debates about graphics, storage, and, perhaps most notably, pricing.

However, excitement turned into frustration when **U.S. President Donald Trump's tariff announcement affected the gaming industry**, much to the dismay of Nintendo enthusiasts eager to secure the latest gadget. Originally set for early April, the pre-order launch was pushed to April 24th. Despite this setback, the Nintendo Switch 2 has already sold out in most major retail chains.

Prompted by these events, the team at **TradingPedia** launched an investigation into the affordability of the newest Switch for game enthusiasts, as well as the number of hours of work needed to obtain the console in each country. At launch, the price of the newest addition to the Nintendo family will be \$449.99 in the United States, one of Nintendo's biggest markets. Using this price as a base, **we have compiled a list of countries where the Switch would be most affordable**, taking into account the national average monthly salaries and a standard 40-hour work week to draw our comparison.



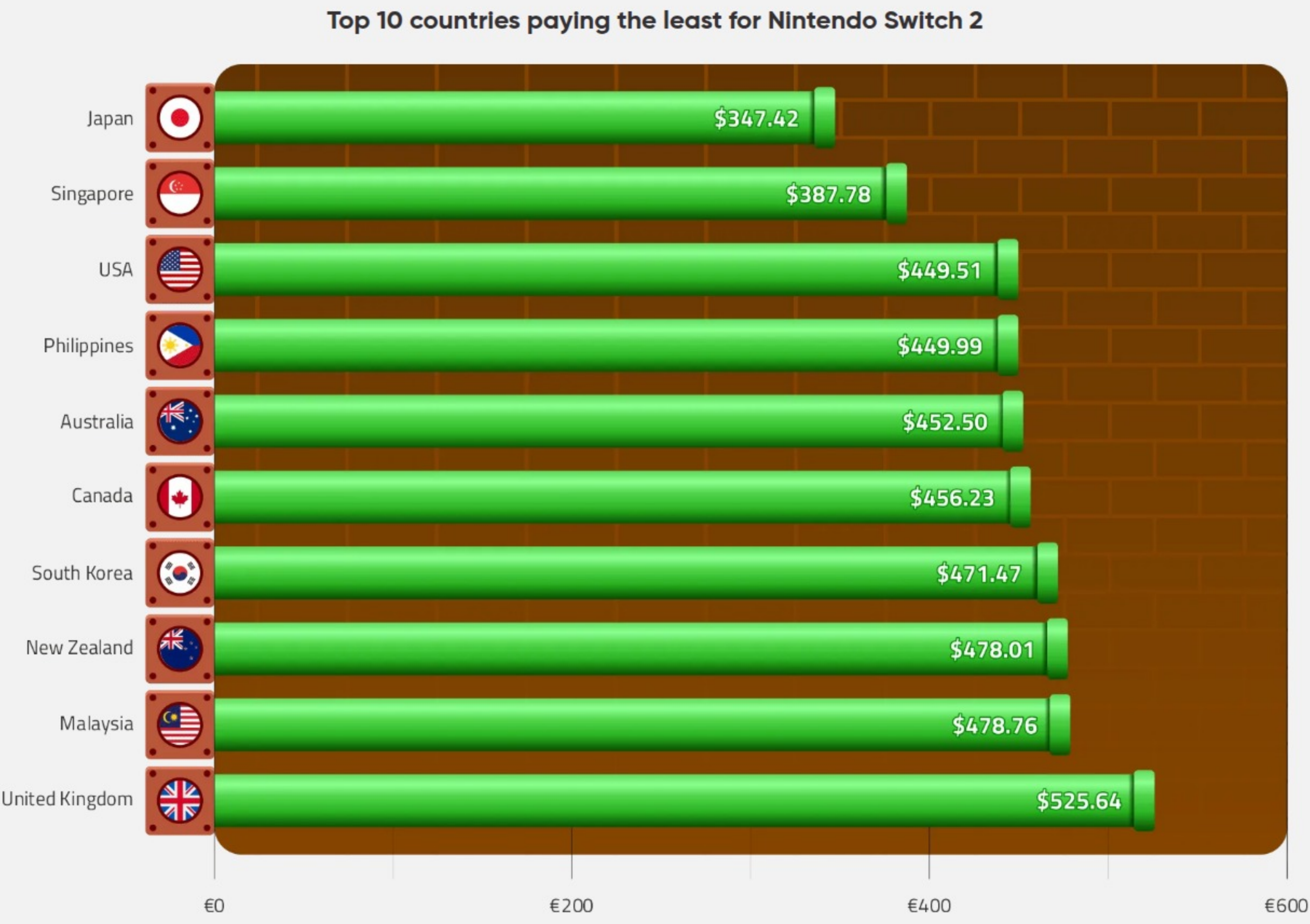
**Sweden ranks first** on our list as the country with **the most expensive Nintendo Switch 2 console**, priced at \$704.59. With an average monthly net salary of \$3,178.32, the Swedish gamer should set aside 22% of their monthly earnings, or, alternatively, work for 38 hours to be able to afford the indulgence.

