Trend One: Purchase of items – average price

The average price of items bought in games sits between $3 and $3.40 overall and for each gender. Companies would be best placed to price their items within this range as users are more likely to purchase and see value.

Trend Two: Purchasing analyses based on demographics

40% of the total players are aged 20-24. 84% of the players identify as male while 14% identify as female. This data could be useful to gaming companies in their development of future games and marketing strategies.

Trend Three: Item popularity

The most purchased and most profitable item is the ‘Final Critic’. This item has clear perceived value for money among players.