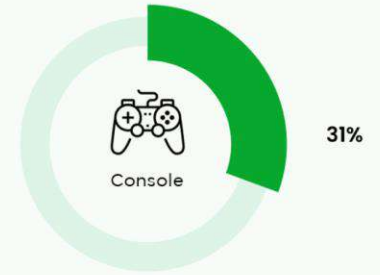
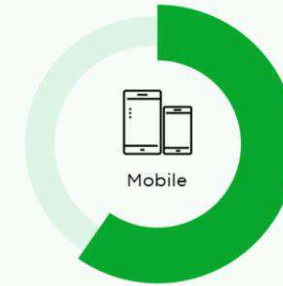




# Key Insights Into Brazilian Gamers



## Games by MAU



#2

Counter-Strike:  
Global Offensive



#4

FIFA 22



#6

Minecraft



#8

MultiVersus

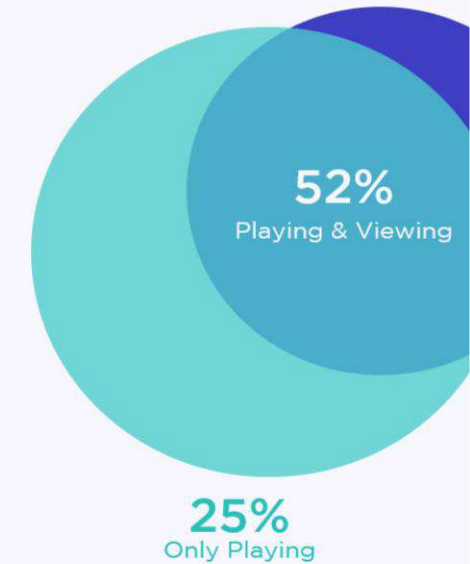


#10

Call of Duty: Modern  
Warfare/Warzone

## Legends

## Playing and Viewing Overlap



Copyright & Redistribution Notice

©2022 Newzoo. All rights reserved.

*The content of this report is created with due care by Newzoo and protected by copyrights. This report, or any portion thereof, may not be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, or used in any manner whatsoever, without the express written permission of Newzoo. Reproducing, distributing, and/or transmitting this report, or any portion thereof, for commercial purposes is explicitly not allowed.*

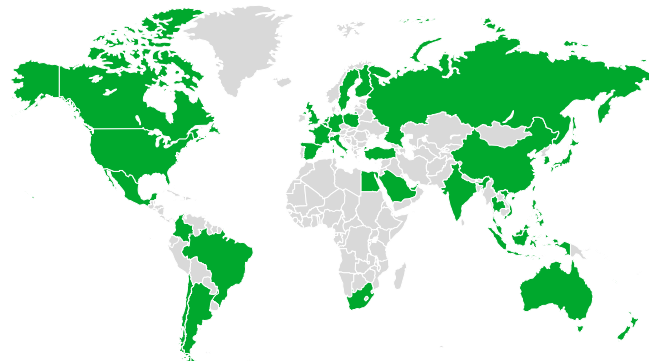
Consumer Insights – Games & Esports

# The most comprehensive global consumer research on the gaming landscape and gaming audiences

## Global Consumer Insights

- Global coverage with **36 markets**
- Dozens of KPIs including more than 200 variables capturing **360-degree gaming landscape and audience insights**
- **More than 75,000 respondents** surveyed on their gaming behavior and attitudes
- **60+ franchises covered**, including funnel metrics and audience profiles
- Easy-to-use **consumer insights dashboard** access