**In Iceland you will need to save up \$693.23** for the newest Nintendo. With an average monthly salary of \$4,381.71, this means working for 27 hours. Both Sweden and Iceland are prominent for their high cost of living and strong currencies, thus the higher Nintendo Switch 2 price is not a surprise, but it reflects how regional economic conditions play a significant role in the pricing of globally distributed consumer goods.

**South Africa comes in third with a price of \$684.43** for the Nintendo Switch 2. With a significantly lower average monthly salary of \$1,258.13, a South African must work for 94 hours to be able to afford the console. **Serbia follows at \$676.93** and quite a lower monthly salary of \$884.53, resulting in 132 hours of labour needed to *'earn'* the gadget. Due to their smaller economies compared to the Nordic countries, the high prices in South Africa and Serbia might stem from entirely different factors, such as currency devaluation and high import duties on electronics.

**Finland, Norway, and Denmark** follow closely with very similar prices for the console (\$645.92, \$643.40, and \$637.45, respectively). In contrast, **Bulgaria ranks eighth at \$636.81**, despite having an average salary over \$2,000 lower than that of the Nordic countries.

**Cyprus** also ranks among the countries with the most expensive Nintendo Switch 2, where the average consumer has to pay \$633.51 for the console, followed by Latvia at \$622.18.



Unsurprisingly, the birthplace of Nintendo offers the best deal on the latest piece of gaming tech. **At nearly half the price of the Nintendo Switch 2 in Sweden, Japan offers it for just \$347.42**. However, in an attempt to strengthen their yen, the Japanese version of the Switch will only support the Japanese language and is **restricted for use outside of the country**.

**The second-cheapest Switch can be bought in Singapore for \$387.78**. Coincidentally, Singapore is also one of the countries where you need to work the least amount of hours, just 17 hours of labour are needed to afford the console. This highlights its strong economy and favourable retail environment, which significantly ease the financial burden on consumers.

**The Philippines ranks third**, with the upcoming Nintendo Switch 2 priced at \$449.51. The console **in the United States is only \$0.48 more expensive**, securing the country the fourth spot. Curiously enough, this price benefits not only U.S. gamers. Since Nintendo does not officially distribute to much of Latin America, the region is often inflated by importers, with suppliers like Latamel, known for adopting profit-driven strategies that further raise costs for local buyers. That is why **South Americans rely on the U.S. market** as a more accessible option.

The latest Nintendo Switch 2 would cost you **\$452.50 in Australia**, and **\$456.23 in Canada**. South Korea also offers a competitive price of \$471.47, just \$6.54 more than New Zealand. The price difference between New Zealand and Malaysia is minimal, at just \$0.75. **The United Kingdom**, however, has the highest price among the top ten most affordable countries, at \$525.64.



The **eight years between the release of the first Nintendo Switch and the newest edition**, the Nintendo Switch 2, have brought forth a \$150 price markup in the United States. So how can the higher price be justified? By utilising the international 9-5 standard for a 40-hour working week, and the average monthly net salary for the countries on our list, **we estimated how many working hours it would take to afford the Nintendo Switch 2**.

According to our data, **in Switzerland, it would only take you 13 hours of work** (less than two full days) to be able to afford the Nintendo Switch 2. With a median monthly salary of \$7,369.15 and a console price of \$571.83, the gadget accounts for only 7.7% of your monthly spending.

