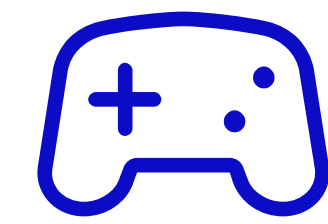


# Key Insights Into American Gamers





**191M**  
Players in 2021

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**#2** in the world



**\$47.3B**  
Revenues 2021

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**#2** in the world

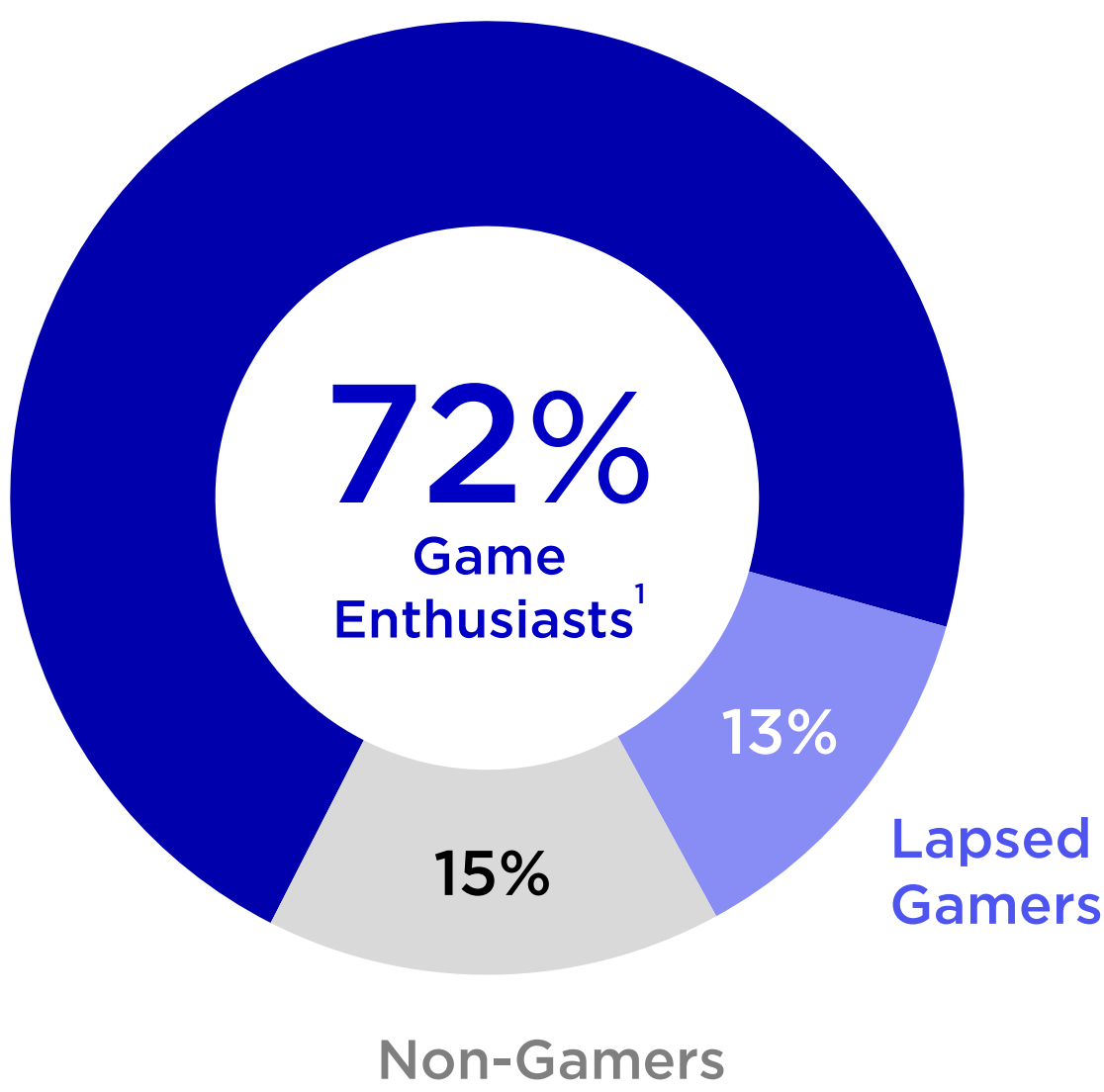
Source: Newzoo Global Games Market Report

# Nearly 3-in-4 Americans are Game Enthusiasts



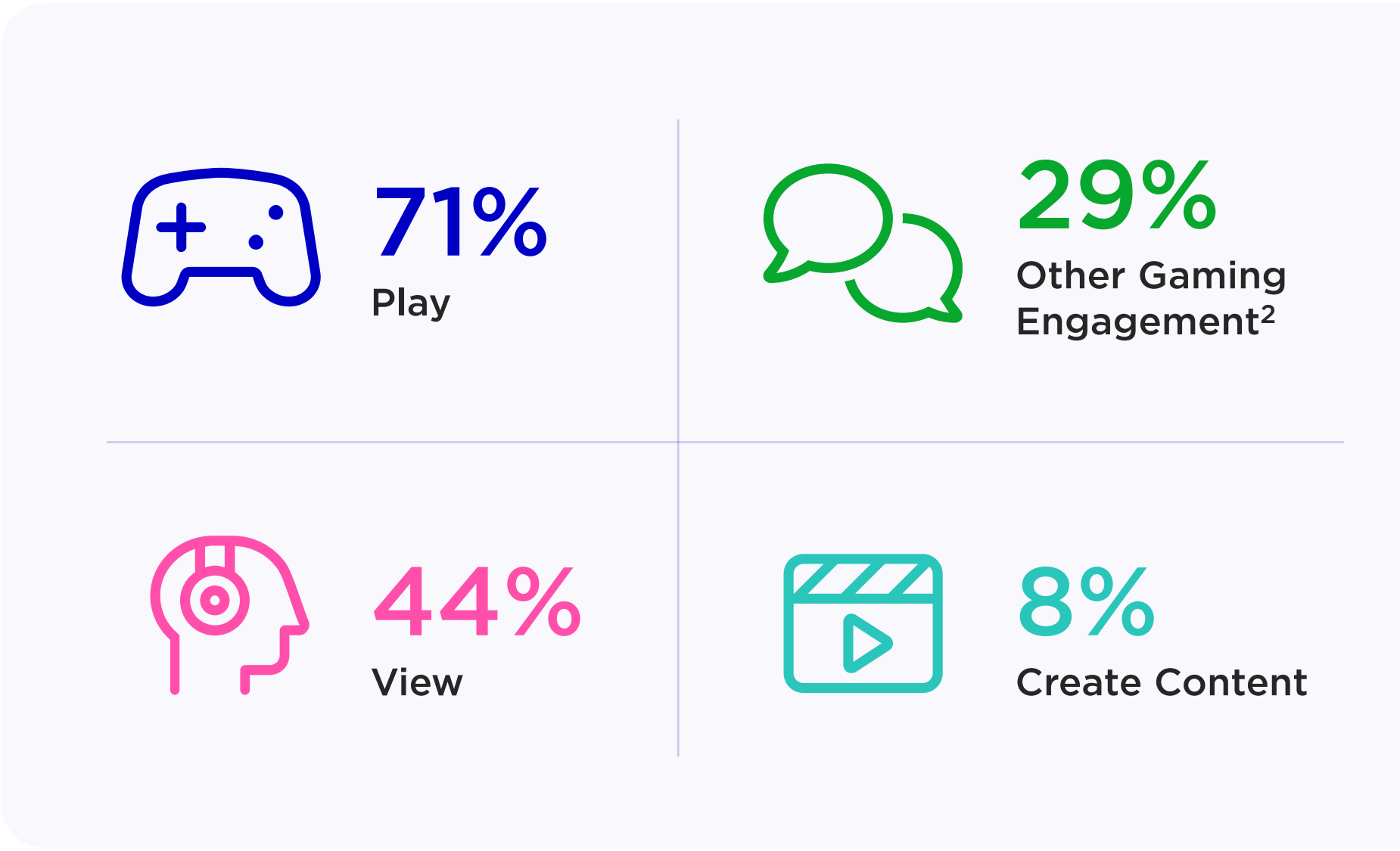
## Share of Game Enthusiasts<sup>1</sup>