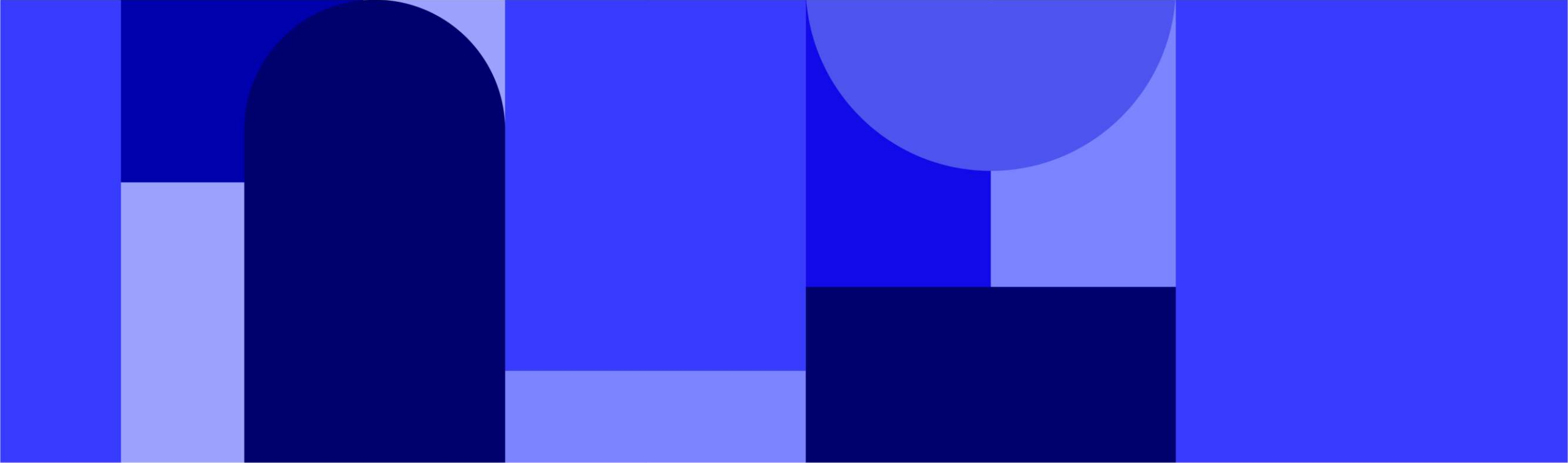
### Covering 36 markets:



[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



Interested? Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)



# Foreword

# Foreword

Welcome to the Brazilian edition of our free market insights report series!

Gaming is among the world's biggest entertainment and media platforms. An in-depth understanding of the complex gaming landscape is crucial to identify the most valuable opportunities gaming audiences have to offer. This understanding is not only important for game publishers and developers but also for any company wanting to reach and authentically engage with the broadest and most diverse subset of the world's population.

In each of these insights reports we will dive into one of the markets covered in our [Consumer Insights - Games & Esports](#) research which covers 36 diverse markets around the globe. This series of reports will include some high-level takeaways from this research along with insights taken from our [Global Games Market Report](#) and [Newzoo Expert](#).

The data contained in these reports is a snapshot of the much broader scope of data we cover on global gamers. Please [contact us](#) if you would like to learn more about [Newzoo Consumer Insights - Games & Esports](#) or any of the other products covered in this report.

We hope you enjoy the report!



**Jutta Jakob**, Head of Consumer Insights  
Newzoo



# Table of Contents

• Players and Revenues in 2022	7
• Gaming Engagement	8
• Playing and Viewing Behavior	9
• Gaming Persona Distribution	10
• Demographics and Motivations to Play	11
• Platform Play Behavior	12
• Top Games & Genres	13
• Payers and Paying Motivation	14
• Looking for More Gamer Insights?	15
• About Newzoo	17



**101M**  
Players in 2022

**#5** in the world



**\$2.7Bn**  
Game Revenues 2022

**#10** in the world



Market estimates and forecasts are included for **Top 100** markets/countries.

[newzoo.com/reports](https://newzoo.com/reports)

