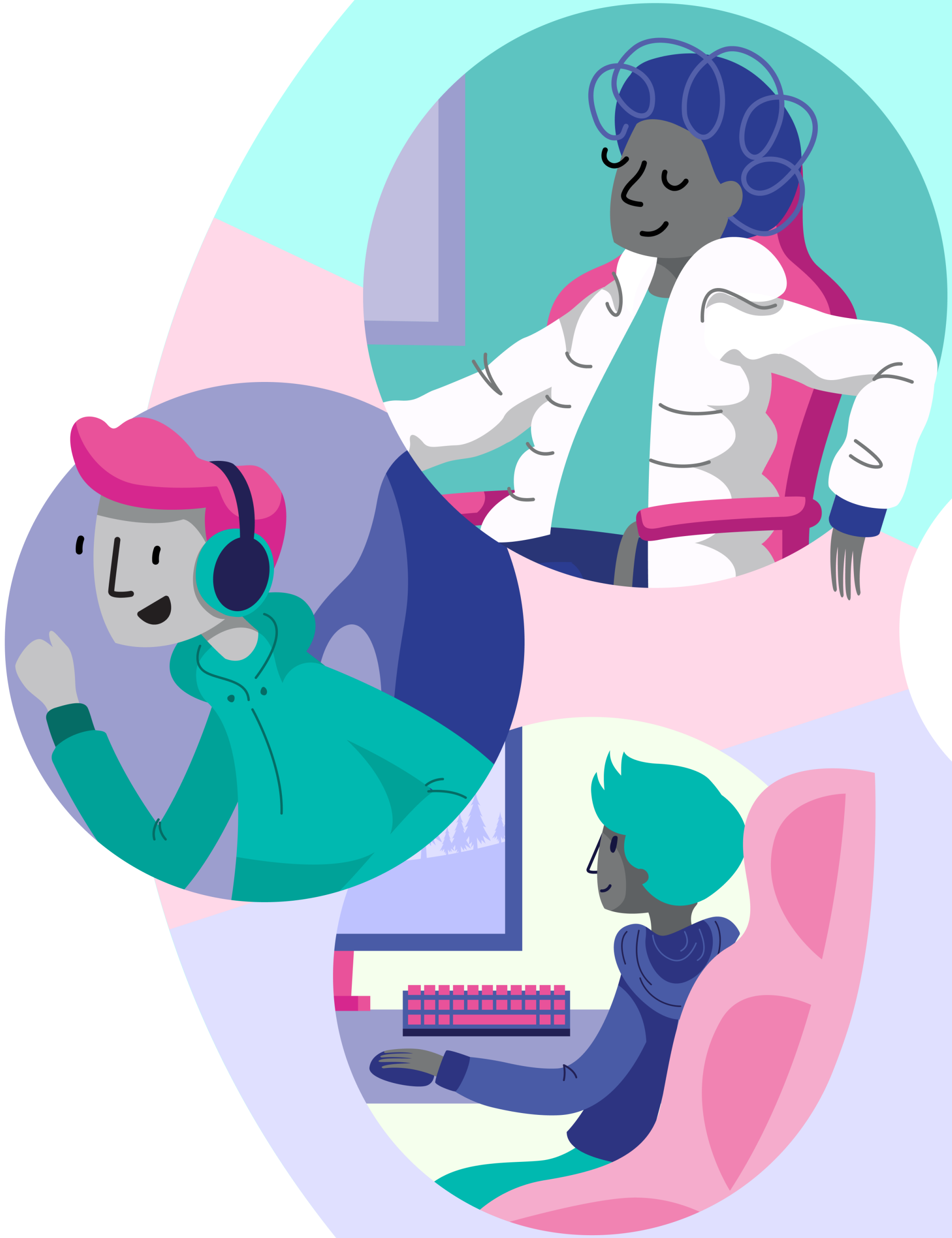
How consumers engage with video games today

Newzoo's Global Gamer Study 2023



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The future of gaming engagement is looking bright

Gaming continues to be one of the world's most popular pastimes, and today's gamers are a diverse cohort.

Consumers increasingly engage with games and gaming platforms across many dimensions, including playing, viewing, creating content, and socializing, especially as new business models and technologies emerge. Games and gaming platforms are also becoming a significant element of the marketing mix for publishers, developers, and companies outside the gaming industry.

Understanding why gamers play, view, and spend on video games is and will continue to be essential in the battle for consumer time and money. Learning more about your target audiences and what motivates them can illuminate what content may resonate with them.

We hope you enjoy this free, light version of our 2023 Global Gamer Study report. This report covers higher-level insights than the full version, part of the Global Gamer Study subscription, which also includes access to the data and individual market audience snapshot reports per market you subscribe to.

Please get in touch to learn more about subscribing to the Global Gamer Study for gamer insights across 36 markets around the globe. Happy reading!

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Key insights

1 Engaging with games means more than just playing

To say gaming continues to be popular is an understatement. Out of the total online population, nearly 8 in 10 engaged with games in the past six months.

Today's game enthusiasts engage with games in many ways. In fact, over 50% of the total online population engages with games in more than one way.

Increasingly, younger generations are finding ways to interact with games other than playing. These newer players are leading the charge toward viewing content on top of playing it.

79%
of the total online population are games enthusiasts[1]

2 Nearly half of players play on more than one platform

Nearly half of today's gamers play on more than one platform, and this multi-platform trend is bound to accelerate.

Players who played on all three platforms in the past six months (tri-platform players) are an attractive cohort: they spend more time and money on gaming and are more likely to view gaming content.

Advances in mobile and 5G technology and the rise of cloud gaming services are enabling better player experiences. More AAA PC and console games are expanding to mobile platforms to attract more players (and vice-versa).

47%
of players[2] played on at least two platforms

3 Many players spend money on video games

Over half of players have spent money on video games in the past six months. Console gaming has the highest player-to-payer conversion, while mobile has the lowest.

Besides special offers, the potential to unlock extra or exclusive content and customization options motivate spending.

Nearly all payers spend money on in-game items, demonstrating how important it is for publishers and developers to optimize these offerings to attract continued player investment.

57%
of players[2] have also spent money on video games

4 Players are reacting positively to brands

Video games have become important marketing tools for many companies. Games enable brands to connect with their target audiences in ways beyond traditional advertising.

Players are reacting more positively to brands than non-players, and many players and viewers discover new brands while engaging with video games.

Getting into games and gaming platforms can positively impact brand discovery, purchase consideration, and brand attitude.

50%
of players and/or viewers discovered new brands while gaming

[1] Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior
[2] Played in past 6 months

Newzoo's Global Gamer Study 2023

Definitions and methodology

Methodology

Survey methodology: Computer-Assisted Web Interviewing (CAWI)

Fieldwork: February 2023 – May 2023

Target group: Representative sample of the online population aged 10-65/10-50 (regional coverage and age scope differ by market).

Sample size: 74,295 respondents across 36 countries/markets. Per country/market, approx. 2,000 respondents, 3,000 for the United States and China, and 1,500 for Egypt, Saudi Arabia, and the United Arabic Emirates.