Base: Total Online Population



## How Game Enthusiasts Engage with Games

Base: Total Online Population



<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: Total online population (n=3,054)

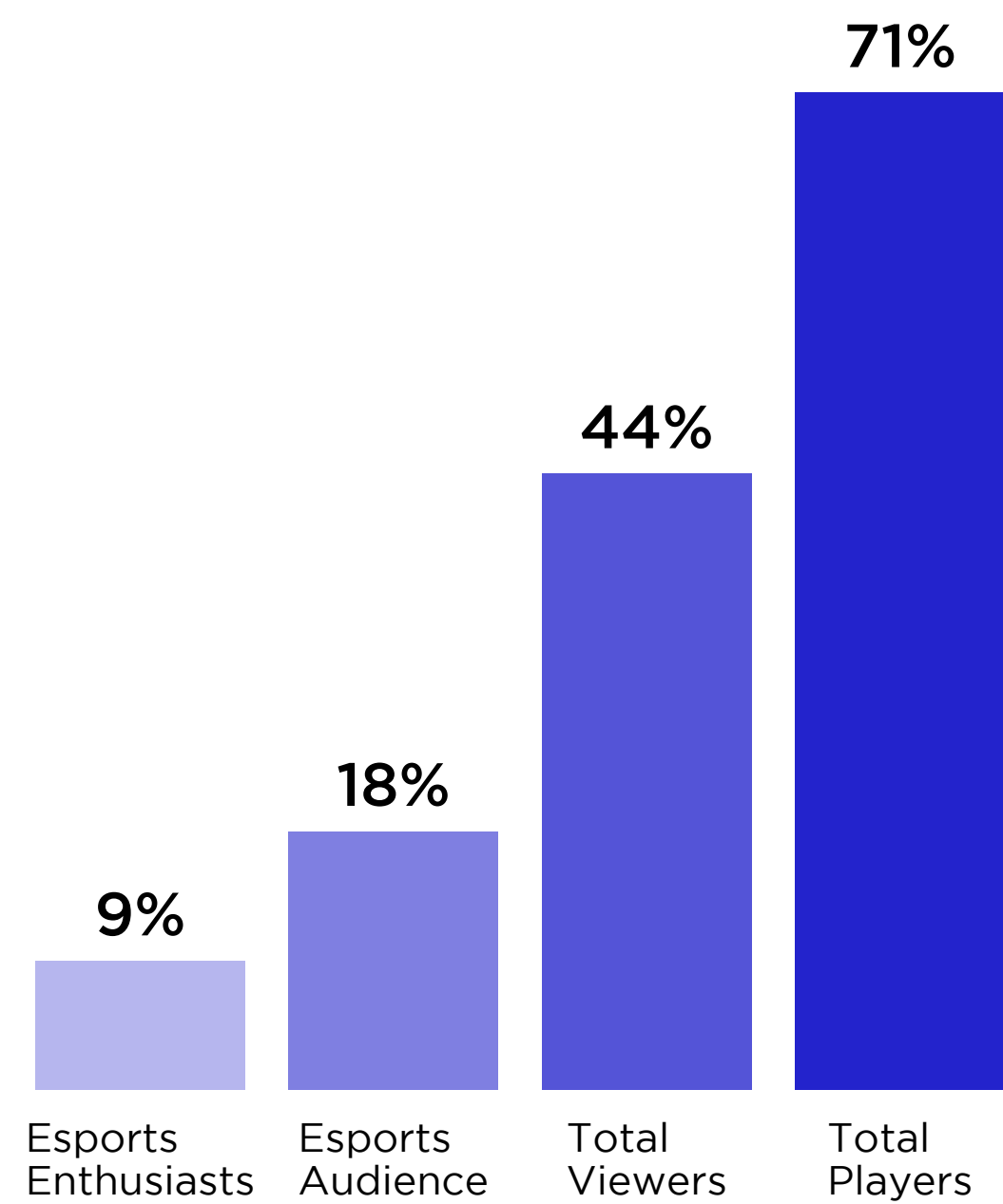


# Most American Game Enthusiasts Engage by Playing and Viewing

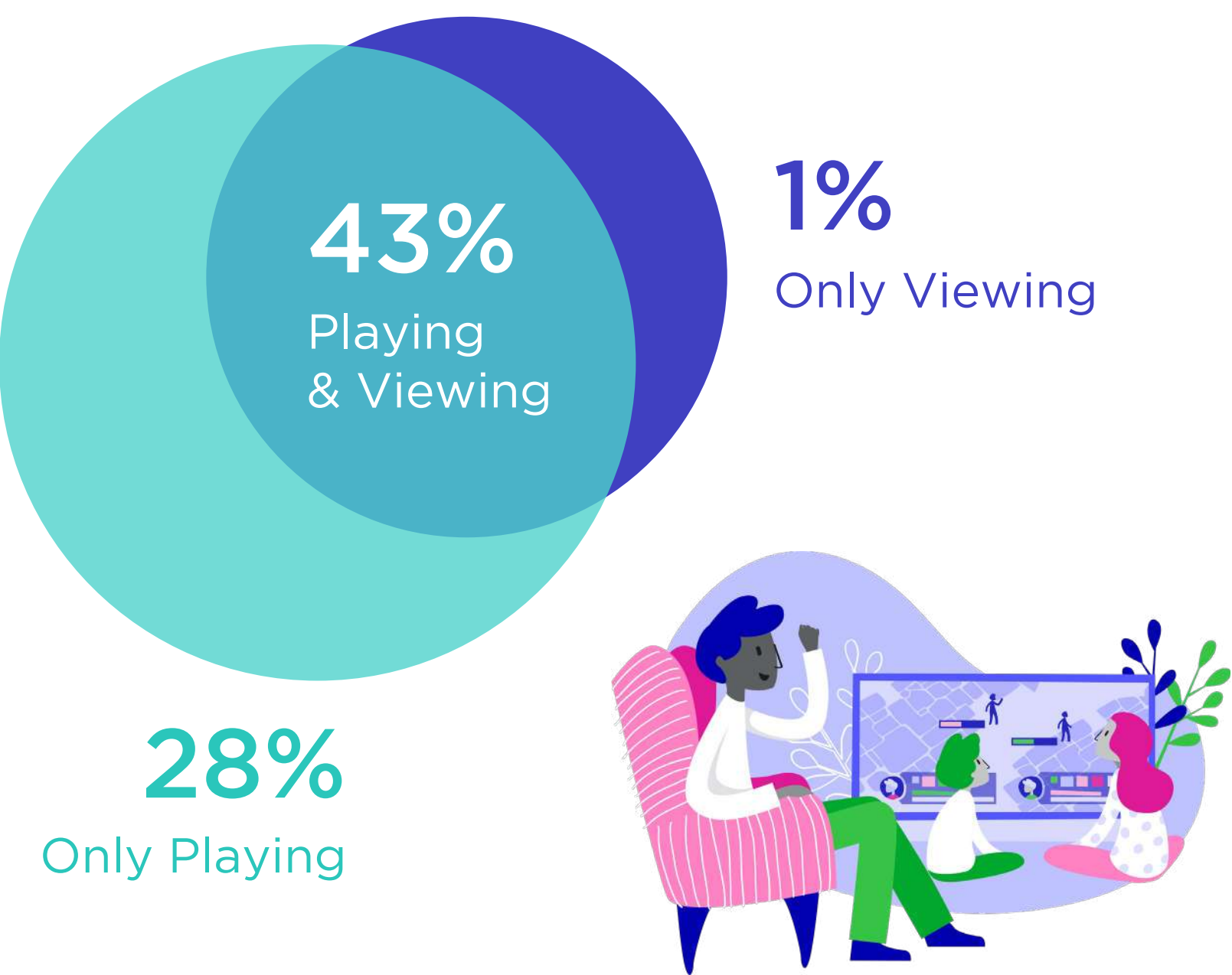


## Share of Players & Viewers

Base: Total Online Population



## Playing and Viewing Overlap



While playing continues to be the #1 way to engage with games, most American Game Enthusiasts are also viewing gaming content.

There are many different ways to view gaming content, from following your favorite streamers to watching game play tips and tricks and, of course, esports.

A whopping 18% of the American online population has watched esports in the past 12 months. And, half of these Esports viewers do so on a monthly basis.

While esports is still growing in participation and viewership, it's clear that this is not a niche pastime in the US.

Source: Consumer Insights – Games & Esports 2022  
Base: Total online population (n=3,054)

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 (e-sports) video content in the past 12 months  
Esports Enthusiasts are those that watch gaming (e-sports) video content once a month or more

# There is No Single Type of American “Gamer”



## Gaming Persona Distribution in the US

### Game Fans



**3%** Ultimate Gamers

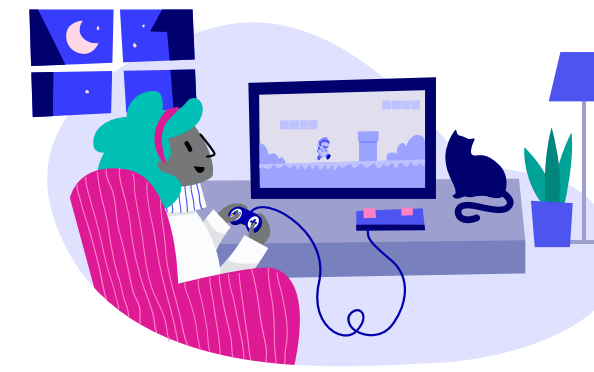


**3%** All-Round Enthusiasts



**6%** Community Gamers

### Regular Players



**3%** Solo Gamers



**19%** Mainstream Gamers



**19%** Time Fillers

### Game Viewers



**1%** Backseat Viewers



**17%** Popcorn Gamers

### Lapsed Gamers



**13%** Lapsed Gamers

### Non-Gamers



**15%** Non-Gamers

As gaming continues to expand its reach, gamers themselves become a more diverse and varied group.