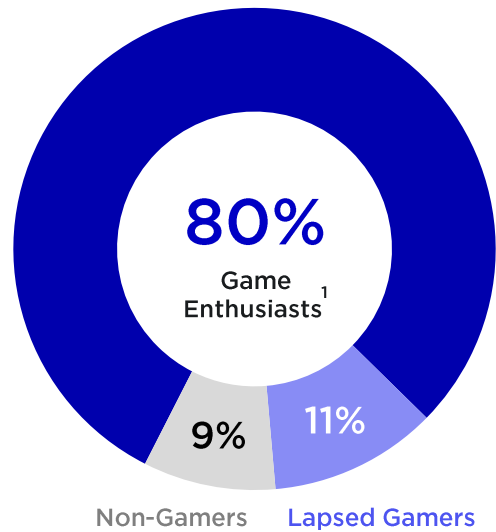


Source: Newzoo Global Games Market Report | July 2022

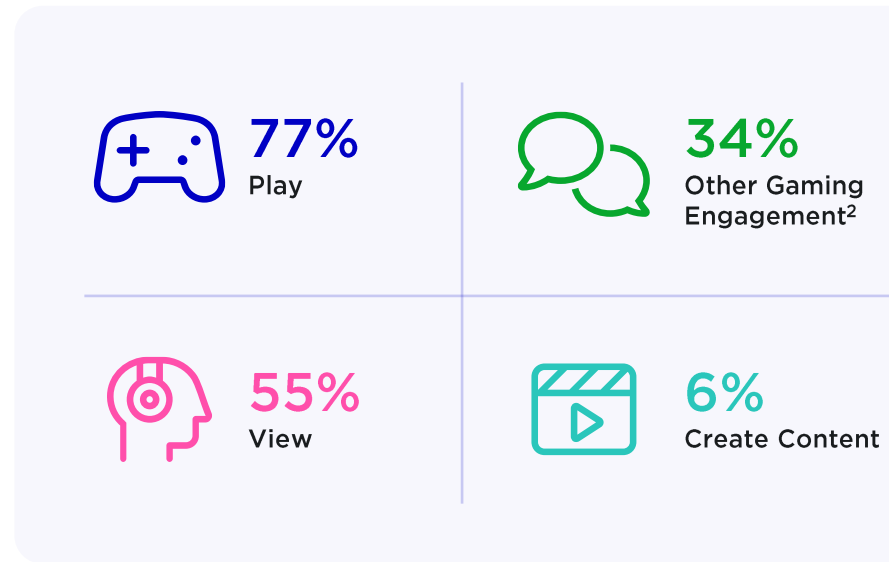
# The Vast Majority of Brazilians are Game Enthusiasts



## Share of Game Enthusiasts<sup>1</sup>



## How Brazilians Engage with Games



<sup>1</sup> Game Enthusiasts are consumers who engage with gaming through playing, viewing, owning, and/or social behavior

<sup>2</sup> Other gaming engagement includes visiting online gaming communities, discussing video games with family and friends, listening to gaming podcasts, and attending large in-person gaming conventions

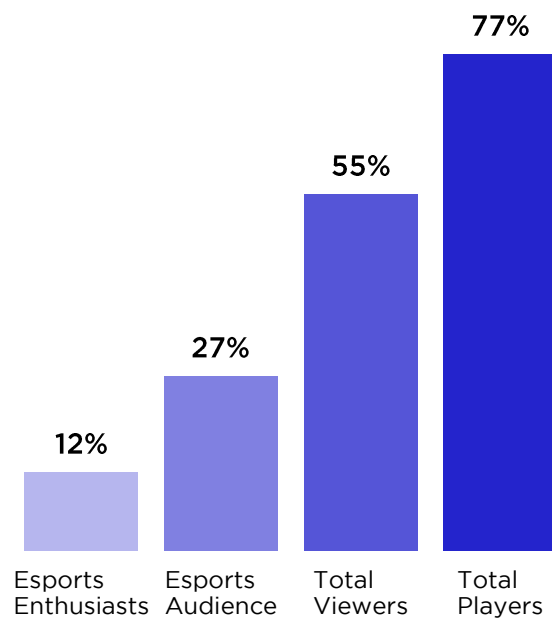
**Source:** Consumer Insights – Games & Esports 2022  
**Base:** Active internet users in residential developed areas aged 10-65 (n=2,063)



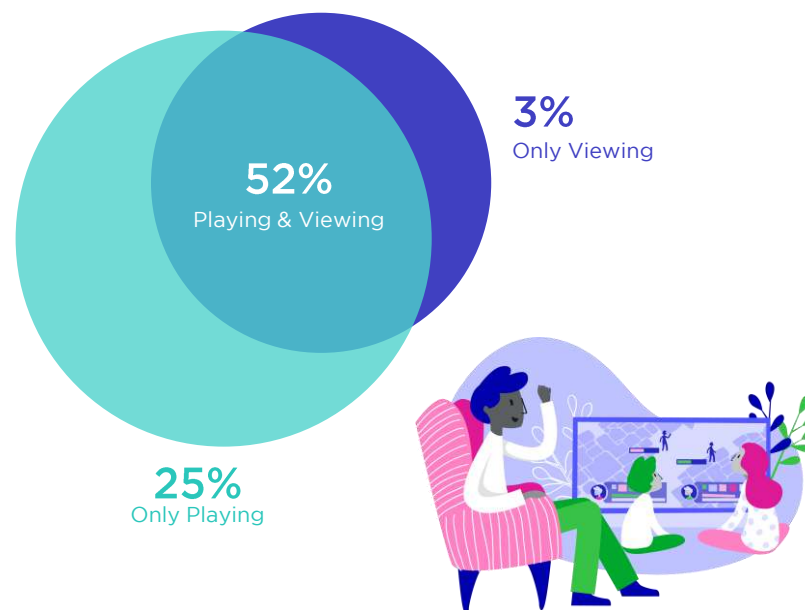
# Over Half Play Video Games and View Gaming Video Content



Share of Players & Viewers



Playing and Viewing Overlap



Viewing gaming video content is a popular pastime in Brazil. **More than half of the covered population watches gaming video content with over a quarter watching Esports content.**

Those who play games but do not watch related content (25%) and those who watch related content but do not play games (3%) are in the minority.