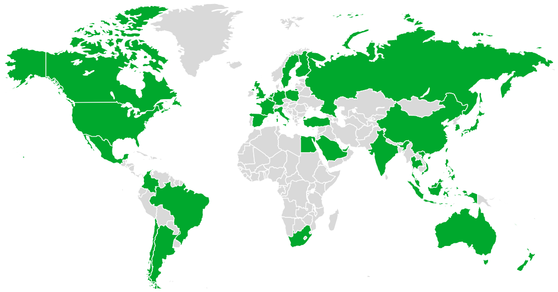
Geographic scope

NAM: United States, Canada

EMEA: United Kingdom, Germany, France, Spain, Italy, Russia, Poland, Netherlands, Belgium, Sweden, Finland, Turkey, Egypt, Saudi Arabia, United Arab Emirates, South Africa

LATAM: Mexico, Brazil, Argentina, Chile, Colombia

APAC: Australia, New Zealand, China, Japan, South Korea, Thailand, Taiwan, Indonesia, Vietnam, Malaysia, Philippines, Singapore, India.



For more details: Global Gamer Study 2023 methodology

Definitions

Generations:

- Gen Alpha (born 2010 or later / 10-13 years old)*
- Gen Z (born 1995-2009 / 14-28 years old)
- Millennials (born 1981-1994 / 29-42 years old)
- Gen X (born 1965-1980 / 43-58 years old)
- Baby Boomers (born 1946-1964 / 59-65 years old)*

*Please note that for our study. We only cover ages 10 to 65.

Total Online Population: Population that has access to a stable/active internet connection.

Game Enthusiasts: Consumers who engage with gaming through playing, viewing, owning, and/or social behavior.

Players: Those who have played video games on a PC, console, or mobile in the past 6 months.

Payers: Players who the past six months, on average, spent money on a monthly basis on games on a PC, console, or mobile device. Spending money includes gifts, downloadable content, subscriptions, and other micro-transactions.

- **Minor spenders:** up to £/€/$5 a month
- **Average spenders:** between £/€/$5 – £/€/$25 a month
- **Big spenders:** £/€/$25 or more a month

Viewers: Those who watched live-streamed or pre-recorded gaming video content in the past 12 months (incl. esports). (=Gaming video content viewers).

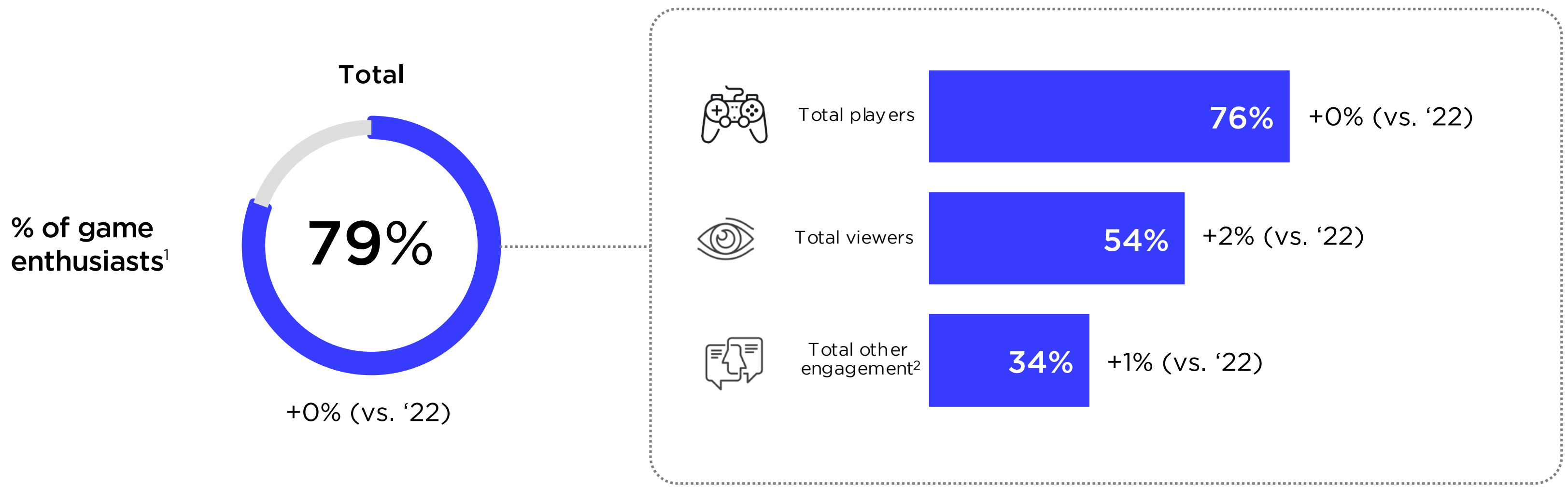
1. Gaming engagement today

Engaging with video games means more than just playing

Gaming engagement continues to involve activities beyond play

8/10 of the total online population have engaged with gaming in one way or another

Gaming engagement
Base: Total online population



Nearly eight out of 10 people from the total online population engage with video games in one form or another, and the paths to engagement are also evolving.

People can engage with games via more dimensions than before, from playing and viewing to creating and socializing. In fact, over half of the total online population engages with more than one dimension, and 29% play, view, and engage in other ways[2].

Playing is still the most common way to engage, with over three-quarters of the total online population having played games in the past six months. However, viewing and other activities hold sizeable interest.

This impacts game companies that continue to expand into other forms of entertainment, consumer brands, and companies that rely mainly on traditional advertising methods.

[1] Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior
[2] Other gaming engagement includes those that claim to have "often" followed video gaming channels or esports broadcasters, socialized through/visited online gaming communities, discussed video games with family and friends, listened to gaming podcasts, and/or attended large in-person gaming conventions in the past 12 months

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Game Enthusiasts, Total players (past 6 months), Gaming video content viewers (past 12 months), Those who engage with gaming beyond playing/viewing in the past 12 months (% often)
Base: Total sample (n=74,295)

Video games appeal to every generation

Gen Alpha and Gen Z players are more likely to engage with gaming in many ways beyond playing

Gaming engagement by generation
Base: Total online population

	Gen Alpha	Gen Z	Millennials	Gen X	Baby Boomers
% of game enthusiasts[1]	**94%** +1% (vs. '22)	**90%** +0% (vs. '22)	**82%** +0% (vs. '22)	**67%** -2% (vs. '22)	**47%** +1% (vs. '22)
Total playing	93%	88%	80%	63%	44%
Total viewing	72%	72%	57%	33%	13%
Total other eng. [2]	50%	47%	37%	18%	5%

While every generation engages with games, younger game enthusiasts are more likely to interact across all dimensions. Of course, a sizable share of Gen X and Baby Boomers engages with gaming, albeit typically across fewer dimensions.

Unsurprisingly, playing remains the most common means of engagement across generations. Meanwhile, viewing and other gaming engagement tend to drop with age. This may be partly due to these older game enthusiasts not growing up as digital natives and being accustomed to video games as a medium solely for playing.