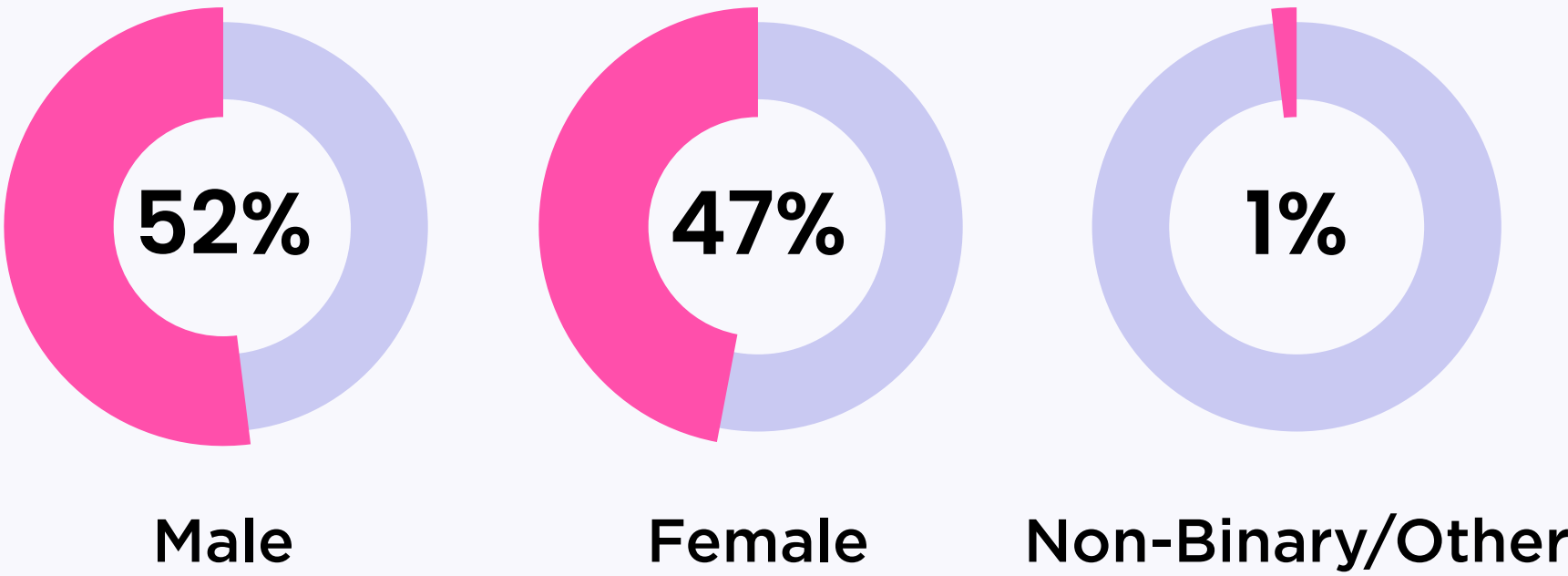
True to its name, Mainstream Gamers are one of the most common personas in the US, alongside Time Fillers. Despite similarities in size, these two groups demonstrate how varied gamers can truly be. Mainstream Gamers invest significant time both playing and watching games, while Time Fillers take a more casual and playing-exclusive approach to the pastime.