Source: Consumer Insights – Games & Esports 2022

Base: Active internet users in residential developed areas aged 10-65 (n=2,063)

Viewers are those that watch live-streamed or pre-recorded gaming video content in the past 12 months

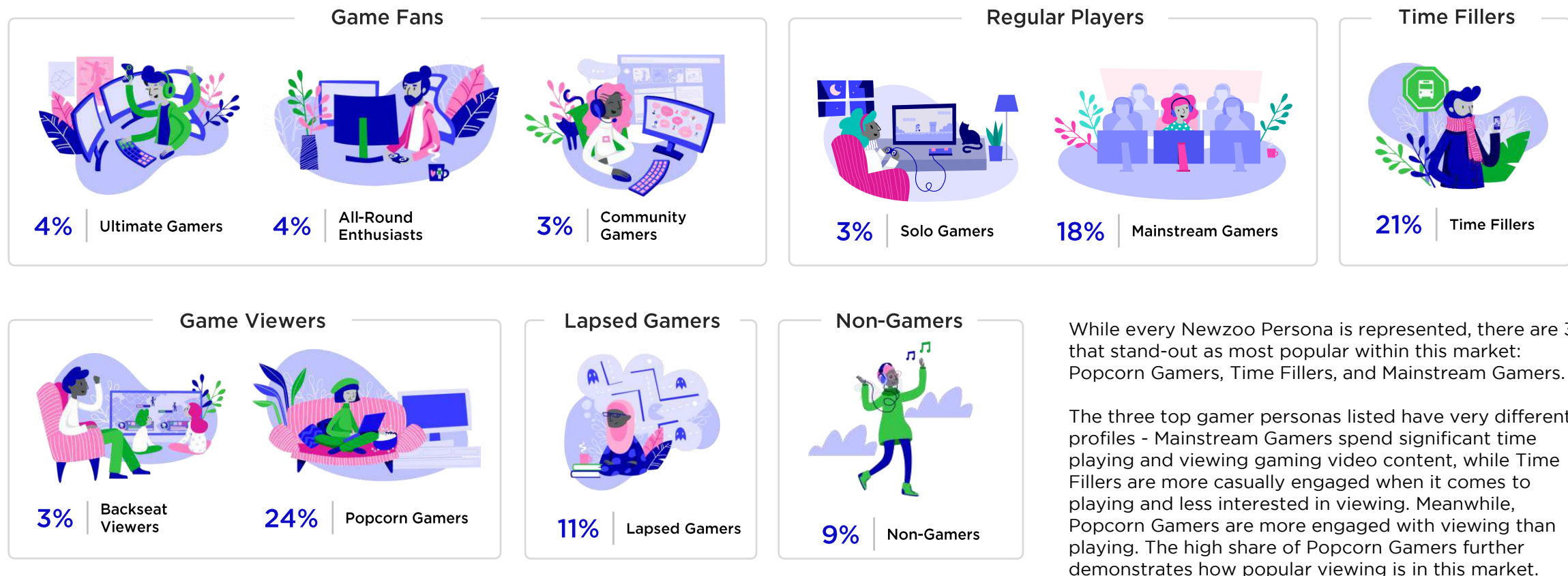
Esports Audience are those that watch professional competitive gaming (esports) video content in the past 12 months

Esports Enthusiasts are those that watch gaming (esports) video content once a month or more

# Popcorn Gamers and Time Fillers are the Most Common Personas



## Gaming Persona Distribution in Brazil



Source: Consumer Insights – Games & Esports 2022

Base: Active internet users in residential developed areas aged 10-65 (n= 2,063)