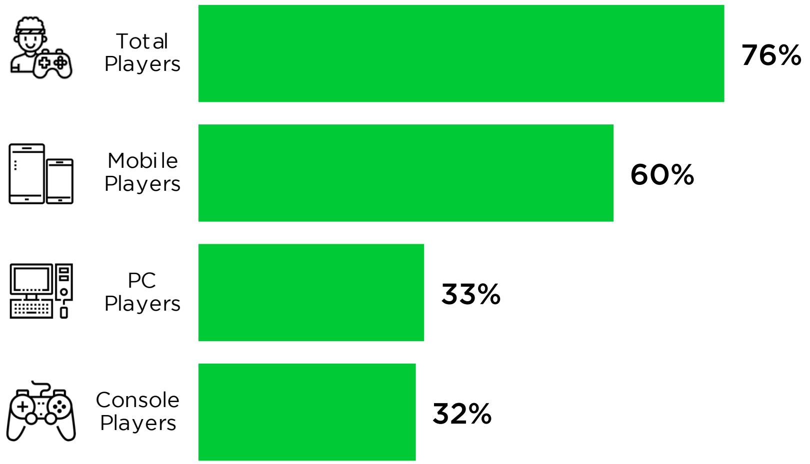
[1] Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior
[2] Other gaming engagement includes those that claim to have "often" followed video gaming channels or esports broadcasters, socialized through/visited online gaming communities, discussed video games with family and friends, listened to gaming podcasts, and/or attended large in-person gaming conventions in the past 12 months

Source: Newzoo Global Gamer Study 2022 (Global weighted average across 36 markets)
Q. Game Enthusiasts, Total players (past 6 months), Gaming video content viewers (past 12 months), Those who engage with gaming beyond playing/viewing in the past 12 months (% often)
Base: Generation Alpha (n=5,182), Gen Z (n=25,494), Millennials (n=22,942), Gen X (n=13,178), Baby Boomers (n=7,499)

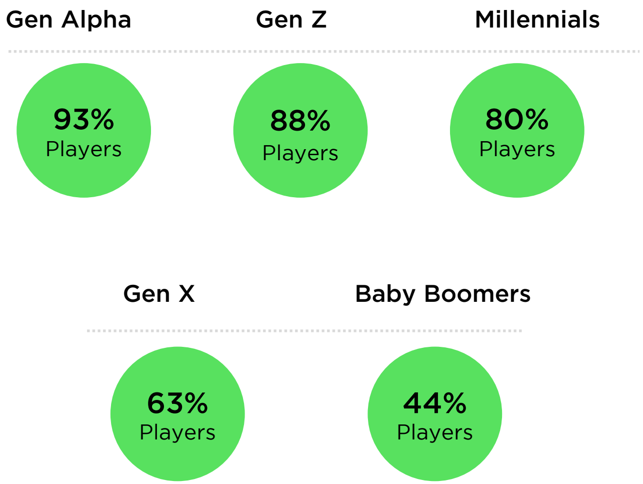
Three in four play video games, with mobile being the most popular

Over 90% of Gen Alpha played video games in the past six months

Share of players per platform
Base: Total online population



Share of players by generation
Base: Total online population



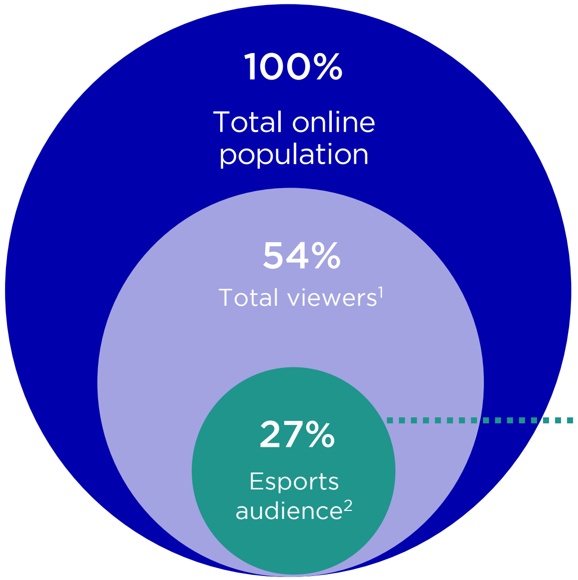
Delving deeper into play behavior specifically, we find that mobile devices remain the most common way to play video games. One key reason for this is that mobile has fewer hardware and software barriers to entry than PC and console gaming. Practically every consumer already owns a smartphone (among those that own a cellphone, 98% of those surveyed indicated owning a smartphone), and the most popular mobile titles are often free-to-play. Altogether, these factors make mobile gaming an accessible option for game enthusiasts. Although younger generations are notably more likely to play video games, a sizeable proportion of older generations also play, highlighting once again that gaming is a popular pastime across generations.

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Players (past 6 months); Main cellphone: feature phone or smartphone
Base: Total sample (n=74,295), Generation Alpha (n=5,182), Gen Z (n=25,494), Millennials (n=22,942), Gen X (n=13,178), Baby Boomers (n=7,499), Cellphone owners (n=73,770)

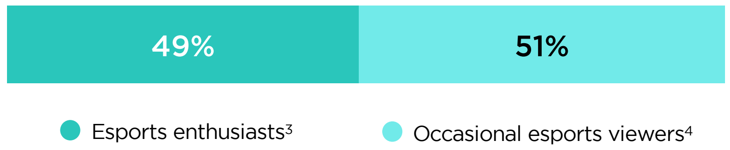
Viewing is an important element of gaming engagement

54% of the online population have viewed video game content in the past 12 months, and over a quarter watched esports

Share of viewers & esports audience
Base: Total online population



Esports audience breakdown
Base: Total esports audience



Over half of the online population has viewed gaming video content in the past 12 months.

Among viewers, inspiration on things to do in games/new ways to play, and seeing high-level gameplay/skills, were the top reasons to view gaming content.

Over a quarter of the online population has viewed esports content specifically in the past 12 months. Among this group, nearly half watched esports content once a month or more (esports enthusiasts).

Together, this demonstrates that gaming video content is an important element for consideration among both endemic and non-endemic parties interested in gaming.

1 Viewers are those who watched live-streamed or pre-recorded gaming video content in the past 12 months
2 Esports Audience are those who watched professional competitive gaming (esports) video content in the past 12 months
3 Esports Enthusiasts are those who watched gaming (esports) video content once a month or more in the past 12 months
4 Occasional Esports Viewers are those who watched gaming (esports) video content less than once a month in the past 12 months

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Gaming video content viewers (past 12 months), Esports Segmentation
Base: Total sample (n= 74,295), Total Esports Audience (n=20,103)

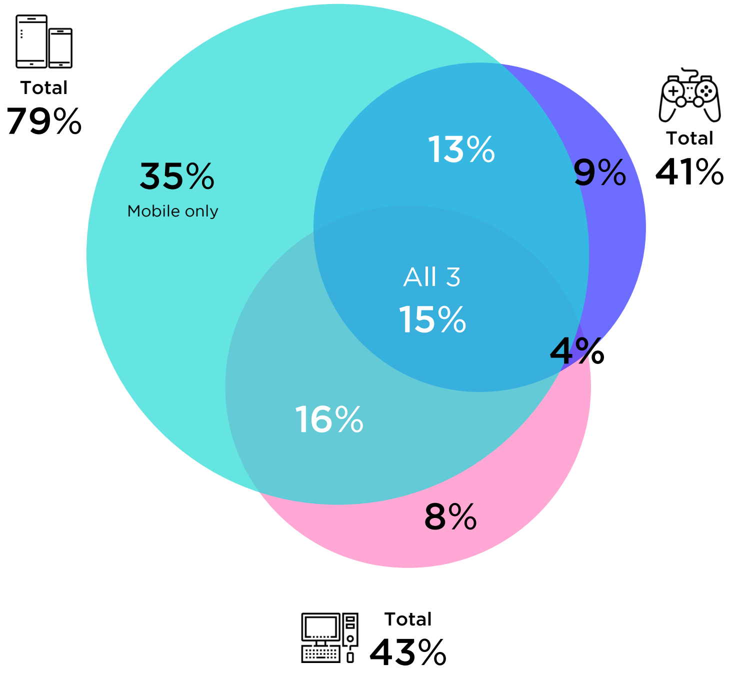
2. Cross-platform players

Nearly 50% of players play games on more than one device or platform

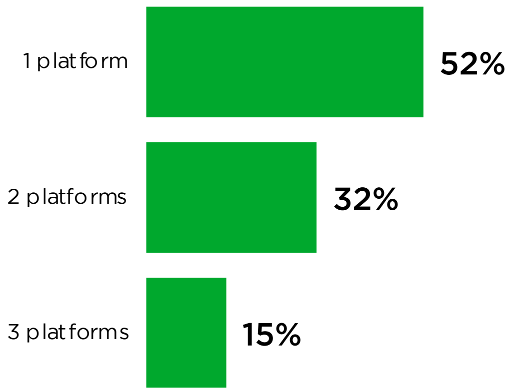
Nearly half of players play games on more than one platform

Mobile continues to dominate single-platform play

Platform overlap
Base: Total players



Number of platforms played on
Base: Total players



Platform-exclusive players still have a considerable hold over the gaming landscape, with mobile at the forefront. As previously mentioned, mobile has a lower barrier to entry and is more accessible than PC and console gaming.