# Gamers Represent All Ages and Genders in the US. Motivations Also Vary

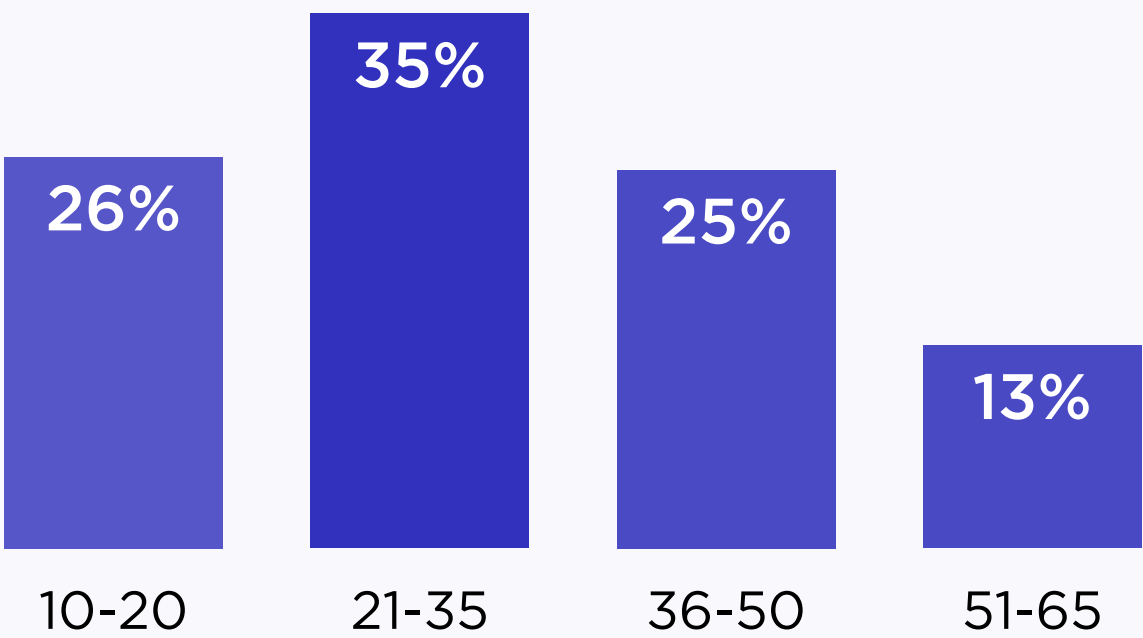


## Demographics

### Gender

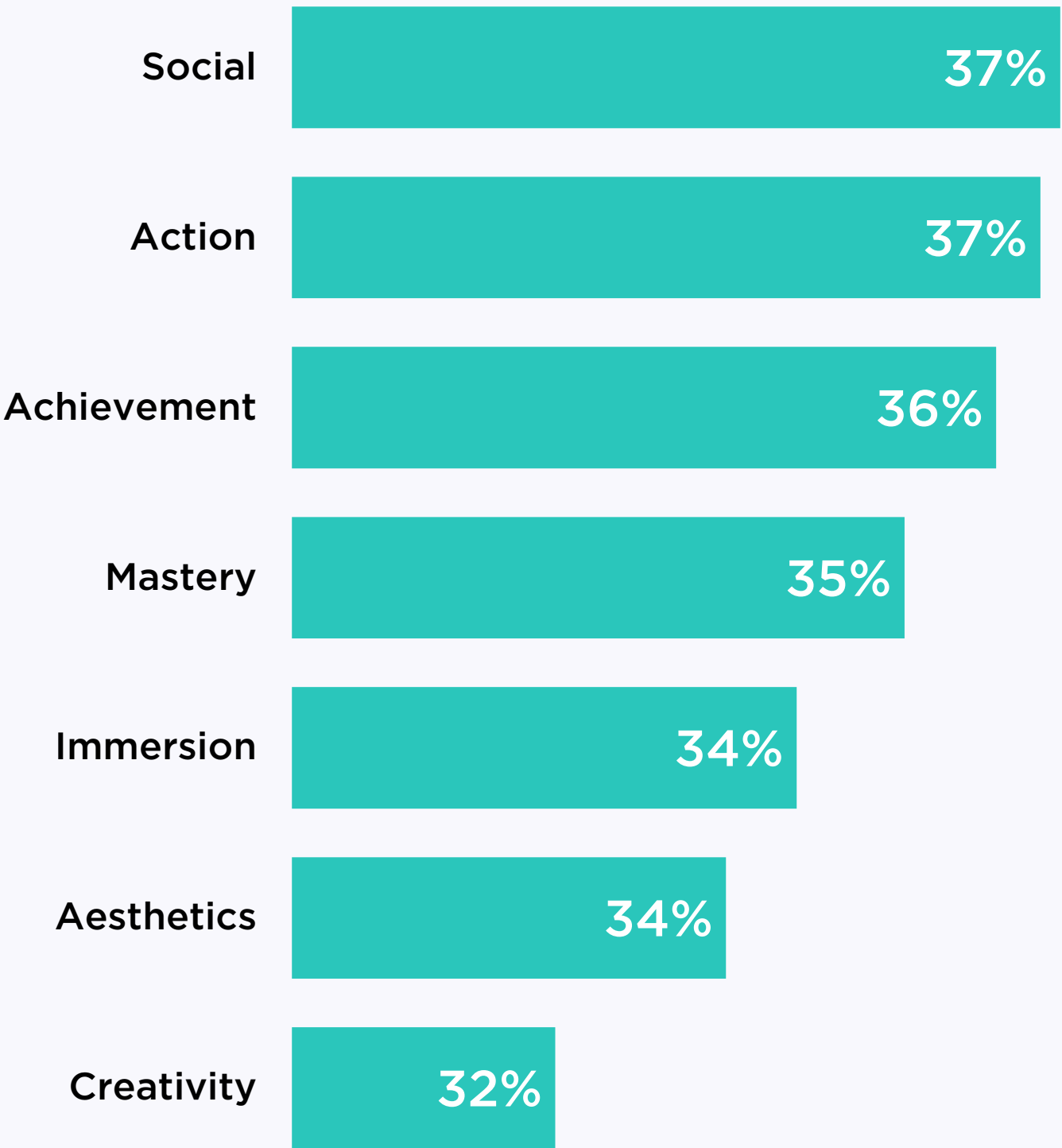


### Age



## Motivations of Players

### Playing Motivations



Base: Those who have played video games on a PC, console, or mobile in the past 6 months (n=2,203)