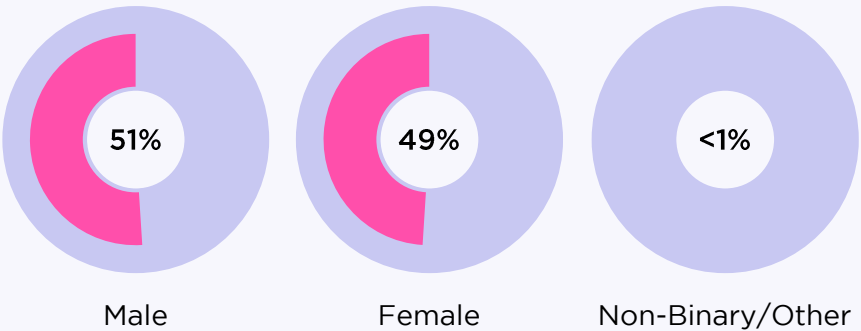
Newzoo's proprietary gamer segmentation wherein playing, viewing, owning, and socializing/other gaming engagement are the four main dimensions for classification

# Achievement, Mastery, and Social Aspects Top Motivators for Playing

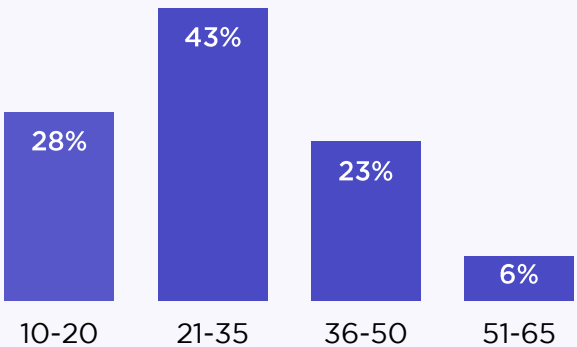


## Demographics of Players

### Gender

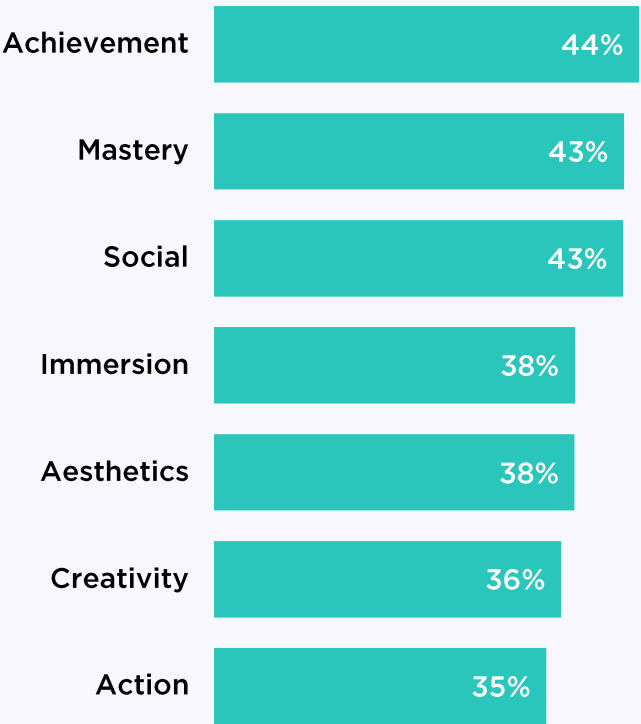


### Age



## Motivations of Players

### Playing Motivations

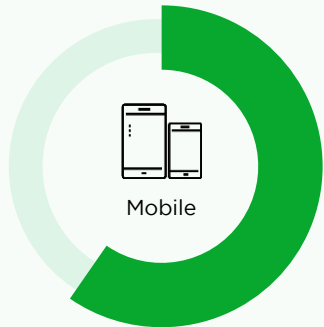


# Mobile Top Platform but Console & PC Players More Dedicated

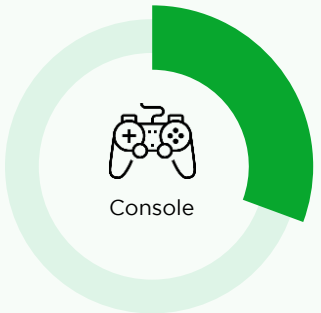


## Share of Players per Platform

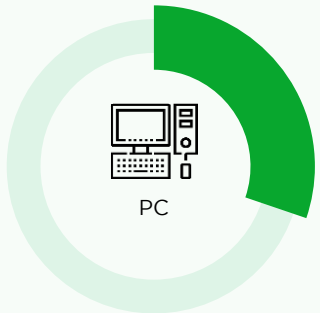
% Past 6 months players



60%



31%



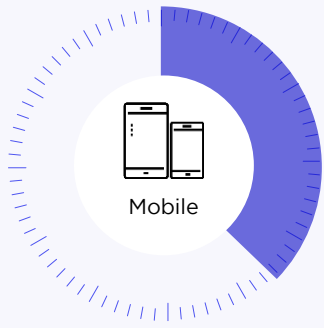
30%

Base: Active internet users in residential developed areas aged 10-65 (n=2,063)