However, nearly half of players (48%) play on two platforms or more. PC and console publishers will likely keep expanding to other platforms for growth, while players engage across several platforms in parallel.

Out of these players, an interesting cohort to watch is players that play on all three platforms, who represent 15% of the total player base.

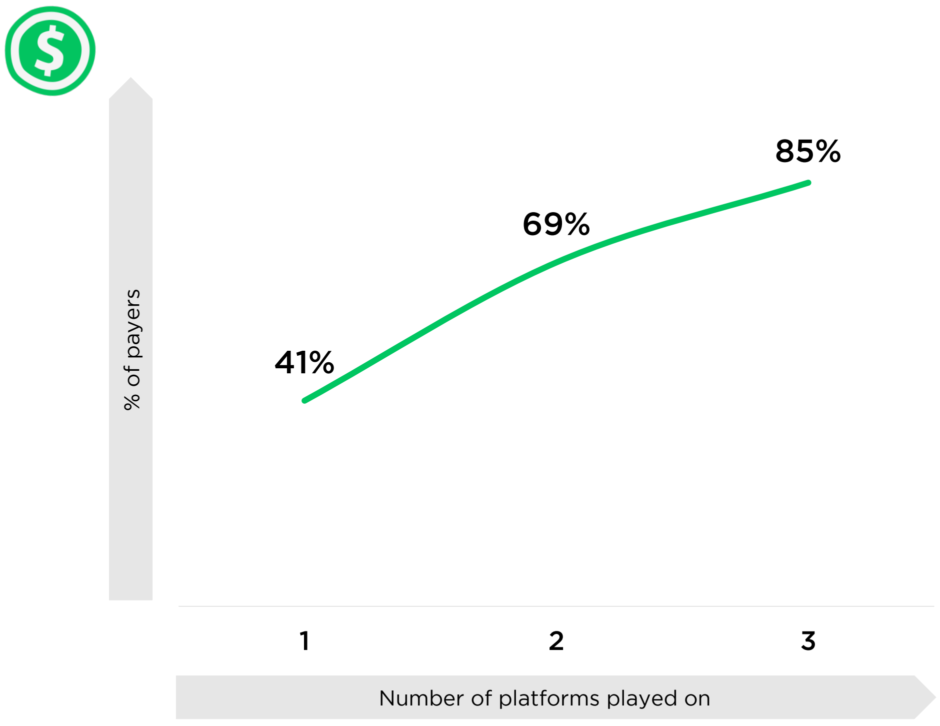
Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Platform player overlap
Base: Total players (n=58,040)

Tri-platform players are an attractive cohort

Gamers who play on more than one platform are significantly more likely to spend time and money on games

Share of payers by number of platforms

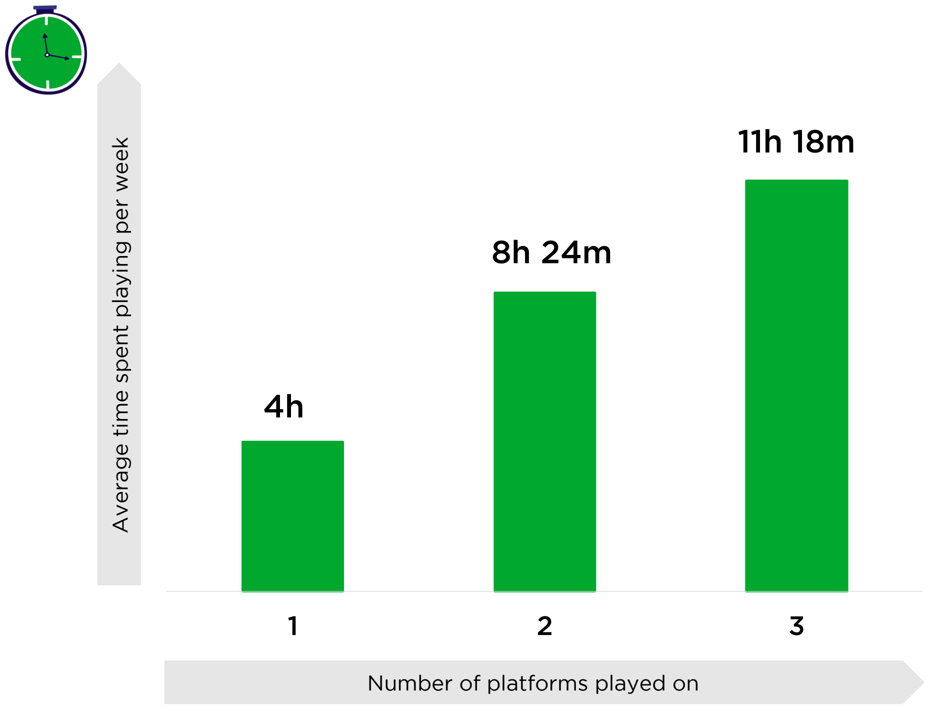
Base: Total players



In the past six months, 85% of players who played on all three platforms (tri-platform players) spent money on video-game-related purchases.

Time spent playing by number of platforms

Base: Total players



Tri-platform players played video games for an average of more than 11 hours a week.

Tri-platform players spent the most time and money on video games in the past six months, making them an attractive cohort for developers and publishers.

Advances in mobile and 5G technology, coupled with the rise in cloud gaming, are affording players more opportunities to engage with IPs and franchises across several devices with improved accessibility. Games like Fortnite and ROBLOX have built enormous player (and payer) bases using this strategy.