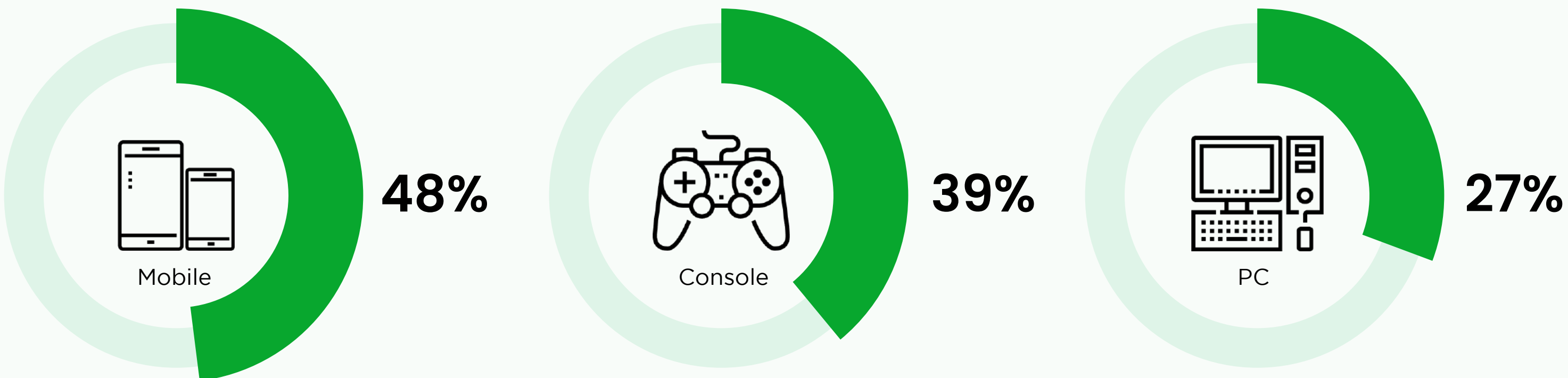


# Mobile is the Most Popular Platform but Console Captures the Most Hours



## Share of Players per Platform

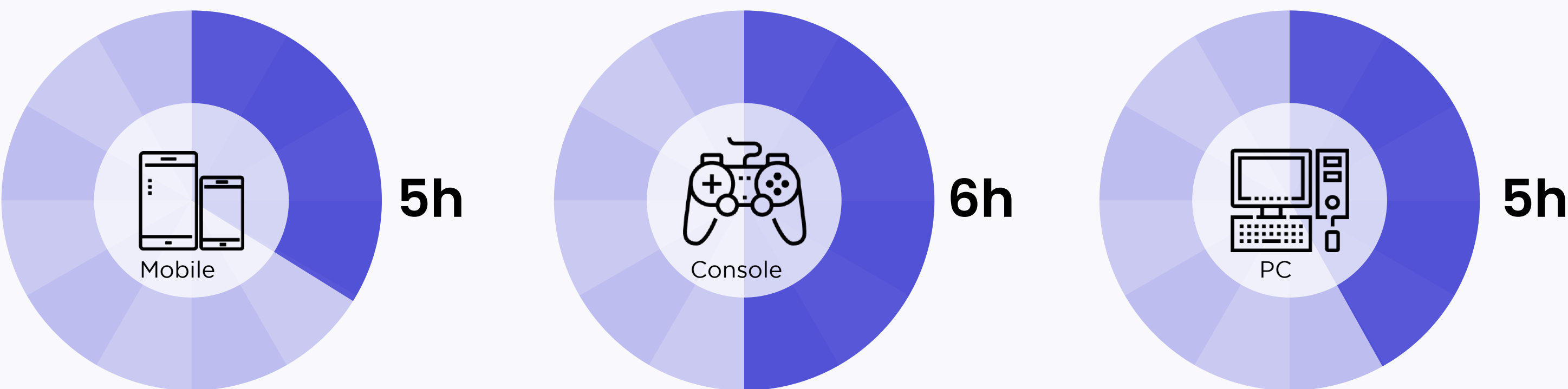
% Past 6 months players



Base: Total online population (n=3,054)

## Average Hours Played Each Week

Base: Players of each platform  
(Past 6 months)