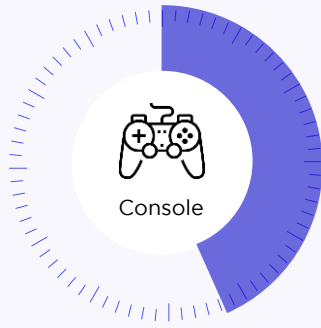
## Average Hours

### Played Each Week

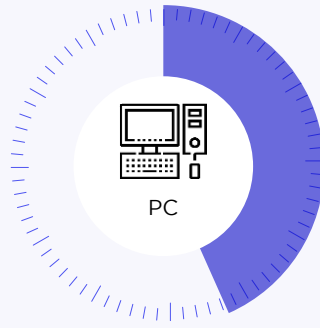
Base: Players of each platform  
(Past 6 months)



4h 31mins



5h 12mins



5h 12mins

Base: Mobile players (n=1,261); Console players (n=810); PC players (n=795)

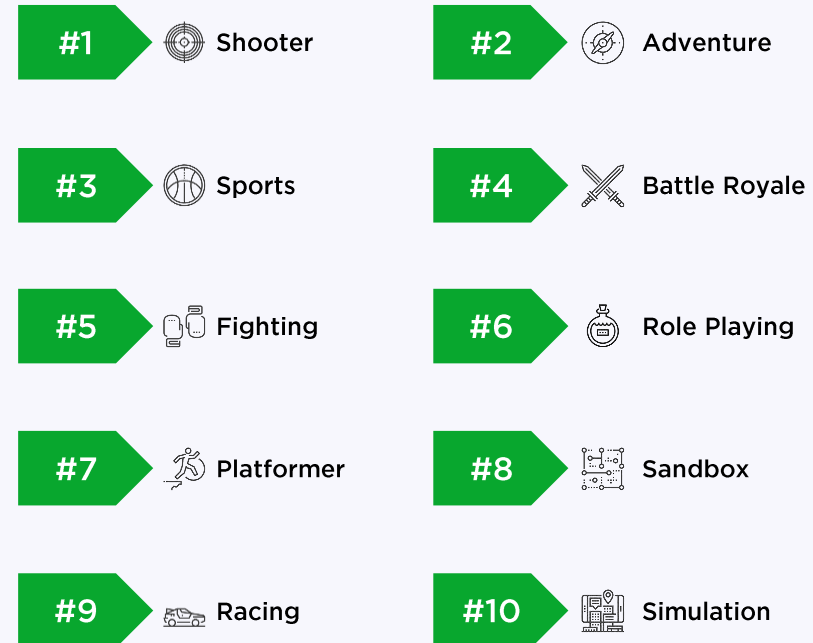
# Keep a Pulse on Top Games in Brazil Using Newzoo Expert



## Top 10 PC & Console Games by MAU



## Top 10 PC & Console Genres by MAU

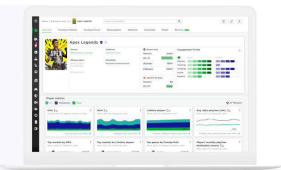


Source: Newzoo Expert – August 2022

Platforms covered: PC, PS4, PS5, Xbox One, Xbox Series X|S

Want more in-depth games data like DAU, game revenues, or time spent in game?

[newzoo.com/expert](https://newzoo.com/expert)