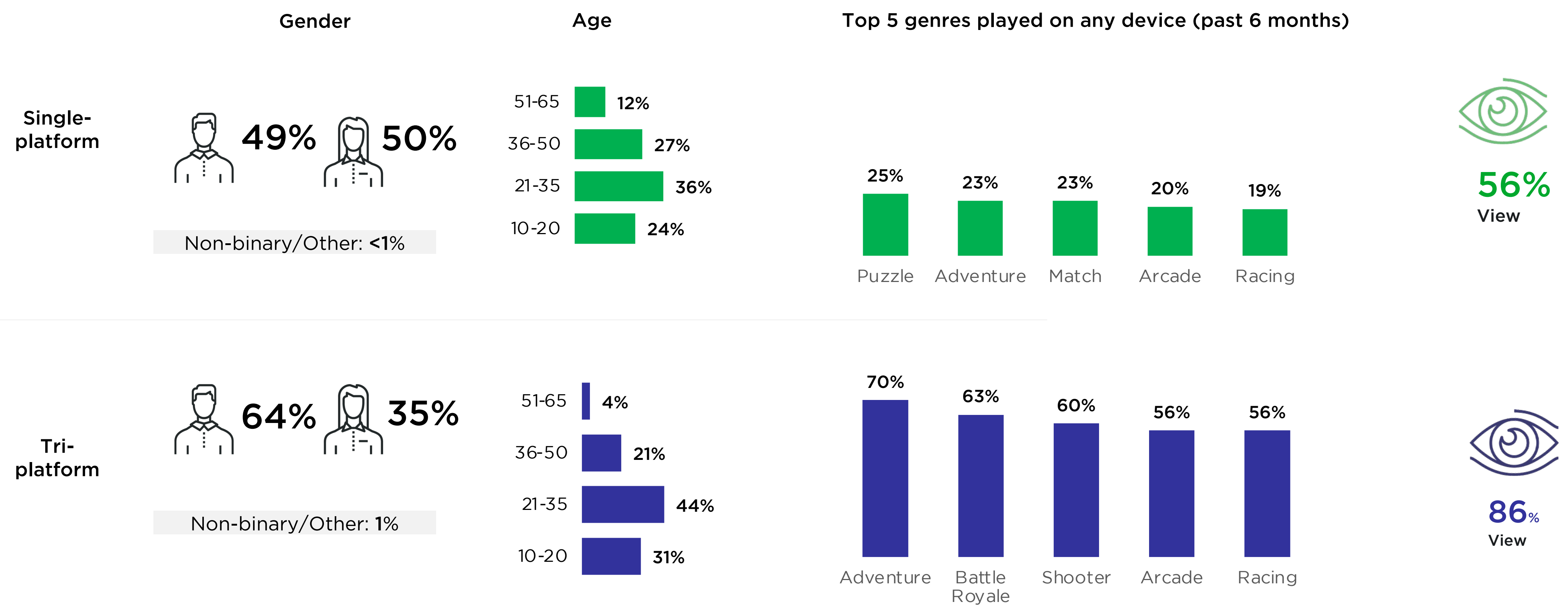
Given the opportunity that tri-platform players present in engagement and revenue, investing in cross-platform and cross-progression could be a wise strategic move.

Source: Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Payers (past 6 months), Platform player overlap, Time spent per week per platform
Base: Total players (n=58,040) Players that have played on one platform (n=29,099), Two platforms (n=18,920), Three platforms (n=10,021)

Comparing single-platform and tri-platform players

Tri-platform players are more likely to view gaming video content and play more intensive genres

Profile of single vs. tri-platform players
Base: Single-platform players and tri-platform players



Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Gender, Age combined, Genres played on any device (past 6 months), Gaming video content viewers (past 12 months)
Base: Single-platform players (n= 29.099), Tri-platform players (n=10,021)

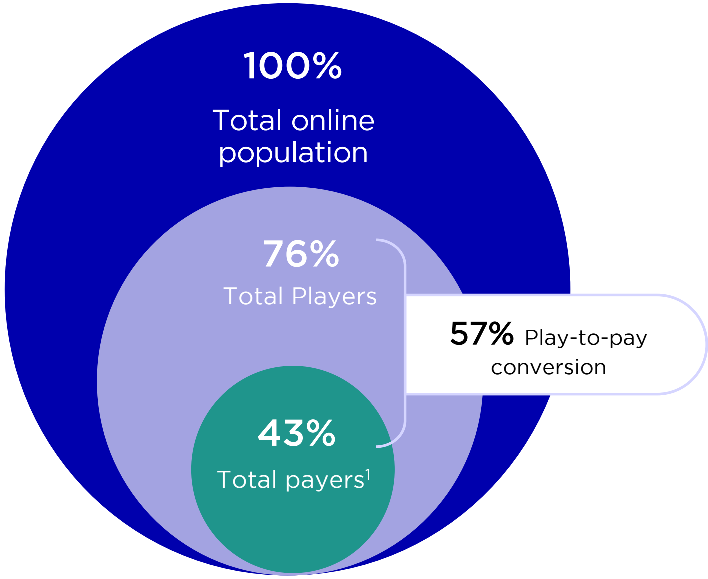
3. Spending

Many players spend money on video games

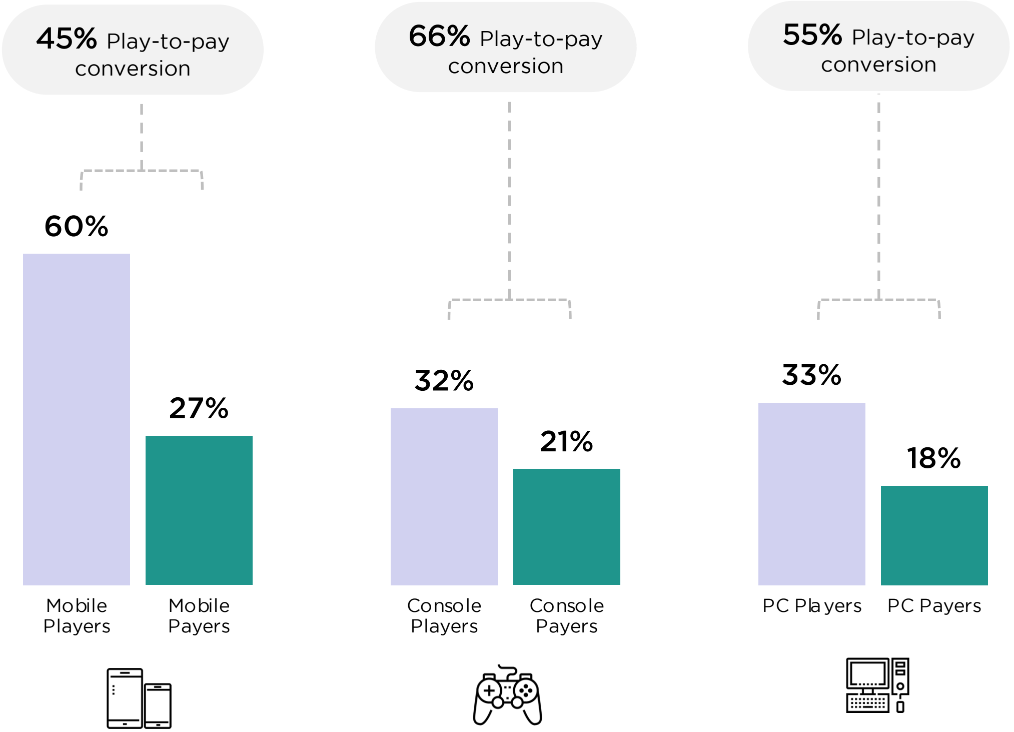
More than half of players spend money on video games

Play-to-pay conversion is highest on console and lowest on mobile

Share of payers (past 6 months)
Base: Total online population



Share of players and payers by platform (past 6 months)
Base: Total online population



Spending money on video games is very common. More than half of players spent money on games in the past six months.

Console gaming has the highest play-to-pay conversion rate and is the platform with the highest share of big spenders[2]. We can likely attribute this to how dominant pay-to-play games are on the platform and the popularity of subscriptions.

On the other hand, mobile is the platform with the lowest player-to-payer conversion and share of big spenders[2]. Free-to-play games are most prevalent on mobile, directing players away from paying for games, so in-game items are particularly important for mobile revenues.