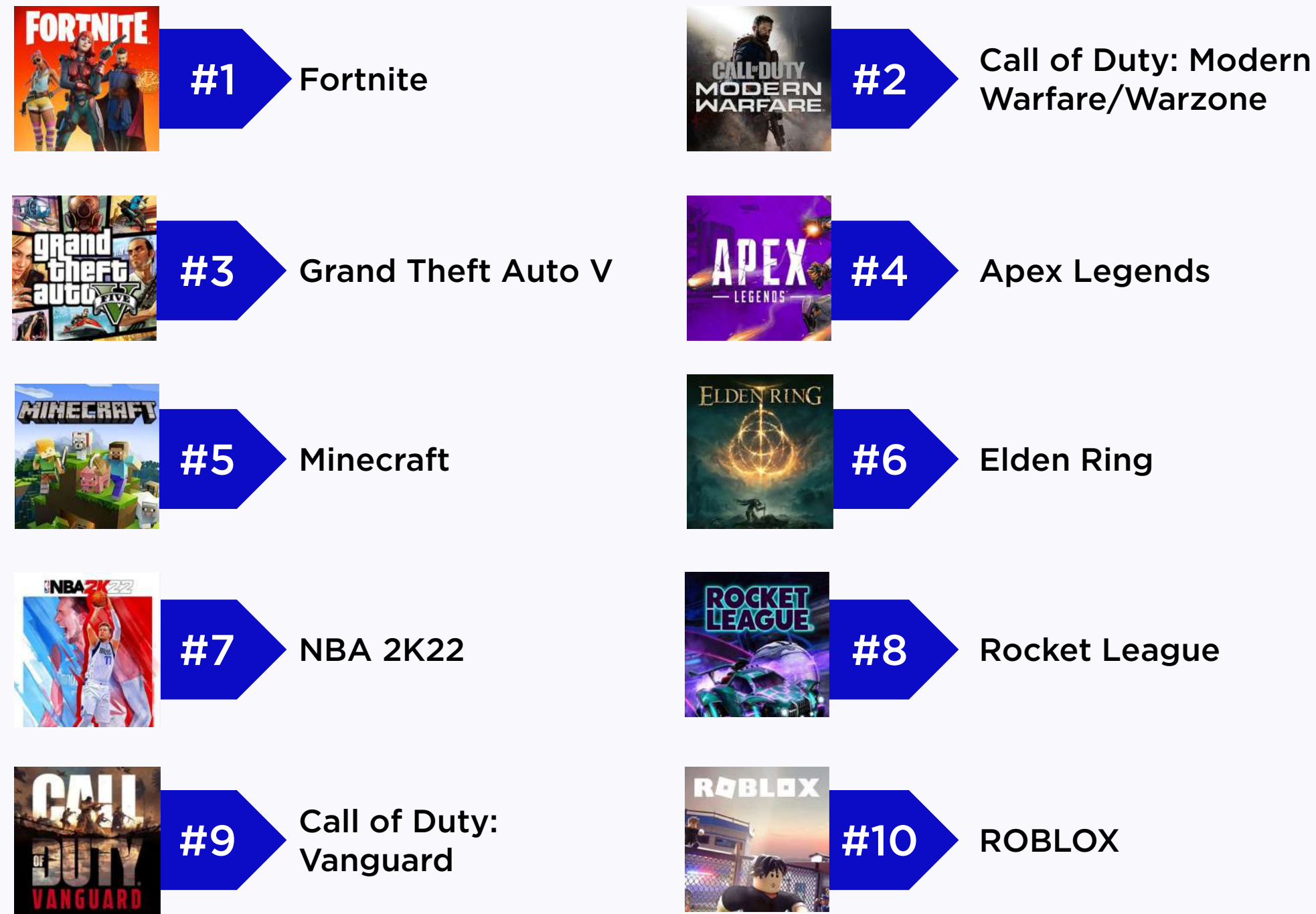


Base: Mobile players (n=1,530); Console players (n=1,178); PC players (n=870)

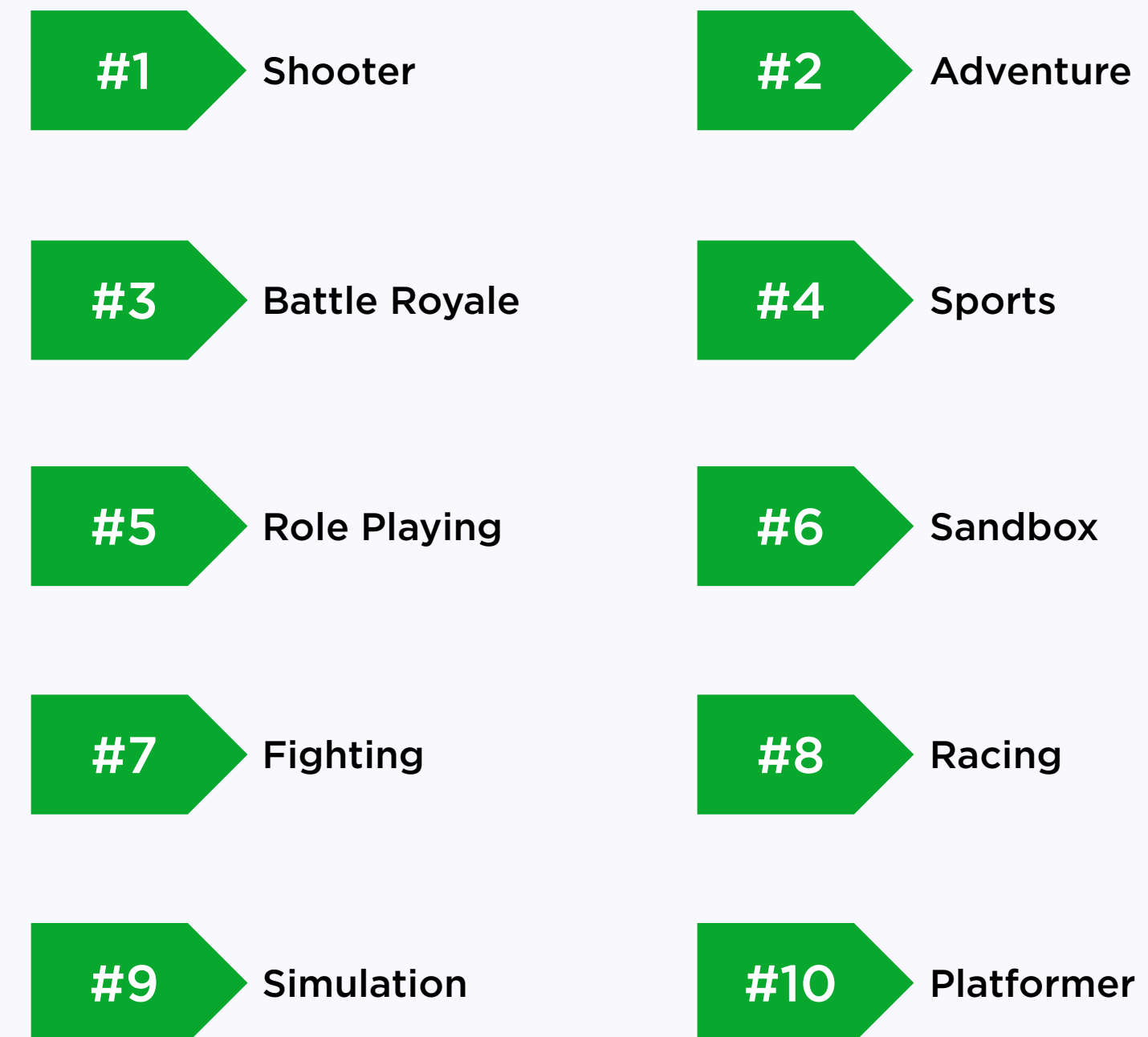
# Keep a Pulse on Top Games in the US Using Newzoo Expert