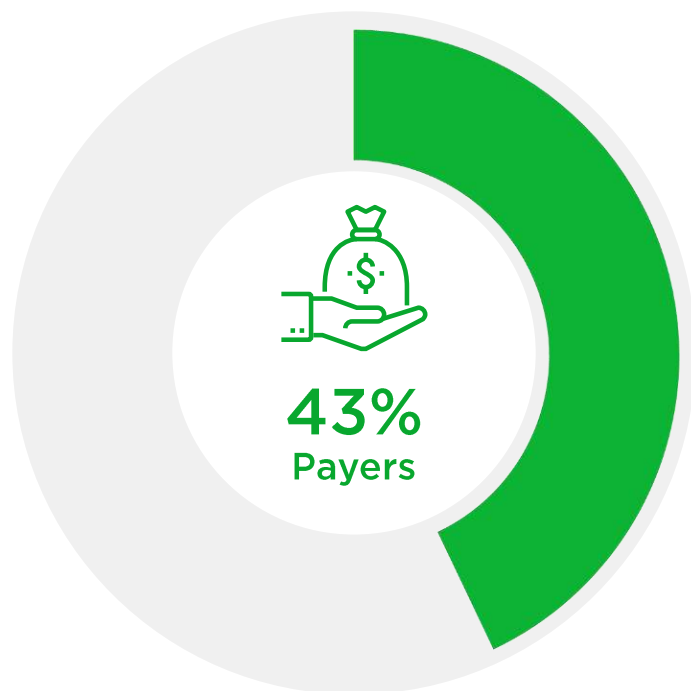


# Just Over 4 in 10 Brazilian Players Spend Money on Video Games



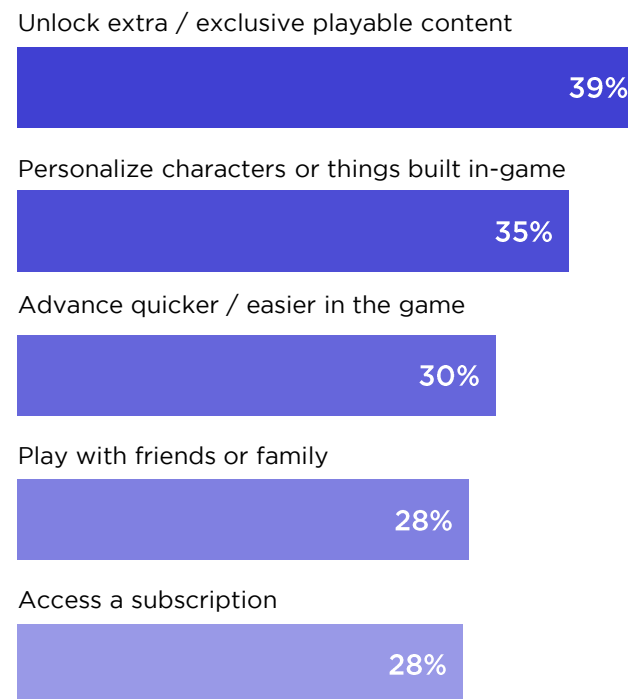
## Share of Payers<sup>1</sup>

Base: Players (past 6 months)



## Top 5 Paying Motivations

Base: Total Payers (past 6 months)



The top motivation to spend money on games in Brazil is **unlocking extra/exclusive content** with nearly 4 in 10 of those who spend listing this as a motivator.

In addition, spending money on games to personalize characters or things built in-game is also notably motivating with over a third of those who spend listing this as a motivator to spend.

<sup>1</sup> Payers: Past 6 months players who, on average, spend 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.

**Source:** Consumer Insights – Games & Esports 2022

**Base:** Those who have played video games on a PC, console, or mobile in the past 6 months (n=1,662), Total payers (past 6 months) (n=785)

Unlock the **demographics and psychographics** of gamers in 36 key markets.

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



# Looking for More Global Gamer Insights?

Profile Gamers in your Target Markets with the Most Comprehensive Games Research Based on 75,000+ Consumers

36

Markets



75,000+

Consumers Surveyed



200+

Metrics tracked



60+

Game Franchises  
Covered



10+

Years of Gamer Research  
experience

[newzoo.com/consumer-insights](https://newzoo.com/consumer-insights)



Interested? Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)