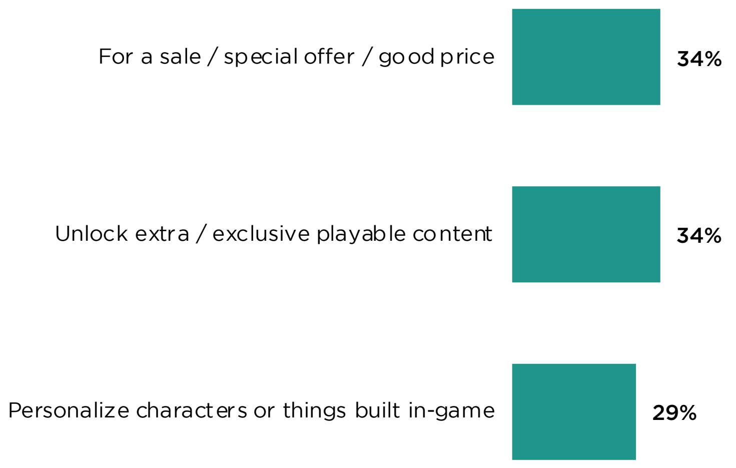
[1]Payers (past 6 months): Payers are defined as players that, on average, spend money on a monthly basis on games on a PC, console, or mobile device. Spending money on games also includes gifts, downloadable content, subscriptions, and other micro-transactions.
[2]Big spenders spend €/£/$ 25 or more a month.

Source: Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Players & Payers (past 6 months)
Base: Total sample (n=74,295), Total players (n=58,040), Mobile players (n=44,970), Console players (n=24,912), PC players (n=27,120)

Unlocking exclusive content and special offers are key reasons to spend

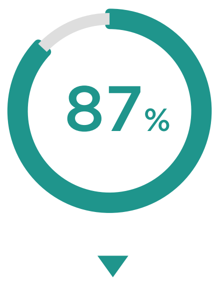
In-game currencies, expansion or content packs, and gear are the most popular in-game items to spend money on

Main reasons to spend money on video games | Top 3 out of 13
Base: Total payers



In-game items spent money on (past 6 months)
Base: Total payers

% Spent money on in-game items



In-game items spent money on | Top 3 out of 13

In-game currencies	29%
Expansions or content packs	25%
Gear	25%

With the rise of free-to-play (F2P) games in recent years, in-game purchases have become increasingly common. F2P game publishers and developers need to ensure they are creating engaging and worthwhile opportunities for their current players. Striking the correct balance for such opportunities in-game without negatively impacting gameplay will continue to be a major challenge as we move further away from the pay-to-play business models.

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Main reasons to spend money on video games, In-game items/virtual goods spent money on (past 6 months),
Base: Total payers (n=32,796)

4. Brands

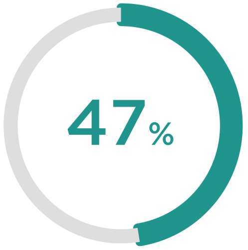
Players are reacting positively to brand collaborations in video games

Many players discover new brands while gaming

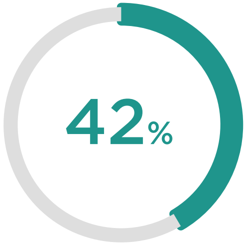
Brand collaborations in games and with streamers appear to influence purchasing decisions

Attitudes towards brand advertisement and endorsement in gaming | % Completely agree/ Strongly agree/ Agree
Base: Total players and/or viewers

Have discovered new brands while gaming



More likely to buy from a brand featured in favorite game(s)



Bought a product or service recommended or used by favorite streamer

As consumers flock to digital spaces for activities normally reserved for the physical world, brands are increasingly establishing their presence and building experiences in the virtual world of games. This is leading to more brand discovery in gaming.

50% of players and/or viewers stated that they discovered new brands while gaming. Brand collaborations within games and with streamers appeared to impact purchasing decisions as well.

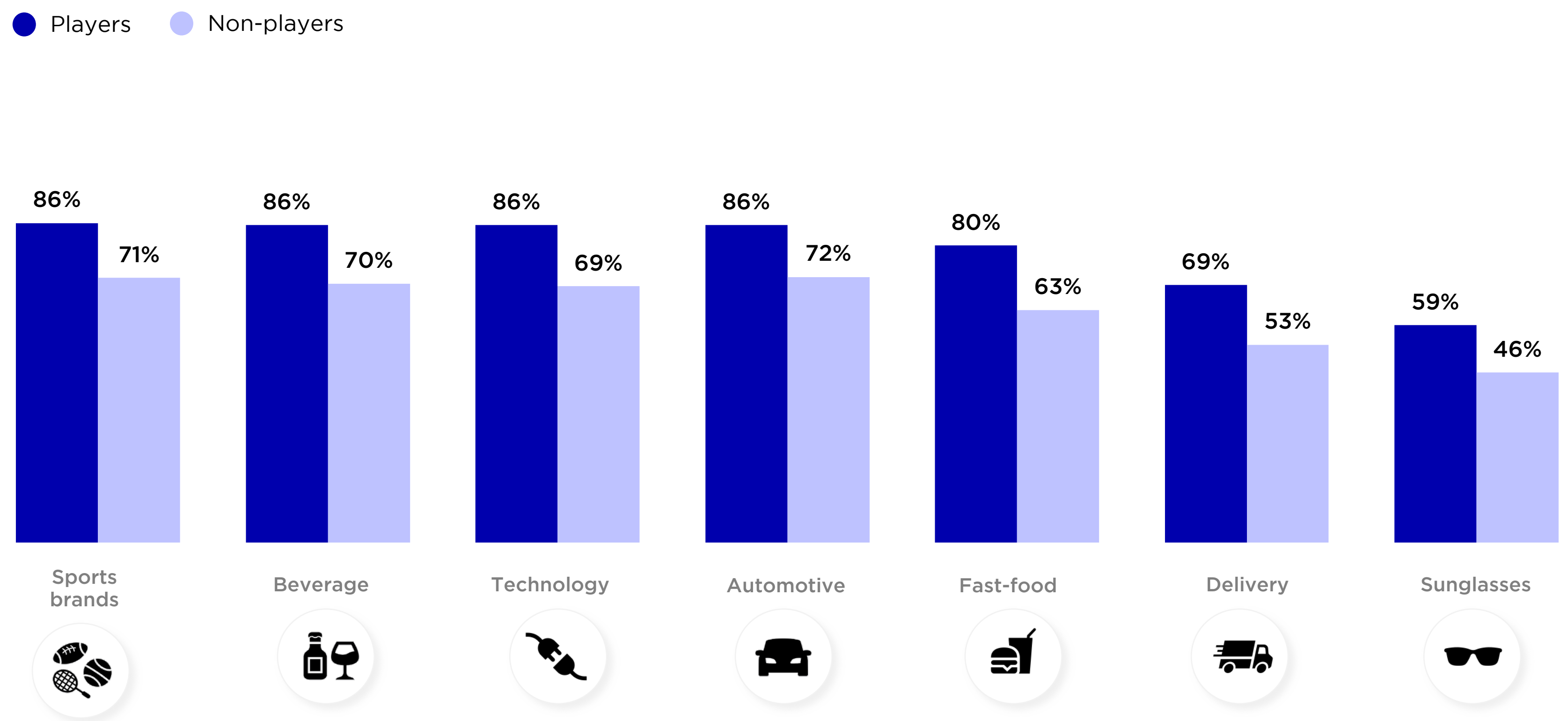
Overarchingly, gaming brings added value to advertisers and marketers. Games provide an array of creative options for reaching audiences in a way that feels more personal, playful, and immediately actionable.

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Brand statements
Base: Total players and viewers (n=59,847)

Across categories, players have more positive attitudes towards brands

Sports, beverage, technology, automotive, and fast-food brands appear to resonate strongly with players

Brand attitude per category* | **% Very positive/positive**
Base: Total online population



The global gaming audience is more receptive, or at least accustomed to, branded content and media collaborations within games. This trend presents clear opportunities for companies to reach new audiences of actively engaged game enthusiasts.