## Top 10 PC & Console Games by MAU



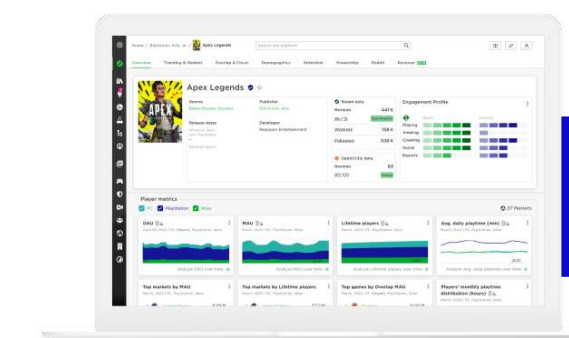
## Top 10 PC & Console Genres by MAU



Source: Newzoo Expert – April 2022

Platforms covered: PC, PS4, 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)

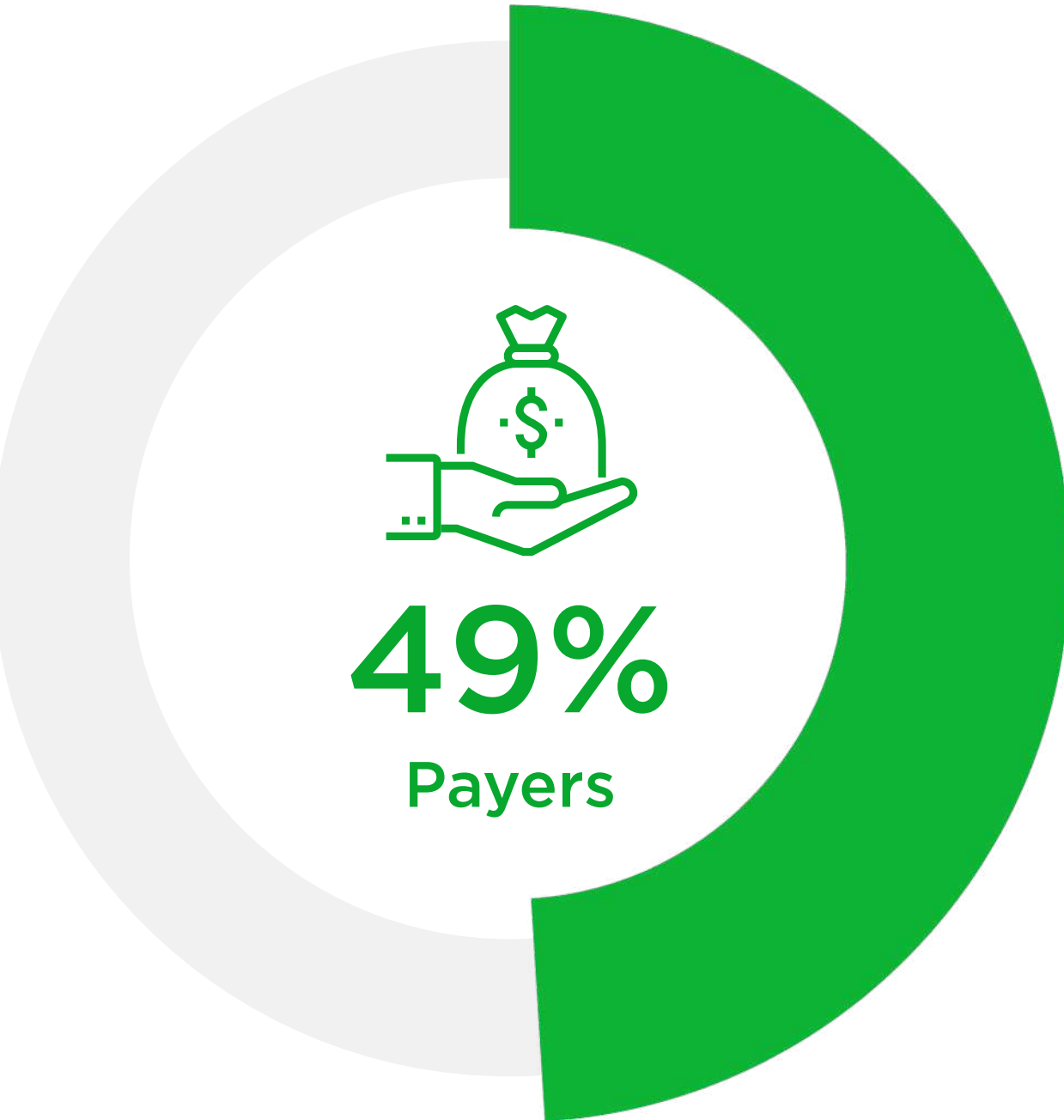


# Nearly Half of the Online Population Spends Money on Games



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

Base: Total Online Population



## Top 5 Paying Motivations

Base: Total Payers



With socialization a top motivation to play games in the US, it's no surprise that 30% of Payers are spending money in order to play with friends or family.

Yet, this is not the only reason gamers are spending money on the category: Enticing sales, unlocking content, competition, and easier advancement are all top reasons for gamers to pull out their wallets.