# Upgrade to Newzoo Consumer Insights – Games & Esports

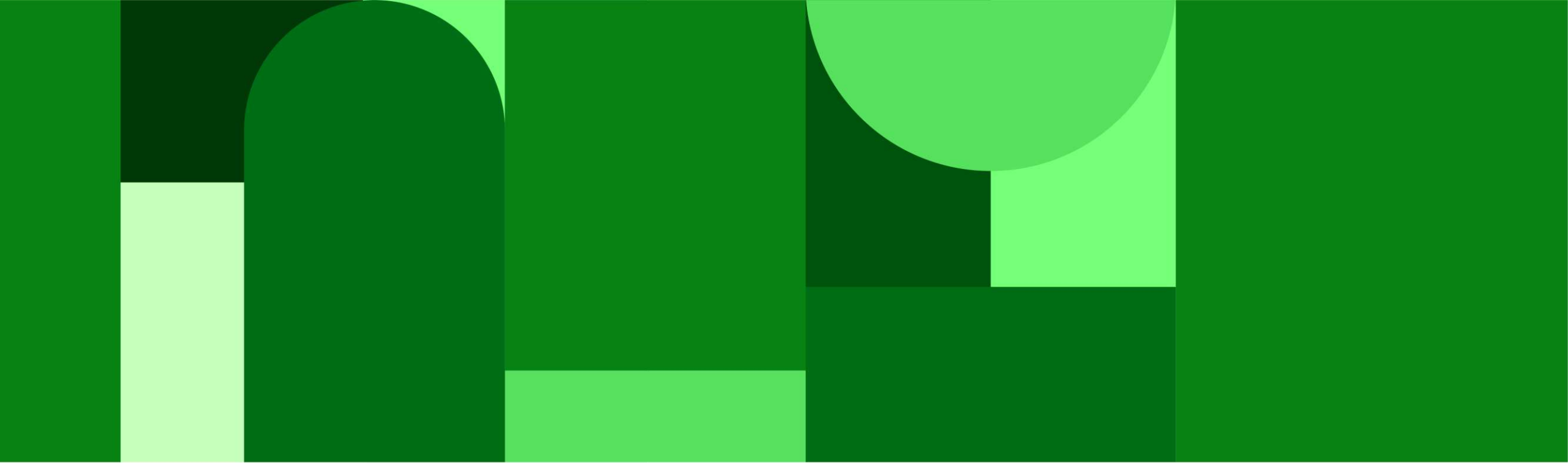
	This Free Report	Newzoo Consumer Insights – Games & Esports
Socio-Demographics	Limited	✓
Newzoo's Gamer Segmentation™ (gamer persona split)	Limited	✓
Behavior, Motivations & Attitudes towards Games and Gaming	Limited	✓
Gaming Video Content & Esports	Limited	✓
Spending Behavior & Motivations	Limited	✓
Platform Deep Dives (incl. genres, game modes on PC, Console, Mobile)	Limited	✓
Media Consumption & General Interests / Hobbies	✗	✓
Cellphone & Internet Usage	✗	✓
Consumer Brands (incl. attitudes)	✗	✓
Game Franchises (incl. franchise funnel)	✗	✓
Gaming Hardware and Peripherals	✗	✓
Cloud Gaming	✗	✓

Learn more about Newzoo  
Consumer Insights



Interested? Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)



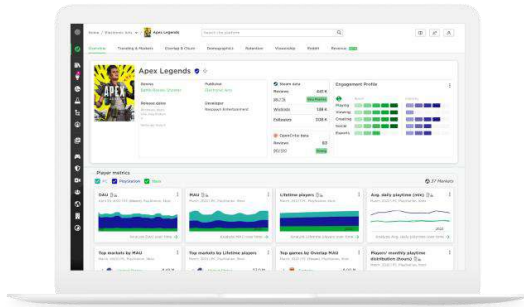


# About Newzoo

# Newzoo: The Specialists in Games Data and Insights

## Newzoo Expert

Games & Market Engagement Data

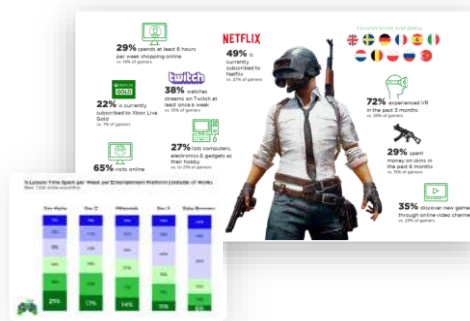


**How does my game benchmark and what other titles are my player base playing?**

Covers 100+ metrics for Thousands of Games on PC, Console, and Mobile, including MAU, DAU, Lifetime Players, Revenues, Viewership

## Consumer Insights

Player Demographics & Psychographic Data

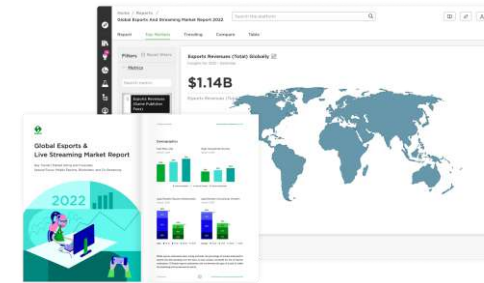


**What types of players are playing these games?**

75,000 Gamers surveyed worldwide  
Motivations, drivers, playing behavior

## Reports

Trends, Market Sizing, Forecast Data



**What are the key metrics and trends, and how will they change in the future?**

Global, regional, market key metrics  
Market sizing, trends, forecasts



**Questions?**

Email us at:  
[questions@newzoo.com](mailto:questions@newzoo.com)

[newzoo.com](https://newzoo.com)