For many types of brands, from tech to beverage companies, the gaming space and the people who inhabit it are worth exploring.

Taken altogether, these trends show that the market is filled with creative opportunities for companies within the industry and those just getting started in gaming.

*The brands covered per category are:

- Sports brands: Nike, Adidas, and PUMA
- Beverage: Coca-Cola, Fanta, Mountain Dew (Mtn Dew), Monster Energy, Red Bull, Budweiser, Absolut, and Ballantine's
- Technology: Apple, Intel, and Nvidia
- Automotive: BMW, Porsche, Ford, and Kia
- Fast food: McDonald's, Burger King, and Wendy's
- Delivery: FedEx, DHL, and UberEats
- Sunglasses: Ray-Ban and Oakley

Source: Newzoo Global Gamer Study 2023 (Global weighted average across 36 markets)
Q. Brand attitude
Base: Total players (n=58,049), Non-players (n=16,255); Total players for alcoholic beverages (n=42,084), Non-players for alcoholic beverages (n=14,480)
Note: Budweiser, Absolut, and Ballentine's only shown > legal drinking age and not asked in SA, UAE, EG (excluded from base for beverage category)

5. Appendix

Markets, topics, and franchises covered in the Global Gamer Study 2023

Global Gamer Study: 2023 topic list

Socio-Demographics

- Gender
- Age
- Generations
- Education*
- Household income*
- Work situation
- Parental or legal guardian status

Media & Lifestyle

- Leisure time spent per week on various activities (e.g., reading, watching broadcast television, using social media)
- Social media and chat applications actively used (P6M)
- Favorite hobbies
- General interests most interested in
- Following/watching of professional sports regularly
- Professional sports watched/streamed regularly (P6M)
- Media subscriptions currently used (e.g., Spotify Premium, Netflix, Disney+, Apple TV+)
- TV channels watched most often*

Mobile & Internet

- Brand main cellphone
- Main cellphone: feature phone or smartphone
- Main cellphone operating system
- Cellphone network provider*
- Household internet service provider (ISP)*

Game Behavior & Attitudes

- Total share of players and non-players per market (P6M)
- Total share of players per platform (P6M)
- Reasons for playing games
- Non-players: past play behavior & intention to play (N6M)
- Play frequency per platform
- Time spent per week playing per platform
- Game mode played most per platform
- Importance of social features in games (statements)
- Favorite platform to play games on
- Appealing features of games
- Appealing themes/settings of games
- Gamer identity (statements)
- Frequency socialized through/visited online gaming communities or social media groups (P12M)
- Frequency talked about video games with family, friends, or other significant others (P12M)
- Frequency visited websites/blogs or listened to podcasts to keep up to date on latest gaming news (P12M)
- Frequency attended large gaming conventions in-person (P12M)
- Gaming subscription awareness and usage
- Type of games played per platform (i.e.,“F2P”, “P2P”)
- DEI important aspects in video games NEW!
- DEI related statements related to playing NEW!

Spending Behavior

- Total share of paying players per platform
- Money spent per month per platform (Minor, Average, or Big Spenders)
- Main reasons to spend money on video games
- PC/mobile games: payment method used*
- Money spent on in-game items or virtual goods (P6M)
- In-game items/virtual goods spent money on (P6M)
- Impact of a game item/virtual good being branded on likelihood to buy NEW!

*Country/market specific topics.
(P[]M)/(N[]M) = Past [] months, Next [] months

Global Gamer Study: 2023 topic list

Franchises

- Franchise funnel (i.e., awareness and play behavior)
- Devices played on (P6M)
- Franchises played per platform

Mobile Games

- Mobile devices used to play mobile games (P6M)
- App stores used to download mobile games
- Genres played on mobile devices (P6M)
- RPG subgenres played on mobile devices (P6M)

PC Games

- Type of PC games played (i.e, browser, downloaded/boxed)
- Main PC system for playing downloaded/boxed PC games
- Main PC brand for playing downloaded/boxed PC games
- Frequency used PC game launchers (P6M; e.g., Epic Games Store, Steam)
- Genres played on PC (P6M)
- RPG subgenres played on PC (P6M)
- PC budget spent on (P6M)

Console Games

- Console played games on (P6M)
- Owned console
- Genres played on game console (P6M)
- RPG subgenres played on console (P6M)
- Console budget spent on (P6M)

Cloud Gaming

- Cloud gaming awareness
- Tried cloud gaming

Gaming Video Content & Esports

- Gaming video content watched (i.e., live-streamed, pre-recorded)
- Frequency watching live streamed and pre-recorded gaming video content on various platforms (P12M)
- Esports awareness
- Frequency watching esports (P12M)
- Types of gaming video content typically watched (P12M; e.g., reviews, gameplay, tips & tricks)
- Gaming video content regularly watched (P12M; e.g., CS:GO, League of Legends, Dota 2, Fortnite)
- Type of gaming video content per game regularly watched (P12M; i.e., esports, general gaming video content)
- Esports franchises regularly watched (P12M)
- Motivation to watch video gaming content (statements)
- Frequency followed video gaming channels or esports broadcasters (P12M)
- Frequency paid for a monthly subscription to video gaming channels or esports broadcasters (P12M)
- Frequency donated money (non-re-occurring) to video gaming channels or gaming content creators (P12M)
- Frequency created gaming-related content (P12M)
- Esports franchises played (P6M)

Gaming Hardware & Peripherals

- Average spent per year on gaming hardware (past 3 years)
- Reasons to buy gaming hardware (statements)
- Gaming peripheral ownership
- Gaming peripheral intention to buy (N6M)
- Gaming peripheral brand awareness

Consumer Brands

- Brand attitude (e.g., Coca-Cola, Nike, Porsche)
- Brands and gaming-related statements NEW!
- Consumption while gaming/viewing
- Beverage brand consumption while gaming/viewing

Socializing in Game Worlds

- Frequency socialized in virtual game worlds (outside of playing main game) (P12M) NEW!
- Likelihood of socializing in a game world in future (beyond playing the main game) NEW!
- Most interesting game world activities (outside of playing main game) NEW!
- Time spent per week socializing in virtual game worlds (outside of playing main game (P12M) NEW!