Source: Consumer Insights - Games & Esports 2022  
Base: Total online population (n=3,054), Total payers (n=1,540)

# Looking for More Insights?



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

36

Markets



75,000+

Respondents

200+

Variables

10+

Years of Experience

60+

Franchises

## Topics:

- ✓ PC Games
- ✓ Console Games
- ✓ Cloud Gaming
- ✓ Gaming Video Content & Esports
- ✓ Gaming Hardware & Peripherals
- ✓ Consumer Brands
- ✓ Newzoo's Gamer Segmentation™
- ✓ Socio-Demographics
- ✓ Media & Lifestyle
- ✓ Mobile & Internet
- ✓ Game Behavior & Attitudes
- ✓ Spending Behavior
- ✓ Franchises
- ✓ Mobile Games

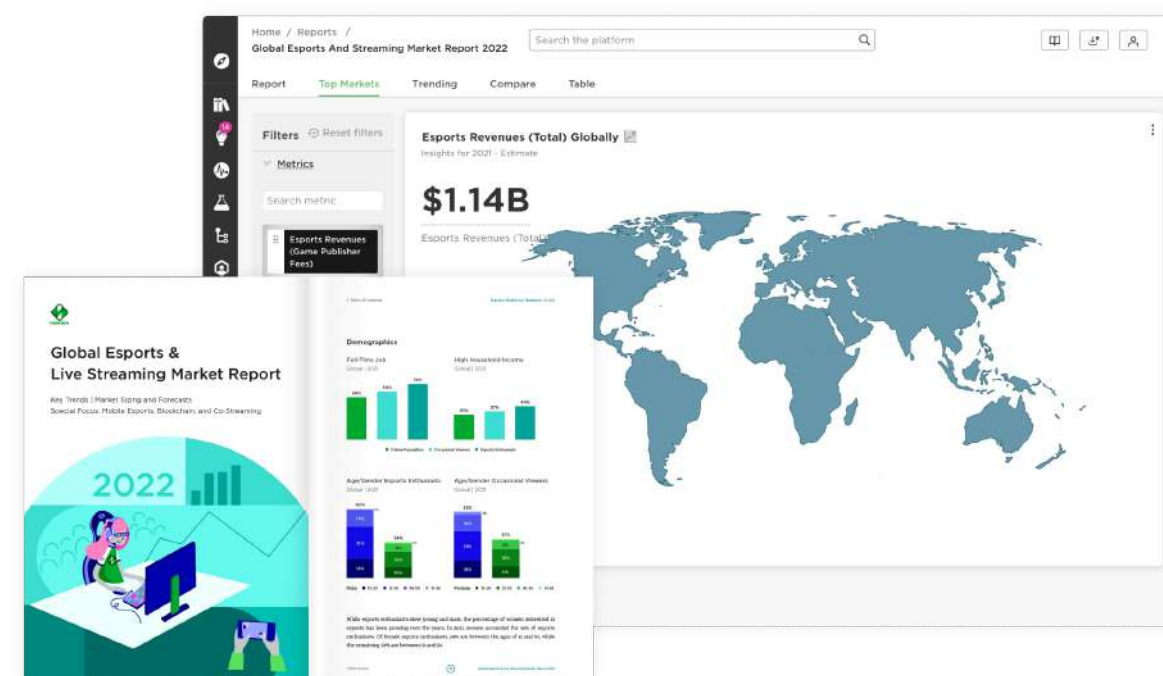
[newzoo.com/gamers](https://newzoo.com/gamers)

# Newzoo: The Specialists in Games Data & Insights



## 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

## Consumer Insights

Player Demographics & Psychographic Data

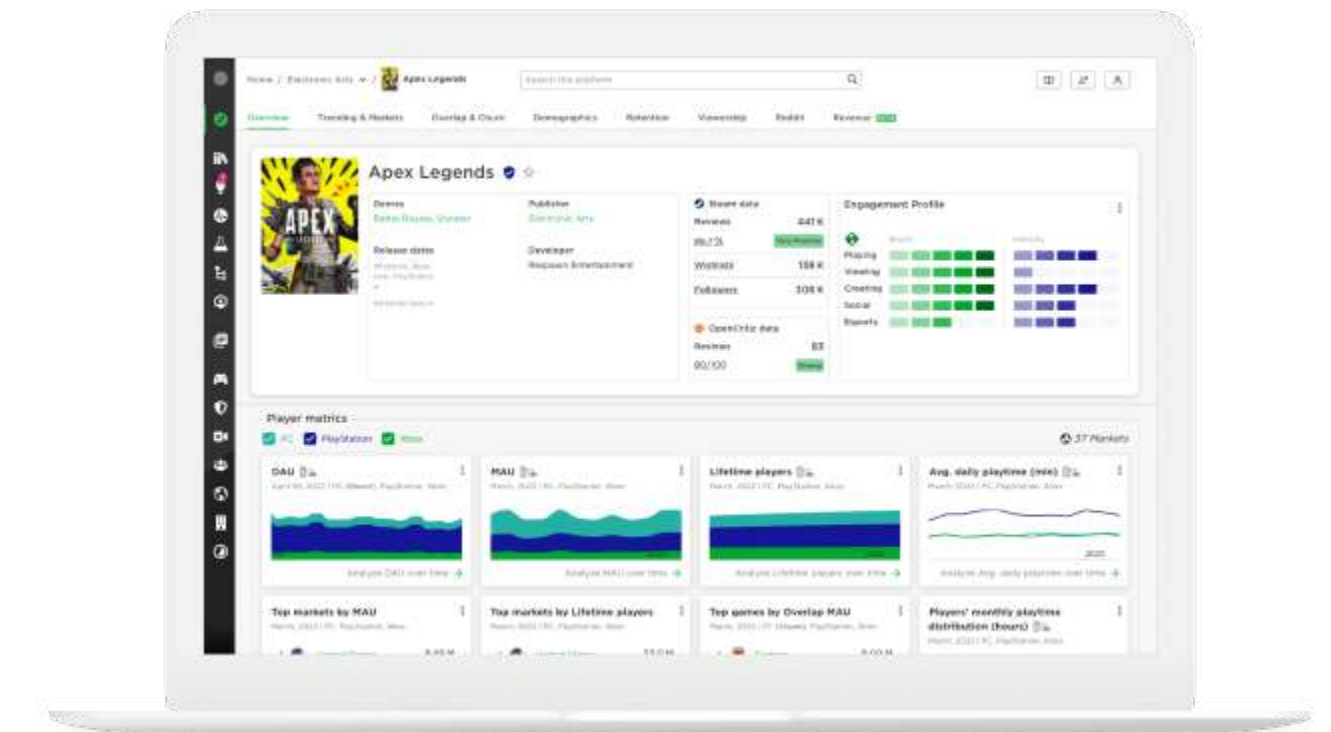


What types of players are playing these games?

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

## Newzoo Expert

Games & Market Engagement Data



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

Covering Thousands of Games  
PC, Console, Mobile, Viewership, Reddit

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