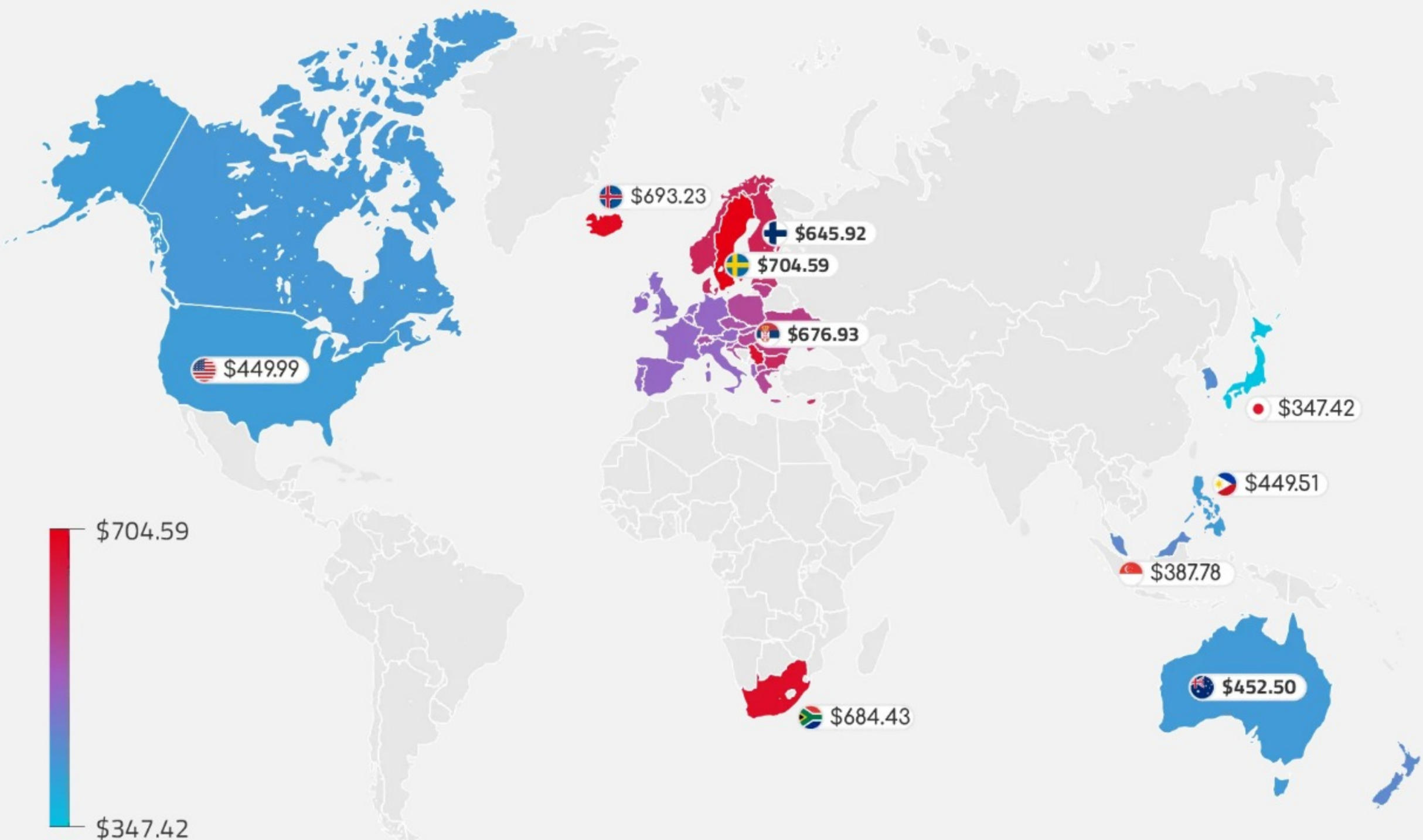
Similarly, in **Luxembourg**, the Switch comes in at \$531.52, requiring just 14 hours of labour. Singapore also offers the Nintendo at a relatively affordable \$387.78, equivalent to 17 hours of work.

**The United States, Australia, and the Netherlands also rank among the most affordable countries** to purchase the new game console, requiring just 18, 22, and 24 hours of work, respectively. An interesting observation: four countries, Iceland, Japan, New Zealand, and Ireland, all require exactly 27 hours of labor to afford the Nintendo Switch 2.

In a paradoxical manner, countries with a lower average income tend to face higher effective costs. **In the Philippines, buying the Nintendo Switch 2 will consume 194 hours**, whereas in **North Macedonia**, the number will be 142 hours, where the average monthly net salaries are just \$400.37 and \$716.47, respectively.

In **Albania and Serbia**, one needs to work 132 hours to afford the Nintendo Switch 2, while in **Bulgaria and Greece**, the console is only slightly more affordable, requiring 101 and 92 hours of labour, respectively.

In **South Africa**, the newest console will require 94 hours of labour at a price of \$684.43. With a median salary of \$1,258.13, the Nintendo Switch 2 would account for 54.4% of your monthly income. In **Malaysia and Hungary**, one would need to save up \$478.76 and \$588.85, or work for 90 and 89 hours, respectively.



### Methodology

To compile this report, we selected 60 countries where pre-orders for the Nintendo Switch 2 are already available, excluding regions in Africa, Asia, the Caribbean, and Latin America where official pricing has not yet been announced. This left us with 44 countries, for which local pre-order prices were sourced from licensed country-specific retailers who sell the Nintendo Switch 2 gaming system.

To estimate affordability, we used average monthly net salary data from [Numbeo](#) and assumed a standard 40-hour work week. Hourly wages were calculated by multiplying weekly hours by the number of weeks in a calendar year and dividing by 12 to arrive at a monthly total. Based on this, we calculated how many hours of work would be needed to afford the Nintendo Switch 2 in each country, enabling a consistent comparison of price and purchasing power worldwide.