Newzoo's Gamer Segmentation™

- Covering unique personas based on gaming, viewing, owning, and social behavior

*Country/market specific topics.
(P[]M)/(N[]M) = Past [] months, Next [] months

Global Gamer Study: 2023 franchise list

- Among Us
- Anipop (only in CN)
- Apex Legends
- Assassin's Creed
- Borderlands
- Brawlhalla (not in CN, KR)
- Call of Duty
- Candy Crush Saga (not in CN)
- Civilization
- Clash (incl. Clash of Clans, Clash Royale, and others)
- Counter-Strike
- Dead by Daylight
- Dead Island (not in CN, KR, JP)
- Destiny
- Diablo (incl. Diablo Immortal)
- Dota 2
- Dragon Quest
- Dungeon & Fighter / Dungeon Fighter Online (only in CN, KR)
- Dungeons & Dragons
- Elden Ring
- Fall Guys
- Fantasy Westward Journey / Westward Journey Online (only in CN)
- Fate (incl. Stay Night, Grand Order, and Tsukihime etc) (only in JP)
- FIFA
- Final Fantasy
- Fortnite (not in CN)
- Forza
- Genshin Impact
- God of War
- Golf With Your Friends
- Gran Turismo
- Grand Theft Auto (GTA)
- Halo
- Harry Potter
- Hearthstone: Heroes of Warcraft
- Hell Let Loose
- Honor of Kings (only in CN, BR, EG, MX, TR)
- Kartrider (only in KR)
- Knives Out (only in JP)
- League of Legends (incl. Wild Rift)
- Light and Night (only in CN)
- Lineage (only in KR)
- Lost Ark (only in KR)
- Madden NFL (Not in CN, JP)
- Magic: The Gathering
- Mario
- Marvel (incl. Marvel Snap)
- Metro
- Minecraft
- Mobile Legends: Bang Bang (only in US, CA, TR, SE, RU, BR, MX, ID, TW, PH, VN, SG, TH, MY, AR, IN, SA, NZ, AE, EG, CO, CL)
- Mortal Kombat (not in CN, KR)
- Naraka: Bladepoint (only in CN)
- Naruto (only in CN)
- NBA 2K (not in JP)
- Need for Speed
- Overwatch 2
- Pokémon
- Project SEKAI COLORFUL STAGE! feat. Hatsune Miku (only in JP)
- QQ Speed (only in CN, ID, TW, PH, VN, SG, TH, MY, IN)
- Resident Evil
- Roblox
- Rocket League (not in CN)
- Rust (not in CN, KR, JP)
- Saints Row
- Sniper Elite (not in CN, KR, JP)
- Splatoon (only in JP)
- Star Wars
- StarCraft 2 (only in KR)
- Sudden Attack (only in KR)
- Survivor.io (only in CN)
- The Elder Scrolls
- The Legend of Zelda
- The Sims
- The Witcher
- Three Kingdoms Strategy Edition (only in CN)
- Total War
- Umamusume Pretty Derby (only in JP)
- Valorant
- World of Warcraft
- Worms

Newzoo’s Global Gamer Study

Access the most comprehensive global consumer research covering the gaming landscape and gaming audiences.

74,000+
Consumers surveyed yearly

36
Global coverage with 36 markets

200+
Variables tracked

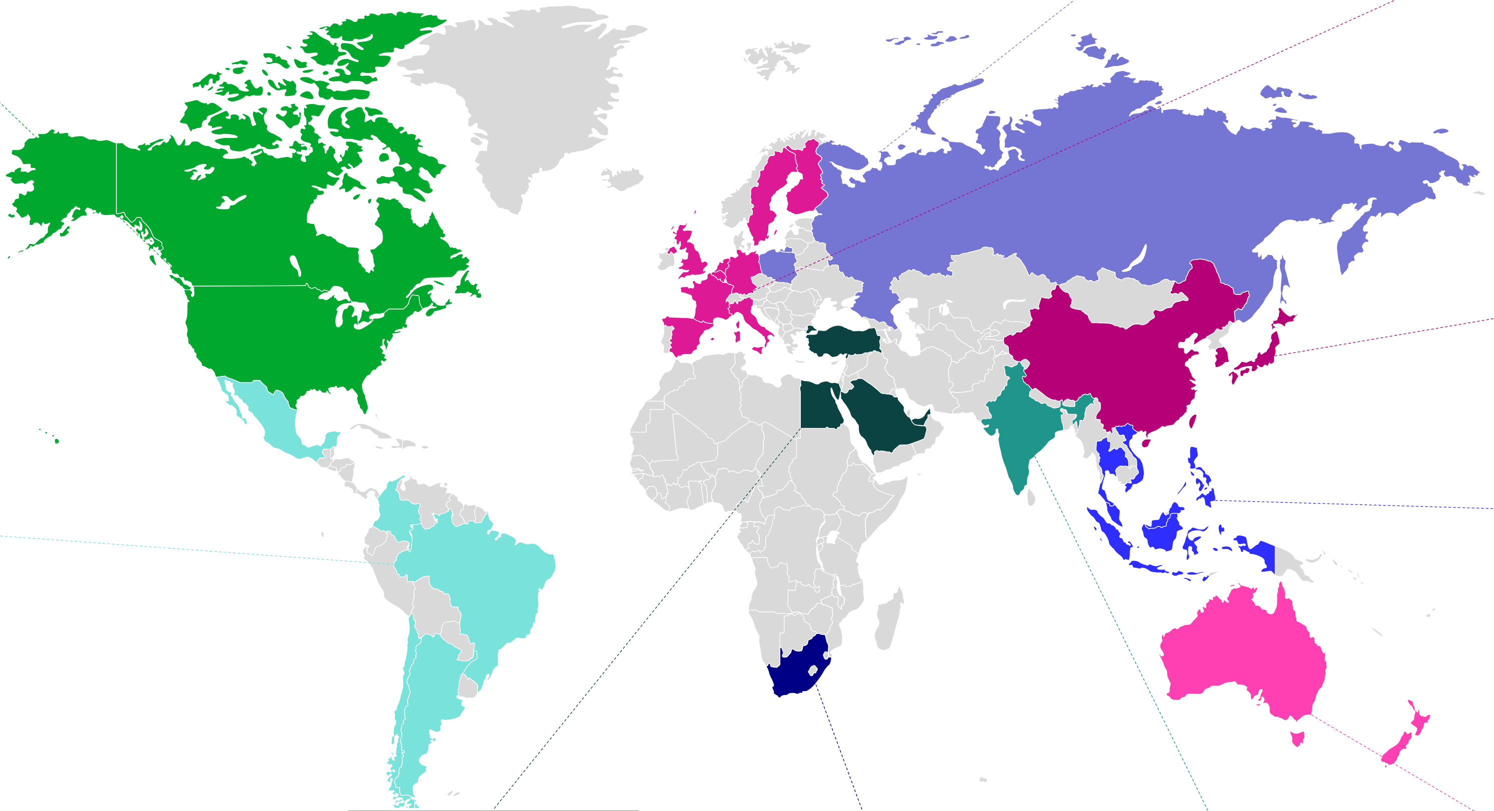
Includes:

- Full demographic and psychographic profiles
- Gaming behavior across all platforms/dimensions
- Playing and viewing motivations & attitudes
- Spending behavior and motivations
- Media, lifestyle, and consumer brands consumption
- Easy-to-use consumer insights dashboard access

Evaluate market opportunities, understand your audience to its core, and stay on top of consumer trends with Newzoo.

Get in touch

The Global Gamer Study 2023 covers 36 markets



North America (2)

Market	Availability
United States	✓
Canada	✓

Latin America (5)

Market	Availability
Argentina	✓
Brazil	✓
Chile	✓
Colombia	✓
Mexico	✓

Eastern Europe (2)

Market	Availability
Poland	✓
Russia	✓

Western Europe (9)

Market	Availability
Belgium	✓
Finland	✓
France	✓
Germany	✓
Italy	✓
Netherlands	✓
Spain	✓
Sweden	✓
United Kingdom	✓

Eastern Asia (4)

Market	Availability
China	✓
Japan	✓
South Korea	✓
Taiwan	✓

Southeast Asia (6)

Market	Availability
Indonesia	✓
Malaysia	✓
Philippines	✓
Singapore	✓
Thailand	✓
Vietnam	✓

Middle East and Northern Africa (4)

Market	Availability
Egypt	✓
Saudi Arabia	✓
Turkey	✓
United Arab Emirates	✓

Sub-Saharan Africa (1)

Market	Availability
South Africa	✓

Central Southern Asia (1)

Market	Availability
India	✓

Oceania (2)

Market	Availability
Australia	✓
New Zealand	✓

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Helping you thrive in the games market

Data. Research. Consulting.